

Pfitzner, Laura

From: dbaynews@optusnet.com.au
Sent: Monday, 23 March 2015 12:24 PM
To: Adjudication
Subject: A91472 – magazine publishers of Aust submission

Dear Sir/Madam,

The proposed “Code of Conduct” is a not too thinly veiled attempt by the Magazine Distributors, not the publishers or the agents, to secure their business model.

The Code is not supported by this agent.

The Code did not address the key issues involved.

The Magazine supply model is driven by the distributors. They set the number of magazines to be distributed (thus the number printed).They get paid by the number of magazines distributed. Its clear therefore that they have a bias in allocating the numbers. In addition they get paid again by the number of magazines returned. Again, an over allocation of magazines suits their needs. It does NOT suit either the publisher or the agent. I have a title issued to me that I have not sold one single copy of FOR 7 YEARS, the distributors decided to double my allocation – why? Because they get paid more.

The actual number of magazines required is known to the distributors via the data transferred to them daily from the agents. The agents foolishly pay the distributors for this data. The distributors however choose to keep this data to themselves and as an agent of 8 years standing there appears to be little or no linkage between the data I send the distributors daily on my sales and the allocations I get.

The Code as currently worded would stop me from returning excess stock issued to me without my permission, input or history of selling. That benefits only the distributor, not the publisher nor the agent.

The Code as currently worded says a 55% sell through is acceptable – it is not in 2015 with high rents and wages to support an agent can no longer afford to have stock sitting around not selling.

The Code NEEDS to say that the distributors will use the data we PAY them to use via the XchangeIT platform.

Brett Carey
NewsXpress Deception Bay
Ph: (07) 32047311
Fax: (07) 3204 7399
www.thepapershop.com.au