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From: Mark Fletcher
Sent: Monday, 30 March 2015 8:35 AM
To: Adjudication
Subject: A91472 – magazine publishers of Aust submission

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I make this submission on behalf of newsXpress Knox City in Wantirna South Victoria.

The ACCC proposes to authorise a trial which does nothing to address the anti competitive behaviour enshrined in the rules, processes and systems for distributing magazines to newsagents. The trial does nothing to get newsagents to closer to fair supply, to the controls over supply that supermarkets, petrol outlets and convenience outlets have in relation to magazine supply.

In proposing to authorise the trial, the ACCC is tacitly approving a continuation of behaviour which blocks newsagents from stocking magazines on terms which are fair.

The ACCC ought to hold public hearings into the proposed trial.

These are not new complaints for the ACCC. Newsagents have complained for years, providing examples of gross over supply in terms of volume and titles.

Unless newsagents are given control over the magazine titles they stock they will remain at a commercial disadvantage. This, in turn would place our customers at a disadvantage.

In 1999 the ACCC oversaw the deregulation of the distribution of newspapers and magazines in Australia. At no time since has there been a review of the impact of deregulation. I call on the ACCC to consider such a review. While the ACCC could argue that such a review is outside its remit, I say it is within its remit given its direct involvement in deregulation which left newsagents competitively worse off.

Mark Fletcher
Director