

## Blanch, Belinda

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**From:** newsagency@yackandandah.com  
**Sent:** Tuesday, 31 March 2015 11:02 AM  
**To:** Adjudication  
**Subject:** A91472 – magazine publishers of Aust submission

**Categories:** Submission

Good morning, I write in regard to the proposed trial of a new distribution model by the MPA.

1. Under no circumstances could a newsagency like mine sign a contract that precludes early returns. To hand over control of your incoming stock to outside agencies would be risky at best and foolhardy at worst, small businesses like mine do not hold cash reserves and the magazine publishers would have the power (regardless of whatever parameters they claim they will supply within) to send me broke in one month. If I didn't actively control my stock holding through the intelligent use of early returns I would be out of business already as the supply models currently used by the proposed cartel of suppliers are so poorly calibrated.

2. There is no 'typical newsagency'. I trade in a very small town, with correspondingly small overall sales BUT because of our demographic and my chosen business direction I keep a very large range of magazines, some of which sell very rarely if at all but they add to the feel and presentation of my business and help cement our place in the retail landscape. The most likely outcome of the proposed trial would be a reduction in our range & less control over my image & position in the market. The current supply arrangements are poorly run by the current suppliers but work for me because the ability to early return stock allows me to control my public offering & cash position.

3. The supermarket duopoly have different (better) trading terms in place compared newsagencies like mine; now the ACCC proposes a trial that not only maintains the status quo in this regard but offers other large companies (MPA members) the ability to dictate (through a virtual cartel) the supply levels, cash holdings, range etc etc of a very small business like mine. Is this really the role & goal of the ACCC?

Regards

James Lacey  
Yackandandah Newsagency  
24 High St Yackandandah 3749  
Ph 02 60271226  
Fax 02 60271764  
Mob 0408 410063  
[newsagency@yackandandah.com](mailto:newsagency@yackandandah.com)  
Facebook: Yackandandah Newsagency