



National Retail Association

MEDIA STATEMENT

December 2, 2010

SA Economy Will Suffer From Restrictive Shop Trading Hours

The South Australian economy will be significantly and adversely affected by the impact of the state's highly restrictive post-Christmas shop trading hours regime, the National Retail Association warned today.

In the period between December 26, 2010, and January 3, 2011, Adelaide's shopping precincts will lay idle for five days. In most other capitals shopping precincts will close for only one day.

NRA Executive Director Gary Black said the forced closure of Adelaide's shopping precincts will result in lost GST revenue to the state, lost employment and wages opportunities for consumers, and lost revenues for retailers.

"The lost opportunity in retail will also negatively impact related sectors because the retail sector has one of the highest multiplier effects across the economy.

"For every dollar spent in retail it generates another dollar being spent elsewhere in the economy.

"The Adelaide retail sector will suffer significant escape expenditure as Melbourne markets its shopper friendly trading hours arrangements directly into Adelaide.

"The choice for South Australians will be simple: if you want to shop in the post Christmas period and take full advantage of the post-Christmas sales, travel to Melbourne where you will get four extra trading days," he said.

Boxing Day represents the single largest trading day of the year for most retailers, with sales results up to seven times higher than those recorded on an average day sales.

"Unfortunately for the South Australian retail sector restricted from trading on December 26, many sales are not deferred until shops are allowed to open, but rather are lost forever as consumers spend in other sectors or decline to spend at all," Mr Black said.

Mr Black said the trading restrictions will be particularly detrimental to food retailers, who will be faced with a three consecutive day closure from 25 to 27 December inclusive and be required to cease trading at 6pm on 24 December and 31 December ahead of a further two day closure.

December 24 is generally the busiest grocery shopping day of the year and the trading restrictions will result in the following problems:

- Severe congestion will be experienced across all areas
- Stores will experience "panic" buying as consumers stock up
- A shortage of trolleys and baskets will be experienced
- The supply chain will not cope – storage space is limited, particularly refrigerated storage, inventory will not be able to be maintained, additional deliveries during the

course of the day will not be possible, shelves will not be able to be replenished, stock-outs will occur and fresh and perishable products will have to be managed down to avoid wastage

- Car parks in many instances will not cope
- Parcel pick up sections will experience storage problems and customers will experience delays and traffic congestion
- Extreme customer frustration will be caused by delays at cash registers, trolley unavailability and difficulty in finding a car park.

Retailers call on the Rann Government to act now to bring SA shop trading hours over the Christmas / New Year period into line with those available in most other capital cities.

Gary Black is available for interviews. Contact Brad Burke 0458 291 234.

Capital City Trading Hours – 2010/11 Christmas - New Year Period

	SAT DEC 25	SUN DEC 26	MON DEC 27	TUES DEC 28	WED DEC 29	THURS DEC 30	FRI DEC 31	SAT JAN 1	SUN JAN 2	MON JAN 3
Adelaide	CLOSED	CLOSED	CLOSED	OPEN *	OPEN	OPEN	OPEN	CLOSED	CLOSED	OPEN *
Perth Suburban	CLOSED	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	OPEN	CLOSED
Perth Special Precincts	CLOSED	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	OPEN	OPEN
Sydney General	CLOSED	CLOSED	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN
Sydney CBD & Tourist Areas	CLOSED	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN
Melbourne Hobart Canberra Darwin Brisbane	CLOSED	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN

* Adelaide open with exemptions on December 28 and January 3