



*National Retail Association*

# MEDIA STATEMENT

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## Adelaide Closed For Business Over Easter Break

The South Australian economy will be significantly and adversely affected by the impact of the states highly restrictive 2011 Easter Break shop trading hours regime, the National Retail Association warned today.

Across the five day break this Easter the majority of Adelaide's retail infrastructure will lay idle for four of the five days, including for a three consecutive day period.

No other capital city in the country will face closures of its retail infrastructure to this extent. In Melbourne, consumers will be able to access retail across the five day weekend, with the exception of Good Friday and Anzac Day morning.

Under the SA Government's announcement, Adelaide CBD retailers will be able to trade on Tuesday April 26 but suburban retailers will be forced to close.

NRA Executive Director Gary Black said the forced closure of most 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.

"It is completely dysfunctional to force shops to close during periods when customers want to shop," Mr Black said.

"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 also suffer significant escape expenditure, as Melbourne has in the past and will do again, market its shopper friendly trading hours arrangements directly into Adelaide.

"The Easter weekend is the most concentrated holiday and leisure period of the year. The decision by the SA Government to only permit limited trading in the Adelaide CBD on Tuesday 26 April will cause substantial inconvenience to consumers over this period as they will be unable to purchase essential items or undertake leisure shopping for three consecutive days. Additionally, suburban retailers are being discriminated against by the Government's decision.

"Unfortunately for the South Australian retail sector, the forced closure of shops does not mean that sales may be deferred to a normal trading period. In most cases sales foregone will be 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 April 24 to April 26 inclusive.

This three day closure is likely to result in severe in-store congestion at supermarkets on Thursday 21 April and Saturday 23 April in particular, with the following problems being experienced:

- Severe congestion will be experienced across all areas of the store
- 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.

“Consumers are not the only losers, with retail workers also missing out on the opportunity to work for public holiday penalty rates and retailers being forced to forgo more sales as well as the massive loss of perishable stock for food retailers.” “The SA Government must be answerable for its archaic reasoning” said Mr Black.

**Gary Black is available for interviews. Contact Gary Black on 0413 046 614.**