



3/20 Premier Circuit  
Warana  
QUEENSLAND 4575

## Competition Policy Review - Submission

My Name is Grant Prince. My Family and I own and operate 6 IGA Supermarkets on the Sunshine Coast and in the Greater Brisbane area. All of our Stores are in competitive catchments where our opposition includes the large National Supermarket chains Coles, Woolworths and Aldi along with a multitude of specialty food retailers such as Butchers, Bakeries and Fruit Shops.

The Supermarket Industry is dominated by the Coles and Woolworths duopoly. To survive we as Independents are reliant on several factors

1. Trading Hours – Current legislation allows us to trade extended hours where we can serve a customer base while our major Supermarket Competition is closed. Removal of this small advantage would see my Stores lose further Market Share and would in fact make at least two of my Supermarkets economically unviable. This would see the loss of some 120 jobs as well as the investment my Family has made in different communities.
2. Serving Smaller Catchments – Independent Supermarkets are ideally suited to serve communities that are not large enough to support a large format Coles or Woolworths. However Woolworths and Coles have proven they are prepared to open large Stores that are demonstrably uneconomic with the goal of eliminating local competition. They are prepared to take a long term loss position to gain market share. A real example of this can be seen at Woodford where Woolworths opened a large store in 2010 that is obviously trading at a level below the cost of doing business. The opening of this Woolworths has had a devastating effect on the local Supa IGA along with other specialty food retailers. We now have a town that had multiple successful family owned businesses serving it, transformed into a town with struggling independent retailers and a national retailer who will lose money until it acquires the entire market. This is a clear misuse of Market Power
3. Supporting Smaller Suppliers and Growers – As an Independent Grocer I try to support local producers and growers where ever possible. Typically these businesses are family owned and precluded from supplying the National Chains such as Coles and Woolworths for fiscal or scale reasons. These producers and growers are dependent on a vibrant Independent Supermarket network to get their goods to market. By allowing the duopoly to gain more share you will see the extinction of these family owned producers and growers
4. Community Support - We are heavily involved in supporting Community Organisations wherever we have stores. This support is in the form of donations of money or goods to assist in fundraising for groups or events such as Rural Fire Brigades, Town Celebrations such as Christmas Parades or Sporting Clubs. This support is acknowledged by the communities we operate in and is only possible where we have successful businesses.

Yours Truly

Grant Prince  
Director