



GJ Sandercock Pty Ltd

6-8 Fifth Street, ARDROSSAN 5571



Submission No. 11	
(Plain Packaging Bill)	
A.O.C.	Date: 19/07/2011

Submission to Health & Ageing Committee to investigate Plain Packaging Legislation

My family own and operate Ardrossan Foodland IGA, a small/medium sized supermarket located on the east coast of Yorke Peninsula, approximately 160km from Adelaide. Ardrossan is a town with a population of around 1,500 people, with a large influx of visitors, tourists and holiday home owners during the warmer months. Our family owned business employs some 45-50 local people, and is actively involved and supportive of our local community.

I am very concerned about the Plain Packaging Legislation that has been introduced to Parliament, and the effect it will have on the efficient operation of our business - should it be passed in its current form. I am not a smoker, however, tobacco is a legal product, only available for sale to adults, from suitably licensed premises.

There is absolutely no evidence that the proposed legislation will reduce smoking. What the legislation will achieve however, is reduced productivity and additional expense to small business, at a time when this sector can least afford it.

Small, family owned businesses will, once again, bear the brunt of legislation that is designed to do no more than look "warm & fuzzy" - designed to appease the anti smoking lobby by looking like Government are doing something with one hand, without effecting the revenue they are happy to collect with the other.

Like other States, South Australian retailers already face legislation that will hide all tobacco products from view.

If the legislation is passed in its current form, our service staff will have to contend with trying to locate a particular brand/flavour/tar content from amongst 200 variants, that will all look the same - slowing down our customer service levels and reducing productivity.
Inventory control will become more difficult and time consuming - more lost productivity.

I challenge anyone to explain to me how a person that has presented to our service counter and asked for a packet of cigarettes, that are hidden from view, is going to be "dissuaded" from smoking because the packet is now plain???

The customer has already made the decision to purchase - unprompted by a "pretty & colourful pack".

The only result will be additional cost to my business, because it will take longer to service the customer - creating bottlenecks at service counters.

Tobacco is a legal product that accounts for approximately 11% of our total sales, a legal product that has been subject to years of "tinkering" by successive State & Federal Governments - and almost all of these "tinkers" has been at the expense of small business.

We all know if politicians were really serious about doing something to address the dire health problems caused by tobacco, the product would be banned.

We also know that no government will ban a product that contributes so much money to the budget.

Hypocrisy to the extreme.

When this Committee is investigating this piece of legislation I urge you all to recognise it for exactly what it is - headline seeking, populist, tinkering that will achieve nothing - other than to further disrupt and hurt small business.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'JS' or similar initials, written in a stylized, cursive manner.

JOHN SANDERCOCK
Chief Executive Officer
15th July 2011