

REVIEW OF RETAIL TRADING AMENDMENT ACT 2015:

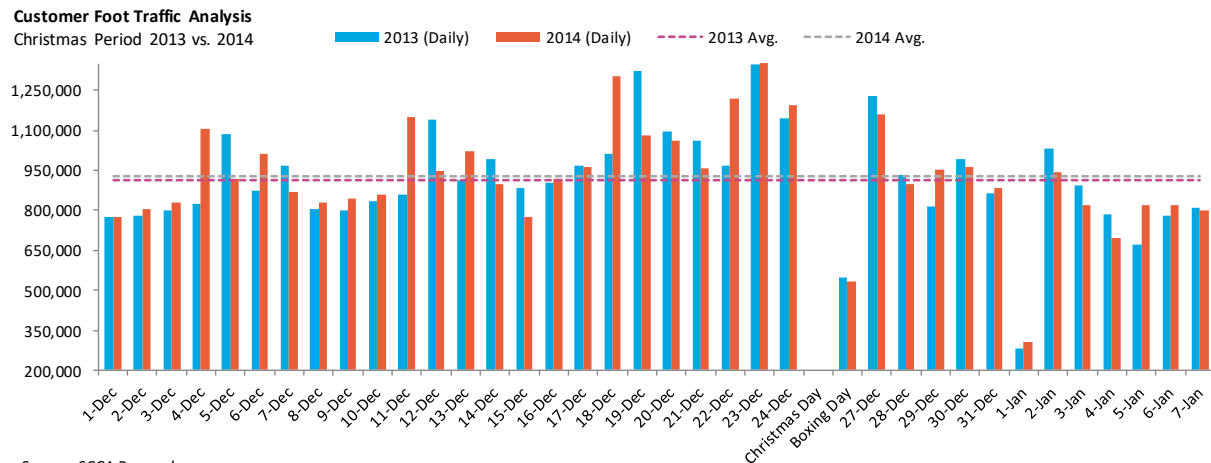
SUPPLEMENTARY SUBMISSION

The Shopping Centre Council of Australia (SCCA) represents Australia’s major owners, managers and developers of shopping centres (refer to www.scca.org.au).

We are pleased to provide a supplementary submission on the *Independent Review of the Retail Trading Amendment Act 2015* (the Review).

CUSTOMER FOOT TRAFFIC

Below is the customer foot traffic data for the Christmas trading period (1-Dec to 7-Jan) in 2013 and 2014. This is in addition to the equivalent analysis for 2015 and 2016 on page two of our primary submission.



Please note: this is based on **17** of the **18** centres from our sample pool of ‘stabilised centres’ (see page 12 of our primary submission for the characteristics of the sample pool). This is due to one centre’s data being unavailable. As this centre averages modest foot traffic, we believe the above analysis is unaffected by this omission.

THE GROWTH OF POST-CHRISTMAS TRADING

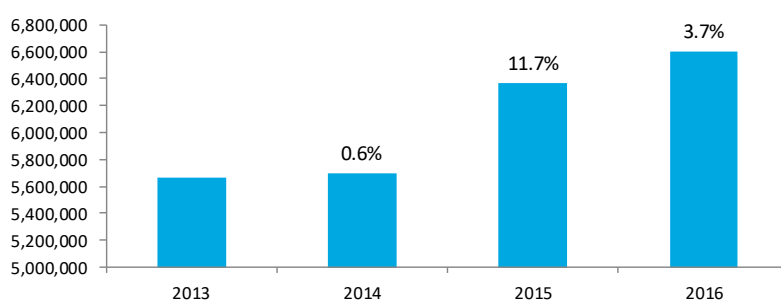
In 2013 and 2014, 27 December was the most popular trading day in the post-Christmas period.

27 December still traded very well in both 2015 and 2016 - in both years, 27 December was in line with the ‘average’ foot traffic across the Christmas trading period (see analysis on page two of our primary submission).

Further to this, post-Christmas trading increased significantly from 2014 to 2015, and then again to 2016.

We have analysed year-on-year (y-o-y) foot traffic for the 7-days post-Christmas (i.e. 26-Dec to 1-Jan) from 2013 to 2016. This analysis demonstrates that there was growth in demand over this period and that ‘shifts’ in demand between days (i.e. the increase in foot traffic on 26 December) was not merely a redistribution of consumer demand. This 7-day period was chosen to ensure that there was one Thursday and one Saturday in the analysis, which are generally the strongest trading days over a week.

Customer Foot Traffic Analysis
7-days post-Christmas 2013 to 2016



Source: SCCA Research

There was a surge in consumer demand in 2015 (**+11.7 per cent** y-o-y), highlighting an increase in **opportunity and demand for consumers** following the introduction of widespread Boxing Day trading. This demand was consolidated further in 2016 (**+3.7 per cent** y-o-y) showing that demand for post-Christmas shopping is increasing.

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