

7th May 2014

Mr Lyndon Rowe
Economic Regulation Authority
Inquiry into Microeconomic Reform in Western Australia
PO Box 8469
PERTH BC WA 6849

By email: publicsubmissions@erawa.com.au

Dear Mr Rowe

Re: Microeconomic reform inquiry – Retail trading hours

We welcome competition reforms as outlined in your Draft Report dated 11th April 2014 and support recommendations for full deregulation of retail trading hours in Western Australia.

Super Cheap Auto Pty Ltd is one of Australia's leading automotive retailers and a division of Super Retail Group Limited (ASX: SUL). Our 246 national stores offer great value automotive spare parts, accessories, hand tools, power tools, car care, electrical, outdoor and garage items. As stated in our mission to customers: We inspire you to connect with your car, garage and shed. We are passionate about your journey.

Over the past 11 years, our stores in Western Australia have traded under Special Retail Shop Licences (Motor Vehicle Spare Parts). Unfortunately, product restrictions under the licences have prevented our business from offering customers choice and convenience of our full range of innovative products and services.

As a national retailer, the cost and interruption to standard operations in order to meet the special requirements imposed by the *Retail Trading Act 1987* and *Retail Trading Hours Regulation 1988* cannot be understated and has a negative impact on our capital investment in the Western Australian economy.

Our customer and trade partner feedback shows heightened levels of confusion regarding types of products available to be sold under restrictive licence. Recent changes to general retail stores, in particular, extension of Sunday trading hours, bring an expectation for broader regulatory change across all retail store categories. It is in our respectful opinion that any proposed reforms need to go beyond an extension of retail trading hours and should involve removal of restrictions on the types of products sold under licence.

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We thank you for your consideration and trust that reform to special retail shop licences is a priority under the proposed reform agenda. Should you have any questions please contact me directly on: chrisw@supercheapauto.com or (07) 3482 7500.

Yours faithfully

Chris Wilesmith
Managing Director
/// Supercheap Auto