

ANF Newsflash brought to you by NANA.



The ANF attended the ACCC pre-determination hearing on Thursday 23rd April into conducting a trial to better manage magazine supply in accordance with the application made by the MPA.

The ACCC heard from a number of interested parties and will announce its findings in the next few weeks.

"Members will be aware that the Magazine Publishers Association (MPA) has applied to the ACCC for an 'authorisation' which would allow its members plus Gordon & Gotch and Network Services to collectively run a pilot of proposed changes to the current magazine distribution model. In making this application the MPA members are acknowledging that there is a problem with the current magazine distribution model and are making a collective effort to address this issue. The ANF considers this to be a positive first step to addressing some of the significant issues that face newsagency owners and the broader magazine publishing industry.

Members should be aware that:

- the application currently before the ACCC is for a 'pilot' involving 20 newsagents who have agreed to participate;
- the pilot is designed to provide the industry with better information about how to address issues such as the decline in magazine sales and product over supply; it does not involve any permanent changes to the current distribution arrangements;
- any such permanent changes will be developed using the outcomes of this pilot. It is proposed that these will be incorporated into a Code of Conduct;
- any such Code of Conduct will need to be separately approved by the ACCC before it can be implemented;
- the ANF and all interested parties will have further opportunities to be heard before any such Code is implemented;
- the MPA has promised to be transparent with the outcomes of the pilot and the ANF will consult further with members following the completion of this pilot.

"The ANF will continue to work with all relevant parties to ensure the system of magazine distribution is finally and most definitely improved and will advise members of the ACCC outcome once delivered," ANF CEO Mr Alf Maccioni said.