

# Tabled Information - Reference 170/13P(g)

**Progressive Enterprises Limited  
Wellington City Council Draft Local Alcohol Policy:  
Presentation to the Strategy and Policy Committee  
20 June 2013**

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Good morning. My name is Phillipa Clifford from Progressive Enterprises, the operators of Countdown supermarkets nationwide.

Progressive has invested \$80 million in the Wellington City area in the last five years and we have a further \$75 million either underway or planned. We employ 800 people here and in the last year alone contributed \$14 million in wages to the local economy.

In summary, we are major retail investors in your city.

We value the relationship with your Council and will continue to work closely with you on our future plans. We believe our continued investment will bring competition and therefore benefits for Wellington shoppers.

It is therefore of real concern to us that we have found ourselves - as supermarket operators - under sustained attack of being primarily responsible for alcohol-related harm in the city.

There is no empirical evidence to support these attacks and we strongly refute them.

In the Ministry of Justice discussion document on a proposed new risk-based licensing fee regime for New Zealand, it states:

*"the data does not provide information about the purchases and consumption of alcohol from off-licenses, including whether an offender purchased and consumed alcohol from off-licenses prior to offending."*

And

*"The results of the analysis should therefore be considered with caution since they do not necessarily explain which parts of the alcohol supply industry are contributing to harm in any particular incident."*

Furthermore the Council's own point of sale research, which is seemingly the basis of decisions around supermarket off-license hours, is fundamentally flawed because it has not quantified alcohol-only purchases after 9pm by way of volume or drinking behaviour.

The analysis has assumed that consumption of alcohol is to side load or pre load ie to drink before going to a bar. However that question was not asked, and nor do we believe it to be the case with the vast majority of our customers heading home for the evening.

Just as people now buy their meat and salad for that night or the next, so too do people buy their beer and wine. The average customer visits us two or more times a week, so a traditional weekly shop is simply no longer the norm.

We believe the following national data will assist you in your deliberations:

- Only 1.7 per cent of purchases in our supermarkets contain wine and/ or beer only
- This has shown a consistent down trend from 2009 when it was 2.05 per cent
- Of all transactions, 82 per cent do not contain wine and/or beer