



Media Release

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ALDI SEES MAJOR GROWTH POTENTIAL FOR GEELONG

ALDI sees the potential to develop up to eight new stores in Geelong, totaling more than \$100 million of investment and up to 120 new jobs for the region.

Managing Director for Victoria, Tom Daunt, said the retailer was seeking co-operation and assistance from Greater Geelong City Council and a streamlined planning process that would enable ALDI's desire for eight new stores to become a reality in the next three to four years.

"Not only is there the population to support more stores, but we also believe consumers will welcome the opportunity for increased price competition between retailers in the grocery sector.

"The ACCC's recent Grocery Inquiry findings confirmed ALDI's presence has had a downward effect on grocery prices delivering saving to consumers when there is an ALDI store in the neighborhood.

"This is not just confined to ALDI shoppers, in fact, even if a customer does not shop at ALDI, they benefit from having an ALDI in their area because other retailers are forced to compete with our lower prices," he said.

Mr. Daunt said the ACCC identified various barriers to entering the market that were preventing ALDI from expanding and introducing price competition more widely.

"One of the greatest threats to our growth is the ability to secure suitable sites, due to either the interpretation of town planning laws or restrictive covenants in shopping centre tenancy leases," he said

"Historically the growth of the Australian economy has exceeded councils general strategic planning and the supply of appropriately zoned land."

The ACCC report recommended all levels of government should "consider ways in which zoning and planning laws, and decisions in respect of individual planning applications where additional retail space for the purpose of operating a supermarket is contemplated, should have specific regard to the likely impact of the proposal on competition between supermarkets in the area".

It also recommends that "particular regard should be had to whether the proposal will facilitate the entry of a supermarket operator not currently trading in the area".

ALDI currently has three stores in the City of Greater Geelong: Belmont, Corio and Newcomb.

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