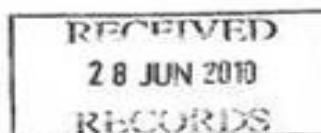


Bart Vanarey,
Priceline Pharmacy Ballina Central,
Shop 2, Lot 44 Pacific Highway North,
Ballina NSW 2478



Saturday, 26 June 2010

Mr Rob Thornton,
Ballina Council Planning Department,
Cherry Street,
Ballina NSW 2478



Dear Rob,

Re: GoodPrice Pharmacy Warehouse (GPPW) in Ballina Industrial Estate.

Thank you for your time on Tuesday afternoon the 22nd of June.

Since our meeting, I have approached the following pharmacies who have all expressed grave concerns at the proposed opening of this warehouse in a "bulky goods" zone: Tamar Village Pharmacy; Ballina Health & Beauty Pharmacy; Ballina Soul Pattinson Pharmacy; Richmond River Pharmacy; and West Ballina Pharmacy.

Our biggest concern is that the proposal is just a front for another pharmacy and that their main business will be by retailing through their public retail access.

We understand that a third of the proposed space is for "bulky goods" such as wheel chairs, scooters and aids for invalids - walking frames and bed pans etc. Another third is for wholesaling and electronic pharmacy supply. And the final third is for retailing.

We would like to bring to your attention some facts relating to the wholesaling aspect of their proposal. Over 30 pharmacies in the Northern Rivers belong to the Dovre buying group in Alstonville which is supplied by API, GPPW's parent company in Brisbane. I believe that there is only one other GPPW store in the near vicinity at Grafton. We cannot see any of the 30 pharmacies trading with the Ballina outlet, when all Pharmacists own shares in the Alstonville operation. This would severely limit any wholesaling opportunities.

API in Brisbane has recently greatly expanded their wholesaling warehouse in order to improve the supply of Ballina pharmacy items to the Northern Rivers. It is unlikely that one third of the proposed area in the Industrial Estate will improve this service.

Northern Rivers Surgical Supplies also trade in the Industrial Estate. Their business would be affected by the introduction of another "bulky goods" outlet.

Another pharmacy retailing specialist called Chemist Warehouse has been able to enter industrial estates under the guise of retailing bulky goods and to improve their distribution to other stores. Examples of these stores are at Virginia in Qld, Werribee, Mornington and Geelong in Victoria.

If one is to visit these stores, it is obvious that they are major retailers and that their bulky goods and distribution offerings are a minor part of their business. It seems that these businesses were given approval on the "bulky goods" angle but once trading commenced it became obvious that pharmacy retail was the main aim.

We appeal to you to consider the application very carefully and, if possible to ask how they would expect to survive in that space on profit from bulky goods and wholesaling. Could the plan be to return to Council and apply to reduce their bulky goods and distribution services and increase their retail exposure?

Such a scenario would affect all the pharmacies in Ballina and the Northern Rivers Surgical Supplies who are already in the Industrial Estate.

Yours sincerely,



Bart Vanarey. B.Pharm. MPS.

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