Submission to the Productivity Commission concerning Competition Policy and deregulation of the Dairy Industry in rural and regional Australia.

Submitted by:

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As third generation dairy farmers from the electorate of Gilmore we wish to fully support the Federal Government's inquiry into the effects of competition policy on rural and regional Australia.

The dairy industry is one of the major business operations in the electorate of Gilmore, involving over 120 producers. However, the deregulation of the industry on 1st July 1998 has proved to be detrimental to the local industry and unsuccessful in achieving greater competition. The suggestions of the Hilmer report which have prompted the establishment of a national competition policy are admirable, yet complete acceptance of these guidelines by many areas of Government may have been unwise. Reformation of legislation that restricts competition is aimed at lowering consumer costs and increasing productivity. On both of these counts dairy deregulation has failed. Consumers are not receiving the 3.3c per litre drop in the price of milk and producers are struggling with the drop in farm-gate price for milk, with no obvious benefits in site. Under these circumstances, productivity increases are not possible and needless to say that employment opportunities are dwindling as farmers try to "stay afloat" financially.

The economic rationalism of such a move as deregulation needs to be balanced with the needs of local industry. Undoubtedly if local industry begins to suffer, as the dairy industry is, then related employment and services in the local community are threatened. Not to be forgotten also is the community aspect of rural Australia whereby residents will rally to support a local industry whose viability is in danger. This has already been exhibited recently where action was taken on behalf of local residents to boycott the major supermarkets in favour of local stores supplying only NSW milk.

Deregulation has not proved to be beneficial in New South Wales and we would like to bring several points to your attention;

1. The dairy industry, which produces the highest quality fresh milk and milk products, is one of the most progressive rural industries in Australia. Countless thousands of jobs are reliant upon the success of the industry both directly and

indirectly. Dairying is also a major market for grain and fodder upon which our country's more Western farmers rely.

- 2. The lack of price monitoring by any Government agency is indicative of the ill-designed nature of this political move. The post deregulation local economy more resembles a monopoly as large supermarket chains control the pricing structure for dairy products, refusing to pass the 3.3c per litre reduction to customers. Obviously this is contrary to all aims of competition and may be seen as economic regression prompted by the state government.
- 3. If deregulation at farm gate level is allowed to occur, it will induce the demise of one of Australia's most successful supply systems. Currently the Australian consumer enjoys a fresh milk supply every day of the year. The present regulated system secures a fairly regular income all year round. It allows farmers the opportunity for long term business improvements and makes investment by financial institutions more attractive.

Under deregulation the present quota system will no longer exist and farms will face large cuts in production budgets making the supply of winter milk not economically viable. Hence the industry would regress to a pre-quota system of unreliable and inadequate milk supplies for half of the year. This would be a most regrettable move for an industry which has advanced so far in a country which considers itself to be economically progressive.

4. America and Europe have recently stated that they are not in favour of deregulation. Governments within those countries have recognised the foolishness of sacrificing efficient dairying industries under the pretence of economic reform. Similarly, deregulation has already proved a failure within other sectors of the Australian economy.

Hopefully the Productivity Commission will take a commonsense approach when investigating the deregulation of Australian rural industry. Governments are elected to essentially maintain the Australian economy and its people and it would be wise for them to listen to the plights of members who currently suffer under legislative reform.

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