

Nationwide News leaves newsagent customers short

Many newsagents have been unable to meet the demand from customers for NRL Collector Card Packs due to inadequate levels of supply of cards and newspapers from Nationwide News.

The NRL Collector Card packs, which can be bought for \$2.00 with a token from *The Sunday Telegraph* or *The Daily Telegraph*, continue to be advertised to the public despite major supply issues throughout the NSW newsagency network.

The Australian Newsagents' Federation (ANF) is disappointed with Nationwide News over the poor planning of their NRL Collector Card series promotion.

"There have been numerous instances of newsagents selling out of the cards by 10am and having to turn away disappointed or irate customers," ANF CEO Don MacAskill said.

"Newsagents are not to blame in these circumstances and it is unfair that newsagents have had to bear the brunt of consumer frustration.

"The shortage is unacceptable, especially given that a promotion of this kind during the centenary year of the NRL would naturally attract greater interest from the public."

Newsagents who requested an increase in supply in preparation for the promotion were severely short-supplied and in some cases reported instances of zero supply from Nationwide News.

One newsagent said "For the latest promotion we increased our supply to 220 Collector Packs, however, we were only allocated 50 Collector Packs."

Newsagents were instructed by Nationwide News on Tuesday 13 May to fill in backorder forms for customers who could not purchase the Collector Card Packs.

These forms are to be filled out and returned at the completion of the promotion on Sunday 25 May, with an assurance that the Collector Card Packs would be supplied by 30 June.

The ANF is disappointed with this solution and its timeframe, particularly given the similar outcomes observed from previous promotions of this type.

"They don't seem to have much faith in their own product... But when it happens promotion after promotion I'm afraid their excuses fall on deaf ears," commented one newsagent.

"This is not the only promotion that has caused problems for newsagencies due to short supply, and makes any explanation of being caught off guard by higher levels of demand implausible," MacAskill said.

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