

Kia ora koutou,

This email provides further detail on the indicative topics we intend to include in discussions as part of Sessions 1 to 3 of our conference.

Session 1: The nature of competition in the retail grocery sector

Topic 1: What are the drivers of store choice and consumer shopping behaviour?

- What are the key competitive advantages of the major grocery retailers?
- What are the key factors that differentiate grocery stores and how does this impact consumer shopping behaviour?

Topic 2: What is the level and intensity of competition between different types of grocery retailers?

- What is the extent of competition between the major grocery retailers and other grocery retailers?
- How intense is competition between the major grocery retailers and how does this affect consumer outcomes?

Session 2: Pricing and promotional practices and loyalty programmes

Topic 1: Should we recommend voluntary or regulated simplification of pricing and promotional mechanisms?

- How might consumers be affected by pricing and promotional mechanisms?
- Should the major grocery retailers make changes voluntarily, or is regulation required, and why?

Topic 2: What are the effects of loyalty programme discounts on consumers?

- What are the concerns regarding loyalty programme discounts?
- What effects do these discounts have on consumers?

Session 3: Unit pricing

Topic 1: What design and scope aspects should be considered in any unit pricing regulation?

- Is there anything unique about the New Zealand context that should be considered when developing potential unit pricing regulation?
- Should unit pricing regulation apply equally to all grocery retailers or should there be exclusions for some retailers?
- Should unit pricing be displayed on all advertising media?

Topic 2: What are the potential compliance costs of requiring the display of unit pricing and how can they be minimised?

- What potential compliance costs might arise from unit pricing regulation for different retailers?
- How can these potential costs be avoided or minimised?

Confirmation of conference agenda

A reminder that the session dates and times are as follows:

Day	Date	Time	Session
1	Thurs 21 Oct	9.30-10.45 11.15-12.30	Session 1: The nature of competition in the retail grocery sector
2	Fri 22 Oct	9.30-10.45	Session 2: Pricing and promotional practices and loyalty programmes
		11.15-12.30	Session 3: Unit pricing
3	Tues 26 Oct	9.30-10.45 11.15-12.30	Session 4: Grocery code of conduct, private labels and collective bargaining by suppliers
4	Weds 27 Oct	9.30-10.45	Session 5: Indicators of competition – international price comparisons and innovation
		11.15-12.30	Session 6: Indicators of competition – principles underlying profitability analysis
5	Thurs 28 Oct	9.30-10.45	Session 7: Options to improve conditions for entry and expansion
		11.15-12.30	Session 8: Options to improve conditions for entry and expansion – wholesale
6	Mon 1 Nov	9.30-10.45 11.15-12.30	Session 9: Divestment and sponsorship of entry
7	Tues 2 Nov	9.30-10.45	Session 10: Reserved for overruns
		11.15-12.30	Closing comments

Any further updates on the conference agenda will be provided by email prior to the beginning of each day's session.

Any questions prior to or during the conference should be emailed to marketstudies@comcom.govt.nz.

How to join the conference

The conference will be run via a Zoom webinar platform. To register for the webinar please click on the following link:

https://us02web.zoom.us/webinar/register/WN_vUMF-0voQwk3n4RJZb1gWw

After registering, you will receive a confirmation email containing information about joining the webinar.

Please make sure you have downloaded an up-to-date version of Zoom prior to the conference.

We encourage participants to join each conference session 10-15 minutes prior to the start time so you can review any updates to the agenda for that day and ensure you are properly connected.

Tips for those speaking at the conference:

- For the best sound quality, please use a headset
- To avoid bandwidth issues, please do not use virtual backgrounds or blurring

- Please mute pop-up notifications, including any from social media accounts

Please be aware that media members may be in attendance throughout the conference. This will be in an observing capacity only.

We will record all conference sessions and will publish transcripts of these as soon as possible following the conference. The recordings will not be published.

Further information on remaining conference sessions

Our intention is to provide additional information on the remaining conference sessions on the following days:

- Wednesday 20 October – Session 4
- Friday 22 October – Sessions 5 to 8
- Friday 29 October – Sessions 9 to 10

