



Australian National
Retailers Association

MEDIA RELEASE

ANRA is the voice of Australia's leading retailers

Tuesday, 14 October 2008

Stimulus package to resuscitate the faltering economy

"The Rudd Government's \$10.4 billion economic stimulus package will hopefully resuscitate the flagging economy," Australian National Retailers Association Margy Osmond said today.

"Retailers welcome this kick-start to stimulate spending," Mrs Osmond said.

"Consumer confidence has been at all-time lows this year, despite recent lowering interest rates and tax cuts.

"The credit crisis and rising concerns about unemployment have further hit confidence.

"The Government's strategy should boost consumer confidence in time for the festive season."

Retailers have suffered a tough year, with no real growth in the first six months of 2008 and only a flicker of growth in July and August.

"This shows that there appears to be a tentative recovery in retail spending. We would have liked to add to this momentum with earlier payments to pensioners and families.

"That said, these payments will undoubtedly boost Christmas retail activity, giving many shoppers the confidence to return to their normal spending habits.

"ANRA's annual survey of Christmas shopping trends shows that about 70 per cent of people wait until December to commence their Christmas shopping.

"Our research also shows that four out of 10 Australians spend up to \$50 on each person they purchase gifts for. Over 20 per cent spend between \$50 and \$75 on each person.

"Shoppers planning to cut back this Christmas may change their intentions, knowing that relief is in the pipeline."

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