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## EXPORTER MEETING MINUTE

**File No.:** Case 355 **Date of Meeting:** 11 October 2016  
**Time** 9:00 – 10:20

**Location:** Anti-Dumping Commission, Level 35, 55 Collins St,  
Melbourne

**Attendees:** *Jukka Mäntynen (ADC)* *Russell Wiese (Hunt & Hunt)*  
*Chris Hill (ADC)* *Alistair Hanson-Currie (Geelong Sales)*  
*Maria Themistocleous (ADC)* *Darryl Stevenson (Sub Edge Pty Ltd)*  
*Adam Hourigan (ADC)*

### 1. Meeting purpose:

The Anti-Dumping Commission (the Commission) called the meeting to discuss the structure and operations of Geelong Holdings Limited (Geelong), and to discuss its view of the Australian market.

### 2. Discussion points:

**Company information:** Mr Hanson-Currie and Mr Stevenson provided details of the organisational structure of Geelong and its operations. Mr Hanson-Currie and Mr Stevenson noted Geelong's transition from manufacturing in Australia to exporting to Australia with respect to steel shelving.

**Customers and sales process:** Mr Stevenson outlined how Geelong conducts business in Australia. Mr Stevenson provided details of Geelong's commercial relationships with its range of customers, including how customer orders and delivery terms work for its sales into Australia.

#### **Australian Market:**

##### *Competition with the applicant*

Mr Stevenson does not consider that Geelong competes with the applicant in the Australian market. Mr Stevenson noted that there are similarities between Geelong's and the applicant's products with respect to a limited range of products, being lightweight galvanised shelving units. Mr Stevenson advised that Geelong rarely sells lightweight galvanised nut and bolt shelving units.

##### *Powder coated finish*

Mr Stevenson stated that the market has changed over time to be heavily dominated by powder coated shelving, rather than galvanised shelving. Mr Stevenson considers that this trend has been driven by consumer preference.

## PUBLIC RECORD

Mr Stevenson noted that the galvanised finish has limited appeal and that the sales volume for this type of shelving has significantly reduced over time. Mr Stevenson stated that Geelong is continually considering what might be the next trend in shelving finish type.

### *Shelving units in components*

Mr Stevenson noted that in the market there has been an increase in shelving sold to end users in components compared to in kit form.

**Shelving fixture type:** Mr Stevenson stated that from a functional perspective, there is no difference between rivet and slot fixtures. However, Mr Stevenson indicated that consumers may associate rivet fixtures as being easier to assembly and as being more appropriate for a domestic garage setting.

**Goods description:** Mr Wiese enquired whether the Commission had come to a position on what products are captured by the goods description, which Geelong considers to be broad and ill-defined. It was indicated that these issues, including those raised by Geelong and other interested parties in submissions to the public record, are being considered by the Commission, and that these issues will not impact any potential verification visits to exporters should they occur.

Geelong advised its intention to make further submissions related to the issues of the goods and the market.