



Ms. Karen Ellingford
Executive Officer
Education and Training Committee
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18th July, 2007

Dear Ms Ellingford,

**RE: Victorian Parliamentary Inquiry into Dress Codes and School Uniform –
Submission to the Education and Training Committee**

Thank you for the opportunity to contribute my opinions, as a stakeholder, to the Victorian Parliament Inquiry into Dress Codes and School Uniforms. My comments and recommendations two major issues are as follows:

Challenges associated with Manufacture and Supply

The most problematic challenge associated with the manufacture and supply of school clothing and associated items is the significant decline in the number of local manufacturers and suppliers. Due to changes in the industry and market dynamics of the supply chain, local competition has been increasingly reduced.

Licensing Arrangements, Pricing Structures and Level of Profit

Under standard practice, many schools appoint a sole official school uniform supplier. This exclusive licensing arrangement has devastating ramifications on the pricing structure for student and parents. Effectively, their consumer right to seek alternate competition for their purchase is removed. As exclusive licensing prevents purchase of similar clothing items from other retailers at a lower cost, students from less affluent families are further disadvantaged. In particular, items that do not require school logos may often be purchased at a substantially lower cost; allowing significant savings by the student. I would recommend that families are not denied this important financial benefit, simply for the gain of an exclusive supplier. Exclusive licensing arrangements present no incentive for the official school supplier to offer any cost-saving benefits or reduced prices to students and their families. Crudely, each school uniform supplier has monopoly over the schools by which they have exclusive licensing arrangements. I urge for the consideration by the State Education Department to overhaul such archaic practices to increase market competition for benefit of students and their families.

Retail Outlets

Berwick
4/8 Gloucester Avenue
Tel: (03) 9769 7099

Frankston
7 Keys Street
Tel: (03) 9783 1088

Noble Park
7 Douglas Street
Tel: (03) 9540 8577

Traralgon
6B Seymour Street
Tel: (03) 5176 5077

Warragul
Shop 5-6 William Square
Tel: (03) 5622 2930

Ferntree Gully
Shop 5, Mountain Gate
Shopping Centre
Tel: (03) 9753 5788

Cranbourne
126 Hight Street
Tel: (03) 5996 6861

Hallam
50 Spring Square
Tel: (03) 9702 3181

Pakenham
2/56 John Street
Tel: (03) 5941 4989

Moe
8 Moore Street
Tel: (03) 5126 2165

Monterey Secondary College
School Uniform Shop
Tel: (03) 9781 7404

Wodonga
Shop 2, 147 High Street
Tel: (02) 6056 9402

If I can be of further service, please do not hesitate in contacting me on (03) 9702 3218.

Yours Sincerely,



Ken Leongue
Managing Director

