



MEDIA RELEASE

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Lack of daylight saving in South East Queensland costs local economy a massive \$14 Billion per annum!

When it comes to the issue of daylight saving, South East Queensland businesses are the losers.

According to analysis by DS4SEQ (the Daylight Saving for South East Queensland Party), South East Queensland organisations lose \$14 billion each year through reduced productivity, unnecessary travel and extended staff hours, to accommodate daylight saving business hours in other states.

DS4SEQ Party Leader Jason Furze said that not being aligned with daylight saving states was costing large South East Queensland organisations \$230,000 and many small businesses \$46,000 each year.

The research highlighted opportunities for greater industry profits through reduced operating costs, with the introduction of daylight saving. Mr Furze said that unlike many other productivity initiatives, daylight saving could provide significant economic returns to South East Queensland for no upfront capital cost.

DS4SEQ have stopped short of questioning the Queensland ALP's and LNP's economic credentials, but maintain that neither party is acting in the best interest of South East Queensland by ignoring the issue of daylight saving.

"Given today's economic climate, governments need to embrace every opportunity to support business and industry. To do otherwise, is just not financially or socially responsible," Mr Furze said.

"Businesses in South East Queensland would profit directly by \$14 billion each year, and the Queensland Government would benefit indirectly through associated windfall gains in business tax revenue."

"At the very least, the major Queensland political parties should be asking Queensland Treasury to evaluate the economic benefits of daylight saving and quantify the community and lifestyle benefits for South East Queensland," Mr Furze said.

DS4SEQ, which is fielding 32 candidates in the 2009 Queensland state election, have proposed a dual time zone for Queensland. Under this arrangement, Queensland would operate on two time zones and daylight saving would be introduced in South East Queensland.

Mr Furze said introducing daylight saving in South East Queensland would reduce business transaction inefficiencies with daylight saving states and better align ordering and delivery times with interstate businesses and customers. "This can provide significant business cost-savings and staff hours can be reduced or used more productively, when businesses no longer have to accommodate different interstate daylight saving business hours," he said.

The DS4SEQ financial estimates are based on a 2007 Business SA survey of 6,500 organisations, that measured business productivity gains and cost reductions attributable to adopting daylight saving.



South Australia's leading business organisation concluded that over a 5 week period when South Australian businesses were not aligned to daylight saving time in New South Wales, Victoria and Tasmania, the cost to small and medium businesses was \$10,000 and the cost to large businesses \$50,000.

The Business SA survey highlighted staff morale benefits, increased customer satisfaction and improved work-life balance associated with daylight saving. The report also found that daylight saving can improve general perception of a state, simply by removing the stigma associated with operating a further hour behind state counterparts.

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