



MEDIA RELEASE

Senator Sue Boyce

Queensland

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FOR IMMEDIATE RELEASE

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January ShopSmart

Cairns has the cheapest basket of goods in Queensland according to the ShopSmart website.

Senator for Queensland, Senator Sue Boyce, today, released the January ShopSmart figures.

“This month, Woolworths in Cairns had the cheapest basket with \$63.32 and the highest was at Coles in the Myer Centre at \$70.31. The average basket price for January was \$65.28,” Senator Boyce said.

“The ShopSmart survey showed that, on average, the basket cost went down by 49 cents with the biggest increase almost \$4.00.

“In January, prices were down across Queensland, with only the Brisbane CBD recording a six per cent jump in prices.

“The Torres Strait communities continue to pay high prices for their groceries paying around \$24 more than the average for the same or similar basket of goods.

“One factor we will be watching closely is the changing weights and size of grocery packaging and the increasing number of ‘home brand’ products. Decreasing package size may keep the price down for consumers, but if the intention is to confuse shoppers, I will be highlighting this fact,” Senator Boyce said.

“Unit pricing is an important tool that should be available to all supermarket shoppers. The ShopSmart website has a unit pricing calculator that will help shoppers with the changing size of packaging to see if they are getting value for money.

“The wasting of \$13m by the Rudd Labor Government on their failed Grocery Choice website is indicative of their dismissive response to consumers. The takeover of Grocery Choice by the independent consumer organisation, Choice, should lead to some improvements and I look forward to seeing a more comprehensive and relevant service given to consumers/taxpayers,” Senator Boyce said.

ShopSmart can be accessed at - www.shopsmart.sueboyce.com.au

Media contact: Yasmin Khan on 0419 025 510 or (07) 3862 4044

Electorate Office: 349 Sandgate Rd, Albion, Qld
Telephone: (07) 3862 4044 Facsimile: (07) 3862 4244