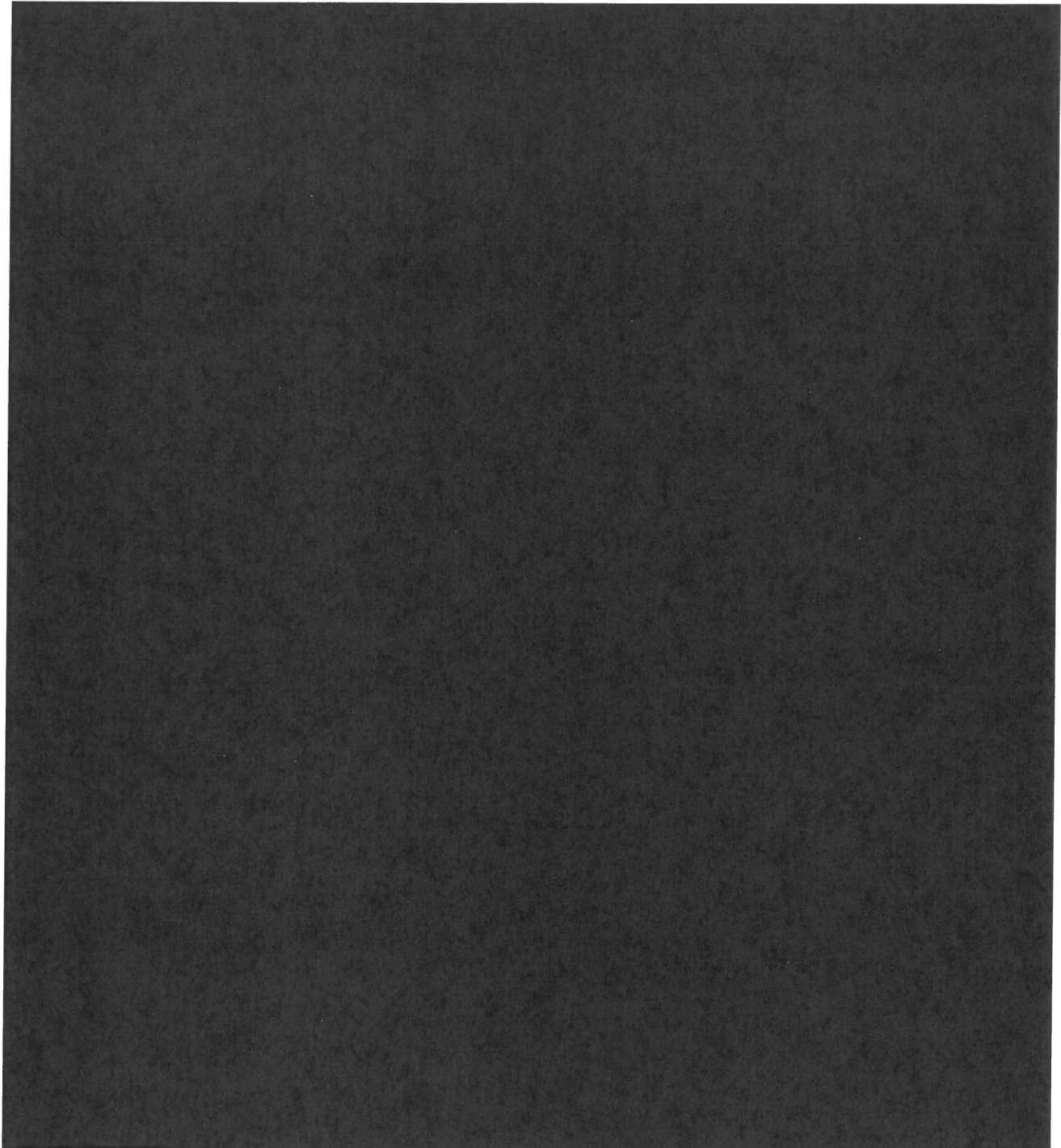


This page and the subsequent 6 pages have been redacted on the basis that they are irrelevant to this FOI request.



4. **Publicising data via Woolworths app/Motormouth**

(i) On 25 October 2012 Woolworths announced that it had updated its shopping application to enable its Everyday Rewards Card customers to look up petrol prices at Caltex/Woolworths petrol stations. The app gives customers the option to check the fuel price at their selected Woolworths petrol outlets and average local retail price (i.e. average price information of sites within 3 km radius of the selected Woolworths outlet). Users can change or update their preferred fuel outlets, however are restricted to 10 updates per calendar week.

Woolworths may submit that it is already making pricing data public via the Woolworths app and why doesn't this resolve ACCC concerns?

Suggested response:

- The ACCC accepts that the provision of detailed petrol price information to the public would assist consumers.
- The ACCC is concerned about petrol retailers' access to specific, high frequency retail petrol price data from their competitors, with the knowledge that they all receive the same data set at the same time.
- OPW service would still facilitate signalling/cooperative behaviour between retailers which undermines competition. Making data available to consumers would not address the common knowledge issue.

(ii) Motormouth - Woolworths may submit that Motormouth makes the data public (which provides pricing information with a level of accuracy and market visibility of a unique level for Australian consumers compared with other countries) and consumers can view the data on price boards.

Suggested response:

- The Motormouth data is limited to twice a day with a 45 minute delay. The Motormouth smartphone app does not provide consumers with specific pricing data but gives a recommended 'buy below' price in an given area and information as to the timing of cycles.
- There is a real difference between retailers receiving frequent and comprehensive information (i.e. full data set) directly into their pricing system and consumers using the limited Motormouth data or observing individual price boards.
- Making more price information publicly available can assist consumers. However, the ACCC remains concerned that the source of the underlying data is an information sharing arrangement between retailers which impacts competition in fuel retailing.

This page and the subsequent 3 pages have been redacted on the basis that they are irrelevant to this FOI request.