

The Australian public are entitled to know what a failure, from start to finish, this Project was. The total expenditure directed to the Project should be made known, but more importantly the Senate should ensure that workable procedures are in place prior to implementation/expenditure for any future similar actions. The weaknesses were evident from day one-

- management operational procedures, implementation were doomed due to the volume of product and retailers.
- the segment that were perceived to benefit the most would not have access to computers.
- shoppers already receive weekly advertising and with the saturation of supermarkets in Vic have ample opportunity to compare prices.

If the aim was to relieve consumer cost, it would seem preferable to give ACCC additional power if necessary; eg- the recent practice of the main supermarket chains in offering multiple items, while low income/pensioners pay a higher price for single items need investigation.

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