



19th January 2009

REVISED UNIT PRICING LEGISLATION ADVICE

The Federal Minister for Competition and Consumer Affairs, the Hon Chris Bowen MP, announced on the 8th January that Unit Pricing for packaged grocery items will become mandatory in Australia.

The new legislation will be established under Part 4B of the Trade Practices Act 1974 by the 1st July 09 to apply from December 2009.

Please note the following amendment (in bold italics) to the previous advice sent to you on the 8th January.

Unit Pricing will NOT apply to –

1. ***Goods sold at a reduced price due to damage or their perishable nature; offered for sale as a bundle of different types of items for a single price; or that are part of a prescribed category of exempt goods for which unit prices are not practical.***
2. Non-print advertising such as radio and television.

Unit Pricing WILL apply to -

1. All independent supermarkets with MORE than 1000m² of grocery selling space.
2. All online retailers that supply a prescribed range of food-based grocery items.
3. Apply to all in-store representations of price unless specifically excluded.
4. All online store price lists unless specifically excluded.
5. Other non-store print advertising such as catalogues, newspaper advertisements or front-page website advertisements.

Unit Pricing WILL -

1. Require the unit price to be prominent, unambiguous, legible and in close proximity to the selling price.
2. Use standard units of measure being per 100ml/100g/metre/m²/1 unit (where sold by count) with other measures for prescribed categories of goods.
3. Operate only to the extent that it is not inconsistent with any other Commonwealth legislation.

MGA would like to encourage members to contact their Point of Sale Equipment and Software Provider to ascertain how they may assist with a simple solution to begin implementing a Unit Pricing system in their store.

MGA will keep members informed of any future developments in regard to Unit Pricing compliance and give further detailed clarification where and when required.