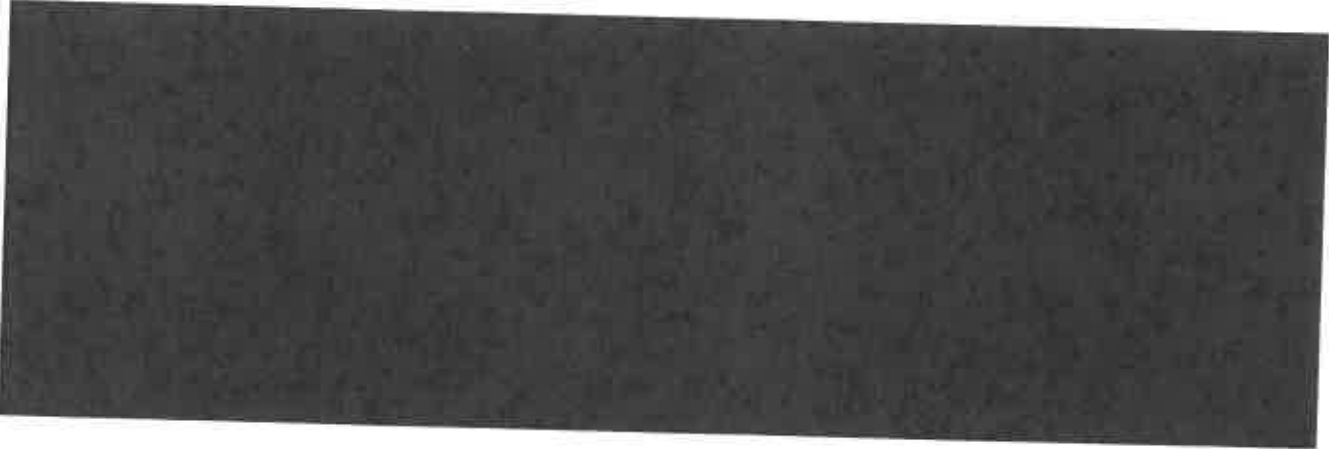


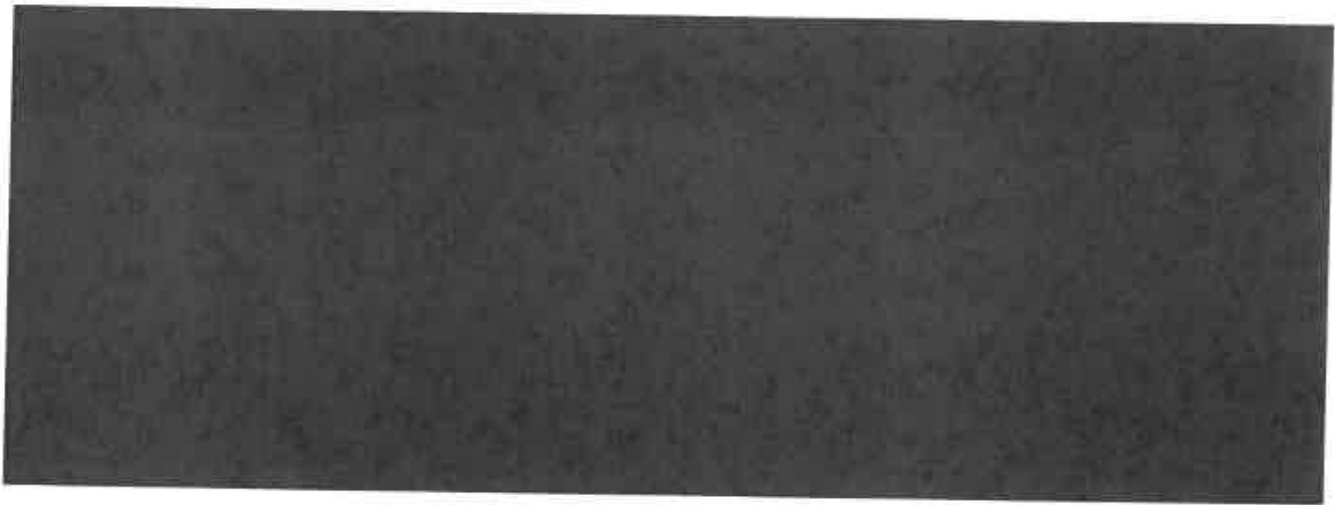
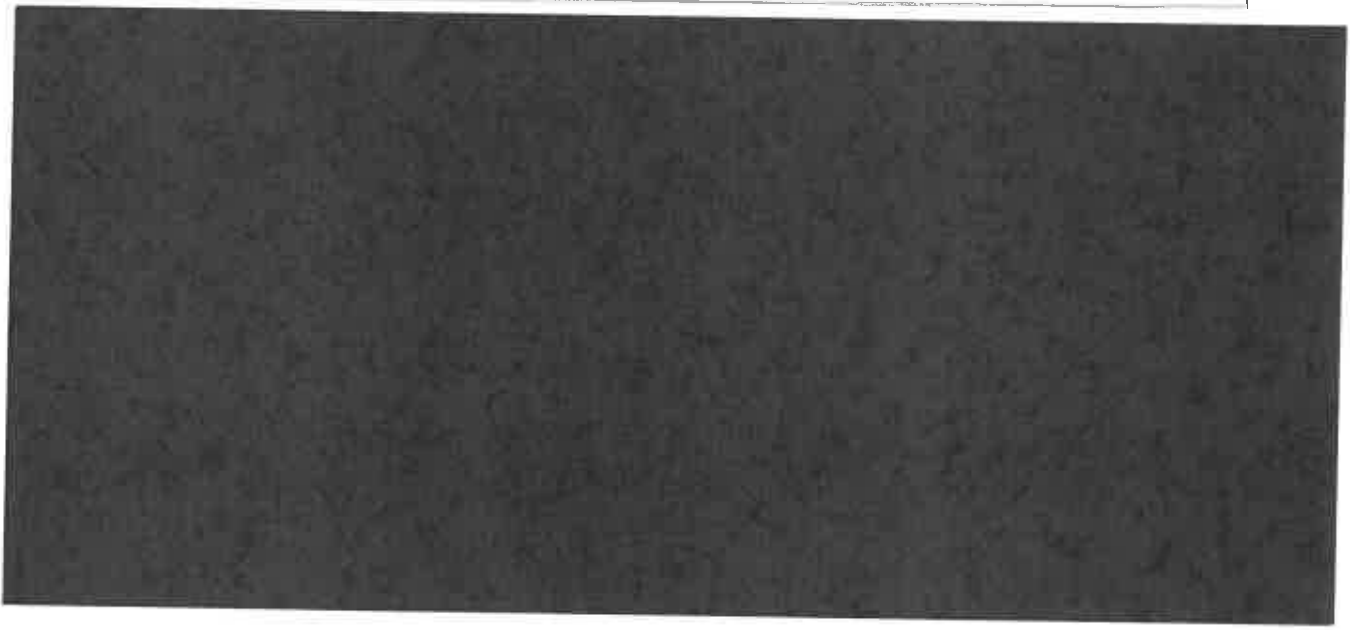
ISA may submit that **Motormouth makes the data public** (which provides pricing information with a level of accuracy and market visibility of a unique level for Australian consumers compared with other countries) and **consumers can view the data on price boards.**

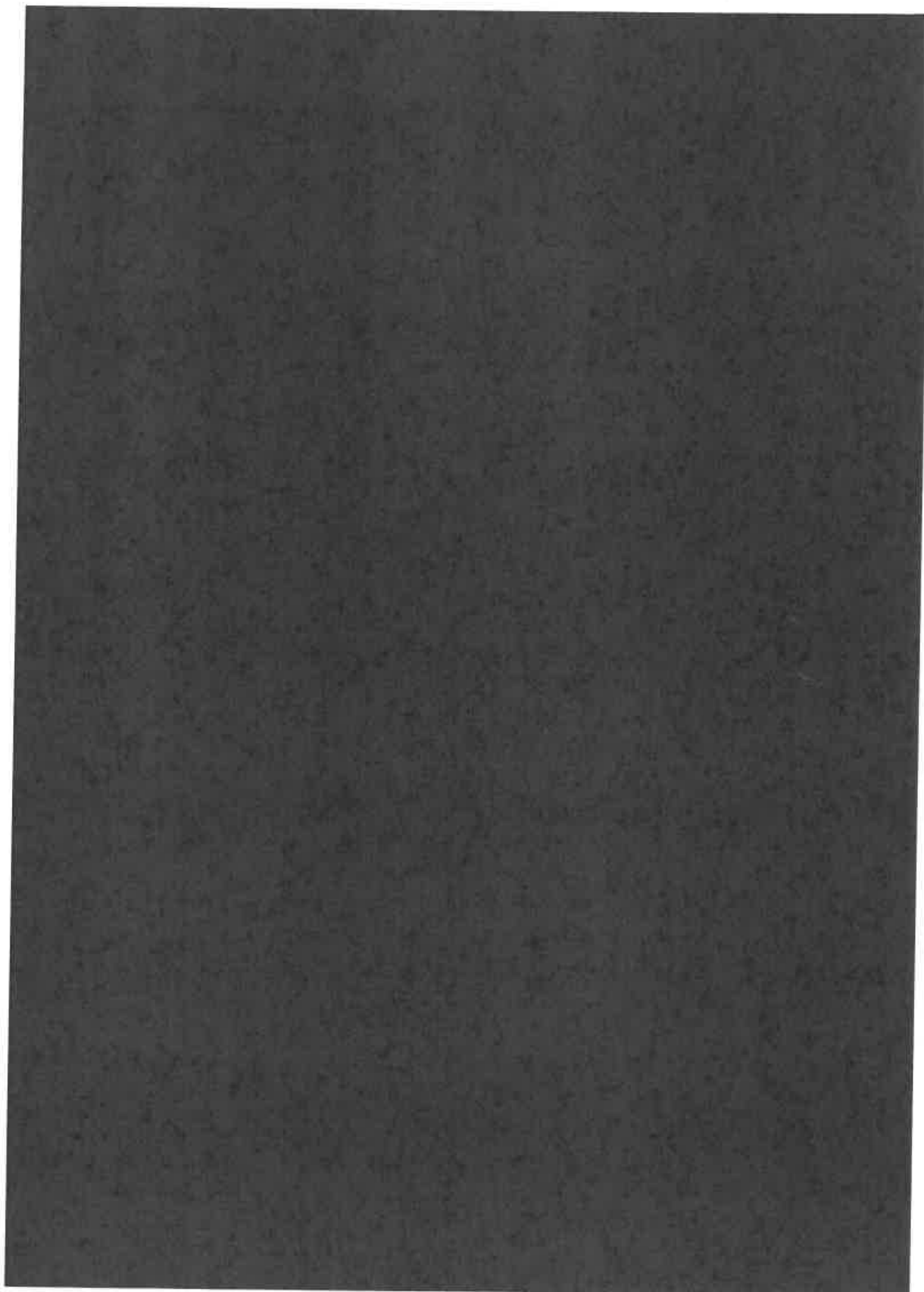
Suggested response: The Motormouth data is limited to twice a day with a 45 minute delay. The Motormouth smartphone app does not provide consumers with specific pricing data but gives a recommended 'buy below' price in an given area and information as to the timing of cycles.

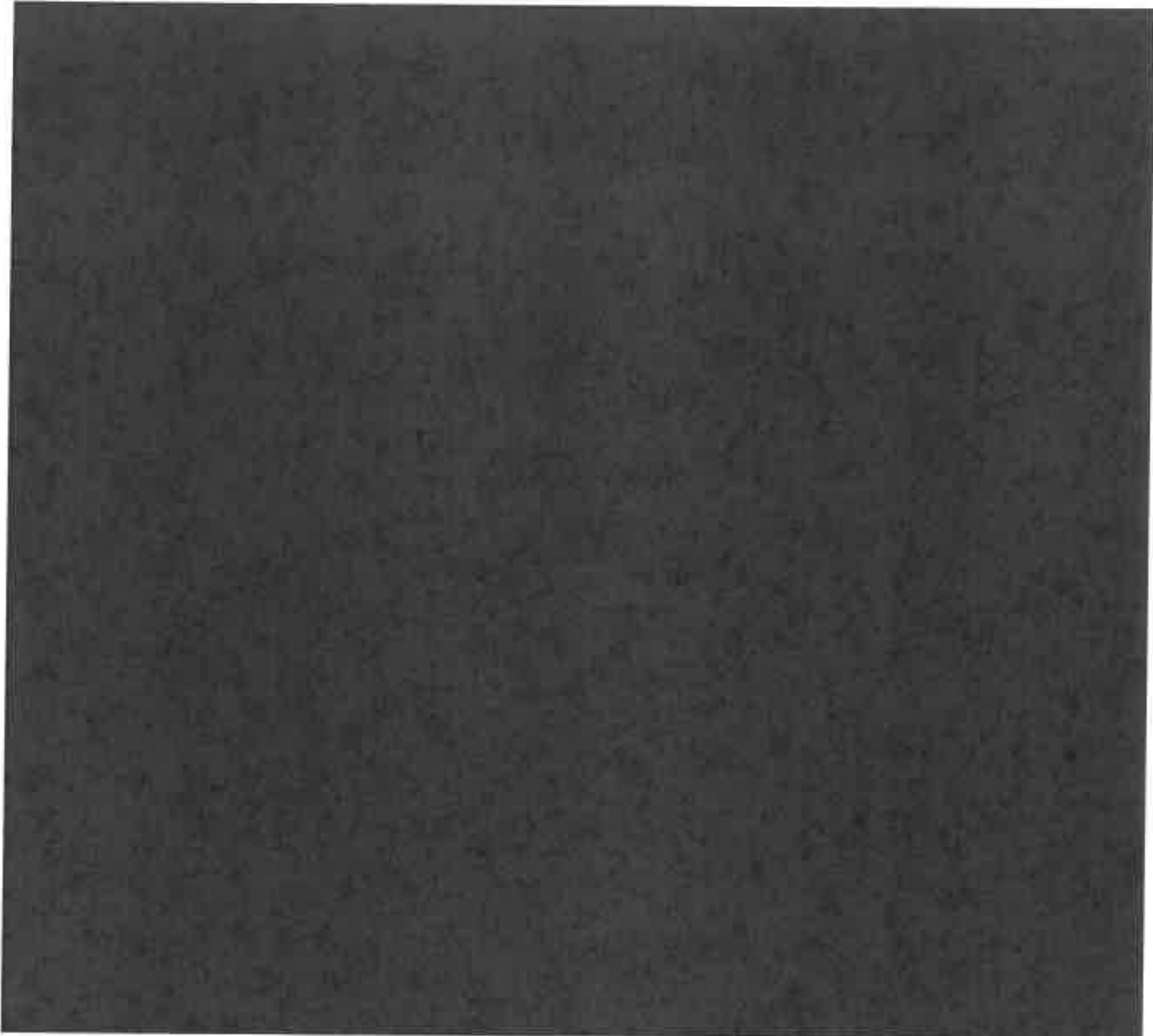
There is a real difference between retailers receiving frequent and comprehensive information (i.e. full data set) directly into their pricing system and consumers using the limited Motormouth data or observing individual price boards.



This page and the subsequent 4 pages have been redacted on the basis that they are irrelevant to this FOI request.

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- Informed Sources may ask whether publicising more of the data, would this resolve ACCC concerns?
 - Suggested response: OPW service would still facilitate signalling/cooperative behaviour between retailers which undermines competition.
 - A key issue is that making data available to consumers would not address the common knowledge issue.
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5. *ISA may submit it "has helped increase public awareness and understanding of petrol retail markets through the supply of retail pricing information to various agencies including the ACCC, motoring organisations, the Australian Institute of Petroleum and the media.*



- The ACCC accepts that the provision of detailed petrol price information to the public would assist consumers.
- However, the information provided by Informed Sources to various organisations and the public is not the same as the petrol price data received by the subscribers.

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