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4. Publicising data/Motormouth

- (i) *7-Eleven is aware that other retailers publish their prices on the internet either on web pages or apps. If 7-Eleven published its prices, would this address the concerns that ACCC has with 7-Eleven's use of Informed Sources.*

Suggested response:

- The ACCC accepts that the provision of detailed petrol price information to the public would assist consumers.
- However, currently 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.

- 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 - 7-Eleven 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.

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