

News Release

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Hon Gail Gago
Minister for State/Local Government Relations
Minister for the Status of Women
Minister for Consumer Affairs
Minister Government Enterprises
Minister Ast Minister for Transport, Infrastructure & Energy

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CHECKING UP ON MOTHER'S DAY BARGAINS

Consumers looking for great bargains with popular Mother's Day gifts such as jewellery can be assured that Mother's Day specials are being scrutinised by the state's consumer watchdog.

Minister for Consumer Affairs Gail Gago said "Shoppers looking for the perfect gift for Mother's Day may be tempted to buy items because the price has been significantly reduced. But are the savings real?"

"Retailers that compare the sale price with the previous price are being scrutinised to make sure that the savings are genuine."

Staff from the Office of Consumer and Business Affairs (OCBA) have been collecting brochures from retailers using "two-price advertising" – where retailers compare the old price with the current price.

"OCBA is focusing on items that are heavily promoted in the lead up to Mother's Day such as jewellery, perfume, accessories and electrical appliances," said the Minister.

"If a retailer claims that an item has been reduced by \$100 or that the price has been reduced by 40 percent then that should genuinely be the case.

"Stores that are claiming big bargains may be asked to show proof that items have previously been offered for sale at the higher price. Repeat offenders will be pursued."

Traders that mislead consumers about price savings risk a maximum penalty of \$100,000 for a body corporate and \$20,000 for an individual under the *Fair Trading Act 1987*.

Minister Gago encouraged consumers to shop around to compare prices and not just be tempted by the offer of a great deal.

"Don't just look at the amount you are saving - you need to compare the actual selling price of items to find out which really is the better deal."

Consumers who have concerns about advertising claims made by traders should contact OCBA on 8204 9777, or for regional callers 131 882 (local call cost).