



## MEDIA RELEASE

# Senator Sue Boyce

Liberal - Queensland

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**FOR IMMEDIATE RELEASE**

**11 JULY 2008**



# ShopSmart

## *Calcu-Kate* to help consumers

Liberal Senator for Queensland, Senator Sue Boyce, has decided to act now to help Queenslanders struggling with the rising cost of living.

On Sunday, she will launch a new website called ShopSmart with a guide to grocery prices in four Queensland centres.

The website, [www.shopsmart.sueboyce.com.au](http://www.shopsmart.sueboyce.com.au), will introduce “*Calcu-Kate*”, and a unit pricing matrix making it easier for shoppers to work out cheaper options based on price per unit. The site will also offer a range of money-saving tips and financial literacy information.

“When he was in Opposition, Wayne Swan intermittently ran a price watch survey for the residents of Lilley, but it seems to have disappeared since he became responsible for Australia’s economy.

“Now the Labor Government is proposing to spend \$13 million setting up a website to watch grocery and food prices and we don’t know when this will be available.

“We decided to keep Mr Swan’s survey going for him, expand it to other Queensland centres and improve the information available,” Senator Boyce said.

“Watching prices won’t change them but consumers may have the opportunity to pick up some bargains and shop smarter.

“The survey has already thrown up some surprises. I wouldn’t have expected our shopping basket to be cheaper in Gladstone than in Brisbane,” she said.

Website: [www.shopsmart.sueboyce.com.au](http://www.shopsmart.sueboyce.com.au)

Launch of Website by Senator Boyce, *Calcu-Kate* & friends:

Outside Coffee Club, Woolworths Complex, Buckland Rd, Nundah

Time: 10.00am Sunday 13<sup>th</sup> July, 2008

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