

# Kingston Business Bulletin

Taking Care of Business in Kingston

[www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au)

Volume 1 2010

## Manufacturing in a Low Carbon Economy Are You Ready?

Climate change is the most significant challenge to human society in the 21st century. Australia, like other countries, is developing legislation to lower greenhouse emissions and move to more efficient use of energy.

A breakfast event, to be held on Thursday 13th May, will highlight some of the major challenges and opportunities that will arise for manufacturers as Australia transitions to a low carbon economy.

Despite the outcomes from the Copenhagen Climate Conference, Australia will have some form of Carbon Pollution Reduction Scheme (CPRS) in place in the near future. The creation of a CPRS and the setting of a national target for reducing greenhouse gas emissions will represent one of the biggest changes to the Australian economy in the last 20 years. The passage of the CPRS will move environmental concerns from being peripheral to central business issues. Australia will make the transition to a low carbon economy. Will you and your business?

Small to medium-sized manufacturers will face unique challenges in this transition driven by:

- Increased green consumer demand;
- Supply chain pressure for greening;
- Increased environmental visibility and exposure of smaller firms to regulatory and stakeholder pressures;
- Lack of awareness of the environmental impacts of firms' activities on the part of many business owners and managers.

Once Australia really starts the transition to a low carbon economy, the challenges will become the key drivers for major changes within manufacturing. The current uncertainty surrounding the CPRS has given small to medium-sized Australian manufacturers a window of opportunity to prepare for this shift.

At the upcoming breakfast you have the opportunity to hear from experts in the area of sustainable manufacturing. The highlight of the event will be presentations made by local manufacturers who are large users of energy and water and exemplify best practice in environmentally sustainable manufacturing.

The event will be presented in partnership with Environment



Protection Authority Victoria, Australian Industry Group, and Victorian Employers Chamber of Commerce and Industry.

**When:** Thursday 13 May 2010  
7:30am – 10:30am.

**Where:** Hemisphere Conference Centre  
488 South Road, Moorabbin.

**Cost:** \$25 (incl. GST) hot breakfast.

To register your expression of interest to attend and seek further information contact Tony Barrett, Industry Sustainability Officer on (03) 9581-4379 or [tony.barrett@kingston.vic.gov.au](mailto:tony.barrett@kingston.vic.gov.au)

### INSIDE THIS ISSUE



**Generation Y  
takes charge**

Page 2



**The Fair Work  
Workplace  
Relations System  
and OH&S**

Page 5



**What is unit  
pricing?**

Page 8

# Editorial

Happy New Year to everyone. I hope you had a chance to enjoy a refreshing break with family and friends and are now revitalised for the year ahead. Here's hoping that 2010 is a little more stable than last year.

And what a difference a year makes. If we look back to this time last year everyone was battenning down the hatches for what was expected to be a tumultuous year. There is no doubt that for many businesses 2009 was a tough year however, 12 months on, there is cautious optimism that the worst is behind us but only time will tell.

What was heartening to see was the efforts that employers made to retain staff. This was in stark contrast to the wholesale layoffs that occurred during the 1992 recession. It meant that businesses did not lose their skilled workforce and, as conditions improve, they are in a position to quickly ramp up output. It also meant that there was not as much suffering in the community as would otherwise have been the case with higher levels of unemployment, so well done to those who achieved this.

Despite the outcomes of Copenhagen, it is clear that environmental sustainability will be the big issue for this decade. It has clearly moved from the fringe to mainstream so ignore this issue at your peril.

Over 2010 there will be a number of activities aimed at making it easier for local businesses to understand and implement more sustainable practices. You should seriously consider attending the Melbourne Business Awards breakfast on 26th Feb. The keynote speaker is strategic foresight specialist, Steve Tighe, who will show you the undeniable business case for sustainability. You should also register to attend the Manufacturing in a Local Carbon Economy breakfast seminar being held in May.

If there are other initiatives that you would like to see provided locally, please let me know and I will do my best to arrange them. Best wishes for a successful business year.



Suzanne Ferguson

*"I never go to where the puck is, I go to where it is going to be".* Wayne Gretzky, the world's greatest ice hockey player.

## Generation Y takes charge

Retailers, businesses and advertisers take note: Generation Y is now in charge! Latest population figures show that Generation Y Aussies were neck and neck with Generation X as at June but Craig James, Chief Economist at CommSec, estimates that Generation Y is now the largest demographic group in Australia.

The latest population figures show that Generation Y rose by over 158,000 in the past year to 4.67 million. Over the same period, Generation X grew by almost 47,000 to 4.68 million with Baby Boomer numbers falling by almost 6,000 to 4.11 million. Around three in every five Aussies can be found in one of these demographic groups.

The conventional wisdom is that Australia's population is ageing with the assumption that more senior Australians are taking charge. But strong migration and a gradual increase in fertility over recent years are working to change the mix. After falling for the past 37 years, the share of people aged below 30 actually rose in the past year.

Importantly, Generation Y has been steadily taking a larger share of the population over the past six years. After starting behind both Generation X and Baby Boomers, Generation Y would now clearly be in the top spot. The implications are as significant as they are obvious.

Any retailer working on the premise that younger consumers can be



disregarded would be missing out on a large and increasing market. Baby Boomers may have held court in the 1990s, but now the twenty-somethings and thirty-somethings dominate.

Generation Y has taken charge in a dramatically short space of time. The key point for retailers now is to identify the regions where population is increasing most and the demographic groups that dominate.

Generation X are the home-buyers – now in decline. Baby Boomers are the home owners – also in decline. But Generation Y are largely at home with parents or renting. The key challenge for Generation Y will be in the next five years where an increasing proportion will be seeking to move into home ownership.

Clearly the Government needs to be working hard now to get the cost of home ownership down and increase the supply of residential property.

Craig James  
Chief Economist CommSec

## Clean Energy Innovation Centre [CEIC]

The Clean Energy Innovation Centre [CEIC] has been set up by the Federal Government to help small and medium sized clean energy companies accelerate their business performance.

Typically these would be companies developing clean energy technologies, companies involved in the supply chain for renewable technologies (solar, wind, tidal, etc) or firms focused on reducing energy demand and increasing energy efficiency.

The Clean Energy Innovation Centre assists clean energy companies through:

- A Business Review of their strategy and operations;
- A Business Review Report which will highlight key challenges and opportunities for improvement plus

recommendations to accelerate the performance of the business;

- Specialist advice to implement key Business Review Recommendations - reimburse to \$20,000 for approved consultants (50% of cost);
- Help the SME connect with complementary industry participants and networks, Government advisers and assistance programs, and technical and knowledge networks.

**For further information contact:**

Ken Long , Business Adviser,  
Clean Energy Innovation Centre  
Enterprise Connect  
Phone: 0449 901 600  
Email: ken.long@innovation.gov.au  
Internet:  
<http://www.enterpriseconnect.gov.au/Innovation/CleanEnergy/>

# Clayton's Marriage Between Industry and Research

We are living in the age of materials science and engineering where new or tailored materials are impacting on all aspects of life. There is an opportunity for businesses who are interested in learning about new and emerging technologies to participate in a series of seminars and networking events and interact directly with leading experts.

Through a series of presentations researchers, industry and government will come together and learn how working with each other can achieve new products or opportunities.

You are invited to participate in an evening of networking, to share and discuss new developments and to hear from leading technologists based in Melbourne's premier science precinct on how industry can better engage with the providers of world wide leading technology.

The first of two events, aimed at examining the research/industry links between Melbourne based research facilities will take place on Tuesday 16th February 2010. At this event we will hear from the Australian Synchrotron and the Melbourne Centre for Nano Fabrication.

The speakers will be:

- **Professor Ian Gentle**, Head of Science at the Australian Synchrotron who has considerable experience working with industry solving existing problems and looking at new opportunities. The Australian Synchrotron is a source of highly intense light ranging from infrared to hard x-rays used for a wide variety of research. Synchrotron science is used by a wide variety of industry worldwide including minerals, biotechnology, health, consumer products, environmental, agriculture, nanotechnology, and energy.
- **Professor Ian Boyd** who is an expert and widely published on many aspects of laser applications, electronic materials and nanotechnology. He is currently a Director of the Melbourne Centre for Nanofabrication (MCN), a purpose built facility designed to fill the gap in Australia for open access, multi-scale, multi-disciplinary nanofabrication infrastructure. MCN supports and produces research and prototype advances in areas that include environmental sensors, medical diagnostics, micro and nano actuators, novel energy sources (eg solar cells) and novel bio-nanotechnology products like drug delivery devices.



**When:** 5.30pm – 7.30pm  
**Tuesday 16th February 2010**  
**Where:** Small Technologies Cluster  
1 Dalmore Drive, Scoresby  
**Cost:** This is a free event however bookings are essential  
**Bookings:** Email [c.gerbo@uq.edu.au](mailto:c.gerbo@uq.edu.au)

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## Assistance with Commercialisation

Innovative companies in Kingston and throughout South East Melbourne are set to benefit from a commercialisation program being run in the region. The Regional Technology Commercialisation Program (RTCP), which is fully funded by the Victorian State Government, is aimed at assisting innovative organisations take their ideas to market.

The RTCP has been successfully delivered across regional Victoria for the past four years. Some 200 companies participated in the program, with 100 developing commercialisation plans and 70 raising public and private capital. Due to the success of the program in regional Victoria, it is now being offered to companies within the Metropolitan South East region.

The Program consists of the following elements:

- **The Explorer Workshop** – a one day workshop which introduces

participants to the key issues in commercialisation and shows them how well they have confirmed their invention and commercialisation opportunity.

- **The Pioneer Program** – a ten week program (3 full days plus mentoring and a final Presentation Showcase) is designed to enable participants to clearly define and present their Business Cases to an Expert Panel for assessment.

It covers market research and marketing strategies, intellectual property (IP) strategies, identification of the most suitable business model for exploitation of the innovation, how to build a winning team, building sound and realistic financial projections, including a comprehensive grant strategy, how to fund business growth, and sustainability issues in a low carbon economy, all underpinned by assignments that can be directly applied to the business.

- **Mentoring For Commercialisation Funding** – is conducted over a three month period with selected participants, and is aimed at assisting companies to gain early funding to develop their business to its next stage of growth. This may include accessing government grants, debt funding or early investment funding, which can be applied to business building activities such as enabling each company to complete further market research and accelerate sales growth, further strengthen their IP position, build their team and prepare for significant follow-on investment.

For further information on the RTCP program or how to access this exciting opportunity, please contact Suzanne Ferguson, Manager of Economic Development, Kingston City Council on 9581 4712 or [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au)

## CEO Roundtable to be Expanded

The CEO Roundtable has been operating successfully in the local region since 2006. Due to increased demand a new group is being formed to allow more leaders of small to medium enterprises to benefit from this peer to peer support.



The objective of the Round Table is:

To facilitate meaningful knowledge exchange and peer to peer mentoring for CEOs of non-competing organisations with frank, objective and confidential discussions on specific topics on a regular basis.

The professionally facilitated CEO Roundtable offers participants an opportunity to:

- Enhance understanding of relevant economic and business issues;
- Learn and develop in the role of CEO, with specialist presenters at some sessions;
- Sound out peers on specific initiatives, opportunities and challenges;
- Compare and develop business practices;

- Be supported by a CEO fraternity that is non-competing and balanced for optimal benefit;
- Have an enjoyable and insightful breakfast session and still be in the office by 10.00am.

If you are the CEO or Managing Director of a small to medium enterprise and you feel that you would benefit from some new thinking and ideas on initiatives and challenges you face or if you feel lonely at times and could use some good support, but it's hard to find this or you are too busy working in your business to work on your business sufficiently then participation in this type of forum may be useful.

To register your interest please call Suzanne Ferguson on 9581 4712.

## New Year - Time for a New Marketing Plan

Learn the basics of marketing this year and apply the principles to your business to make it work for your business in 2010.

Marketing is not just about selling and advertising. The vital elements of market research, pricing and packaging, through to assessing the success of your promotional campaign needs a considerable amount of effort. Successful small businesses know the importance of marketing.

This seminar will provide you with a basic understanding of the key principles behind promoting your business to increase profits and retain customers. It will provide practical tips and ideas which can be put into practice immediately:

**Date:** Wednesday 10th March 2010  
**Time:** 6.00pm - 8.30pm  
**Venue:** Kingston Municipal Offices  
 1230 Nepean Highway  
 Cheltenham  
**Cost:** \$20

This workshop is limited to 20 participants and books out each time it is offered. To register call 9581 4735.

## The Fair Work Workplace Relations System and Occupational Health & Safety

### You need to understand your rights and responsibilities

The Fair Work Act and related legislation commenced on 1 July 2009, implementing the Federal Labour Government's new workplace relations system. There are major changes affecting bargaining, agreement making, termination of employment and union rights of entry.

Things such as **employee redundancies, unfair dismissal claims, employee entitlements, and awards** have all been impacted. As from 1st January 2010, the Fair Work Information Statement must be provided to new employees. Employers could be subject to fines of up to \$33,000 for breaches of the new legislation.

As well as getting on top of the Fair Work Act, employers also need to be aware that the Victorian Workers Compensation legislation will be changing as of May 2010, and from January 2012 new Occupational Health & Safety (OH&S) laws will be introduced to harmonise laws across the nation.

To assist employers adapt to the impacts that these major changes will have on your organisations, Kingston City Council has partnered with the Victorian Employers' Chamber of Commerce and Industry to bring you this vital information. Come and hear presentations from Workplace Relations and OH&S experts on these important changes that will affect your business.



This seminar will provide a general overview of the changes including:

- National Employment Standards
- Modern Awards
- Unfair dismissal & fair dismissal code for small business
- Changes to Workers Compensation and OH&S legislation

There will be ample time for you to ask questions.

**Date:** Wednesday 17th March 2010  
**Time:** 5:00 PM – 8:00 PM  
**Venue:** Woodlands Golf Club,  
 White Street, Mordialloc  
**Cost:** \$25.00  
**Bookings:** [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au)  
 or call 9581 4735

## Kingston Business Women Networking Platform 2010

Are you looking for a Women's networking group which fits in around your business and provides a work-family balance as it is nestled conveniently before the school pick up?

The meetings focus on Networking activities and the number of attendees at each session is limited to ensure attendees have the opportunity to concentrate on meeting like-minded business women and networking.

The Kingston Business Women's Network dates for 2010 are:

**Wednesday 10th February**  
**Tuesday 27th April**  
**Tuesday 20th July**  
**Tuesday 7th September**

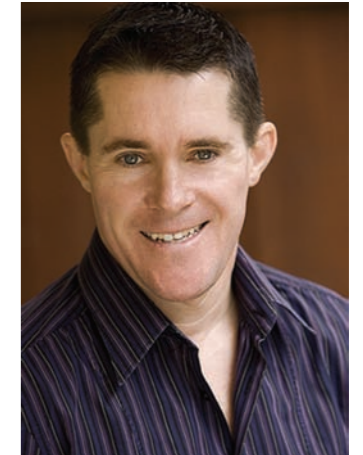
If you would like to attend there is a small charge of \$20 which covers light refreshments. To find out more, call Marian on 9581 4786.

As well as the small networking meetings, the Kingston Business Women's Network hosts two large luncheons each year with key note speakers. These events attract a much larger audience of around 120 business women. The diary dates for the luncheons are Wednesday 26th May 2010 and Wednesday 17th November 2010.

The Kingston Business Women's Network is open to all women in business regardless of where your business is located.

## Are you prepared for the future? Melbourne Business Awards Breakfast

**STEVE TIGHE** is a Strategic Foresight specialist and the Director of Chasing Sunrises, a foresight company focused on identifying emerging trends and early signals of disruptive change.



Steve is the former Foresight Manager at Foster's, and has worked with some of Australia's leading companies, looking at the future of their industry and the opportunities and challenges ahead for their business.

He has a Masters in Strategic Foresight from Swinburne University, and has completed the Oxford Scenarios Programme at Oxford University. With this extensive foresight knowledge and experience, Steve is recognised as one of Australia's leading speakers on emerging trends and the future.

This presentation will explore how the growing importance and influence of environmental issues are re-shaping consumer perceptions, attitudes and behaviours. By exploring the different types of questions that consumers will ask of their products and services in the future, Steve will explain how businesses and industries will be impacted.

**Date:** Friday 26th February 2010  
**Time:** 7.00am – 8.30am  
**Venue:** Hemisphere Conference Centre  
 488 South Road, Moorabbin.  
**Cost:** \$44  
**Bookings:** [www.mbawards.com.au](http://www.mbawards.com.au)  
 or Karren Clarke – 9578 2253

The Melbourne Business Awards (MBA) has been recognising the achievements of small to medium enterprises in the south east of Melbourne for almost 20 years. The primary objectives of the MBA are:

- to first and foremost reward "excellence" by recognising companies who do what they do well;
- to inspire other SMEs to overcome the challenges that they face in their own businesses and hopefully learn from the achievements of others;

- to provide a valuable networking opportunity for local business people; and
- finally, through the MBA Foundation, to encourage an ongoing commitment to the training of young people, particularly in trade skills.

**Should your company be nominated for the MBA?**

The MBA is much more about enthusiasm, initiative and innovation than applying rigid performance benchmarks. Because companies come from very diverse sectors ranging from traditional manufacturing to new high tech industries it is necessary to be flexible in applying selection criteria. No financial data is sought from nominees making the assessment of eligible companies partly subjective.

**So what is a Melbourne Business Award winning enterprise?**

*A Melbourne Business Award winning enterprise is an exciting and innovative small to medium sized company, generally competing on the world market. To do this it has stringent quality control mechanisms in place and a serious commitment to excellence in customer service. It invests in on-going research and development because this is the only way it can maintain its edge. It produces a diverse range of products and is amongst the best in its field. It values and rewards its employees and acknowledges the importance of reliable supplier alliances.*

If this definition fits your company or a company you know, please contact Suzanne Ferguson on 9581 4712.

# The Small Business Support Line is NOW OPEN!

Complementing existing services to small businesses, the Small Business Support Line has been established in response to the global economic environment.

The Small Business Support Line will provide an initial 'single' point of contact to access information and referral services that assist small businesses including:

- Finance and cash flow management (including loan and banking products)
- Marketing and promotion, including research and statistics
- Business planning and diagnostic services
- Legal, accounting and taxation services
- Personal stress and hardship counselling
- Registration and licences
- E-Business and online assistance
- Occupational Health and Safety (OH&S)
- Government initiatives, grants and assistance
- Employing staff
- Home-based business
- Importing and exporting
- Tenders and contracts
- Intellectual property
- Franchising
- Insurances
- Retail leasing guidance
- Personal stress and hardship counselling
- Government regulation
- Human resource management.

To access the Small Business Support Line phone 1800 777 275 or email [sbssl@innovation.gov.au](mailto:sbssl@innovation.gov.au)

In addition to this service, the Support Line is responsible for the Small Business Credit Complaints Clearing House which provides an avenue for small businesses to direct their issues about access to and the cost of bank finance. If you have a Small Business Credit complaint, contact AusIndustry [www.ausindustry.gov.au](http://www.ausindustry.gov.au).

## Assistance available for employers of Australian Apprentices

Are you considering employing an Apprentice between 1 December 2009 and 28 February 2010? If so you may be eligible for the government's new Apprentice Kickstart Bonus.



The Apprentice Kickstart Bonus is an employer incentive designed to counteract the impact of the global recession on commencements and retention of young people in traditional trade Australian Apprenticeships.

Employers who employ an Australian Apprentice who is aged 19 years and under and is undertaking a Certificate III or IV level qualification that leads to a skills shortage trade occupation may qualify for this incentive payment. The employer must also meet eligibility requirements under the Australian Apprenticeships Incentives Program.

Trade occupations in national skills shortage are those listed on the National Skills Needs List (NSNL), which is available at [www.australianapprenticeships.gov.au](http://www.australianapprenticeships.gov.au).

The Apprentice Kickstart Bonus is a total of \$3,350 paid in instalments of:

- \$850 paid at the three month point of the Australian Apprenticeship; and
- \$2,500 paid at the nine month point of the Australian Apprenticeship.

The new payment is in addition to the suite of employer incentives already available under the Australian Apprenticeships Incentives Program.

Employers of Australian Apprentices at the Certificate III level and above may already be eligible to receive \$4,000 in incentives comprising a \$1,500 commencement incentive and a \$2,500 completion incentive.

To contact an Australian Apprenticeships Centre, please call the Australian Apprenticeships referral line on 13 38 73.

## Workplace Bullying is a Serious Issue

Half of all Australian employees claim to have witnessed 'workplace bullying' in the last twelve months

The study, conducted by Drake International, shows that of the 800 Australia-wide employees surveyed, more than 50 per cent had claimed to have witnessed 'bullying' behaviour in the past twelve months, while a quarter said they had been a target of bullying in the workplace.

Thirty per cent of bullying targets and 50 per cent of witnesses were unhappy with the way their organisation had handled incidents of bullying. 'Downwards' bullying

from managers or supervisors was reported in around 50 per cent of the cases, with a further 25 per cent experiencing 'sideways' bullying from workmates and colleagues.

It is important to note that upwards bullying can also be an issue, and sometimes legitimate behaviours (such as giving instructions or feedback) can be interpreted as bullying.

However, whether this is the case or not, it is important that businesses have appropriate policies and procedures in place to ensure that staff are aware that genuine acts of bullying or intimidation are unacceptable, and how they can report such incidents.

# Made a New Year's resolution for your business?

## Apply for assistance from a Business Mentor for 2010!

A business mentor is someone who takes special interest in helping another to develop a successful business through improved processes and practices.

Kingston & Glen Eira Councils have combined to provide a free business service offering support to local small to medium business owners through the Mentor Partners program.

Mentors do not act as formal advisors, consultants or coaches. They support a business owner to take considered action in their business. They provide space to reflect, focus and achieve more effective outcomes. Mentors meet with a business

over a period of 6 months to share their expertise and offer insight to increase efficiencies and profit.

*"My mentor has been a great help in assisting me to clarify where I want my business to go. He has been a very useful sounding board for ideas on the suitability of potential client groups to target in the future. My business plan has come a lot further over the last few months with the help of my mentor" - 2009 Mentor Partner's participant.*

A business operating in the cities of Kingston or Glen Eira which is not a franchise and has been trading for at least 12 months is eligible to apply for a mentor. To be considered for the program, businesses need to fill in an application form and submit to the program coordinator.



Application Forms can be downloaded from [www.kingston.vic.gov.au](http://www.kingston.vic.gov.au) or phone Kingston's Economic Development Unit on 9581 4735.

## Measuring your sustainability performance

Whilst understanding your business' current level of carbon, environmental or sustainability performance is the first step to improve these areas; monitoring and evaluating your progress over time is just as important. Businesses which implement sustainable solutions and track their results can, amongst other benefits, meet the expectations of an increasingly green conscious market.

So what does the process of ongoing measurement and evaluation of your business' sustainability performance involve and how should you go about it? Below are some simple actions your business can take:

- Capture and monitor monthly/quarterly energy and water bills information in a spreadsheet. This enables you to track your

progress over time and to identify trends and areas for improvement in your energy and water use.

- Promote communication amongst staff and other stakeholders such as customers. Get underway with a simple survey or a suggestion box for observations and feedback to be lodged. Follow up is critical to ensure your contributors stay motivated.
- Communicate your results internally. Use your staff meetings, noticeboards, intranet and word of mouth. This enables staff to recognise the positive change the organisation is making and maintains morale and motivation.
- Communicate your results externally. Tracking your performance allows you to credibly advertise and promote your sustainability position and improvements without being at risk of greenwashing.

- Keep track of equipment upgrades or changes that may impact your performance – i.e. switching to energy or water efficient machinery, performance improvement appliances, changes to recycling and composting programs.
- Use bill information to develop an understanding of which processes or times of year use more or less energy and water etc. - i.e. electricity usage during summer may increase when air conditioners are used for cooling. This helps to identify where and when improvements in your performance can be achieved.



## What's on in Autumn

- Kingston Farmers' Market - 6th March, 3rd April, 1st May
- Kingston Business Women's Network - 10th February, 27th April
- Clayton's Marriage Between Industry and Research - 16th February
- Melbourne Business Awards Breakfast - 26th February, 21st May
- Marketing Workshop - 10th March
- The Fair Work Act and OH&S Seminar - 17th March
- Manufacturing in a Low Carbon Economy - 13th May

# What is unit pricing?

**Unit pricing** means displaying the price of a grocery item as a standard unit of measurement alongside its selling price.

For example, the label for a 500 millilitre bottle of milk would show the unit price per litre, in addition to the selling price.

<b>MILK</b> 500 mL	<b>\$1<sup>00</sup> ea</b>
	<b>\$2.00 PER L</b>

The new unit pricing requirements are set out in the Trade Practices (Industry Codes – Unit Pricing) Regulations 2009, which came into effect on 1 July 2009.

The code affects businesses ('retailers') that sell food-based groceries to consumers.

### Who has to display unit pricing?

Unit pricing is mandatory for:

1. Store-based retailers:
  - whose retail premises are used primarily for the sale of food-based grocery items, and
  - have floor space greater than 1000 square metres dedicated to the display of grocery items, and
  - sell the minimum range of food-based grocery items.
2. Online retailers that sell the minimum range of food-based grocery items.

These retailers must display unit pricing for all non-exempt grocery items by 1 December 2009.

### What is the minimum range of grocery items?

Under the code, you sell the minimum range of food-based groceries if you sell all of the following types of groceries:

- bread
- breakfast cereal
- butter
- eggs
- flour
- fresh fruit and vegetables
- fresh milk



- meat
- rice
- sugar
- packaged food other than those mentioned above.

### How do I calculate the floor space?

Under the code, floor space means the continuous, internal floor space of a retail premises. It does not include areas for consuming food or drinks (such as café areas).

### Can I choose to display unit pricing?

Food based retailers with floor space of 1000 square metres or less can choose to opt in to unit pricing in accordance with the code. You can opt in to the code by introducing in-store unit pricing for one or more types of non-exempt grocery items. If you opt in you must comply with all of the code's requirements. You have not opted in if you display unit prices to comply with other mandatory legislation (such as trade measurement legislation).

Grocery retailers that opt in to the code and display unit pricing for any non-exempt items on or before 1 July 2009 must display it for all non-exempt items by 1 January 2010. Grocery retailers that opt in and begin displaying unit pricing for any non-exempt grocery items after 1 July 2009 must display it for all non-exempt items within six months of the date they start.

### Where can I find more information?

If you think unit pricing may affect you, the Australian Competition and Consumer Commission booklet *Unit pricing: a guide for grocery retailers* offers detailed information about the unit pricing code.

The booklet is available to download at [www.accc.gov.au/unitpricingguide](http://www.accc.gov.au/unitpricingguide). You can also contact the ACCC unit pricing hotline on 1300 746 245.

### Kingston's Language Line

Arabic - عربي	9679 9881	Italian - Italiano	9679 9859	All Other Languages	9679 9887
Cambodian - ភ្នំ	9679 9882	Greek - Ελληνικά	9679 9885	Including:	
Cantonese - 粵語	9679 9883	Vietnamese - Việt-ngữ	9679 9886	Mandarin - 國語	Polish - Polski
Croatian - Hrvatski	9679 9884			Sinhalese - සිංහල	Somali - Soomaali
				Spanish - Español	Turkish - Türkçe

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