

APPENDIX 5

GROCERYchoice subcontract arrangements

Subcontractor	Subcontracted by ...	Description	Date	Comments	Amount expended (GST exclusive)	Total value of contract (GST exclusive)
The Bailey Group Pty Ltd (Retail*Facts) ¹	ACCC/Treasury	Field data collection surveys	10 June 2008 to 10 June 2010	Contract transferred to Treasury on 5 January 2009	\$1,455,042 expended by the ACCC; \$834,572 expended by Treasury	\$4.7 million
Getronics ²	ACCC/Treasury	Website design, development, hosting and maintenance	Unknown (likely to be between mid-2008 and 1 July 2009)	Contract transferred to Treasury on 5 January 2009	\$1,433,238 expended by the ACCC; \$396,654 expended by Treasury	Unknown (but likely to be close to the amount already expended)
SymbioAlliance ³	ACCC	Undertake like for like testing of survey product items	Unknown (likely to be between mid-2008 and 5 January 2009)		\$13,999	Unknown
Cogent Business ⁴	ACCC	Advice on system architecture	Unknown (likely to be between mid-2008 and 5 January 2009)		\$87,147	Unknown

¹ ACCC, Answers to Questions on Notice (received 17 September 2009), p 3; Treasury, Answers to Questions on Notice (received 10 November 2009).

² ACCC, Answers to Questions on Notice (received 17 September 2009), p 3; Treasury, Answers to Questions on Notice (received 10 November 2009).

³ ACCC, Answers to Questions on Notice (received 17 September 2009), p 3.

⁴ ACCC, Answers to Questions on Notice (received 17 September 2009), p 3.

CHOICE ⁵	Treasury	Take over the GROCERYchoice website	Over three years from 5 January 2009	Estimated contingent liability of \$700,000 – yet to be determined	\$2,727,273	\$8.0 million (GST inclusive)
Freshlogic ⁶	CHOICE	Provide a method for comparing fresh produce; information on top selling products and weekly specials data	Unknown	No contract was signed	\$64,250 (April to June 2009)	N/A
SMS Management and Technology ⁷	CHOICE	Program management, technical build, hosting and maintenance of GROCERYchoice	Unknown		Unknown	Unknown
Moon Group ⁸	CHOICE	Online design for the website	Unknown		Unknown	Unknown
Nielsen Online ⁹	CHOICE	Conduct surveys on the CHOICE website, create a profile of website users, shopping habits and demographics	Unknown		Unknown	Unknown
Bruce Clay Australia ¹⁰	CHOICE	Develop a search engine optimisation strategy for GROCERYchoice as part of a broader marketing strategy	Unknown		Unknown	Unknown

⁵ Treasury, Answers to Questions on Notice (received 10 November 2009); Treasury, Answers to Questions on Notice (received 16 September 2009), p 3; CHOICE, *Proof Committee Hansard*, 18 September 2009, p 40.

⁶ CHOICE, *Submission 6*, p 10; Freshlogic, *Proof Committee Hansard*, 6 October 2009, p 27; Freshlogic, Answers to Questions on Notice (received 16 October 2009), p 1.

⁷ CHOICE, *Submission 6*, p 9.

⁸ CHOICE, *Submission 6*, p 9.

⁹ CHOICE, *Submission 6*, pp 9–10.

¹⁰ CHOICE, *Submission 6*, p 10.