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CONSUMERS BECOME MORE BUDGET SAVVY, AS HOUSEHOLD COSTS INCREASE

Rising household costs are becoming more of a concern for Australian families this year, with a recent study¹ from Officeworks revealing nearly two thirds of them are more concerned with the cost of living in 2018, compared to the same time last year.

And it appears this worry has shaped the way parents are approaching their back to school shop. In 2017² just under half of Australian parents said finding low prices was the most important factor when shopping for school supplies, however this year the number has increased to two thirds.

Head of Office Supplies and Furniture at Officeworks, Jim Berndelis, said it's not surprising to see more parents looking for bargain buys while shopping for back to school in a bid to tighten their purse strings.

"Our price comparison found parents saved an average of \$24.54 per child when using our School List Service³, and to-date we've seen a 10 per cent increase year-on-year in its uptake, telling us that parents are becoming savvier in their search for low prices and aren't afraid to outsource," he said.

The study of more than 1000 parents revealed that they're seeking out stores that offer 'price beat guarantees' and are researching different retailers' prices before hitting the shops. Not surprisingly, parents with more children are the ones leading this trend – with 64 per cent of parents with three children doing their due diligence, compared to 46 per cent of parents with one child.

"Back to school doesn't have to be an expensive or stressful time of year. Officeworks has all the booklist essentials and beyond so customers don't have to spend valuable school holiday time shopping around," he said.

As well as a free School List Service, the retailer also offers same-day delivery, two-hour Click & Collect, Afterpay service for those shopping online, a 'decoder' to make shopping the booklist easier, and a Parents Price Promise, which guarantees the lowest prices on book listed items⁴.

In a bid to make back to school more affordable, Officeworks is also providing market-leading prices on popular classroom products like the Apple iPad 32GB, with the best price in Australia at \$397 (a saving of \$72 on the RRP⁵).

To browse a wide range of back to school products, services, and the decoder visit: officeworks.com.au/back-to-school

– ENDS –

Notes to editors

Overview of research findings:

- More parents in 2018 find low prices the most important factor when shopping for Back to School compared to 2017, up from 48% to 62%.
- In 2018, the five most prevalent ways that parents save money when buying Back to School supplies:
 - Shopping at stores with a price beat guarantee (55%)
 - Researching retailers and shopping around (54%)
 - Using older siblings' hand me downs (50%)
 - Buying second hand uniforms (39%)
 - Cutting down on household spending (31%)
- Females are generally more concerned than males about the cost of living in 2018 in comparison to 2017 (65% of females and 55% of males are somewhat or significantly more concerned)
- Parents are generally more concerned about the cost of living in 2018, compared to how they felt in 2017, when they have more children (77% of parents with more than four children and 56% of parents with one child are somewhat or significantly more concerned)

For further information or interview opportunities, please contact:
Sam Belteky at Haystac: sam.belteky@haystac.com.au | 0400 666 719

1. 2018 research conducted among 1,030 Australian parents of children 6 – 14 years of age
2. 2017 research was conducted with 1,004 Australian parents of children 6 – 14 years of age in 2016
3. Price match comparison 'average saving per child of \$24.54' was conducted on 16.08.17 and based on an indiscriminate selection of 100 school book lists for 2017 across a range of year levels from NSW/VIC/QLD/WA/SA/ACT/TAS with itemised pricing. Comparison was based on actual Officeworks customer transactions, with price and product quantity matched against original school book lists versus the identical or Officeworks-deemed equivalent product. The Officeworks Parents' Price Promise was used to beat the price on any school book list item where the school book list price was lower than the Officeworks price. Parents' Price Promise only applicable on prices that appeared on categories or items not ranged and items available for customer order at Officeworks.
4. Back to School Parents' Price Promise: If a customer finds an identical stocked item on a quoted school list at a lower price, then Officeworks will beat it by 20%. Offer is only applicable on prices that appear on valid 2018 school book lists for the quantity listed. This offer is valid on identical stocked or Officeworks-deemed equivalent items where identical products are not available. This offer also excludes competitor out of stocks, categories or items not ranged and items available only for customer order at Officeworks. Offer available 01/09/17 to 29/01/18. It cannot be used in conjunction with Officeworks' 5% Lowest Price Guarantee.
5. In comparison to Big W online on Wednesday 17 January, 2018 at 11am.

About Officeworks

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech, furniture and Print & Copy solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, customers can be sure to find exactly what they need with our widest range, when they need, and all at low prices. Plus, customers will enjoy friendly expert advice from our team and helpful services like two hour Click & Collect and free same day delivery. Officeworks has more than 35,000 products on its [website](#), operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating more than 160 retail stores and employing over 7,000 team members. Join Officeworks' online communities on [Facebook](#), [LinkedIn](#), [Instagram](#) and [YouTube](#) as well as at its hub [Work Wise](#)