



Company Profile

Concept

FuelWatch Pty Ltd is committed to helping Australian motorists get a better deal on fuel by providing them with free and easily accessible information on fuel prices.

Our aim is to alleviate motorists' frustrations with fuel price variations by providing a twice-daily 'snapshot' of fuel prices.

A privately held organisation, FuelWatch is part of the Informed Sources group of companies. Informed Sources currently monitors approximately 3500 service stations on a daily basis across Brisbane, Sydney, Melbourne, Adelaide and Perth to provide motorists with the cheapest fuel prices in their local area.

FuelWatch was formed in July 2000 in response to the demand by Australian motorists for information on the fluctuating prices of unleaded petrol. It was initially set up to cover the major routes within a 15-kilometre radius of the Brisbane CBD.

Due to the overwhelming response from the motoring public, FuelWatch has expanded its monitoring service to include Sydney, Melbourne, Adelaide and Perth.

FuelWatch is committed to providing accurate and reliable data. FuelWatch also operates ePriceBoard, a system which allows Service Station operators to contribute their prices to the FuelWatch service so FuelWatch can provide motorists with greater coverage of fuel pricing information right across Australia.

FuelWatch maintains its independence from all oil companies and petrol stations, with its core objective being to provide information to consumers so they can make an informed decision on petrol purchasing. Prices submitted by Service Station operators via FuelWatch's ePriceBoard are clearly identified, as are prices collected by the FuelWatch team, to ensure that consumers continue to have access to impartial information of high integrity.

Our on-line research, created to establish consumer views and attitudes on petrol pricing, showed that **87%** of FuelWatch's consumers have **changed their petrol purchasing habits** as a consequence of using FuelWatch.

How is the information gathered?

FuelWatch currently sources fuel pricing data via two methods: manual collection and via Service Station operator-supplied prices.

FuelWatch data is sourced by Informed Sources, with a team of some people employed by the company to drive around assigned regions recording the prices of petrol displayed on the price-boards that are out the front of service stations. Price collections take place twice each weekday, in the morning and afternoon, and once-daily collections take place on Saturdays and Sundays.

The collected prices are then sent automatically into the FuelWatch database where the information is collated and processed.

The second source of data is via the ePriceBoard service. This system allows Service Station operators to input their prices to the FuelWatch website as they change, giving operators the opportunity to advertise changes as they occur. Service Station operators can communicate changes to FuelWatch via the Internet or SMS, with the information processed and available on the FuelWatch website instantaneously.

The data captured by FuelWatch, including the cheapest fuel locations and average fuel prices, is communicated via the FuelWatch website and is accessible for free by all registered users. Registered FuelWatch users also have the option of upgrading their service to receive fuel price alerts via email and SMS.

Future plans

FuelWatch is already saving tens-of-thousands of motorists' valuable time and money and the organisation has plans to continue expanding the service to other Australian centres. The introduction of ePriceBoard is contributing to this goal, having established the infrastructure needed to allow FuelWatch to expand coverage to all regions of Australia.

FuelWatch plans to further grow its service by utilising emerging wireless technologies including WAP and GPRS, and is currently involved in several trials of such services.

FuelWatch is committed to educating the consumer and empowering them to make an informed choice before "filling up".