

A Million Calls Round up 1.5 Million Wayward Trolleys!

19 May 2010

A line of shopping trolleys from Melbourne to Sydney to Brisbane... that's how many wayward trolleys have been returned to retail stores across Australia as a result of reports to Trolley Tracker™.

Susan Sharp of North Avoca on the New South Wales Central Coast has won a new 32GB iPhone for lodging the one millionth trolley report to Trolley Tracker™ since the system was established in 1995.

Susan said she calls Trolley Tracker™ when the number of trolleys abandoned by shoppers makes streets near where she works untidy.

The nation-wide system enlists the support of the public to report abandoned trolleys and then passes the information directly to one of thousands of trolley collection teams around the country to retrieve the trolley and return it to the relevant store.

The service is provided across Australia for Woolworths, Safeway, BIG W, Dan Murphy's and Target, and in New South Wales and ACT for Franklins, and Kmart, and for Kmart in the Northern Territory.

Susan Sharp reported a supermarket trolley which had been left in a nearby street.... just one of 1.5 million trolleys reported to Trolley Tracker™ over 15 years.

Chris Ford, of Trolley Services Australia, which runs Trolley Tracker™, explained that while trolleys are a big help for shoppers with their purchases, many end up far from stores and away from regular trolley collection routes.

"Each year major retailers have to replace tens of thousands of trolleys because they are stolen, dumped or damaged beyond repair. The cost to major retailers of collecting, repairing and replacing trolleys is estimated over \$100-million each year."

Some wayward trolleys become an environmental hazard to bush land, back streets, creeks and waterways. Research by Professor John Lucas and his team from the University of Newcastle showed that the production of every 20 shopping trolleys which have to be replaced adds another tone of carbon dioxide to the earth's atmosphere.



Trolley Services Australia Pty Ltd

ACN 071 578 455

Suite 1D Level One T&G Building
45 Hunter Street, Newcastle

PO Box 644 Newcastle NSW 2300

Telephone (02) 4926 2755 Facsimile (02) 4926 5543

"Trolley Tracker™ is a concerted effort that asks shoppers, the community and local councils to work together to keep trolleys in stores and stop them from adversely affecting the local environment. The system collects information from members of the public and helps collection teams retrieve wayward trolleys before they have a chance to go feral", Chris Ford said.

"It's our experience that most people share our concern about lost trolleys and are only too willing to work with us to bring them back home."

Members of the public can report wayward trolleys 24/7 on the website - www.trolleytracker.com.au - or seven days on FreeCall 1800 641497. They then have the opportunity to be entered into the draw for a monthly \$1,000 prize draw in each state.

(ENDS)

Contact: Christopher Ford, Managing Director (02) 4926 2755 or

0411 423272.



Background Briefing : *Trolley Tracker*™

What is *Trolley Tracker*™?

Trolley Tracker™ is a concerted effort that asks shoppers, the community and local councils to work together to keep trolleys in stores and stop them from adversely affecting the local environment.

Trolley Tracker™ enlists the support of the public to report abandoned shopping trolleys. This information is then passed directly to one of hundreds of trolley collection teams around the country who retrieve the trolley and return it to the appropriate store.

The system is operated by Trolley Services Australia Pty Limited, based in Newcastle, NSW.

How does it work?

Members of the public can call *Trolley Tracker*™ seven days a week on FreeCall number – 1800 641497 – and provide information on the wayward trolley. Trolleys can also be reported on the website - www.trolleytracker.com.au. Callers have the opportunity to be entered into the draw for a monthly \$1,000 open order prize draw in each state.

Since the system was first introduced in 1995 the *Trolley Tracker*™ call centre has taken over one million reports for over 1.5-million wayward trolleys.

What are the benefits?

Trolley Tracker™ is a proven system which provides accurate, detailed, real-time information on the location of wayward trolleys to those charged with the responsibility of returning trolleys to stores. It helps reduce trolley losses, protect the environment, reduces the carbon cost of replacing lost trolleys, and provides local government with a simple, direct method of reporting trolleys for collection.

Which retailers use *Trolley Tracker*™?

The service is provided across Australia for Woolworths, Safeway, BIG W, Dan Murphy's and Target, and in New South Wales and ACT for Franklins, and Kmart, and for Kmart in the Northern Territory.

More information?

Christopher Ford Managing Director (02) 4926 2755 0411 423272