

WOOLWORTHS/SAFEWAYS stores all over Australia hit with WOT Virus.

Reports of sightings of abandoned trolleys in Woolworth's stores all over Australia are starting to give the food stores management a bit of a headache.

The affectionately tagged "WOT" Campaign (Woolworths Operation Trolley), reportedly started in the small Queensland Hinterland town of Maleny. The concept, which originated overseas has been adopted by people who are battling to keep Woolworths out of their town.

The abandoned trolley idea has captivated their imaginations and now it seems quite possible that they may achieve, what would previously have been considered an unimaginable target - between **200,000 and 500,000 abandoned trolleys across the whole of Australia.**

However with limited resources in a "David & Goliath" type quest, the WOTTERS had to think of a smarter way to appeal to their adversary.

So how does it work and what happens?

- The WOTTER enters the WOOLWORTHS/SAFEWAYS store, collects a trolley and starts filling it, concentrating on small and or expensive items from all shelf levels, but particularly awkward to reach shelves.
- Where possible imported items are targeted.
- Perishables (including fruit, vegetables and frozen products) are excluded, as damage is not their creed.
- Before abandoning the trolley a Maleny WOT Signature (included at the end of this report) is sometimes inserted amongst the contents.
- WOTTERS are usually relaxed and seem to enjoy the experience.
- WOTTERS believe that if there is any inconvenience in their action it is insignificant in relation to the cost and inconvenience that a supermarket on the Obi Obi Creek in Maleny will cause local residents.
- WOTTERS are expecting that as their campaign starts to impact more heavily on WOOLWORTHS, that their adversary will apply more effort to prevent their actions. Once identified a WOTTER could be banned from WOOLWORTHS stores. Consequently WOTTERS are especially conscious of behaving perfectly naturally, especially in front of staff and in store surveillance cameras.
- When leaving the store a WOTTER will often buy something small or trivial to avoid suspicion. No WOTTERS have so far been confronted by staff, but they have lots of valid reasons for having to leave the store without their trolley including: *"I'm a compulsive shopper"; "I've left my wallet in the car"; "I feel ill"; "My mobile phone is ringing", "I need to take this call outside", etc.*

The WOTTERS are trying to keep a record of the impact of their efforts. This can be done by visiting a website and updating the "TROLLMETER". The website address is <http://www.woolworthsmaleny.com/wotcount>

This website also includes more background information about the Maleny site and articles published in the Victorian Weekly Times detailing the "bullying" tactics being employed by Woolworths with their farmer suppliers:

<http://www.woolworthsmaleny.com/wotinfo> The content of these articles, suggest that it is possible that the WOTTERS could get support from farmers that have been exposed to the ruthless nature of the WOOLWORTHS contract negotiators.

And you know the most wonderful thing about being a WOTTER is that anybody can be one, there are no membership fees and there is no time limit or constraints on the participation. When the WOTTERS win (as they surely will) their will be a park on the banks of the Obi Obi Creek in Maleny, that people all over the world will be able to visit and become revitalised and reflect on the real value of **People Power!**

Woolworths

**I
won't shop
there**

**Hands
off
Maleny**

Woolworths

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