

CPI INCREASE AND THE EFFECT THIS CAN HAVE ON PARENTS

Is your retailer focused on controlling cost of living pressures for parents or their profits?

What is the best way for your school to help the parents control cost of living in the future?



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POLO PURCHASED FROM OFFICIAL SCHOOLWEAR

Graph showing historical increase in polo shirt wholesale prices in the past 20 years by Official Schoolwear.

Price is for our kids cotton back school polo shirt.

Year	Increase	Recommended Wholesale Price*
2004	-	\$14.75
2005	-	\$14.75
2006	-	\$14.75
2007	-	\$14.75
2008	-	\$14.75
2009	-	\$14.75
2010	-	\$14.75
2011	-	\$14.75
2012	-	\$14.75
2013	QLD GOV SOA	\$14.75
2014	-	\$14.75
2015	-	\$14.75
2016	-	\$14.75
2017	+\$2.20	\$16.95
2018	QLD GOV SOA	\$16.95
2019	-	\$16.95
2020	-	\$16.95
2021	-	\$16.95
2022	-	\$16.95
2023	-	\$16.95
2024	+\$1	\$17.95

* The price doesn't include any special prices given

At Official we don't sign contracts we just have a track record over decades of consistent service, quality and price.

These figures are based on Australian dollar at or above USD\$.65 cents. If the Australian dollar was to drop sharply then prices could change.

POLO PURCHASED FROM RETAIL

Trending graph to show probable polo shirt prices if increased by historical average CPI of the last 20 years.

Average Inflation Rate = +2.45%

Year	Increase	Sale Price to Parents
2024		\$38.00
2025	+\$0.95	\$38.95
2026	+\$0.97	\$39.92
2027	+\$1.00	\$40.92
2028	+\$1.02	\$41.94
2029	+\$1.05	\$42.99
2030	+\$1.07	\$44.07
2031	+\$1.10	\$45.17
2032	+\$1.13	\$46.30
2033	+\$1.16	\$47.46
2034	+\$1.19	\$48.64
2035	+\$1.22	\$49.86
2036	+\$1.25	\$51.11
2037	+\$1.28	\$52.38
2038	+\$1.31	\$53.69
2039	+\$1.34	\$55.04
2040	+\$1.38	\$56.41
2041	+\$1.41	\$57.82
2042	+\$1.45	\$59.27
2043	+\$1.48	\$60.75
2044	+\$1.52	\$60.75

These figures are hypothetical and are to be used as a guide only. Every contract is different. Please check any contract carefully with a lawyer as pricing increases can vary.

These figures are based on Australian dollar at or above USD\$.65 cents. If the Australian dollar was to drop sharply then prices could change.

WHAT IS THE INFLATION RATE IN AUSTRALIA?

Over the past 20 years the annual CPI has ranged from **+7.4%** to **-0.4%** between years 1993 to 2023.

-0.4% ↔ +7.4%

WHAT IS CPI (CONSUMER PRICE INDEX)?

CPI is an index that measures the changes in **price paid** by consumers. CPI is likely to move up and down depending on inflation in the country.

WHAT IS THE AVERAGE INFLATION RATE OVER THE LAST 20 YEARS?

On **average** the inflation rate has been **+2.45%** over the past 20 years.



OFFICIAL SCHOOLWEAR PRICING ONLY INCREASED BY \$3.20 IN 20 YEARS.

At Official we have a proven track record of **excellent** production people controlling costs for decades to directly **benefit parents** and the cost of living.

PRICES ONLY INCREASED BY
+\$3.20
IN 20 YRS

BY SHOPPING WITH EXTERNAL RETAILERS, THE COST PER POLO COULD INCREASE BY \$20+ IN THE NEXT 20 YEARS.

Parents could be paying **\$20+** more per polo in the next 20 years which would increase the **cost of living pressure** on parents.

Retailers could also sign a contract that allows CPI to **increase** each year.

PARENTS COULD BE PAYING
+\$20
PER POLO IN THE NEXT 20 YRS