



Dear Committee Secretary,

McCorkell and Associates appreciate the opportunity to provide a submission to the Inquiry into the *Do Not Call Register Amendment Bill 2009* ('**Bill**'), which seeks to amend the *Do Not Call Register Act 2006* ('**Act**'). We support the *Do Not Call Register Act 2006* ('**Act**') and its attempts to increase protection of privacy for individuals, however we strongly disagree with the new amendments being proposed.

Our company is a full service boutique marketing agency specialising in executive communications, with 26 services inhouse including contact care, mail fulfilment and data management. We have found in Business to Business communications (B2B), telemarketing is one of the most effective ways to engage prospects. All B2B contact contains elements of promotion and sales and in majority of cases it is expected and welcomed. Many of the prospective businesses acknowledge the benefits of reducing costs and saving time searching for alternative businesses. The amendments would make B2B almost impossible and would not only affect our company but it would also burden many of the small businesses we represent. We are therefore very concerned about the impact this Bill would have on legitimate business to business interaction and on our ability to grow and expand our business and registration process in the future. If the Bill is passed, it will ultimately reduce the amount of available business opportunities that McCorkell is able to pursue and will add a further layer of regulation and complexity to the way we conduct our business. This will have at least a short term impact on our revenue, strategic processes and will also affect our productivity we therefore ask that the implementation period is extended and time is given for companies to understand and adapt to the new regulations being imposed.

McCorkell and Associates would be very willing to provide further information in support of this submission to the committee if needed.

Regards

Annabelle Goodings