

Dear Senators,

I am neither a great letter writer nor a well spoken Politician but I will do my best to convey the message from myself and a small business community in Northern NSW. It has been brought to my attention (and most of our community) in the last few days that there is a "Do Not Call B2B Register" proposal. I am unsure how I have missed this in the media as I read the newspapers regularly. Anyhow I have missed it, along with 95% of other Australians it would seem. We have now been informed of this proposal and are absolutely up in arms. The majority of small business owners that I have met with are totally against the legislation, and they don't necessarily have anything to do with Direct Marketing, but they are smart enough to know the impact it will have on them further down the track. Our main concern is the high unemployment this will cause, the cost to already struggling small enterprises, and the fact that people will put their name on the list without doing any research whatsoever. Jo Blogg may think it's great that he will no longer have telemarketing calls. Well, this will not be the case as we all know that overseas companies will continue to ring, and Jo Blogg doesn't realize that it is almost guaranteed that prices will go up due to lack of competition. And perhaps you could consider that receiving the odd call is not a bad thing. It's fantastic to hear about new products and/or find a cheaper option of a service you already have etc. Competition is a great thing, isn't it? I am happy to hear about Hotel loyalty programs and what they have to offer. I will purchase a different membership every 18 months depending on what they have to offer. The negative effects of passing this bill will far outweigh the positive and this has been proven in the UK. The impact of the Global crisis has not fully hit Australia yet, this is something we have to look forward to (not) in 2010 and then to top it this absurd bill may be introduced. Our economy will not survive!

I have heard the same thing over and over again in the last few days. "We will not vote for this mob again" and sadly I believe them. And you most certainly will lose my vote. And we all want to know why this has not been discussed openly as it's a massive change in Australian business operations and why are political parties exempt?

For the Senators opposing this bill, good on you, and the Senators supporting this Bill, please reconsider. If brought in, this bill will be remembered for generations to come as the biggest blunder ever in Australian Politics.

Yours Sincerely  
Fiona MacRae