

Dear Senators Conroy, McEwen and Wortley,

I read with surprise that labour politicians are in favour of the proposed extension of the Do Not Call Register (DNCR) Act 2006 to business and government numbers due to the reported number of 'annoying' unsolicited telemarketing calls. As a government that supports the labour force and Australian jobs, to support such legislation is at odds to what the labour party stands for.

I understand many people in Australia will probably go 'yes' those calls are annoying and 'great implement the DNCR' to extend to businesses and government numbers. However, when they think about it they may realise that their cousin works for a telemarketing business which allows them to work part time so they can complete their university degree. Their best friend may have the contract to supply office equipment to a telemarketing business. The local cafe considers the telemarketing business their best client with four to six lunch orders per day. The proposed legislation will affect all of these businesses with many of these people possibly out of a job.

With this in mind the telemarketing industry is more than just a phone call. The industry:

- Is an alternative way to promote products to the market place (for those businesses that will never be able to afford print/tv media)
- Is an alternative way to stimulate competition and innovation by offering product options and keeping consumers up to date with market pricing and trends
- Offers solutions to businesses they never knew existed
- Provides jobs both directly and indirectly
- Supports surrounding businesses and communities especially in rural areas
- Provides consumers options to choose where they purchase; without choice only traditional retailers will survive (Woolworths and Coles already seem to own everything) and prices will go skyward
- Is a cost effective way to reach a large target market
- Has a low impact on the environment and switching to marketing methods such as printing brochures and flyers that may go unread or putting reps on the road in cars to reach the same audience seems contradictory to the focus of reducing our impact on the environment

More important than that, the recommendation of the extension of the DNCR can only legislate against Australian telemarketing businesses. It WON'T stop telemarketers from overseas call centres continuing to call Australian businesses. So this legislation won't actually prevent anything.

The legislation lists a 'consent mechanism' as a way to allow businesses to receive calls from industries that they choose to hear from. But as mentioned above, telemarketing calls may offer solutions to businesses they never knew existed and if they haven't selected the specific industry from the 'consent mechanism' they may never know.

Successful entrepreneurial ideals in Australia have been founded on taking a risk, seeking out different ways of doing business as well as contacting businesses you have never dealt with before. For the government to put restrictions on what they see as the way businesses can communicate with each other is not democratic but communist.

Telemarketing is essential to generate new business. This is made evident from the provisions in the original DNCR Act 2006 which allows for certain organisations such as registered political parties and independent members of parliament to remain exempt from the legislation i.e they are still allowed to conduct telemarketing to generate their all important funding and support because they know they need it to survive. How is this possible that it is deemed suitable for certain entities to continue

to telemarket but to then discriminate against others?
(http://www.acma.gov.au/WEB/STANDARD/pc=PC_100642/exemptions).

The bottom line is, the business that employees me also employees ten other staff who live in a rural country town. If the proposed legislation is passed, our business will cease to exist. Maybe the loss of ten jobs to satisfy complaints about telemarketing is justified. But this goes further than the extinction of our business. We choose and support local suppliers. We use a local IT contractor to manage our IT systems, a local printer for our stationery and printing requirements, a local for our telecommunications hardware, a local MYOB expert and a local electrician/handyman for all odd jobs. These businesses have nothing to do with telemarketing but will be majorly affected. How will they replace this lost income? They certainly can't phone around to seek new business can they?

Please reconsider your position and vote not to extend the DNCR to businesses and government numbers.

Thank you for your time.

Regards,

Nerida Byron