

9 June 2006

Committee Secretary
Senate Environment, Communications, Information Technology and the Arts
Committee
Department of the Senate
PO Box 6100
Parliament House
Canberra ACT 2600
Australia

Email: ecita.sen@aph.gov.au

Re: Inquiry into the provisions of the Do Not Call Register Bill 2006

I write in response to the above Inquiry. As a member of the Australian Direct Marketing Association and an organisation that conducts responsible telephone marketing practices, I would like to support the submission made by the Association in relation to the provisions of the Do Not Call Register Bill 2006.

Company/ organisation overview

Pacific Micromarketing Pty Ltd provides specialty marketing services to clients in areas including database management, data integrity, analytics and supply of licensed software. We currently employ 36 full time staff members and have over 280 customers.

A number of our clients utilize telephone data which we either supply them with or they utilize from their own sources. We also advise clients of any of their customers who have requested that they not be contacted.

As an ADMA member we take our privacy obligations seriously and have procedures in place to suppress details of consumers who no longer wish to be contacted.

We run the Australian Shoppers Survey where consumers consent to provide information to us and be contacted.

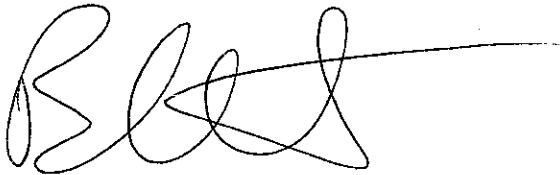
Support for industry submission

For the reasons outlined in ADMA's submission, the Bill, as currently drafted, will significantly hinder the ability for Pacific Micromarketing to effectively service our existing customers. Pacific Micromarketing submits that the amendments proposed by the Association are essential to ensure the legislation can deliver on

its objectives – i.e. to provide individuals with the choice whether or not to receive future unsolicited telephone calls.

In concluding I would like to request that Pacific Micromarketing be consulted on future developments relating to a national 'Do Not Call' register

Yours sincerely,

A handwritten signature in black ink, appearing to read 'B Whittaker', with a long horizontal line extending to the right.

Bruce Whittaker
Manager – Finance & Operations