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22 January 2010

Committee Secretary  
Senate Standing Committee on Environment, Communications and the Arts  
Inquiry into the Do Not Call Register Legislation Amendment Bill

By email-[eca.sen@aph.gov.au](mailto:eca.sen@aph.gov.au)

Dear Sir/Madam,

**DO NOT CALL REGISTER LEGISLATION AMENDMENT BILL 2009**

We refer to the inquiry into the Do Not Call Register Amendment Bill 2009 (*Amendment Bill*).

We take this opportunity to introduce our company and raise our concerns in relation to the Amendment Bill.

**Background**

Corporate Express Australia Limited, an Australian-listed company, is a leading single source supplier of business essentials. We operate through more than 50 branches in Australia and New Zealand.

Our products include office and computer supplies, business furniture, print services, facility supplies, canteen and catering, liquor, IT solutions, promotional marketing and education essentials.

Our company regularly communicates with businesses to advise them of new products and services and the renewal of various products and services such as software licences and service maintenance agreements.

Our customers are across every sector and industry, both public and private and small, medium and large enterprise.

We rely heavily on our ability to freely communicate with other companies to expand and grow our business to the benefit of our employees, shareholders and other stakeholders.

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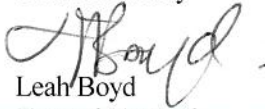
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**Comments on the Amendment Bill**

1. The proposed amendments would threaten the growth of Australian businesses as businesses such as ours, would be unable to market and advertise its products and services to the wider business community.
2. The Amendment Bill essentially prohibits businesses from expanding their client base through traditional marketing means.
3. It would be impossible to implement an opt-in system as business to business communications require the business to make initial contact with the other business to determine interest in the product. In other words, businesses needs to disclose the offering before opt in to enable the other business to decide whether to opt-in.
4. Telemarketing and prospecting by phone are essential marketing tools for our company. The Amendment Bill will make it extremely difficult for businesses to use the traditional strategy of telephone prospecting in order to grow its business.
5. The issues are not the same for business to business marketing as they are for business-to-consumer marketing. A business is able to adequately handle the receipt of unwanted telemarketing calls and faxes.

We recommend to the Committee that an exemption is added to the Amendment Bill allowing business to business communications where the communication is relevant and legitimate to the operations of the business.

Yours faithfully



Leah Boyd  
General Counsel  
Corporate Express Australia Limited