

Date: 5<sup>th</sup> September 2011

ABC Programming Senate Committee  
Parliament of Australia

To Whom it May Concern,

I write to raise concerns about the planned cuts to ABC programming, in particular the loss of the New Inventors Show. I appeared on the New Inventors in May of this year and it provided our business with a very welcome springboard (despite not winning on the night).

The publicity and credibility we gained due to the appearance was excellent. It has been by far the most beneficial form of support granted to us by the Australian Government. This may be somewhat surprising as we are an organisation dedicated to the significant reduction of green house gas emissions in an affordable way.

It is also my personal view (not necessarily shared by all at eTool) that non-commercial media must be strongly encouraged in Australia. The recent mobile telephone hacking scandals in the UK and the US print media sector once again poses some serious questions about the credibility of commercial media, and indeed their lack of responsibility in delivering journalism to society.

Regards,  
Richard Haynes  
Director  
eTool PTY LTD