

17th February 2010

Dear Senators,

I have only recently heard about the business to business do not call list and am writing to state my concern.

Firstly - why is this not more widely known about? It seems that all media about this has been kept pretty hidden yet the ramifications that this could have on Australian business and industry is most alarming. From what I understand it will severely dampen the ability of Australian businesses to compete in the market place. Direct phone marketing is the cheapest way to offer business to business services and has the highest conversion rate. Without the freedom to market by phone businesses will fall behind and overseas companies who will be able to continue to call will prosper.

On a personal basis - I am a single mother who has just begun a course to become a graphic designer. I felt that becoming self employed would be the best way to earn money whilst still being available to my child. I was intending to seek business primarily by marketing over the phone but this will no longer be possible. How will I compete in the world against already established graphic designers?

The B2B Do Not Call list is promoting the homogenization of our industry. It gives power to the larger, already established businesses who can afford alternative marketing and who have an established client base. It disadvantages young, up and coming individuals and companies who could offer innovative solutions to Australian businesses. This will promote a monopoly of larger companies and limit the creativity of our country as a whole.

It will not stop the pushy overseas telemarketing company from calling whoever, whenever they wish to.

I sincerely hope you help to stop this legislation from going through,