



To whom it may concern,

I am writing this letter to provide further insight into the pricing of IT and other goods within Australia.

The price differences between what we pay and what other countries like the US and United Kingdom (to name a few) pay are severely out of kilter. With the online world becoming an everyday part of an Australians lives, this is becoming more and more apparent. More and more Australians are buying their goods online and importing them to avoid these massive price differences. This means that the Australian economy is losing out.

I have read other submissions and there is no point in going into detail over Exchange rates since it has been heavily discussed already.

I would like to write about some examples. I will show all US prices in US Dollars (BLUE), then convert them to Australian Dollars based on the current exchange rate <3/7/2012> (GREEN). The final price is the local Australian price from an Australian online store (RED).

|                       |   |             |   |           |   |           |
|-----------------------|---|-------------|---|-----------|---|-----------|
| Apple iPhone 4S 16GB  | = | US \$649    | = | AUD \$634 | / | AUD \$799 |
| Apple iPad 16GB       | = | US \$499    | = | AUD \$488 | / | AUD \$539 |
| Google Nexus Tablet   | = | US \$199    | = | AUD \$194 | / | AUD \$249 |
| Playstation Vita WiFi | = | US \$249.99 | = | AUD \$242 | / | AUD \$349 |

The above prices are hardware products from a couple of vendors, but the story is the same wherever you go from other companies such as: Microsoft, Adobe, Nintendo, Gamestop (ebGames), Nvidia, AMD, Intel, Western Digital, Samsung, LG, Sony, Dell, Lenovo, HP, and so on.

I would also like to highlight the price of digital goods. In electronic commerce, a digital good is a general term that is used to describe any goods that are stored, delivered and used in its electronic format. For example, eBooks, Music, Films, Video Games and Software.

I tried to buy a copy of a new game in May called "Diablo 3". The fastest way to get this game is to purchase it from their website. On the US website the game is advertised for US \$60 = AUD \$58. But when I go to buy I am redirected to the Australian website and the game is AUD \$80.

So, what did I do? I found a way to buy it from the US site and was playing it that night. Australia loses out again. This is consistent across all companies who sell digital goods in Australia. I buy all my games from OZ GAMESHOP. I can get my games for \$60 with free delivery instead of paying \$90-\$120 at ebgames.

This has to change if Australian retail is to survive the digital future. I don't want to support the economies of other countries, it breaks my heart. But I have to, to avoid being ripped off. I import 90% of the things I buy and save an absolute fortune. All of my friends do the same, and their relatives and further friends are also starting to do so too. We must adapt if we are to survive.

#### Bibliography

Apple iPhone/iPad prices – <http://apple.com> – You can switch between US & Aus stores.

Google Nexus Tablet – <http://play.google.com>

Playstation Vita – <http://www.gamestop.com> (US) / <http://ebgames.com.au>

Diablo 3 – <http://us.blizzard.com>

OZ Gameshop – Cheap imported games - <http://ozgameshop.com>

I would like to thank you for reading this submission. I greatly appreciate the efforts of Ed Husic and any others leading this enquiry.

Thanks again

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