

07/06/2006

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

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**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.

Thomas Direct Pty Ltd offers ethical outbound services to the fundraising and commercial sector with over 200 employees and a customer base of 12 ongoing campaigns plus ad hoc campaigns. We raise funds and communicate for client retention, conduct political polling and market research and other out-bound related calling.

We call in excess of 5 million calls per year with little or no complaints. With one client Optus communications our only cold call campaign; we enjoy the lowest complaint ratio out of all their suppliers in the small business space. We have been members of Adma since our inception in 1987 and have adhered to their ethical standards of operations from day one.

We have had a DNC list managed internally and in consultation with our clients from the beginning. Trained team leaders conduct quality control calls monitoring and coaching on a regular basis to ensure that people are handled with respect and courtesy and that the interests of the consumer and the client are upheld.

For the reasons outlined in ADMA's submission, the Bill, as currently drafted, will significantly hinder the ability for Thomas Direct Pty Ltd to respond to requests for certain services undertaken by the bureau from time to time. Thomas Direct Pty Ltd 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.

Yours sincerely,  
Doug Thomas  
CEO