



18<sup>th</sup> September 2009

Mr Anthony Wing

General Manager – Transport and General Prices Oversight

Australian Competition and Consumer Commission

GPO Box 520

Melbourne, VIC 3001

Dr Mr Wing

I am writing in relation to Australia Post's proposal to lift postage rates.

Remington Direct is a direct marketing list brokerage established in 2004. The vast majority of our clients use mail to help acquire new clients which in turn helps to create jobs. Coming so soon after the last price rise, many of my clients are incensed their mailing costs could be on the way up.

2009 has been a difficult year for the broader business community due to all the economic uncertainty. In tough times many companies will look to reduce expenditure with marketing often one of the first casualties. A postal price rise only exacerbates the problem and many of these same companies will simply cease this activity all together.

The flow on effect throughout the multi-billion dollar direct marketing sector of a reduction in activity will be pronounced. Companies who scale back on their direct marketing also run the risk of decline which once again leads to undesirable flow on effects.

I urge you to thoroughly canvas the broader business community during your deliberations. It will soon emerge that there is strong sentiment against this proposal.

Kind regards,

*SIMON REMINGTON*

Simon Remington

Managing Director