

From: Anne Reid
Sent: Tuesday, 17 January 2012 12:52 PM
To: CCAAC
Subject: Gift cards reform

ToWhom It May Concern

I wish to make the following comments about gift cards reform:

1. Accessibility

a. The sale of gift cards in Australia Post and other outlets for major retailers and chain stores ranging from Country Road to Myer in regional branches that have limited access to the stores eg nearest Country Road or Myer to Rockhampton is in Brisbane (7 hour drive or 1 hour plane trip), I think this is a contributing factor to the increase in unredeemed cards.

b. Conversely the accessibility of gift cards is seen as a benefit by some.

2. Redemption of cash

a. The giver chose a gift card the giver did NOT chose to give cash, this is an issue between the giver and the recipient, NOT the retailer and NOT the state government.

3. Expiry date

a. See 1.

b. From a personal point of view I do not think extending the period will make any difference.

4. In relation to all of the above, gift cards are NOT credit cards and gift cards are NOT cash, the reforms seem to ignore the intention of the giver and only seem to recognize the lack of gratitude and lack responsibility of the recipient. The reforms seem to recognize that only one of the giver and the recipient is the consumer.

5. I am speaking from the perspective of a small to medium business owner

a. We have not made a profit and we certainly do NOT budget for profit on the sale of unredeemed gift cards and as such I think some of the stated reasons for the reforms are misleading about retail ethics in general.

Please feel free to contact me if you have any questions.

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