

Dear Sir:

We work in an industry where we use direct mail from a mailing house. Proposed changes to the cost of mail only serve to make the alternatives more attractive.

Mail needs to be competitive with other forms of mass communication and the perception is that costs are rising to deliver mailable material on a bulk scale.

The emergence of mass email and social media marketing are alternatives and whilst we don't want to rely on these methods of communication, to get out our message, mail cost increases are not welcome.

Businesses face harder times, more competition and more regulation. They can do without a mail price increase – especially when there is no extra benefit being provided. We accept that it may cost more to send a letter than it used to. Australia Post like any other business must review its costs and reduce them in the face of reduced business. The simple solution of a price increase is not the answer.

Regards

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