



ACCC
GPO Box 3131
Canberra 2601

26 May 2013

Re: Ref 51243 - APRA Ltd Application.

To whom it may concern,

My name is Carlo Colosimo I am the Licensee of 'Lounge' at 243 Swanston St, Melbourne.

I was informed of APRA's application only a week ago by industry colleagues. A small business such as mine has extremely limited resources, to respond in a well informed manner, to a public consultation of this nature. Nonetheless I appreciate the opportunity to communicate my point of view regarding APRA as an organisation.

My concern with APRA, as is with PPCA, is that both hold a market monopoly in their respective fields.

PPCA was successful in 2007, without industry consultation, to have approved by the Copyright Tribunal an increase in its fees. Essentially a 1000% increase in fees over a five year period. I believe that their argument for the increase was based on information which was fundamentally flawed but we as an industry were not informed of their plans soon enough, nor cohesive or financed enough to take them to task on the matter.

APRA taking advantage of the precedent set by PPCA, shortly there after increased their prices to a similar extent as PPCA's. There was no consultation with the industry stakeholders, they simply put their prices up because they could.

My discussions with APRA regarding the excessiveness of the price increase and what difficulty this might cause me fell on deaf ears.

If any other supplier of goods or service increased their prices by a 1000% we would simply stop using them and find another supplier.



APRA's counterparts in both America and Great Britain charge far less for the right to play exactly the same music.

It would be ideal and more appropriate if I had the option to go elsewhere for our licensing for both APRA and PCCA to achieve a fairer market price.

Regards

A handwritten signature in blue ink, consisting of several overlapping loops and lines, appearing to read 'Carlo Colosimo'.

Carlo Colosimo