

Dear Persons,

As a low income earner, writer and avid consumer of books it was with interest that I read your **Productivity Commission Discussion Draft**, especially *Impacts on Consumers* (5.5) where it is stated that the interests of consumers are central to the study.

Quote: 'As noted in chapter 2, total consumer spending on books is around \$2.5 billion annually. However, whereas the effects of the PIRs on the books industry attracted comment in most of the submissions received, the impacts on consumers received relatively limited comment (box 5.6).'

Given 'consumers' relatively limited comments', how can you state that the interests of consumers are central to your study when its clearly states that insufficient data has been collected?

I believe that there are many different factors, other than price, which influence a consumer's decision to purchase a book or not.

Below are some of the contributing factors;

- The quality of production and design of an individual book
- Publicity and marketing
- Writers' Festivals
- The store ambience and how the stock is displayed
- The knowledge of the staff and how their information is shared with the consumer
- Staff reviews and store newsletters
- Newspaper reviews
- Supporting stores that don't view books as 'products' to be sold on mass at discount prices.

As difficult as it often is to afford books, the price doesn't inhibit my purchasing because I know that a percentage of the cost will support our local dynamic book industry.

If PIRs were abolished, besides the potential influx of cheaper books from off-shore, I am greatly concerned about the irresponsible environmental cost of carbon miles accrued as well as the dollar cost of freight.

When making your decision to abolish or maintain the PIRs, please take into consideration my **interest as a consumer**.

Regards,
Deborah Ratliff