

Dear Sir/Madam,

Below is a chain email that has been circulated by the book industry.

Chain emails like this are inflammatory and to a degree quite misleading in a lay sense. As they allow for people to click a few buttons, they also lead to numerous submissions to the Inquiry giving the false impression that a great number of people are of the opinion set out in the petition. As you will be aware, absent proper sampling, only those who stand to gain the most will take the time to email the Inquiry. As is the paradox with all tariffs, to the great majority of us, a few dollars more per book on the price is a hindrance, but not sufficient to override lethargy and the time costs in replying. To rent seekers, the cost of making submission to the Inquiry is vastly outweighed by the rent they will obtain from such a tariff.

Apart from being misleading (the statement about "Australian books for Australian kids" is pure spin of the cheapest kind), the email masks the fact that the current system makes the costs of buying books for Australia residents more onerous, not less. When I can buy books from Amazon in the USA for half the price they are sold here, including postage, there is a serious market inefficiency. The only reason the Australian book industry is circulating a petition like this is because it wants to keep the protectionist system that currently permits it to produce overpriced lower quality books in subsidised competition with better work from overseas.

Regards,

Toby Blyth
Kings Cross NSW 2011

The future of Australian books & Australian stories is under threat.

Protect the livelihoods of Australian authors and the jobs of thousands employed in the Australian book industry.

Help us keep Australian books for Australian kids.

Please click here <http://www.ausbooks.com.au/petition.php> to sign our petition to show your support (takes less than a minute).

Please forward this on to any booklovers you know.

*Maree McCaskill
Chief Executive Officer
Australian Publishers Association*