[Received by email 11/5/11]

The Photo Imaging Council of Australia has noted the other submissions and is in general agreement with most of the views expressed.

However, we would like to focus the Commission's consideration on what we consider to be the key salient facts in order to protect Australian consumers:

- Ensure that all products offered to Australian consumers, whether from home or abroad, comply with the full requirements of Australian Consumer Law and warranty conditions.
- 2. Ensure that all products offered to Australian consumers, whether from home or abroad, meet with electrical compliance and other safety standards imposed on Australian Retailers.
- 3. Ensure that all products offered to Australian consumers, whether from home or abroad, conform with Australian Stewardship requirements
- 4. Ensure that all products offered to Australian consumers, whether from home or abroad, have Goods and Services Tax for the Australian Government included so that one set of Australian consumers is not advantaged over another.

As long as these basic and purely logical requirements are imposed by the Australian Government on all retailers, the rights of Australian taxpayers will be equally protected. It will then be up to Australian retailers to compete with international competitors on a level playing field.

Yours sincerely

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Executive Director, PICA

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