

From: John Ad Image
Sent: Tuesday, 13 December 2011 10:56 AM
To: CCAAC
Subject: Gift Card Submission

Expiry Dates

The over riding principle is that the retailer has already been paid in full and there is no logical reason for any gift care to expire. If the card is not used, for example, for seven years then the retailer has had use of that money for seven years, yet the product being purchased will be a current prices. It's a win win for retailers. Expiry of Gift cards should be completely banned.

Unused balances

Gift cards that are 'credit card' type as used by major retailers leave consumers unaware what the unused balance is. Also many retailers have complex rules regarding how fast the unused balance expires. Small balances should always be refundable, the retailer has been paid the full value of the gift card, to retain any part of that is in effect overcharging.

Fees & Charges

There should be no administration fees or charges, the retailer has been paid in full in advance.

Disclosure

Any conditions affecting unused balances should be clearly disclosed on the face of the gift card. My family and friends have all experienced problems with gift cards, all of us are very angry with retailers who expire cards or skim the unused balance. If only retailers realised how much they annoy their customers. Unfortunately consumers are pretty much powerless in the face of the Wesfarmers/Woolworths duopoly.

Regards
John Mason