

**From:** glyttle  
**Sent:** Wednesday, 22 February 2012 10:05 PM  
**To:** CCAAC  
**Subject:** Gift cards  
CCAAC,  
Re: Gift cards

**Consumers:**

1. I have the greatest of concern that consumers receive a fair go when offered a gift card then told they can't redeem it for ..... some lame reason!

We offer gift cards / certificates to customers and they are very popular.

My wife uses them as gifts to others and also is a champion at spending them.

2. The place / stores for redemption **MUST** be very clearly identifiable and not left concealed in the fine print or left in uncertainty.

I have a \$100 petrol card for a Woolworth's Caltex station but find all the local Caltex stations are not Woolworth's.

Also, when I visited two Woolworth's Caltex stations, neither of these would honour the card as they were not involved in this promotion.

There is **NO WAY** I can see that by looking at the gift card. I have to go on-line to check this detail out.

I still have this card which will soon be out of date no doubt as I just don't get to other station to redeem it.

**Retailers:**

3. Consumers who have cards / vouchers can be over assertive and demanding on my staff expecting ridiculous compensations when a card / voucher is up to 6 months over due on a particular offer that related to items purchase in bulk for one-off special sale.

The problem is on both sides - consumers and retailers. Both need protection, not just the consumer.

Please **DO NOT OVER REGULATE** in favour of the **CONSUMER** and make the retailer lose even greater profits by the few who are wise in ways of cheating the system!!

Regards  
Graham



**Performance Health Clinics**

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