

30 January 2009

Gordon Craven  
Fair-Trading.com.au  
63 Nandroya Road  
COOROY QLD 4563  
Ph. / Fax. 07 5472 0382

## LETTER OF DEMAND

**TO :**

**Ready Flowers Pty Ltd**

**Registered Office**

**C/o. HAWKINS CHRISTIE MANAGEMENT SERVICES**

**GROUND FLOOR**

**168 STIRLING HIGHWAY**

**NEDLANDS WA 6009**

**BY MAIL, FAX 08 9389 7511  
& BY EMAIL**

Dear Ready Flowers Pty Ltd,

On 5 January 2009 via your Mr. Thomas Hegarty General Manager, you were made aware of serious concerns within the Florist Industry regarding conduct relating to your website at [www.ReadyFlowers.com.au](http://www.ReadyFlowers.com.au) and its associated websites, where you fail to disclose to consumers substantial commissions calculated to be up to 69%, and other matters which are associated with your relay of flower orders that you receive from consumers.

I have received no acknowledgment or response from you regarding this matter and as such further details can be found at, [www.fair-trading.com.au/reports/ready-flowers.html](http://www.fair-trading.com.au/reports/ready-flowers.html)

In my view your conduct is reprehensible and would be in contravention of many of the false, misleading or deceptive provisions of Part V of the Commonwealth Trade Practices Act 1974 and as such remedies under Part VI may well be available.

### **NOW TAKE NOTICE**

You are required to do the following things within 14 days and in any case, by 14 February 2009 :

1. **Prominently and clearly display** on the front page and all order pages of your websites, the TOTAL commission amount from all sources that is deducted from the full value of consumer orders prior to the Ready Flowers order being relayed to a supplying florist.
2. Remove ALL material from your websites that is or is likely to be, false, misleading or deceptive.
3. Provide to me a written undertaking to cease and desist in the future from all of the conduct complained of.

4. In an alternative to 1, 2, and 3, close your websites down.

If you fail to do as required within the given time, a draft Application for relief and Statement of Claim that has been prepared, will likely be filed against you and others in a court of appropriate jurisdiction without further notice to you.

**FURTHER**, you and others are hereby made aware, that this Letter of Demand is published as an OPEN LETTER and all florists, persons and organisations that aid, abet, counsel, procure, induce, conspire, contribute, further or are in any way, directly or indirectly, knowingly concerned in, or party to contravention of the Trade Practices Act or relevant state Fair Trading Acts, are exposed to being joined in the foreshadowed proceedings filed against you.

Yours faithfully

A handwritten signature in black ink, appearing to read 'G. Craven', written in a cursive style.

Gordon Craven - research & law, Fair-Trading.com.au