

9 April 2009

Gordon Craven
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COMPLAINT

Management

Department of Commerce

The Forrest Centre

221 St. Georges Terrace

Perth WA 6000

BY EMAIL : online@commerce.wa.gov.au

Dear Department of Commerce,

Considering that on 6 April 2009 I made a complaint to your Minister and have received no acknowledgment, I hereby complain to the management at the Department of Commerce.

I refer to the tenancy at Suite 2 / 14 Brodie Hall Drive, Technology Park, Bentley WA 6102 occupied by Ready Flowers Pty Ltd and Ready Flowers Limited (registered Hong Kong).

My understanding of the purpose of Technology Parks in West Australia is to assist in the incubation of industries that exhibit the following economic objectives of the Western Australian Government :

- Enterprise development
- Job and skill creation
- Investment Attraction
- Export and trade
- Innovation and entrepreneurship
- Diversification of the WA economy
- Sustainable economy
- Best Practice standards

My understanding is also, that it is a requirement of a tenant of a Technology Park in West Australia to not engage in any, unethical, misleading, deceptive or fraudulent conduct.

While the Ready Flowers P/L Technology Park tenant may exhibit some of the attributes required as listed above, in my opinion, which is shared by a substantial amount of Australian florists and consumers, is that the said tenant is engaging in unethical, misleading, deceptive or fraudulent conduct apparently endorsed and subsidised by your Department of Government.

Enclosed below at pages 3 & 4 are images of how Ready Flowers P/L conducts its business with consumers around the globe and florists throughout Australia.

As these intuitive images portray, the Ready Flowers business model is not the pillar of virtue, amazing value and guaranteed satisfaction as the [Ready Flowers website](#) would have consumers believe, but is in fact a business model designed to assist florist in making use of old flower stock that has little or no value because it is ready to be thrown out, perhaps this is how the name Ready Flowers came about. If Ready Flowers Pty Ltd chose to inform consumers and florists of the true purpose of its business model and not deceive everyone concerned, there would be no problem, however Ready Flowers Pty Ltd chooses to market its products as top of the range, with "amazing value" whilst concealing the true value and the obscene amount of profit it fraudulently makes from consumer transactions which may lead to a massive consumer class action in the Federal Court.

For reasons that include the pathetic response to my complaints and the complaints of others to the West Australian Government Fair Trading agency which calls itself ScamNet (which I understand operates under the same portfolio as the Technology Park, i.e., WA Department of Commerce), I have found it necessary to file the matter in the Federal Magistrates Court Brisbane.

ScamNet amongst other things, such as falsely claiming to have no jurisdiction under the WA Fair Trading Act, has made its own redefinition the word SCAM to mean something other to what everyone on the planet understands the word SCAM to mean, i.e., some sort of fraud. What this redefinition actually is, has never been made clear to me and the redefinition is not published to consumers via the [ScamNet website](#). I assume that the said redefinition is for purposes that include maintaining the comfort zone of the ScamNet staff and its political masters.

Also enclosed below at pages 5 & 6 are copies of 2 letters to me from ScamNet which appear to contradict each other and actually produced a zero result, and also incorrectly assert that I am engaged in carrying on a floristry business.

I believe West Australia has had more of its fair share of thieves, rogues and villains that inhabit Australia the so called place of fair play, and **it is very disturbing to see** a WA Technology Park actually encouraging and incubating the activities of such people that constitute Ready Flowers.

Yours faithfully



Gordon Craven

4 ATTACHMENTS AT - pages 3 to 6

FURTHER INFORMATION IS AT :

<http://ReadyFlowersReview.com>

<http://www.Fair-Trading.com.au/reports/ready-flowers.html>

DATA DERIVED FROM APPROXIMATELY 370 ORDERS PROVIDED BY READY FLOWERS Pty Ltd
TO A QUEENSLAND FLORIST AND A MELBOURNE FLORIST.

READY FLOWERS PROCURES 1,000 + ORDERS PER MONTH FOR DELIVERY IN AUSTRALIA AND 17 OTHER COUNTRIES



Florist Choice

Customer pays **\$50-00** to Ready Flowers for a Florist Choice flower arrangement. Consequently Ready Flowers is **contracted** to relay the unaltered **\$50-00** value of the order to a local florist for supply & delivery.

Ready Flowers devalues the order value from **\$50-00** to **\$29-00** breaching the **contract** and tells the supplier florist to fulfill the order for **\$29-00** worth of flowers whilst concealing the real value of **\$50-00**

Ready Flowers then deducts substantial fees and commissions from the **\$29-00** paid to the florist. **AMOUNT OF FRAUD \$21-00** In this particular case fees and commissions were a further **\$13-70** leaving the florist with **\$15-30**

Ready Flowers - www.ReadyFlowers.com.au
Order No. **1001-76369** date 16/12/2008
Order Value **\$50-00**

READY FLOWERS GETS \$34-70, FLORIST GETS \$15-30

NOTES : Delivery fees are excluded from this data, i.e., the data only relates to flower arrangement values. Queensland florist did not process any orders, Melbourne florist ceased when the fraud was discovered.



Customer pays **\$59-00** to Ready Flowers for a Gerbera & Chrysanthemum bouquet **NO VASE** Consequently Ready Flowers is **contracted** to relay the unaltered **\$59-00** value of the order to a local florist for supply & delivery.

Ready Flowers devalues the order value from **\$59-00** to **\$38-00** breaching the **contract** and tells the supplier florist to fulfill the order for **\$38-00** worth of flowers whilst concealing the real value of **\$59-00**

Ready Flowers then deducts substantial fees and commissions from the **\$38-00** paid to the florist. **AMOUNT OF FRAUD \$21-00** In this particular case fees and commissions were a further **\$16-40** leaving the florist with **\$21-60**

Ready Flowers - www.ReadyFlowers.com.au
Order No. **1001-80184-1** date 20/01/2009
Order Value **\$59-00**

READY FLOWERS GETS \$37-40, FLORIST GETS \$21-60

DATA DERIVED FROM APPROXIMATELY 370 ORDERS PROVIDED BY READY FLOWERS Pty Ltd TO A QUEENSLAND FLORIST AND A MELBOURNE FLORIST.

READY FLOWERS PROCURES 1,000 + ORDERS PER MONTH FOR DELIVERY IN AUSTRALIA AND 17 OTHER COUNTRIES

Is a colourful bouquet that will brighten up anybody's day. The amazing value will make you feel pretty good too.

Fireworks

ADD \$51.00

Add to Cart

Customer orders "Fireworks" bouquet **\$51-00 NO VASE** Displayed as a Table Arrangement and described as "amazing value".

A Table Arrangement by Tradition and Custom has a 360 degrees view, i.e. it can be viewed from any angle through 360 degrees and look like a full arrangement just like the picture on the left. 10 to 12 Gerberas would be needed to achieve this.

Cart - Proceed to checkout

Fireworks - Seasonal Product \$51.00

ADD \$51.00

Order Total \$50.95

READY FLOWERS GETS \$35-00, FLORIST GETS \$16-00

\$51-00 WOULD NORMALLY BUY BETWEEN 10 & 12 LONG STEM GERBERAS



REAR VIEW OF TABLE ARRANGEMENT

Ready Flowers describes the product to the florist for delivery as follows :

- 1 x Small Gerbera Bouquet
- 5 X Gerberas Assorted
- 3 X Silver Dollar Gum
- 1 X Triangle Wrap

Ready Flowers then deducts substantial fees and commissions from the **\$30-00** paid to the florist.

In this particular case fees and commissions were a further **\$14-00** leaving the florist with **\$16-00**

Ready Flowers breaches its contract with the consumer by devaluing the order value from **\$51-00 to \$30-00** and tells the supplier florist to fulfill the order for **\$30-00** worth of flowers whilst concealing the real value of **\$51-00**

NOTE : Delivery fees are excluded from this data, i.e., the data only relates to the flower arrangement value.



**Department of Consumer
and Employment Protection**
Government of Western Australia

**Now Department of Commerce
Consumer Protection**

26 February 2009

Our Ref: 47246

Enquiries: Mark Clements
9282 0446

Gordon Craven
63 Nandroya Road
COOROY QLD 4563

Dear Mr Craven

I refer to our recent telephone conversation on 25 February 2009 regarding your complaint against Ready Flowers Pty Ltd.

I confirm that on this occasion, Consumer Protection does not have jurisdiction under the legislation it administers to deal with your complaint because it appears you have traded in flowers in the course of carrying on a trade or business. The Department's jurisdiction to conciliate matters applies only to disputes relating to goods and services for personal or domestic use.

If you intend to pursue this matter further, you may consider the option of lodging a General Procedure Claim in the Magistrates Court. The Perth Magistrates Court can be contacted on **9425 2247** or you may view their website at www.magistratescourt.wa.gov.au.

You may also wish to consider approaching the Small Business Development Corporation, which can provide information and advice to small businesses. The Small Business Development Corporation can be contacted on 9220 0222, or by email on info@sbdc.com.au, or for further information go to www.sbdc.com.au.

In the interim I have referred your complaint to our Department's Compliance Section for further consideration. Ms Deidre Govindan, Principal Compliance Officer, will be in contact with you to discuss your complaint in due course.

I regret that I have been unable to assist you regarding this matter, but trust I have clarified the situation.

Yours sincerely

Mark Clements
Conciliation Officer
Retail and Service Industries Branch



Now Department of Commerce
Consumer Protection

26 February 2009

Mr Gordon Craven
63 Nandroya Road
COOROY QLD 4563

Our Ref: 47311

Enquiries: Deidre Govindan,

Dear Mr Craven

Thank you for advising the Department of Consumer and Employment Protection of your concerns regarding Ready Flowers Pty Ltd.

To establish if there has been a breach of legislation administered by the Department of Consumer and Employment Protection, Deidre Govindan a Compliance Officer with the Retail and Services Industries Branch will investigate your complaint.

If it is considered that there has been a breach of legislation administered by the Department and this requires further investigation, this Officer will contact you and give you the opportunity to provide a statement of evidence that may be used for possible prosecution action.

Alternatively, if there has not been a breach of legislation administered by the Department or it is not in the public interest to investigate your complaint further, then the Officer will advise you accordingly.

If you wish to speak me, please telephone 08 9282 0720 , or by e-mail on deidre.govindan@commerce.wa.gov.au.

Yours sincerely

Deidre Govindan
Principal Compliance Officer
Retail and Service Industries Branch