

6 April 2009

Gordon Craven
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COMPLAINT

TO :

Honourable Troy Buswell BEc MLA

source : http://www.commerce.wa.gov.au/ScienceInnovation/Content/About_Us/About_our_Minister.html

Minister for Commerce, Science and Innovation

21st Floor, Governor Stirling Tower

197 St Georges Terrace

PERTH WA 6000

BY EMAIL : Minister.Buswell@dpc.wa.gov.au

Dear Minister,

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, 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



Customer pays
\$50-00 to
Ready Flowers
for a
florist choice
flower arrangement

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

AMOUNT OF FRAUD

\$21-00

Ready Flowers then
deducts substantial fees
and commissions from the
\$29-00 paid to the florist.

In this particular case fees
and commissions were a
further **\$13-70** leaving
the florist with **\$15-30**

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

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

*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

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

AMOUNT OF FRAUD

\$21-00

Ready Flowers then
deducts substantial fees
and commissions from the
\$38-00 paid to the florist.

In this particular case fees
and commissions were a
further **\$16-40** leaving
the florist with **\$21-60**

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

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

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 just like the picture on the left. 10 to 12 Gerberas would be needed to achieve this.

Cart - Press "Checkout" to proceed

Fireworks - Assorted Product

ADD \$51.00

ADD \$0.00

ADD \$0.00

ADD \$0.00

Do you have a promotion code?

Delivery \$8.99

Order Total \$60.95

Checkout

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

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



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**

AMOUNT OF FRAUD \$21-00

Ready Flowers devalues the order value from **\$51-00** to **\$30-00** and requires 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

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