

Author name: Anonymous

Date of submission: Sunday, 31 January 2016

Submission: Sorry but 500 words limited after reading a 106 page document -just slightly unfair.

Why I am I surprised .

The keen issue here is the Marketing theory on pricing is NOT cost based but what the market will bear

My specific objection is why are you targeting the non pensioner market as being the higher income market -sorry this is the self funded retiree market who don't call on the government for a pension even though they paid taxes for their 40-50 years of employment.

The current Gold Opal Card arrangements are definitely well received and greatly appreciated and any decision to take one of the few benefits from senior self funded retirees will be socially unacceptable and grossly unfair

I strongly encourage you to be very sensitive of any changes in this domain -my experience is that the non pensioner transport user is not a cost impost based on existing travel arrangements-so why unfairly target that so called "high income "market-why don't you see it as a market that regularly supports public transport and is prepared to pay a firm price along with other senior members of the public

The proposed price changes to Gold Opal Card holders support my view on what the market will bear but kicking the self funded retirees in the guts will not be what the market is prepared to bear