

# Dear Valued Customer...

Remember a time when you weren't just a customer, a time when you weren't just a consumer? A time when you were just a human being, a citizen? Now is the time to remind yourself.

## Friday November 26th 2004 is International Buy Nothing Day.

We live in a time of plenty, where we can afford to obsess over the color of our curtains, upgrading the telly every two years, and at this time of year spending still more buying stuff for all the people we know. If you need consumer goods to demonstrate your affection for the people around you, or your main pleasure is that fleeting buzz of happiness a new purchase brings – sounds like an addiction – then something is wrong.

Stop for a moment. Ignore all advertisements, cut up your credit cards, contemplate the mound of things you've acquired over the years and tell yourself:

### I Have ENOUGH STUFF already!

We Australians consume nine times more than an average Indonesian. We Australians throw out 20-25% of the food we buy. We Australians owe \$27 Billion on our credit cards – more than double the total five years ago. We Australians own 13 million mobile phones, and upgrade them every two years. We Australians now spend more than we earn, and save nothing at all. One day the bills will come due. We Australians consume more than our share.

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