



**How treating someone how they want to be treated gives a better chance of success
And the perfect result was achieved**

Situation:

A vehicle is pulled over by Victoria Police as they believe that the registration had been cancelled. An Infringement Notice was issued. This turned out to be an example of business process failure on their part. The officer could not have been less interested. It is discovered, while the vehicle is stopped and the driver is interviewed, that the driver's licence was two days overdue for payment. Therefore, a further Infringement Notice was issued for driving when the licence had expired. The applicable fines by Victoria Police are \$738 and \$361.

Both Infringement Notices were withdrawn. How did that happen??

Marston Collins' method:

Ensure a request for review is done prior to the fines being payable and do not pay the fines. Submit separately, four days apart, to try to have a different person handle them and avoid the possible 'must be guilty as two offences committed together' attitude by Victoria Police. Send on deluxe A4 paper with attachments; unfolded to create classy and professional impression. Use business letterhead to give a business feel about it.

Using the developed methodology, analyse by making the best call as to what Disc quadrant the recipient of the letters will be in. How we do this is what we charge clients for. The sole aim is to **treat that person as they want to be treated.**

It is determined that the best method is to treat the recipients as High I by recognising their discomfort with conflict or loss of approval plus an assessment that is likely to be a flood of such requests.

- State the issue with facts, without criticism of them as a person nor of the Victoria Police; ask who questions as required
- Limit their possible attempts to minimise the problem or sidetrack the discussion; recognize that they are likely to have a shorter attention span; getting back on the subject is imperative (Not really applicable in writing, but they may call)
- Wrap up the submission with a clear statement of what is going to happen, not tell them

what to do and when. Affirm your relationship with them.

That's it!

Both Infringement Notices were withdrawn and a stern warning, which was asked for, was given for driving on an expired licence.

This is a real live case. The name and the address of the client, the letterhead, the officer's name, the registration number and the Infringement Notice number are altered to fake entries to maintain client confidentiality.

Call Peter Selleck right now if you wish to use this service.

The Marston Collins fees are \$388 per instance and that includes GST together with copying, postage, receiving and sending emails and phone calls. There is a fair degree of work involved in the above case and demonstrated expertise. There are no guarantees as we are not the Victoria Police. All we do is give it the best chance.

Investment: \$776; Penalties avoided \$1099. Gain \$323 – that is a 41% return on investment plus court attendance, legal fees etc have been avoided. See if the NAB gives you that.

Client satisfaction gauge: Over the moon.

0417 605 688



Chiba City Investments Pty Ltd ABN 20 096 513 370

P.O. Box 601 MALVERN VIC 3144 Australia +61 417 605 688

From the desk of Peter H. Selleck, CEO and Principal Consultant

Email: peter@marstoncollins.com.au

October 31, 2014

The Officer in Charge
Traffic Camera Office
GPO Box 1916
MELBOURNE VIC 3001

Dear Sir or Madam:

Infringement Notice 191784363 – Daniel Murphy

I have been asked to prepare and send this letter to you by Daniel Murphy and his consent to do so is enclosed.

The purpose of this letter is apply for an internal review of the circumstances pertaining to the issuance of the above notice and to formally ask you withdraw the infringement notice. I understand that there are, in all likelihood, many such requests and I hope that this application does not lead to any loss of approval or negative overtones towards the Victoria Police.

The grounds are that I believe the decision to serve the notice was contrary to law.

The circumstances are that the alleged offence is "Use unregistered motor vehicle". This allegation is defective for the following three reasons:

1. The Infringement Notice clearly shows the expiry date of the registration to be the 15th of May 2015. I think that we all agree that the date of the allegation is the 6th of October 2014 which, by reference to the Gregorian Calendar introduced by Pope Gregory XIII by a decree signed on the 24th of February 1582, is within the valid registration period for the motor vehicle.
2. I understand that the issuing officer, P. Pigg, could have made an 'honest mistake' in filling out the notice and that the Victoria Police may be encouraged to amend the notice. To save time, enclosed with this letter are the Certificate of Registration for MUR-001 and the receipt from the Commonwealth Bank's Netbank system that indicates that payment was effected on the 18th of April 2014, a date that clearly precedes the date of the alleged offence. This evidence, without any doubt, demonstrates the vehicle was registered on the 6th of October 2014 (and still is).
3. The notice also indicates in the information section "Reg'n cancelled". This is clearly not the case as the notice indicates the expiry date being the 15th of May 2015 and payment has been made up to that date. If any registration was cancelled, simple logic would dictate that the expiry date must be brought forward accordingly. Otherwise you have an *unexpired and cancelled* registration that may or may not be current for which full payment has been made. The registered operator of the vehicle, Timothy Dominic Murphy, should be the only person with the authority to cancel / amend this registration. *He has not taken any such action.* So if Vic Roads

have advised the Victoria Police that the registration is cancelled it raises the questions of who has done this and how can they do so in the absence of express written permission from the operator?

Accordingly, while acknowledging the good work the Victoria Police does on a daily basis, what now needs to happen is that the Infringement Notice be withdrawn in all aspects as it is contrary to law to impose penalties when they do not apply.

The address to send the withdrawal advice is as follows:

Daniel Murphy
1313 Woolworths Way
WINETOWN VIC 3142

Thank you and have a great day.

Yours faithfully,

Peter H. Selleck
Resultant and CEO



Chiba City Investments Pty Ltd ABN 20 096 513 370

P.O. Box 601 MALVERN VIC 3144 Australia +61 417 605 688

From the desk of Peter H. Selleck, CEO and Principal Consultant

Email: peter@marstoncollins.com.au

November 3, 2014

The Officer in Charge
Traffic Camera Office
GPO Box 1916
MELBOURNE VIC 3001

Dear Sir or Madam:

Infringement Notice 202487363 – Daniel Murphy

I have been asked to prepare and send this letter to you by Daniel Murphy and his consent to do so is enclosed.

The purpose of this letter is apply for an internal review of the circumstances pertaining to the issuance of the above notice and to formally ask you withdraw the infringement notice and issue an official warning in its place. In all likelihood, I anticipate that there are 'pleas for forgiveness' coming across your desk all the time and in this instance I do not want you to feel any discomfort or pressure in what has been a rare and regrettable oversight.

The grounds are that I believe the conduct should be excused as exceptional.

The alleged offence is "Unlicensed Driving – Expired not Cancelled".

The circumstances are:

1. The Infringement Notice is correct in all aspects and the facts of the matter are that the alleged offence occurred on the 6th of October 2014 just a mere two days after the licence expiration date of the 4th of October 2014.
2. As Mr. Murphy's mentor over the past forty-seven years, there are not too many aspects of his life that have not been shared with me. He is an amazing person who holds two degrees from the Number 1 university in Australia and is employed by a well known and reputable company, Dan Murphy's. His integrity is of the highest order.
3. I have been aware for many years that he is extremely conscientious with his personal accounting. In fact, he has his own system where all bills are neatly filed in a multi ring binder in date order. He meticulously handles the bills and reviews the folder on a daily basis. His preferred method of settling the bills is through the Commonwealth Bank's Netbank system.
4. The simplest of errors has occurred in that the renewal notice for his drivers licence was filed in this folder in the incorrect place. This was discovered on the evening of the 6th of October 2014, the same date of the alleged offence and the fee was paid the very next day. Ironically, his own system would have picked up the error.
5. Mr. Murphy has been driving for nine years and has no parking fines, no demerit points, no alcohol or drug driving offences, no speeding and no accidents. This is

not some serial offender asking his mentor to perform miracles. He is a model citizen and a demonstrated safe driver.

Accordingly, while both he and I are unsympathetic towards unlicensed drivers and fully support initiatives of the Victoria Police in this regard, it is time to ask for forgiveness on this one. What now needs

to happen is that the Infringement Notice be withdrawn in all aspects and replaced with an official warning. It is understood that you may be unable or unwilling to do this, but I hope not.

Could you therefore advise of the outcome to Mr. Murphy at the following address:

Daniel Murphy
1313 Woolworths Way
WINETOWN VIC 3142

I am relying on you. If, however, the Infringement Notice is to stand Mr. Murphy will apply to have the matter brought before the Court where the Magistrate will be presented with a case that contains the same logic as contained in this letter.

Thank you and have a great day.

Yours faithfully,

Peter H. Selleck
Resultant and CEO