EXAMPLE PITCH TO MEDIA:

*Good morning*

*We are a community legal centre based in Melbourne, that provides advice to thousands of*

*Victorians every year on consumer law and finance issues. We regularly see the impact of*

*irresponsible lending practices by the banks in our work, which was also an issue highlighted*

*by the Banking Royal Commission.*

*We are dismayed at the Treasurer’s announcement that he intends to axe consumer protections*

*in our lending laws only 18 months after the Banking Royal Commission Final Report*

*was handed down. It is a recipe for disaster to let banks return to the Wild West of lending in*

*the middle of a recession.*

*I am a solicitor at X, and would be happy to speak with you further about the proposals and*

*how it will impact Victorians, and what we see in our work. We can also arrange for a client to*

*share their story with you.*

*You can call me on X. I look forward to hearing from you.*