

CODE AUTHORITY

ANNUAL REPORT

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adma

**DIRECT MARKETING  
CODE AUTHORITY**

Direct Marketing Code Authority  
of the Australian Direct Marketing Association  
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## WHAT IS THE ADMA CODE AUTHORITY?

As the self-regulatory body for the industry, the Australian Direct Marketing Association strives to create an environment that encourages the growth of responsible direct marketing in Australia. To this end, the Association developed a Code of Practice in consultation with the Ministerial Council of Consumer Affairs (MCCA), the Australian Competition and Consumer Commission (ACCC), consumer and business groups, and established the independent Code Authority to monitor compliance with this Code.

The Code sets standards of best practice and ethical conduct that must be followed by all 500 corporate members of ADMA. Encompassing fair trading, telemarketing and e-commerce standards and privacy principles, the purpose of the Code is to promote the highest standards of business practice and encourage consumer confidence in making purchases at a distance.

The Code Authority is comprised of equal numbers of industry and consumer representatives and is chaired by an individual from outside the direct marketing industry.

## WHAT DOES THE AUTHORITY DO?

As a backstop to its members' own internal complaint handling processes, ADMA, through the Code Authority, offers consumers recourse in cases where they have not been able to resolve their complaint directly with the organisation.

The Code Authority investigates unresolved consumer complaints about ADMA members and, in limited cases, non-member companies. Government agencies receiving complaints about members are able to refer them to ADMA for resolution.

While the Authority's remit only covers members of the Association, casework involving non-members is also undertaken and where a breach of the Code is identified, the non-member is informed and urged to voluntarily comply. Such cases may also be referred to other appropriate bodies for review.

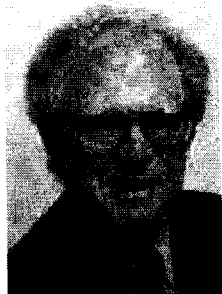
Should the Authority find a breach of the Code of Practice by an ADMA member it is authorised by the ACCC to impose a variety of sanctions. These include:

- Requiring a formal apology for breach
- Requiring corrective advertising or the withdrawal of offending advertisements or statements
- Requiring correction or deletion of relevant records and personal information
- Recommending refund or replacement of goods or services where appropriate
- Requiring the member to take specified remedial action to correct the breach and avoid re-occurrence
- Seeking a written undertaking for the member that the breach will not be repeated
- Recommending to the CEO that membership be revoked

Where a member demonstrates wilful non-compliance with the Code, the Authority can recommend that it be publicly expelled from the Association. It is understood that such action can inflict a serious financial penalty on the organisation in the marketplace.

The Authority may also make recommendations to the Association on possible changes to the Code.

MEMBER BIOGRAPHIES



**Chairman:**  
**John Wood**

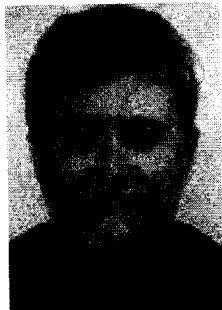
John Wood brings extensive consumer affairs experience to his position as Chair of ADMA's Code Authority. He has established his own consultancy specialis-

ing in complaint handling, ombudsman schemes, consumer affairs and customer service charters.

Previously, John was the Deputy Commonwealth Ombudsman and managed the organisation's quality assurance, policy, public affairs and major project activities. He was a member of the Government's Task Force on Customer Service Charters and provided advice to agencies on internal complaint handling systems, service charters and client service practices. John also offered counsel to a number of international delegations that were interested in Ombudsman duties or related developments.

From 1984 to 1994 John held the position of Director of the Federal Bureau of Consumer Affairs where he advised the Federal Government as well as establishing credibility and good working relations with Federal, State and Territories agencies, industry and the consumer movement.

More recently, John was a Member of the Consumer Protection Advisory Committee to Sydney's Olympic Games organisers. He is currently President of the Society of Consumer Affairs Professionals in Business (SOCAP) and a Council Member of the Australian Consumers' Association.



**Industry Representative:**  
**Colm Lorigan**

As an international business lawyer with over 15 years experience with American Express in Europe, the Pacific Rim and the USA,

Colm Lorigan has an extensive legal and financial services background.

Colm manages all legal matters for American Express in Australia and New Zealand. Previously he designed and managed a legal compliance program for the company's international business in New York. He has acquired extensive and specialised knowledge of international and local laws on financial services regulation and sanctions.

He has managed legal issues in Eastern Europe and Russia, Italy, Switzerland, Austria and Germany, including major German competition-related litigation concerning the introduction of the American Express Membership Rewards program in Germany, the first card program of its kind in that country.

Previously, Colm was the Sole General Counsel in the Far East and managed legal affairs in 12 countries including the legal issues for the launch of American Express Cards in Taiwan and Indonesia. He also set up the company's first legal department in Australia.

Born in Ireland, Colm trained as a solicitor in England and began his legal career in London in the late 1970s working extensively on UK and European competition law. He holds an M.A. in Modern History from Oxford University, England.



**Industry  
Representative:  
Robert Tolmie**

With over 20 years of experience in direct marketing, Rob Tolmie brings a vital industry perspective to his position on the Code

Authority.

In the late 1970s, Rob saw the potential of mail order and began a mail order photo processing company in Southport, Queensland. He founded National Photographic Marketing which became the largest mail order photo company in Australia. The company is internationally recognised as one of the most advanced operations of its type and is a leader in the fields of software design, production automation and marketing. In early 2000, Rob founded a new company called Digital Photoworks Limited, a direct marketing photographic company specialising in the e-commerce area.

Active in direct marketing circles, Rob currently serves on the ADMA Board of Directors, is a past Chairman and was also its Treasurer for two years. In addition, he was instrumental in the formation of the Queensland Branch of ADMA. The recipient of the 1992 Australian Direct Marketer of the Year award, Rob currently serves on the Direct Marketing Advisory Board of Monash University.



**Consumer  
Representative:  
Robin Brown**

Robin Brown brings over 15 years of experience in consumer and business regulatory affairs to ADMA's Code Authority with

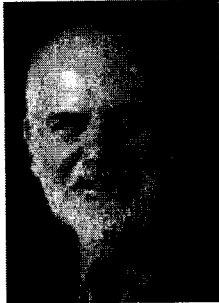
considerable experience in dispute resolution.

He spent 10 years as the chair and chief executive of Australia's national consumer body, the Australian Federation of Consumer Organisations. He also spent five years as an associate member of the board of the Australian Telecommunications Authority (AUSTEL) and oversaw its privacy study.

Robin has been involved in the establishment of industry-specific dispute handling mechanisms in the banking, life insurance, health insurance and telecommunications sectors, including four years as a member of the Life Insurance Industry Complaints Panel. He was a member of the inaugural Banking Industry Ombudsman Council.

In addition, Robin worked as a consumer affairs consultant on such issues as reforms to the insurance industry. He has been involved in efforts to advance consumer protection in developing countries including working as a consultant to the United Nations Development Program on consumer protection in Egypt.

Robin holds a degree in Psychology and Zoology from the Australian National University where he has also undertaken the Public Policy Program.



**Consumer  
Representative:  
Bill Dee**

A consultant who specialises in the areas of compliance, dispute management and consumer affairs, Bill Dee has extensive experience in industry

codes and self-regulation.

In over 20 years at the Australian Competition and Consumer Commission, Bill gained wide experience in the area of legal compliance. He was one of the founders of the Australian Standard on Compliance Programs and was also particularly active in codes of conduct and other self-regulatory initiatives and disputes management.

Bill drafted the ACCC's Guide on codes and various industry codes. He assisted in convening a forum on codes in Sydney in 1998 and reviewed self-regulation in the therapeutic goods industry.

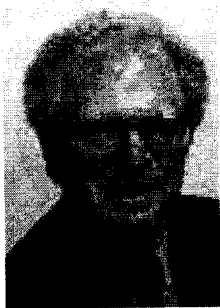
For his work in developing innovative self-regulatory industry practices to strengthen the competitiveness of the Australian economy and to protect consumers, Bill was presented with an Australia Day Award by the Commonwealth Government in 1998.

Bill is currently advising the Malaysian Communications and Multimedia Commission on codes of conduct and code administration required under that government agency's legislation.

## REPORT AT A GLANCE

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- Code of Practice sanctions authorised by Australian Competition and Consumer Commission (ACCC)
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- Former Deputy Commonwealth Ombudsman John Wood appointed Chair of Code Authority
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- Most common complaint arose from consumers not being fully aware of their commitment when initial direct marketing offer was made
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- ADMA members increase their use of the Code Compliant symbol to show commitment to quality and integrity in direct marketing
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- Consumer awareness campaign of magazine ads and package inserts boosts awareness of consumer protection the symbol affords
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- Authority endorses initiative to remove deceased people from marketing lists used by ADMA members helping family and friends avoid unnecessary distress
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- Workshops on Code compliance well-received and well-attended by ADMA members
- 
- Over 8,000 people registered for ADMA's national Do Not Mail/Call service, bringing total file to more than 24,000
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- Authority supports changes to ADMA's Do Not Mail/Call service which make it available to non-member organisations and enable permanent removal from marketing lists
- 
- Code of Practice revised to incorporate latest OECD guidelines in electronic commerce, including online consumer protection mechanisms
- 
- ADMA joins new global service (e-MPS) to limit volume of unsolicited e-mail reaching consumers
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It gives me great pleasure to present the first Annual Report of the ADMA Code Authority.

The Authority was set up to enforce the consumer protection provisions of the ADMA Code of Practice in relation to

fair trading, telemarketing, privacy and e-commerce. Since this enforcement action could lead to the lessening of competition in the marketplace, ADMA sought and received the authorisation of the Australian Competition and Consumer Commission to administer sanctions against any member violating the Code. Thus, the ACCC authorisation can be thought of as the "backbone" of the ADMA Code.

From my own experience in consumer affairs, public trust in an industry – especially a self-regulated one – hinges on the ability of individuals to have their unresolved complaints dealt with by some impartial third party. It is important that the Code Authority operate at arm's length from the Association and that its composition be balanced between consumer and industry representatives. I am pleased to say we have achieved this over the past year. Another dimension to public trust is transparency, and with the publication of this report, I hope we have demonstrated a willingness to invite scrutiny of our deliberations and our decisions. As an aside, I would also invite any inquiries from any person about our operation throughout the year.

It is fair to say that direct marketing touches all our lives. More and more organisations are offering their products and services to us directly through print media such as catalogues, magazines and addressed advertising mail, over the phone, by direct response television and radio, or across the Internet.

By its nature, direct marketing can pose problems because there is no face to face contact between buyers and sellers of goods and services. They transact their business not face to face, but through some medium. Consumers have to trust that their expectations of the purchase will be met. Sometimes they aren't, and when the marketer's complaint-handling system is unable to provide satisfaction, that is when the Code Authority can be called upon to help resolve the matter.

The Authority is not there to take the place of an organisation's internal complaint handling system. On the contrary, each ADMA member is required to have its own systems for dealing with customer complaints. This is fundamental to effective self-regulation, but it is also simply good customer service, something to which all responsible businesses should be committed.

Fortunately, the number of occasions in which the Authority has had to intervene over the past year has been small. I view this as an indication that ADMA members are taking their complaint-handling responsibilities seriously. However, I am also aware that many consumers are not yet familiar with the protection the Code affords. I expect that as consumer awareness of the Code Authority and the work we do increases, the number of complaints we review will also rise.

*(continued overleaf)*

The Code should instil an expectation in the community about how ADMA members will conduct themselves. ADMA needs to ensure that its efforts towards self-regulation gain wider recognition not only within the direct marketing industry but in the community at large.

The Association has been working towards this end with its 'What's in a Symbol?' awareness campaign, which promotes the Direct Marketing Code Compliant logo used by ADMA members to denote Code compliance. Related advertisements in consumer magazines invite readers to look for the symbol on offers they receive at home and contact ADMA if they have any concerns about direct marketing.

ADMA should also be commended for developing contacts within State and Territory Fair Trading and Consumer Affairs Departments to encourage complaint referrals. We received a number of referrals from that source this year, giving consumers better access to the practical assistance offered by the Authority. In turn, we were able to help many consumers with complaints against non-member companies either directly or by referring them on to the relevant government department.

In most of the cases we have reviewed this year, it has been evident that responsible marketers see customer complaints as constructive and valuable feedback. They use that feedback to improve the quality of their product or service offerings or to correct systemic problems that have arisen. This, in my view, is a key contribution the Authority can make to effective industry self-regulation.

I wish to thank my fellow Code Authority members Robin Brown, Bill Dee, Colm Lorigan and Robert Tolmie for their wise counsel and contributions over the past year. I especially wish to thank the members of the Secretariat, Roslyn Martin and Scott McClellan, for their invaluable support and professionalism.

The following pages show how compliance with the Code of Practice has been administered this year and provide more detail about the Code Authority's work in complaint handling. I look forward to my second year as Chair of the Code Authority with interest.



John Wood  
Code Authority Chairman

*During the fiscal year 1999/2000, the Authority met on four separate occasions to discuss Code-related issues and consider consumer complaints. Here is an overview of the work of the Authority during the year.*

#### **AUTHORITY BOLSTERED BY EXPERIENCED MEMBERS**

Two new members with considerable consumer and industry affairs experience were appointed to the Authority early in 2000. Former Deputy Commonwealth Ombudsman John Wood, who has extensive experience in consumer affairs and complaint handling, took on the role of Chairperson. Mr Wood replaced Solicitor and Communications Consultant Holly Raiche who stood down in November 1999 after a one-year term. Industry representative Peter Mattick from Salmat also resigned after fulfilling a one-year term. Bill Dee was appointed as a consumer representative. Mr Dee is a former Australian Competition and Consumer Commission official who specialised in consumer codes. He now operates a Melbourne-based consultancy dealing in compliance, dispute management and consumer affairs.

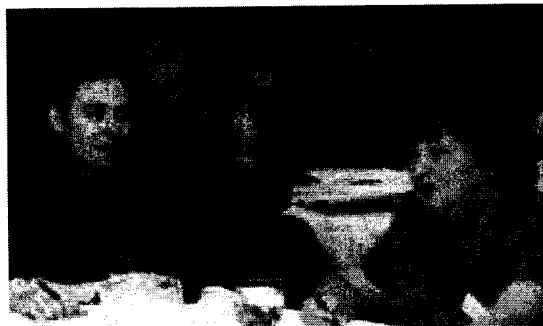
#### **CODE OF PRACTICE AUTHORISED BY ACCC**

In August 1999, ADMA received authorisation from the Australian Consumer and Competition Commission (ACCC) to apply a range of sanctions in the event a member breaches the Code of Practice. The authorisation was granted following a thorough review in which the ACCC considered submissions from consumer, business and government bodies.

#### **CODE COMPLIANCE WORKSHOPS IN CONJUNCTION WITH AUSTRALIAN QUALITY COUNCIL**

More than 400 individuals from member companies have undertaken compliance training since the Code of Practice was launched in 1998. This year, ADMA offered a number of interactive workshops to help members understand their responsibilities under the Code of Practice. Two full-day workshops, called Implementing the ADMA Code of Practice In Your Organisation, were held in Sydney and Melbourne in February. This followed a series of Code Compliance seminars conducted around Australia, including Perth, Adelaide and Brisbane.

Well-received, the workshops provided the knowledge ADMA members need to implement the Code into their day-to-day direct marketing activities. Participants received advice on how the measures contained in the Code relate to their organisation and how to avoid breaches. In one case study, a member company demonstrated how profitability increased by eight per cent when it made Code compliance an integral part of its business model. Delivered in cooperation with the Australian Quality Council, the workshops helped attendees find out how their organisation measured up to the rest of the market.



**SYMBOL ASSOCIATED WITH QUALITY AND INTEGRITY**

**What's in a symbol?**



As a member of ADMA, you are committed to the highest standards of ethical and professional conduct. This commitment is reflected in the way you conduct your business, the way you treat your customers, and the way you interact with the community. ADMA members are held to a higher standard of conduct than non-members. This is because ADMA members are committed to the highest standards of ethical and professional conduct. This commitment is reflected in the way you conduct your business, the way you treat your customers, and the way you interact with the community.



When ADMA members use the Code Compliant symbol on printed materials or on their website, consumers can be assured they are dealing with an organisation that values honesty, fair trading and privacy protection. Other members are using a package insert in their customer mailings to boost awareness of the symbol and the consumer protection it affords.

A consumer awareness campaign reinforces this message. With the support of member publishers, print ads asking the question 'What's in a Symbol?' invite consumers to refer any unresolved complaints to the Code Authority. These ads have appeared in such popular magazines as Time, Who Weekly and the Bulletin.

**Let ADMA Reply on Your Behalf**

ADMA will reply on your behalf to any complaint received from a consumer.

ADMA will reply on your behalf to any complaint received from a consumer. ADMA will reply on your behalf to any complaint received from a consumer. ADMA will reply on your behalf to any complaint received from a consumer.

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**SOLUTION TO SENSITIVE PROBLEM**

The Code Authority helped to develop and fine-tune an ADMA initiative aimed at removing deceased people's names from marketing lists, in consultation with the Council on the Ageing, Centrelink and the Australian Funeral Directors Association.

What followed was an extensive and targeted promotion of ADMA's Do Not Mail/Call service which allows people to register to have their names and contact details removed from marketing lists used by ADMA member organisations.

A registration form was distributed among Australian funeral directors and information included in the free Centrelink publication, *What to do when someone dies*. Family members or next of kin have an opportunity to register the deceased when other affairs are being finalised. They can choose to use the free service to avoid the unnecessary distress of receiving mail or telephone calls for the deceased.

<p> <input type="checkbox"/> <b>Do Not Mail/Call</b>  <input type="checkbox"/> <b>Do Not Mail/Call</b>  <input type="checkbox"/> <b>Do Not Mail/Call</b> </p>	<p> <input type="checkbox"/> <b>Do Not Mail/Call</b>  <input type="checkbox"/> <b>Do Not Mail/Call</b>  <input type="checkbox"/> <b>Do Not Mail/Call</b> </p>
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**Free Service provided by Australian Direct Marketing Association (ADMA)**  
 This service is provided to members of the ADMA. It is a free service provided to members of the ADMA. It is a free service provided to members of the ADMA.

**CODE UPDATED**

ADMA revised the Code of Practice in 1999 to incorporate the final OECD Guidelines for Consumer Protection in Electronic Commerce, including online consumer protection mechanisms. Also, a new global e-mail preference service (E-mps) was introduced to complement ADMA's Do Not Mail/Do Not Call service.



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#### EXTENSION OF DO NOT MAIL/CALL SERVICE

The Code Authority endorsed ADMA's decision to make its Do Not Mail/Call Service available to all organisations across Australia who rent marketing lists, whether or not they are members. The service enables consumers to register to have their name removed from mail and telephone marketing campaigns. Over 8,000 people registered for the service this year, with more than 24,000 Australians currently registered.

Previously, only ADMA members were eligible to receive the Do Not Mail/Call file. By running the file against any outside lists, they avoid wasting marketing resources while sheltering consumers from unwanted marketing offers. Access by non-ADMA members will be governed by a strict licensing agreement, allowing the involvement of the market research and real estate industries, among others.



A further change enables consumers to register their details for permanent removal (previously two years), with the onus on them to re-register should those details change. The file will now also identify deceased people so that they are not inadvertently mailed or called.

#### GRACE PERIOD FOR NEW ADMA MEMBERS

It was agreed that prospective ADMA members should be given a reasonable amount of time to put systems in place to ensure that their organisation is Code compliant. It was felt six months should be sufficient in most cases, however ADMA should be prepared to be flexible, taking into account the particular circumstances of the member prospect. The Authority agreed on the following position:

"We recognise that, in the case of new members, a reasonable amount of time (six months or longer in agreed circumstances) should be provided to enable the organisation to become Code compliant. During this interim period, the Code Authority would expect the new member to take all reasonable steps to deal with complaints in accordance with the Code."

### CONSUMER COMPLAINTS

During the fiscal year, the Code Authority considered 30 written complaints from consumers. It undertook follow-up action with organisations concerned in a number of cases (see Example Decisions).

The majority of complaints arose from customer service issues (as shown in Figure 2). Most were resolved in favour of the complainant with the full cooperation of the member company. Unresolved complaints against non-members were referred to the State Department of Fair Trading as appropriate.

Figure 1 shows the number of complaints made against individual member companies.

*Fig 1. Complaints reviewed by the Authority by Member Company*

Member	Number of Complaints	% of total complaints
American Express	2	8
Atlas Editions	2	8
Doubleday Australia	2	8
FAI Home Security	1	4
Innovations	1	4
Reader's Digest	4	16
The List Bank	1	4
Time Inc	1	4
Top Gear	1	4
Victor Paul Direct Marketing	9	36
Weldon by Mail	1	4
<b>Total Cases</b>	<b>25*</b>	<b>100</b>

\* Does not include complaints against non-members

**Note:** The above figures should be read in the following context: that the figures for each member company will be affected by the size of the company, the nature of its business and the volume of personalised customer communications.

Figures are also affected by subjective factors such as the prominence of the ADMA Code Compliant symbol on the company's customer material.

## TYPES OF COMPLAINT

The most common complaint arose from customers not being made aware of their full commitment at the time of the initial offer.

This led to goods being received that the customer claimed had not been ordered. Figure 2 shows the distribution of the various complaints received this fiscal year.

*Fig 2. Cases considered by the Authority 1999/2000. Total number of cases = 30*

Complaints (as described by complainant)	Number	% of Total (approx)
Goods received, claimed not ordered	7	21
Telemarketing calling frequency	2	6
Goods ordered, not received	2	6
Misleading advertising	2	6
Contact difficulties	2	6
Inappropriate advertising	1	3
Goods ordered, limits on purchase	1	3
Receiving market research calls	1	3
Using guise of market research	1	3
Telemarketing continued after Do Not Call registration	1	3
Charged for an unidentified cost	1	3
Charged for cancelled order	1	3
Charged for goods returned	1	3
Delivery problems	1	3
Source of personal details	1	3
Difficulty changing personal details	1	3
Request for personal details removal	1	3
Promotional gift not received	1	3
Subscription renewal procedure	1	3
Faulty goods	1	3
Failure to refund	1	3
GST price increase	1	3
Cancellation difficulties	1	3
<b>Total Complaints</b>	<b>33*</b>	<b>100</b>

\*Each case often involves more than one specific problem and there is therefore a different figure for the total number of complaints received.

## EXAMPLE DECISIONS

### TV ADVERTISER TOLD: MAKE OFFERS MORE EXPLICIT

A consumer who purchased a Trial Pack of Principal Secret skincare products from direct response television company, Victor Paul Direct Marketing, was surprised to find this meant she would automatically receive Club Membership and be charged for a three-month supply. A refund was processed but as it did not include postage and handling costs, the complaint was not fully resolved to the consumer's satisfaction.

The Code Authority reviewed the correspondence, television script, Trial Pack welcome letter and telemarketers' call guide. It noted that the television commercial's audio script promised a 'complete refund' and that the only reference made to a restricted refund was in the graphic used on screen.

In light of sections B6 and 6.2 of the ADMA Code of Practice regarding information at the time of the offer, the Authority recommended that Victor Paul make all elements of its offer, including the terms and total cost, more explicit. It suggested that a summary of the customer's financial commitment be made when orders were placed over the phone. In response, Victor Paul indicated to the Authority that it intended to address the points raised.

Further, the Authority reviewed eight other complaints regarding Victor Paul. Three common areas of concern were identified, including billing practices, attitude or manner of staff dealing with complaints and the clarity of the initial offer.

The Authority invited the organisation to respond to its concerns in writing and advise what, if any, changes to systems, procedures and training they were implementing to address these issues. Victor Paul has advised that it will not be renewing its membership of the Association.

### PROMPT RESPONSE WINS PRAISE

A consumer sought assistance from the Code Authority when he did not receive a full refund after returning some products to Atlas Editions, a company which markets a wide range of entertainment and educational products. As a result of problems experienced while trying to contact the company, the complainant wanted to cancel his account. Atlas Editions responded promptly with a refund and explained that its computer system had suffered a breakdown. The Code Authority contacted Atlas Editions to commend its forthright response to the complainant.

### COMPANY DELIVERS THE GOODS

Disheartened because her orders with catalogue company, Innovations, were not being fulfilled, a consumer referred her complaint to the Code Authority. The company had run out of stock of certain dresses that she had ordered. When this matter was brought to the attention of the company through ADMA's complaint handling process, it was rapidly resolved. The customer received all of the items that were on back order and a refund cheque for an item the company was unable to supply. She later advised that the intervention of ADMA's complaints handling system had bought 'quick results' and that she now understood why 'mail order firms who are affiliated with ADMA generally advertise this fact'.

*"the intervention of ADMA's complaints handling system had bought 'quick results' and that she now understood why 'mail order firms who are affiliated with ADMA generally advertise this fact' "*



#### MODEL APPROACH TO CUSTOMER FEEDBACK

After receiving a sweepstakes prize card from Reader's Digest, a consumer contacted the Code Authority alleging that the mail piece contained misleading claims. To assist in its deliberations, the Code Authority reviewed samples of the artwork included in the mail pack used by the company in this case. It was noted that the consumer did not receive both parts of the mailing and that the promotion did not go ahead after the test stage. However, the Authority was still concerned that the first mail out was issued at all, given its possibly misleading nature pursuant to sections B1, B6 and B10 of the Code of Practice. In response to the Authority's concerns, Reader's Digest established a high level Consumer Relations Council to address consumer complaints. Commending this initiative as a model approach to customer feedback, the Authority expressed the hope that the new Council would take a proactive as well as a reactive role and examine what Code compliance measures are in place to avoid a repeat of this type of complaint.

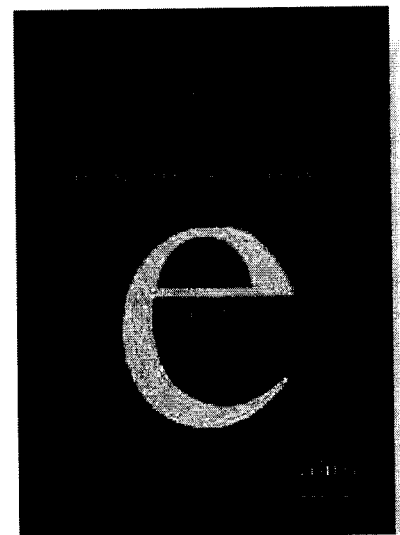
#### PRIVACY LAW PROMPTS AUTHORITY TO PONDER MORE ACTIVE ROLE

The Federal Government's Privacy Amendment Bill was introduced into Parliament in April 2000. The legislation incorporates the Privacy Commissioner's National Principles for the Fair Handling of Personal Information already contained in the ADMA Code of Practice. At the time of writing, the bill was making its way through the parliamentary process and the new law was expected to come into effect by the end of the year.

It remains to be seen how the new law will affect the role of the Code Authority, but there is scope for the Authority to take a larger role in complaints handling in a post-privacy legislation era. ADMA will be looking to play an even greater part in educating and monitoring members in relation to compliance with privacy and fair trading legislation.

#### BUILDING ON BEST PRACTICE

ADMA released Online Marketing Guidelines, Guidelines for Marketing to Children and List Rental Agreement Guidelines this year. The Online Marketing Guidelines protect consumer privacy, curb unsolicited e-mail and provide increased protection for children exposed to Internet marketing offers. They help members comply with Section D of the Code dealing with 'Fair Conduct Relevant to Electronic Commerce' by providing examples and illustrations of appropriate online marketing techniques. The List Rental Agreement Guidelines benefit ADMA members involved in marketing list transactions. Initiatives such as these offer practical guidance in complying with the Code and relevant fair trading and privacy legislation.



## USEFUL INFORMATION

### DO NOT MAIL/CALL REGISTRATION

To have your name and telephone number (or those of a deceased person) removed from marketing lists used by ADMA members, register your contact details on the ADMA website at [www.adma.com.au](http://www.adma.com.au) or write (no postage required) to:

ADMA  
Reply Paid 38  
PO Box 464  
KINGS CROSS NSW 1340

### HOW TO LODGE A COMPLAINT

Consumers who have been unable to resolve a complaint directly with an ADMA member organisation should send details, including any supporting documentation, to:

ADMA Code Authority  
PO Box 464  
KINGS CROSS NSW 1340

### CODE OF PRACTICE

You can download a copy of the Code of Practice from the ADMA website at [www.adma.com.au/information](http://www.adma.com.au/information).

All other inquiries should be directed to ADMA.

Phone: (02) 9368 0366  
Fax: (02) 9368 0866  
E-mail: [code@adma.com.au](mailto:code@adma.com.au)  
Website: [www.adma.com.au](http://www.adma.com.au)