

Australian Competition & Consumer Commission

Ref: C2003/938
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20 October 2003

«Name»
«Company»

Dear «Sal»

**Australian Direct Marketing Association Limited Application for Revocation and Substitution
of Authorisation A40077**

I refer to my letter to you dated 29 July 2003, advising that the Australian Competition and Consumer Commission ('the Commission') has received an application for revocation and substitution of authorisation A40077 from the Australian Direct Marketing Association Limited ('ADMA').

Broadly, ADMA is seeking to extend the period of the existing authorisation in relation to its current Code of Practice ('the Code') and, subject to amendments being approved by the ADMA Board of Directors, to substitute the current Code with an amended Code. Both the current Code and the proposed amended Code were attached to my original letter.

As previously advised, ADMA was granted interim authorisation on 13 August 2003 for its present Code. Interim authorisation protects the arrangements for which authorisation is sought from legal action under the *Trade Practices Act 1974* ('the Act') while the Commission considers and evaluates the merits of the application.


ADMA has requested that the Commission suspend its consideration of the above application in order for it to address some of the issues raised by responding parties during the re-authorisation process and to implement changes reflected in the revised Model Code of Practice for Direct Marketing.

In view of the recent release of the revised Model Code and ADMA's intention to amend the code for which it is seeking authorisation, consideration by the Commission of ADMA's application will be deferred until the end of December 2003 by which stage an amended Code is expected to have been received by the Commission. The Commission intends to re-consult you and other interested parties on the amended code once it has been received.

Thank you for your input and interest in this matter.

If you have any questions please contact Tania Mayrhofer on (02) 6243 1070.

Yours sincerely

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