



**Australian Competition & Consumer Commission**

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Ref: C2003/938  
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20 December 2003

Ms Jodie Sangster  
Manager – Legal and Regulatory Affairs  
Australian Direct Marketing Association  
Suite 1, Level 5  
100 William Street  
EAST SYDNEY NSW 2011

Dear Ms Sangster

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

I refer to ADMA's application for revocation and substitution of authorisation A40077 and ADMA's request in a letter dated 19 December 2003 for the Commission to further suspend its consideration of the application until 30 January 2004.

In view of the issues put by you to us justifying this request, in particular that ADMA would like to incorporate the provisions of Federal Spam Act, the Victorian State legislation relating to telephone marketing and the NSW Regulations on telephone marketing, we consider it appropriate to defer further consideration of ADMA's application until 30 January 2004.

As discussed in my letter dated 10 October 2003, it is not appropriate, in my view, to have an extended delay beyond what is necessary before a merits review of the application can occur. Consequently, if the Commission has not received a revised Code by the 30 January 2004, the Commission may review the appropriateness of the continuation of the interim authorisation.

I look forward to receiving the revised Code in January 2004. If you have any questions please contact Tania Mayrhofer on (02) 6243 1070.

Yours sincerely

Tim Grimwade  
General Manager  
Adjudication Branch

