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To Susan Philp 02 6243 1354  
ACCC  
PO Box 1199 Dickson ACT 2602

FILE No:
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MARS/PRISM

Dear Susan,

Thanks for mailing me the Draft Determination regarding ADMA (A90876).

I request that the ACCC delay its final decision making until there is a clearer statement from the Communications Minister about government regulation of telemarketing. She is reported:

<http://www.smh.com.au/text/articles/2005/10/15/1128796748242.html>

to be considering regulation along the lines of the US Do-Not-Call scheme.

Whenever you do proceed with this matter, I request that there be a Pre-Decision Conference, which I will be happy to attend and contribute to.

I also request that you contact the Australian Teleservices Association (formerly the Australian Telemarketing Association):

<http://www.ata.asn.au>  
Suite 301, 55 Chandos Street St Leonards NSW 2065  
PO Box 129 St Leonards NSW 1590  
02 9906 6163, Fax: 02 9906 2155  
austele@ata.asn.au

and involve them in all further deliberations involving telemarketing.

I believe that ADMA has such a low coverage of outbound telemarketers that the ACCC should not approve any Code which gives ADMA any regulatory responsibility in this field. I understand that the ATA is well respected and that it has a high coverage of the call centre industry. A subset of that industry is involved in outbound telemarketing. I doubt that the ATA or any other organisation has significant coverage of all those businesses (and the smaller number of charities) who engage in outbound telemarketing - but I think they should be involved in any decision which may result in what is widely regarded as government approval for a particular organisation's approach to industry self-regulation.

Yours sincerely

*Robin Whittle*

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