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**Re: Renewal of the Authorisation of the Australian Direct Marketing Association's (ADMA) Code of Practice**

We are writing to express our support for the Financial Services Consumer Policy Centre's (FSCPC) Supplementary submission to the ACCC opposing renewal of the authorisation of ADMA's Code of Practice (Dec 2005).

We agree with the FSCPC's position that the ACCC should refuse the current request for authorisation. The Code has a real and potential impact on competition and no public benefit can be gained from authorising it. In particular, the recent emergence of an alternative regulatory mechanism – the proposed national do-not-call register - will render the ADMA Code irrelevant in relation to telemarketing.

We endorse all the points made by the FSCPC in their submission opposing the renewal of the ADMA Code, and wish to add that consumer benefit is likely be better achieved through other approaches such as the introduction of a national Do-Not-Call register and further reinforcement of the Financial Services Reform Regime of the Corporations Act.

Please do not hesitate to contact us for further information.

Yours faithfully,

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Policy Officer

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