

Mr. Scott Gregson
General Manager – Adjudication
ACCC
PO Box 1199
Dickson ACT 2602

31st March 2006

Dear Mr. Gregson,

RE: ADMA Code of Practice – Application for ACCC Authorisation

I write with reference to our application for Authorisation of the ADMA Code of Practice.

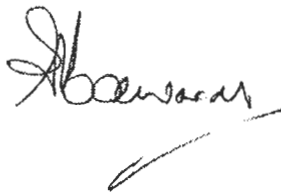
The ADMA Board of Directors has considered the content of your letter dated 20th December 2005, which included a request for further information. In reviewing the request, the ADMA Board reiterated the sentiments outlined in my letter to Susan Philp dated 16th January 2006 and expressed disappointment with inefficiencies of the Authorisation process.

In considering whether to proceed with the application for Authorisation, the Board of Directors resolved that Federal and State legislation introduced since the drafting of the original Code has greatly reduced the areas that could give cause to such anti-competitive activity. Furthermore, it was considered that enforcement of the remaining sections of the ADMA Code would not prevent a member company from being able to effectively compete in the market. As a result, the ADMA Board of Directors concluded that the cost involved in pursuing Authorisation, in particular meeting the further disclosure requirements requested by the ACCC and appointing an independent auditor to review the Code, cannot be justified in terms of the protection required by the Association.

In light of this ADMA is proposing to withdraw its application for Authorisation. However, prior to making a final determination, ADMA would appreciate feedback from the ACCC on whether it considers, notwithstanding the above circumstances, there is any merit in pursuing the application.

I look forward to hearing from you.

Yours sincerely,



Rob Edwards
Chief Executive Officer