



**NEWS RELEASE**

**TELECOMMUNICATIONS CUSTOMERS MUST BE BETTER INFORMED  
UNDER NEW ACIF CODE**

***- New rules on customer information about prices, terms and conditions***

**Sydney, 22 February 2005** -- The Australian Communications Industry Forum (ACIF) today announced publication of a revised Code governing Customer Information on Prices, Terms and Conditions.

The Code relates to all telecommunications goods and services, outlining the information which service providers must give to their customers. This includes advertising and promotional material which people see before making a purchase as well as other information provided to customers.

The purpose of the Code is to ensure consumers have sufficient accurate information to make informed decisions before and after signing contracts for fixed or mobile phone and Internet services or products such as handsets, answering machines, modems etc.

Anne Hurley, chief executive officer, ACIF said: "Information is the most important ingredient in making the right purchasing decisions. People must know what they are buying and what their obligations are. Therefore it's essential that service providers meet certain requirements about the information they provide to their customers. This Code lays out the rules the industry has to follow in relation to that information."

The Code now needs to be registered by the Australian Communications Authority.



# AUSTRALIAN COMMUNICATIONS INDUSTRY FORUM

## **About ACIF**

ACIF is a member-funded organisation established in 1997 to facilitate communications self-regulation in the interests of both industry and consumers.

ACIF provides a neutral forum in which all participants and end-users in the Australian communications industry can work together to foster an efficient, competitive environment through self-regulatory processes, technical codes and standards.

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