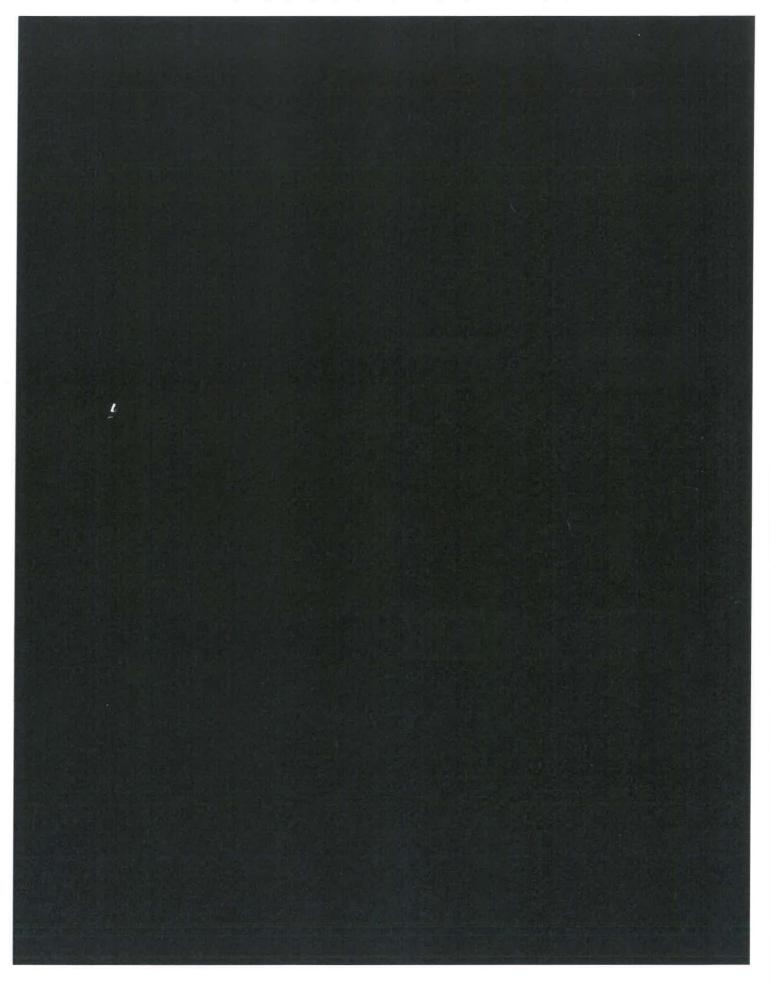
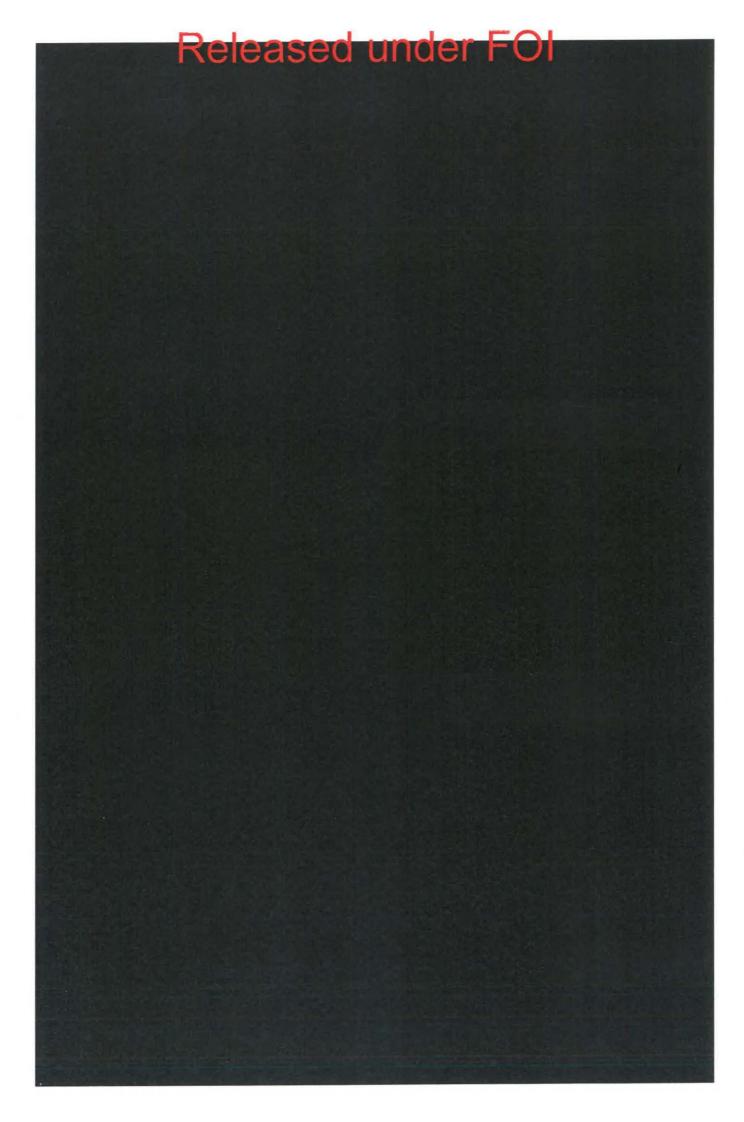
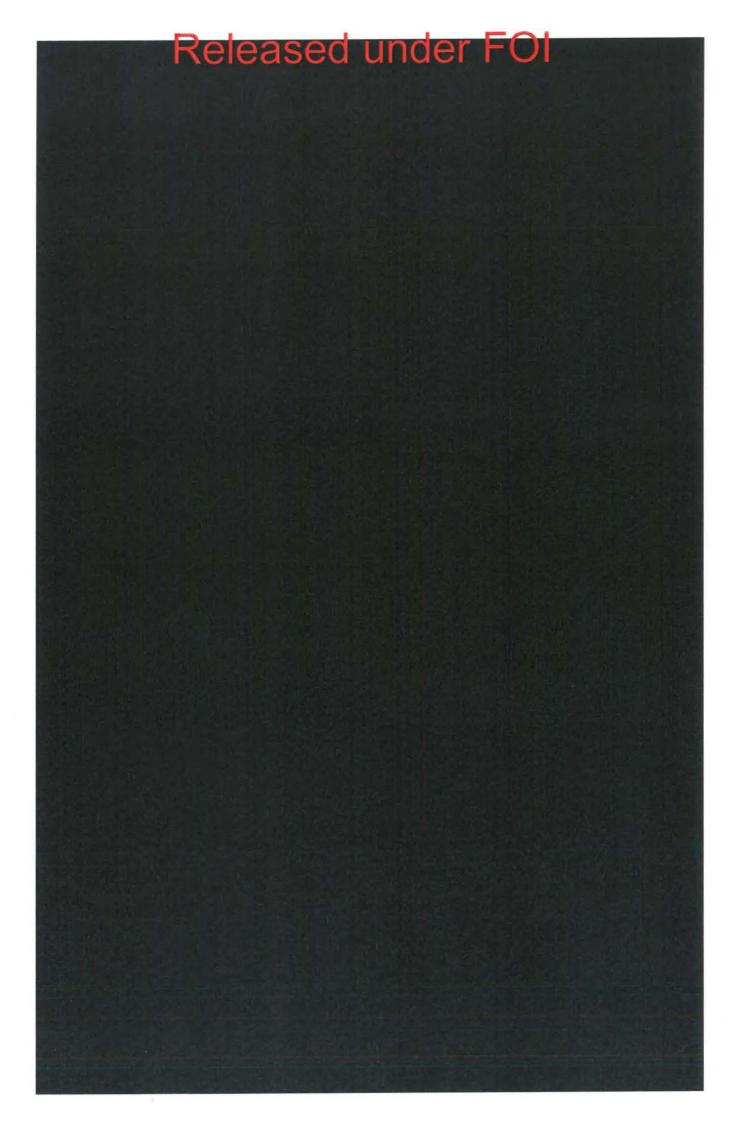
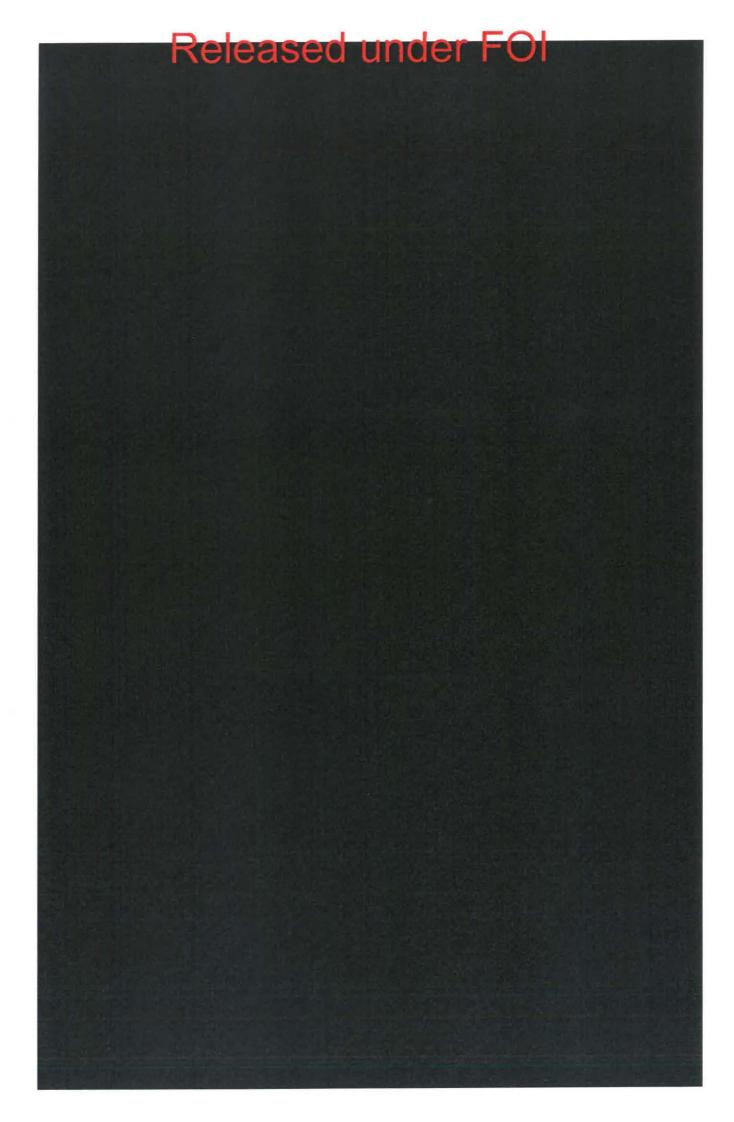
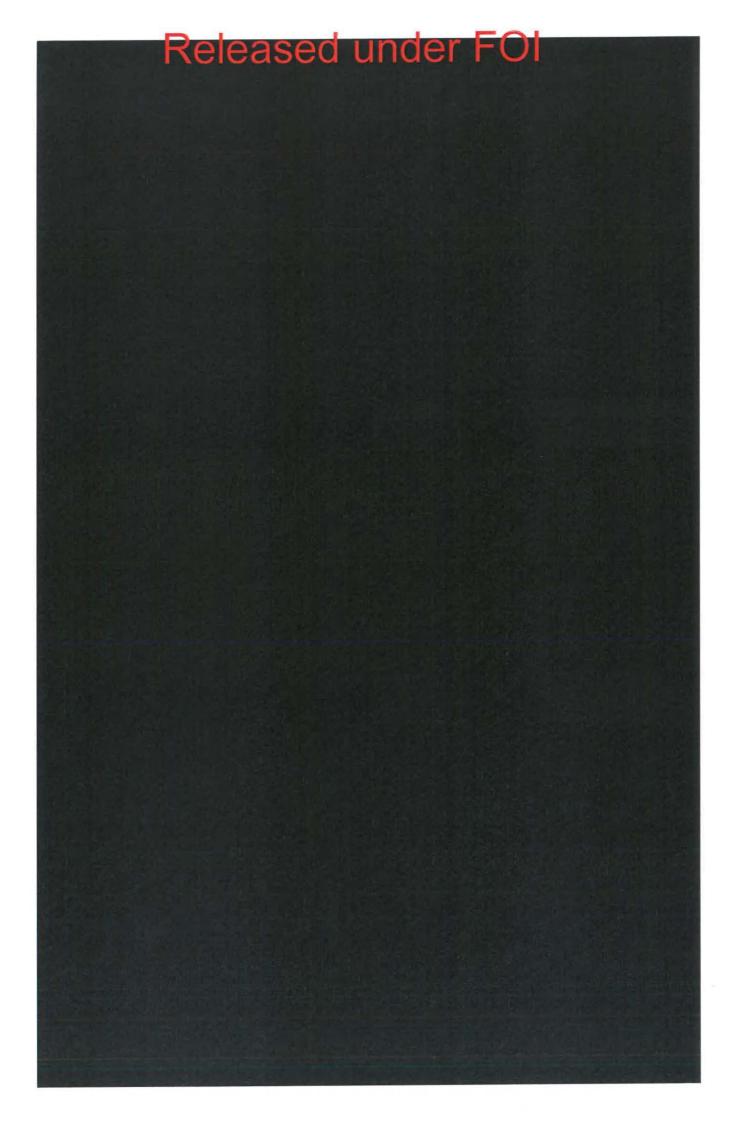
Released under FOI

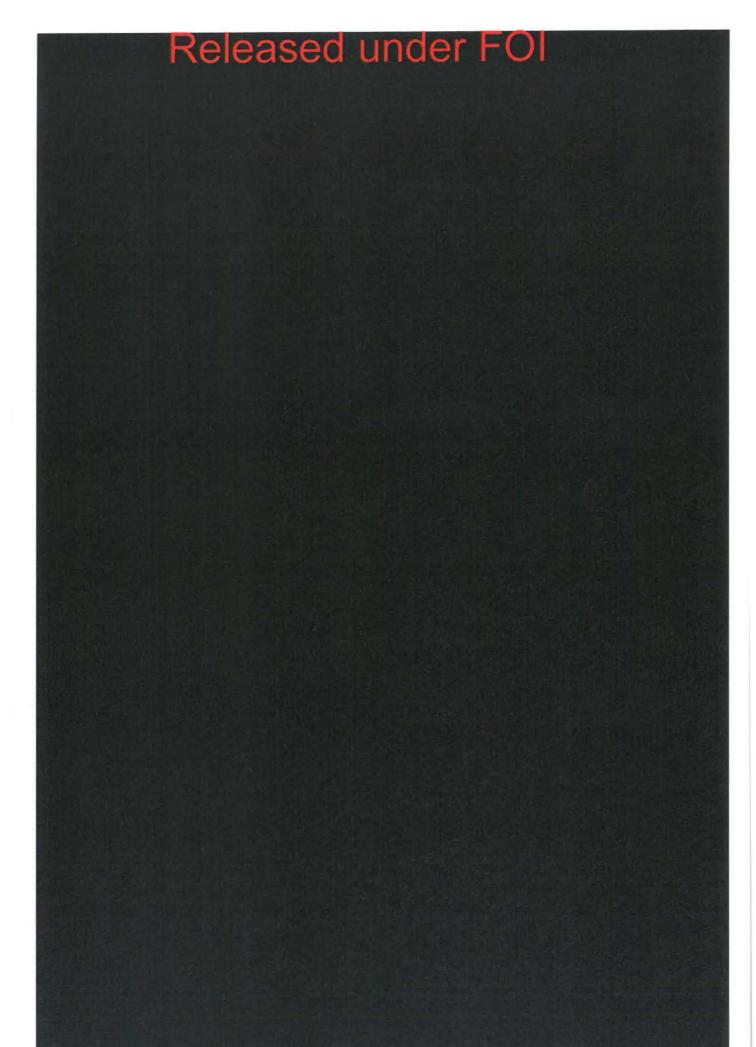




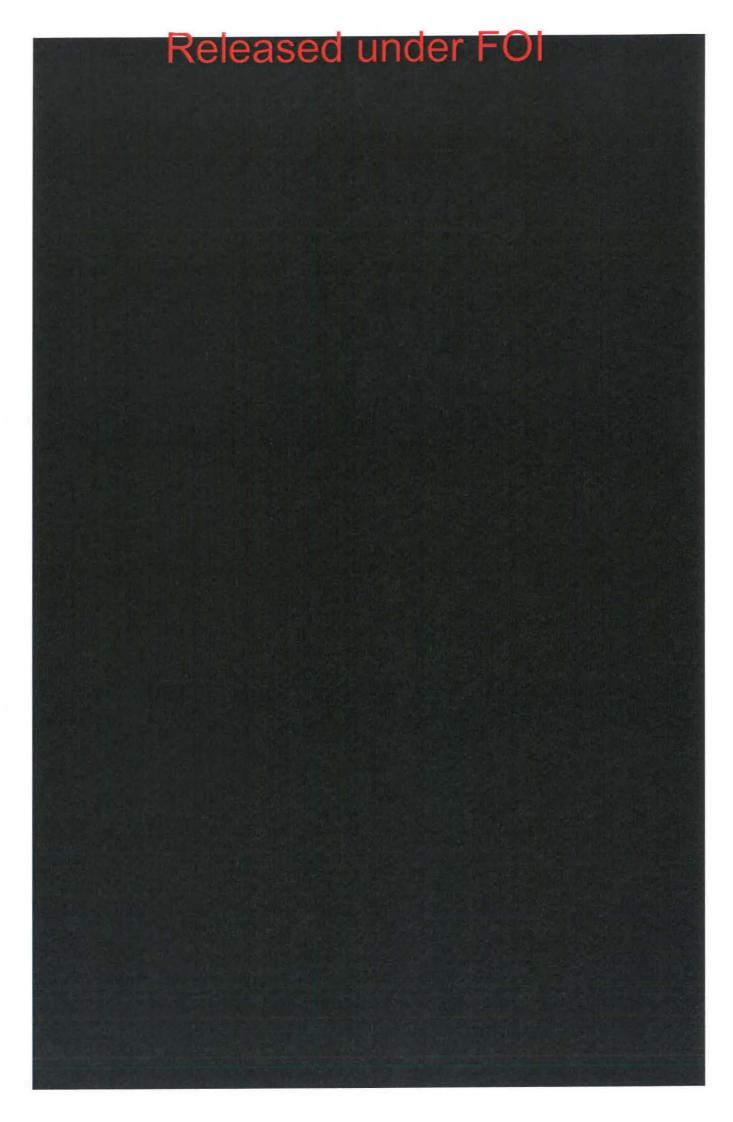


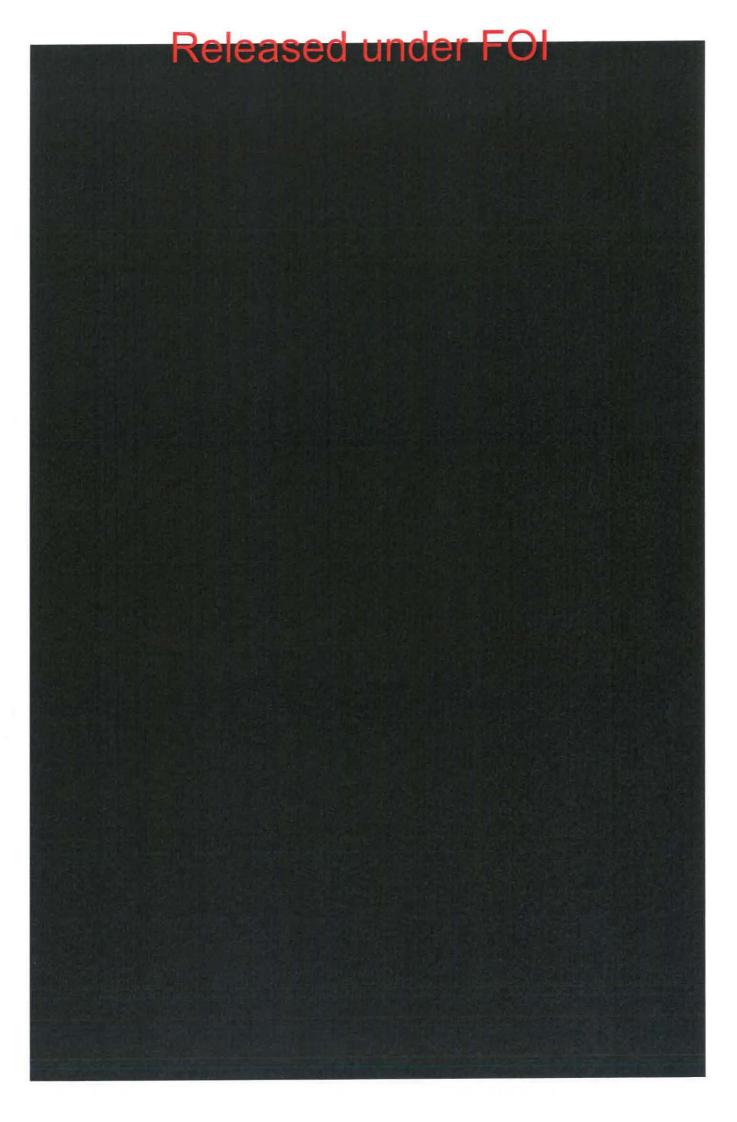












Overview of proposed complaints handling model once a breach is established

Nature of advertising breach **Regulatory Action** Action: Contact person responsible immediately. Direction to address the Extensive or targeted advertising may be directed to vulnerable groups and/or advertising that is likely to lead to harm or injury if claims made are issue immediately. Use of the most appropriate and timely regulatory tools: relied on. Non-compliant advertising that raises public health concerns or Issue a Directions Notice undermines accepted public health messages. Apply to court for an injunction Public Warning Notice Investigation for oriminal or civil action CRITICAL Enforceable Undertaking . Cancellation or suspension of the goods : Email or phone contact regulating immediate action. Use of Continued advertising breaches and/or breaches that are more serious in the most appropriate and timely regulatory tools: nature such as prohibited or restricted representations or advertising that is likely to impact the consumer's ability to safely or appropriately use the Issue an Infringement Notice goods in line with their Intended purpose. Mass advertising or the leaus a Substantiation Notice HIGH potential to influence others in the industry to the detriment of consumers. Iseue a Directions Notice Cancellation or suspension of the goods Action: Warning letter advising of the breach and Ongoing breaches where the advertiser has been made aware the regulatory tools available to address further of their obligations and has continued non-compliant non-compliance. The notice requires a response advertising. Also relates to breaches not considered serious in within 14 days. that the advertising is not likely to lead to inappropriate use of If response is not acceptable polions considered: MEDIUM the goods. Issue a Directions Notice - Issue an Infringement Notice - Education and training vocce: Compliance notice One off or isolated breech not advises of the breach. considered serious in terms of being requires compliance and misleading as to the proper contents. outlines the regulatory tools identification or use of the goods. Nonavailable to address further compliance does not involve blatant or LOW non-compliance. Contains ongoing disregard by the adverticar. information to guida compliance. - Guidance materials - Education and training