

Name and/or organisation (if applicable): Jason Brown

What do you think is currently working well?: An increase in complaints from 1800 to 2800 a year over five years is good? But not that good. Given the velocity and ferocity of complaints online via informal channels, the reference to "record" numbers of complaints fails to adequately reflect public sentiment. Nor does there appear to be any attempt to compare domestic discontent levels with those experienced overseas. This is despite a comparative legislative review with Australia and the UK for example. However, from a macro policy viewpoint it is good to see that self-regulation is finally recognized as insufficient to ensure satisfactory retail service.

What do you think could be improved and how?: Far greater prominence to complaints processes on retail sites required. Complaint links should not be buried in fine print or deep inside a site. Complaint options should also be added by law to automated phone systems.

Are there any other ways you think the TDRS could be improved for the benefit of consumers?: Much more promotional \$ spent by government and retailers, on a par with or exceeding exposure given to broadcasting, advertising and media standards.

Others comments: Promotion on Twitter is the only reason I saw this call for comments. It is to be hoped that the thousands who have complained have also been given the opportunity to give their opinions on the TDRS processes.

Confidential information: Not confidential