



Government of **Western Australia**
Department of **Commerce**
Consumer Protection

NOTICE OF REGULATORY INTENT

Advertisements

For the purposes of s.45(2) of the *Finance Brokers Control Act 1975*, s27 of the *Travel Agents Act 1985* and ss.21 and 21D of the *Motor Vehicle Dealers Act 1973*, The Commissioner for Consumer Protection has approved the following guidelines to assist licensees distinguish between what the Commissioner considers an advertisement that requires a licence number to be displayed and what the Commissioner considers is not an advertisement as such and would therefore not require a licence number to be displayed.

ADVERTISEMENTS REQUIRING LICENCE NUMBER	PROMOTIONAL ITEMS NOT REQUIRING LICENCE NUMBER
Newspaper Magazine/Journal Published flyer CDs/DVDs and other multimedia Radio Television World Wide Web Business Cards Letterhead Brochures Office signage Billboards Motor Vehicles	Pens Clothing/Hats Sporting equipment and accessories Other promotional goods