

Women consumers on the road to customer satisfaction

The Department for Women and the Department of Fair Trading have embarked on the motor vehicle project to help clarify the issues surrounding women's experiences as consumers and to develop practical strategies to improve the relationship between women consumers and the motor vehicle industry.

The NSW Government and key industry stakeholders are committed to eliminating bias against women customers.

The project is part of a national strategy with other State women's policy and consumer affairs departments to develop a nationwide perspective on the issue.

The motor vehicle industry has embraced the project and has indicated its commitment to build on positive initiatives already in place.

The project involves:

- a 'Have Your Say' Campaign – women, consumer groups and people working in the industry are invited to share their opinions about women's experiences with the motor vehicle industry, particularly in rural and regional NSW. If you would like to 'have your say', please contact the Women's Information and Referral Service FREECALL™ 1800 817 227 or Email us at have_your_say@women.nsw.gov.au

- a call centre survey – from mid-March to mid-April the Department of Fair Trading will survey women who ring in with enquiries about the motor vehicle industry.
- a workshop – will be held with representatives from government and industry, women's and consumer groups to look at the research and develop strategies to address the issues.

According to industry sources women represent just over 50 per cent of car owners and are responsible for at least 80 per cent of car buying decisions.

This innovative project will benefit industry and consumers. It is hoped that this initiative will result in a better informed and more equitable market place where women consumers and the industry are aware of their respective rights and responsibilities.

Research indicates that many women feel uncomfortable when buying a new car or having their car serviced or repaired. They report being patronised, bombarded with technical terms and overcharged. While the industry recognises the growing role of women as consumers, some women still believe they are treated differently to men.



Department for Women



DEPARTMENT OF FAIR TRADING
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Key industry groups include:

- Motor Trades Advisory Council
- Motor Trader's Association of NSW
- NRMA
- Automotive Training Board
- Motor Vehicle Repair Industry Council
- Toyota Motor Corporation Australia



For further information, contact the Department for Women's website - www.women.nsw.gov.au
or the Department of Fair Trading website - www.fairtrading.nsw.gov.au