
Australia Day award



Bill Dee, Director Liaison at the Commission, was awarded the Public Service Medal in the 1998 Australia Day honours awards. The medal is for outstanding public service in developing innovative,

self-regulatory practices for industry to strengthen the competitiveness of the Australian economy and protect consumers.

His citation is reproduced below.

Mr Dee has played a major role in promoting industry self-regulation in Australia and has committed himself to the development of cooperative relations between government and industry in order to promote fair trading objectives.

Having made a strong case within the Commission for self-regulation as a more effective alternative to enforcement actions Mr Dee has laid much of the groundwork for a change in culture.

In 1991 he helped establish the Society of Consumer Affairs Professionals in Business to provide a forum for industry, government and the consumer movement to discuss issues of joint interest.

In 1996 Mr Dee then helped establish the Association of Compliance Professionals of Australia to help businesses understand their responsibilities under fair trading legislation.

He has also provided significant assistance to the Media Council and Jobwatch to help prevent misleading job advertisements and set standards for environmental advertising.

Mr Dee has consistently pursued innovative ways of strengthening the competitiveness of the Australian economy and protecting consumers, working with industry to set up codes of conduct and consumer charters.