





# dreams

dreams





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mission

“There are some  
people who live in a  
dream world,  
and there are some  
who face reality;  
and then there are  
those who turn one  
into the other.”

Douglas Everett

ssion



## Our Mission

- To protect, serve and promote the interests of Members and the independent business people they represent.
- To protect and promote the direct selling industry, its aims and opportunities within the Australian community.
- To ensure that the marketing of products and/or the direct sales opportunity by Members is conducted with the highest level of business ethics and service to consumers.



## Statement of Purposes

- To encourage and maintain an environment where members can operate freely and independently and where direct selling is regarded with merit by the community.
- To maintain and promote the Association's Code of Practice and to ensure that members comply with that Code.
- To foster and promote ethical methods of direct selling within the community.
- To present the views of members to Federal, State and Municipal bodies and to the general public.



# history

## History

In 1967 five companies, including present Members AVON and TUPPERWARE, formed a National Association of Direct Selling Organisations to promote and protect the ideals and opportunities of what was then a fledgling industry.

In the early years the Association operated within the Victoria Chamber of Manufacturers and in 1973 a separate and autonomous Secretariat was established. The Association's headquarters were moved to Sydney in September 2003.

From those beginnings the Association has grown to seventy five Members

representing more than 620,000 independent salespeople in Australia.

In addition to our trading Members the DSAA has more than thirty Supplier Members and eleven Life Members.

Direct Selling involves the sale of goods and services by or through independent salespeople who make approximately two million visits every month to customers' homes, workplaces and other meeting places throughout Australia.

### WFDSA

The Association is a Foundation Member of the World Federation of Direct Selling Associations (WFDSA).

The WFDSA represents Direct Selling Associations from more than 60 Countries.

Worldwide sales by Members in 2005 were in excess of US\$100 Billion arranged by more than 55 million independent salespeople.

For further information use the WFDSA website [www.wfdsa.org](http://www.wfdsa.org)

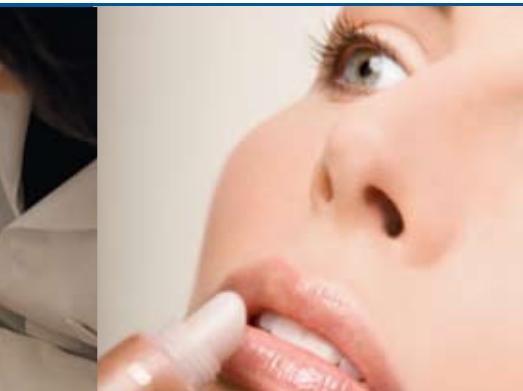
products

products



## Products & Sales

- Cosmetics, personal care and skin care
- Health foods, nutritional supplements and sports drinks
- Arts and Crafts Products
- Linen and manchester
- Jewellery, handbags and fashion accessories
- Clothing, intimate apparel and under fashions
- Home wares and soft furnishings
- Toys, books and educational materials
- Photo safe albums and supplies
- Formulated supplementary sports food
- Candles and associated items
- Wines
- Security systems
- Car care products and lubricants
- Non Perishable food and condiments
- Cookware and household electrical appliances
- Micro fibre cleaning products
- Pet care
- Kitchenware, tableware, food storage systems and cutlery
- Weight loss and weight management products
- Electrical goods and household accessories
- Greeting cards, wrapping paper and associated items



- Therapeutic massage equipment
- Home mortgage and insurance products
- Adults products
- Key Labels, Key register systems and Personal Photographic I.D card (key pass)
- Manufacturing (Dry Products), pharmaceutical, health foods, nutritional supplements, sports drinks and cosmetics
- Personal colour and image products
- CD's, DVD's training aids and inspirational/motivational/personal growth books
- Water filter and air purification systems (Personal, Domestic and Commercial)

<b>Sales at Retail – 2005</b>		
Cosmetics, skincare, Personal care	\$386,466,000	30.7%
Cleaning Products	\$57,205,000	4.5%
Jewellery	\$56,079,000	4.5%
Cookware	\$12,025,000	1.0%
Kitchenware and Other Household Products	\$176,564,000	14.0%
Clothing, Handbags and Accessories (Inc underwear & sleepwear)	\$83,978,000	6.7%
Nutritional and Therapeutic Products	\$238,516,000	19.0%
Food and Drink (including alcoholic and Non-therapeutic drinks)	\$20,940,000	1.7%
All Other products (not listed above)	\$177,638,000	14.1%
Net Items, Literature, Sales Aids, etc	\$47,405,000	3.8%
<b>TOTAL</b>	<b>\$1,256,816,000</b>	<b>100%</b>

sales

sales



## Members Benefits & Services

The DSAA provides Members with a number of services to assist them to develop the industry and to improve their own business performances.

- A regular Newsletter to keep Members informed of current issues and future events
- Opportunities to network with other Members by attendance at:
  - Annual Conference
  - Member Briefings
  - DSAA Business Schools
  - CEO Forums

- An information service providing Members with advice and assistance on request
- Use of the DSAA Logo (a registered trademark) and the positive message which it conveys to Governments and consumers

The DSAA maintains regular contact with Federal, State and Territory Governments on matters which affect the industry, and is the relevant organisation to represent the industry on matters that affect or may affect the business activities of Members.

Members have obtained considerable advantage from arrangements resulting



# benefits

## benefits

from DSAA discussions with Governments in relation to:

- Fair Trading Laws
  - Cooling Off Requirements
  - Calling hours
  - Party Plan activities
- Income tax compliance
  - ABN withholding tax
  - Alienation of personal services income
- States' payroll taxes
- States' workers compensation

### DSAA Governance & Committees

DSAA is governed by a Board of Directors comprising nine persons from Member organisations.

Directors are elected annually by the members.

In addition to the Board there are four committees that advise the Board and the Executive Director on specific issues via:

- Legal and Government Relations
- Education and Information
- Therapeutic Goods
- Annual Conference

The activities of the Board and the Committees provide opportunities for a large number of Members to participate in the formulation of policies and activities generally.



people

## Our People

As the name implies, direct selling is a system of distribution of goods and services by independent salespeople directly to consumers, face to face, in their homes or the homes of others, at their workplaces and other places away from permanent retail locations, usually through explanation or personal demonstration.

Not all direct selling organisations operate on an international basis. There are many small and medium size organisations operating successfully in Australia alone and a number have been doing so for several decades.

One of the unique features of the direct selling industry, when compared

with other channels of distribution, is the low cost of entry for independent salespeople. The low entry cost permits salespeople to commence their own businesses with relative ease and to grow rapidly in a happy, positive and rewarding environment.

There are currently in excess of 620,000 independent salespeople engaged in this industry in Australia with DSAA members. The vast majority are women (74%). A large majority operate in the industry on a part-time basis to supplement other family or personal income. They set their own goals and are able to operate their businesses to suit their lifestyles and family and other commitments.



The methods of demonstration vary from door to door calling and person to person presentations, to the party plan method where a salesperson demonstrates the product to a group of prospective customers organised by a host or hostess usually in a private home.

The history of the industry in Australia clearly indicates that the direct selling method of distribution has been embraced by the Australian people. It provides consumers with ready access to product, and independent salespeople with outstanding opportunities to supplement existing family incomes or build satisfying and

rewarding careers, as many thousands have done.

These opportunities are available to all Australians irrespective of age, sex, educational background, family circumstances, physical condition, financial circumstances or prior experience, and clearly represent the best and most accessible “work from home” opportunities available.

A great number of independent salespeople in the direct selling industry achieve their modest goals and many enjoy outstanding financial success. Apart from the opportunities provided to achieve financial goals, the industry provides an environment in which

salespeople can improve the quality of their lives in other ways, namely:

- Through participation in no-cost training and education
- By regular social contact with others in their sales groups
- By receiving rewards and recognition relative to their levels of achievement

Direct selling provides unlimited opportunities for people to find fulfilment through their personal efforts, and express their talents to find personal satisfaction and financial independence.

success



## Protecting our Customers

### Code of Practice

To maintain membership, members must strictly comply with DSAA's Code of Practice.

Internationally sponsored and locally adapted, the DSAA Code spells out what is expected of members in their dealings with consumers. A quick, easy and cost free process exists to resolve consumer complaints, including access to independent adjudication and appeal.

In applying and building on legal requirements the Code anticipates a range of consumer issues, including:

- Terms of offers made to consumers
- Sales presentations
- Advertising
- Calling hours
- Privacy
- Earnings representation
- Inventory repurchase

The Code makes clear the DSAA Members are, for the purposes of the Code, responsible for the dealings of their independent salespeople with consumers. The Code may be accessed through the DSAA website [www.dsaa.asn.au](http://www.dsaa.asn.au)



life



