

market competition. This is not to deny the importance of self-regulation, which at a minimum tends to increase the general level of compliance with misleading advertising laws.

The Committee applauds the efforts of government in encouraging industry to regulate advertising and believes these efforts should continue. Fostering self-regulation will benefit both consumers and business. If it increases compliance with the law, it may also ease the strain on the limited government resources available to prevent misleading advertising.

***Recommendations:***

- 3.1 The Committee recommends that the Director of Investigation and Research continue to encourage both industry and individual businesses to develop standards of practice and guidelines for accurate advertising.**
- 3.2 The Committee further recommends that, where appropriate, the Director of Investigation and Research refer to the relevant self-regulatory body complaints about matters within the ambit of the various advertising self-regulatory codes and not within that of the misleading advertising provisions of the *Competition Act*.**

In the Committee's view, uniformity of standards and consistency in their application should be goals throughout the advertising self-regulatory system. What is classified as misleading under one code should also be classified as misleading under another so as to avoid conflicts between the standards of various self-regulatory bodies. Industry should strive to achieve uniform content and enforcement of its self-regulatory codes, and government should assist in this task. The Marketing Practices Branch, as the enforcer of the misleading advertising provisions of the *Competition Act*, has particular expertise to contribute to the development of such codes. It could play a coordinating role in this regard, and indeed, already reviews many of the codes of advertising standards before they are put in place by industry.

***Recommendation:***

- 3.3 The Committee recommends that the Director of Investigation and Research through the Marketing Practices Branch promote uniform definitions, criteria and standards among various**