

# Media Release



Government of South Australia

Office of Consumer and  
Business Affairs

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## Beauty school owner deceived students

A beauty school owner has been found guilty of deceiving consumers in the Adelaide Magistrates Court.

Marie Beardsley, of Glenelg was convicted and fined \$6,500 for breaches of the *Fair Trading Act 1987* and ordered to pay costs of over \$10,000.

Beardsley led her students to believe that the Marie Beardsley College of Beauty Specialists provided nationally accredited training, which was not true.

In 2003 the Office of Consumer and Business Affairs (OCBA) received a written assurance from Marie Beardsley that she would not represent to consumers that her business was authorised as a Registered Training Organisation (RTO) under the Training and Skills Development Act.

Despite the assurance, OCBA received complaints from the public that Beardsley was continuing to operate her business as though it was an RTO, and also accepted payment for services she was not qualified to offer, leading OCBA to take court action.

Acting Commissioner for Consumer Affairs Anne Gale is pleased with the outcome, saying "This is the second successful prosecution in a matter of months against a beautician found to be misleading students about the qualifications on offer. This should send a clear message to others considering similar conduct."

DFEEST Chief Executive Ray Garrand said "South Australia has an excellent system in place to ensure students receive nationally accredited training from authorised registered training organisations.

"The Training and Skills Commission and the State Government are increasingly vigilant on ensuring the high quality of training in South Australia and will continue to prosecute those that flout the law".

To report concerns about a training organisation, consumers should contact the Training Advocate on 1800 006 488 or visit the office at 55 Currie Street Adelaide.

The Training Advocate will refer suspected cases of misrepresentation to OCBA for further investigation.

The Office of Consumer and Business Affairs (OCBA) can be contacted on 8204 9777, or 131 882 for regional callers, or visit [www.ocba.sa.gov.au](http://www.ocba.sa.gov.au)