

## Members



Nestlé Health Science  
[www.optifast.com.au](http://www.optifast.com.au)



Fortuity Pty Ltd (trading as Weight Watchers)  
[www.weightwatchers.com.au](http://www.weightwatchers.com.au)



## Weight Management Council Australia Ltd

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[www.weightcouncil.org](http://www.weightcouncil.org)



## Weight Management Council Australia Ltd

Information for  
Healthcare Professionals



[www.weightcouncil.org](http://www.weightcouncil.org)



## Dear Healthcare Professional

I am pleased to introduce you to the Weight Management Code of Practice (the Code).

The Code was developed by representatives of the weight management industry, consumer organisations, health and nutritional professionals and government consumer affairs departments and is reviewed on an ongoing basis.

Providers of weight management services who have been admitted to membership of the Weight Management Council Australia Ltd (WMCA) are bound by the Code.

Membership of the WMCA requires a rigorous assessment of each weight management provider's weight loss programs, products, advertising material, consumer affairs processes and staff training, as well as corporate integrity and compliance checking.

WMCA membership provides consumers with the assurance that their rights are protected and that WMCA Accredited Members have been assessed by the WMCA to meet the requirements of the Code and are reviewed on an ongoing basis.

WMCA members undertake to deal openly, honestly, and transparently with consumers and to offer appropriate and evidence-based weight management products and services. For this reason, health care professionals can recommend members' products or programs to your patients or customers the assurance that the principles and rights embodied in the Code apply to those products and services.

Full details of the Code can be found on our website [www.weightcouncil.org](http://www.weightcouncil.org)

**Gary Wittert** MBBch, MD, FRACP, FRCP  
Independent Chairperson  
Weight Management Council Australia Ltd

## Code Principles

The agreed standards set out in the Code recognise the following consumer rights:

- to be informed;
- to choose;
- to be heard;
- to redress;
- to be educated about weight management products and services;
- to be provided with safe and effective weight management products and services;
- to receive products and services that are nutritionally sound;
- to be provided with weight management options that are efficacious.

## Code Objectives

- To ensure that member advertising provides accurate information about costs and the likelihood of success of weight management products and services.
- To ensure that members providing weight management products and services deal openly, honestly and fairly with consumers and represent themselves in accordance with their training and accreditation.
- To enable consumers to make informed choices about the weight management products and services they purchase.
- To achieve standardised and recognised training and qualifications for those providing weight management products and services.

- To ensure that consumers are informed about their legal rights and the Code before they enter into a contract.
- To ensure timely and appropriate resolution of disputes within an established framework of dispute resolution mechanisms.
- To ensure that weight management products and services do not compromise health status and are supported by sound food technology and nutritional science.
- To ensure that members actively promote the Code to their clients and potential clients.

## Weight Management Council Australia Ltd

The Weight Management Council Australia Ltd is a not-for-profit organisation which was established in 1997 to administer the Weight Management Code of Practice; it also acts as the representative body for its' industry members.

The WMCA is managed by a board of directors consisting of an Independent Chairperson, representatives of Nutrition Australia, Consumers Federation of Australia and industry representatives.

