

Legal Services Commission

Personal Injury Advertising Update - 2014 E-Newsletter Issue 11

Dear Colleague

I am writing to you as you are listed on the QLS data base as a practitioner who practices in the area of personal injury law.

As you are aware the Commission has the responsibility for monitoring and enforcing the advertising restrictions that apply under the Personal Injuries Proceedings Act 2002.

From the beginning it has been very important for the Commission to ensure that those practitioners who have taken the necessary steps to make their advertising compliant are not disadvantaged by those who do not achieve compliance be it unintentionally or otherwise.

Whilst the Commission has achieved some success in respect of print media, I wish to draw your attention to certain issues which concern me in respect of some current practices in the advertising of personal injury services on the internet and other forms of social media.

Details of these issues, how the Commission considers them and how the Commission proposes to deal with future breaches of PIPA generally are set out in the [Personal Injury Advertising Update - 2014](#) located on the Commission's website under [Compliance](#).

I request that you and your firm give careful consideration to the Commission's guidelines in respect of personal injury advertising and where necessary take appropriate steps to ensure that any advertising for personal injury services is compliant.

In that way you can assist the Commission in ensuring that a level playing field is available for all.

Feel free to contact Michael Roessler of the Commission on 07 3406 7728 or michael.roessler@lsc.qld.gov.au if you have any queries.

Regards,

John Briton
Legal Services Commissioner

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