



Department of Government Services

Consumer Affairs Victoria

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Our ref: LV0484-04144

PUBLIC WARNING NOTICE



I, David Joyner, the acting Director of Consumer Affairs Victoria issue this public warning notice under section 223 of the Australian Consumer Law [Victoria] (**ACL**) and section 228 of the Australian Consumer Law and Fair Trading Act 2012 (**ACLF**TA), in respect of **GL4EVER (ACN:150 606 652)** trading as Baby Direct (**Baby Direct**).

Baby Direct is a Melbourne-based retailer selling baby products, including furniture, prams and toys, via baby-direct.com.au and physical stores.

I believe that issuing a statutory public warning notice is in the public interest given the disproportionately high level of recent contacts received by Consumer Affairs Victoria (CAV) in relation to the business, and the high level of consumer detriment evident in these contacts.

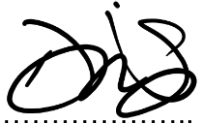
Despite previous engagements with Baby Direct, CAV continues to receive a high number of contacts from consumers which raise ongoing and serious concerns about Baby Direct's willingness to comply with its legal obligations. These contacts include allegations that Baby Direct:

- Advertise goods they are unable to supply in a reasonable time
- Do not give refunds when requested or within a reasonable time
- Provide products that do not match the description of good purchased

Given these contacts and the nature of the issues raised, I urge consumers to be cautious about entering into any agreements with Baby Direct for any goods or services.

If you have any concerns in relation to Baby Direct, please contact Consumer Affairs Victoria on 1300 55 81 81 or by emailing consumer@justice.vic.gov.au.

DATED 21/12/23

A handwritten signature in black ink, appearing to read 'DJ', written over a dotted line.

David Joyner

Acting Director, Consumer Affairs Victoria