

Initiative vital for pet care

HELP combat domestic violence at the Pets in Crisis event at the Brisbane Women's Club, Level One, 25 Mary St, City tomorrow night from 5.30-8pm.

Pets in Crisis, an initiative of RSPCA and DV Connect, provides a safe house for the pets of individuals at serious risk of domestic violence.

The program was born out of the knowledge that many women delay or do not seek refuge for themselves due to a lack of options for the care of their pets.

The event includes an autumn/winter fashion parade by Penny's Boutique, showcasing Australian and international designers including Sasha Drake, Chocolat, Verge, Moshi Moshi and more.

Cost is \$30 members and \$35 non-members, including drinks and canapes.

■ Phone 3229 3969 or visit the website www.bwc.org.au.



DOG'S LIFE: Danielle Sharpe with her jack russell Inny at the Brisbane Women's Club. CM189972

BRIEFCASE

UNI'S CENTENARY BASH

THE University of Queensland celebrates its 100th birthday on Sunday with a festive day at their St Lucia campus. Features will include music performances all-day on a stage in the Great Court, a literary program in a one-day writers festival and science events and exhibitions, tours and shows. Visit www.uq.edu.au/centenary.

PARK ENJOYS FACELIFT

A BRAND new boardwalk and play equipment has opened in New Farm Park as part of a \$100,000 upgrade. Lord Mayor Campbell Newman said Council would now turn its attention to completing the rest of the upgrade, which included additional seating, picnic tables, shade shelters, barbecues, new play equipment, new concrete paths and landscaping. These works are expected to be completed mid-year.

LEFT RIGHT LAUNCH

CLEO Bachelor of the Year and Left Right Think-Tank CEO Richard Newnham was in town this week to launch its Queensland branch. The launch of Australia's first independent and non-partisan think-tank for those up to 25 years of age was attended by Treasurer Andrew Fraser and Opposition Leader John Paul Langbroek. Visit www.leftright.org.au.

TWO IN A ROW FOR FIRM

COMMERCIAL law firm Cooper Grace Ward has been named as Best Australian Law Firm with revenue of up to \$50 million in the 2010 BRW Client Choice Awards for the second year running. The awards are the result of a Beaton Consulting survey of more than 20,000 buyers of professional services across Australia.

SERVICE TO HELP FAMILIES

THE Reunite Service, a secure online identification system aimed at reuniting family members who become separated, has been launched at Australia Zoo. An initiative of Crime Stoppers Queensland, the system ensures that a separated loved one's crucial identification information including a current photo is correct and available when needed. A uniquely numbered card and a matching numbered wristband are issued with each registration. Visit www.reuniteservice.com.au.

Contempt for rules

MORAL VALUES

WORDS: NICOLE CARRINGTON

THE dark side of consumer behaviour and our increasing propensity for "deviant" actions has been revealed by a Queensland University of Technology study.

The study, which involved more than 3700 young consumers across five continents over a 10-year span, showed more than one-third believed stealing, or pocketing extra change, was acceptable.

In addition, almost half thought it was OK to return used goods for a refund.

Dr Larry Neale, from QUT's School of Advertising, Marketing and Public Relations, said as businesses adopted new technologies and moved towards self-serve

options, knowing what customers believed was ethical or unethical was more important than ever.

"Businesses cannot rely on their customers to always do the right thing," he said.

"Arm's length and self-serve transactions provide the customer with greater opportunities for deviant behaviour.

"For example, banks now use ATMs as the dominant method of dispensing cash to their retail customers. Customers who receive less cash than they should when withdrawing from an ATM will likely contact the bank and report the discrepancy.

"Those customers who receive a cash windfall from the ATM are less likely to contact the bank and refund their windfall."

Dr Neale said as part of the study,

consumers were asked their ethical views on 14 different customer scenarios ranging from legal to illegal, with a few questionable behaviours in between.

"The results reveal consumers already know illegal activities such as filing a false insurance claim are unethical," he said.

But Dr Neale said there were mixed views of what was "acceptable" when the behaviour was against company policy but not necessarily illegal, for example returning used goods for a refund.

"Forty-three per cent of people said they think returning used goods for a refund is acceptable behaviour," he said.

Consumers who engaged in such behaviour often felt their actions were justifiable due to a contempt for big business.

A picture of health

Honda's *Autumn Health Check* will keep your Honda in tip top condition, ready for winter.

Only **\$49.95***

Price includes an extensive safety check and FREE subscription to the Honda Magazine. Now that's something to reflect on!

HONDA
The Power of Dreams

Book at your Honda dealer today or call 1800 804 954



*Includes health check labour costs only. This offer is valid until 31 May 2010.