

19 - 20 November 2001  
Melbourne Exhibition Centre

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## ACCC E-commerce Conference

About the conference...

This conference aims to clarify the legislative and 'best practice' requirements on Australian businesses that trade over the internet. The ACCC administers the Trade Practices Act, which has provisions placing requirements on businesses for the protection of consumers. In some cases consumers can be other businesses, and the ACCC provides support for them through its Small Business Program. The ACCC also provides advice and assistance to all businesses seeking to comply with the Act. There will be a presentation explaining the new Best Practice Model for on-line businesses.

Businesses are also faced with the challenge of meeting consumer expectations to remain competitive. The conference will reveal current consumer expectations and the factors that will stop them from buying.

The B2B part of the conference will allow industry, government, academics and legal practitioners to discuss developments in on-line collaboration, with a focus on their implications for competition. Conference delegates will be invited to put questions to the panels.

### PROGRAM

## Day 1

## Consumer & regulator impacts on e-business

Facilitators	Dr. David Cousins, ACCC Commissioner Mr Carl Buik Director of Consumer Protection, ACCC
8:45-9:00	Registration
9:00-9:20	Welcome: ACCC Chairman, Professor Allan Fels AO
9:20-10:00	The current state of play John Rimmer, CEO, National Office for the Information Economy (NOIE)
10:00-10:30	Access to the Internet Peter Coroneos, Internet Industry Association (IIA)
10:30-11:00	Morning Tea
11:00-12:00	<b>Consumers</b> expectations of the Internet space Victoria Marles, Coordinator, Communications Law Centre, Victoria
12:00-12:30	<b>Businesses</b> Chad Gates Director, IT & E-Commerce Australian Retailers Association
12:30-13:30	Lunch
13:30-14:00	<b>Government</b> Jan Harris, Director of Consumer Protection, The Treasury
14:00-15:00	<b>Regulators</b> panel chaired by Sitesh Bhojani, ACCC Commissioner, Jennifer Mandigo, Federal Trade Commission (USA), Keith Inman, Director of Electronic Enforcement, ASIC, Sue Maclellan, Assistant Director, Consumer and Business Affairs VIC
15:00-15:30	Afternoon tea
15:30-16:45	<b>C2B2R Putting it all together</b> Matching regulator and business responses to consumer needs panel chaired by John Martin, ACCC Commissioner, Victoria Martes, Coordinator, Communications Law Centre, Victoria, Chad Gates Director, IT & E-Commerce Australian Retailers Association, Keith Inman, Director of Electronic Enforcement, ASIC
16:45-17:00	Summary and close Dr David Cousins, ACCC Commissioner
19:00	Dinner speaker: Paul Chadwick, Privacy Commissioner, Office of the Victorian Privacy Commissioner

### PROGRAM

## Day 2

## On-line competition

9.00-9.20	Opening Address Dr David Cousins, ACCC Commissioner
9.20-10.40	<b>B2B activities, globalisation and competitive opportunities for Australian business</b> series of short presentations from the Panel followed by question/answer session.
	Chair Dr David Cousins, ACCC Commissioner
	Panelists Patrick Gallagher, Project Manager, PeCC Garry Reid, General Manager Business Development, Woolworths Dr Peter Burn, Assistant Director, Business Council of Australia
10.40-11.00	Morning tea
11.00-12.30	<b>Competitive analysis of B2B electronic marketplaces</b> roundtable discussion with leading economists
	Chair Ross Jones, ACCC Commissioner
	Panelists Prof Joshua Gans, Chair of Management (Information Economics) Melbourne Business School Prof Henry Ergas, Managing Director, NECC Prof Philip Williams, Assistant Director, Melbourne Business School
12.30-13.30	Lunch
13.30-15.00	<b>Application of the Trade Practices Act to B2B electronic marketplaces</b> panel workshop discussion
	Chair John Martin, ACCC Commissioner
	Panelists Amanda Bodger, Partner, Mallesons Stephen Jaques Gina Cass-Gottlieb, Partner, Gilbert & Tobin Mark Pearson, General Manager, Mergers, ACCC
15.00-15.30	Afternoon tea
15.30-17.00	<b>Emerging competition issues in e-commerce</b> panel workshop discussion
	Chair Rod Shogren, ACCC Commissioner
	Panelists Louise Castle, Partner, Arthur Robinson Hedderwicks Roger Featherston, Mallesons Stephen Jaques Tim Reardon, Australian Chamber of Commerce and Industry Vanessa Holliday, Director E-Commerce Issues Unit, ACCC

I would like to attend **practising.trade**

Monday 19 and Tuesday 20 November 2001 9:00am - 5:00pm

Melbourne Exhibition Centre 2 Clarendon St, Southbank VIC

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Title: \_\_\_\_\_ First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Firm / Organisation: \_\_\_\_\_

Occupation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please return this registration form  
with your payment by Tues 13 Nov to:**Kirstin Stannard  
ACCC International Unit  
PO Box 1199, DICKSON ACT 2602

or by Fax: (02) 6243 1205

Tel: (02) 6243 1170

Email: [kirstin.stannard@accc.gov.au](mailto:kirstin.stannard@accc.gov.au)**Payment**Please make cheques payable to:  
Australian Competition and Consumer Commission.

If paying by credit card please fill in your details below

Visa ☐ Mastercard ☐ Bankcard ☐

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Note: Please do not send cash.

**Registration options****Cost GST incl.**☐ Day 1 or Day 2 only **\$239**☐ Day 1 or Day 2 and dinner **\$339**☐ Day 1 and day 2  
(not attend dinner) **\$449**☐ Total conference —  
Day1, dinner\* and day 2 **\$549**

Cost includes morning tea and lunch.

\*If you have special dietary requirements, please specify:

**Program variation**

The ACCC retains the right to vary the program to deal with unforeseen circumstances. This includes cancelling and re-scheduling a program and changing the speakers or content if necessary.

**Cancellation policy**

Cancellations will be accepted up to 2 weeks before the conference. Withdrawal after this time but before the conference will incur a cancellation charge of \$100. Cancellations made after 18 November 2001 will not be eligible for a refund.

**Privacy policy**

The information provided by you on this form will only be used by the ACCC for the purposes of this conference or to notify you of future events that may be of interest. It will not be passed on to any other party.

ACCC E-commerce  
Conference

BUSINESS

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CONSUMER

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Australian  
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Commission