

April 2003

From the Small Business Commissioner

The ACCC is digesting the Dawson Committee Report on the TPA and the role of the ACCC (published on April 16, 2003), as well as the government's response which generally endorsed the recommendations.

For small business, the major positive is the acceptance of the need to short circuit and simplify notification of collective bargaining arrangements by small businesses.

The ACCC is disappointed the current s. 46 provision on misuse of market power is to be maintained. Its limitations were highlighted in the February 2003 High Court decision on Boral (see page 3 of this Briefing).

Another recent High Court decision against the ACCC was retail tenancy matter Farrington Fayre, brought under the s. 51AA unconscionable conduct provision of the TPA.

However, s. 51AA is generally only relevant to matters that occurred before July 1998. Its deficiencies were why the wider unconscionable conduct provision s. 51AC was introduced.

The ACCC has had a range of successful cases under s. 51AC and larger businesses have taken it seriously in addressing compliance to the TPA.

Other recent ACCC developments of importance to small business have been

- a new telecommunications sector guide on advertising
- the first meeting of the ACCC Franchise Consultative Panel in March
- a new format for the ACCC's Competing Fairly Forum based on a hypothetical facilitated by Geoffrey Robertson. The panel includes Allan Fels, Dick Smith, small business editor of the Australian Peter Switzer, consumer representative Chris Field, employers' rep Gary Brack and other political, small business and legal figures.

In the next Briefing I hope we can report on Allan Fels' replacement as the next ACCC chairman. Allan retires on 30 June 2003.

ACCC Hotspot—Competing Fairly Forum (CFF)

The Geoffrey Robertson hypothetical CFF will be making its way to rural and regional areas across the country in the coming months. In the forum, leading business, government, legal and consumer representatives discuss various real and hypothetical trade practices issues. Geoffrey Robertson stimulates discussion about anti-competitive conduct among businesses, such as price fixing and market sharing, and unfair conduct that affects consumers, including misleading or deceptive advertising and country of origin claims. To find out more, phone the ACCC Infocentre on 1300 302 502.

Collective bargaining workshops for dairy farmers

Dairy farmers will benefit from a series of workshops to help them understand and apply collective bargaining when negotiating conditions and prices with processors—many current supply agreements expire in June 2003.

Collective bargaining approval resulted from a decision by the Australian Competition Tribunal.

An expert team including ACCC regional outreach and small business managers will present the workshops in Queensland (Warwick, Gympie, Malanda), NSW (Casino, Nowra, Singleton, Taree), Victoria (Camperdown, Shepparton, Traralgon), South Australia (Murray Bridge, Mt Gambier), and Tasmania (Devonport) from 22 April to 7 May 2003.

For more information call the ACCC Infocentre on 1300 302 502 and ask for your state's regional outreach or small business manager.

LEGISLATIVE DEVELOPMENTS

Lower software prices

Legislation has been passed to allow parallel imports of computer software and remove the import monopoly of multinationals. It adopts the 1993 Prices Surveillance Authority recommendations which have been advocated by the ACCC.

Australian consumers and small business will benefit from lower software prices, while distributors, retailers and wholesalers will be able to choose where they buy their software.

ACCC price surveys have shown that prices advertised on Australian websites for popular business software have been consistently higher than prices on US websites. In January 2003 they were 13% higher.

MR 26/03/03

INDUSTRY CODES

Amphetamines code

The ACCC has granted interim authorisation to a code aimed at preventing common cold and cough medicines being obtained by backyard laboratories for the manufacture of amphetamines or 'Speed'.

The code is one of a raft of measures being implemented by governments, law enforcement agencies and the self medication industry to address this problem. It requires suppliers of non-prescription pseudoephedrine-containing medicines sold in Australia to monitor and report to law enforcement agencies all sales of stocks to pharmacies.

Suppliers will be required to limit pack sizes and support pharmacies in holding minimum stock weights.

The ACCC has already received submissions in support of the code from law enforcement agencies and government health departments and will consult widely with such organisations before reaching a final decision.

MR 25/02/03

Some items in *ACCC briefing* refer to media releases and their dates e.g. MR 12/02/03. These can be found on the ACCC website www.accc.gov.au. Subscribe to *ACCC briefing* by emailing small.business@accc.gov.au

For TPA information - ACCC Infocentre 1300 302 502

REPORTS

Pharmacy sector

The ACCC report on aspects of competition in the pharmacy industry has been released by the Treasurer, Mr Peter Costello. The study involved consultation with relevant stakeholders and engaging an independent expert.

In April 2002 the Treasurer requested the ACCC to review friendly society dispensaries (FSDs) and pharmacist-owned pharmacies to determine if their relative financial and corporate differences adversely affected competitors in the pharmacy industry.

Taking into account the expert advice, and based on an assessment of the mutual tax treatment of FSDs and other competition-related factors, the ACCC considered that FSDs do not have significant competitive advantages over pharmacist-owned pharmacies. The report is available on the ACCC website www.accc.gov.au.

MR 14/02/03

COUNTRY OF ORIGIN

Furnishing industry guidelines

Mr Warren Entsch, Parliamentary Secretary to the Minister for Industry, Tourism and Resources, has launched the ACCC publication *The Furnishing Industry—Country of origin guidelines to the Trade Practices Act*.

The guide will help furnishing manufacturers, wholesalers and retailers who want to make country of origin claims within the provisions of the TPA. It's an important part of the ACCC's broad industry compliance and education program relating to country of origin representations.

The guide is available on the ACCC website, or contact the ACCC Infocentre on 1300 302 502.

MR 26/12/02

CONSUMER AND SMALL BUSINESS PROTECTION

Will writing franchise

The Federal Court has fined Will Writers Guild and its sole director Mr Sidney James Murray a total of \$105 000 and ordered them to pay \$230 000 compensation after finding them guilty of misleading six small business franchisees.

In a prosecution brought by the ACCC the court found the company and Mr Murray misrepresented the risk of undertaking a will writing business by failing to reveal that it would be illegal for the franchisees to write wills for their customers.

MR 20/02/03

Misleading and deceptive—Orange juice machines

Following ACCC initiated court action, the court has found that the Michigan Group engaged in misleading and deceptive conduct about the promotion and sale of commercial orange juicing machines in QLD and NSW.

MR 06/02/03

ACCC Hotspot – Warranties and refunds

Did you know that the ACCC has a brochure on [warranties and refunds](#)? Very informative and highly sought after, it will benefit you whether you are buying or selling. The brochure is available by phoning the ACCC Infocentre on 1300 302 502 or you can download it from the Internet at www.accc.gov.au.

CONSUMER AND SMALL BUSINESS PROTECTION

Telephony packages

The ACCC has commenced legal proceedings against National Telecoms Group (NTG). The ACCC alleges that in the course of marketing telephony packages to businesses—often under the name Synergy—NTG and its agents made false and misleading representations in breach of the TPA.

MR 13/02/03

Mobile telephones—refunds

Alliance WA has given the ACCC court enforceable undertakings over its mobile phone and call plan advertising, including an undertaking to provide misled consumers with refunds.

Alliance admitted that its advertising may have misled consumers to believe that the advertised mobile phone(s) and call plan, including all calls, would cost no more than the amount shown in the advertisements as the 'Total cost \$Y. That's it!'

In fact, the 'Total cost' was the cost of the mobile phone only, and any calls made by consumers were subject to an additional per second charge.

Alliance will cancel the contracts and refund any mobile phone instalment payments made by consumers who believe they were misled by the ads, upon return of their mobile phone to Alliance.

MR 14/01/03

Directory assistance

Following ACCC action the Federal Court has found that the Yellow Pages 12451 Connect service misled consumers in its promotion and operation. The service is run by Sensis (formerly Pacific Access), a wholly-owned subsidiary of Telstra Corporation.

The ACCC alleged that the practice of promoting preference to a priority paying advertiser ahead of a non-priority advertiser—even when the non priority advertiser might be a better or closer match to the search criteria given by the consumer calling the service—was misleading.

The ACCC was concerned the service allowed priority paying advertisers who carried on businesses outside the geographic location specified by callers to be referred to consumers even when a relevant business existed in the location specified.

MR 23/12/02

Pyramid scheme declared illegal

In June 2001 the ACCC instituted court action against the Greenstar group of companies and associated directors, Kevin Robert Smith, Paul Anthony Haigh and Trevor Sampson, for promoting a scheme which involved a transaction card and earthworm farming program that formed the basis for enticing people to join an illegal pyramid and referral selling scheme.

The Federal Court has found that Greenstar Co-operative and related entities promoted an illegal pyramid and referral selling scheme known as Greenstar, and had also engaged in false and misleading conduct in relation to the scheme. The scheme was marketed outside of Australia and this case is part of the ACCC's work to address consumer protection issues on a global basis.

MR 26/03/03

Furniture store advertising

Furniture retail company Furniture Direct and its director Monty Khoury, have been found by the Federal Court to have engaged in false, misleading and deceptive conduct over a 'Store Cost Plus \$1' campaign in and around Brisbane.

The ACCC alleged that the advertised prices were calculated by adding around 60% to the prices paid by the stores, plus one dollar.

This matter sends an important message to retailers that use 'store cost' or other cost-based representations in their advertising.

MR 20/02/03

International internet sweep on travel offers

The International Consumer Protection and Enforcement Network (ICPEN) sweep has targeted websites that attempt to induce consumers through bold, attractive offers that are not so attractive once the full picture is known.

The ACCC and other Australian consumer protection authorities joining nearly 30 other countries in the internet sweep on misleading claims in travel offers in mid February.

MR 11/02/03

Internet connection

The Federal Court has declared that internet service provider Dodo Internet engaged in misleading and deceptive conduct in relation to representations concerning the cost of connection to its internet service, and acted unconscionably with consumers who complained about the representations.

The ACCC alleged Dodo represented that dial-in phone numbers would provide unlimited internet access for the cost of a local call when, in fact, some consumers incurred long distance telephone charges.

MR 11/02/03

Internet health 'cures' refunds

After ACCC action, a Victorian-based internet trader will provide refunds to consumers who bought products via its website, Transformation 2012, based on false or misleading representations.

Michael Desveaux marketed the products claiming they could 'assist in treating and/or curing' such diseases and infections as AIDS; cancer; herpes; and hepatitis.

The ACCC accepted court enforceable undertakings from Mr Desveaux to provide the refunds. The ACCC remains vigilant of traders who make unsubstantiated health claims while selling or marketing products over the internet.

MR 10/02/03

ACCC Hotspot—fair call advertising guide

Just released—A new guide to the Trade Practices Act covering some of the responsibilities of businesses that market telecommunications products to consumers.

It doesn't cover the whole Act; only those issues commonly raised about telecommunications.

See the ACCC website at www.accc.gov.au under publications, then, click on telecommunications. Or call the Infocentre on 1300 302 502 to request a copy.

Cosmetic labelling corrected

Private Formula has given the ACCC court enforceable undertakings that it will re-label cosmetic products not complying with mandatory product ingredient labelling requirements:

Following an approach by the ACCC, the company initially advised it was aware of the issue and had already taken steps to address the problem. However, the ACCC again became aware that incorrectly labelled products remained on sale at some retail outlets. Private Formula acknowledged its endeavour to have retailers amend the labelling was not as successful as anticipated.

MR 23/12/02

RESTRICTIVE TRADE PRACTICES

Misuse of market power setback

The High Court of Australia has handed down its first decision about below cost pricing and s. 46 of the TPA. By a 6–1 majority the High Court found that Boral Masonry did not breach the misuse of market power provisions of the Act as alleged by the ACCC. This decision overturned a unanimous decision of the Full Court of the Federal Court.

The High Court decision was based on a finding that Boral Masonry did not have substantial market power.

This judgment raises concerns about the ability of s. 46 to protect viable small businesses and efficient new entrants from anti-competitive targeting by larger and better resourced competitors, thereby undermining the benefits of competition.

MR 07/02/03

Alleged price-fixing—demolition and removal

The ACCC has instituted proceedings in the Federal Court against McMahon Services; SA Demolition & Salvage; DCD Enterprises (trading as D&V Services); and a number of their representatives, for alleged price-fixing of a tender for demolition and asbestos removal work.

In late 2000 the Defence Estate Office of the Commonwealth Department of Defence invited companies to tender for a project involving the removal of asbestos and the demolition of structures.

The ACCC alleges that:

- ✍ McMahon Services communicated to SA Demolition (through D&V Services), the price that SA Demolition should tender for the project;
- ✍ McMahon advised SA Demolition and D&V Services that if SA Demolition tendered at the price specified and McMahon Services was awarded the tender, it would give the companies \$50,000.

MR 06/02/03

Resale price maintenance—weight loss product

The Federal Court has found a prima facie case of resale price maintenance against Chaste Corporation and Mr Peter Foster.

Chaste manufactured and distributed the weight loss product TRIMit via a national network of area managers.

The ACCC alleged resale price maintenance, unconscionable conduct, misleading and deceptive conduct and false representations by Chaste and Mr Foster.

MR 30/01/03; 31/01/03; 03/02/03; 12/03/03

Boycotts—bulk billing

The Federal Court has declared that a Melbourne doctor, Abraham Freund, attempted to boycott the bulk-billing and after-hours services of doctors wanting to practice at a Berwick Springs medical centre.

The conduct shows the lengths to which some doctors will go to impose their will on other doctors and to shield themselves from the competitive effects of others bulk-billing and/or providing after-hours medical services.

The ACCC recognises the importance of bulk-billing to the Australian community.

MR 06/03/03

MERGERS & ACQUISITIONS**Cement merger not opposed**

The ACCC did not oppose the proposed merger between Australian Cement Holdings and Queensland Cement. The merger proposal related to the production, distribution and supply of cement, flyash and blast furnace slag.

After extensive market inquiries with customers and competitors the ACCC concluded it would be unlikely to result in a significant reduction in competition in any relevant market.

MR 19/02/03

Bread products acquisition not opposed

The ACCC has not opposed the proposed acquisition of Goodman Fielder by Burns Philip, finding it would be unlikely to result in a reduction in competition.

Burns Philip's principal activities are the manufacture and distribution of both fresh and dry yeast. Goodman Fielder produces a diverse range of retail branded food products including packaged bread and baked goods.

Consideration was given to the effect on yeast and bread markets, and views were sought from customers and competitors.

MR 05/02/03

Construction acquisition not opposed

After extensive market inquiries the ACCC did not oppose the proposed acquisition of Transfield Construction and Walter Construction by the John Holland Group.

The ACCC considered the impact on a number of national construction markets in which John Holland, Transfield and Walter have overlapping operations. The acquisitions did not cross the ACCC's concentration thresholds in relation to any of these markets.

For the purpose of this analysis the ACCC considered not only the market share of John Holland, but also the aggregate market share of the Leighton Group.

MR23/12/02

BPay scheme investigation concluded

The ACCC has finished its investigation into the bill payment scheme and does not intend to pursue the matter further. The ACCC concluded that the current BPay arrangements do not breach the Act because they do not have the effect of controlling or maintaining the fees charged by banks to billers for BPay services.

MR 21/02/03

Greenhouse gas, ozone recovery program

The ACCC proposes authorising the extension of a refrigerant gas recovery program to cover synthetic greenhouse gases (HFC & PFC refrigerants).

A Refrigerant Reclaim Australia (RRA) scheme to recover and destroy used ozone-depleting gases is already authorised. The new authorisation would allow RRA to broaden the scheme to include synthetic greenhouse gases.

MR 27/02/03

WA concrete cartage arrangements

The ACCC will allow CSR and its WA independent concrete carriers to agree to a concrete cartage job allocation system. The ACCC found the public benefits gained from the allocation system are likely to outweigh the anti-competitive detriment. The arrangement was authorised for five years.

MR 05/02/03

Iron ore mining joint venture

The ACCC has approved a joint venture managed by BHP Billiton to develop an iron ore field in Pilbara. The ACCC believes that significant public benefits are likely to result—in particular, increased exports, development of this area of the Australian mining industry; and a boost to the economy of the Pilbara region.

MR 28/01/03 & MR 06/03/03

Chicken growers collective negotiations

The ACCC has granted authorisation to Inghams to continue to conduct collective contract negotiations with its chicken growers in South Australia over contract terms and conditions in accordance with a code of practice and minimum contract guidelines.

The ACCC previously granted a similar authorisation to Inghams in SA but that authorisation had expired.

MR 24/01/03

Employment services industry code of ethical conduct

The ACCC proposes granting authorisation to the Recruitment & Consulting Services Association (RCSA) for its Code of Ethical Conduct (CEC) and *Guidelines for divisions: disciplinary and dispute resolution procedure*.

The CEC outlines a number of professional standards to which members agree to adhere. The guidelines establish the RCSA's disciplinary and dispute resolution procedures which provide for the imposition of fines, suspension of membership etc. in the event of a breach of the CEC.

The ACCC believes that the provisions within the CEC and the guidelines will help ensure that businesses operating within the employment services industry act ethically and professionally. It is satisfied that the standards set out in the CEC are unlikely to restrict competition in the industry.

MR 14/03/03

National electricity code

The ACCC has authorised changes intended to increase the flexibility of the technical standards contained in the national electricity code.

The new arrangements give electricity generators and large customers a greater ability to negotiate the technical requirements they will have to satisfy to gain access to the electricity grid.

The ACCC expects the new standards will enhance the efficiency of the market and result in cost savings to industry players, which should flow through to customers.

MR 03/03/03

Improving electricity regulation

The ACCC has issued a discussion paper reviewing the regulatory test for network investments in the national electricity market. The paper summarises the main concerns raised in response to a 2002 ACCC issues paper and puts forward options for refining the regulatory test.

MR 19/02/03

Murraylink change of status—issues paper

The ACCC has released an issues paper on Murraylink Transmission Company's (MTC) application to convert the status of the Murraylink electricity interconnector from an unregulated market network service to a regulated network service.

The paper gives guidance to interested parties on how the ACCC will assess MTC's application, given the absence of criteria in the code. Key issues include the opening asset value for the determination of transmission revenues.

The papers indicative timetable for the ACCC's assessment process is available on the ACCC's website (click on Electricity).

MR 07/02/03

Digital pay TV exemption applications

The ACCC has issued a discussion paper on applications lodged by Telstra and Foxtel to be exempt from access regulation of digital pay TV services, should Telstra and Foxtel digitise their pay TV networks.

The ACCC will assess the exemption applications in an open public process. All available information will be taken into account, including relevant material provided in the assessment of Telstra's and Foxtel's previous undertakings.

Copies of the undertakings and the discussion paper are available on the ACCC website by clicking on Telecommunications.

MR 24/01/03

Price cap reports—airports

The ACCC has issued its annual regulatory reports for Sydney, Melbourne, Brisbane and Perth airports.

The reports show that over the past five years regulated charges fell by around 20% in real terms at the price-capped airports and the quality of service has generally been good. This suggests that service quality has not been sacrificed to reduce costs under the price cap.

It should be noted that the airports are now subject only to prices monitoring. Since 1 July 2002, airports have been free to set charges as they see fit.

MR 22/01/03

Bundling telecommunications services—consultation

The ACCC has issued a draft information paper on the bundling of services in the telecommunications industry, seeking comments from industry.

Bundling provides many benefits to consumers but also risks creating a climate for anti-competitive conduct by suppliers of services.

The draft paper outlines the ACCC's proposed approach to examining bundling of services to determine the effect on competition.

MR13/01/03

Record keeping rule for bundling

A record keeping rule (RKR) which directs Telstra to record information and provide the ACCC with quarterly reports in relation to Telstra's 'bundled' service products has been issued by the ACCC.

The data will assist the ACCC with its continuing assessment of the possible anti-competitive effects of bundling, particularly relating to the choice consumers have for home services.

With Telstra now wrapping pay TV, local and long distance telephony, mobile and internet services into one discounted package, (compared to the cost of acquiring individual services) competitors' complaints have increased.

The ACCC recognises that bundling of telecommunication services can lead to increased efficiencies and provide many consumer benefits, such as lower prices and single bills. However, there is also the risk that bundling may have anti-competitive effects.

MR 21/03/03

Access undertakings—telecommunications

The ACCC has issued a discussion paper calling for comments, after making public Telstra's submission supporting its access undertakings for various telecommunications services.

The undertakings relate to PSTN (interconnect) services; local carriage services; and unconditioned local loop services. These are services used by Telstra's competitors to access the Telstra fixed network and compete with Telstra for local; long-distance; international; fixed-to-mobile; and certain broadband services.

Telstra's submission has been issued at this stage to provide interested parties with further information about the undertakings. A copy of the discussion paper and Telstra's supporting submission will be available on the ACCC website.

MR 17/01/03; 14/03/03

Public disclosure of telecommunications information

Following the release of a draft report in August 2002, the ACCC has issued a report outlining its views on the further public release of telecommunications information.

The report outlines the ACCC's proposal to require the regular release of basic 'market indicator' information. This information includes the revenue, usage, market share, and market growth information for a range of retail and wholesale telecommunications services.

A final decision on whether to release this information will occur after a statutory consultation process with telecommunications carriers.

MR 24/01/03

Telecommunications—access deficit contribution

A discussion paper looking at the merits of Telstra's changed charges to its competitors for access to its fixed network has been issued by the ACCC. The paper looks at both the need for and access deficit contribution and at the way the access deficit is defined and allocated to competitors.

MR 06/02/03

Broadband—latest figures

More Australians are taking up broadband services but at a slowing rate, according to the ACCC's latest *Snapshot of broadband deployment*. The report shows that at the end of December 2002 there were 363 500 broadband services connected across Australia; an increase of 51 300 since September 2002.

In terms of specific technologies the biggest impact has been in the take-up of ADSL services. In the April–June quarter, growth in ADSL take-up was 51.4%, but this declined to 24.1% in the July–September quarter and 16% in the October–December quarter.

The ACCC will continue to work on promoting competition in broadband markets. ACCC broadband snapshot reports will be available on the ACCC website at www.accc.gov.au/telco/fs-telecom.htm—click on the telecommunications statistics.

MR 20/03/03

Internet interconnection services—public inquiry

The ACCC will hold a public inquiry into whether an internet interconnection service should be regulated under Part XIC of the TPA. Internet interconnection allows customers connected to one network to send and receive emails and access websites connected to another network.

While consumers can already send emails to almost anyone they desire and visit websites located in destinations all over the world, the ACCC is concerned to ensure that there is real competitiveness in arrangements between domestic ISPs that allow consumers to do this.

MR 21/02/03

Gasnet revised access arrangement

Gasnet has appealed to the Australian Competition Tribunal over ACCC revisions of its access arrangement proposals in relation to the Victorian natural gas transmission system.

If Gasnet's proposals had been accepted its revenue would have been higher than that indicated by gas code principles and this would have been at consumers' expense.


In its final approval the ACCC concluded that GasNet's amended revised access arrangement did not comply with the gas code. The ACCC therefore drafted and approved its own revised access arrangement while seeking to maintain as much of GasNet's proposals as possible.

The final approval and revised access arrangement is available on the ACCC website.

MR 17/01/03

Contact the ACCC

 **Infocentre** : 1300 302 502

 **Website** : www.accc.gov.au

A national overview

The ACCC regional network of supporters has been developed to assist in providing information to people in rural and regional communities. The network is Australia-wide and consists of approximately 450 organisations in regional communities. They include rural transaction centres, area consultative committees, business enterprise centres, local governments and chambers of commerce.

As well as providing trade practices information, each supporter is a contact point for referral to other relevant information. Some supporters in larger centres also play an active role in coordinating opportunities for the ACCC to talk directly to local traders and consumers.

VIC

Victorian regional outreach has been focusing on how the ACCC can help people suffering under the drought. At this time they can be vulnerable to operators of scams; unscrupulous sellers of goods or services; and other forms of unconscionable conduct. To find out more contact the ACCC Infocentre on 1300 302 502 or, visit the government business network marquee at the Swan Hill–Murray Downs field days in May 2003.

QLD

The Qld office delivered live viewings of the Competing Fairly Forum Video *Future directions*, and also addressed a number of chambers of commerce and rotary clubs on the roles and functions of the ACCC. The ACCC InfoLink was emailed to some supporters and business groups to keep them informed about ACCC current activities.

NSW

The ACCC will again have a presence at the annual franchising business opportunities expo in Sydney. Its stand will offer opportunities for franchisees and franchisors to obtain information regarding rights and obligations under the Trade Practices Act and the Franchising Code of Conduct. ACCC representatives will also conduct seminars at the expo on the role of the ACCC in the franchising industry.

SA

To reach a wider regional audience Bob Weymouth, SA regional director, and Greg Trengove, regional outreach manager now have a regular fortnightly radio spot on ABC *State-wide* with Fiona Sewell. Every second Wednesday at 3 pm regional listeners can tune into *State-wide* and hear Bob or Greg talk about a range of topical issues and pose questions via talkback.

WA

Wagin Woolorama, the most important sheep and wool show in Western Australia, was the venue for an ACCC information booth as part of its regional outreach program. Over 26 000 visitors had the opportunity to get an ACCC show bag, the contents of which proved popular with businesses and consumers, and a hit with agricultural college students.