



AUSTRALIAN COMPETITION
& CONSUMER COMMISSION

2020 ACCC Compliance and Enforcement Priorities

2020 Priorities



Competition and consumer issues in the **funeral services sector**.



Competition and consumer issues relating to **digital platforms**.



Competition and consumer issues arising from the pricing and selling of **essential services**, with a focus on **energy and telecommunications**.



Misleading conduct in relation to the sale and promotion of **food products**, including **health and nutritional claims, credence claims and country of origin**.



Conduct affecting **competition in the commercial construction** sector, with a focus on large public and private projects and conduct impacting small business.



Ensuring that small businesses receive the protections of the competition and consumer laws, with a focus on the **Franchising Code of Conduct**.



Ensuring compliance with the **Dairy Code of Conduct**.



Empowering consumers and improving industry compliance with consumer guarantees, with a focus on high value goods such as **motor vehicles** and **electrical and whitegoods**.



Pursuing regulatory options to prevent injuries and deaths to children caused by **button batteries**.



Finalising the compulsory recall of vehicles with **Takata airbags**.

Enduring priorities

There are some forms of conduct so detrimental to consumer welfare and the competitive process that the ACCC will always regard them as a priority.

Cartel conduct



The ACCC will always prioritise cartel conduct causing detriment in Australia.

When dealing with international cartels, the ACCC will focus on pursuing cartels that have a connection to, or cause detriment in Australia; that is, cartels that involve Australians, Australian businesses or entities carrying on business in Australia.



Anti-competitive conduct

The ACCC will always prioritise anti-competitive agreements and practices, and the misuse of market power.



Product safety

The ACCC will always prioritise product safety issues which have the potential to cause serious harm to consumers.



Vulnerable and disadvantaged consumers

The ACCC recognises that vulnerable and disadvantaged consumers can be disproportionately impacted by conduct in breach of the Act. The ACCC therefore prioritises conduct that impacts these consumers.



Conduct impacting Indigenous Australians

The ACCC acknowledges that certain conduct in breach of the Act has the potential to specifically impact on the welfare of Indigenous Australians. The ACCC also recognises that Indigenous consumers living in remote areas face particular challenges in relation to asserting their consumer rights. The ACCC will always prioritise its work in these areas while these challenges remain.

Priority factors

When deciding whether to pursue a matter, the ACCC will prioritise those which fall within our current priority areas. The ACCC will give particular consideration to those matters which also have the following factors:

- conduct that is of significant public interest or concern
- conduct that results in substantial consumer or small business detriment
- national conduct by large traders, recognising the potential for greater consumer detriment and the likelihood that conduct of large traders can influence other market participants
- conduct involving a significant new or emerging market issue or where our action is likely to have an educative or deterrent effect
- where our action will assist to clarify aspects of the law, especially newer provisions of the Act.

The ACCC will also retain capacity to pursue other matters that display the above factors, and will continue important residual work in areas previously identified as priority areas.