



# 2024–25 Compliance and Enforcement Priorities

## Priorities

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Consumer, product safety, fair trading and competition concerns in relation to **environmental claims and sustainability**.

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Competition, consumer, fair trading and pricing concerns in the **supermarket sector**, with a focus on **food and groceries**.

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Promoting competition in **essential services** with a focus on **telecommunications, electricity, gas and financial services**.

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Misleading pricing and claims in relation to **essential services**, with a particular focus on **energy and telecommunications**.

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Competition and consumer issues in the **aviation sector**.

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Consumer and fair trading issues in the **digital economy**, with a focus on misleading or deceptive advertising within influencer marketing, online reviews, in-app purchases and price comparison websites.

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Improving compliance by **NDIS providers** with their obligations under Australian Consumer Law.

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**Unfair contract terms** in consumer and small business contracts.

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Improving industry compliance with **consumer guarantees**, with a focus on consumer electronics, and also targeting misconduct by retailers in connection with delivery timeframes.

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**Consumer product safety** issues for **young children**, with a focus on the safety of nursery products including furniture, infant self-feeding and infant sleep products.

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## Enduring priorities

There are some forms of conduct so detrimental to consumer welfare and the competitive process that the ACCC will regard them as long-term priorities.



### 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.



### Consumers experiencing vulnerability or disadvantage

The ACCC recognises that consumers experiencing vulnerability or disadvantage can be disproportionately impacted by conduct in breach of the Act. The ACCC therefore prioritises conduct that impacts these consumers.



### Conduct impacting First Nations Australians

The ACCC acknowledges that certain conduct in breach of the Act has the potential to specifically impact on the welfare of First Nations Australians. The ACCC also recognises that First Nations 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.



### Small business

The ACCC is committed to ensuring that the protections of competition and consumer laws and small business industry codes of conduct apply to small businesses and the agriculture sector.



### Scams

The ACCC will continue to support the National Anti-Scam Centre in its mission to detect and disrupt the harm caused by scams.

## 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
- conduct that has a significant impact on the cost of living
- 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 or practices that disproportionately targets consumers experiencing vulnerability or disadvantage
- 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 help to clarify aspects of the law, especially newer provisions of the Act.

While the ACCC will prioritise current priority areas, we 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.