



2026–27 Compliance and Enforcement Priorities

Australia's competition, consumer and fair trading, and product safety laws are fundamental for a productive and efficient economy delivering competitive goods and services, and ensuring our markets are safe and trusted for consumers and business.

We strengthen trust in markets by improving business compliance with the laws we enforce. We disrupt and deter bad actors who threaten the safety, livelihood and welfare of consumers. To champion stronger competition in our economy, we support consumers and small business by promoting innovation and productivity, preventing unfair business practices and fostering competitive markets.

Our priority setting enables us to focus on where we can have the greatest impact on markets, with due regard for the economic, social and political context.

Our Enduring Priorities are core to meeting our responsibility as a competition and consumer protection agency. They represent the most serious potential harm to competitive processes and consumer welfare and so, must always be priorities. Our Enduring Priorities also underpin our annual Compliance and Enforcement Priorities and help us decide what action to take.

Our annual Compliance and Enforcement Priorities set our focus for the year. They provide a clear public statement of what we believe is important. They are a pro-active opportunity to drive business compliance and to support competitive and fair trading behaviour in markets.

Our decision on what sectors of the economy or type of conduct to focus on is informed by our engagement with business and consumers. We use surveys, complaints, intelligence, market inquiries and monitoring activities to identify where competition and trust are under pressure.

Key concerns raised by stakeholders in consultation for our 2026–27 Compliance and Enforcement Priorities include:

- high and increasing costs of goods and services and a lack of competition in important markets
- persistent unfair business practices increasing consumer distrust in digital markets, including through manipulative and false practices and the availability of unsafe consumer goods for consumers
- concerns from both small and large businesses about restrictions that impact their business imposed by other parties.

Our approach to compliance and enforcement, including factors that may impact our decision to take enforcement cases, is published in our [Compliance and Enforcement Policy](#).

The ACCC will continue to push for high penalties when there is deliberate conduct that is causing significant harm to consumers and small business. We will also be focusing on accountability of senior executives, particularly where there appears to be a poor compliance culture within the business.

The Government has announced significant reforms in relation to key competition and consumer issues. In light of these reforms the ACCC will significantly step up our education and compliance initiatives and collaboration with state and territory consumer protection agencies in these areas to ensure the new laws are effectively implemented.

Enduring Priorities

There are some forms of conduct so detrimental to consumer welfare and the competitive process that the ACCC has dedicated teams to focus on them and will be regarded 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 conduct that prevents, hinders or damages competition. This includes collusive practices among competitors, anti-competitive agreements and practices, and exclusionary behaviour by businesses with market power that restricts how other businesses can compete.



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 and Agriculture

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, including the agriculture sector.



Scams

The ACCC will enforce the Scams Protection Framework and continue to detect and disrupt the harm caused by scams.

2026–27 Annual Priorities



Competition issues in the **supermarket** and **retail sectors**, focusing on firms with **market power** and conduct that **impacts small business**.



Consumer and fair trading concerns in the **supermarket** and **retail sectors**, with a focus on **misleading pricing practices**.



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



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



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



Manipulative and false practices and unsafe consumer goods in **digital markets**.



Promoting competition in **digital markets**.



Consumer and fair trading concerns in relation to **environmental claims** and sustainability, with a focus on **greenwashing**.



Unfair contract terms in consumer and small business contracts, with a focus on harmful cancellation terms, including those associated with automatic renewals, early termination fee clauses and non-cancellation clauses.



Improving industry compliance with **consumer guarantees**, with a focus on **motor vehicles**.



Consumer product safety issues for **young children**, with a focus on compliance with button battery, infant sleep and toppling furniture mandatory standards