



# Industry News

**2010: Year for Industry Reform**

## Million Dollar Penalties for Unconscionable Conduct: New Australian Consumer Law!

Major reform of the Trade Practices Act has seen the introduction of tough new laws to protect consumers. The Australian Consumer Law provides for:

- **Fines of up to \$1.1 million**
- **Unconscionable conduct**
- **Making false or misleading representations**
- **Upfront fair terms and conditions**
- **ACCC - name and shame provisions**
- **National system of product safety.**

“Dodgy operators and shonks who flout the law will face the same tough sanctions wherever they go in Australia,” The Hon Emerson MP, Minister for Innovation said.

The States and Territories will each adopt the ACL as their own law. It will be implemented by the end of this year.

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