GREENWASHING, DIGITAL ADVERTISING AND PLATFORM ISSUES, FINANCIAL SERVICES AND CONSUMER GUARANTEES: WHAT THE ACCC'S 2022/23 PRIORITIES MEAN FOR YOUR BUSINESS

Date: 8 March 2022

Australia Antitrust, Competition & Trade Regulation Alert

By: Ayman Guirguis, James Gray

The Australian Competition and Consumer Commission (ACCC) has just published its compliance and enforcement priorities for FY 2022/23. For the first time, the ACCC has aligned its annual priorities to the financial year. It promises to be a significant year with the ACCC's leadership changing, with the baton soon to be passed from the outgoing Chair, Rod Sims (who has been at the ACCC's helm for over a decade), to the incoming and first female Chair, Gina Cass-Gottlieb, in late March 2022.

To help businesses digest the implication of the ACCC's priorities quickly and efficiently in this unique paradigm, we have prepared a one page summary that highlights the ACCC's most pressing consumer and competition law priorities and key 'to do's' for businesses (click here). The ACCC also continues to focus on enduring issues including cartel enforcement.

The primary priorities of the ACCC are:

CONSUMER LAW

Environmental claims and sustainability (which top the ACCC's focus), manipulative/deceptive digital advertising and compliance with consumer guarantees.

COMPETITION LAW

Anti-competitive conduct in the financial services sector, enforcement issues relating to digital platforms and supply chain related issues are at the forefront of the ACCC's mind.

Please feel free to reach out to any member of the K&L Gates Competition and Consumer Law team should you have any queries or comments.

©2005-2026 K&L Gates LLP. All Rights Reserved.

KEY CONTACTS



AYMAN GUIRGUIS
PARTNER

SYDNEY
+61.2.9513.2308
AYMAN.GUIRGUIS@KLGATES.COM



JAMES GRAY
SENIOR ASSOCIATE

SYDNEY
+61.2.9513.2428
JAMES.GRAY@KLGATES.COM

This publication/newsletter is for informational purposes and does not contain or convey legal advice. The information herein should not be used or relied upon in regard to any particular facts or circumstances without first consulting a lawyer. Any views expressed herein are those of the author(s) and not necessarily those of the law firm's clients.

©2005-2026 K&L Gates LLP. All Rights Reserved.