



New ACCC Education and Engagement team focuses on new laws

Australian consumers and businesses can help create a fair marketplace by exercising their rights and complying with the new Australian Consumer Law (ACL).

That may sound daunting, but the ACCC's new Education and Engagement section (formerly Small Business and Outreach) is here to help.

The team provides education to business and consumer audiences by talking regularly to relevant stakeholders and organising articles, website content, presentations or an ACCC presence at events across the country.

Our stakeholders include state and territory offices of fair trading and small business, Business Enterprise Centres (BECs), industry associations, chambers of commerce and local council business development offices.

ACCC Education and Engagement Managers (formerly known as Regional Outreach Managers) are currently

focused on educating small businesses about the key aspects of the ACL and how they can build compliance into their business operations.

The ACL came into force on 1 January 2011, replacing former state and territory consumer protection laws.

It provides a modern, flexible and responsive national regulatory system that protects consumers, eases burdens for business, increases efficiency and simplifies trading across local borders.

The law is enforced collectively by the ACCC and state and territory offices of fair trading and small claims tribunals.

To get in touch with your local Education and Engagement Manager contact the ACCC Small Business Helpline on 1300 302 021.