

# ACCC 2026/27 enforcement priorities

## Cost of living

- The ACCC will continue to take action against conduct which places vulnerable consumers at risk of harm, particularly where there are barriers to consumers asserting their rights.
- The ACCC remains vigilant regarding conduct, including in the agricultural sector, which undermines fair dealing for small businesses.
- The ACCC is prioritising competition enforcement against cartel conduct, which remains as an enduring priority.
- The ACCC will continue to scrutinise pricing claims in the retail and supermarket sectors.

### WHAT HAPPENED IN 2025/26?

- The ACCC commenced proceedings against four fresh vegetable suppliers to ALDI for alleged cartel conduct involving price-fixing.
- A private health insurer was ordered by the Federal Court to pay \$35 million for unconscionable conduct and misleading representations about members' health insurance entitlements.
- A telecoms provider admitted to engaging in unconscionable conduct when providing mobile phone contracts to vulnerable and disadvantaged consumers, paying \$100 million in penalties.
- The ACCC published a report on the NDIS aiming to educate businesses on the Australian Consumer Law, and to help participants learn their consumer rights.

## Focusing on the digital economy

- Digital markets are a key area of focus for the ACCC.
- The ACCC is prioritising manipulative and false practices and unsafe consumer goods in digital markets, such as subscription traps and dark patterns designed to influence consumer behaviour.
- The ACCC continues to advocate for a new digital platforms regulatory regime and ongoing enforcement of consumer data rights.
- The ACCC will carry out its implementation of the Scams Prevention Framework across digital markets.

### WHAT HAPPENED IN 2025/26?

- An online travel booking platform was ordered by the Federal Court to pay \$9 million in penalties for misleading statements about airfare prices and bookings.
- The ACCC commenced proceedings against a major software provider, alleging 2.7 million Australian customers were misled about subscription options and price increases after the integration of its AI assistant program.

## Improving trust among consumers

- The ACCC will act to improve trust among consumers by focussing on:
- Unfair Contract Terms in consumer and small business contracts, such as harmful cancellation terms (ie automatic renewals, early termination fee clauses and non-cancellation clauses);
  - enhancing industry compliance with consumer guarantees by working collaboratively with industry to improve consumer access to remedies, in particular for motor vehicles; and
  - consumer product safety issues relating to young children, specifically compliance with button batteries and toppling furniture mandatory standards.

### WHAT HAPPENED IN 2025/26?

- There are a number of proposed law reforms to unfair trading practices regulation, including targeting drip pricing and subscriptions.
- A fashion retailer was ordered to pay penalties of \$14 million by the Federal Court for selling non-compliant button battery products.
- A children's entertainment group admitted its headband product likely breached the Australian Consumer Law as it did not carry mandatory safety warnings for products containing button batteries.

## Competition driving productivity

- The ACCC will continue to place particular emphasis on anti-competitive agreements and misuses of market power. The ACCC has committed to improving productivity across the economy by uplifting competition, aiming to:
- ensure the viability of new competitors by reducing barriers to entry created by anti-competitive exclusive dealing;
  - have effective, 'right-sized' regulation and the right tools to bring transparency to market dynamics for consumers; and
  - address competition issues in key sectors such as aviation, and essential services like energy and telecommunications.

### WHAT HAPPENED IN 2025/26?

- The ACCC's misuse of market power case against Mastercard will go to trial in March 2026.
- The Federal Court imposed penalties of \$55 million on Google for engaging in anti-competitive conduct in relation to the pre-installation of search functions on Android mobile phones sold by telecom providers.
- The ACCC accepted a court enforceable undertaking from a credit bureau preventing them from entering into any new arrangements which restrict its competitors accessing electronic payroll and superannuation data.

## Environment and sustainability

- The ACCC will continue to scrutinise companies' environmental claims, as Australia transitions to net zero.
- The ACCC maintains its focus on strengthening enforcement and education around misleading sustainability representations.

### WHAT HAPPENED IN 2025/26?

- A national cleaning brand was ordered by the Federal Court to pay \$8.25 million for making false or misleading representations that its products were partly made of recycled 'ocean plastics.'
- The ACCC brought proceedings against a sunscreen manufacturer in the Federal Court for making allegedly misleading claims that its products are 'reef friendly.'
- The ACCC brought proceedings against an energy supplier, alleging that advertisements it ran in 2022 and 2023 made misleading representations that its gas network will be renewable within a generation.

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