

# PRIME

Proactive Regulation of Industry  
and Marketplace Entities  
**PRIORITIES 2022–23**



# Compliance priorities 2022–23

## 2022 National priorities



### BUTTON BATTERIES

Marketplace inspections, including engaging with manufacturers and retailers of **button batteries** and products containing button batteries to ensure **safety** in the supply of **consumer goods** and **services**.



### VULNERABLE

Identifying industries and traders who may be targeting **vulnerable and disadvantaged** consumers and undertaking targeted compliance activities.

## 2022–23 Queensland priorities



### ACL

Conducting compliance audit and inspections with a focus on improving industry compliance with online advertisements concentrating on **was/now pricing, bait advertising** and **misrepresentations across various sectors**.

Identifying and addressing consumer issues in relation to **removalists** with a focus on misrepresentation in the removalist industry.



### MOTOR DEALERS

Improving and enforcing **motor dealer industry** compliance with the *Motor Dealer and Chattel Auctioneers Act 2014*, *Agents Financial Administration Act 2014*, and Regulations. Includes targeted activities focusing on **unlicensed motor dealers, wreckers, and motor vehicle auction houses**.



### REAL ESTATE

Improving and enforcing **real estate industry** compliance with the *Property Occupations Act 2014*, *Agents Financial Administration Act 2014*, and Regulations, including attending **real estate auctions** to ensure auctioneers and real estate agents are complying with the Act.



### CHARITIES

Ensuring **charity** compliance with the *Collections Act 1966*.



### NEW LICENSEES

Improving compliance across **regulated industries** by educating newly licensed traders about their obligations and providing targeted educational advice to **new licensees**.



### SECURITY PROVIDERS

Conducting compliance inspections of security providers to ensure all licensing requirements are being met in accordance with the **security provider industry**.

### EVENTS

Conducting compliance checks across targeted regional events and shows to ensure compliance of **security providers** and **resident letting agents**.

## Queensland priorities continued



### TATTOOIST

Improving and enforcing compliance in the tattoo industry ensuring **appropriate licensing** requirements are being met.



### SECOND-HAND DEALERS

Conducting targeted compliance checks on **second-hand dealers** to ensure their licensing requirements and compliance obligations are being met.



### FUNERALS

Identifying and addressing consumer issues in the **funeral services industry** with a focus on **funeral price transparency** and **unfair contract provisions**.



### PRODUCT SAFETY

Promote and ensure **safety** in the supply of **consumer goods and services**. Further targeted product safety priorities will focus on:

- **Online retailers**
- **Market traders**
- **Importers**
- **Show bag contents and show-related products**
- **Toys and other household items sold by retailers in the lead up to Christmas.**

## Emerging priorities

OFT will also respond to emerging trends and national priorities as they arise.

## Priority factors

When deciding whether to include a matter under the Office of Fair Trading's (OFT) PRIME program, the OFT will prioritise those that fall within our current priority areas. The OFT will consider those matters which also have the following factors:

- Implementation of new or changed legislation
- New and emerging issues
- Conduct that causes consumer detriment
- Conduct that is of public interest or concern
- Misconduct in our regulated industries
- Promoting safety in consumer products.