



# PRIME priorities

**2025–26** Proactive Regulation of  
Industry and Marketplace Entities



# COMPLIANCE PRIORITIES

## 2025–26 NATIONAL PRIORITIES



### DIGITAL ECONOMY

Competition, product safety, consumer and Fair Trading issues in the **digital economy**, with a focus on misleading or deceptive advertising within influencer marketing, online reviews, in-app purchases and unsafe consumer products.



### YOUNG CHILDREN

Consumer product safety issues for young children, with a focus on compliance with **button battery** standards and raising awareness about new **infant sleep** and **toppling furniture** standards.



### MANDATORY STANDARDS

Updating **mandatory standards** to help **improve safety**, broaden choice and **lower costs**.



### LITHIUM-ION BATTERY SAFETY

The ACCC will continue to prioritise **raising consumer awareness** about the **safe use of lithium-ion batteries** and our work with state and territory electrical safety regulators in **managing product recalls**. Regulatory electrical safety reforms are also underway, designed to **reduce the product safety risks from lithium-ion batteries**.



### IMPROVING PRODUCT SAFETY DATA TO IDENTIFY RISKS AND PROTECT CONSUMERS

Product safety data and **engagement with consumers and businesses** improves our understanding of product safety risks and informs our responses.

## 2025–26 QUEENSLAND PRIORITIES



### ACL

Conducting compliance inspections on retailers with a focus on gift cards and vouchers ensuring compliance with gift card laws.



### MOTOR DEALERS

Assessing the licensed **motor dealer industry** for compliance with the *Motor Dealer and Chattel Auctioneers Act 2014*, *Agents Financial Administration Act 2014*, and Regulations. This will include compliance inspections to assess whether price marketing is accurate. We will also focus our attention on those who are conducting business without a licence and those who are tampering with odometers.



### REAL ESTATE

Assessing the **real estate industry** to detect instances of false and misleading representations concerning property sales, in accordance with the *Property Occupations Act 2014* and the Australian Consumer Law.



### FUEL PRICING

Conducting compliance inspections on **fuel retailers** to ensure fuel price reporting information is accurate and timely.

## 2025–26 QUEENSLAND PRIORITIES CONTD



### SECURITY PROVIDERS

Conducting compliance inspections of **security providers at scheduled events** to ensure compliance with security provider legislation.



### SECOND-HAND DEALERS AND PAWNBROKERS

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



### PRODUCT SAFETY

Promote **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

The office will evaluate new trends as they emerge, prioritising these issues based on the following factors:

- *The change of new or revised legislation*
- *The potential for significant consumer detriment*
- *The effect on public interest*
- *The occurrence of systemic failures or misconduct within OFT's regulated industries*
- *The extent to which safety is compromised.*

## PROACTIVE COMPLIANCE SCHEDULE

### THE OFFICE OF FAIR TRADING'S SCHEDULED PRIORITIES

QUARTER 1 JUL–SEP 2025	QUARTER 2 OCT–DEC 2025	QUARTER 3 JAN–MAR 2026	QUARTER 4 APR–JUNE 2026
<ul style="list-style-type: none"><li>» NORTH QUEENSLAND MOTOR DEALERS</li><li>» GIFT CARDS</li><li>» SECURITY EVENTS</li><li>» MOTOR DEALERS EDUCATION</li></ul>	<ul style="list-style-type: none"><li>» FUEL PRICE</li><li>» SECOND-HAND DEALERS AND PAWNBROKERS</li><li>» SECURITY EVENTS</li><li>» MOTOR DEALERS</li></ul>	<ul style="list-style-type: none"><li>» SCRAP METAL</li><li>» MOTOR DEALERS</li></ul>	<ul style="list-style-type: none"><li>» REAL ESTATE ONLINE EDUCATION</li><li>» MOTOR DEALERS</li></ul>