

MEDIA RELEASE

DATE: 1 April 2026

FOR: IMMEDIATE RELEASE



“LANDMARK LAWS”: CONSUMER GROUPS WELCOME UNFAIR TRADING PROHIBITION

Quotes and interviews available from key consumer advocates

17 leading consumer groups have today welcomed the introduction of an Unfair Trading Prohibition to the Federal Parliament.

Consumer Policy Research Centre (CPRC) CEO, Erin Turner:

“A ban on unfair business practices has been a missing part of our Australian consumer law for a long time. It’s shocking that businesses have been able to treat customers unfairly for so long and we’re glad to see the Albanese Government take action to set a baseline for fair behaviour in Australian consumer markets. An Unfair Trading Prohibition means Australians will not be tricked or trapped by unfair practices. Whether it’s a subscription that you can’t cancel or being upsold a junk extended warranty that gives you no extra legal protection, these laws will stop harmful practices that cost people money, time and stress.”

[TV news grabs and photos of Erin Turner available for download here.](#)

Media contact: Jonathan Brown, media@cprc.org.au, 0493 539 466 (No SMS available, please call)

Consumer Action Law Centre (CALC) CEO, Stephanie Tonkin:

“Tackling unfair trading with these landmark laws and penalties will make Australia’s marketplace fairer for everyone, and this reform is incredibly important as our digital economy expands, with growing information asymmetries, use of AI and opaque lead generation and marketing hidden from scrutiny and obscuring choice. For too long businesses have been using manipulative systems and tactics to exploit consumers who are just looking to make the right choice in a complicated and often inequitable market. These new laws will help us combat some of the manifestly unfair, harmful practices we hear about on our frontlines – like deceptive ads and high-

pressure sales. I am hopeful the reforms will drive better business behaviour that helps all consumers, and especially people experiencing vulnerability.”

Media contact: Mark Pearce, mark@consumeraction.org.au, 0413 299 567

CHOICE Director of Campaigns and Communications, Andy Kelly:

"For too long, big businesses have raced each other to the bottom when it comes to unfair practices. Particularly when so many people are doing it tough, this important reform will help remove some of the worst tricks and traps designed to get people to spend more than they should. Businesses should compete on price and quality, not the most effective ways to manipulate or distort the decisions consumers make."

Media contact: Katelyn Cameron, media@choice.com.au, 0430 172 669

Financial Rights Legal Centre Senior Policy Officer, Drew MacRae:

"In an ever-changing world of dodgy sales tactics supporting business models with dark patterns embedded to manipulate and rip us all off, this piece of legislation is a light in the darkness. This law needs to be passed sooner rather than later. And once this legislation is passed: apply the laws to financial services - a sector that is also rife with unfair trading practices and subsequent consumer harms."

Media contact: media@financialrights.org.au, 0457 024 683

Mob Strong Debt Help Acting Director, Mark Holden:

"For many years, so many First Nations consumers have been exploited because they were never given free, prior and informed consent. Instead, they were manipulated into signing a contract and have no way out because of the unfair administrative burdens in exiting. This is far worse in the ever-growing digital market that has left many First Nations consumers even more vulnerable. An Unfair Trading Prohibition means businesses need to better understand how to sell appropriately to mob and not just try to score a quick sale through manipulation."

Media contact: media@financialrights.org.au, 0457 024 683

Consumer Credit Legal Service WA (CCLS) Principal Solicitor, Roberta Grealish:

"Every day, we see conduct on our front lines that is simply predatory and seems particularly unfair for consumers who are already vulnerable and battling cost of living pressure on so many fronts. We welcome legislation that will make 'unfair' illegal, enhance consumer protections, and help restore consumer trust in the market."

Media contact: Emma Milne, emma@cclswa.org.au, 0432 695 231

Financial Counselling Victoria CEO, Zyl Hovenga-Wauchope:

"Financial counsellors see the real-world harm of unfair business practices every day, particularly for people already under financial stress. Whether it's confusing terms, hidden fees or high-pressure sales, these practices can quickly push people into deeper hardship. An Unfair Trading Prohibition is a vital step toward a fairer marketplace where consumers are better protected and able to make informed decisions without being misled."

Media contact: Amanda Chan, Advocacy Manager, 0433 843 643

Energy Consumers Australia, General Manager - Public Affairs and Strategy, Patrick Veyret:

"Energy Consumers Australia welcomes the Federal Government's introduction of landmark unfair trading legislation. It is a critical reform that we hope will strengthen protections for consumers navigating increasingly complex energy markets."

Media contact: Stuart Turner, stuart.turner@energyconsumersaustralia.com.au, 0415 403 208

Justice and Equity Centre, Program Director of Energy and Water Justice, Douglas McCloskey:

"People shouldn't have to navigate unfair and confusing practices that leave them paying more or not getting the services they expect. Businesses must be held accountable for unfair practices, including in essential energy services, so people can access the services they need without disastrous consequences. This is a particularly critical protection for people already experiencing vulnerability. We need to see these laws introduced quickly and applied consistently across all services consumers rely on."

Media Contact: Dan Buhagiar / Seamus May, 0478 739 280

Australian Communications Consumer Action Network (ACCAN) CEO, Carol Bennett:

"Unfair practices don't only fleece consumers - often vulnerable people - they erode trust in products and services and distort the market for businesses doing the right thing. When people can't rely on clear information or fair treatment, it affects how they spend, who they trust, and whether they bother engaging at all. Australia has fallen behind comparable countries in addressing these harms. It's time to close that gap and make these practices unlawful, with clear rules and strong enforcement to put consumers back on a fair footing."

Media contact: Alec Bennetts, alec.bennetts@accan.org.au, 0490 540 444

Editor's notes:

Consumer groups who have today welcomed the introduction of an Unfair Trading Prohibition include Consumer Policy Research Centre, Consumer Action Law Centre, CHOICE, Financial Rights Legal Centre, Mob Strong Debt Help, Consumer Credit Legal Service, Australian Communications Consumer Action Network, Consumers' Federation of Australia, Energy Consumers Australia, Financial Counselling Australia, Financial Counselling Victoria, Justice and Equity Centre, National Seniors Australia, Way Forward, Westjustice, AMES Australia and the Western Australia Consumer Advocacy Network.
