

MEDIA RELEASE

Commissioner of Consumer Affairs

29 November 2012 **MISLEADING PRICE RISE WARNING**

NT Consumer Affairs Commissioner Gary Clements is reminding businesses about the potential for heavy penalties should they mislead the public about why they are increasing their prices for goods or services.

Consumer Affairs administers the Australian Consumer Law, which requires businesses to be honest when informing consumers about products, including the make-up of their prices.

Businesses must not mislead or deceive consumers about why they are increasing prices. Businesses found to be making false claims can be fined up to \$1.1 million for a corporation and up to \$220,000 for an individual.

“Consumer Affairs staff can issue substantiation notices on businesses requiring them to explain why they are claiming certain events may have resulted in increased prices”, Mr. Clements said. If they cannot justify their claims they may be in breach of the Australian Consumer Law.

The law ensures that consumers are accurately informed when they purchase goods. NT Consumer Affairs will maintain a watch on businesses to ensure truth in advertising and price claims.

Consumers seeking further information should contact Consumer Affairs on 1800 019 319 or email consumer@nt.gov.au.