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Since the introduction of the Australian Consumer Law in April 2010, the Australian Competition and Consumer Commission has had additional enforcement powers and remedies at its disposal. This article examines the use of those new powers and remedies since they became available, focusing in particular on the Commission’s use of infringement notices; the imposition of civil pecuniary penalties for contraventions of the consumer protection provisions of the Australian Consumer Law, including the factors taken into account by the courts in determining the level of penalty; and the extent to which non-party consumer redress orders have been sought and obtained.	6
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On 1 January 2011, Australia entered into a new era of consumer legislation. This change created an industry in itself, and lawyers have taken an active part in the ensuing information-sharing frenzy. However, in all this turmoil, it seems lawyers have forgotten that the new requirements apply to them as well. This article aims to provide an analysis of how the new provisions apply to the legal profession.	18
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There can be no doubt that as markets become more concentrated, the risks to competition and consumers increase. The risk of anti-competitive conduct, along with a tendency to engage in marketing strategies that may potentially mislead consumers, are all issues that need to be carefully and regularly scrutinised. The Australian supermarket sector provides an important case study of the dangers of highly concentrated markets. With just two supermarket chains sharing a dominant position, it is clear that there are increasing risks to competition and consumers in that all-important sector of the economy. This article explores some of the key risks to competition and consumers and offers a range of reform proposals to minimise such risks.	25

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