

U1.02 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is Australian Consumer Law (ACL)?

Australian Consumer Law is the Australia-wide set of rules that protects consumers and requires businesses to market and sell products fairly. It is enforced by bodies including the ACCC.

CARD 2

What is misleading and deceptive conduct?

Marketing that creates a false or inaccurate overall impression that could influence a consumer's decision.

CARD 3

Does a business need to intend to deceive consumers for conduct to be misleading?

No. The key issue is the effect or likely effect of the overall impression on consumers, not whether the business deliberately intended to deceive them.

CARD 4

What is bait advertising?

Advertising an attractive deal to bring customers in when the business does not have a reasonable supply, or no genuine intention or realistic ability to supply it at the advertised price for a reasonable period.

CARD 5

When is a low-price promotion not bait advertising?

When the deal is genuine, reasonable stock is available for expected demand and important limits are clearly communicated upfront.

CARD 6

What is a scientific claim in marketing?

A claim that uses scientific, medical or research-based language to persuade consumers, such as 'clinically proven', 'kills 99.9%' or 'backed by research'.

CARD 7

When can a scientific claim become misleading?

When it lacks reliable evidence, exaggerates research, cherry-picks results or presents scientific language or statistics in a way that creates a stronger impression than the evidence supports.

CARD 8

Why may the Therapeutic Goods Act matter for scientific claims?

Medicines and other therapeutic goods face additional Australian rules governing their regulation and advertising, so health and medical claims may have requirements beyond Australian Consumer Law.

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CARD 9

What is a country-of-origin representation?

A claim or overall marketing impression about where a product is made, grown, produced or packed.

CARD 10

How can a country-of-origin representation become misleading?

When words, flags, symbols or packaging create an origin impression, such as 'Australian made', that does not match the product's true origin.

CARD 11

What are possible consequences of misleading marketing?

Advertising or labels may need to change, consumers may receive refunds or corrective information, the business can suffer reputational damage and serious cases can lead to substantial financial penalties.