

## **MEDIA RELEASE**

# **Acting Commissioner for Consumer Affairs**

3 September 2008

### **DON'T BE BAITED THIS FATHER'S DAY**

Consumer Affairs officers are on the hunt for bait – bait advertising that is, in the lead up to Father's Day.

Acting Consumer Affairs Commissioner Gary Clements said his officers will again this year be looking at Father's Day sales catalogues and the levels of advertised stocks available in retail stores.

This is to help protect consumers from stores which advertise discounts on products but fail to ensure supply.

"Bait advertising is prohibited by the *Consumer Affairs and Fair Trading Act*. It is not acceptable for stores to advertise products at low prices just to attract customers into their store, and not stock a reasonable supply of those products," Mr Clements said.

"Territory consumers have to be confident advertisements are accurate and honest. Breaches of the *Consumer Affairs and Fair Trading Act* will not be tolerated.

"Consumers should read advertisements very carefully and ensure they are actually getting what is promised before purchasing and not be led into buying more expensive items if an advertised item is not available".

When buying a present this Father's Day, people should also familiarise themselves with the terms of warranties and refunds.

Consumers who believe they have been the victim of false or misleading advertising by retailers are urged to contact Consumer Affairs on 1800 019 319.

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