

MEDIA RELEASE

Acting Commissioner of Consumer Affairs

31st August 2009

REEL IN BAIT ADVERTISING THIS FATHER'S DAY

Consumer Affairs officers will be out in force this week conducting bait advertising audits to see if stores are luring customers in during the lead up to Father's Day.

Acting Consumer Affairs Commissioner Gary Clements said his officers will be examining Father's Day sales catalogues and investigating levels of advertised stocks available in retail stores.

"Bait advertising is where a trader advertises only a limited number of goods to entice customers to the premises, knowing that the number for sale will not meet anticipated demand," Mr. Clements said. "It is the trader's responsibility to have adequate supplies at the time of advertising or to make it clear that there is a specific number available."

Bait advertising is prohibited by the *Consumer Affairs and Fair Trading Act*. Individuals face fines of up to \$65,000 and corporations face fines of up to \$325,000 for breaches of the Act.

Mr. Clements said. "Consumers should read advertisements thoroughly to make sure they are actually getting what is being advertised before buying and not be tempted into purchasing more expensive items if the advertised one is not available."

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.