



NSW FAIR TRADING ROADMAP SUMMARY 2020-21



NSW Fair Trading's role is to make doing business in NSW simple, accessible and fair for employees, consumers and industry, while providing the best value for government.

ACTION AREA	STRATEGIC OUTCOME	PRIORITIES 2020/21
 <p>CONSUMERS ARE EMPOWERED AND PROTECTED</p>	Inform, educate and promote	<ul style="list-style-type: none"> • Increase consumers' awareness of their rights in new and emerging markets • Increase awareness and compliance through innovative, simple information products and education strategies.
	Engage and partner	<ul style="list-style-type: none"> • Partner with community and advocacy organisations to deliver our services to vulnerable consumer groups • Collaborate to better understand consumer and business needs and to improve regulatory outcomes.
	Simple, clear regulation	<ul style="list-style-type: none"> • Champion simpler and more consistent laws and regulatory practices – state and national • Introduce a consumer awareness campaign alerting consumers to check their tradesperson or builder's license before engaging them.
	Better regulatory outcomes	<ul style="list-style-type: none"> • Focus on the ACL protection framework to empower consumers and businesses to produce better outcomes.
 <p>BUSINESS COMPLIANCE</p>	Inform, educate and promote	<ul style="list-style-type: none"> • Help businesses achieve compliance through targeted information and education – when and how they need it • Timely and targeted information is readily accessible at critical points in the customer or business journey.
	Engage and partner	<ul style="list-style-type: none"> • Build upon our partnership with business and industry • Conduct a COVID-19 Response Compliance Inspection Program to support industries through COVID-19 while mitigating emerging risks and ensuring public safety.
	Simple, clear regulation	<ul style="list-style-type: none"> • Implement regulatory practice that is necessary and easy to understand • Introduce a New Trader Education Program, as well as the CPIU and Tow Trucks education/outreach programs.
	Better regulatory outcomes	<ul style="list-style-type: none"> • Explore new ways to incentivise businesses to comply with their obligations • Implement risk assessment to consistently identify and prioritise high risk consumer disadvantages and inform annual strategic priorities and activities • Collaboratively develop Sector Action Plans that address the key consumer and trader harms for: <ul style="list-style-type: none"> - ACL - Building and Construction - Property - Automotive.

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 TRUSTED REGULATOR	Inform, educate and promote	<ul style="list-style-type: none">• Develop annual reporting on key sectors and regulatory regimes• Promote the Fair Trading brand model of a regulator that is trusted, courageous and authoritative• Promote information that explains what our agency does, highlights marketplace issues and the outcomes of our actions.
	Engage and partner	<p>We will actively engage and partner with our stakeholders to:</p> <ul style="list-style-type: none">• identify emerging trends and market issues• collectively address difficult problems• design effective mechanisms to change market behaviours and improve regulatory outcomes.
	Simple, clear regulation	<p>Work with stakeholders and government to simplify our laws, systems and processes to:</p> <ul style="list-style-type: none">• promote understanding• improve compliance outcomes• make it easier to stay in business.
	Better regulatory outcomes	<p>Lead and champion better regulatory outcomes by:</p> <ul style="list-style-type: none">• utilising our full range of tools to ensure the best regulatory outcomes that are fit for purpose• using data and evidence-based insights to proactively identify market issues, consumer harms and appropriate compliance responses• influencing consumer protections through active leadership – state and national.