



Sharon Grierson MP
Federal Member for Newcastle

Media Release
13 July 2007

ACCC COURT ACTION

Federal Member for Newcastle Sharon Grierson has welcomed the announcement that the Australian Competition and Consumer Commission (ACCC) is taking action against the Trading Post and Google in relation to misleading conduct relating to two Newcastle car dealerships.

"Internet advertising is an essential component of a small business' functional capability. It allows them to reach their audience legitimately and directly," Ms Grierson said.

"They deserve to have their name protected and should never have had to put up with predatory internet advertising practices by bigger players with deeper pockets."

"I hope this action sends a clear signal that misleading or deceptive conduct is not acceptable in the growing field of internet business."

"However, I remain concerned that the ACCC's investigation does not appear to include the case of Stickybeek, the Newcastle small business which first brought this matter to my attention in 2005."

"The Stickybeek issue occurred shortly before the matters currently under investigation, and involved similar allegations of misleading and deceptive conduct."

"With many small businesses in the Newcastle area affected by similar practices of deception, our local region has been hit particularly hard."

"The ACCC should ensure that all small businesses are protected when it investigates these matters."

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