

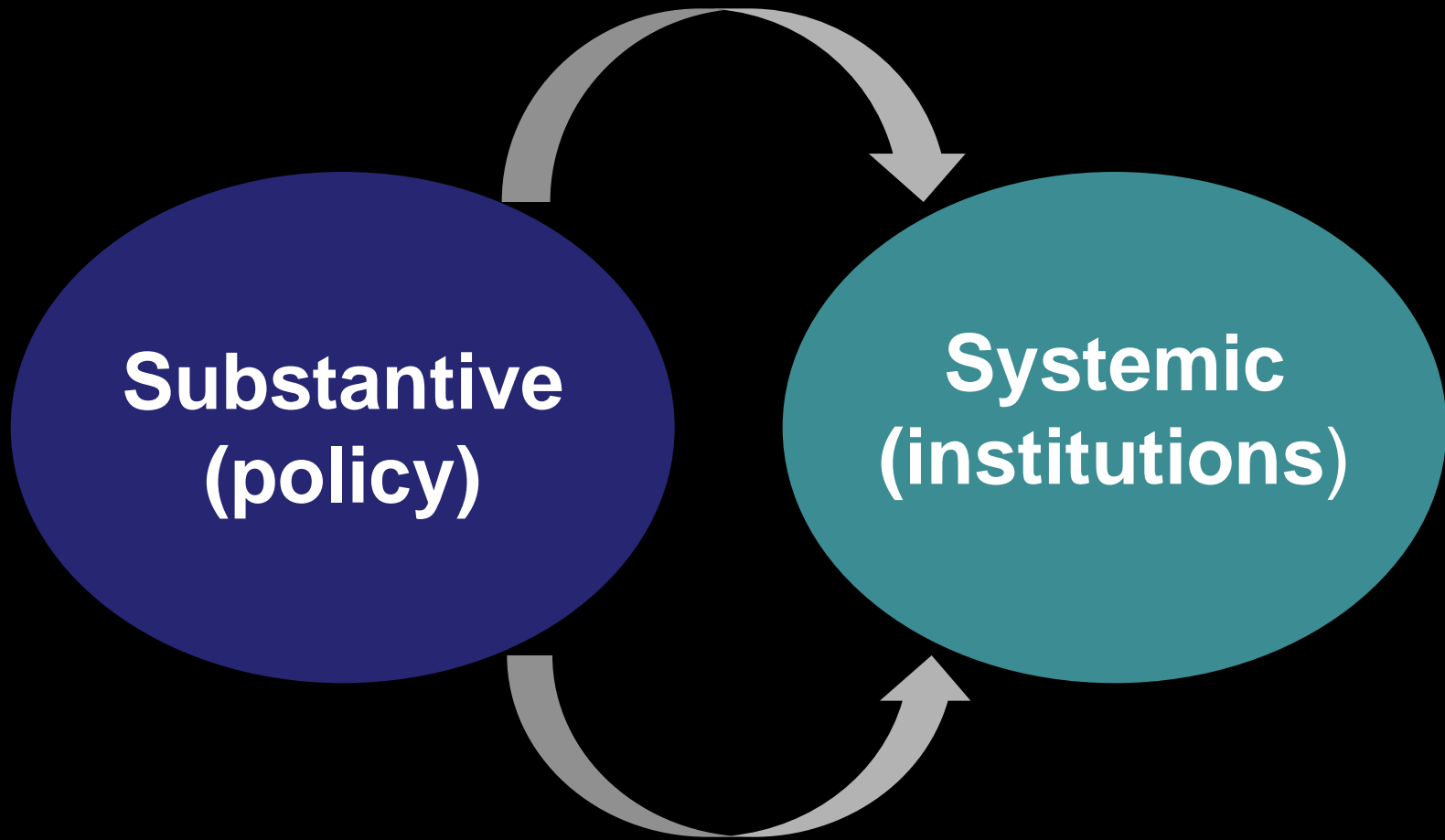
# Joining up competition and consumer protection

## Substantive and systemic frameworks

Professor Caron Beaton-Wells  
University of Melbourne

14<sup>th</sup> Session of Intergovernmental Group of Experts  
8 July 2014  
Geneva

**A big and important  
topic**



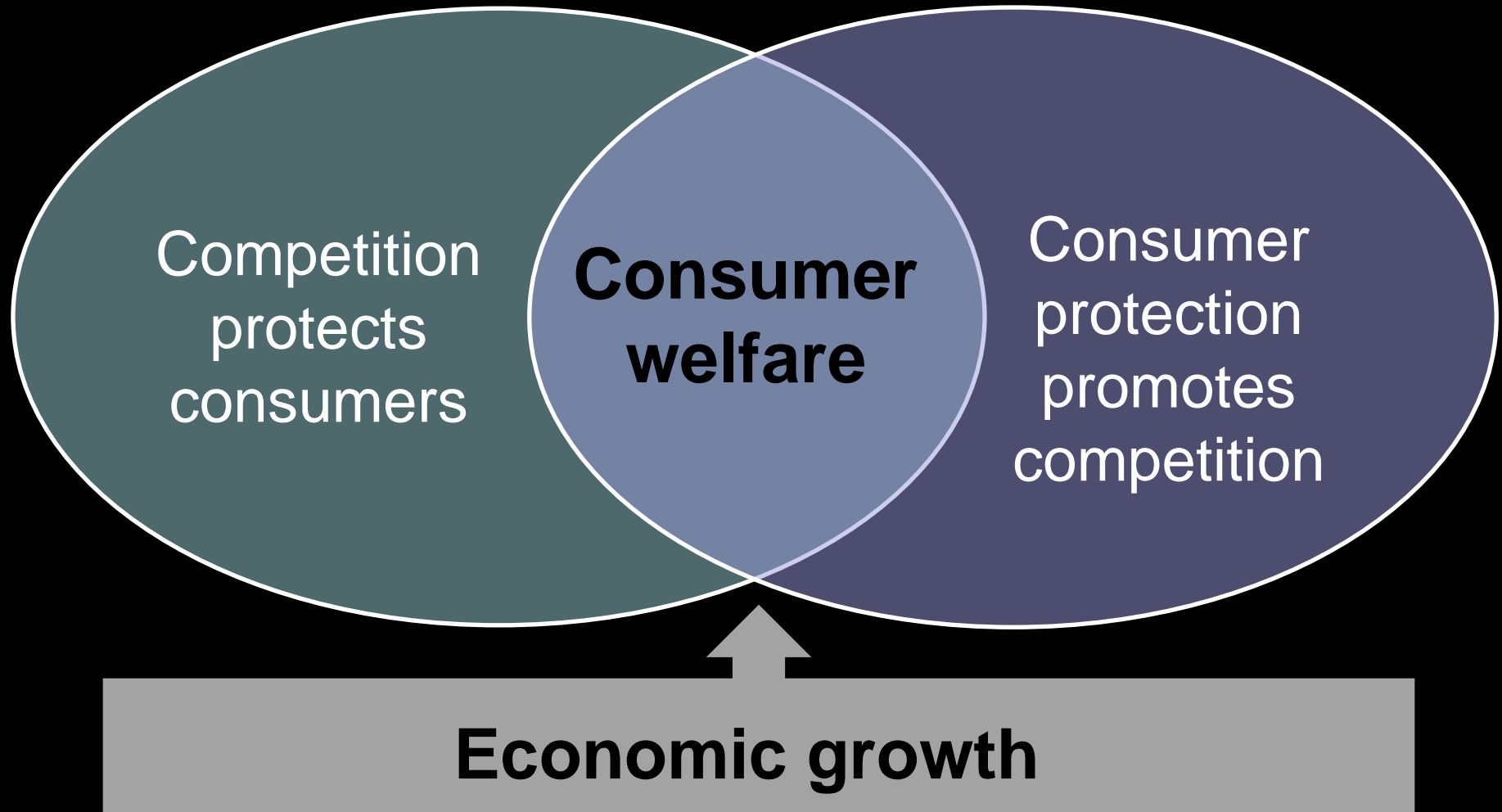
**Dimensions / Implications**

# **SUBSTANTIVE DIMENSIONS**

# Separate policies – traditional view

<b>Dimension</b>	<b>Competition</b>	<b>Consumer</b>
<b>Objectives</b>	Constraint/ freedom Efficiency Development	Information Fairness Safety
<b>Scope</b>	Markets	Transactions
<b>Orientation</b>	Supply side	Demand side
<b>Discipline</b>	Industrial organisation economics	Consumer behaviour
<b>Tools</b>	Enforcement, advocacy	Education, dispute resolution

# Connected policies – contemporary view



# **The new paradigm: making markets work for consumers**

“Within the framework of ‘enabling markets to work’, [competition laws] speak to the protection of the availability of consumer choice; consumer laws, on the other hand, speak to the conditions for the effective exercise of consumer choice. Both are crucial to functioning markets.”

Louise Sylvan, former ACCC  
Commissioner, 2004

# Joined-up diagnosis of markets

## 1. High competition, high consumer protection

- No intervention

## 2. Low competition, low consumer protection

- Intervene to address competition and consumer protection



# Joined-up diagnosis of markets

## **3. Low competition, high consumer protection**

- **Consider any trade-off for consumer protection from improving competition**

## **4. High competition, low consumer protection**

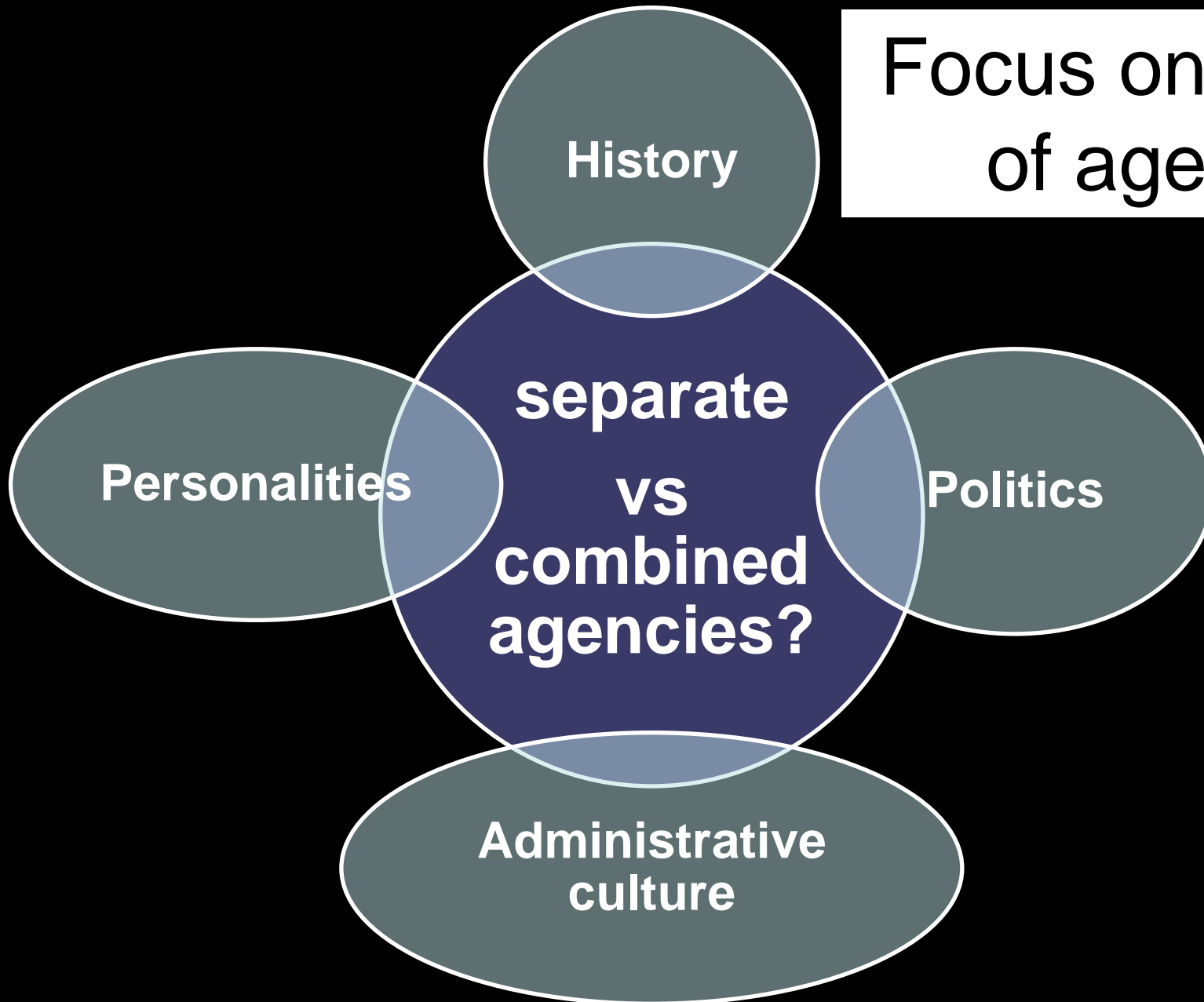
- **Consider any trade-off for competition from improving consumer protection**

# **SYSTEMIC DIMENSIONS**

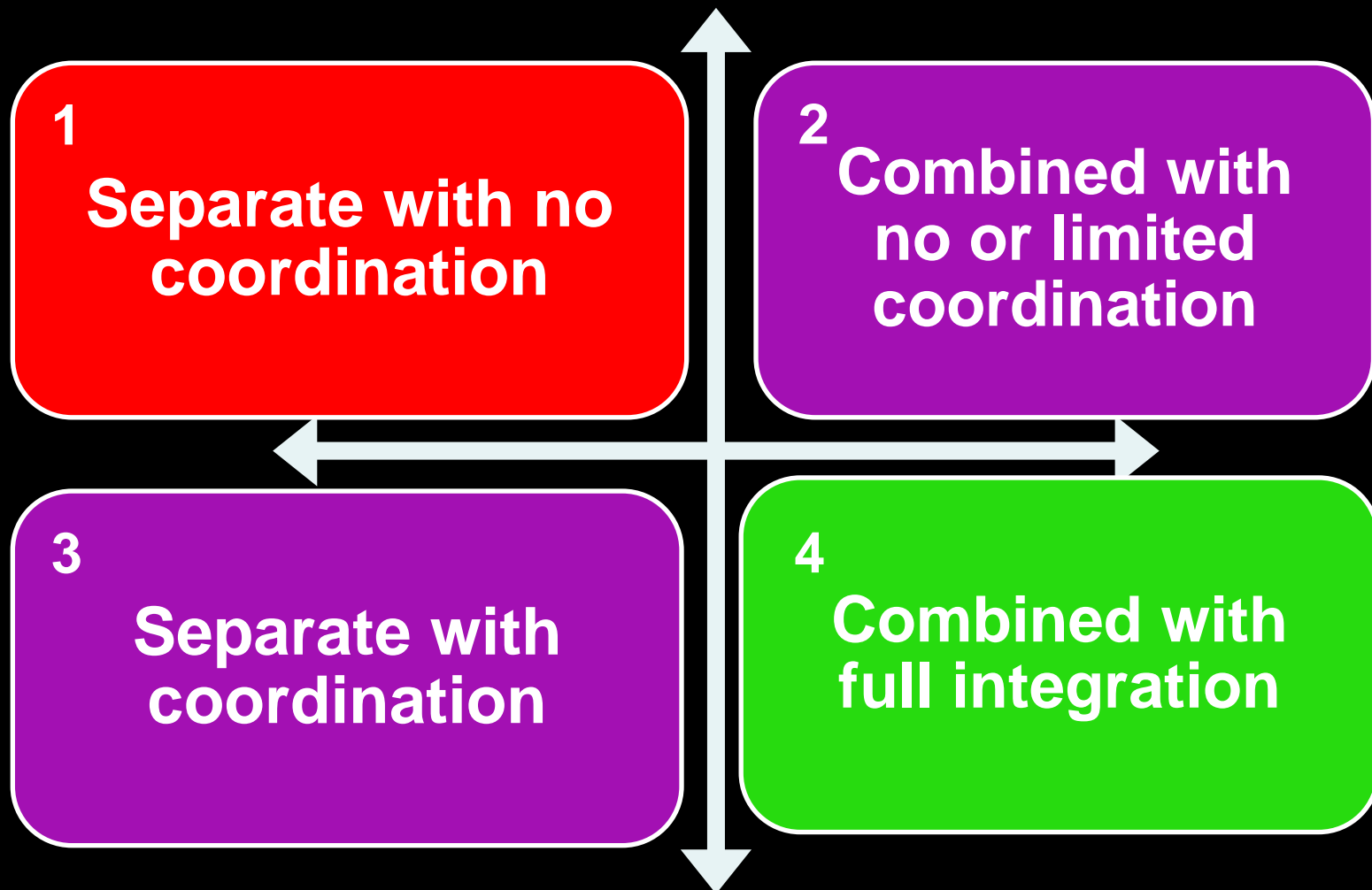
“...successful public policy outcomes are the product of good physics AND good engineering...”

Kovacic, 2009

Focus on number  
of agencies



# Focus on coordination



**Comments and questions welcome**

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