

Guideline 2 - Setting prices: What should I consider when I set prices?

- Remember that discounts, rebates and credit are elements of price.
- Set prices independently. Do not discuss or agree prices with your competitors (*price fixing*).
- Find out about competitors' prices **only** from publicly available information.
- Participate in industry submissions, inquiries and lobbying for changes to legislation, but avoid any suggestion that members will act in concert to fix prices or restrict business activities in any way (*price fixing, market sharing, boycotts*).
- Do not impose harsh or unusually high prices on a buyer or seller who is considerably weaker than the university (*unconscionable conduct*).
- If the products or services we supply will be on-sold by our customer, do not attempt to set the prices at which they on-sell (*resale price maintenance*).
- Do not use sustained pricing that is designed to drive others out of the markets we operate in (*misuse of market power, predatory pricing*).
- When advertising, be careful to ensure that comparisons with competitors are correct and there is evidence to support those comparisons (*misleading and deceptive conduct*).
- If you make predictions about what prices may be in the future, make sure you have good grounds for your predictions and that you have documented them (*misrepresentations about future matters*).
- Be careful when using the word 'free' in advertising. It is not acceptable to impose a lot of terms and conditions that mean the product is not really free (*misrepresentations about price*).
- Remember, when advertising prices, that you should display the total price (inclusive of any taxes and charges except where these are at the selection of the customer) (*misrepresentations about price*).
- Check with the General Counsel, Legal and Governance or the Trade Practices Compliance Officer before making an offer concerning the price of a product or service (including a discount, credit or a rebate) that the buyer can only take advantage of if he or she also obtains a product or service from someone else (*third line forcing*).
- If you intend to collect statistical and price information or share it with a third party for market research purposes, make sure the Trade Practices Compliance Officer is involved from the beginning.