

Productivity Commission  
Locked Bag 2, Collins St East  
Melbourne VIC 8003

6 June 2025

## **Re: National Competition Analysis 2025**

Dear Commission

### **Introduction**

Thank-you for the opportunity to contribute to this review

The Australian Toy Association (ATA) represents approximately 300 suppliers of children's toys, games and entertainment products including both retailers and wholesalers. These suppliers make up around 95% of toy industry sales with a value at retail in the order of \$2.5 billion.

Our industry is global in nature, with centralised manufacturing and complex distribution chains to service different markets. This structure has developed in response (at least in part) to competitive pressures to improve productivity and reduce cost, and it provides significant economic advantage both to suppliers and consumers.

In order to support our industry, we advocate for regulatory requirements that are aligned nationally, and internationally where possible. We also advocate for regulatory measures to support fair trading and the protection of brand intellectual property. It is also important that regulatory requirements are easy to understand and apply.

### **Proposals for Reform**

#### **Occupational Licensing**

We have no comment on this

#### **International Standards**

We fully support the referencing of suitable international standards in Australian regulations, and in particular where those standards are either closely aligned with the equivalent Australian Standard or have been adopted from the same International Standard (ISO or IEC) as the equivalent Australian Standard. We also support the referencing of international standards where there is no Australian Standard to reference, and the international standard has been recognised by Australian suppliers as a suitable mechanism for determining conformity with Australia's Guarantee of Acceptable Quality under the ACL. We would be more cautious about the use of an International Standard that conflicts with an existing Australian Standard or that is not widely recognised and used by local suppliers.

We are proactive in our industry in developing international standards for the safety of toys (the ISO 8124 series of documents) and in supporting the adoption of those in other jurisdictions, including Australia and New Zealand. We work closely with our United States and European colleagues to keep these requirements aligned as much as possible with their regionally mandated documents. As a result of this, most of the Australian mandatory requirements for toys already recognise both Australian and International voluntary standards.

We note that a recent amendment to the Competition and Consumer Act was intended to address this topic and make it easier for such standards to be referenced, and for mandatory standards to be

reviewed as referenced voluntary standards are updated. We are hoping for some activity as a result of this shortly and are unsure of what else would be needed to facilitate it.

### Other Competition Reform Options

The emerging areas of sustainability and environmental legislation are of concern to us and may present opportunities for competition reform

We believe that these are complex areas requiring co-ordination at all levels of government, and possibly globally, in order to implement solutions that will have a genuine benefit to the community and in a way that is affordable. This only seems possible if the Federal Government takes responsibility and has the authority to determine and enforce rules that apply to relevant suppliers and providers equally.

We are concerned at the loss of efficiency and additional cost burden for responsible suppliers in trying to understand and comply with the different requirements of multiple states along with various stewardship operations. We are also concerned that these operators do not have the authority put in place the nationwide systems and processes that may be required for effective solutions.

We would be happy to discuss these points further if there is an opportunity to do so.

Yours sincerely

Richard Hayman  
ATA Compliance  
Email:  
[compliance@austoy.com.au](mailto:compliance@austoy.com.au) ~