

Economic Torts & Australian Consumer Law

These notes cover the common law economic torts and the Australian Consumer Law components of the course.

Topics include:

- Defamation
- Malicious Falsehood
- Inducing Breach of Contract
- Breach of Confidence
- Conspiracy
- Misleading or Deceptive Conduct (ACL s 18)
- False Representations (ACL s 29)
- Passing Off
- Comparative Advertising
- Disclaimers and Qualifications

The notes are organised by cause of action and include:

- Elements
- Leading authorities
- Case summaries
- Exam structures
- Common problem-question issues

Example Structure

ACL s 18

1. Conduct
2. Trade or commerce
3. Representation

4. Target audience
5. Full context
6. Dominant message
7. Misleading or deceptive conduct

Key authorities

- *Self Care IP Holdings Pty Ltd v Allergan Australia Pty Ltd* [2023] HCA 8
- *Campomar Sociedad Ltd v Nike International Ltd* (2000) 202 CLR 45
- *ACCC v TPG Internet Pty Ltd* (2013) 250 CLR 640

Passing Off

1. Reputation
2. Misrepresentation
3. Damage

Key authorities

- *Reckitt & Colman Products Ltd v Borden Inc* [1990] 1 WLR 491
- *ConAgra Inc v McCain Foods (Aust) Pty Ltd* (1992) 33 FCR 302

Defamation

1. Serious Harm
2. Defamatory Meaning
3. Identification
4. Publication

Key authorities

- *Radio 2UE Sydney Pty Ltd v Chesterton* [2009] HCA 16
- *Lachaux v Independent Print Ltd* [2019] UKSC 27

That's the kind of preview that makes me think:

"Okay, these are actual law notes, not marketing."

Another option—which often sells even better—is to make the preview literally a **single beautifully formatted case table page**. Law students instantly recognise the value because they can see how concise and exam-friendly the notes are.

For example:

Case	Principle
<i>Self Care</i>	Representation + misleading analysis
<i>Campomar</i>	Target audience
<i>Parkdale</i>	Full context
<i>TPG</i>	Dominant message
<i>Coles</i>	Consumer impression
<i>Heinz</i>	Health claims
<i>Turi Foods</i>	Free-to-roam claims
<i>ConAgra</i>	Reputation in passing off
<i>Moroccanoil</i>	Similar packaging
<i>Radio 2UE</i>	Defamatory meaning