

COMPETITION & REGULATORY

“The winds and waves are always on the side of **the ablest navigators.**”

Edward Gibbon, *Historian*

Competition law is a natural hazard in the corporate world. Understand its characteristics and you'll safely navigate a passage through its legal risks and challenges.

Steering a steady course through today's maze of competition regulations requires an experienced helmsman and a reliable crew.

Partnering to pilot you forward is the outstanding Competition and Regulatory team at Middletons.

Our depth of expertise ensures that you stay the course to arrive at your intended business destination. That's because our team of experts enjoy a combined 60 years of practical trade practices experience.

Few can match our capabilities in all areas of restrictive trade practices, consumer protection, network industries, product liability and trade practices compliance.

Upon this foundation we regularly advise on a range of restrictive trade practices issues to assist our clients in risk management. We achieve this by delivering comprehensive trade practices compliance and training programs across a range of industries.

We keep abreast of developments in competition law through membership of the Law Council's Trade Practices Committee and regular contact with the Australian Competition and Consumer Commission and State and Territory Consumer Affairs bodies.

With offices in both Sydney and Melbourne, we offer you real value and a full suite of legal resources. Our dedicated expertise in the gas, electricity and telecommunications sectors is matched by our well-qualified lawyers in the trade practices field.

As knowledge leaders we provide you with the most pragmatic and cost-effective advice possible within the industry framework in which you operate. That's because our integrated service allows for one team to support your needs throughout the whole process.

When it comes to big law firms, you'll find we talk your language but challenge your thinking.

Ensure that legal risks don't take you by surprise.

Secure a steady hand at the tiller and a dedicated crew with our able and competent legal services team. We'll see to it that the winds of change blow in your favour.

Competition & Regulatory

Our Competition and Regulatory team will assist you to navigate towards success by providing all encompassing 'cradle-to-grave' service and expertise.

Australia's business world is a heavily regulated playing field that is complex and shifting – any breach of competition or consumer protection law invites increasingly severe consequences.

With an appreciation of your key business drivers and an understanding of their inherent challenges, Middletons has the legal expertise and regulatory experience to plot a sound course through all trade practices issues.

Our team prides itself on being proactive. We work closely with you while managing the legal process and strive to deliver the highest quality legal services to your business in an efficient and responsive manner.

Possessing an enviable depth of resources to handle the largest and most complex matters - as well as the flexibility to deal with smaller issues on a cost effective basis - we consider all aspects of our integrated service delivery to be at the cutting edge of best practice.

Whether implementing a customised matter reporting structure or identifying an appropriate costing structure, our key performance criterion is the ability to deliver a commercial result for you within an agreed financial framework.

Our experience in dealing with the ACCC and National Competition Council and our representation of clients before the Australian Competition Tribunal and Federal and State courts means we are adept at anticipating matters looming on your horizon. Prompt identification of issues and provision of sound commercial advice allows you to act decisively in a timely manner.

As innovative thinkers we canvas a variety of options to deal with any obstacles that your business may encounter.

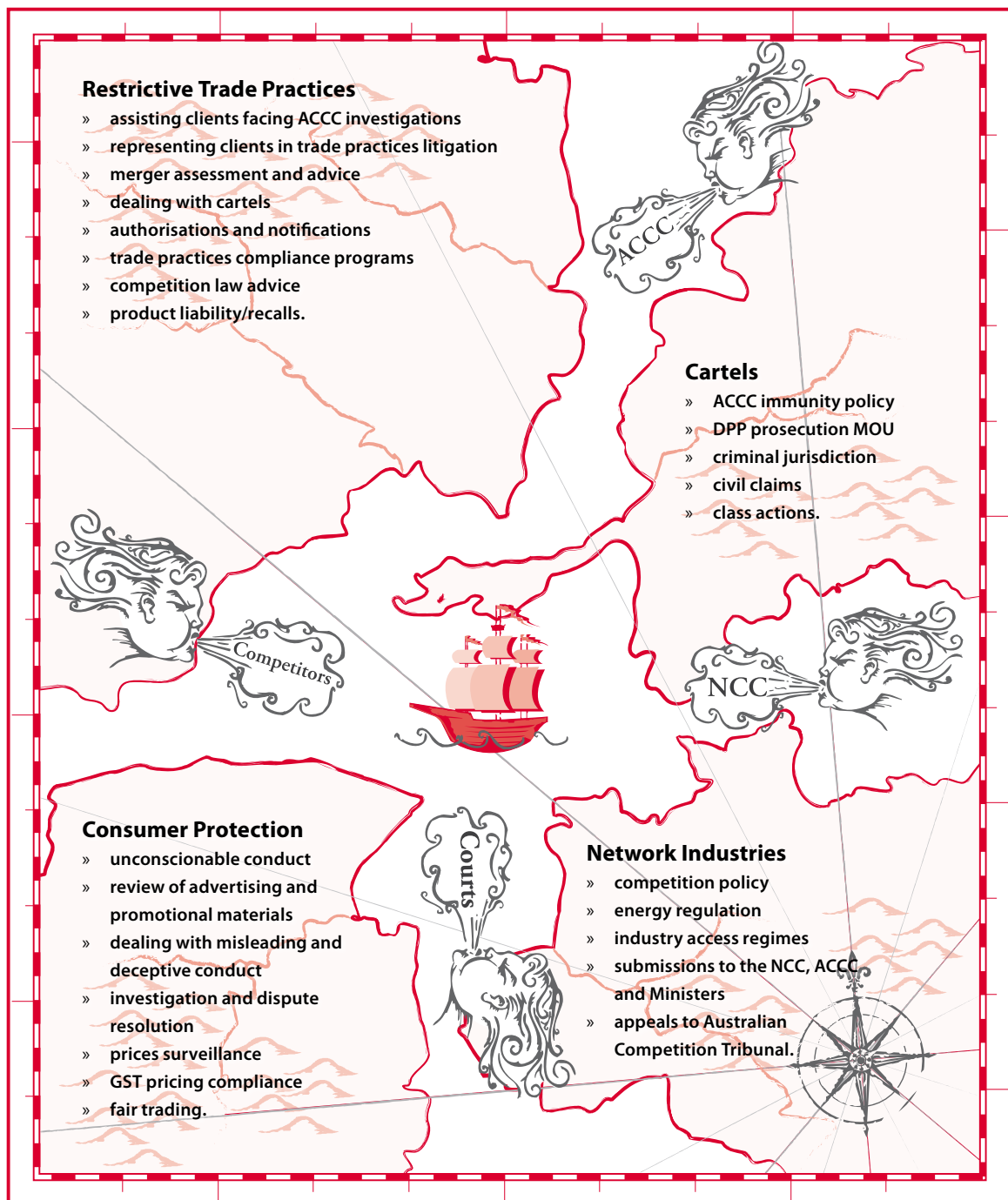
A variety of value added services includes industry seminars, secondments, committee membership, industry forums, customised in-house training programs, access to shared services and an excellent range of legal newsletters.

Educational and informative, these aim to keep you abreast of relevant industry and legislative developments that directly impact you.

Our recent submission to the Productivity Commission's review of the Australian Consumer Product Safety System (which was quoted extensively in its report) is typical of our strong desire to be actively involved in any developments in this field of law.

Through us you'll have access to a diversity of views and many industry groups as well as our established contacts with UK/EU practitioners. Acting for a wide range of participants across various industries ensures that our functions and events provide you with networking opportunities that are second to none.

Before you set sail into the unknown, let Middletons help you to chart the best legal course. The firm has extensive experience advising on all *trade practices issues*.



About Middletons

Middletons is a leading Australian law firm with offices in Melbourne and Sydney with around 65 partners, a further 190 lawyers and a total staff of more than 440.

We have extensive experience in acting for major corporates and industry leaders, and working on ground breaking transactions. Clients have chosen our firm because of our comprehensive skills, industry knowledge and approach to service.

Clients seek firms with industry knowledge and depth of experience to match. As a single service supplier of legal expertise, we offer our clients a broad range of legal services, including:

- » banking and finance
- » biotechnology
- » capital markets
- » commercial and corporate advisory
- » commercial litigation
- » commercial property
- » competition and regulatory
- » construction
- » corporate recovery
- » dispute resolution
- » energy
- » financial services
- » industrial relations
- » information technology
- » insurance
- » intellectual property
- » maritime
- » media and entertainment

- » mergers and acquisitions
- » project finance and infrastructure
- » resources
- » taxation and revenue
- » transport and international trade
- » workplace relations.

Middletons has expertise and knowledge in specific industries we see as integral to the Australian and world economies to ensure we understand our clients' businesses. Industries such as:

- » energy and resources
- » finance and insurance
- » health and leisure
- » manufacturing and retail
- » property and development
- » technology
- » telecommunications
- » transport, distribution and logistics.

Middletons breaks the mould when it comes to big law firms. Size, like expertise and geographical reach, is a given for our clients. Our lawyers talk our clients' language but challenge their thinking. Our approach is different to others – we offer advice and services built on intellect, inspiration, influence, involvement, integrity and individuality.

Middletons is large enough to provide detailed business advice, yet small enough to ensure cost effectiveness and guaranteed partner access.

Further Information



Team Contact

Murray Deakin

T: +61 2 9513 2335

E: murray.deakin@middletons.com.au

www.middletons.com.au