**ANALYSIS TEMPLATE**

*In completing Assessment 3, you are required to use the below assessment template. You will need to address the questions embedded in this template. In providing your responses, please* ***delete and******replace*** *all highlighted sections of text with your own response in the template.* ***You are welcome to expand the table cells to accommodate your response.***

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| --- | --- | --- | --- | --- |
| **Product:** <Indicate the product you selected eg. option 1 or option 2> | | | **Appendix included:** <Have you included an appendix? Indicate Yes or No> | |
|  | **Version 1: Compliant** | **Version 2: Borderline** | | **Version 3: Non-Compliant** |
| **Example advertisement**  **texts** | <Insert here your version of the advertisement text which is fully compliant with the ACL> | < Insert here your version of the advertisement text that has a compliance with the ACL which is **borderline**, ambiguous or uncertain> | | <Insert here your version of the advertisement text which is non-compliant with the ACL> |
| **Prohibition against false and misleading conduct provisions of ACL** (200-300 words) | <Add reason(s) why the advertisement is compliant. In explaining why the advertisement is compliant, include references to sections to relevant sections of the ACL> | <Add dot point list of places that compliance may be ambiguous, include what and why mentioning specific references to sections to relevant sections of the ACL> | | <Add dot point list of places that are non-compliant, include what and why mentioning specific references to sections to relevant sections of the ACL> |
| **Consumer guarantee provisions of ACL** (200-300 words) | <Add reason(s) why the advertisement is compliant. In explaining why the advertisement is compliant, include references to sections to relevant sections of the ACL> | <Add dot point list of places that compliance may be ambiguous, include what and why mentioning specific references to sections to relevant sections of the ACL> | | <Add dot point list of places that are non-compliant, include what and why mentioning specific references to sections to relevant sections of the ACL> |
| **What legal remedies are available to consumers for a breach of the consumer guarantees provisions under the ACL? What will the advertiser be liable for if there is a breach of the consumer guarantees?** (100-200 words) | <Add your answer in this section> | | | |
| **What legal remedies are available to consumers for a breach of the prohibitions against false and misleading conduct provisions under the ACL? What will the advertiser be liable for if there is a breach of the prohibitions against false and misleading conduct provisions?** (100-200 words) | <Add your answer in this section> | | | |
| **What adjustments would be needed to make the advertisement fully compliant.** (200-300 words) | **Already compliant.**  **Do not add additional text to this box.** | <Add dot point list of adjustments> | | <Add dot point list of adjustments> |
| **Discuss the importance of compliance with the ACL in advertising. Consider the importance and the different implications for both businesses and consumers**  (200-300 words) | <Add your answer in this section> | | | |
| **Acknowledgement & reflection**  (100-150 words) | <Add: First explain the ways you used AI for the assessment with Copilot and other AI tools. Second reflect on the pros and cons of using AI in producing this assessment task> | | | |
| **Sources** | <If you have used any sources outside of our course materials to inform your responses to this assessment identify and cite these sources below. Please use the citation style of your choice and ensure your references are consistent with that style. If you have only used our course materials to inform your response, simply insert below that only course materials were used to inform your response to this assessment.>   1. <Add source citation> 2. <Add source citation> 3. <Add source citation> | | | |