



Sample business recall plan

April 2023

Acknowledgement of country

The ACCC acknowledges the traditional owners and custodians of Country throughout Australia and recognises their continuing connection to the land, sea and community. We pay our respects to them and their cultures; and to their Elders past, present and future.

Australian Competition and Consumer Commission
23 Marcus Clarke Street, Canberra, Australian Capital Territory, 2601

© Commonwealth of Australia 2023

This work is copyright. In addition to any use permitted under the Copyright Act 1968, all material contained within this work is provided under a Creative Commons Attribution 3.0 Australia licence, with the exception of:

- the Commonwealth Coat of Arms
- the ACCC and AER logos
- any illustration, diagram, photograph or graphic over which the Australian Competition and Consumer Commission does not hold copyright, but which may be part of or contained within this publication.

The details of the relevant licence conditions are available on the Creative Commons website, as is the full legal code for the CC BY 3.0 AU licence.

Requests and inquiries concerning reproduction and rights should be addressed to the Director, Content and Digital Services, ACCC, GPO Box 3131, Canberra ACT 2601.

Important notice

The information in this publication is for general guidance only. It does not constitute legal or other professional advice, and should not be relied on as a statement of the law in any jurisdiction. Because it is intended only as a general guide, it may contain generalisations. You should obtain professional advice if you have any specific concern.

The ACCC has made every reasonable effort to provide current and accurate information, but it does not make any guarantees regarding the accuracy, currency or completeness of that information.

Parties who wish to re-publish or otherwise use the information in this publication must check this information for currency and accuracy prior to publication. This should be done prior to each publication edition, as ACCC guidance and relevant transitional legislation frequently change. Any queries parties have should be addressed to the Director, Content and Digital Services, ACCC, GPO Box 3131, Canberra ACT 2601.

ACCC 04/23

www.accc.gov.au

Contents

Sample business recall plan	0
1. Key details.....	4
1.1. Recalled product information	4
1.2. Recall insurance	4
1.3. Key contacts	4
2. Recalled product details	6
2.1. Product quantities	6
2.2. Product location	6
2.3. Retailers or supply chain customers.....	7
2.4. Details of known injuries or incidents.....	7
3. Risk assessment	8
3.1. Risk assessment outcome	8
4. Quality assessment/Root cause analysis	8
4.1. Summary.....	8
4.2. Actions taken by supplier to identify and correct the cause of the hazard.....	9
5. Locating affected consumers	9
5.1. Known consumers.....	9
5.2. Unknown consumers (no contact information – if applicable)	9
6. Consumer Remedy	10
7. Communications	10
7.1. Stakeholders to contact.....	10
7.2. Recall advertisements and communications.....	10
7.3. Recall information and complaints process for consumers and retailers.....	11
7.4. Communications schedule.....	12
8. During the recall – monitoring recall progress.....	14
8.1. Updating government agencies – progress reports.....	14
8.2. Affected quantities.....	14
8.3. Remedied quantities	14

8.4. Variations to the recall strategy	15
8.5. Complaints from consumers and supply chain customers about the recall or the recalled product.....	15
8.6. Complaints from consumers and supply chain customers about the recall or the recalled product.....	15
9. Decision log	16

Last revision date for plan	
Attachments to previous recall information	
Attachment to previous recall plans (if available)	
Person responsible for this plan	

1. Key details

1.1. Recalled product information

Product name	
PRA Number	
Responsible government agency	
Date recall actions commenced	
Date ACCC notified	
Specialist agencies (where relevant)	

1.2. Recall insurance

Insurance provider		Policy	
Policy no.		Claim no.	
Contact details			

1.3. Key contacts

Name	Responsibilities	Contact details
	Recall coordinator	
	Communications	
	Contact person for ACCC	
	Contact persons for supply chain	
	Contact person for retailers	
	Finance	
	Legal	
	Risk assessment	
	Quality control	

	Customer relations	
--	--------------------	--

Name	Name and organisation	Contact details
ACCC		
Specialist agency (where relevant)	Examples: Consumer affairs Electrical regulators	
Technical advice		
Risk assessment		
Finance		
Legal advice		
Business process management		
Importer/manufacturer		
Suppliers to your business – products received from		
Entities in the supply chain – product supplied to		
Repair agents		
Overseas recipients		

2. Recalled product details

Product name			
Product description			
Product type			
Identifiers		Serial no.	
Supporting documents			
Dates manufactured			
Barcodes			
Age group product is intended for		Intended purchaser (if different to end user)	
RRP		Approx. lifespan of product	
Photo of product		Stage in lifecycle of product	
Dates product supplied/sold		Components of recalled product fitted to other products	

2.1. Product quantities

Total quantity produced/purchased/imported			
Total quantity in the supply chain		Quantity not distributed yet	
Quantity on shelves (With retailers)		Quantity sold to consumers	
Quantity exported overseas:		Quantity in transit:	

2.2. Product location

<input type="checkbox"/> ACT	<input type="checkbox"/> NSW	<input type="checkbox"/> VIC	<input type="checkbox"/> QLD	<input type="checkbox"/> SA
<input type="checkbox"/> NT	<input type="checkbox"/> TAS	<input type="checkbox"/> WA	<input type="checkbox"/> Online	<input type="checkbox"/> Overseas

2.3. Retailers or supply chain customers

Retailer name	No. of stores	Location of stores	No. units on shelves	No. units sold to consumers	Online store Y/N	Social media accounts Y/N

2.4. Details of known injuries or incidents

Date	Incident details	Assessment outcome	Attachments	Mandatory injury report submitted

3. Risk assessment

3.1. Risk assessment outcome

Assessment date:

Product	Issue	Assessment
	Defect	
	Hazard	
	Injury severity	
	Likelihood	
	Number of known injuries	
	Risk outcome	
Supporting documents		

4. Quality assessment/Root cause analysis

4.1. Summary

Assessment date:

Issue	Assessment (include relevant attachments)
How was the issue initially identified	Customer complaint/ quality assurance check/ supplier feedback
Date issue initially identified	
Incident details	
Component/material where issue occurs	
Stage of supply at which defect occurred	Design/ testing/ manufacturing/ packing/ inspection/ transport stages
Root cause analysis outcome	

4.2. Actions taken by supplier to identify and correct the cause of the hazard

Date	Action	Responsible person

5. Locating affected consumers

5.1. Known consumers

Loyalty programs	Y/N	
Warranty programs	Y/N	
Product registration	Y/N	
Product service records	Y/N	
Contact information:	Email Y/N	
	Phone Y/N	
	Address Y/N	
	Social media account Y/N	
Customer lists	Y/N	
Attachments		

5.2. Unknown consumers (no contact information – if applicable)

Target age group	
Communication channels used to promote the product	
Other known factors about target consumers	

6. Consumer Remedy

Remedy	
How consumers will receive the remedy	
Information required from consumers (if applicable)	
Locations where to provide the remedy (if applicable)	
Returns handling instructions: (If applicable)	
Repair agent details (If applicable)	
Record keeping requirements for retailers/repair agents	

7. Communications

7.1. Stakeholders to contact

<input type="checkbox"/> ACCC	<input type="checkbox"/> Retailers	<input type="checkbox"/> Distributor	<input type="checkbox"/> Importer
<input type="checkbox"/> Consumers	<input type="checkbox"/> Overseas persons goods supplied to	<input type="checkbox"/> Other entities in supply chain	<input type="checkbox"/> Manufacturer
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7.2. Recall advertisements and communications

Communication channel	Attachment
Social media for retailers	
Email for known consumers	
Website information	
In store advertising for retailers	
Other advertising	

7.3. Recall information and complaints process for consumers and retailers

Consumer information ph. no.		Hours of operation	
Email address			
Web address for recall info			
Complaints process established	Customer complaints	Supply chain entities complaints	

7.4. Communications schedule

Activity	Message/Template	Stakeholder/Audience	Channel	Frequency and timing	Responsible person	Feedback/Effectiveness
Inform customers about the recall and what they need to do (example)	Provide same details as recall notice How to receive a remedy Link to FAQs on website Contact details for more information	Known consumers (example)	Email – Addresses supplied from warranty cards	Once every two months First Thursday of the month at 9am	Communications manager	Monitor website visits to recall information No. remedies provided
Paid social media advertising (example)	Advertise recall, provide links to notice and how to seek a remedy	Consumers Social media followers Age groups (example)	Facebook and Instagram	3 month campaign	Social media manager Communications manager approves message	Monitor and engage with comments Use analytics provided by social media to find out how many people viewed the message
Inform retailers about the recall (example)	Advertise remedy, information they need to provide to customers, reporting requirements	Retailers (example)	Email	Once a month Initial email with information at start of recall, then first Tuesday of the month	Supplier engagement manager Communications manager approves messaging	Questions asked by retailers Retailers providing information as requested
		Consumers where English is their second language				

		Consumers who are sight and hearing impaired				
		Aboriginal, Torres Strait Islander and Tiwi people				

8. During the recall – monitoring recall progress

8.1. Updating government agencies – progress reports

Responsible agency	ACCC	Progress report form
Progress report frequency		
Date last report sent		
Date next report due		
Email address		
Template (attachment)		

8.2. Affected quantities

Date *	Total quantity of affected products	In warehouse (stock in hand)	Unsold stock in supply chain	Stock sold to consumers	Exported from Australia

* Update if more products are affected by the recall – let the ACCC know: recallsmonitoring@accc.gov.au

8.3. Remedied quantities

Date	Total goods from consumers remedied	Unsold stock returned from supply chain
Monthly intervals		

8.4. Variations to the recall strategy

Date	Action	Notes (including reason for variation)

8.5. Complaints from consumers and supply chain customers about the recall or the recalled product

Date	Details about the complaint	Actions

8.6. Complaints from consumers and supply chain customers about the recall or the recalled product

Date	Details about the complaint	Actions

