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| ACCC Logo  Description automatically generated with low confidence |
| Sample business recall plan |
|  |
| April 2023 |

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Australian Competition and Consumer Commission

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| --- | --- |
| 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. Recalled product information

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

* 1. Recall insurance

|  |  |  |  |
| --- | --- | --- | --- |
| Insurance provider |  | Policy |  |
| Policy no. |  | Claim no. |  |
| Contact details |  | | |

* 1. 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 |  |  |
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1. 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 |  |

* 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: |  |
|  |  |  |  |
|  |  |  |  |

* 1. Product location

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ACT | NSW | VIC | QLD | SA |
| NT | TAS | WA | Online | Overseas |

* 1. 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 |
|  |  |  |  |  |  |  |
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* 1. Details of known injuries or incidents

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Incident details | Assessment outcome | Attachments | Mandatory injury report submitted |
|  |  |  |  |  |
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1. Risk assessment
   1. Risk assessment outcome

Assessment date:

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

1. Quality assessment/Root cause analysis
   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 |  |

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

|  |  |  |
| --- | --- | --- |
| Date | Action | Responsible person |
|  |  |  |
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1. Locating affected consumers
   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 |  | |

* 1. Unknown consumers (no contact information – if applicable)

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

1. 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 |  |

1. Communications
   1. Stakeholders to contact

|  |  |  |  |
| --- | --- | --- | --- |
| ACCC | Retailers | Distributor | Importer |
| Consumers | Overseas persons goods supplied to | Other entities in supply chain | Manufacturer |
|  |  |  |  |

* 1. Recall advertisements and communications

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

* 1. 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 | |

* 1. 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 |  |  |  |  |

1. During the recall – monitoring recall progress
   1. Updating government agencies – progress reports

|  |  |  |
| --- | --- | --- |
| Responsible agency | ACCC | [Progress report form](https://www.productsafety.gov.au/contact-us/for-retailers-suppliers/recalls-progress-report) |
| Progress report frequency |  |  |
| Date last report sent |  |  |
| Date next report due |  |  |
| Email address |  |  |
| Template (attachment) |  |  |

* 1. 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 |
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\* Update if more products are affected by the recall – let the ACCC know: [recallsmonitoring@accc.gov.au](mailto:recallsmonitoring@accc.gov.au)

* 1. Remedied quantities

|  |  |  |
| --- | --- | --- |
| Date | Total goods from consumers remedied | Unsold stock returned from supply chain |
| Monthly intervals |  |  |
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* 1. Variations to the recall strategy

|  |  |  |
| --- | --- | --- |
| Date | Action | Notes (including reason for variation) |
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* 1. Complaints from consumers and supply chain customers about the recall or the recalled product

|  |  |  |
| --- | --- | --- |
| Date | Details about the complaint | Actions |
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* 1. Complaints from consumers and supply chain customers about the recall or the recalled product

|  |  |  |
| --- | --- | --- |
| Date | Details about the complaint | Actions |
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1. Decision log

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| Date | Outcome | Actioned by |
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