FOUNDER PLAYBOOK SERIES · VOLUME 4 · AUSTRALIA

THE AUSTRALIA

Direct Selling

Playbook

Everything a founder needs to launch, grow and scale

a direct selling company in Australia and New Zealand

Used by 500+ direct selling founders across 50 countries

WHAT'S IN THIS PLAYBOOK

- Australia's AUD 1.8 billion direct selling market — brands, DSAA landscape, growth drivers
- ACCC compliance: Australian Consumer Law, pyramid selling prohibitions, cooling-off periods
- TGA therapeutic goods registration for health supplement brands
- Compensation plan strategy — Unilevel and Hybrid plans for the Australian market
- Distributor recruitment strategy across Sydney, Melbourne, Brisbane and regional Australia
- 90-Day launch checklist — ASIC registration to first AUD commission run
- ANZ expansion playbook — Australia to New Zealand, Singapore and beyond
- Appendix: ACCC, DSAA, TGA contacts, professional services guide, full glossary

VOLUME 4

Founder Playbook Series — Australia

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2025 EDITION

Current AU market data and regulations

Produced by Global MLM Software

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A NOTE FROM GLOBAL MLM SOFTWARE

Australia is one of the most professionally run direct selling markets in the world.

The ACCC (Australian Competition and Consumer Commission) is one of the most active and commercially sophisticated consumer protection agencies anywhere — and the DSAA (Direct Selling Association of Australia) has built an industry self-regulatory framework that gives compliant companies a genuine competitive advantage over those who try to cut corners. In Australia, compliance is not a cost centre. It is a market positioning tool.

This playbook was built from direct experience working with Australian founders. It covers the ACCC compliance requirements that trip up international brands entering the Australian market. It covers TGA therapeutic goods registration — the requirement that stops more health supplement brands in their tracks than any other single compliance item. It covers the specific ANZ expansion pathway that makes Australia the natural APAC headquarters for a founder building a regional network across New Zealand, Singapore, and Southeast Asia.

Australian consumers are sophisticated, sceptical, and deeply distrustful of income claims they cannot verify. The compensation plan configurations and income disclosure requirements in this playbook are calibrated for that reality. A founder who builds transparently, with ACCC-compliant systems and a genuinely attractive product, finds Australia one of the most loyal consumer markets in the Asia-Pacific region.

Global MLM Software is built to power exactly this kind of business.
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What Is In This Playbook

Volume 4 of the Global MLM Software Founder Playbook Series. Volumes 1–3 cover South Africa, Malaysia and the Philippines. Volumes 5–8 cover UAE, Canada, UK and USA. All available at globalmlmsolution.com

INTRODUCTION

Why Australia Is a Direct Selling Opportunity Right Now

Australia is the most professionally run direct selling market in Asia-Pacific. The ACCC is one of the world's most commercially active consumer protection agencies. The DSAA has operated a respected industry code since 1967. Australian consumers are among the highest per-capita spenders on health and wellness products in the world. And the ANZ market — Australia plus New Zealand — gives a founder launching in Sydney or Melbourne immediate access to a combined 30 million-person English-speaking market with the highest purchasing power in the Southern Hemisphere.

AUD 1.8B	6–9%	68%	30M
Annual direct selling market size (2024)	Annual growth rate (5-year avg)	Health & wellness market share	ANZ combined market — AUS + New Zealand

The Australia Opportunity in Plain Terms

Australia's direct selling market is dominated by health, wellness, and essential oil brands — categories where product quality, clinical credibility, and community trust are the primary purchasing drivers. The ACCC compliance framework, while specific and requiring real infrastructure, actually creates a competitive moat for founders who build properly: the Australian market is effectively self-cleaning of poorly structured operators. A founder who launches with ACCC-compliant systems, TGA-registered products, and a genuinely strong product enters a market with high consumer trust once credibility is established — and very high distributor lifetime value as a result.

Who This Playbook Is For

This playbook is written for founders, CEOs, and business owners planning to launch or scale a direct selling or MLM company in Australia. It is equally relevant for international founders entering Australia from the UK, USA, Singapore, or elsewhere — the ACCC compliance requirements, TGA obligations, and Australian market dynamics apply regardless of where the founding team is based.

› You have a product ready or nearly ready for the Australian market

› You need to understand ACCC, ACL, and DSAA compliance obligations

› You need to understand TGA therapeutic goods requirements for health products

› You are selecting a compensation plan suited to Australian distributors

› You are selecting software to automate AUD commission processing

› You are planning ANZ or Asia-Pacific expansion from an Australian base

How to Use This Playbook

Read it once end to end before making any legal, product registration, compensation plan, or software decisions. Return to each chapter as you build. Print Chapter 6 (the 90-Day Launch Checklist) and keep it on your desk. Share Chapter 2 (Compliance) with your legal adviser and Chapter 3 (Compensation Plans) with your plan consultant.

01

The Australia Direct Selling Market

— Numbers, Brands, Trends and the Real Opportunity

CHAPTER 01

Market Size and Growth

Australia's direct selling market generated an estimated AUD 1.8 billion in retail sales in 2024, according to DSAA (Direct Selling Association of Australia) data and independent industry analysis. Australia has one of the highest per-capita direct selling participation rates in the Asia-Pacific region, with a distributor base concentrated in Sydney, Melbourne, Brisbane, and Perth — but with significant and growing provincial networks particularly in Queensland and regional New South Wales. The market has grown at approximately 6–9% annually over the past five years, with health, wellness, and essential oil products driving the majority of growth.

AUD 1.8B	6–9%	68%	500K+
Annual retail market size	Annual growth rate (5-year avg)	Health & wellness market share	Estimated active distributors

Health and wellness products account for approximately 68% of Australian direct selling retail sales. This is driven by one of the world's highest per-capita health supplement spending rates, strong consumer interest in natural and plant-based products, and the established presence of international wellness brands that have built large Australian distributor networks over the past two decades. Essential oils represent a particularly strong sub-category — doTERRA's Australian operation is one of the brand's largest markets globally. Beauty and personal care products account for approximately 20%, with household products and nutrition making up the remaining 12%.

Dominant Brands and Competitive Landscape

Brand	Category	Comp Plan	Est. Distributor Base	Status
Amway Australia	Health / Home / Beauty	Breakaway	Large	Established — market leader
doTERRA Australia	Essential Oils / Wellness	Unilevel	Large	One of doTERRA's top global markets

Brand	Category	Comp Plan	Est. Distributor Base	Status
Herbalife Australia	Nutrition / Weight Mgmt	Unilevel Custom	Large	Established
Nu Skin Australia	Anti-Aging / Wellness	Breakaway	Large	Premium segment
Arbonne Australia	Beauty / Wellness / Nutrition	Unilevel	Large	International — strong female founder brand
Forever Living AU	Aloe / Nutrition	Breakaway	Medium	Established
Shaklee Australia	Nutrition / Environment	Breakaway	Medium	International
USANA Australia	Nutrition / Health	Binary	Large	International
Melaleuca Australia	Wellness / Home Products	Unilevel	Large	Membership model — strong AU presence
Isagenix Australia	Nutrition / Weight Mgmt	Binary	Large	International — strong AU adoption

Unilevel and Breakaway plans dominate the Australian market — driven by the success of doTERRA, Amway, Arbonne, and Herbalife Australia. Binary plans (USANA, Isagenix) have a strong presence in the nutrition and weight management segments. The key insight: Australian distributors are more product-loyalty-driven than recruitment-driven — plan for product-first income, not fast-start recruitment bonuses alone.

The Australian Direct Selling Consumer Profile

Australian consumers and distributors have a distinct profile shaped by high income levels, strong scepticism of unsubstantiated claims, and a preference for premium, natural, and scientifically supported products. The three primary consumer segments for Australian direct selling are:

40% of market

The Wellness-Committed Consumer

35–55 years, urban professional, household income AUD 100,000+. Spends AUD 200–500/month on health, wellness, and beauty products. Research-driven purchasing — reads clinical studies, demands ingredient transparency. Responds strongly to third-party certifications (TGA, organic certifications, B Corp). The highest ACV per customer in Australian direct selling. Arbonne and doTERRA are built for this segment.

38% of market

The Part-Time Income Seeker

28–45 years, employed full-time or part-time, household income AUD 70,000–120,000. Joins for supplementary income of AUD 500–2,000 per month. Community-oriented — recruits through social circles, school networks, gym communities. Responds to flexible, product-quality-led business opportunity. This profile is the primary distributor recruitment target for most Australian health and wellness brands.

22 %

of market

The Product Enthusiast

25–50 years, joins primarily for personal use and product discount access. Earns modest income from sharing with close friends and family. Very high product retention — stays 4–7 years on autoship. Lower recruitment drive but high social media sharing behaviour — a strong source of word-of-mouth product discovery in the Australian market.

Why Now — Australia's Structural Growth Drivers

Post-pandemic health and wellness acceleration

Australian spending on health supplements, natural personal care, and preventive wellness products accelerated significantly after 2020 and has not retreated. The health-conscious consumer segment that would previously have purchased through pharmacies or health food stores has shifted towards direct-to-consumer channels — both ecommerce and direct selling. Brands with credible natural or science-backed health positioning are the primary beneficiaries.

Premium product demand gap

The Australian direct selling market has a significant gap between established international brands (Amway, doTERRA, Herbalife) and a new generation of health and beauty founders who want a more sophisticated, modern direct selling model. A founder who launches with a genuinely premium product, transparent clinical backing, and professional-grade technology infrastructure occupies a position that none of the established international brands currently fills.

ANZ gateway position

Australia is the natural headquarters for any Asia-Pacific direct selling expansion. English-speaking, high-income, with strong commercial ties to New Zealand (same trade frameworks, same consumer protection laws, AUD and NZD near-parity), Singapore (APAC business hub), and the broader Southeast Asian market. A company that establishes an Australian direct selling operation is simultaneously building the credibility base for ANZ and APAC expansion.

Social commerce maturity

Australian direct selling distributors are among the most sophisticated social commerce operators in the Asia-Pacific region. Instagram, Facebook, and especially TikTok Australia have produced a generation of distributor-entrepreneurs who generate significant product revenue from content-driven social selling. Brands that provide high-quality digital content assets to distributors outperform those that rely on traditional party plan or network recruitment models.

Chapter 1 Key Takeaway

Australia is an AUD 1.8 billion direct selling market growing at 6–9% annually, dominated by health, wellness, and essential oil brands, served by sophisticated high-income distributors, and protected from poorly structured competitors by one of the world's most active consumer protection agencies. A founder who launches with ACCC-compliant systems, TGA-registered products, and a genuinely premium offering enters a large market with high distributor lifetime value and a natural ANZ and APAC expansion pathway.

Chapter 01 Checklist	
Research the top 5 brands in your product category in Australia	Understand the benchmark — doTERRA, Arbonne, USANA, or Isagenix depending on category
Identify your primary target segment — Wellness-Committed, Part-Time Income Seeker, or Enthusiast	Each requires different product positioning, commission design, and recruitment approach
Determine whether TGA registration is required for your product	All therapeutic goods — including many health supplements — require TGA registration
Map your target states: NSW (Sydney), VIC (Melbourne), QLD (Brisbane), WA (Perth)	These four states account for 85%+ of Australian direct selling volume
Confirm ANZ expansion plan — New Zealand launch in parallel or within 6 months	NZ is the natural first expansion from Australia — same ACL principles, NZD currency
Book a free demo with Global MLM Software to see Australia configurations live	globalmlmsolution.com/demo — AUD pricing, ACCC/DSAA compliance, ANZ expansion

02

Legal and Compliance Foundation

— The Laws Every Australian Direct Selling Founder Must Know

CHAPTER 02

The Australian Regulatory Framework

Australia's consumer protection framework is one of the most developed in the world. The ACCC (Australian Competition and Consumer Commission) is an internationally respected enforcement agency with a track record of actively investigating and prosecuting direct selling companies that operate pyramid schemes, make false income claims, or fail to honour consumer rights. For a founder who builds properly, this is an advantage — it clears the market of poorly structured competitors. For a founder who cuts corners, it is an existential risk.

The Foundational Principle

Australian Consumer Law distinguishes clearly between a legitimate direct selling business and an illegal pyramid scheme or referral selling arrangement. The test under Schedule 2 of the ACL: does the scheme genuinely reward participants for selling products or services to end consumers, or does it primarily reward them for recruiting other participants? Every compliance decision you make must be traced back to this test. Build for genuine product sales. Document everything. Automate compliance from day one.

Australian Consumer Law (ACL) — Schedule 2 Competition and Consumer Act

The Australian Consumer Law is the primary federal legislation governing consumer rights and direct selling in Australia. Schedule 2, Part 3-3 specifically prohibits pyramid schemes and defines their characteristics. The ACL also imposes mandatory obligations on direct selling companies: a 10-business-day cooling-off period for unsolicited direct sales above AUD 100, prohibition on false or misleading representations, mandatory written agreements, consumer guarantees for all products sold, and right of return for defective or misrepresented products. ACL compliance is the foundation — not optional.

ACL compliance is federal law — mandatory for every direct selling company in Australia.

ACCC — Australian Competition and Consumer Commission

The ACCC is the federal agency responsible for enforcing the ACL and the Competition and Consumer Act 2010. The ACCC actively investigates pyramid scheme complaints, false income claims, and misleading product representations in the direct selling industry. ACCC enforcement actions can result in injunctions, civil penalties of up to AUD 10 million per contravention for corporations, and director liability. The ACCC publishes guidance specifically on pyramid selling and multi-level marketing at accc.gov.au — reading this guidance is mandatory before designing your compensation plan.

> Read the ACCC's MLM guidance at accc.gov.au before finalising any compensation plan design.

ASIC — Australian Securities and Investments Commission

ASIC (Australian Securities and Investments Commission) regulates financial products and services in Australia. If your direct selling company offers any financial return, profit-sharing, or investment component — or if your compensation plan can be characterised as a managed investment scheme — it may fall under ASIC's regulatory jurisdiction. The distinction between a direct selling company and a managed investment scheme is a genuine legal question for any hybrid or complex compensation plan. Engage an Australian corporate lawyer to confirm your plan falls under ACCC rather than ASIC jurisdiction.

> Confirm with an Australian corporate lawyer that your plan falls under ACCC not ASIC.

Therapeutic Goods Administration (TGA)

The TGA is the Australian government agency responsible for regulating therapeutic goods, including health supplements, medicines, medical devices, and some personal care products. Any product that makes therapeutic claims — claims about treating, preventing, or managing a health condition — must be listed or registered on the Australian Register of Therapeutic Goods (ARTG) before it can be legally sold in Australia. TGA listing (for lower-risk complementary medicines like vitamin supplements) typically takes 30–90 days. TGA registration (for higher-risk products) can take 12+ months. Selling a product with therapeutic claims without ARTG listing is a TGA offence with significant penalties.

> TGA ARTG listing is the critical path item for health supplement brands — apply before any other step.

Corporations Act 2001 — ASIC Company Registration

All companies operating in Australia must be registered with ASIC under the Corporations Act 2001. A proprietary limited company (Pty Ltd) is the standard structure for direct selling companies. ASIC registration typically takes 1–2 business days online. All companies must have an ABN (Australian Business Number), ACN (Australian Company Number), and — if turnover exceeds AUD 75,000 — must register for GST (Goods and Services Tax) with the ATO.

> ASIC Pty Ltd registration is your first step — budget 1–2 business days online.

DSAA — Direct Selling Association of Australia

The DSAA (Direct Selling Association of Australia, established 1967) is the recognised industry self-regulatory body. DSAA membership signals ethical operation to Australian consumers and regulators — particularly the ACCC, which views DSAA membership as a positive compliance indicator. DSAA membership requires adherence to the DSAA code of practice, which imposes specific obligations on income claims, distributor agreements, cooling-off periods, and product representation.

> DSAA membership is not legally mandatory but is a significant commercial and regulatory credibility signal.

Income Claim Regulations — Australia

The ACCC has prosecuted direct selling companies specifically for false income claims. Australian Consumer Law Section 29 prohibits false or misleading representations about income potential. The DSAA code of practice adds further income disclosure requirements. Australian consumers are among the most sceptical in the world regarding income claims — your income disclosure must be accurate, specific, and conservatively presented.

PERMITTED	Average earnings statements by distributor rank, backed by independently verified company data
PERMITTED	Income range statements — minimum, median, maximum — at each rank level
PERMITTED	Individual case studies with explicit disclosure that results are exceptional and not typical
PROHIBITED	Claims that 'anyone can achieve' a specific income level
PROHIBITED	Lifestyle images (boats, luxury travel, property) implied as typical distributor results
PROHIBITED	'Replace your income' or 'financial freedom' language without accompanying earnings disclosure
PROHIBITED	Income projections based on hypothetical compound growth rather than actual company data

The Distributor Agreement — Australian Requirements

Agreement Element	What It Must State
Company details	ASIC registration number (ACN), ABN, DSAA membership number, physical address
Product description	Clear description of all products, TGA ARTG listing numbers for therapeutic goods
Compensation plan summary	Plain-language summary of all commission types, bonuses, and rank qualifications in AUD
Start-up cost disclosure	Full disclosure of all joining fees, starter kit costs, minimum purchase requirements
10-business-day cooling-off period	Explicit statement of ACL right to cancel within 10 business days — for sales above AUD 100

Agreement Element	What It Must State
Buy-back guarantee	Commitment to repurchase unsold marketable inventory — DSAA standard is 90% of cost
Income disclosure reference	Statement that income varies; reference to DSAA-compliant income disclosure statement
GST compliance	Statement that all prices are GST-inclusive and official GST receipts are issued
ACCC compliance statement	Confirmation that the company is ACL-compliant and DSAA code of practice-adherent
Termination conditions	Clear grounds and process for termination by either party

Global MLM Software includes ACCC-compliant distributor agreement management, 10-business-day cooling-off period automation, TGA product number display, GST-inclusive AUD pricing, and DSAA income disclosure documentation as standard features for Australian companies on the platform. See these live: globalmlmsolution.com/demo

Chapter 02 Compliance Checklist

Register Pty Ltd with ASIC — obtain ACN and Certificate of Registration	Day 1–2 · Owner / Company secretary · register.business.gov.au
Apply for ABN with ATO (Australian Tax Office) — obtain Australian Business Number	Day 1–3 · Owner / Accountant · abr.gov.au — required before first commercial transaction
Register for GST with ATO if projected annual turnover exceeds AUD 75,000	Day 1–5 · Accountant · Required before invoicing customers — threshold is low for direct selling
Begin TGA ARTG listing for all health supplement products — START IMMEDIATELY	Day 1 · TGA consultant · 30–90 days for listed medicines; 12+ months for registered medicines
Read ACCC guidance on multi-level marketing and pyramid schemes at accc.gov.au	Day 1 · Owner · Read before finalising compensation plan — mandatory pre-launch step
Engage Australian consumer law practitioner for distributor agreement drafting	Day 1–14 · Legal adviser · Must include cooling-off period, buy-back, TGA numbers, ACN
Confirm compensation plan does not constitute a managed investment scheme (ASIC)	Day 1–14 · Australian corporate lawyer · Critical for any hybrid or complex plan structure
Apply for DSAA membership	Day 14–30 · Owner · www.dsaa.org.au — requires ASIC registration and ACCC-compliant plan
Book a free demo with Global MLM Software — see ACCC and DSAA compliance tools live	globalmlmsolution.com/demo

03

Compensation Plan Strategy for Australia

— Unilevel, Hybrid and Binary — The Australian Market Context

CHAPTER 03

The Australian Compensation Plan Landscape

Australia's direct selling market has a different compensation plan culture to the Philippines or Malaysia. Product loyalty drives distributor retention more than recruitment speed. Unilevel plans — which reward personal sales volume and team depth rather than leg balance — are the dominant structure among the most successful Australian direct selling brands. This reflects the Australian distributor psychology: product-first, community-sharing-oriented, and sceptical of fast-recruitment income claims.

The Australian Compensation Plan Principle

doTERRA Australia, Arbonne Australia, Herbalife Australia, and Forever Living Australia — the dominant brands in the health, wellness, and personal care categories — all operate Unilevel or Breakaway-Unilevel hybrid structures. This is not coincidence. It reflects a fundamental truth about the Australian market: distributors who join because of genuine product conviction stay longer, build larger personal customer bases, and produce more stable recurring revenue than distributors who join primarily for the fast-start recruitment bonus. Design your plan for product-first income.

The Six Plan Types — Australia Context

Unilevel Plan

DOMINANT IN AUSTRALIA

Unlimited width. Commissions paid level by level (e.g., 22% Level 1, 10% Level 2, 8% Level 3, down to Level 7+). Income grows with team product volume, not recruitment speed. doTERRA, Arbonne, Herbalife, and Melaleuca all operate Unilevel-based structures in Australia. Strong product loyalty and repeat purchase rates produce highly stable distributor income — the highest-retention plan structure in the Australian market.

USE CASE: Best for. Health, wellness, essential oil, and beauty brands targeting the Australian Wellness-Committed segment.

Breakaway Plan

AMWAY / NU SKIN MODEL

Senior distributors 'break away' from their upline when they reach a leadership rank — earning a royalty override on their entire breakaway group's volume. Amway Australia and Nu Skin Australia use Breakaway variants. Strong for mature companies with established leadership cultures. Complex to explain to new distributors and requires strong rank advancement support infrastructure.

USE CASE: Best for: Established brands with mature distributor bases — not recommended for launch.

Binary Plan

USANA / ISAGENIX MODEL

USANA Australia and Isagenix Australia operate Binary plans with success in the nutrition and weight management segments. Binary is less culturally dominant in Australia than in the Philippines or Malaysia — but it is viable for health and nutrition brands where quick income demonstration is a recruitment priority and the product has strong testimonial value.

USE CASE: Best for: Nutrition and weight management brands wanting fast initial income as a recruitment signal.

Hybrid Unilevel + Binary

GROWING

Combines Unilevel retail commissions with Binary team volume matching. Distributors earn generous personal sales commissions (Unilevel) PLUS matching on team volume (Binary element). Provides product-first income AND team-building income simultaneously. Increasingly popular with new Australian-founded direct selling brands that want both ACCC product-sales compliance and fast initial income.

USE CASE: Best for: Australian founders wanting ACCC compliance AND meaningful fast-start income.

Matrix Plan

NICHE

Fixed width and depth. Less common in Australia — the Unilevel community-sharing culture makes Matrix plan dynamics less natural for the Australian distributor profile. Not recommended for health or wellness brands entering the Australian market for the first time.

USE CASE: Best for: Niche community-identity brands — not suitable for mainstream Australian launch.

Custom Plan

ENTERPRISE

Fully bespoke compensation structure with unique bonus types, membership models (Melaleuca-style), or subscription-based commission structures. Requires experienced Australian compensation plan consultant and ACCC legal review. Budget additional time and cost for compliance confirmation.

USE CASE: Best for: Founders with experienced Australian plan consultants and specific retention models.

Worked Example — An Australian Unilevel Plan

The example below shows a functional Unilevel plan configuration for an Australian health and wellness company. Figures are illustrative and based on configurations used by Australian direct selling brands.

Your plan must be reviewed by an ACCC-experienced compensation plan consultant and your legal adviser before finalisation.

Rank	Monthly PV	Qualification	Commission Structure	Typical Monthly Range
Wellness Consultant	AUD 0	Personal retail only	22% retail commission	AUD 0–AUD 500/mo
Builder	AUD 200 PV	1 active frontline, 100 PV/mo minimum	22% L1 + 8% L2	AUD 800–AUD 2,500/mo
Senior Builder	AUD 500 PV	3 active frontlines	22% L1 + 10% L2 + 8% L3	AUD 2,000–AUD 6,000/mo
Leader	AUD 1,500	6 active frontlines, 2 Builder legs	Down to Level 5	AUD 5,000–AUD 15,000/mo
Senior Leader	AUD 4,000	12 active frontlines, 2 Senior legs	Down to Level 7	AUD 12,000–AUD 30,000/mo
Diamond	AUD 10,000	4 Leader legs qualified	Down to Level 8 + pool	AUD 25,000–AUD 60,000/mo

The Wellness Consultant retail commission of 22% at Level 1 means a new distributor earns AUD 22 on every AUD 100 of product sold to personal customers — before any team volume bonus applies. This structure passes the ACCC product-sales test: a distributor who never recruits a single person can still earn meaningful income from genuine product sales. This is the design principle that separates a legitimate direct selling plan from a pyramid scheme under Australian Consumer Law.

Bonus Types for the Australian Market

Retail Customer Bonus

A separate bonus paid for acquiring registered retail customers (non-distributors) who purchase directly from the distributor's website. Retail customer acquisition bonuses are highly ACCC-positive — they demonstrate genuine product sales to end consumers. Australian compliance lawyers recommend making retail customer bonuses explicit and generous, as they provide the strongest evidence of legitimate direct selling activity.

Product Autoship Loyalty Bonus

A monthly bonus paid to distributors who maintain a personal autoship order AND have a minimum number of retail customers on autoship. This structure — personal autoship + customer autoship — is the most ACCC-aligned bonus type in the Australian market. It directly rewards the behaviour that separates legitimate direct selling from pyramid selling.

Rank Advancement Bonus

A one-time AUD bonus paid when a distributor achieves a new rank. Australian distributors respond strongly to tangible AUD milestone rewards — particularly when combined with public recognition. LinkedIn posts and Instagram Stories announcing rank achievements are standard in the Australian direct selling community.

Leadership Pool

A percentage of company-wide AUD sales volume distributed among senior distributors above a minimum rank. Creates long-term retention incentive for Diamond and Senior Leader level distributors — the cohort that drives the majority of team volume in the Australian market.

Social Commerce Bonus

A unique Australian-market bonus: a small percentage bonus paid when a distributor generates a verifiable sale through a tracked social media link (Instagram, TikTok, or Facebook). Rewards the social commerce behaviour that is a core feature of the Australian direct selling distributor profile. No equivalent is as prevalent in the SA, MY, or PH markets.

The ACCC Compliance Test for Any Australian Compensation Plan

Apply this test to every bonus type in your plan: if all distributor recruitment stopped tomorrow, would your active distributors still earn meaningful income from product sales to genuine retail customers? If the answer is no for any bonus type, redesign that element before your ACCC legal review. The Australian Consumer Law is explicit: income from recruitment is the defining characteristic of an illegal pyramid scheme.

Chapter 03 Compensation Plan Checklist

Select Unilevel as primary plan type unless nutrition/weight product warrants Binary	Unilevel is the dominant structure among the most successful AU brands — match the market
Set retail commission at minimum 20–25% of retail price for personal customer sales	ACCC compliance — personal sales income must be genuine and meaningful independent of team
Include explicit Retail Customer Bonus to reward personal customer acquisition	Strongest ACCC signal — demonstrates genuine product sales to end consumers
Include Autoship Loyalty Bonus requiring both personal and customer autoship	ACCC-positive behaviour: rewards genuine product sales and customer retention
Build income disclosure statement with actual AUD earnings data per rank	Required under ACL and DSAA code of practice — conservative, specific, verified
Have plan reviewed by an Australian consumer law specialist and ACCC guidance read first	Budget AUD 5,000–AUD 25,000 for ACCC legal review of full compensation plan
Confirm plan does not constitute a managed investment scheme under ASIC	Critical for any hybrid or complex plan — engage Australian corporate lawyer
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04
Distributor Recruitment and Retention in Australia

— Building a Network of Product-Committed Distributors

CHAPTER 04

The Australian Distributor Mindset

Recruiting in Australia is different from recruiting in Malaysia or the Philippines. Australian distributors are more sceptical, more research-driven, and more product-first than in most other direct selling markets. Income claims that would generate strong recruitment response in the Philippines will generate suspicion in Australia. Product quality that might be taken on faith in other markets will be researched, compared, and verified by Australian distributors before they commit. This is a strength, not a challenge — it means Australian distributors who join a product they believe in stay longer and build more stable businesses than distributors who join for fast income alone.

Recruitment Channels That Work in Australia

Instagram and TikTok — The Primary Discovery Channels

Australian direct selling distributors use Instagram and TikTok as their primary product discovery and recruitment platforms. Product demonstration content, personal use testimonials, and 'day in my business' lifestyle content generate the highest-quality inbound leads in the Australian market. Notably, Australian consumers are acutely sensitive to over-produced or income-claim-heavy content — authentic, product-focused content converts at significantly higher rates than polished income opportunity promotions.

Facebook Groups — Community Building

Facebook Groups remain the primary ongoing community tool for Australian direct selling distributors — used for team training, product education, recognition announcements, and customer community building. Prospecting through Facebook has declined in favour of Instagram and TikTok, but Facebook Groups for active team management remain essential.

Health and Wellness Events — The Highest-Intent Channel

Yoga studios, pilates classes, farmers markets, organic food events, and health expos attract the Wellness-Committed Consumer segment — the highest-ACV, highest-retention distributor profile in the Australian market. In-person product demonstrations at these venues convert at significantly higher rates than any digital channel for premium wellness brands. A well-positioned product sampling table at a Sydney or Melbourne health expo generates 10–20 serious product enquiries per event.

LinkedIn — For Professional Income Seekers

LinkedIn is an underutilised but high-converting recruitment channel for the Part-Time Income Seeker profile in Australia — professionals who are actively looking for flexible business opportunities. Content targeting 'flexible business', 'side income Australia', and 'natural health business opportunity' attracts high-quality leads with lower scepticism than the mass market.

Referral Programme for Existing Customers

The highest-quality Australian distributor leads come from existing satisfied product customers who refer friends and family. A structured referral programme — offering existing customers a product credit or discount for each new customer referral who purchases — generates recruits who already trust the product before they consider the business opportunity. This is the most ACCC-aligned recruitment channel: product-first, consumer-experience-led.

The 48-Hour Australian Onboarding Protocol

Timing	Action
Hour 0–4	Welcome email AND Instagram DM from sponsor. Include back office login, first product use guide, and tracking link for their starter kit delivery.
Hour 4–12	Product education pack — 3 short video links (not downloads), key product science summary, Australian testimonials from similar-demographic distributors
Hour 12–24	Sponsor video call — 20 minutes. Topics: (1) product personal use experience, (2) first 5 genuine product customers to reach out to, (3) first social content piece to post
Hour 24–48	Company welcome email with Unilevel commission summary in AUD, retail customer bonus explanation, first rank target and income range for that rank
Day 7	First week check-in call — has the distributor made their first personal sale? Has their starter kit arrived? Is the back office working on their device?
Day 14	Social commerce check-in — has the distributor posted their first product content? Review their first post with them if needed. Set up tracked link.
Day 30	30-day review — AUD earnings to date, number of retail customers, social content posted. Set 60-day goals tied to next rank qualification in AUD.

Retention — The Australian Product-First Rule

The Most Important Australian Retention Insight

Australian direct selling companies with strong product quality and a genuine autoship subscription culture retain distributors at 3–4x the rate of companies that rely primarily on recruitment-income as the retention mechanism. A distributor who genuinely loves the product, uses it daily, and shares it naturally with their social network stays for years. A distributor who joined for the recruitment income and has no personal product conviction leaves in 3–4 months — often for a competitor's fast-start bonus offer. Prioritise genuine product conviction in every recruitment conversation.

Autoship Programme — The Foundation of Australian Retention

Monthly autoship subscriptions are the single most important retention infrastructure in the Australian direct selling market. A distributor on autoship has a monthly product experience that maintains conviction and provides constant social content. Autoship cancellation is the leading indicator of distributor departure — monitor it monthly and intervene with coaching before a distributor cancels their subscription.

Product Education as Ongoing Training

Australian distributors who receive regular product education — ingredient explanations, clinical study summaries, use case guides — retain at higher rates and generate larger personal customer bases. Monthly product education webinars, Instagram Lives, and TikTok content specifically about product science are the most effective retention tools for the Wellness-Committed Consumer segment.

Transparent AUD Commission Reporting

Australian distributors are financially sophisticated and intolerant of commission calculation ambiguity. A back office that shows AUD commission by order, by customer, by commission level — updated in real time — produces measurably higher trust and retention. Commission disputes are among the most common reasons Australian distributors leave their current direct selling company.

Social Commerce Support

Providing distributors with regular, high-quality, brand-consistent social media content — product photography, TikTok templates, Instagram caption guides — supports their primary recruitment and sales channel. Australian distributors who post product content at least twice weekly generate 3–4x more personal customer enquiries than those who do not. Make it easy to post — provide the content.

Chapter 04 Recruitment and Retention Checklist	
Screen all recruits for genuine product conviction before signing them up	Australian market: product-first distributors stay 3–4x longer than income-first
Set up autoship programme from launch — every distributor starts on autoship	Autoship cancellation is the leading indicator of distributor departure in AU
Build Instagram and TikTok content library for distributor use from day one	30 pieces of branded product content, caption templates, tracked link system
Launch health and wellness event presence in target city within first 30 days	Sydney and Melbourne health events: highest-conversion in-person channel
Configure real-time AUD commission reporting by order and customer in back office	Commission transparency is a retention and trust requirement in the AU market
Set up referral programme — product credit for existing customers who refer friends	Most ACCC-aligned and highest-quality lead source in the Australian market
Schedule monthly product education webinars from launch	Product knowledge drives social content — social content drives retail sales

Book a free demo with Global MLM Software — see AUD back office live	globalmlmsolution.com/demo

05

Technology Stack — What Your Software Must Handle

— Nine Technology Requirements for Australian Direct Selling

CHAPTER 05

Why Technology Is Non-Negotiable in Australia

Australian distributors have a higher technology expectation than almost any other market in the Asia-Pacific region. They have worked with Amway's Back Office, doTERRA's Virtual Office, Arbonne's myArbonne, or similar professional platforms — and they evaluate every new company's technology against these benchmarks before committing. A direct selling company in Australia that cannot provide a professional, real-time, AUD-native back office will lose experienced distributors to companies that can. Technology is not a back-office function in the Australian market — it is a front-line distributor recruitment and retention tool.

The Australian Technology Expectation

Australian distributors — particularly the Wellness-Committed and Part-Time Income Seeker profiles — expect: a mobile-responsive back office that works perfectly on iOS (iPhone and iPad dominate in Australia), AUD commission statements with GST-compliant receipts, real-time order tracking for their customers, tracked social media links for their content, and a genealogy tree that shows both retail customers and distributors. The platform that provides all of these retains experienced distributors who drive the majority of volume.

The Nine Core Technology Requirements

Unilevel and Binary Commission Automation — AUD

Calculates every commission type — Unilevel level-by-level percentages, Retail Customer Bonus, Autoship Loyalty Bonus, Rank Advancement Bonus, Leadership Pool distribution — on every order, in AUD, in real time, with full audit trail. GST-compliant invoicing for every customer and distributor purchase. BAS (Business Activity Statement) compatible GST reporting for the company's quarterly ATO obligations.

01

Non-negotiable — GST-compliant AUD commission calculation with full audit trail

ACCC Compliance Tools

Platform must automate: 10-business-day cooling-off period tracking per distributor agreement, buy-back policy management, DSAA income disclosure statement generation, retail customer vs distributor ratio tracking (for ACCC product-sales compliance evidence), and ACL-compliant product representation management. These are not optional features — they are the documented evidence of ACCC compliance that protects the company in the event of an investigation.

02

ACCC compliance documentation tools are a legal protection requirement

TGA Product Registration Display

All product pages — in the company store, on distributor replicated websites, and in digital order receipts — must display the TGA ARTG (Australian Register of Therapeutic Goods) listing number for each therapeutic product. Australian consumers and distributors actively check ARTG numbers. A platform that cannot display TGA ARTG numbers on product pages creates compliance risk in every consumer-facing interaction.

03

TGA ARTG number display is a product credibility requirement in the AU market

GST-Compliant Invoicing and ATO Reporting

Every product sale must generate a GST-compliant tax invoice for Australian tax obligations. The platform must calculate GST (10%) on all taxable supplies, generate ATO-compatible BAS reporting, and manage GST-exempt items correctly. Distributor commission payments must be reported in GST-compliant format for both the company and the distributor's own ATO obligations.

04

GST-compliant invoicing is mandatory for all Australian commercial transactions

iOS-Optimised Mobile Experience

Australia has one of the highest iPhone penetration rates in the world — approximately 58% of Australian smartphone users use iOS. Every element of the distributor back office — commission dashboard, genealogy, product store, replicated website management — must render and function correctly on iPhone and iPad. Android optimisation is equally required. A desktop-first platform loses Australian distributors who manage their business entirely from a mobile device.

05

iOS-first mobile optimisation is the Australian distributor platform standard

Social Commerce Tracking — Instagram, TikTok, Facebook

Tracked links for distributor social media content — Instagram bio links, TikTok story links, Facebook post links — that automatically attribute any resulting customer purchase to the correct distributor and trigger commission calculations. Australian distributors generate significant sales through social content and expect tracked attribution for every post. Without tracked social links, commission disputes from social-generated sales are almost inevitable.

06

Social commerce tracked links are a standard expectation for Australian distributors

07

ANZ Multi-Market Support — AUD and NZD

When you expand from Australia to New Zealand — which most AU brands do within 6 months — the same platform must handle NZD payouts, New Zealand Fair Trading Act compliance documentation, and NZ-specific distributor genealogy views alongside the Australian operation. Platform migration at the point of NZ expansion costs months of operational disruption. Confirm ANZ support is standard before selecting your platform.

ANZ support on the same platform is a launch decision — not an upgrade decision

08

Customer vs Distributor Retail Ratio Tracking

ACCC compliance evidence requires the company to demonstrate that product sales are going to genuine retail customers, not just to distributors buying to maintain rank qualification. The platform must separately track and report: sales to registered retail customers vs sales to distributors, active retail customer count per distributor, and company-wide retail vs distributor sales ratio. This data is the primary ACCC defence if the company's model is ever questioned.

Retail vs distributor sales ratio tracking is the primary ACCC compliance metric

09

Ecommerce and Autoship Integration

Full AUD product catalog with GST-inclusive pricing, autoship subscription management (pause, modify, cancel), bundle and pack ordering, and integration with Australian payment gateways (Stripe Australia, PayPal Australia, Afterpay for consumer purchases). Autoship subscription management is especially critical — monthly autoship orders are the foundation of stable commission income for Australian distributors.

Afterpay integration for consumer purchases is an Australian market expectation

All nine technology requirements above are standard features of Global MLM Software for Australian companies. ACCC cooling-off period automation. TGA ARTG number display. GST-compliant invoicing and ATO reporting. iOS-optimised mobile experience. Social commerce tracked links. AUD and NZD multi-currency payouts. Retail vs distributor ratio tracking for ACCC compliance evidence. Book your Australia demo: globalmlmsolution.com/demo

Chapter 05 Technology Checklist

Confirm vendor can configure your exact AU plan live — Unilevel or Binary — in the demo	AUD commissions, level percentages, retail customer bonus — shown running live
Confirm ACCC 10-business-day cooling-off period is automated per distributor sign-up	Manual cooling-off tracking fails at scale — must be automated in platform
Confirm TGA ARTG number display on all product pages and distributor receipts	Australian consumers check ARTG numbers — display is a credibility requirement
Confirm GST-compliant invoicing and BAS-compatible reporting is standard	ATO BAS obligations are quarterly — platform must generate compatible reports
Test back office on iPhone at 4G — must render correctly on iOS	58% of Australian distributors use iPhone — iOS-first is a retention requirement

Confirm social commerce tracked link generation for Instagram, TikTok, Facebook	Social attribution tracking prevents commission disputes from content-generated sales
Confirm NZD payout and ANZ multi-market support on same platform	ANZ expansion within 6 months is standard for successful AU brands — plan for it now
Confirm retail vs distributor sales ratio reporting for ACCC compliance	This report is the primary ACCC defence document — must be automated
Book a free demo with Global MLM Software	globalmlmsolution.com/demo — ACCC, TGA, GST, AUD, ANZ — all live

06

Your 90-Day Australia Launch Checklist

— From ASIC Registration to First AUD Commission Run

CHAPTER 06

How to Use This Checklist

The Australian launch sequence has one critical dependency: TGA therapeutic goods listing or registration. For health supplement brands — the dominant category in Australian direct selling — selling a product with therapeutic claims before it is listed or registered on the Australian Register of Therapeutic Goods (ARTG) is an offence under the Therapeutic Goods Act 1989. Begin TGA ARTG listing on day one. The rest of the sequence runs in parallel.

PHASE 1 — Legal and Business Foundation — Days 1–21

Begin TGA ARTG listing for all therapeutic products — START ON DAY ONE	Day 1 · TGA consultant · 30–90 days for listed medicines — this is the critical path
Register Pty Ltd with ASIC — obtain ACN (Australian Company Number)	Day 1–2 · Owner / Company secretary · register.business.gov.au — 1–2 business days
Apply for ABN with ATO — Australian Business Number	Day 1–3 · Owner / Accountant · abr.gov.au — same day in many cases
Register for GST with ATO if projected annual turnover exceeds AUD 75,000	Day 1–5 · Accountant · Required before first invoice — threshold is quickly reached
Read ACCC multi-level marketing guidance at accc.gov.au	Day 1 · Owner · Mandatory before compensation plan design is finalised
Engage Australian consumer law practitioner — distributor agreement drafting	Day 1–10 · Legal adviser · Must include ACL cooling-off, buy-back, TGA, GST, ACN
Confirm with Australian corporate lawyer plan is not a managed investment scheme	Day 1–10 · Corporate lawyer · Critical for any Hybrid or complex plan structure
Apply for DSAA membership after ASIC registration	Day 5–21 · Owner · www.dsaa.org.au — requires ASIC certificate and ACL-compliant plan

PHASE 2 — Technology and Operations — Days 21–60

Select MLM software platform — ACCC, TGA, and ANZ support required	Day 21–28 · Owner · Book demo at globalmlmsolution.com/demo — confirm all AU requirements
Configure compensation plan in software — Unilevel or Binary in AUD with GST	Day 28–45 · Software vendor · Retail bonus, autoship bonus, rank advancement, GST invoicing
Set up ACCC compliance tools — cooling-off automation, retail ratio tracking	Day 30–50 · Software vendor · 10-business-day cooling-off per distributor date
Configure TGA ARTG number display on all product pages	Day 30–50 · Software vendor + Owner · ARTG numbers on product pages and order receipts
Set up AUD ecommerce with GST-inclusive pricing and Stripe/PayPal/Afterpay	Day 35–55 · Software vendor + Payment gateway · Test full purchase flow with GST receipt
Configure ANZ multi-market — NZD payout support for New Zealand expansion	Day 40–55 · Software vendor · Confirm NZD is live before AU launch — not after
Set up social commerce tracked links for Instagram, TikTok, and Facebook	Day 40–55 · Software vendor + Marketing · Track all social content from day one
Build Instagram and TikTok content library — 30 pieces minimum before launch	Day 35–60 · Marketing · Product demonstrations, testimonials, lifestyle — brand-consistent
Prepare income disclosure statement with verified AUD earnings data by rank	Day 45–60 · Owner + Legal · ACCC and DSAA require conservative, verified, specific data

PHASE 3 — Launch After TGA ARTG Listing Granted

Receive TGA ARTG listing certificate — DO NOT SELL THERAPEUTIC PRODUCTS WITHOUT THIS	Day 30–90 (TGA processing) · TGA consultant · Display ARTG number on all product materials
Soft launch with 10–20 Founding Distributor group — product enthusiasts first	Day 60 · Owner · Product-conviction-first recruits — no income-claim-first recruits
Process first live AUD commission run with GST-compliant receipts	Day 70–80 · Software system · Verify all calculations manually for first 10 distributors
Issue DSAA and ACL-compliant distributor agreements to all Founding Distributors	Day 60–80 · Legal admin · Signed agreement and 10-day cooling-off tracked before commissions
Launch first health event presence — yoga studio or health expo in target city	Day 70–85 · Founder Distributors · Bring product samples, TGA certificate, ARTG numbers
Confirm social commerce tracked links are generating attributed sales	Day 65–80 · Marketing · Check dashboard — every Founding Distributor should have active links

Verify retail vs distributor sales ratio in ACCC compliance report	Day 75–90 · Owner + Software · Target: minimum 30% of sales to registered retail customers
Begin NZ Founding Distributor soft launch if NZ expansion is planned in Month 3	Day 80–90 · Owner · Same platform — NZD payouts, NZ Fair Trading Act cooling-off
Book final demo with Global MLM Software to confirm all AU compliance tools live	globalmlmsolution.com/demo

The Most Common Australian Launch Mistake

Selling health supplement products with therapeutic claims before TGA ARTG listing is granted. Therapeutic claims include: any statement that a product treats, prevents, manages, or alleviates a health condition; any reference to specific body functions, organs, or systems; any before-and-after claims about health outcomes. 'Supports immune health', 'promotes joint flexibility', and 'helps maintain healthy cholesterol' are all therapeutic claims under TGA guidance. Begin TGA listing on day one — do not sell until the certificate arrives.

07

ANZ and Asia-Pacific Expansion from Australia

— New Zealand, Singapore, Malaysia and the APAC Opportunity

CHAPTER 07

Australia as the APAC Direct Selling Headquarters

Australia is the natural headquarters for an Asia-Pacific direct selling expansion. Its English-speaking, high-income, professionally regulated consumer market provides the brand credibility foundation. Its commercial and cultural ties to New Zealand, Singapore, and the broader APAC region provide the expansion pathway. A direct selling company that has established ACCC-compliant operations in Australia — with TGA-registered products, DSAA membership, and professional back-office infrastructure — carries immediate credibility in every APAC market it enters.

The ANZ + APAC Expansion Readiness Test

Before entering any new market from Australia, all of the following must be true: (1) Monthly AUD distributor commissions exceed AUD 150,000. (2) You have at least 5 leaders independently managing teams of 30+ distributors. (3) Your software processes every commission run automatically without manual intervention. (4) Your TGA ARTG listing is confirmed and your product is available for immediate shipping to the target market. (5) You have legal advice on the regulations in the target market. Meet all five conditions in Australia first.

Priority Expansion Markets from Australia

New Zealand

Months 3–6 — first and most natural expansion

Same commercial language, same ACL-based consumer protection principles under the New Zealand Fair Trading Act, similar distributor culture, AUD-NZD close relationship. Many Australian distributors already have NZ family and professional connections. TGA ARTG listing carries credibility in New Zealand, though MedSafe (NZ's therapeutic goods regulator) requires separate notification for some products. NZD payouts on the same platform are the only technical requirement.

New Zealand is not a separate market — it is the second chapter of the ANZ story

Singapore

Month 6–12 — APAC commercial hub

Singapore is the APAC commercial hub — English-speaking, high-income, established direct selling regulatory framework (CASE), and geographically central for broader SEA expansion. Australian brands carry premium credibility in Singapore — 'Australian-made' and 'Australian-certified' are strong positive signals in the Singaporean health and wellness consumer market. SGD payouts on the same platform. CASE registration is relatively straightforward for DSAA-compliant Australian companies.

Singapore validates Australian brand credibility for subsequent SEA expansion

Malaysia

Year 1–2 — after Singapore is stable

Malaysia is the most developed direct selling market in Southeast Asia (see Volume 2 of this Playbook Series for full detail). Australian brands entering Malaysia through Singapore carry APAC credibility that is valuable in the premium health supplement segment. DSAM compliance and KPDNHEP direct sales licence required. MYR payouts and Bahasa Malaysia back office support needed.

Read the Malaysia Playbook (Volume 2) in conjunction with this chapter

Japan

Year 2 — high potential, high complexity

Japan is one of the world's largest direct selling markets — an estimated USD 15 billion annual retail. Australian health and wellness brands have strong credibility in Japan's premium consumer market. However, Japan requires extensive localisation: Japanese language for all distributor and consumer materials, Japan-specific compliance under the Specified Commercial Transactions Act, and Japanese payment gateway integration. Requires a dedicated Japan strategy and Japanese-speaking in-country leadership.

Japan is a Year 2+ opportunity requiring dedicated localisation and in-country leadership

> Global MLM Software supports ANZ and Asia-Pacific multi-country expansion from Australia. AUD, NZD, SGD, MYR, and JPY multi-currency payouts. Country-specific compliance documentation for ACCC, NZ Fair Trading Act, CASE Singapore, and DSAM Malaysia. Regional genealogy with country flag views. No platform migration required when you expand from Australia to New Zealand, Singapore or Malaysia. globalmlmsolution.com/consulting

Chapter 07 ANZ and APAC Expansion Checklist	
Apply ANZ Expansion Readiness Test before entering New Zealand	AUD 150K/mo commissions + 5 independent leaders + automated platform + TGA certified
Confirm NZD payout and NZ Fair Trading Act compliance tools are live in AU platform	NZ expansion requires NZD payouts and NZ-specific cooling-off documentation
Check TGA ARTG listing requirements for NZ — MedSafe notification may be required	Some products require separate NZ regulatory notification before sale in New Zealand
Begin CASE Singapore regulatory review in parallel with NZ expansion	CASE registration is lower complexity than DSAM — good second-market target
Read the Malaysia Playbook (Volume 2) before entering the Malaysian market	Full DSAM and KPDNHEP compliance detail specific to Malaysia
Book a consulting session with Global MLM Software for ANZ/APAC planning	globalmlmsolution.com/consulting — multi-country expansion from Australian base

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Appendix
— Regulatory Bodies, Professional Services, Contacts and Glossary

APPENDIX

Australian Regulatory Bodies

Body	Function	Website	Contact
ACCC — Australian Competition and Consumer Commission	ACL enforcement, pyramid scheme investigations, consumer rights	www.accc.gov.au	1300 302 502
ASIC — Australian Securities and Investments Commission	Company registration, financial product regulation, managed investment schemes	www.asic.gov.au	1300 300 630
ATO — Australian Taxation Office	ABN, GST registration, BAS lodgement, income tax	www.ato.gov.au	13 28 61
TGA — Therapeutic Goods Administration	ARTG listing and registration for therapeutic goods including supplements	www.tga.gov.au	1800 020 653
DSAA — Direct Selling Association of Australia	Industry self-regulation, code of practice, ACCC engagement	www.dsaa.org.au	1300 DIRECT
ACMA — Australian Communications and Media Authority	Spam Act compliance for distributor electronic marketing communications	www.acma.gov.au	1300 850 115

Professional Services Budget Guide — Australia

Professional	Role and Budget
Australian Consumer Law Specialist	Distributor agreement drafting, ACCC compliance review, cooling-off period documentation, income disclosure statement. Budget: AUD 5,000–AUD 25,000 for full setup package.
TGA Regulatory Consultant	ARTG listing application, CCRP documentation, product dossier preparation, TGA submission and tracking. Budget: AUD 3,000–AUD 15,000 per product.
Australian Corporate Lawyer (ASIC / Financial Services)	Confirm plan is not a managed investment scheme, ASIC registration advice, corporate structure for multi-market APAC expansion. Budget: AUD 3,000–AUD 10,000.

Professional	Role and Budget
Compensation Plan Consultant (Australian Direct Selling)	Unilevel or Binary plan design, ACCC compliance modelling, income disclosure. Budget: AUD 8,000–AUD 40,000. Essential — ACCC non-compliant plans have serious consequences.
Australian Tax Adviser (Direct Selling)	GST setup, BAS lodgement, distributor income tax advice, transfer pricing for APAC. Budget: AUD 3,000–AUD 10,000/year depending on complexity.
Fulfilment and Logistics Partner	Australia Post, DHL Australia, Star Track, CouriersPlease — national coverage. Budget: AUD 8–AUD 25 per parcel depending on weight and destination.

Australia Direct Selling Glossary

Term	Definition
ACCC	Australian Competition and Consumer Commission — primary consumer protection regulator
ACL	Australian Consumer Law — the legislation governing direct selling, pyramid schemes, and consumer rights
ASIC	Australian Securities and Investments Commission — company registration and financial regulation
ATO	Australian Taxation Office — ABN, GST, BAS, and income tax authority
TGA	Therapeutic Goods Administration — ARTG listing and therapeutic goods regulation
ARTG	Australian Register of Therapeutic Goods — listing or registration number required for therapeutic products
DSAA	Direct Selling Association of Australia (established 1967) — industry self-regulatory body
ABN	Australian Business Number — required for all commercial operations in Australia
ACN	Australian Company Number — issued by ASIC on company registration
GST	Goods and Services Tax — 10% indirect tax applied to most Australian sales
BAS	Business Activity Statement — quarterly ATO GST reporting obligation
Pty Ltd	Proprietary Limited — the standard private company structure for direct selling in Australia
10-Business-Day Cooling-Off	Mandatory ACL right for distributors to cancel direct marketing agreements
ARTG Listed Medicine	A lower-risk therapeutic product listed on the ARTG — typically 30–90 days processing
ARTG Registered Medicine	A higher-risk therapeutic product registered on the ARTG — typically 12+ months processing
Afterpay	Buy-now-pay-later payment platform — widely adopted in Australia for consumer product purchases
NZD	New Zealand Dollar — ANZ expansion currency alongside AUD
G'day	Australian English greeting — used in inside front cover closing to signal AU-specific content

Ready to Run Your Australian Compensation Plan Live?

You have read the playbook. Now see it working. Global MLM Software is built for the Australian market. ACCC compliance automation — cooling-off periods, retail ratio tracking, income disclosure. TGA ARTG number display. GST-compliant invoicing and ATO BAS reporting. AUD and NZD payouts. iOS-optimised back office. Social commerce tracked links for Instagram, TikTok and Facebook. ANZ and Asia-Pacific expansion to NZ, Singapore and Malaysia on the same platform. Book a free 30-minute Australia demo. We configure your exact Unilevel, Binary or Hybrid plan live — your commission rates, your rank table, your retail customer bonus structure — not a generic demonstration.

https://www.globalmlmsolution.com/mlm-software-australia

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