



SARAH BENBOW

PARTNER

[Melbourne](#)
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Sarah specialises in competition law, consumer law and regulatory matters.

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BACKGROUND

Sarah has a Bachelor of Laws and a Bachelor of Economics from Murdoch University and a Master of Competition Law from New York University. Having a Post-Graduate Diploma in European Competition Law from Kings College and spending 3 years on secondment in London, Sarah has intimate knowledge of the EU competition landscape.

Sarah originates from Western Australia but is currently based in our Melbourne office. She advises clients across both Victoria and Western Australia.

MARKET RECOGNITION

Recognised as a 'Best Lawyer' for Competition Law in 2021.

Recognised as a 'Best Lawyer' for Litigation in 2021.

Sarah has been recognised by Doyles' Guide as a Rising Star in Competition Law in Australia.

KEY SERVICES

Competition, Regulation and Trade
Antitrust

KEY SECTORS

Consumer
Energy

EXPERIENCE

Sarah has more than 14 years' experience advising on Australian, UK and European competition and consumer law matters. This includes representing clients subject to investigations, enforcement action and litigation and negotiating settlements with the ACCC.

During her time in HSF's London office, Sarah was a key competition law and regulatory adviser to Virgin Atlantic Airways, including in respect of its joint venture with Delta Airlines and the ground breaking securitisation of its regulated slot portfolio at Heathrow Airport.

Sarah has advised a broad range of companies on the Australian consumer law, including ACCC enforcement action relating to misleading and deceptive conduct, breaches of the consumer guarantee provisions and unfair contract terms. She has particular expertise in relation to financial services matters including advising on cartel conduct relating to foreign exchange trading, precious metals trading and other financial services activities

Sarah's experience includes advising:

- **Wilson Security:** on an Australian Consumer Law investigation by the ACCC into allegations of misleading and deceptive conduct in Western Australia, including negotiating the settlement of the matter with the Western Australian ACCC office
- **Santos** in its acquisition of leading WA gas producer, Quadrant Energy (formerly Apache)
- **Wesfarmers** in respect of its demerger and ASX listing of the Coles business including fresh food, groceries, household goods, liquor, fuel and financial services
- **AGL:** in respect of various ACCC inquiries and 'business as usual' competition and consumer law compliance
- **True Value Solar:** in respect of ACCC investigations into misleading or deceptive conduct, including the negotiation of settlement of the matter with the ACCC
- **A global beverages supplier:** on potential allegations of misuse of market power (abuse of dominance) and Australian consumer law breaches in relation to its distribution strategy
- **A Canadian baby goods company:** in relation to Federal Court proceedings for resale

price maintenance

- **Tabcorp**: on its application to the Australian Competition Tribunal for authorisation of its proposed acquisition of Tatts
- **Bauer Media**: on various competition law matters including obtaining merger clearance for its successful acquisition of Absolute Radio