

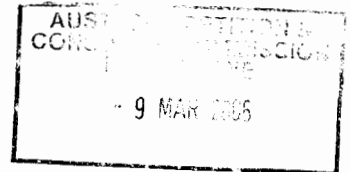
# KAY'S CUSTOM SPORTSWEAR HOME RUN BASEBALL & SOFTBALL UNIFORMS

8 March 2006

Ref: C2001/390-03

**Re: Notification 90853 – lodged by Australian Baseball Federation**

Director,  
Adjudication Branch  
Australian Competition and Consumer Commission  
GPO Box 520  
Melbourne VIC 3001



Thank you for the invitation to make a submission to the review of the above notification.

Kay's Custom Sportswear was a supporter of Junior Baseball for many years before licensing was considered by the ABF. We supported local bodies and regional Associations as well as supplying the NSW State teams for many years.

When licensing was first introduced the purchase price for a licence was unjustifiably high. We did not see why we should pay a fee to be able to continue to supply people that we had been dealing with for many years when there seemed so little likelihood of benefit returning to baseball at the local level. We repeatedly stated that we would prefer to donate directly to the clubs themselves. Some firms who did take up licences (e.g. Star Knitwear) found their expense was not covered by a large enough increase in sales and they were losing money. Most of the people in NSW that have taken out licences do not have them for complete uniforms eg. Greenfly have a limited only licence for the pants that they import from overseas. There does not appear to be any specialist suppliers of uniforms in NSW.

In the early days of the program, my late husband had many calls from ABF representatives threatening or cajoling him in an effort to have us sign a contract as a licensed supplier as we were considered to be the leading maker of uniforms in NSW. Later the ABF removed the up-front charges and only maintained a percentage of sales impost. This is still a cost which would need to be passed on to the client although the ABF was suggesting that we should be able to absorb the cost without increasing the price of our product.

I have never heard of any of the money finding its way back to grass roots level.

Our business has lost a number of clients due to the licensing scheme. Our company has only been able to survive because we were able to diversify and because the quality of our product is such that we have retained the custom of clubs which are not affiliated with the ABF. The other clubs have been threatened with not being able to play if they don't comply.

We believe that the licensing program has been detrimental by taking money out of the sport at the grass roots level without any visible benefit in return. The money will never be seen by any of the junior clubs. It increases costs which must be passed on to the consumer.

In my opinion the licensing program has only been implemented to prop up the ABF.

Yours sincerely,

*K. Bigwood*  
Kay Bigwood

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