



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2007/1249  
Contact Officer: Sarah Chubb  
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31 October 2007

[Address]

Dear [Salutation]

**The Distilled Spirits Industry Council of Australia and others – applications for authorisation A91054 and A91055 – final determination**

The Australian Competition and Consumer Commission (the ACCC) has issued a determination in respect of the applications for authorisation lodged by the Distilled Spirits Industry Council of Australia and others (the Applicants) on 8 June 2007.

The Applicants sought authorisation for certain aspects of a proposed Alcohol Beverages Advertising (and Packaging) Code and its associated Rules and Procedures, which establish a Retailer Alert Scheme for the removal of inappropriately named or packaged alcohol products from the market.

A copy of the ACCC's determination is attached, including a summary of its reasons. For the reasons set out in its determination, the ACCC has decided to grant authorisation to the Retailer Alert Scheme, subject to conditions, until 30 June 2011. The ACCC's assessment is set out in Chapter 6 of its determination.

**Application for review**

Pursuant to section 101 of the *Trade Practices Act 1974*, a person dissatisfied with this determination may apply to the Australian Competition Tribunal for a review. Any application for review must be made within 21 days of the date of this determination; that is, on or before 21 November 2007. If no application for review is lodged by this date, the ACCC's determination will come into force on 22 November 2007.

An application for review of the ACCC's determination should be lodged directly with the Australian Competition Tribunal. The Australian Competition Tribunal is a separate body from the ACCC and is located within the Federal Court of Australia.

For further information about the process involved in reviewing decisions in the Australian Competition Tribunal, please refer to the tribunal's website located at <http://www.competitiontribunal.gov.au/>.

This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Sarah Chubb on (02) 6243 1088.

Yours sincerely

Darrell Channing  
Director  
Adjudication Branch

## **Interested parties – final determination**

ACT Health
ACT Human Rights Commission
Advertising Federation of Australia
Alcohol & Other Drugs Council of Australia
Australian Drug Foundation
Australian National Council on Drugs
Commonwealth Department of Health and Ageing
Consumer Affairs Victoria
DrinkWise Australia Ltd
NSW Department of Health
NT Department of Health and Community Services
Tasmanian Commissioner for Licensing
VicHealth
Victorian Department of Human Services
WA Department of Racing, Gaming and Liquor
Youth Off The Streets
Youth Substance Abuse Service