

24 May 2010

Darrell Channing  
Director  
Adjudication Branch  
Australian Competition & Consumer Commission  
GPO Box 3131  
Canberra ACT 2601

Dear Mr Channing

**Queensland Office of Liquor and Gaming Regulation application for authorisation – Ref. 41613**

I refer to your letter to Rebecca Irish of Wesfarmers Limited and am pleased to respond.

Coles Liquor is highly committed to the responsible service, supply and promotion of alcohol and fully supports the Queensland Office of Liquor and Gaming Regulation (OLGR) in their aim to reduce alcohol related harm in the community.

Coles Liquor therefore supports, in principle, the OLGR's application to the Australian Competition and Consumer Commission for the authorisation of a pro-forma liquor accord agreement for use by licensed premises in Queensland that elect to become signatories.

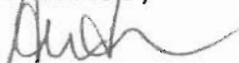
Coles Liquor considers that aspects of the proposed pro-forma accord are unnecessarily vague, including the limitation on the advertising or promoting of "very high alcohol substances", an undefined expression. We note however that the current ACCC review of the application for authorisation is limited to the issue of public benefit and or detriment.

Coles Liquor is supportive of harm minimisation measures that are targeted, evidence based and proportional and that do not penalise the vast majority of drinkers who purchase and consume alcohol in a sensible manner and do not cause harm to themselves or those around them.

Whilst it is Coles Liquor's position that the OLGR currently has the ability to deal with poorly managed licensed venues via the imposition of licence conditions or fines we do not consider that the proposed liquor accord would result in any particular public detriment.

Should you wish to discuss this matter further please contact me on (03) 9829 4594 or Rebecca Irish on (03) 9829 6504.

Yours sincerely



**Alison Tehan**  
Licensing & Regulatory Manager  
Coles Liquor & Spirit Hotels

Copy: Rebecca Irish - Wesfarmers Limited

