



**Australian
Competition &
Consumer
Commission**

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12 August 2010

[Name]
[Title]
[Organisation]

Dear [Name]

Office of Liquor and Gaming Regulation applications for authorisation A91224 & A91225 – draft determination

The Australian Competition and Consumer Commission (the ACCC) has issued a draft determination in respect of the applications for authorisation lodged by the State of Queensland through the Office of Liquor and Gaming Regulation on 15 and 23 April 2010. Attached is a summary of the authorisation process including how to make a submission to the ACCC.

The applicant is seeking authorisation for a pro-forma liquor accord arrangement. Liquor accord agreements are signed by licensed premises and others in a particular area and contain strategies to reduce the abuse and misuse of alcohol. The applicant's pro-forma liquor accord agreement is voluntary to sign and is nonbinding upon its signatories. It requires signatories to:

- ban practices and promotions that may encourage rapid or excessive consumption of liquor, for example:
 - 'drink cards' that provide a multiple of free drinks;
 - extreme discounts or discounts of limited duration; and
 - any other promotions or gimmicks that encourage rapid intoxication.
- ensure smaller serves of drinks (e.g. half nips) are available at differential (lower) prices;
- avoid offering drinks that, by their method of consumption, encourages irresponsible drinking habits and are likely to result in rapid intoxication.
- not advertise or allow promotions of very high alcohol substances such as overproof rum and high alcohol carbonated drinks; and

- offer and promote low alcohol beer at differential (lower) prices compared to full strength.
- offer and promote a range of non alcoholic drinks at differential (lower) prices.

Draft determination

A copy of the ACCC's draft determination is attached, including a summary of its reasons. For the reasons set out in its draft determination, the ACCC proposes to grant authorisation subject to conditions for three years. The ACCC's assessment is set out in Chapter Four.

Next steps

Once the ACCC issues a draft determination, the Applicants or any interested party may request that the ACCC convene a 'pre-decision conference'. A pre-decision conference provides the opportunity for interested parties to make oral submissions in relation to the draft determination. Conferences are conducted informally and while legal or professional advisers are able to attend they are not entitled to participate in the discussion.

If you wish the ACCC to hold a pre-decision conference in relation to the draft determination, you must notify the ACCC in writing by **26 August 2010**.

Alternatively, you are invited to make a written submission in response to the ACCC's draft determination. Submissions should be lodged by **2 September 2010**.

The ACCC will consider any submissions it receives, including any oral submissions made should a pre-decision conference be called, and will then release a final determination in relation to these applications.

Submissions will be placed on the ACCC's public register subject to any request for exclusion (guidelines are attached).

Timetable

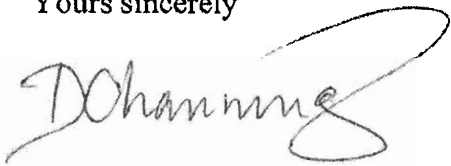
The ACCC will continue to progress its assessment of the application in a timely manner. An updated indicative timetable is set out below for your information.

15 April 2010	Lodgement of application A91224 and supporting submission.
23 April 2010	Lodgement of application A91225.
28 April 2010	Public consultation process begins.
21 May 2010	Closing date for submissions from interested parties.
June 2010	Applicant responds to issues raised in the public consultation process.

12 August 2010	Draft determination.
August/September 2010	Public consultation on draft determination including any conference if called.
September/October 2010	Final determination.

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 Lauren Roy on 03 9290 1823 or David Seccombe on 02 6243 1394.

Yours sincerely



for
Dr Richard Chadwick
General Manager
Adjudication Branch

Interested parties for consultation regarding draft determination of applications A91224 and A91225 by Queensland Office of Liquor and Gaming Regulation.

Alcohol and Drug Foundation Queensland
Alcohol and other Drugs Council of Australia
Brisbane City Council
Clubs Queensland
Coles Liquor & Spirit Hotels
Department of Health and Ageing
Distilled Spirits Industry Council of Australia
Gold Coast City Council
Independent Distillers
National Drug Research Institute
Queensland Health
Queensland Hotels Association
Queensland Police Service
St Vincent de Paul Society Queensland