



**Australian
Competition &
Consumer
Commission**

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Our Ref: A91224 & A91225, 41613
Contact Officer: David Seccombe
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7 October 2010

[Name]
[Title]
[Organisation]

Dear [Name]

Office of Liquor and Gaming Regulation applications for authorisation A91224 & A91225 - final determination

The Australian Competition and Consumer Commission (the ACCC) has issued a 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. .

The applicant sought 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.

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 for three years. The ACCC's assessment is set out in Chapter Four 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 its review. An application for review must be made within 21 days of the date of this determination; that is, on or before 28 October 2010. If no application to review is lodged by this date, the ACCC's determination will come into force on 29 October 2010.

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 David Seccombe on 02 6243 1394.

Yours sincerely



David Hatfield
A/g General Manager
Adjudication Branch