



**Australian
Competition &
Consumer
Commission**

Our Ref: C2008/678
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Mr Geoff Foster
Chief Executive Officer
Football Queensland Limited
PO Box 748
SUNNYBANK QLD 4109

Dear Mr Foster

**Football Queensland Limited – exclusive dealing notification N93402
– information request**

I refer to the above notification lodged by Football Queensland Limited (FQ). The notification broadly requires football clubs participating in FQ competitions to obtain Teamwear from licensed suppliers.

The ACCC has recently received a submission raising concerns with the impact of this conduct. I attach a copy for your information. In light of recent correspondence on this matter, the ACCC is undertaking a review of this notification and is seeking views from interested parties on the likely public benefits and effect on competition, or any other public detriment from the notified conduct.

Request for further information

The ACCC invites you to make a further submission on the likely public benefits and effect on competition, or any other public detriment, from the notified conduct. In addition, the ACCC requests your response to the following:

1. Please provide a description of the tender process used by FQ for granting new licensees to the Teamwear program in 2010. For example, what criteria were used to determine whether a potential licensee was suitable for participation in the program?
2. Please describe how FQ ensures a minimum quality standard for licensed Teamwear products. For example, are licensees required to meet any quality criteria additional to those set out in clauses 8.1 and 8.3 in their licence contracts? If possible, please provide any quality comparisons with similar non-licensed products (i.e. products without the FQ "Q" logo).
3. Has the FQ licence program had any effect on the prices of Teamwear products i.e. tracksuits, playing shirts, playing shorts, playing socks and balls? If possible, please provide any pricing comparisons with similar non-licensed products (i.e. products without the FQ "Q" logo).

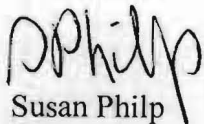
4. Please describe how the FQ licence program has made it easier for clubs to obtain supplies of football equipment and apparel?
5. At the time of lodging the notification, FQ identified a number of programs (e.g. the 2008 'Red Kits' program) that were funded as a result of the Teamwear licence arrangements. Please provide details of any additional programs FQ has been able to provide as a result of revenue received from the notified arrangements.

Please provide a response to these questions and any further supporting submission by **10 June 2011**.

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

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 Hew Atkin on 02 6243 4938.

Yours sincerely



Susan Philp
Director
Adjudication Branch