



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2010/1014  
Contact Officer: Hew Atkin  
Contact Phone: 02 6243 4938

4 July 2011

Mr Brett Bolton  
Special Counsel  
Hopgood Ganim Lawyers  
PO Box 7822  
Waterfront Place QLD 4001

Dear Mr Bolton

**Queensland Rugby Football League Limited – exclusive dealing notification N95172  
– information request**

I refer to the above notification lodged by Queensland Rugby Football League Limited (QRL) on 9 November 2010. Broadly, the notification requires QRL affiliated clubs and players to purchase uniforms and equipment with the QRL logo from licensed suppliers.

The ACCC understands that the current licence arrangements are due to expire in July 2011 and that QRL will be inviting interested parties to lodge applications to become approved licensees/suppliers for 2011-2014. In light of these developments, the ACCC requests further information from you on the notified arrangements.

**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 the 'request for tender' documents for the licence arrangements that will be used in 2011 and clarify whether QRL intends to advertise publicly for expressions of interest.
2. In the notification you advise that the criteria used to assess prospective licensees will be: production capability, product quality, quality control, marketing expertise, distribution arrangements and price. Please elaborate on the criteria used to assess potential licensees and confirm whether QRL will grant a licence to all suppliers who meet these requirements.

3. In the notification you advise that Triple Play Pty Ltd is also licensed to affix the logo to Referees' on and off field apparel. Another company (Gray Nicolls Sports Pty Ltd) is licensed to affix the logo to footballs used in matches played under the QRL's jurisdiction. Please clarify which uniform items (e.g. shorts, jerseys) and playing equipment (e.g. footballs) must carry the QRL logo and which suppliers are licensed to stock each of these items.
4. In the notification you identify the licence arrangements as delivering a public benefit by maximising the financial returns received by divisions, local leagues and clubs through QRL grants. Please provide financial reports for the years 2008, 2009 and 2010. In particular, the ACCC would like to see how revenues from the licence arrangements for these periods have been used.
5. Have the QRL licence arrangements had any effect on the prices of QRL uniforms and equipment? Please provide any pricing comparisons with similar non-licensed products (i.e. products without the QRL logo).
6. Please describe the arrangements for distribution of QRL uniforms and equipment in Queensland. In particular, please clarify whether licensed suppliers sell uniforms and equipment through retailers or directly to clubs.

Please provide a response to these questions and any further supporting submission by **25 July 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



Dr Richard Chadwick  
General Manager  
Adjudication Branch