

From: Mark Acaster [mailto:]
Sent: Friday, 30 September 2011 3:55 PM
To: Adjudication
Subject: N93402 - Football Queensland Ltd

To Whom it may concern,

We are the Queensland distributors for one of the licensed clothing brands SSI & would like to make a submission in favour of the current agreement.

The following points should be considered :-

(1) Having no licence will not reduce prices

- With the number of licensees it is a highly competitive market, we simply cannot afford to set "high" prices.
- Over the years that we have had a licence, with the advent of imported product, prices have actually dropped.
- Having said that we base our business around service & quality of product – cheapest is not always best !
- We have been in this business long enough to know that quality service will always outweigh cheap product !
- We provide clubs with the choice of a wide range of products from cheap sets to the more expensive special make garments
- There is not two price lists – whether a Football Queensland club, a school, an academy, the price of our garments are the same.
- In many instances we have the situation where club official's buy from us as school teacher's & academy coaches – we simply cannot have one price for clubs & another for everyone else !

(2) Quality control

- Under the licensing agreement Football Queensland demand a minimum standard of quality for all garments & footballs
- By deregulating the market there will most certainly be an influx of inferior product – let me say "buyer beware" !
- Clubs have the security of knowing that any problems that are encountered with a licensee can be reported to Football Queensland
- As it stands now club's have a guarantee that if any product is faulty, it will be replaced
- I personally have seen some dreadful examples of product ordered over the internet direct from manufacturers in China, which can result in financial hardship for clubs that run on shoe string budgets !

(3) Licence Cost

- The cost of the licence is part & parcel of running a specialised clothing business
- Whether employing a sales rep, advertising product or sponsoring a club, the licence fee is absorbed in the everyday running of the business
- The income derived from the licensing system would be sorely missed by Football Queensland. To substitute this money they would surely have to

increase player fees, which would be suicidal in today's economic climate where other football codes are heavily subsidised by their governing bodies

If you require any further clarification on the above points, please do not hesitate to contact me.

Kind Regards

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