

**NORTH QUEENSLAND FOOTBALL.** ABN 82 013 514 983

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**General Manager  
Adjudication  
Australian Competition and Consumer Commission**

Dear Dr Richard Chadwick

**Re: Draft Notice and Pursuant to 93A (1) of the Consumer Credit Act 2010 Proposing  
revocation of notification N93402**

It has come to my attention that the ACCC is proposing to revoke Notification N93402, Football Queensland Apparel Marketing Scheme. I feel that it is appropriate that I should forward to you, my views in regard to the ACCC proposed action. I am currently the President of the North Queensland Zone of Football Queensland. Also I currently hold the position as President of the Queensland State League side NQ Razorbacks located in North Queensland, I have been President of the NQ Zone for 8 years and I am equal longest standing President in Queensland.

I must say that I am very disturbed upon perusing the draft notice; I have real fears that if the ACCC is to proceed as proposed, it could have a devastating impact on my member clubs and the NQ Razorbacks. Contrary to the views which the ACCC appear to have accepted, my experience with the Football Queensland's marketing program (as I know it) has been incredibly successful in my region in delivering competitive pricing, quality of product and timely supply of product. My experience has been that we have developed a very strong relationship with one of the larger licensee's under the scheme, who has consistently provided us with a high quality product at very reasonable pricing. We have, in fact regularly compared pricing with other competitors both inside and outside of the program and found that the licensed supplier has consistently beaten the pricing of suppliers outside of the scheme as well as inside the scheme.

You should not assume from my comments that our organization blindly continues to use the same licensee. The NQ Razorback side for two (2) years purchased our products from Veto Sports based on pricing, I am aware that Veto are also a licensee under the program. However, we were not satisfied with the durability of the Veto product, so subsequent to this time we have now purchased our product from our regular licensed supplier. We also passed onto Football Queensland as per the guidelines feedback on our dissatisfaction with the Veto product.

As part of our ongoing responsibilities at Zone level we also regularly compare the wholesale pricing to the retail pricing, it has been almost universally the case that we receive a significant discount on our apparel and balls on the price of retail.

As an organization, the great benefit to us of the program is that it requires virtually no administrative contribution by our Zone body or our clubs. The only requirement that is made of us, is that we must purchase from one of the thirteen (13) licensed suppliers. If we have any complaints from any of our clubs or the zone, we first go direct to the supplier and if not satisfied with the response we refer the matter to Football Queensland. Football Queensland deals with the complaints and nearly always

reaches a resolution. I cite the example where in the last two (2) years some of our clubs had purchased defective footballs when the clubs complained to our supplier, Football Queensland ensured that all the balls were replaced.

As a President of long standing I have seen the direct benefit flow to my members of the monies raised through the marketing scheme. Football Queensland provides two (2) fully funded development coaches to my region a cost that locally we could not support. Further Football Queensland has in recent time delivered programs such as the Red Kits. Under this program every team in my region (and I understand in every region in Queensland) received a coaching kit, this kit consisted of a training ball for each child, training bibs, cones, ball pumps, ball bags and on some occasions other training equipment.

Furthermore, they have provided significant financial support for the junior elite player pathway right through to the Queensland State League. We fully understand that if Football Queensland is not able to generate funding via the marketing scheme that it would have to curtail the financial support they provide us with or increase players fees both juniors and seniors. Any increase in fees particularly in the current economic climate would be a significant deterrent to young people.

I would simply like to conclude that the scheme has been a win, win situation. We win by getting reasonably priced good quality product and Football Queensland earns income which they can invest into the game in our region. I would request the ACCC not proceed with the draft notice.

I have no difficulty with you placing this correspondence on the ACCC public register.

Yours sincerely

  
Greg Redington  
President North Queensland Football Zone