

TO: Director Adjudication Branch  
Australian Competition & Consumer Commission

RE: N93402 -Football Queensland

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PUBLIC REGISTER

My name is [REDACTED] and I am a Director of a sports supply company known as [REDACTED] based in Sydney. I have been a supplier in the Sydney market for approximately 22 years. As well as the Sydney market I also supply to Northern NSW, West Australia and ACT. I have just become aware that the ACCC are investigating Licensing arrangements for the supply of apparel in Queensland and I wish to provide a response.

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For some time, I have wanted to trade in the Queensland market, however the licensee fee's prevents me from doing so. I simply cannot afford these expenses, and as a new supplier coming into the market, I know that I would not be able to reach the sales volume to justify the expenses of participating in the market.

The license fees charged by Football Queensland prevent any new suppliers such as me from entering the market, and such expenses are a huge barrier to trade. The result is that the clubs suffer in that they do not have as much choice, and are forced to pay higher prices for goods due to the lack of competition.

In the Sydney market, there are no license fees for team wear and apparel. The Sydney market is one of the most competitive in Australia. I am informed that there are over 35 manufacturers. This provides huge benefits for the public as the prices for teamwear and apparel are amongst the lowest in Australia. This is clearly due to so much competition within the market.

The Sydney market flourishes with NO licensing/marketing scheme and there is no reason why Queensland cannot do the same.

I will be happy for you to place this on your public register as long as you blank out my name and company details.