



Football Queensland Ltd ACN 065 925 333
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14th October 2010

FILE No:
DOC:
MARS/PRISM:

Mr Gavin Jones
 ACCC
 GPO Box 3131
 Canberra ACT 2601

Dear Mr Jones

Your reference N93402
3rd Line enforcing notification N93402

We confirm that a survey of Member Association Clubs and Licencees was conducted on 31st May 2010 to monitor the effectiveness and market objection, if any, to the existing arrangement requiring Football clubs participating in FQ competitions to use only team wear from Licenced suppliers.

That survey was conducted by:

1. Invitation for submission from Zone Members and Licencees (copy attached)
2. An open invitation to Football Community to make submissions, notified via the FQ website. (copy of attached posted to website)

Response was 5 submissions received, 3 from existing Licencees supporting the Program and only 2 from the association clubs (out of 330 clubs) suggesting the program should be replaced by a levy on our playing population.

The Board concluded from the lack of response, that there was a general satisfaction of the existing arrangements and accordingly there was no need to review the terms and conditions of the Program. Having made this decision, considering the interests and thoughts of the market, expressions of interest were sought resulting in 13 licences being awarded. It is coincidental that this is the same number as 3 years ago, but it does introduce 4 new Licencees not previously involved in the Program.

As there was no change to the terms and conditions of the licence, Counsel advised that there was no need to ask ACCC to consider new circumstances.

Should further details be required please contact the writer

GR Foster
 GR Foster
 Chief Executive Officer





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31st May 2010

Marketing Program Licence Holders &
the Football Community

Dear Stakeholders

SUBJECT: Marketing Program 2007 – 2010 Review.

As the Football Queensland Ltd Marketing Program 2007 – 2010 draws close to its' third anniversary and conclusion of the current three year term, The Board is interested to receive feedback from both holders of Licences and the football community as to the effectiveness and suggested improvements to the structure of the program, before it considers amendments.

The program contributes \$250,000 per annum by way of licence fee and royalties on product sold to football clubs and players participating in Football Queensland competitions. Teamwear subject to the Program provisions include tracksuits, playing shirts, playing shorts, playing socks and balls. The Program is approved by the ACCC and legal immunity has been conferred.

Proceeds from the Program have supported initiatives such as the Red Kits coach resource benefit and coach education subsidy. Funds also contribute to the total revenues of the Company, consequently reducing the reliance on participation levies and charges. The nett movement in Members equity for the past three reporting periods combined is a deficit of approximately \$32,000. The program does not grow wealth.

You are invited to make submissions as to the effectiveness of the current program and alternate strategies for consideration by the Marketing Program Working Group on or before the Eighteenth of June 2010, in writing addressed to The MPWG, Football Queensland Ltd., PO Box 748, Sunnybank, Qld, 4109.

Regards

Geoff Foster
Chief Executive Officer



Michelle Mathewson

From: Michelle Mathewson
Sent: Monday, 31 May 2010 1:47 PM
To: BNE Secretary; Brisbane Office; CQ Secretary; FNQ Secretary; FNQ Zone administrator; Gold Coast Soccer; NQ Secretary; NWQ Secretary; S/C Office; S/C office; SNQ Secretary; SWQ Secretary; Wide Bay Office; Wide Bay Secretary
Cc: Brisbane President; CQ President; FNQ President; Gold Coast President; North Qld President; NWQ President; SCoast President; SNQ President; Wide Bay President
Subject: FW: Football Qld Marketing Program Review
Attachments: Request for Submissions.pdf; image003.jpg

Good Afternoon All,

Please find attached a letter requesting submissions in regards to our current Licenced Marketing program due to expire in September.

We invite your clubs and yourselves to have input into this program. We therefore ask that you forward this letter to all clubs.

Regards

Michelle Mathewson

Administration Manager

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