

## Country Rugby League Submission – N99320

To : Australian Competition and Consumer Commission

Subject : N99320- Country Rugby League Submission

Date : 29<sup>th</sup> September 2016

We are providing a submission in regards to the exclusive dealing notification lodged by the Country Rugby League of New South Wales Incorporated ( CRL ).

We have had a long association with the CRL dating back to the 80's.

There are various benefits in a licensing program to both the Clubs and the CRL.

These are :

1. Suppliers selected will have gone through a thorough process to ensure that they can deliver quality apparel to the CRL Clubs at an affordable price and that they have the structures in place to be able to deal with the demands.
2. Suppliers selected will need to be financial stable as from years of experience, we have seen suppliers close their doors only to then leave the clubs stranded, especially if only a few weeks away from competition start.
3. Being both a local and off shore manufacturer, we were able to fulfil the needs of many clubs by being able to produce On field jerseys locally and in time for the season start.
4. Suppliers selected will be professional organizations who are experts in the field of manufacturing quality performance apparel such as On Field Jerseys that will see out a full season in a contact sport, not lightweight fabrics which will tear and in the end, cost the club more in re ordering.
5. Suppliers selected will be constantly looking at ways to improve the apparel to make sure that all CRL clubs are professionally outfitted.

6. Having selected licensees will give a good cross section for clubs to choose from in comparing price, quality and reputation and that the majority of clubs have volunteers working for them, who in turn, are the ones who are placing the orders, this gives them confidence that each of the 5 selected suppliers have gone through a thorough process.
7. From our experience with this license over the previous 10 plus years and others such as the QRL, the license program creates much competition thus resulting in clubs getting better deals and being able to save more money and or provide a wider range of product for their players ie Off field gear.
8. Being an established company with a long history, this is not a hobby business for us and we ensure that all necessary taxes are paid.

As mentioned in point 7, we have had experience with Rugby League Licensing programs such as :

1. Country Rugby League ( CRL )
  2. Queensland Rugby League ( QRL )
- We have recently been selected to be one of ten official licensees under the NSWRL Licensing program.
  - Classic has had a license for the CRL and QRL license programs since both their inception
  - Important to emphasise that this License is for the On field apparel where the rigours and demands of the sport needs quality apparel

The licensing program offers a level of professionalism for the Head Body and thus ensuring that their respective clubs are outfitted professionally. It is crucial that the quality of apparel being used in a sport such as Rugby League stands upto the physicality of the sport.

By having a licensed program, the benefits are most certainly for the Clubs and the governing body and the competition between the selected licensees ensures that the price remains competitive as well as the quality of the apparel.



INCORPORATED IN NEW SOUTH WALES A.C.N 003-627-923

PROUD APPAREL LICENSEE



We strongly support the CRL in this Licensing program for its clubs and from our experience with both the CRL and the QRL, all parties will benefit.

Regards

Dave Dinning

Sales Director – Classic Sportswear

**PROUDLY AUSTRALIAN**

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ACCOUNTABILITY - CUSTOMER ORIENTATION**

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