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**From:** Malcolm Speed  
**Sent:** Wednesday, 14 March 2018 3:17 PM  
**To:** Portfolio Committee 1  
**Subject:** Re: Alcohol advertising inquiry - transcript and questions on notice - 14 February 2018

**Follow Up Flag:** Follow up  
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Dear Ms Barba,

My answers to questions on notice are as follows:

1. I agreed to approach the sports other than NRL to seek to ascertain the percentage that alcohol sponsorship comprised of total revenue. Netball Australia and Football Federation Australia do not have alcohol sponsors. I am advised by the other sports - Australian Football League, Cricket Australia, Tennis Australia and Rugby Australia - that they object to providing the requested percentage on the basis that their agreements with sponsors contain confidentiality provisions that preclude them from disclosing these details.

2. The alcohol sponsors of each of these bodies are as follows:

Tennis Australia - Jacob's Creek; Coopers; Canadian Club and Campari (Aperol).

Australian Football League - CUB and Treasury Wine.

Cricket Australia - Lion and Accolade Wine.

Rugby Australia - Yenda and Taylor's Wine."

3. I was asked to inquire of AFL, CA, TA and RA as to whether there is a trigger clause in their broadcast and sponsorship agreements that would result in their sport being paid less if alcohol advertising or sponsorship were to be banned? Three of these sports have responded and one sport has not responded to my request for details.

In respect of broadcast agreements, I am advised that none of the three sports has a trigger clause to that effect. In respect of sponsorship agreements, I am advised that each of the three sports has a trigger clause to that effect. Details of the agreements are commercial in confidence and I do not have access to the specific terms of the agreements.

Yours sincerely,

Malcolm Speed AO



On 22 Feb 2018, at 3:24 PM, Portfolio Committee 1  
<[PortfolioCommittee1@parliament.nsw.gov.au](mailto:PortfolioCommittee1@parliament.nsw.gov.au)> wrote:

Dear Mr Speed