

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Budget Estimates
2017 - 2018

Division/Agency: Australian Competition and Consumer Commission
Question No: 57
Topic: Ugg Australia
Reference: Hansard page 126 (30 May 2017)
Senator: Xenophon, Nick

Question:

Senator XENOPHON: You spoke to Deckers' lawyers—is that right?

Mr Gregson: We had communications. I cannot tell you whether it was with Deckers directly or its lawyers. I would have to check the records on that.

Senator XENOPHON: You may want to take that on notice. I understand that Deckers have agreed to remove the word 'Australia' from all their products and branding. Is that right?

[...]

Senator XENOPHON: You did not require Deckers to remove the words 'Ugg Australia' within any specific time frame? Were they allowed to do it at their leisure?

Mr Gregson: We sought to get some clarity about the time frames that they were proposing, we pressed them on those, and we are now following them up on those time frames.

Senator XENOPHON: So you have not given you an undertaking as to a time frame at this stage?

Mr Gregson: No. This matter was not resolved with an undertaking. We had a clear understanding from them about the time frames that they would be looking to. As I said, we are following up.

Senator XENOPHON: What is your clear understanding about the time frame?

Mr Gregson: I do not have those time frames in front of me.

Senator XENOPHON: Could you take that on notice...

Answer:

1. All communications with Deckers' has been via its lawyers.
2. The ACCC understood that branding changes would be completed by the end of 2017.

We understand that:

- a. All external, and the majority of in-store signage, in Deckers' authorised retail stores was updated from "UGG Australia" to "UGG" by 31 December 2016;
- b. The remaining in-store signage with UGG Australia branding was removed from stores by May 2017;
- c. All new packaging and the majority of footwear products have been updated from UGG Australia to UGG; and
- d. There remains some product and packing inventory in some stores with the UGG Australia branding and this residual inventory will be substantially exhausted by the end of 2017.