



**Australian Government**

**Department of Health**

**DEPUTY SECRETARY**

Mr Jason McNamara  
Executive Director  
Office of Best Practice Regulation  
Department of the Prime Minister and Cabinet  
1 National Circuit  
BARTON ACT 2600

Email: [helpdesk@obpr.gov.au](mailto:helpdesk@obpr.gov.au)

Dear Mr McNamara

**Details-stage Regulation Impact Statement – for assessment**

I am writing in relation to the attached final details-stage Regulation Impact Statement (RIS) prepared by the Office for Sport in the Department of Health for the Major Sporting Events (Indicia and Images) Protection Bill 2014. The regulatory burden to business, community organisations and/or individuals has been assessed as zero and offsets have not therefore been required for this proposal. This has been agreed with your office.

I am satisfied that the final details-stage RIS addresses the concerns raised in your letter of 27 February 2014. Specifically, the following amendments and additional information have been provided:

- A statement in relation to sponsorship revenue;
- A list of the proposed indicia for protection for each of the events attached;
- Details of the proposed remedies;
- Further details on the exemptions for information, criticism and review; and
- Policy authority to introduce legislation has been agreed by the Hon. Josh Frydenberg MP, Parliamentary Secretary to the Prime Minister, on 25 February 2014. Advice pertaining to this was not received until after the Department had submitted its draft details-stage RIS for Comment. Your office was notified of the decision on 3 March 2014 and will now publish the options-stage RIS to meet compliance requirements. A statement confirming that the options-stage RIS complied with the RIS requirements has been added under the consultation section.

Accordingly, I am satisfied that the final details-stage RIS now meets the Government's best practice regulation requirements.

I note that, in accordance with the best practice requirements, an options-stage RIS was prepared, provided to the OBPR before being considered by the decision-maker, and published following the announcement of the decision.

I submit the RIS to the Office of Best Practice Regulation for formal assessment.

Yours sincerely

A handwritten signature in black ink, appearing to be 'DL', with a long horizontal stroke extending to the right.

David Learmonth  
Deputy Secretary

6 March 2014



## MAJOR SPORTING EVENTS (INDICIA AND IMAGES) PROTECTION BILL 2014

### REGULATION IMPACT STATEMENT

#### Background

The Asian Football Confederation (AFC) Asian Cup 2015, the International Cricket Council (ICC) Cricket World Cup 2015 and the Gold Coast 2018 Commonwealth Games (the 'Events') will be significant international sporting events to showcase Australia.

As a condition of being awarded the right to host these events, the Australian Government provided written undertakings to protect the unauthorised commercial use of certain indicia and images associated with each of the Events, commensurate with the support provided to the Melbourne 2006 Commonwealth Games, and enact any required legislation by early 2014.

Sponsorship revenue for the three events is difficult to quantify as the event owners traditionally establish commercial-in-confidence multi-year agreements with corporate sponsors that cover several events in their respective annual calendars. For example, the existing ICC sponsorship rights agreements include nine major and ten minor events for the period of 2007 to 2015 with the World Cup being their biggest event. The Asian Cup is in a similar position with AFC sponsorship covering multiple events. The Commonwealth Games sponsorship target for 2018 is \$95 million, excluding any licensing and merchandise revenue.

Traditionally event owners rely on sponsorship revenue to stage their events, reducing the reliance on government financial support. In return for their event sponsorship, sponsors can publicise their support by using event indicia and images. However, businesses that do not sponsor the events may seek to capitalise on the event by using event indicia or images, suggesting a sponsorship arrangement with the event. This is called 'ambush marketing by association'.

Precedent for major sporting events legislation has been established by the *Sydney 2000 Games (Indicia and Images) Protection Act 1996* and the *Melbourne 2006 Commonwealth Games (Indicia and Images) Protection Act 2005*. These were enacted to provide legislative protection to event owners for certain event insignia as existing legislative mechanisms were deemed inadequate to prevent incidents of obvious ambush marketing. Both these Acts have since been repealed.

#### Problem or Issue Identification

The Event owners have sought a commitment from the government to protect against the unauthorised commercial use of certain indicia and images associated with the respective events to help them secure and maintain event sponsorship.

If sponsors do not have certainty that they are the only businesses that can directly benefit from association with the Events, they may withdraw their sponsorship or decide not to support the Events. A decrease in sponsorship revenue could increase the need for financial assistance from the Australian Government and/or state and territory governments to stage the events.

An analysis was undertaken by the Major Events Taskforce in the Office for Sport and relevant

government agencies of the existing legislation and the commitments provided by the Australian Government. The analysis identified that:

- The existing Acts do not provide the level of protection committed to. In particular, not all Event indicia can be trademarked as the *Trade Mark Act 1995* and the *Copyright Act 1968* do not extend to the protection of common words, titles and short expressions.
- Customs powers in the *Trade Marks Act 1995* and the *Copyright Act 1968* have been strengthened in the *Intellectual Property Laws Amendment (Raising the Bar) Act 2012* since Melbourne 2006 and these should be utilized in the major sporting events legislation to avoid confusion for business, consumers and those administering the measures.
- Some legislation exists at the state/territory government level to protect against ambush marketing but there is no consistent approach.

The results of a review of the legislation for the two previous major events mentioned above that was undertaken by Frontier Economics in 2007 noted that:

- the effectiveness of these Acts was due to their deterrence and signaling effects and the enhanced ability of the Event Organisers to enforce their rights by threatening to take action under the legislation thus limiting the number of breaches; and
- greater clarity regarding the existence and scope of property rights enhances competition.

To highlight this point the Australian Customs Service Annual Report 2005-06 p112 noted that “the Melbourne 2006 Commonwealth Games (Indicia and Images) Protection Act 2005 was in force until 30 June 2006. It strengthened our powers to support the intellectual property associated with the 2006 Games. No seizures of counterfeit goods were made under this legislation, but experience indicated that it was important to have such measures in place”.

### **Specification of the Desired Objectives**

The primary objective of the proposed major sporting events indicia and images protection legislation is to support the Events.

The secondary objectives are to:

- provide a more secure environment in which the Authorising Bodies can raise and maintain sponsorship revenue;
- minimize ambush marketing of the Events sponsors; and
- balance the interests of the Authorising Bodies and Authorised Persons with the commercial interests of third parties.

### **Identification of Options**

In response to the request by the Event Owners, to provide Events indicia and images protection, three options for the Australian Government have been identified.

#### Option 1: No Legislative Action

The Australian Government would take no specific action and would rely on existing intellectual property legislation and other competition and consumer laws, to address the problem of ambush marketing.

#### Option 2: Legislative Action with Exemptions

The Australian Government introduces major sporting events indicia and images protection legislation that would provide a range of remedies including injunctions, damages, corrective advertisements and the seizure of goods to Authorising Bodies and Authorised Persons for unauthorised commercial use of event indicia and images while providing limited exemptions for some third parties from prohibitions against their use. It would include some provisions expected to clarify the scope of the legislation where the scope might otherwise be in doubt. It is proposed that the legislation will not include any criminal offences. Official Users would need to rely on the existing criminal offence provisions in the *Trade Marks Act 1995*, the *Copyright Act 1968* and the *Designs Act 2003*.

It is proposed that the legislation have schedules specific to each of the Events and provide protection for a range of Event indicia and images. A list of the agreed indicia and images for each event is at Attachments A-C. The legislation would include sunset clauses that the specific schedules would cease to have effect within twelve months of the completion of the specific Events.

Exemptions similar to those provided by the Melbourne 2006 Commonwealth Games legislation would apply to parties providing information (including factual reporting by the media), criticism and/or review, which did not fall within the meaning of 'use for commercial purposes'. References to criticism or review would be to permit a reference to protected indicia and images in newspapers, magazine or periodicals, in broadcast or in a cinematograph film and reference to reporting in news and current affairs programs.

In addition, State/Territory Governments will be exempt from the legislation as their access to the use of intellectual property rights is linked to individual arrangements established by virtue of the hosting rights.

### Option 3: Legislative Action with No Exemptions

The Australian Government introduces strict major sporting events indicia and images protection legislation that would provide a range of remedies to Official Users for unauthorised commercial use of event indicia and images without exemptions for any third parties. The indicia and images protected would be the same as under Option Two, however this option would not allow the same level of flexibility.

## **Assessment of Impacts (Costs and Benefits) of Each Option**

### Impacted Group Identification

The same groups would be affected by the implementation of any one of the following three options.

These groups are:

- third parties, including but not limited to Event participants, including players, athletes, coaches and other professionals associated with the Events; sporting organisations associated with the Events; institutes of sport; businesses providing goods or services for past, present and future events; non-affiliated businesses operating honestly and consumers purchasing goods or services associated with the Events;

- the Authorising Bodies; and
- the Australian Government.

There is no identified regulatory burden impact and no compliance cost associated with the proposed introduction of new major sporting events legislation.

The following qualitative analysis considers the impact of costs and benefits for the identified groups for each of these three options.

### Option 1: No Legislative Action

#### *Costs*

#### Third parties:

- consumers may find it difficult to identify goods and services that are officially authorized by the Authorising Bodies; and
- Event sponsors would have limited protection and timely remedy from ambush marketing by association.

#### Authorising Bodies:

- applications for registration of trademarks for eligible Event indicia and images;
- the Authorising Bodies may be vulnerable to ambush marketing;
- the Authorising Bodies ability to gain increased levels of sponsorship may be constrained because it could not provide assurances to sponsors that they will not be subject to ambush marketing; and
- by narrowing the range of remedies to those contained in existing intellectual property legislation, the Authorising Bodies would have difficulty replacing any loss of revenue from ambush marketing activities.

#### Australian Government:

- if the ability of the Authorising Bodies to raise non-government revenue was constrained, there may be greater pressure on the Government to provide additional financial assistance to the Authorising Bodies and state and territory governments.
- potential loss of an Event, given the commitments made.

#### *Benefits*

#### Third parties:

- subject to the limitations imposed by the current legal framework (*Trade Marks Act 1995, Copyright Act 1968, Designs Act 1906, and the Competition and Consumer Act 2010, Schedule 2 – Australian Consumer Law*), third parties would be free to use the Events indicia and images to indicate their association or involvement with the Authorising Bodies and the Events generally.

#### Authorising Bodies:

- there would be no benefits to the Authorising Bodies in adopting this option.

#### Australian Government:

- the Government would not need to dedicate time and human resources to the legislative process.

## Option 2: Legislative Action with Exemptions

### *Costs*

#### Third parties:

- third parties including Event participants, including players, athletes, coaches and other professionals associated with the Event; sporting organisations and institutes of sport associated with the Events (and their third party sponsors) would be restricted, to a certain extent, in their use of the Event indicia and images. They would not be able to use the specified Event expressions in ways that would suggest the existence of a sponsorship arrangement with the Events without the authorisation of the Authorising Bodies or an authorised person;
- third parties may have to deal with threats and legal proceedings initiated by Authorising Bodies and authorized persons of event indicia and images who believe that their rights under the legislation are being infringed; and
- third parties and their sponsors may become confused about increased regulatory requirements.

#### Authorising Bodies:

- the Authorising Bodies may be required to monitor compliance of its authorised persons; monitor advertising in the media for ambush marketing of its sponsors; administer the register for the authorisation of insignia to sponsors; and enforce any breaches;
- the Authorising Bodies may have to deal with threats and legal proceedings initiated by Authorising Bodies and authorized persons of event indicia and images who believe that their rights under the legislation are being infringed; and
- the Authorising Bodies may still face some level of ambush marketing as some options may remain available to third parties to promote their own activities, including their involvement with the respective Events, without using the Event expressions.

#### Australian Government:

- providing legislative protection to a particular organisation/s might increase the likelihood of the Government receiving similar requests for legislative protection in the future;
- there may be an increased burden placed on the courts and on the Australian Customs and Border Protection Service in dealing with proceedings and actions under the legislation; and
- the Government would need to dedicate time and human resources to the legislative process.

### *Benefits*

#### Third parties:

- in accordance with the proposed exemptions, third parties would be able to use the Events expressions to indicate or publicise their factual and historical association or involvement with the Events. This would be subject to the limitations imposed by the current legal framework (*Trade Marks Act 1995, Copyright Act 1968, Designs Act 1906, and the Competition and Consumer Act 2010, Schedule 2 – Australian Consumer Law*), and should not convey the impression of an ongoing sponsorship for or by the Authorising Bodies if that is incorrect;
- the providers of information (including factual reporting by the media), criticism and/or review, would be free to use the Events expressions for legitimate non-commercial purposes. The proposed major sporting events indicia protection legislation would not seek to restrict the news information flow within the public arena; and
- there would be more certainty for consumers purchasing officially licensed Events goods and services.

#### Authorising Bodies:

- the Authorising Bodies would be able to provide greater security for its sponsors by protecting against ambush marketeers, giving it a greater capacity to maintain its current sponsors and increase its sponsorship revenue over time; and
- the Authorising Bodies would have access to an expanded range of remedies to assist it in protecting its intellectual property.

#### Australian Government:

- there may be less risk that the Government will be asked to provide further financial assistance to the Authorising Bodies due to the likely increased ability of the Authorising Bodies to raise revenue through sponsorship.
- the Government would be honouring its commitments to the Authorising Bodies.

#### Option 3: Legislative Action with no Exemptions

##### *Costs*

##### Third parties:

- legislation would be standardised and inflexible and would not deal with the diverse conditions in which the Events expressions are used; and
- all third parties would be prevented from using the Events expressions for criticism, review and when making factual statements about their past involvement in, or association with, the Authorising Bodies and the respective Events.

#### Authorising Bodies:

- the Authorising Bodies may incur additional costs, as they would be required to monitor compliance of its authorised persons; monitor advertising in the media for ambush marketing of its sponsors; administer the register for authorisation of insignia to sponsors; and enforce any breaches; and
- the Authorising Bodies may still be vulnerable to some level of ambush marketing as some options may remain available to third parties to promote their own activities, including their involvement with the Events, without using the Event expressions.

#### Australian Government:

- the Government would not be providing balanced legislation as the rights of the Authorising Bodies to protect against ambush marketing would outweigh the rights of third parties to use Events expressions in a factual and historical context;
- there may be an increased burden placed on the courts and on the Australian Customs and Border Protection Service in dealing with proceedings and actions under the legislation; and
- the Government would need to dedicate time and human resources to the legislative process.

##### *Benefits*

##### Third parties:

- sponsors of the Events would receive a higher level protection against ambush marketing.

#### Authorising Bodies:

- this option would provide the most comprehensive level of protection for the Authorising Bodies against ambush marketing of the three options;
- this option would maximise the Authorising Bodies ability to raise non-government revenue; and



- the Authorising Bodies would have certainty over the protection of its sponsors from ambush marketing as provided by the legal sanctions.

#### Australian Government:

- by minimising the risk of ambush marketing and thus maximising the Authorising Bodies's ability to raise sponsorship revenue, the likelihood of the Government being asked to provide further financial assistance for the Events would be reduced relative to Option 2; and
- the Government would be honouring its commitments to the Authorising Bodies.

#### **Consultation**

Consultation was undertaken on the issue of protection of the Events indicia and images with the following Australian Government departments and agencies:

- Attorney-General's Department;
- Australian Customs and Border Protection Service;
- Department of Communications;
- Department of the Prime Minister and Cabinet;
- Australian Federal Police;
- Australian Government Solicitors;
- IP Australia; and
- The Treasury.

Consultation was also undertaken on the issue of protection of Event indicia and images with the following:

- State and Territory Governments;
- The Local Organising Committees on behalf of the Authorising Bodies

With regards to the Options Stage RIS, the agency has fully complied with the RIS requirements.

#### Australian Government agencies

The Secretaries Committee on Major Sporting Events (SCMSE) recommended in February 2013 to pursue legislation, with the approach taken for the Melbourne 2006 Commonwealth Games to form the basis for negotiations. Since that time the Major Events Taskforce in the Office for Sport at the Department of Health has led extensive consultation with Australian Government agencies, the state and territory governments and the local organizing committees for the events on behalf of the Authorising Bodies to develop an intellectual property and rights protection framework to underpin the proposed new legislation.

While all parties were supportive of the objectives of the proposed legislation, in the course of discussions between Australian Government agencies with responsibility for intellectual property issues the following points were made:

#### *Constitutional Power*

The Australian Government must be satisfied that any proposed legislation is supported by a constitutional head of power before it is introduced to Parliament. The Australian Government Solicitor confirmed the Australian Government has constitutional power to enact the proposed legislation.

### *Complementarity of State/Territory and Commonwealth Legislation*

The Australian Government would need to consider the potential for overlap between Commonwealth and State legislation. For the AFC Asian Cup 2015 the Commonwealth and the States of New South Wales, Victoria and Queensland and the Australian Capital Territory co-signed the commitments to deliver intellectual property and commercial rights protections.

The Queensland Government has enacted its own *Commonwealth Games Arrangements (Brand Protection) Amendment Act 2013* to provide the Gold Coast 2018 Commonwealth Games indicia and images with further protection in Queensland. The Queensland Government is seeking complementary national legislation to provide protections against ambush marketing outside of Queensland for this event.

IP Australia raised the following issues:

- Authorising Bodies or authorised persons of event indicia and images may have the costs of seeking legal advice, issuing 'cease and desist' letters and/or undertaking legal proceedings where they believe that their rights under the legislation are infringed; and
- Third parties may have to deal with threats and legal proceedings initiated by Authorising Bodies and authorised persons of event indicia and images who believe that their rights under the legislation are being infringed.

The Department of Health believes that these matters relate to enforcement obligations as opposed to compliance costs. This view has been supported by the Office for Best Practice Regulation who stated 'No need to cost this. The Government is not imposing a requirement/burden for firms/people to take legal action.'

Australian Customs and Border Protection Services noted that:

- border enforcement work for the events would be undertaken as part of its business as usual activities, however it was noted that there will be a significant resource impact.

It is worth noting that funding has been provided in the 2012-13 Portfolio Additional Estimates Statements (PAES) for the Australian Customs and Border Protection Service (\$0.5 million) and IP Australia (\$0.2 million) to help offset the identified administration costs for government to implement the new legislation for the Asian Cup 2015 and the Cricket World Cup 2015. This amount should therefore meet any additional resource costs over and above business as usual activities.

### *Complementarity of New Zealand Legislation*

As New Zealand is co-hosting the Cricket World Cup 2015 the Australian Government will need to consider complementary legislation. The *Major Events Management (Cricket World Cup 2015) Order 2013* pursuant to Sections 7, 8 and 9 of the *Major Events Management Act 2007* has been introduced. As both countries are hosting the Cricket World Cup 2015, the Cricket World Cup 2015 Organisers are keen to have similar processes in place for all operational aspects of the Event.

### State and territory governments

States where some legislation already exists have requested that the Commonwealth's proposed legislation does not impact or restrict them from using their legislation and, where possible, highlight the order of precedence.

Governments' support the burden for enforcement being the responsibility of the Authorising Bodies and the authorized persons.

The level of protection in new legislation needs to reflect the changes in technology and uptake of social media by the general public since the Melbourne 2006.

### Third parties

Given that legislation is common practice for major sporting events internationally, of the significance of the Events, including the 2000 Olympic Games and the 2006 Commonwealth Games, the Australian Government did not undertake a formal consultation process regarding the impact on affected third parties. However, it has worked extensively with government agencies, the states and territories and the local organizing committees on behalf of the Authorising Bodies over the past twelve months to progress the matter. The proposed framework was agreed by all relevant Australian Government agencies in July 2013. Through this mechanism agencies provided comments in relation to the impact on affected third parties.

### **Conclusion and Recommended Option**

Option Two is the recommended option as it strikes the most appropriate balance between the interests of the Authorising Bodies and any affected third parties. The clarifying provisions and exemptions would define the acceptable use of Events indicia and images, decreasing any confusion that might otherwise occur.

Third parties covered by the exemptions and clarifying provisions would be able to use the Events indicia and images for criticism and review and for the purposes of providing information without needing to obtain authorisation from the Authorising Bodies, and as such would not be unreasonably constrained by the proposed protection. However, third parties not covered by the exemptions and clarifying provisions would not be able to use Events indicia and images without first obtaining authorisation from the Authorising Bodies.

The costs to the Authorising Bodies of allowing the limited group of third parties to use the Events expressions for criticism or review and to provide information without its authorisation is outweighed by the benefits to those parties.

The Authorising Bodies would still derive significant benefit through a greater ability to raise sponsorship revenue.

### **Implementation and Review**

The proposal would be implemented when the proposed major sporting events indicia protection legislation receives Royal Assent. An evaluation of its effectiveness and impacts would be undertaken immediately after the relevant sections of the legislation cease to have effect:

- AFC Asian Cup 2015 from 30 June 2015;
- ICC Cricket World Cup from 31 March 2016; and
- Gold Coast 2018 Commonwealth Games from 31 December 2018.

**Summary Regulation Impact Statement for the Major Sporting Events (Indicia and Images) Protection Bill**

The proposed major sporting events indicia protection legislation is expected to have a positive impact on business and no significant impact on families.

The key areas of the impact are:

- the Authorising Bodies will have a greater capacity to raise sponsorship revenue;
- sponsors of the Authorising Bodies will have legislative protection against ambush marketing;
- non-sponsors of the Authorising Bodies will have a very limited capacity to associate themselves with the Events;
- third parties covered by the exemptions and clarifying provisions will be able to use the Events indicia and images for criticism or review and for the purposes of providing information;
- the Authorising Bodies will receive indicia and images protection legislation consistent with that afforded to Melbourne 2006 Corporation under the *Melbourne 2006 (Indicia and Images) Protection Act 2005* and in line with commitments made by the Australian government when bidding to host the Events; and
- the proposed major sporting events indicia protection legislation would include a sunset clause for each of the three Events and cease to have effect as follows:
  - AFC Asian Cup on 30 June 2015;
  - ICC Cricket World Cup on 31 March 2016; and
  - Gold Coast 2018 Commonwealth Games on 31 December 2018.

**Regulatory Burden and Cost Offset (RBCO) Estimate Table**

Average Annual Compliance Costs (from Business as usual)				
Costs (\$m)	Business	Community Organisations	Individuals	Total Cost
<b>Total by Sector</b>	\$0	\$0	\$0	\$0
Cost offset (\$m)	Business	Community Organisations	Individuals	Total by Source
<b>Agency</b>	\$0	\$0	\$0	\$0
<b>Within portfolio</b>	\$0	\$0	\$0	\$0
<b>Outside portfolio</b>	\$0	\$0	\$0	\$0
<b>Total by Sector</b>	\$0	\$0	\$0	\$0
<b>Proposal is cost neutral?</b>	<input checked="" type="checkbox"/> yes	<input type="checkbox"/> no		
<b>Proposal is deregulatory</b>	<input checked="" type="checkbox"/> yes	<input type="checkbox"/> no		
<b>Balance of cost offsets</b>	\$0			

**ATTACHMENT A**

## AFC ASIAN CUP AUSTRALIA 2015

### Part 1: Words

AFC Asian Football Confederation  
AFC Asian Cup Australia 2015  
AFC Asian Cup  
Asian Cup 2015  
Asian Cup Australia 2015  
AFC Asian Cup 2015 Qualifiers  
Local Organising Committee AFC Asian Cup Australia 2015  
Asian Cup  
AC2015

### Part 2: Combinations of words

Any words in column A if used in combination with any words in Column B

Column A	Column B
Asian Football Confederation	2015
AFC Asian Cup	Partner
AFC Asian Cup Australia	Commercial
Asian Football Cup	Official
Asian Soccer Cup	Agent
Asian Cup	Ticketing
AC2015	Travel
	Venue
	Training Site
	Broadcaster
	Champions
	Championship
	Fanzone
	Hospitality
	Host
	Licensed

	Licensee
	Product
	Qualifier
	Trophy
	Retail
	Store
	Shop
	Sponsor
	Local
	Supplier
	Supporter
	Merchandiser
	Caterer
	Finalists
	City
	Football
	Soccer
	Country
	Hotel
	MVP
	Most Valuable Player
	Goalscorer
	Team of the Tournament
	Event

For the purposes of legislation, AFC Asian Cup Australia 2015 words and indicia that are represented in a language other than English should also be taken to be AFC Asian Cup Australia 2015 words and indicia.

**ATTACHMENT B****CRICKET WORLD CUP 2015****Part 1: Words**

International Cricket Council

ICC

ICC Cricket World Cup

Cricket World Cup

CWC

CWC 2015

Cricket World Cup 2015

Cricket World Tournament

Cricket World Tournament Sponsor

Cricket World Trophy

Cricket World Cup Champions

Cricket World Champions

**Part 2: Combination of Words**

Any words in Column A if used in combination with any words in Column B

<b>Column A</b>	<b>Column B</b>
International Cricket Council	2015
ICC	Partner
ICC Cricket World Cup	Sponsor
ICC Cricket World Cup Event	Official
ICC World Cup	Commercial
CWC	Ticket
Cricket World Cup	Ticketing
World Cup Cricket	Broadcast
	Broadcaster
	Champion

	Fanzone
	Hospitality
	Product
	Store
	Host
	Nation
	Licensee
	Licensed
	Trophy
	Qualifier
	Agent
	Retail
	Supplier
	Merchandise
	Merchandiser
	Caterer
	Finalist
	Finalists
	City
	Venue

For the purposes of legislation, ICC Cricket World Cup 2015 words and indicia that are represented in a language other than English should also be taken to be ICC Cricket World Cup 2015 words and indicia.



**ATTACHMENT C**

**GOLD COAST 2018 COMMONWEALTH GAMES**

**Part 1: Words**

Australian Commonwealth Games Association  
 Commonwealth Games Federation  
 Australian Commonwealth Games  
 Coast 2018 Games  
 Commonwealth Games  
 GC18  
 GC2018  
 Gold Coast 2018 Commonwealth Games  
 Gold Coast 2018 Cultural Program  
 Gold Coast 2018 Games  
 Gold Coast Commonwealth Games  
 GOLDOC  
 Queen's Baton Relay  
 Gold Coast 2018 Arts and Community Festival Program

**Part 2: Any words in column A if used in combination with any words in Column B**

	<b>Column A</b>	<b>Column B</b>
1	2018  21 <sup>st</sup>  <u>XXI</u>	Commonwealth Games  Comm Games
2	Commonwealth Games  Commonwealth Games athlete	gold  silver  bronze  <u>medal</u>
3	Australian Commonwealth Games Team	Gold Coast  Gold Coast 2018  GC2018
4	Commonwealth Games  Australian Commonwealth Games Team	partner  sponsor  provider

		supplier <u>supporter</u> venue Celebrating 2018 Delivering 2018 Embracing 2018
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For the purposes of legislation, Gold Coast 2018 Commonwealth Games words and indicia that are represented in a language other than English should also be taken to be Gold Coast 2018 Commonwealth Games words and indicia.