

# What do I need to run a trade promotion?

## Key requirements

All trade promotions require the following to be legally compliant:

### 1. Competition Terms

We'll create a tailored set of terms and conditions for your competition.

This covers information such as rights of entrants, rules of competition, limitation of liability, privacy and winner entitlements.

Cost:

✳️ Legal fees: \$1,100 + GST

### 2. Permit Applications

Each state or territory has specific requirements for trade promotions. We'll help with the whole process, from determining what permits you need and submitting the required applications.

Cost:

✳️ Legal fees: \$2,500 + GST

✳️ Permit fees: varies depending on State (see Page 3)

## Recommended documents

If you do not already have the following documents, they are recommended for running your trade promotion:

### 3. Prize Suppliers Agreement

Drafting a contract between your company and your prize suppliers to protect your business.

This helps manage your risks, including those related to confidentiality, quality of goods, intellectual property, defective goods and cancelled orders.

Cost: \$1,450 + GST

### 4. Membership / Subscription Terms

These are specific terms and conditions for competitions running on a membership basis like LMCT.

They'll clarify the rules of membership and competition, and reduce the chances of any legal dispute arising.

Cost: \$1,760 + GST

### 5. Website T&Cs

Creating a tailored set of terms and conditions for your competition website.

This covers areas such as warranties, intellectual property, permitted use and ownership of information.

Cost: \$910 + GST

### 6. Privacy Policy

Creating a tailored privacy policy for your business which sets out how you use and collect personal information of users.

Privacy policies are required under the law if you have a turnover of more than \$3 million or are collecting sensitive information.

Cost: \$1,050 + GST

### 7. Trade mark registration

We'll sort out your trade mark application on IP Australia!

Trade mark registration gives you exclusive rights to use your mark and helps protect your brand from competitors and copycats.

Cost:

✳️ Legal fees: \$890 + GST for one trade mark in up to two classes of goods and services plus \$200 + GST per additional class

✳️ IP Australia fees: \$330 per class of goods and services

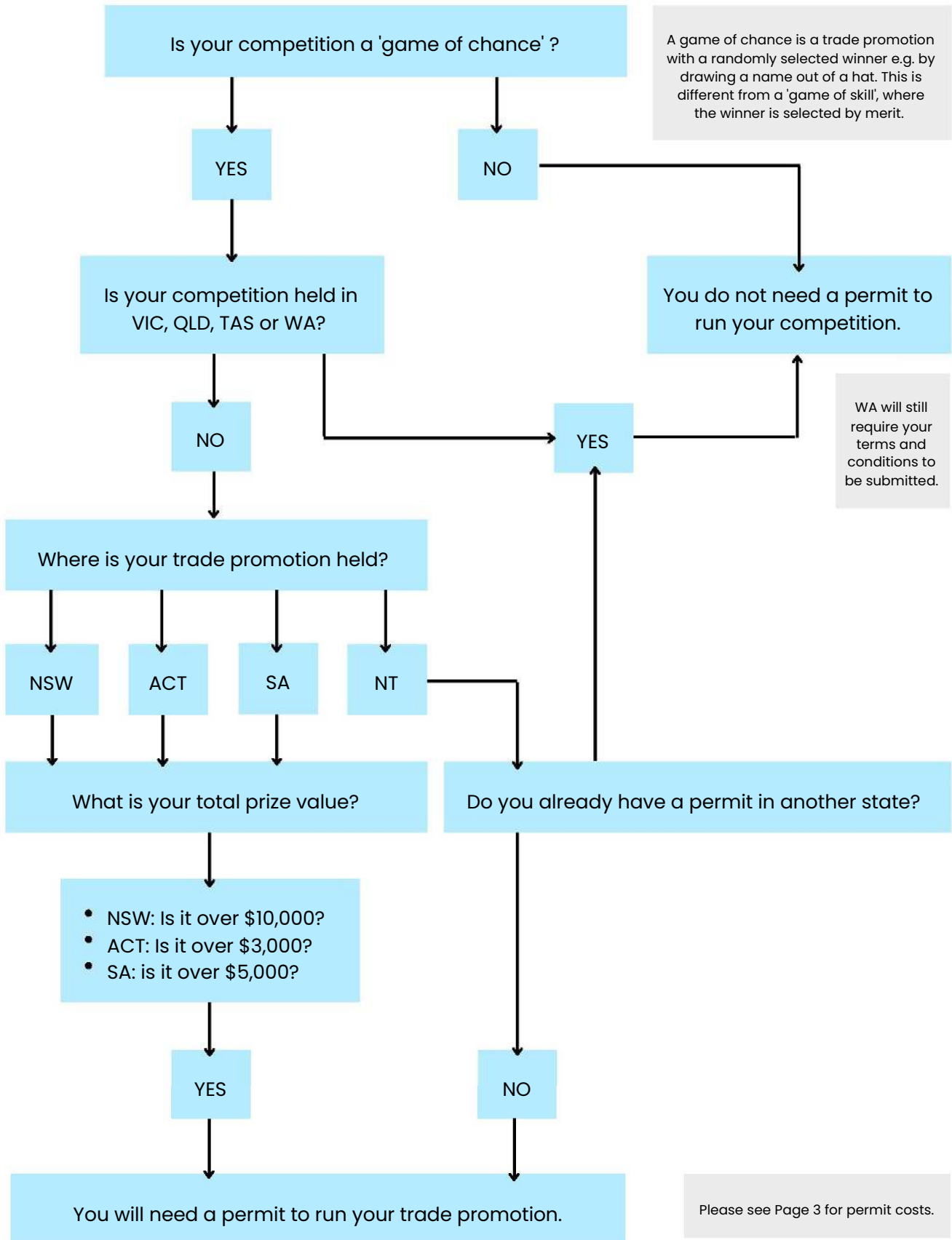
### 8. Corporate establishment

We'll set up your company to limit your legal liability when running your trade promotion.

We'll do all the grunt work, including lodging all the required forms with ASIC and acting as your company secretary (if you need)!

Cost: \$1,300 + GST

# Do you need a trade promotion permit?



# How much will my permit cost?

In addition to the legal costs specified on Page 1, here's a summary of permit costs as determined by State and Territory legislation.

We can help with the whole process, from determining what permits you need to submitting the required applications.

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## New South Wales

Permits are called an 'authority' and multiple promotions can be run under a single authority.

Costs will depend on the length of authority:

- 1 year: \$393
- 3 years: \$606
- 5 years: \$819

Expected turnaround time: approx. 1-2 weeks

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## Australian Capital Territory

Costs will depend on the total prize value of your trade promotion:

- Over \$3,001 to \$5,000: \$223
- Over \$5,000 to \$10,000: \$326
- Over \$10,000 to \$50,000: \$627
- Over \$50,000 to \$100,000: \$896
- Over \$100,000 but under or equal to \$200,000: \$1,788
- Over \$200,000: \$3,586

Expected turnaround time: approx. 2 weeks

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## South Australia

Costs will depend on the total prize value of your trade promotion:

- Over \$5,000 to \$10,000: \$223
- Over \$10,000 to \$50,000: \$818
- Over \$50,000 to \$100,000: \$1,430
- Over \$100,000 to \$200,000: \$2,453
- Over \$200,000: \$4,498

Premium fees (approx. double the normal fees) apply if you need the permit within 5 business days from when the application is received.

Expected turnaround time: at least 2 weeks, unless premium fee is paid.

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## Northern Territory

Permits are free in NT.