



**ASICS Oceania Pty. Ltd.**  
A.B.N. 59 003 091 389  
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30<sup>th</sup> November 2016

Manager  
Indirect Taxes and Not-for-Profit Unit  
Individuals and Indirect Tax Division  
The Treasury  
Langton Crescent  
PARKES ACT 2600

**BY EMAIL: [lowvaluegoods@treasury.gov.au](mailto:lowvaluegoods@treasury.gov.au)**

Dear Sir / Madam,

**Exposure Draft Legislation – GST on low value goods**

ASICS Corporation, a Japanese company, has granted ASICS Oceania Pty Limited (**ASICS**) an exclusive licence to distribute genuine ASICS and Onitsuka Tiger products in Australia and certain other territories in Oceania. ASICS has operated in Australia for over 30 years.

ASICS' products are sold throughout Australia both directly to customers through bricks and mortar stores and by means of online sales. ASICS and its distributors supply over 1000 retail outlets of all sizes throughout Australia employing significant numbers of people all striving to maintain exemplary customer service to deliver the best technical sporting goods available in the country. ASICS itself employs over 250 people in Australia in varying roles and wishes to expand in the future if the policies and procedures adopted by the Australian authorities support such expansion.

One of the initiatives being considered by the Australian Government is to introduce GST on imported goods with a customs value of \$1,000 or less. ASICS supports the introduction of the GST on low value goods intended to commence on 1 July 2017 for the following reasons:

1. Foreign suppliers of consumer products will be treated the same as Australian domestic retail outlets, thereby creating a level playing field;
2. A level playing field will enhance the ability of ASICS to potentially bring forward or increase the magnitude of its expansion plans with a commensurate increase in the need for warehousing facilities and new outlets that will create further employment opportunities for Australian residents;



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3. A level playing field will help ASICS maintain and expand its commitment to community sporting programs including its support of children's sport through organisations and events such as Little Athletics Australia, Milo in2Cricket and the Weet-bix Kids TRYathlon series. These are extremely worthwhile but costly initiatives undertaken by ASICS each year to support children's sport and the community generally. ASICS also supports women's sport as demonstrated by its sponsorship of Netball Australia, the Australian Netball Diamonds team and the Australian women's national hockey team, known as the Hockeyroos. And of course the men are not forgotten with ASICS sponsorship of the Australian Cricket team, the Australia National Rugby Union team, more commonly known as the Wallabies, the Australian men's national hockey team, more commonly known as the Kookaburras and member teams of the National Rugby League and the Australian Football League; and
4. The GST revenue collected from low value goods will be used to benefit the wider community hopefully leading to more and better infrastructure, schools, hospitals, sporting venues and other such necessary and useful facilities over time.

ASICS takes pride in the success of its retail and sporting initiatives in Australia and its good standing in the community. ASICS has entered into an advanced pricing arrangement with the Australian Taxation Office to confirm its commitment to being a good tax payer in Australia.

It is important to remove tax loopholes that allow foreign suppliers to benefit at the expense of local suppliers and retailers and the wider Australian community.

ASICS supports the collection of GST on imported goods with a customs value of \$1,000 or less.

Yours faithfully,

Alan Russell  
Managing Director