
Sent: Wednesday, 19 January 2022 2:19 PM
To: Product Safety
Subject: Bicycle helmet standards

Hi guys

I just wanted to touch base with you over the current status for bicycle helmets and “Australian Standards”

I have been in contact with the ACCC way back in Sept 2016 about these standards and expressed my concern about the Australian standards and how it has impacted my ability to import and sell Rudy Project branded bicycle helmets. Its now at a point where I have STOPPED importing all Rudy bicycle helmets due to Australian standards and this has caused a lot of pain to my business both financially and our reputation.

Whilst I’m not one of the big boys that import bicycle helmets, I am an important player for high end Road and Triathlon helmets that are used at the top of these sports and I have also supported and helped many teams, clubs and individual compete against the worlds best.

I just wanted to highlight what this Australian standards has done to us and I know first hand that just about 99% of other importers of bicycle helmets are in the same position.

1/ There are 10 different helmet models available from Rudy Project international for sale to all distributors around the world. I am and I mean I am the ONLY one that is not selling Rudy helmets period. All other importers are selling successfully and have been for many many many years CE approved Rudy Project Helmets without any problems whatsoever

2/ Due to being forced to have Australian standards it placed a massive burdon on my cash flow due to have to commit to 200 units per size per colour. In many cases there are colours that consumers want but makes zero sense to order them when I have to order 100 per colour per size just to sell maybe 25 of them.

At the end of the day due to the risk forced upon us by Aus standards we had to just go for a black OR a white helmet only.

Some models it just didn’t make sense to order any of them due to the cash flow and no stock turnover. For example we have a high end “time trial” helmets, one of the best in the world that we will not even try to get approved for Australian standards as I have to order 200 per colour and size. Based on this I would have to order 800 helmets and it would take me 3+ years to sell them all. Doesn’t take much from a business sense to see there is NO stock turnover here and any financial expert to say just don’t do it.....

3/ Prior to stopping the importing of helmets we sent all our type and batch testing of Rudy helmets to New Zealand.... Why because they are faster and cheaper then getting it done here in Australia. We do not even use the Australian service and I believe a lot don’t because of these reasons.

4/ The additional cost to pass Australian standards for type testing and continuing of batch testing cost is passed onto the consumers. In other words they are generally paying more for helmets here than the same helmet sold to the rest of world.

5/ In 2 cases we could NOT get all the sizes approved for Australian standards and was forced to just import one size and not bother with the larger model. The cost to modify the moulds was way to much. Again the poor consumers

just see the helmet and wonder why its sold around the world to billions of consumers with CE standards yet we cannot offer it here...

6/ As pointed out earlier – I was in discussion with the ACCC in Sept 2016. Its now 2022 and still nothing in allowing international standards (CE standards) to be sold here in Australia

7/ There is no proof that Australian standards are any safer then CE standards when you consider how many consumers are using CE standards. No one wants to use Australian standards.

8/ Timing of the products is always delayed as the helmets are approved for CE standards first for foremost then they look at me with Australian standards and think “here we go again, my delays, most cost etc”..... We are generally the laughing stock on cycling

In summary, by allowing an international standard like CE into Australia I would be able to offer the complete range of Rudy Project helmets. Much joy would come from the 1,000s who have purchased a helmet from us over the past years to enable them to upgrade their helmets and explore new models and designs that we currently do not want to offer to the cost forced upon us plus the qty we have to proceed with and timing to get products.

Thank you for your time and I hope that you can act quickly in allowing CE standards into Australia to help ll of us no matter what the brand of helmet is

Sincerely

Greg

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