

10<sup>th</sup> December 2025

## COMMUNITY RUGBY LEAGUE MEMO

### RE: XXXX Compliance

TO: All, Regions, Clubs and Leagues

FOR: URGENT DISTRIBUTION



We're thrilled to share that QRL has renewed our partnership with XXXX for another five years, which will take us to an incredible 40 years together. This is one of the longest-running partnerships in Australian sport, and it reflects the strong, trusted relationship built across our statewide rugby league community.

To help celebrate this milestone and reward QRL affiliate clubs for their loyalty, XXXX have kindly created a merchandise kit for club bars. If your club would like to receive one, please click the link below and complete the form: <https://form.jotform.com/253217616349056>

This partnership is incredibly important to the QRL, and we value XXXX's ongoing support. As we continue this relationship, we want to ensure all clubs are clear on the exclusivity requirements around product ranging. Please see the details below.

#### Pourage & Venue Requirements for all clubs:

- All clubs must stock XXXX products exclusively across both Beer (including Ginger Beer) and Cider at your home ground on all match days, QRL related events and club run functions. This applies to both tap and packaged products
- Stock the minimum core range of XXXX products each year including:
  - XXXX Gold
  - XXXX Ultra
  - XXXX Ginger Beer.
- No competing beer, cider, or alcoholic ginger beer brands can be sold, advertised, promoted, merchandised, or sampled at these events or venues.
- Please note, these requirements do not apply to licensed leagues club venues attached to grounds—only the match and event areas.
- Clubs are asked to carry out regular venue checks to ensure the exclusivity requirements are being met.
- QRL staff will also continue to monitor compliance throughout the season, and each year will prepare a report summarising compliance across all grounds.

Thank you for your ongoing support. If you have any questions or need further clarification, please feel free to reach out to the QRL Partnerships team at [partnerships@qrl.com.au](mailto:partnerships@qrl.com.au)

Yours sincerely,

Mr Adam Vanzanten

General Manager  
Community Rugby League

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