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### **Distributors and retailers raise awareness of equipment counterfeiting**

Australian golf equipment distributors and retailers have taken a major step in raising awareness of illegal equipment counterfeiting and distribution, with the creation of the Counterfeit Alert Network (CAN).

The CAN is a major initiative developed by the Australian Sporting Goods Association (ASGA) in consultation with Australia's leading golf brands who have become the founding Members of the Network.

ASGA Executive Director Sean Cary, said that the new CAN website and accompanying media campaign was not only designed to educate golfers about the legal issues surrounding the importation of counterfeit equipment, but was also designed to support the Australian golf industry by encouraging players to buy their equipment locally.

"There has been a sharp increase in counterfeiting and piracy activity since 1998, with customs seizures globally increasing 1000% in that time," said Cary.

"The CAN website was created in consultation with ASGA members, who had increasingly expressed concerns that consumers of golf equipment were not being made aware of the inherent dangers of purchasing golf products from on-line traders.

"In addition the CAN project is designed to encourage consumers to support their local golf industry by purchasing equipment in Australia," he said.

The Counterfeit Alert Network, and its accompanying website – [www.counterfeitalertnetwork.com.au](http://www.counterfeitalertnetwork.com.au) - provides visitors with information and resources to help protect their rights as individuals and ensure they are not breaking the law when it comes to importing or exporting golf equipment or sporting goods in general.

In addition members of the CAN website have access to the necessary tools and information to ensure that their brands are protected in Australia.

Founding Members of the CAN site include Srixon, Drummond Golf, Dunlop Slazenger, Callaway Golf, Taylor Made adidas Golf, Bridgestone Golf (Precept), American Golf Supplies (PING), Acushnet Australia (Titleist, Cobra, FootJoy) and On Course Golf Stores.

The distinctive CAN 'star' logo will be displayed on Founding Members advertising material and via banner advertising on members and supporters websites.

### **A warning to consumers**

By buying pirated or counterfeit items, not only could you end up with a flawed product, you are supporting an illegal trade that could involve serious criminal activity.

You can play an important role in combating copyright piracy and counterfeiting of trademarks by not bringing pirated or counterfeit goods into Australia.

In some circumstances pirated and counterfeit goods imported into Australia are liable to seizure by Customs and people importing such goods may be subject to civil litigation or criminal prosecution.

**For more information visit the Counterfeit Alert Network website at [www.counterfeitalertnetwork.com.au](http://www.counterfeitalertnetwork.com.au) or contact Sean Cary at the Australian Sporting Goods Association on (03) 9263 5394.**