



**Australian
Competition &
Consumer
Commission**

GPO Box 3131
Canberra ACT 2601

23 Marcus Clarke Street
Canberra ACT 2601

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

Our Ref: TRACKIT 55310
Contact Officer: Gina D'Ettorre
Contact Phone: 03 9290 1483

4 September 2014

Dear Sir/Madam

**Lifemark Village Pty Ltd - Certification Trade Mark Application No 1605921 –
interested party consultation**

The Australian Competition and Consumer Commission (the ACCC) is considering an application to register a Certification Trade Mark (CTM) from Lifemark Village Pty Ltd (Lifemark).

Broadly, Lifemark's CTM proposes to allow retirement Villages and Village owners and/or operators to display the mark if they can demonstrate to an independent third party that they fulfil minimum operational and service requirements and are committed to continuous improvement.

The certification scheme covers six areas: lifestyle; support; people/staff; safety; regulations; and village policy.

Lifemark has contracted with NCS International Pty Ltd to operate the scheme as an independent contractor.

The ACCC invites you, as a potentially interested party, to comment on Lifemark's CTM application to assist the ACCC's consideration of it.

ACCC's role in assessing certification trade marks

A CTM indicates to consumers that a product or service meets a particular standard.

The ACCC's role involves assessing and approving rules for the use of CTMs. In general terms, the ACCC is required to assess whether a CTM raises consumer protection, competition or associated concerns. In addition, the ACCC will assess the requirements that goods or services must meet in order to have a CTM applied to them.

More information about the process and the ACCC's role in assessing CTMs can be found in the ACCC's publication [Certification Trade Marks – the role of the ACCC](#).

A copy of the CTM rules is available through the ACCC's Consultation Hub at <https://consultation.accc.gov.au/>.

Request for comments

The ACCC invites you to comment on the application before it issues an initial assessment. Your comments may assist the ACCC in its consideration of this application.

If you wish to comment, please do so by **Friday, 26 September 2014** to enable the ACCC to make a timely assessment of the application.

Comments should be emailed to adjudication@acc.gov.au with the subject "CTM1605921 – Lifemark Village Pty Ltd – comment".

The assessment of this CTM is a public process, and any comments or submissions may be placed on the ACCC's website. If you wish to comment, but would like your comments to remain confidential, please note this clearly in your correspondence and briefly set out your reasons.

You can also forward this letter to any other party who may wish to make a comment to the ACCC regarding this application.

Please advise if you do not wish to make a comment at this time, but would like to be informed of the outcome of the ACCC's initial and/or final assessment. If you are able to, please provide a nominated contact email address for future correspondence.

If you wish to discuss any aspect of this matter, please do not hesitate to contact Gina D'Ettorre on 03 9290 1483.

Yours sincerely



David Hatfield
Director
Adjudication Branch