



**Australian  
Competition &  
Consumer  
Commission**

**Final Assessment of Certification Trade Mark Application No. 901616 lodged by Tradev Pty Ltd**

The Australian Competition and Consumer Commission (the Commission), in accordance with the requirements of the *Trade Marks Act 1995*, has completed its Final Assessment of the above Certification Trade Mark (CTM) application.

The Commission's Final Assessment is that it is satisfied that:

- (a) the applicant is competent to certify the goods and/or services in respect of which the CTM is to be registered;
- (b) the rules governing the use of the CTM would not be to the detriment of the public; and
- (c) the rules governing the use of the CTM are satisfactory having regard to the principles relating to restrictive trade practices set out in Part IV of the *Trade Practices Act 1974* (the Act); the principles relating to unconscionable conduct set out in Part IVA of the Act; and the principles relating to unfair practices, product safety and product information set out in Part V of the Act.

Signed.......... (Commissioner)

Date.....30 AUGUST 2002.....

901616

**Tradev Endorsed**

*an application for*

**Certification Trade Mark**

ALSO ENCL. CHANGED

CERTIFIED TRUE COPY

*W.C.* (for the Accs)

12/9/02

### ***Tradev Endorsed***

***Tradev Endorsed*** is a certification service developed by Tradev Pty Ltd for the purpose of certifying the operational competencies of food business operators and their food quality/safety process controls.

The principle function of the certification service is to assist food business operators to implement appropriate and cost effective food quality/safety measures that are tailored for their process controls, and in doing so are certified by Tradev Pty Ltd.

### ***Tradev Endorsed Objectives***

Certification of the operational competencies of food business operators and their food quality/safety process controls is based on the following objectives:

- To promote awareness of operational requirements for the receipt, production and distribution of food products within the course of trade.
- To maintain quality/safety process controls for the receipt, production and distribution of food products within the course of trade.
- To review knowledge and practice for the receipt, production and distribution of food products within the course of trade.

### ***Rules for use of the Certification Trade Mark***

- 1.1 ***Tradev Endorsed*** will be advertised in newspapers and industry journals as a certification service for food business operators and their quality/safety process controls
- 1.2 The frequency of advertising will be determined by Tradev Pty Ltd.
- 1.3 Food business operators wishing to utilise the certification service will have the purpose of the certification service explained to them by Tradev Pty Ltd.
- 1.4 The food business operator who has implemented appropriate and cost effective food quality/safety measures will receive a certificate of operational competence from Tradev Pty Ltd.
- 1.5 The business operator will display the certificate of operational competence in a prominent manner on the premises.
- 1.6 Re-certification of the food business operator and their food quality/safety process controls is carried out annually on a fee-for-service paid to Tradev Pty Ltd.
- 1.7 Certified business operators are required to undertake annual self-assessments of their food quality/safety process controls.
- 1.8 Documented evidence of self-assessments is required to be maintained by the food business operator for a minimum of 2 years for assessment by Tradev Pty Ltd.

- 1.9 All documented evidence of assessments is confidential unless otherwise approved by the parties involved.
- 1.10 Failure of the food business operator to maintain the level of operational competence and documented evidence required for use of the CTM may involve refusal by Tradev Pty Ltd to allow use of the CTM.
- 1.11 Any dispute or complaint relating to Tradev Pty Ltd and the use of the CTM will be handled between the parties involved and Tradev Pty Ltd.
- 1.12 An independent arbitrator will be called upon to facilitate a satisfactory outcome for dispute or complaint that cannot be resolved under rule 1.11.
- 1.13 Fees-for-service charged by Tradev Pty Ltd for the use of the CTM will be determined by cost to Tradev Pty Ltd to assess and endorse the extent of the food businesses operation and the food quality/safety process controls.
- 1.14 Tradev Pty Ltd will use modern food quality/safety standards/regulations/guidelines as references for the certification service.
- 1.15 Certification will only be carried out by Tradev Pty Ltd; certification assessments may be carried out by another person approved by Tradev Pty Ltd.

### ***Profile of Tradev Pty Ltd***

Tradev Pty Ltd is a one-person business enterprise. Stan Allen is the owner/operator with knowledge, skills and experiences that include:

#### **Qualifications**

- Certificate Meat/ Food Inspection
- Advanced Certificate Food Technology
- Certificate Canning Technology
- Certificate IV Assessment and Workplace Training

#### **Work History**

- 10 years experience in Domestic/Export Meat Processing
- 21 years as a Meat/Food Inspector
- 9 years to present as a Meat/Food Industry Consultant

#### **Professional Development**

- Managing Director of Tradev Pty Ltd- Registered Training Organization.
- Designer of *Tradev Endorsed*
- Project Management Capability
- Quality Assurance Portfolio equivalent to Level 4 National/ International Standards.

### ***Quantity and Market Value***

The estimated quantity and market value of the services that are sold annually by Tradev Pty Ltd is \$50000.

The estimated market share of those services is less than % 0001.

### ***Industry and Market Needs***

For many small food business operators, compliance with current food regulations excluding capital costs has been estimated as \$1,640 per annum.

The certification service developed by Tradev Pty Ltd will reduce those costs by encouraging innovation and applying new approaches to food quality/safety.

The food business will benefit through:

- improved understanding and commitment to food quality/safety
- more efficient use of resources
- reduced unit costs for compliance
- greater consumer confidence in food quality/safety.

Tradev Pty Ltd has consulted with food business operators and food industry and government regulatory organisations about the benefits of the certification service.

Tradev Pty Ltd has taken all reasonable measures to ensure the certification service is delivered in a manner that reflects consumer, industry and government expectations about food quality/ safety.

### ***Applicant Contact Details***

Stan Allen  
Tradev Pty Ltd  
17 Amanda Drive  
Toowoomba  
Qld 4350  
Ph: 0746359804  
Fax: 0746359834