



Attachment 11: RTD Equivalence: Revenue Estimates as at 9 October 2002

1. Market Category Volumes

	HISTORY			FORECAST		FORECAST	
	01/02 9L Cases	01/02 Lals	Growth (cases)	02/03 9L Cases	FYE 02/03 Lals	03/04 9L Cases	FYE 03/04 Lals
Packaged Beer				<i>Note (2)</i>			
Full Strength	101,957,520	44,963,266	11.8%	114,005,177	50,276,283		
Mid Strength	24,030,076	7,569,474	-67.5%	7,821,777	2,463,860		
Low Strength	20,503,672	5,166,925	7.8%	22,102,203	5,569,755		
Draught Beer							
Full Strength	34,581,168	15,250,295	6.4%	36,779,361	16,219,698		
Mid Strength	4,245,316	1,337,274	-76.1%	1,015,228	319,797		
Low Strength	6,515,288	1,641,853	-1.7%	6,406,032	1,614,320		
Total Beer	191,833,040	75,929,087	-1.9%	188,129,778	76,463,713		
Packaged RTDs	<i>Note (3)</i>			<i>Note (1)</i>			
Full Strength	21,368,844	10,231,176	14.0%	24,370,311	11,693,696	-	-
Mid Strength <i>Note (4)</i>	251,333	79,170	53.3%	385,333	121,380	-	-
Low Strength							
Draught RTDs							
Full Strength							
Mid Strength							
Low Strength							
Total RTD	21,620,177.0	10,310,345.9	14.5%	24,755,645	11,815,076	-	-

2. Revenue Cost from RTD alignment

Full Strength Packaged RTDs		FYE 2002/03	1/2 Yr Jan 03 - June 03	FYE 2003/04
Current Estimated RTD Excise Revenue -2002/03		\$ 394,662,249		\$ -
Total Cases		24,370,311		-
Total Litres of Product		219,332,803		-
X 1.15% Threshold		2,522,327		-
Taxable Lals		6,171,369		-
New Estimated RTD Revenue -2002/03		\$ 309,533,705		\$ -
Cost To Revenue(Full Strength RTDs)		\$ 85,128,544	\$ 42,564,272	\$ -
Mid Strength Packaged RTDs		FYE 2002/03	1/2 Yr Jan 03 - June 03	FYE 2003/04
Current RTD Excise Revenue -2002/03		\$ 4,096,575		\$ -
Total Cases		385,333		-
Total Litres of Product		3,468,000		-
X 1.15% Threshold		39,882		-
Taxable Lals		81,498		-
New RTD Revenue -2002/03		\$ 2,750,557		\$ -
Cost To Revenue(Mid Strength RTDs)		\$ 1,346,017	\$ 673,009	\$ -
TOTAL COST TO REVENUE		\$ 86,474,562	\$ 43,237,281	\$ -

(approx.)

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Notes:

- (1) Forecast growth rates for RTDs (02/03) are from Industry sources as at 06/05/2002 - see DSICA Forecasts for Revised Prebudget Submission 02/03.
- (2) Forecasts for Beer are from the 2002/03 PreBudget Submission
- (3) Historic RTD figures for 2001/02 are from actual LMA MATs, net of industry sourced estimates of traditional cider (for 01/02 and 02/03) which are contained in the LMA data but not subject to excise.
- (4) Mid Strength RTDs consist of West Coast, Bundy Gold and Renegade.
This data is from Industry Sources as at 11/09/2002