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Shooters' claim goes to ACCC

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CONSERVATION groups have complained to the Australian Competition and Consumer Commission about the Game Council of NSW, saying it is using false advertising.

The Game Council - which is funded by the State Government - began a marketing push in Sydney earlier this year, saying shooters help the environment by eradicating feral animals.

A complaint to be sent to the ACCC today by the Environmental Defender's Office of NSW says the council's claims do not stack up because of the relatively small number of animals killed, and the relatively high cost of killing them.

But Brian Boyle, the council's chief executive, said it was "not misleading the public about the benefits it has achieved on reducing the impacts of game and feral animals".

Shooters licensed by the council had killed 26,000 feral and game animals in state forests and another 600,000 on farms, he said.

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This story was found at: <http://www.smh.com.au/environment/conservation/shooters-claim-goes-to-acc-20090813-ejyd.html>