



Our ref: AA1000549
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1/04/2021

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Dear Sir/Madam

7-Eleven Stores Pty Limited & Ors application for authorisation AA1000549— interested party consultation

On 24 March 2021, the Australian Competition and Consumer Commission (the **ACCC**) received an application for authorisation from 7-Eleven Stores Pty Limited on behalf of itself, its franchisees and Velocity Frequent Flyer Pty Ltd (together, the **Applicants**). This letter is to invite you to comment on that application. You are welcome to pass this letter on to others who may wish to make submissions.

The Applicants seek authorisation¹ under the *Competition and Consumer Act 2010* (Cth) for 7-Eleven to participate as a retail partner of Velocity's loyalty program. The Applicants are also considering the potential appointment of 7-Eleven by Velocity as a redemption partner. Authorisation has been sought for 5 years.

A full copy of the application for authorisation is available on the ACCC's [authorisations public register](#).

Interim authorisation

The Applicants have requested interim authorisation to enable them to commence the arrangements prior to the ACCC's final determination in relation to the substantive application for authorisation.

Making a submission

The ACCC invites you to make a submission on the application for authorisation. In making your submission, please provide information, evidence and views about the likely public benefits, effects on competition and any other public detriment that you consider will result from the proposed conduct.

If you intend to provide a submission, please do so by **23 April 2021**. If you wish to request an extension, please contact us on the details below as early as possible. Submissions after the due date (or after any extension granted) may not be taken into account. Submissions in relation to interim authorisation should be provided by **14 April 2021**. Extensions are not normally granted for submissions on interim authorisation.

Please email your submission to exemptions@acc.gov.au, with the subject 'AA1000549 – 7-Eleven Stores & Ors – submission'.

¹ For information about Authorisations, please see <https://www.acc.gov.au/business/exemptions/authorisation>

Your submission **will** be placed on the ACCC's [authorisations public register on the internet](#) unless you have made a request (with reasons) for us to exclude part or all of the submission from the public register. (see [Guidelines for Excluding Information from the Public Register for more information on how to make a request and how we assess requests](#)).

Timetable

The ACCC will progress its assessment of the application in a timely manner. An indicative timetable is set out below for your information, and an up to date version (including any changes) will be posted on the public register.

Indicative date	Stage in assessment process
24 March 2021	Lodgement of application and supporting submission.
1 April 2021	Public consultation process begins.
14 April 2021	Closing date for submissions on interim authorisation.
April/May 2021	ACCC decision regarding interim authorisation.
23 April 2021	Closing date for submissions on substantive application.
April/May 2021	Applicant responds to issues raised in the public consultation process.
May 2021	Draft determination.
June 2021	Public consultation on draft determination including any conference if called.
July 2021	Final determination.

This letter has been placed on the ACCC's public register. If you have any questions or wish to discuss any aspect of this matter, please do not hesitate to contact Luke Griffin on 02 6243 1114 or exemptions@acc.gov.au.

Yours sincerely



David Hatfield
Director
Competition Exemptions