

AUST. COMPETITION &
CONSUMER COMMISSION
SYDNEY

8 OCT 2003

7th October 2003

Regional Director
Australian Competition and Consumer Commission
Level 7, Angel Place
123 Pitt Street
Sydney NSW 2000

Australia

Postal Address:
Level 2, 400 George Street,
Sydney NSW 2000

FILE No.

DOC.

MARS/PRISM:

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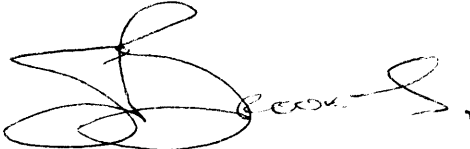
Dear Sir/Madam

Notification of Telstra/St Kilda Football Club

Please find enclosed for lodgement an exclusive dealing notification on behalf of St Kilda Football Club together with the lodgement fee of \$100.00.

Please do not hesitate to contact me should you have any queries comments.

Yours sincerely



Simon Brookes
General Counsel
Broadband and Media
Telstra Corporation Limited

Encls. 1



St Kilda Football Club St Kilda Limited ABN 39 070 694 316
32 – 60 Linton Street, Moorabbin 3189 Victoria Australia fax 61 3 9559 6917 tel 61 3 9559 6618
www.saints.com.au

FACSIMILE COVER SHEET

To BEN SCOTT **Fax Number** 02 9230 0985

Date TUESDAY 7TH OCTOBER, 2003 **No of Pages** 4

From BRIAN WALDRON

Subject TELSTRA/ST KILDA FOOTBALL CLUB PROMOTION AGREEMENT
– ACCC NOTIFICATION

Re: Hi Ben

Please find attached signed copy of Agreement as requested.

Kind regards

Brian Waldron
Chief Executive Officer

COMMONWEALTH OF AUSTRALIA
TRADE PRACTICES ACT 1974 - Subsection 93(1)
EXCLUSIVE DEALING: NOTIFICATION

TO THE AUSTRALIAN COMPETITION & CONSUMER COMMISSION:

Notice is hereby given, in accordance with subsection 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or proposed conduct of a kind referred to in subsection 47(6) or (7) of that Act in which the person giving notice engages or proposes to engage.

1. (a) Name of person giving notice:

St Kilda Football Club of 32-60 Linton Street, Moorabbin, VIC 3189 ("St Kilda Football Club").

(b) Short description of business carried on by that person:

St Kilda Football Club is a member of the Australian Football League ("AFL") and participates in AFL football fixtures. The St Kilda Football Club sells memberships and St Kilda merchandise to the general public.

(c) Address in Australia for service of documents on that person:

Brian Waldron
Chief Executive Officer
St Kilda Football Club
32-60 Linton Street
Moorabbin VIC 3189

2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

St Kilda Football Club jumper featuring an AFL Heritage Logo and the signatures of St Kilda Football Club players, Robert Harvey and Nathan Burke ("the Jumper").

(b) Description of the conduct or proposed conduct:

The St Kilda Football Club proposes to:

- (i) supply or offer to supply the Jumper to customers on condition that the customer acquires or agrees to acquire telecommunications services from Telstra; and
- (ii) refuse to supply or refuse to offer to supply the Jumper to customers for the reason that the customer has not acquired or has not agreed to acquire telecommunications services from Telstra.

An example of the proposed conduct is set out below

St Kilda Football Club proposes to supply the Jumper for each customer who successfully applies for a BigPond™ broadband service and who signs up for a contract term of at least 18 months before 30 September 2004.

The proposed conduct will be of benefit to the public as it will:

- reduce the costs of customers who may be otherwise unable to obtain the Jumper on their own behalf;
- promote competition in the relevant markets by encouraging competitors to offer similar value added services; and
- provide consumers with greater convenience in dealing with St Kilda Football Club and Telstra.

The proposed conduct will not lessen competition because:

- the number of customers potentially affected by the proposed conduct is insignificant compared to the total number of customers who acquire the telecommunications services; and
- customers will be able to acquire the telecommunications services at the usual price without acquiring the Jumper.

The applicant believes that the benefits from the proposed conduct outlined above will outweigh any possible detriment considered to arise from the conduct.

3 (a) Class or classes of persons to which the conduct relates:

The public generally.

(b) Number of those persons

Not applicable.

(c) Where number of persons stated in item 3(b)(i) is less than 50, their names and addresses

Not applicable.

4. Name and address of person authorised by the person giving this notice to provide additional information in relation to this notice:

Brian Waldron
Chief Executive Officer
St Kilda Football Club
32-60 Linton Street
Moorabbin VIC 3189

Dated: Sixth October 2003

Signed on behalf of the person giving this notice:



Mr Brian Waldron

Chief Executive Officer

