



**Australian
Competition &
Consumer
Commission**

Our Ref: N92670
Contact Officer: Carl Toohey
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28 November 2006

Mr Anthony Trainor
Membership Manager
Collingwood Football Club Limited
PO Box 165
Abbotsford VIC 3067

Dear Mr Trainor

**Third line forcing notification No N92670
lodged by Collingwood Football Club Limited (Collingwood)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 20 October 2006. The notification has been placed on the ACCC's public register.

Collingwood has described the conduct as follows:

Collingwood Football Club proposes to offer members of BUPA Australia Health Pty Ltd (ABN 50 003 098 655) ("BUPA Australia") cash back off its memberships from time to time.

Specifically, the offer from Collingwood is described as:

Members in Victoria will receive a \$75 cash back in the form of a cheque or merchandise voucher (at the member's request) when they purchase any Collingwood Football Club membership.

Legal immunity conferred by the notifications commenced on 3 November 2006.

On the basis of the information provided, it is not intended that further action be taken in this matter at this stage.



Please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Carl Toohey on (03) 9290 1480.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S. Gregson', with a long, sweeping horizontal line extending to the right.

Scott Gregson
General Manager
Adjudication Branch