



**Scratch  
me Back**

Allemand Fundraising  
27 Gourlay St Shepparton VIC 3630  
Phone: 0358 215205  
Fax: 0358 219 595  
Geoff's Mobile; 0437 557 770  
[admin@scratchmeback.com.au](mailto:admin@scratchmeback.com.au)

ABN: 26 138 684 248

November 1<sup>st</sup> 2006

General Manager  
Adjudication Branch  
Australian Competition and Consumer Commission  
PO Box 1199  
Dickson ACT 2602

FILE No:
DOC:
MARS/PRISM:

Dear Sir,

**Scratch me Back Promotion**

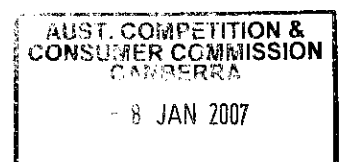
Scratch me Back is a fuel discount promotion using typical "scratchie" type cards to signify the fuel discount. Our promotion is for the benefit of local traders and independent fuel outlets to fight back against the might of the multinationals. The cards used can be added together and are primarily limited to be redeemed in the town they were issued.

I enclose 3 Form G for various service stations and their businesses together with a cheque for \$300.

I also enclose a copy of a list of the various service station proprietors and their businesses.

Yours Faithfully,

Geoff Allemand





**Scratch  
me Back**

[www.scratchmeback.com.au](http://www.scratchmeback.com.au)

Allemand Fundraising  
27 Gourlay St Shepparton VIC 3630  
Phone: 0358 215205  
Fax: 0358 219 595  
Mobile: 0437 557 770  
[allemandg@shepparton.net.au](mailto:allemandg@shepparton.net.au)

ABN: 26 138 684 248

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#### List of Proprietors and their Fuel Outlets

J. Chisholm P/L

Caltex Ballarat  
Ampol Shop Stop Sebartopol  
Ampol Shop Stop Wendouree

Numurkah Roadhouse P/L

Numurkah Roadhouse

Jahannah P/L

Eildon Service Centre

# Form G

Commonwealth of Australia  
Trade Practices Act 1974 ---- Sub-section 93(1)  
**EXCLUSIVE DEALING  
NOTIFICATION**

To the Australian Competition and Consumer Commission:

N92758

Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 47(2), (3), (4), (5), (6) or (7), or paragraph 47 (8) (a), (b) or (c) or (9) (a), (b), (c) or (d) of that Act in which the person giving notice engages or proposes to engage.

(PLEASE READ DIRECTIONS AND NOTICES ON BACK OF FORM)

1. (a) Name of person giving notice..... J CHISHOLM P/L .....

(See Direction 2 on the back of this form)

(b) Short description of business carried on by that person  
Retail sale of fuel and petroleum products and associated consumer items

(c) Address in Australia for service of documents on that person  
1119 LATROBE ST  
BALLARAT VIC 3350

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

(b) Description of the conduct or proposed conduct  
Sale of fuel at a discount subject to customer purchasing a specified dollar amount of goods or services at participating businesses

(See Direction 4 on the back of this Form)

3. (a) Class or classes of persons to which the conduct relates  
Any customer of the service station

(b) Number of those persons--  
(i) At present time .....Not possible to estimate.....  
(ii) Estimated within the next year.....Not possible to estimate.....  
(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses  
Not applicable

4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice Geoff Allemand - Scratch me Back - 27 Gourlay St, Shepparton VIC 3630

Dated 20<sup>th</sup> JUNE 2006

Signed by/on behalf of the applicant giving notice

BRENDAN J. ZALD  
.....  
(Signature)

BRENDAN J. ZALD  
.....  
(Full Name)  
MANAGER  
.....  
(Description)

## DIRECTIONS

1. If there is insufficient space on this form for the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the person giving the notice
2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1(a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. In item 1(b), describe that part of the business of the person giving the notice in the course of which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in sub-section 47(2), (3), (4), (5), (6), (7), (8) or (9) of the *Trade Practices Act* 1974 have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. In item 3 (a), describe the nature of the business carried on by the persons referred to in that item.
6. In item 3(b) (ii), state an estimate of the highest number of persons with whom the person giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.

## NOTICE

If this notification is in respect of conduct of a kind referred to in sub-section 47(6) or (7) or paragraph 47(8)(c) or (9) (d) of the *Trade Practices Act* 1974 ("the Act"), it comes into force at the end of the period prescribed for the purposes of subsection 93(7a) of the Act ("the prescribed period") unless the Commission gives a notice under sub-section 93A(2) of the Act within the prescribed period, or this notification is withdrawn.

The prescribed period is 21 days (if this notification is given on or before 30 June 1996) or 14 days (if this notification is given after 30 June 1996), starting on the day when this notification is given.

If the Commission gives a notice under sub-section 93A(2) of the Act within the prescribed period, this notification will not come into force unless the Commission, after completing the procedures in section 93A of the Act, decides not to give a notice under subsection 93(3A) of the Act. The notification comes into force when that decision is made.

If this notification is in respect of conduct of a kind referred to in subsection 47(2), (3), (4) or (5), or paragraph 47(8)(a) or (b) or (9)(a), (b) or (c), of the Act, it comes into force when it is given.

# Form G

Commonwealth of Australia  
Trade Practices Act 1974 ---- Sub-section 93(1)  
**EXCLUSIVE DEALING  
NOTIFICATION**

N92759

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 47(2), (3), (4), (5), (6) or (7), or paragraph 47 (8) (a), (b) or (c) or (9) (a), (b), (c) or (d) of that Act in which the person giving notice engages or proposes to engage.

(PLEASE READ DIRECTIONS AND NOTICES ON BACK OF FORM)

1. (a) Name of person giving notice.....Numurkah Roadhouse Pty Ltd.....

(See Direction 2 on the back of this form)

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

Retail sale of fuel and petroleum products and associated consumer items

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

P.O. Box 205

Numurkah Vic 3636

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

Fuel

(b) Description of the conduct or proposed conduct

Sale of fuel at a discount subject to customer purchasing a specified dollar amount of goods or services at participating businesses

(See Direction 4 on the back of this Form)

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

Any customer of the service station

(b) Number of those persons--

(i) At present time .....Not possible to estimate.....

(ii) Estimated within the next year.....Not possible to estimate.....

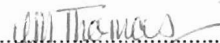
(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses

Not applicable

4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice **Geoff Allemand – Scratch me Back – 27 Gourlay St, Shepparton VIC 3630**

\* Dated 21st June, 19 2006

\* Signed by/on behalf of the applicant giving notice

  
.....  
(Signature)

Christene Margaret Thomas..

(Full Name)

Director  
.....  
(Description)

## DIRECTIONS

1. If there is insufficient space on this form for the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the person giving the notice
2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1(a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. In item 1(b), describe that part of the business of the person giving the notice in the course of which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in sub-section 47(2), (3), (4), (5), (6), (7), (8) or (9) of the *Trade Practices Act* 1974 have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. In item 3 (a), describe the nature of the business carried on by the persons referred to in that item.
6. In item 3(b) (ii), state an estimate of the highest number of persons with whom the person giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.

## NOTICE

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If this notification is in respect of conduct of a kind referred to in subsection 47(2), (3), (4) or (5), or paragraph 47(8)(a) or (b) or (9)(a), (b) or (c), of the Act, it comes into force when it is given.

**Form G**  
Commonwealth of Australia  
*Trade Practices Act 1974 --- Sub-section 93(1)*  
**EXCLUSIVE DEALING  
NOTIFICATION**

N92760

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 47(2), (3), (4), (5), (6) or (7), or paragraph 47 (8) (a), (b) or (c) or (9) (a), (b), (c) or (d) of that Act in which the person giving notice engages or proposes to engage.

(PLEASE READ DIRECTIONS AND NOTICES ON BACK OF FORM)

1. (a) Name of person giving notice SHANNON PTY LTD

(See Direction 2 on the back of this form)

(b) Short description of business carried on by that person  
Retail sale of fuel and petroleum products and associated consumer items

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

2 CENTER AVE ELIDON

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

(b) Description of the conduct or proposed conduct

Sale of fuel at a discount subject to customer purchasing a specified dollar amount of goods or services at participating businesses

(See Direction 4 on the back of this Form)

3. (a) Class or classes of persons to which the conduct relates  
Any customer of the service station

(b) Number of those persons--

(i) At present time ..... Not possible to estimate..... ✓

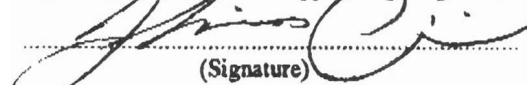
(ii) Estimated within the next year..... Not possible to estimate..... ✓

(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses  
Not applicable

4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice Geoff Allemand - Scratch me Back - 27 Gourlay St, Shepparton VIC 3630

Dated ....7.....8.....19 26...

Signed by/on behalf of the applicant giving notice

  
(Signature)

FABIO CINCORARI  
(Full Name)

DIRECTOR  
(Description)

## DIRECTIONS

1. If there is insufficient space on this form for the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the person giving the notice
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5. In item 3 (a), describe the nature of the business carried on by the persons referred to in that item.
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## NOTICE

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If this notification is in respect of conduct of a kind referred to in subsection 47(2), (3), (4) or (5), or paragraph 47(8)(a) or (b) or (9)(a), (b) or (c), of the Act, it comes into force when it is given.



**Atkin, Hew**

---

**From:** Allemand [allemandg@shepparton.net.au]  
**Sent:** Tuesday, 9 January 2007 4:45 PM  
**To:** Atkin, Hew  
**Subject:** Scratch me Back letter  
**Attachments:** ACCC Letter 9-1-07.doc

Hello Hew.

Here is the letter attached as discussed.

Let me know if you require anything else.

Regards,

Geoff

 <b>Scratch me Back</b>	<p align="center"><b>Customer Rewards and Fundraising Products</b> Think Local. Buy Local.</p> <p><b>Featuring:-</b></p> <ul style="list-style-type: none"><li>• Buy local initiatives to suit your business</li><li>• Scratch me Back Fuel Discount Cards</li><li>• Peelers – the ultimate coupon fundraiser</li><li>• Talk to us about your promotional or fundraising needs for other unique ideas</li></ul>
<p><b>Geoff Allemand</b> <i>Director</i> geoff@scratchmeback.com.au <a href="http://www.scratchmeback.com.au">www.scratchmeback.com.au</a> <a href="http://www.allemand.com.au">www.allemand.com.au</a> (Fundraising)</p>	<p align="right"><b>Scratch me Back</b> 27 Gourlay St Shepparton VIC 3630 tel: 0358215205 fax: 0358219595 mobile: 0437557770</p>

*Add me to your address book...*

*Want a signature like this?*



Allemand Fundraising  
27 Gourlay St Shepparton VIC 3630  
Phone: 0358 215205  
Fax: 0358 219 595  
Geoff's Mobile; 0437 557 770  
admin@scratchmeback.com.au  
ABN: 26 138 684 248

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January 9<sup>th</sup>, 2007

General Manager  
Adjudication Branch  
Australian Competition and Consumer Commission  
PO Box 1199  
Dickson ACT 2602

Dear Sir,

### **Scratch me Back Promotion**

Scratch me Back is a fuel discount promotion using typical "scratchie" type cards to signify the fuel discount. Our promotion is for the benefit of local traders and independent fuel outlets to fight back against the might of the multinationals.

The local traders include mainly retail type businesses such as: butchers, bakers, electrical stores, independent supermarkets, video stores etc. The fuel outlets are usually local and independently owned.

The cards used can be added together and are primarily limited to be redeemed in the town they were issued.

I enclose 3 Form G for various service stations and their businesses together with a cheque for \$300.

### **Public Benefits:**

Scratch me Back enables locally owned fuel outlets to compete with the multinational fuel schemes such as Shell and Caltex. It further encourages fuel discounting and thus lower fuel prices. It enables locally owned retailers to offer rewards to encourage local shopping thus keeping the money in the town. Scratch me Back has proven beneficial in attracting more sales/higher sales for locally owned participating businesses.

### **Public Detriments**

I don't consider there to be any detriments as a result of Scratch me Back.

I also enclose a copy of a list of the various service station proprietors and their businesses.

Yours Faithfully,

Judy Allemand