



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2008/1655
Contact Officer: Joanne Palisi
Contact Number: (02) 6243 1323

21 October 2008

Mr John Caine
Director
The Great Australian Run Pty Ltd
38 Ardoch St
Essendon VIC 3040

Dear Mr Caine

**Third line forcing notification N93620 lodged by
the Great Australian Run Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 13 October 2008. The notification has been placed on the ACCC's public register.

The Great Australian Run has described the conduct as follows:

The Great Australian Run will offer a discount when supplying products or services to customers who have taken out health insurance with Bupa Australia Health Pty Ltd

Specifically Bupa members in Victoria will be entitled to enter to participate in the fun run held on 30 November 2008 at a cost of \$55 (compared with the standard entry price of \$70).

Legal immunity conferred by the notification will commence on 27 October 2008.

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

As with any notification, 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 assessment has been made on the basis that the Great Australian Run will disclose all relevant terms and conditions to prospective participants.

A copy of 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 Joanne Palisi on (02) 6243 1323.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized capital letter 'R' followed by a long, sweeping horizontal line that tapers to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch