



FILE NOTE	
Matter name:	Notification N93707 – 7-Eleven Stores Pty Ltd
Subject:	Phone conversation between ACCC and Crown Melbourne Ltd
Date:	24 November 2008

The ACCC spoke with Mr Sean McCreery, Executive General Manger of Gaming Machines at Crown Melbourne Ltd (Crown), in respect of notification N93707 lodged by 7-Eleven Stores Pty Ltd (7-Eleven). Crown is a party to the conduct proposed by 7-Eleven.

The ACCC sought clarification from Mr McCreery on a number of issues in respect of the proposed conduct. Mr McCreery indicated that details of the conduct were still being developed. It was anticipated that the fuel discount token provided to Crown Club members under the notification would be between 10c – 20c per litre for use with fuel purchases at 7-Eleven. Mr McCreery provided the following examples of when a Crown Club member would gain one of the fuel discount tokens:

- acquire accommodation in one of the Crown Complex hotels for a Tuesday night
- spend \$200 or more at one of the participating restaurants in the Crown Complex
- play for 60 minutes on one of the gaming tables in the Crown Complex and
- accrue a certain number of points based on turnover through playing gaming machines at the Crown Complex.

It is anticipated that the offer will be available to existing Crown Club members on Tuesdays only.

Individuals who take out Crown Club membership during the offer period will be entitled to a fuel discount token on any day of the week.

Members of Crown Club can currently accrue points through acquiring goods and/or services at Crown. These points may be redeemed for Crown benefits including accommodation, car parking and cash back rewards.

Signature: 

Date: 25 / 11 / 08

Project Officer: Simon Mitchell