

FILE No:

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MARS/PRISM:

15 April 2008

The General Manager
Adjudication Branch
Australian Competition & Consumer Commission
PO Box 1199
DICKSON ACT 2602

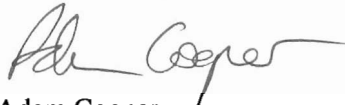
Dear Sir/Madam

Third Line Forcing Notification – Lifeplan Travel

I enclose a third line forcing notification lodged by Lifeplan Travel Pty Ltd ('Lifeplan Travel'), under section 93(1) of the *Trade Practices Act*, and a cheque in the sum of \$100 for lodgement.

If you have any queries in relation to this notification, or require any additional information, please contact Stamatina Zachos on (08) 8236 4727.

Yours sincerely



Adam Cooper
General Manager Legal, Risk and Compliance

AUST. COMPETITION &
CONSUMER COMMISSION
CANBERRA
21 APR 2008

Form G

Commonwealth of Australia

Trade Practices Act 1974 -- subsection 93 (1)

NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

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

1. Applicant

Lifeplan Travel Pty Ltd (ABN 53 008 065 530), ('Lifeplan Travel')

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

Lifeplan Travel conducts the business of supplying travel services. N93393

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

C/- Adam Cooper
General Manager Legal, Risk & Compliance
Lifeplan Funds Management
111 Gawler Place
Adelaide SA 5000

2. Notified arrangement

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

The services which Lifeplan Travel provides to which this notice relates are:

- i. airfare bookings;
- ii. cruise bookings;
- iii. car hire bookings and
- iv. overland bookings.

(b) Description of the conduct or proposed conduct:

- i. Lifeplan Travel proposes to offer a voucher to National Pharmacies Plus members that entitles them to a 10% discount in respect of its travel services listed in 2(a), where they book both airfares and either:
 - o a cruise; or
 - o car hire; or
 - o overland bookings

on condition that they also book the services for a minimum of 5 days and acquire travel insurance from another company, being either Vero Insurance Limited or QBE Insurance Limited. Each National Pharmacies Plus member is limited to only one Lifeplan Travel voucher that is valid for one transaction only.

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

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

Current and future National Pharmacies Plus members.

(b) Number of those persons:

(i) At present time:

In excess of 140,000.

(ii) Estimated within the next year:

In excess of 140,000.

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

N/A

4. Public benefit claims

(a) Arguments in support of notification:

The proposed conduct encourages competition amongst suppliers of travel services. It also leads to public benefits as customers can buy the package of travel services and insurance at a genuine saving on the total price of the products bought separately in competitive markets. The customer has the option of purchasing the travel services at a discounted price subject to the condition they purchase a product from another supplier, or they may simply purchase only the travel services at their normal price.

(b) Facts and evidence relied upon in support of these claims:

N/A

5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):

The market to which the proposed offer relates is the market in Australia for the provision of travel services to consumers.

6. Public detriments

(a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:

There is no likely detriment.

(b) Facts and evidence relevant to these detriments:

N/A.

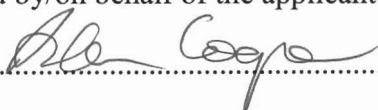
7. Further information

(a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

Cathy Elliott
Travel Manager
Lifeplan Travel
111 Gawler Place
Adelaide SA 5000

Dated.....15 April 2008.....

Signed by/on behalf of the applicant

..........

(Signature)

.....ADAM MICHAEL COOPER.....

(Full Name)

.....LIFELAN TRAVEL PTY LTD.....

(Organisation)

.....COMPANY SECRETARY.....

(Position in Organisation)

DIRECTIONS

1. In lodging this form, applicants must include all information, including supporting evidence that they wish the Commission to take into account in assessing their notification.

Where there is insufficient space on this form to furnish the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the applicant.

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. Describe that part of the business of the person giving the notice in the course of the which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in section 47 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. Describe the business or consumers likely to be affected by the conduct.
6. State an estimate of the highest number of persons with whom the entity giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.
7. Provide details of those public benefits claimed to result or to be likely to result from the proposed conduct including quantification of those benefits where possible.
8. Provide details of the market(s) likely to be affected by the notified conduct, in particular having regard to goods or services that may be substitutes for the good or service that is the subject matter of the notification.
9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible