



**Royal Automobile Association
of South Australia Inc.**
ABN 90 020 001 807

101 Richmond Road,
Mile End, SA 5031
Phone (08) 8202 4600
Fax (08) 8202 4520

File No	www.raa.com.au

31 August 2009

Australian Competition and Consumer Commission
Exclusive Dealing Notifications Dept
GPO Box 3131
CANBERRA ACT 2601

To whom it may concern,

Re: Exclusive Dealing Notification

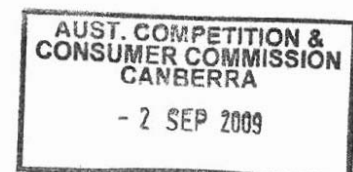
Please find attached Exclusive Dealing Notifications for AMF Bowling Centres and The Beachouse.

Enclosed also is payment for fees for lodgement of the notification for third-line forcing for the above, totalling \$200.00.

Please feel free to call me on the number below for clarification if required.

Yours sincerely,

Theresa Coon
Marketing Coordinator, Member Engagement
08 8202 4489



World wide service through
affiliation with Australian
Automobile Association

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.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N94151 **Bowling Centres Australia Pty Limited**

- (b) Short description of business carried on by that person:
(Refer to direction 3)

A ten pin bowling company providing entertainment to its patrons in the entertainment and leisure field.

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

**c/- RAA of SA Inc.
101 Richmond Road
MILE END SA 5031**

2. Notified arrangement

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

Supply of discounted ten pin bowling and shoe hire, to the members of RAA upon presentation of their membership card under the RAA's 'More For Members' program.

- (b) Description of the conduct or proposed conduct:
(Refer to direction 4)

The offer or supply of a discount in relation to the supply of ten pin bowling games and shoe hire, on the condition that the customer has acquired goods or services (membership) from RAA; or refusing to supply or offer a discount for the reasons that such goods or services have not been so acquired.

The usual rate is \$15.00 for two bowling games and shoe hire, however the discount may be 'buy one full priced game get one free', a fixed

discount per game or a variation of these discounted offers.

Partners supply the benefits/discounts, which can range from 20% to a fixed price discount. In exchange for the benefits/discounts supplied to members, the RAA promotes the Partners and their offers to RAA members – through direct channels and via mass media in South Australia.

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:
(Refer to direction 5)

RAA of SA Inc. members

- (b) Number of those persons:

- (i) At present time:

578,000

- (ii) Estimated within the next year:
(Refer to direction 6)

580,000

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

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.....
.....
.....

4. Public benefit claims

- (a) Arguments in support of notification:
(Refer to direction 7)

RAA members enjoy lower cost bowling.

RAA offers of membership are enhanced by being able to include discounted bowling, as a membership benefit.

The Applicant's business will benefit by increased patronage, which in turn increases public availability and access to social sport and entertainment services.

- (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):
(Refer to direction 8)

The Australian market for entertainment and leisure is a broad one that includes a large number of broadly substitutable activities, games and sports. Ten pin bowling, therefore operate in a very competitive market as demonstrated by the importance of its ongoing promotional and marketing activities, including the RAA member offer.

RAA is a road services organisation that competes for members with similar organisations.

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:
(Refer to direction 9)

As the value of each discount provided by the Applicant is not great in dollar value terms, it is highly unlikely anyone will join RAA merely to obtain the discount.

We therefore submit that there will be little if any public detriment from this conduct as:

- 1. Persons are not in practice ‘forced’ to acquire the RAA membership in order to obtain the discount. Rather it is an additional benefit that can be accessed by members of RAA.**
- 2. Persons are not being ‘forced’ to deal with a particular organisation (for example, RAA) but have a wide choice of such organisations, or may decide to pay full price.**
- 3. The Applicant will continue to supply bowling and gaming services to the public, but not necessarily on the same discounted terms.**

- (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:

Theresa Coon
101 Richmond Road
MILE END SA 5031

Dated. 28 August 2009

Signed by/on behalf of the applicant


.....
(Signature)

Theresa Coon
(Full Name)

RAA of SA Inc - Marketing
(Organisation)

Marketing Coordinator, Member Engagement
(Position in Organisation)



AMF HEAD OFFICE

Lvl 12, 61 Lavender St, Milsons Point, Sydney, NSW 2061

Ph: (02) 9929 3777 Fax: (02) 9929 9488

www.amfbowling.com.au

28 August 2009

Theresa Coon
RAA of SA Inc - Marketing
101 Richmond Road
MILE END SA 5031

Dear Theresa

Consent to notification of third line forcing – RAA of SA Inc & AMF Bowling Centres

We acknowledge that the arrangement between RAA of SA Inc ("RAA") and Bowling Centres Australia Pty Limited ABN 61 710 110 ("AMF Bowling Centres") may be considered a contravention of section 47 of the *Trade Practices Act 1974 (Cth)*.

In particular, the arrangement involves AMF Bowling Centres offering a discount when supplying products to customers who have taken out membership with RAA.


As a result, we consent to RAA lodging with the ACCC, on our behalf:

- (1) a Form G notification; and
- (2) a submission made by RAA on behalf of AMF Bowling Centres supporting the Form G notification - highlighting the public benefit associated with the proposal and the absence of any misuse of market power,

in the form attached.

We also agree to RAA providing a copy of this letter to the ACCC as evidence of AMF Bowling Centres' consent to RAA lodging the Form G notification on AMF Bowling Centres' behalf.

Yours sincerely,



Jordan Rodgers
Chief Executive Officer
AMF Bowling Centres