



**Australian
Competition &
Consumer
Commission**

GPO Box 3131
Canberra ACT 2601

23 Marcus Clarke Street
Canberra ACT 2601

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

Contact Officer: Erin Donohue
Contact Number: (02) 6243 1291

15 September 2009

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

C.C: Jordan Rodgers
Chief Executive Officer
AMF Bowling Centres
Lvl 12, 61 Lavender St,
Milsons Point
Sydney NSW 2061

Dear Ms Coon

**Third line forcing notification N94151 lodged by Bowling Centres
Australia Pty Limited**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 2 September 2009. The notification has been placed on the ACCC's public register.

Bowling Centres Australia Pty Limited (trading as AMF Bowling) proposes to offer or supply 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 the Royal Automobile Association of South Australia Inc (RAA); or refusing to supply or offer a discount for the reasons that such goods or services have not been acquired.

You advise that AMF Bowling's 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.

Legal immunity conferred by the notification will commence on 16 September 2009.

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 Bowling Centres Australia and Royal Automobile Association South Australia Inc. will disclose all relevant terms and conditions to prospective customers.

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 Erin Donohue on (02) 6243 1291.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', with a long horizontal line extending to the right.

**Dr Richard Chadwick
General Manager
Adjudication Branch**