



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
www.raa.com.au

5 February 2010

FILE No:
DOC:
MARS/PRISM:

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 Hire For Baby Pty Ltd and Wallis Cinemas.

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

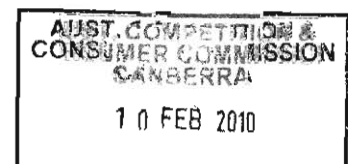
Please feel free to call me on the number below for clarification if required.

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)

N94460 Wallis Cinemas

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

Wallis Cinemas have 6 cinemas and one drive-in location in South Australia where the public are able to purchase tickets to see movies on the big screen. Wallis provides a form of entertainment for the South Australian public.

- (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 benefits/discounts to RAA members 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)

Partners supply the benefits/discounts, which can range from % to \$, to gifts with purchase or free added features. 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:

583,000

- (ii) Estimated within the next year:

(Refer to direction 6)

585,000

- (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)

Specified RAA member discount as advised by Partner.

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

Bi-Monthly samotor magazine including a designated More For Members chapter and the member benefits section of the RAA website.

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)

All South Australian motorists that are RAA members; the More For Members Program is for RAA members only.

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)

No public detriments. Road Service is our core business, the More For Members Program is an added benefit.

(b) Facts and evidence relevant to these detriments:

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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. **5 February 2010**

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)

03.02.10

Theresa Coon
RAA
Marketing Coordinator, Member Engagement
101 Richmond Road
MILE END SA 5031

To whom it may concern,

Re: Permission for RAA to lodge a Form G (Exclusive Dealing Notification)

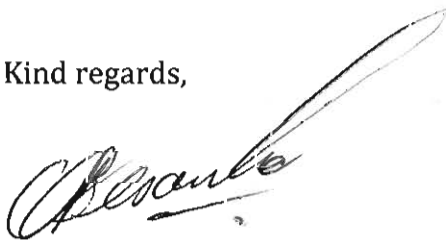
I Paul Besanko
Marketing Manager of Wallis Cinemas give permission for the RAA to lodge a
Form G, Exclusive Dealing Notification with the ACCC on our behalf.

Wallis Cinemas has recently become a partner in the RAA's More For Members
program offering the following discount to RAA members:

- Discount Tickets to Wallis Cinemas and Drive In as specified from time to
time

If you have any queries please don't hesitate to contact me on 08 8352 1377.

Kind regards,



Paul Besanko
Marketing Manager
Wallis Cinemas
65480078185

