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MARS/PRISM:

Suncorp-Metway Ltd  
ABN 66 010 831 722Suncorp Centre  
36 Wickham Tce  
Brisbane QLD 4000GPO Box 1453  
Brisbane QLD 4001Direct Line: 07 4688 7001  
Direct Fax: 07 3031 2343alison.coleman@suncorp.com.au  
www.suncorp.com.au

17 February 2010

Dr Richard Chadwick  
General Manager  
Adjudication Branch  
Australian Competition and Consumer Commission  
GPO Box 3131  
CANBERRA ACT 2601

Dear Dr Chadwick

**Vero Insurance Limited – Exclusive Dealing Notification**

Vero Insurance Limited (**Vero**) is a member of the Suncorp Group of companies.

Vero propose to engage in conduct that would constitute exclusive dealing within the meaning of section 47(6) and (7) of the *Trade Practices Act 1974 (Cth)* (**the Act**). They therefore wish to notify the ACCC of this proposed conduct under section 93 of the Act.

I attach:

- a completed Form G Notification of Exclusive Dealing; and
- a cheque for \$100 being the prescribed fee for the notification.

**Confidentiality**

No claim for confidentiality is made in relation to the attached notification.

**Further Queries**

Vero is prepared to discuss their proposed conduct with the ACCC. Please contact us if the ACCC has any queries.

Yours sincerely

Alison Coleman  
Legal Counsel  
Group Legal

**Encs.**

**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)

N94470 Vero Insurance Limited ABN 48 005 297 807 (**Vero**).

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

Insurance.

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

Vero Insurance Limited  
c/- Level 16  
36 Wickham Tce  
BRISBANE QLD 4000

**2. Notified arrangement**

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

Vero is authorised as a general insurer under the *Insurance Act 1973* (Cth) and carries on a general insurance business. The goods or services to which this notice relates are general insurance products, which may include but are not limited to:

- Home and Contents Insurance;
- Landlord Insurance;
- Motor Vehicle Insurance; and/or
- Travel Insurance.

IMB Ltd ABN 92 087 651 974 (**IMB**) is a building society authorised under the *Banking Act 1959* (Cth) and generally offers financial products (including but not limited to loans and banking accounts).

(b) Description of the conduct or proposed conduct:

(i) Vero proposes to, from time to time:

- supply, and offer to supply, insurance-related goods and services (or certain insurance-related goods and services) (**Insurance Products**) at a particular price; and
- give or allow, and offer to give or allow a discount, allowance, rebate, or credit (**Incentive**) in relation to the supply of Insurance Products,

on the condition that the person who acquires the Insurance Products will acquire goods or services from IMB.

(ii) Vero may from time to time refuse to:

- supply Insurance Products at a particular price; and
- give or allow an Incentive in relation to the supply of Insurance Products,

for the reason that the person wishing to acquire the Insurance Products has not acquired or has not agreed to acquire goods or services from IMB.

(iii) Vero anticipates that generally the conduct or proposed conduct would involve Insurance Products from Vero and financial products from IMB that were related. For example, home insurance and a home loan.

(iv) The specific Incentive offered will vary from offer to offer. Examples of the types of Incentive that may be offered include, but are not limited to:

- A price reduction (for example 10% off or \$50 off);
- A refund of a portion of the amount paid (for example \$100 cash back);
- An optional cover provided with the general insurance product for no additional premium (for example Windscreen Cover with Comprehensive Motor Vehicle Insurance); and/or
- An extended period of cover for no additional premium (for example 13 months for the price of 12).

*(Refer to direction 4)*

**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)*

IMB customers and potential IMB customers.

- (b) Number of those persons:
- (i) At present time:  
Unknown (currently, Vero understands that IMB has approximately 180,000 members).
- (ii) Estimated within the next year:  
*(Refer to direction 6)*  
Unknown.
- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:  
Not applicable.

#### 4. Public benefit claims

- (a) Arguments in support of notification:  
*(Refer to direction 7)*  
The principal public benefit of the notified conduct is reducing the price to customers of Insurance Products.
- (b) Facts and evidence relied upon in support of these claims:  
Vero relies on the arguments set out in item 4(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 market for the supply of general insurance.

#### 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)*

Vero considers that any public detriment is likely to be minimal (if any) for the following reasons:

- IMB customers are not obliged to acquire Insurance Products from Vero: they are free to acquire insurance from another insurer (of which there are many in a competitive market) or not acquire insurance at all.
- The notified conduct is not designed to allow Vero to refuse to offer insurance to any person: the issue relates only to the price of that insurance

and whether the customer is eligible for an Incentive.

- The conduct is unlikely to appreciably affect competition in either the general insurance market or the banking market, each of which is competitive.
- (b) Facts and evidence relevant to these detriments:  
Vero relies on the arguments set out in item 6(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:

Alison Coleman  
Legal Counsel  
Group Legal  
Level 16  
Suncorp Metway Centre  
36 Wickham Tce  
BRISBANE QLD 4000  
  
Phone: (07) 4688 7001  
Fax: (07) 3031 2343  
Email: alison.coleman@suncorp.com.au

Dated 17 February 2010.

Signed by/on behalf of the applicant

*Alison Coleman*  
.....  
(Signature)

Alison Coleman  
(Full Name)

Suncorp-Metway Ltd  
(Organisation)

Legal Counsel  
(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.