



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2010/188, C2010/190
Contact Officer: Jasmine Tan
Contact Number: (02) 6243 1363

1 March 2010

Ms Theresa Coon
Marketing Coordinator, Member Engagement
RAA of SA Inc - Marketing
101 Richmond Road
MILE END SA 5031

Dear Ms Coon

**Third line forcing notifications N94459 and N94460 lodged by
Hire For Baby Pty Ltd and Wallis Cinemas**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 10 February 2010. The notifications have been placed on the ACCC's public register.

Hire For Baby Pty Ltd and Wallis Cinemas have entered into arrangements with the Royal Automobile Association of South Australia Inc. (RAA) to become Partners in the RAA's More For Members Program. Under this member rewards program, Partners will supply benefits and/or discounts (which can range from percentage or dollar amounts to gifts with purchase or free added features) to RAA members. In return, the RAA will promote the Partners and their offers to RAA members through direct channels and via mass media in South Australia.

Hire For Baby proposes to supply or offer to supply the following benefits to consumers on condition that they acquire membership services from the RAA:

- \$5 discount off capsules and child restraint fittings (fitting of their own child restraints)
- hire 2 items and get a free highchair or rocker, saving \$33
- hire for 3 months and get 1 month free (excludes restraints and capsule hires), saving \$22.

Wallis Cinemas proposes to supply or offer to supply consumers with discount tickets to Wallis Cinemas and Drive In as specified from time to time on condition that they acquire membership services from the RAA.

Legal immunity conferred by the notifications will commence on 24 February 2010.

On the basis of the information that you have provided, it is not intended that further action be taken in these matters at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the notifications 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 Hire For Baby Pty Ltd, Wallis Cinemas and the RAA will disclose all relevant terms and conditions to prospective clients.

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 Jasmine Tan on (02) 6243 1363.

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