



RAA Group

101 Richmond Road,
Mile End SA 5031
Tel 08 8202 4600
Fax 08 8202 4520
raa.com.au

**Royal Automobile Association
of South Australia Inc.**

ABN 90 020 001 807
Travel Lic TA 157.2

RAA Insurance Ltd

ABN 14 007 872 602 AFSL 232 525

17 May 2011

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:

- Adelaide Football Club
- Trims
- Physio Direct

Enclosed also is payment for fees for lodgement of the notification for third-line forcing for the above, totalling \$300.00.

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

Kind regards,

Theresa Coon
Senior Marketing Coordinator
08. 8202 4489

FILE No:
DOC:
MARS/PRISM:



Adelaide Football Club Ltd
ABN 48 008 101 568 ACN 008 101 568
www.afc.com.au
AAMI STADIUM
105 West Lakes Boulevard
West Lakes SA 5021
PO Box 10 West Lakes SA 5021

Telephone Numbers
Administration (08) 8440 6666
Crowmania (08) 8440 6600
Westpac Centre (08) 8440 6650

Fax Numbers
Chief Executive (08) 8268 7359
Commercial (08) 8347 3237
Crowmania (08) 8268 3905
Finance (08) 8347 2118
Football (08) 8347 2118
Membership (08) 8445 1364



28th April 2011

Theresa Coon
Senior Marketing Coordinator, Membership
RAA
101 Richmond Road
MILE END SA 5031



To whom it may concern,

**Re: Permission for RAA to lodge a Form G (Exclusive Dealing Notification)
on our company's behalf**

I Kelly Modra, Retail Sales Coordinator of The Adelaide Football Club give permission for the RAA to lodge a Form G, Exclusive Dealing Notification with the ACCC on our company's behalf.

The Adelaide Football Club has recently become a partner in the RAA's More For Members program offering discounts to RAA Members.

If you have any queries please don't hesitate to contact me on (08) 8440 6666 (on Wednesday's and Thursday's).

Kind regards,

KModra

Kelly Modra
Retail Sales Coordinator



The team for all South Australians

Printed on 100% recycled paper

 **TOYOTA**
Major Partner of the Camry Crows



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)

N95403 **Adelaide Football Club Limited**

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

Adelaide Football Club are participants in the AFL football competition providing entertainment to viewers and representing South Australia on a national level in the sport of football.

- (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:

588,000

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

592,000

- (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:

Quarterly 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: **06 May 2011**

Signed by/on behalf of the applicant

.....
Theresa Coon
(Signature)



Theresa Coon
(Full Name)

RAA of SA Inc - Marketing
(Organisation)

Senior Marketing Coordinator
(Position in Organisation)

HEAD OFFICE
322 King William Street
Adelaide, SA 5000
Telephone 8212 5099
Facsimile 8231 3037
trims@trims.com.au
www.trims.com.au
ABN 15 007 583 495



WESTFIELD MARION
Level 2
Telephone 8298 9777

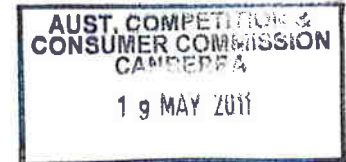
MARION WORKWEAR
485 Morphett Road, Oaklands Park
(adj Dan Murphy's)
Telephone 8377 4255

MOUNT BARKER
57 Gawler Street
Telephone 8391 4470

TRIMS CORPORATE
Telephone 8414 7414
Facsimile 8212 4999
trims corporate@trims.com.au

Monday, 2nd May 2011

Theresa Coon
Senior Marketing Coordinator, Membership
RAA
101 Richmond Road
MILE END SA 5031



To whom it may concern,

**Re: Permission for RAA to lodge a Form G (Exclusive Dealing Notification)
on our company's behalf**

I Carolyn Koch, Advertising & Marketing Coordinator of Trims give permission for the RAA to lodge a Form G, Exclusive Dealing Notification with the ACCC on our company's behalf.

Trims has recently become a partner in the RAA's More For Members program offering discounts to RAA Members.

If you have any queries please don't hesitate to contact me on 8212 5099.

Kind regards,

Carolyn Koch
Advertising & Marketing Coordinator



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)

N95404 **Trims Finance Pty Ltd**

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

Trims is home to many superior quality clothing and footwear brands that are sold to the 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:

588,000

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

592,000

- (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:

Quarterly 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: **06 May 2011**

Signed by/on behalf of the applicant

u.coon
.....
(Signature)

Theresa Coon
(Full Name)

RAA of SA Inc - Marketing
(Organisation)

Senior Marketing Coordinator
(Position in Organisation)





27/04/2010

Theresa Coon
Senior Marketing Coordinator, Membership
RAA
101 Richmond Road
MILE END SA 5031

To whom it may concern,

**Re: Permission for RAA to lodge a Form G (Exclusive Dealing
Notification)
on our company's behalf**

I Thomas Lowe, Business Consultant of Physio Direct Pty Ltd give permission for the RAA to lodge a Form G, Exclusive Dealing Notification with the ACCC on our company's behalf.

Physio Direct Pty Ltd has recently become a partner in the RAA's More For Members program offering discounts to RAA Members.

If you have any queries please don't hesitate to contact me on 8373 1324

Kind regards,

Thomas Lowe
Business Consultant

Wayville Clinic
37 Greenhill Road
Wayville, SA 5034
Telephone: (08) 8373 5155
Facsimile: (08) 8373 4736
www.physiodirect.com.au
ABN: 53 008 179 879

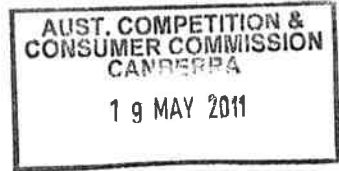
Craigmore Clinic
Sh 34, Craigmore Village,
Yorktown Road
Craigmore, SA 5114
Telephone: (08) 8255 1999
Facsimile: (08) 8255 2499

Morphettville Clinic
GF, 520 Anzac Highway
Glenelg East, SA 5045
Telephone: (08) 8376 0707
Facsimile: (08) 8376 0787

Prospect Clinic
186-188 Main North Road
Prospect, SA 5082
Telephone: (08) 8269 6355
Facsimile: (08) 8342 0340

Salisbury Clinic
287 Salisbury Highway
Salisbury Downs, SA 5108
Telephone: (08) 8258 1949
Facsimile: (08) 8281 2254





Form G

Commonwealth of Australia
Trade Practices Act 1974 — subsection 93 (1)

NOTIFICATION OF EXCLUSIVE DEALING

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PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

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

N95405 **Physio Direct Pty Ltd**

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

Physio Direct provides health services to members of the public in the aim of providing customers with the ability to maintain a healthy and active lifestyle.

- (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.

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RAA of SA Inc. members

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588,000

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

Specified RAA Member discount as advised by Partner

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

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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: **06 May 2011**

Signed by/on behalf of the applicant


.....
(Signature)

Theresa Coon
(Full Name)

RAA of SA Inc - Marketing
(Organisation)

Senior Marketing Coordinator
(Position in Organisation)

