

# 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)*

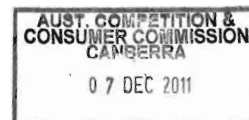
N95649 **Adelaide 36ers**

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

**Adelaide 36ers are participants in the NBL basketball competition providing entertainment to viewers and representing South Australia on a national level in the sport of basketball.**

- (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:

**590,000**

- (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:

.....  
.....  
.....  
.....  
.....

**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.**

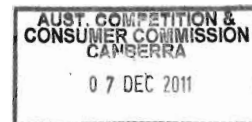
(b) Facts and evidence relevant to these detriments:

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.....  
.....  
.....

**7. Further information**

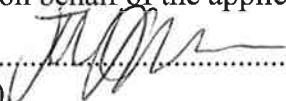
(a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

**Jessica Skinner**  
**101 Richmond Road**  
**MILE END SA 5031**



Dated: **29 November 2011**

Signed by/on behalf of the applicant

.....  
(Signature) 

**Jessica Skinner**  
(Full Name)

**RAA of SA Inc - Marketing**  
(Organisation)

**Marketing Coordinator**  
(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.

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

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### 1. Applicant

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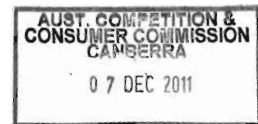
N95650 **Diamonds Camera, Video & Digital**

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

**Diamonds Camera, Video & Digital offer a range of photographic products and services to consumers across South Australia.**

- (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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*(Refer to direction 5)*

**RAA of SA Inc. members**

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**Specified RAA Member discount as advised by Partner**

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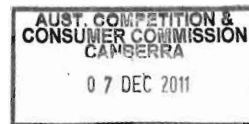
(b) Facts and evidence relevant to these detriments:

.....  
.....  
.....  
.....

**7. Further information**

(a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

**Jessica Skinner**  
**101 Richmond Road**  
**MILE END SA 5031**



Dated: **29 November 2011**

Signed by/on behalf of the applicant

.....  
(Signature)

**Jessica Skinner**  
(Full Name)

**RAA of SA Inc - Marketing**  
(Organisation)

**Marketing Coordinator**  
(Position in Organisation)

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9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible.





**Pfitzner, Laura**

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**From:** D'Ettorre, Gina  
**Sent:** Thursday, 15 December 2011 11:28 AM  
**To:** !MAG Admin  
**Cc:** Pfitzner, Laura  
**Subject:** FW: re notification from Diamond Nominees [SEC=UNCLASSIFIED]  
**Importance:** High  
**Security Classification:** UNCLASSIFIED

**From:** Jessica Skinner [mailto:JSkinner@raa.com.au]  
**Sent:** Wednesday, 14 December 2011 4:30 PM  
**To:** D'Ettorre, Gina  
**Subject:** FW: re notification from Diamond Nominees [SEC=UNCLASSIFIED]  
**Importance:** High

Hi Gina,

Please see below email.

Thanks,

**Jessica Skinner**  
**Marketing Co-ordinator**



**RAA Group**  
101 Richmond Road, Mile End SA 5031, Australia  
P +61 8 8202 4588  
JSkinner@raa.com.au | <http://www.raa.com.au>

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**From:** Nicholas Diamantis [mailto:nicholas@diamondscamera.com.au]  
**Sent:** Wednesday, 14 December 2011 4:02 PM  
**To:** Jessica Skinner  
**Cc:** Scott Mosen  
**Subject:** FW: re notification from Diamond Nominees [SEC=UNCLASSIFIED]  
**Importance:** High

Hi Jessica

I can hereby clarify that any notification was intended to be lodged by the legal entity, the company Diamond Nominees Pty Ltd trading as Diamonds Camera, Video and Digital

Please advise if you require any further clarification.

Kind Regards

Nicholas Diamantis  
Assistant Director  
Diamonds Camera, Video & Digital  
165-171 Rundle St  
Adelaide SA 5000  
Ph. (08) 82240665  
Fax. (08) 82240335

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15/12/2011