

Form G

Commonwealth of Australia Competition and Consumer Act 2010 — 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 *Competition and Consumer Act 2010*, 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

N96019

2) Jeff Mansfield
(trading as Absolute Golf in Conjunction with David Reckless)

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

Absolute Golf is a service base company that provides Golf Schools,
Training, Golf Trips and Consulting Services.

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

Postal Address: PO Box 7349
Baulkham Hills Business Centre
Baulkham Hills 2153

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2. Notified arrangement

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

We are providing a marketing promotion run as a merchant partner of Mastercard. We are providing golf schools and on course golf days where we teach golfers as part of the Mastercard Priceless Sydney promotion

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(b) (b) — Description of the conduct or proposed conduct:

(Refer to direction 4)

We are offering the opportunity for Mastercard holders to attend golf schools which they will pay for with their Mastercard.

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(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)

Our target audience is Mastercard customers who have an interest in golf and in particular learning golf.

We see the golf days as being a real positive as we will be introducing new clientele to the venues, as well as introducing new players to the game and see no adverse affect as there are no golf school providers in this market offering a similar service to Absolute Golf

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(b) Number of those persons:

(i) ~~(i)~~ At present time:

Zero

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(ii) Estimated within the next year:

(Refer to direction 6)

This is a marketing promotion and the first of its kind that we have run. Our expectation is that we will service between 50 and 100 customers in a 12 month time frame.

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~~(c)-(e)~~ Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:

Not Applicable as this is a new promotion for Absolute Golf

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4. Public benefit claims

(a) Arguments in support of notification:

(Refer to direction 7)

The user / customer will have access to on course days and schools not made available by any other service provider. It will also give the customer access to the first class facilities used for these programs.

The benefits for our business partners including the courses we use will give them exposure to a potential new client base. Bringing them short term and possible long term business.

For Absolute Golf this will introduce our golf schools and on course days to a whole new client base.

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

These are benefits and assumptions based on Absolute golf's research prior to entering into the Mastercard Priceless Promotion

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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)

Mastercard customers are able to purchase golf schools and / or on course golf days as part of the Mastercard promotion. We will be offering these schools approx 2 to 4 times per month. Our promotion will be run in Sydney only and only at the venues we work with. We do not foresee any adverse market impact through running this promotion.

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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)

We for see no public detriment resulting from this marketing promotion. At present there are no other organisations providing similar services into the market place. We do have similar programs that are available to the public at a comparable prices.

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~~(b) — (b) —~~ Facts and evidence relevant to these detriments:

We for see no detriment to the public

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7. Further information


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

Jeff Mansfield
Postal Address: PO Box 7349
Baulkham Hills Business Centre
Baulkham Hills 2153
0433 214389

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Dated 25 / 7 / 2012.

Signed by on behalf of the applicant


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(Signature)

JEFF MANSFIELD
.....
(Full Name)

Absolute Golf
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(Organisation)

Partner
.....
(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 *Competition and Consumer Act 2010* 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
Competition and Consumer Act 2010 — 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)

N96033

David Reckless
(trading as Absolute Golf in Conjunction with Jeff Mansfield)

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

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~~(b)~~—(b)—Facts and evidence relevant to these detriments:

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7. Further information

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

David Reckless
Postal Address: PO Box 7349
Baulkham Hills Business Centre
Baulkham Hills 2153
0409 913367

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Dated 26/7/12.....

Signed by/on behalf of the applicant

D. Reckless.....
(Signature)

DAVID RECKLESS.....
(Full Name)

ABSOLUTE GOLF.....
(Organisation)

PARTNER.....
(Position in Organisation)

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