



**Australian  
Competition &  
Consumer  
Commission**

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Contact Officer: Shane Chisholm  
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14 November 2012

Bridget Judge  
Scene to Believe  
PO Box 283  
Chatswood NSW 2067

By email: [bridget@scenetobelieve.com](mailto:bridget@scenetobelieve.com)

Dear Ms Judge

**Third line forcing notification N96240-N96241 lodged by Amusematte Australia Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 7 November 2012. The notifications have been placed on the ACCC's public register.

Under N96240, Amusematte Pty Ltd proposes to offer discounted prices on Santa Photo packages at the Queen Victoria Building, on condition that the consumer pays using a MasterCard.

Under N96241, Amusematte Pty Ltd proposes to offer exclusive Santa visit services at the Queen Victoria Building on condition that the consumer is a MasterCard holder and who books their place on the MasterCard priceless Cities website.

Legal protection conferred by the notifications will commence on 21 November 2012.

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

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification 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 Amusematte Australia Pty Ltd and MasterCard will disclose all relevant terms and conditions to prospective customers.

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 Shane Chisholm on (02) 6243 1036.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized 'R' followed by a long horizontal line.

Dr Richard Chadwick  
General Manager  
Adjudication Branch