

# 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 2)

N95930

STA Travel Pty Ltd

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

STA Travel is a Travel company which operates globally in 61 countries. 13 fully owned & partners in a further 49 countries.

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

3/6 Riverside Quay, Southbank.

## 2. Notified arrangement

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

The proposed arrangement relates to the \$100 Travel discount voucher.

(b) Description of the conduct or proposed conduct:

STA Travel proposes to offer a \$100 travel voucher to receive a discount of travel purchases to anyone who spends \$1,000 on travel and purchases using a VISA Card.

(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)

Consumer who purchase travel from STA Travel Pty Ltd.

(b) Number of those persons:

(i) At present time:

Unknown

(ii) Estimated within the next year:

(Refer to direction 6)

STA Travel estimates that 1,000 customers will be affected by the notified conduct.

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

Not applicable.

**4. Public benefit claims**

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

Customers will benefit from the proposed arrangement as they will obtain a discount on purchased travel.

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

See attached

**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)

Non Applicable

**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)

Non Applicable.

- (b) Facts and evidence relevant to these detriments:

Non Applicable.

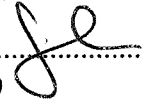
7. Further information

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

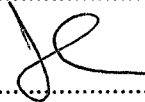
Jamie Owen,  
316 Riverside Quay South bank 3006  
Melbourne, Victoria  
9097 0990

Dated 8/6/2012

Signed by/on behalf of the applicant

(Signature) 

(Full Name) JAMIE OWEN

(Organisation) 

STA TRAVEL PTY LTD

(Position in Organisation)

Online Manager

## 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.



**\$100**

**Book using your  
Visa card and quote  
LPVOUCHER**

**Come into a branch or  
call us to take advantage**

**TRAVEL  
DISCOUNT**

Must be presented at the start of the consultation process quoting promo code 'LPVOUCHER'. Valid in-branch or call-centre only. Valid for international travel departing Australia (excluding Pacific, Trans-Tasman & selected carriers\*\*). Valid when using your Visa card to purchase with a minimum spend of \$1000AUD. Valid for use til 31 December 2012. One Per Person, per booking. Cannot be used in conjunction with another offer. Not redeemable for cash.

\*\*Excluded carriers include Jetstar, Tiger Airways, Air Asia X and Virgin Australia. For full terms and conditions please visit [statravel.com.au/lonelyplanet.htm](http://statravel.com.au/lonelyplanet.htm)

**EXPIRY: 31 DEC 2012**



**134 STA**