

FILE No:
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## 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

AUST. COMPETITION & CONSUMER COMMISSION
05 FEB 2014
CANBERRA

### 1. Applicant

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

.....  
 DOGUE INDUSTRIES PTY LTD  
 .....  
 (DOGUE RETAIL UNIT TRUST)  
 .....  
 .....  
 MARGARET HENNESSY  
 .....

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

.....  
 DOG BOUTIQUES - selling dog products  
 and providing dog grooming and  
 day care services.  
 .....

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

.....  
 242 OXFORD ST  
 .....  
 BONDI JUNCTION NSW 2022  
 .....  
 .....

### 2. Notified arrangement

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

.....  
 DOGUE IS ENTERING INTO AN AGREEMENT WITH  
 MASTERCARD TO OFFER CARDHOLDER  
 PROMOTIONS AS FOLLOWS THROUGH THEIR  
 PRICELESS CITIES PROGRAM:  
 .....

.....  
 - SPECIAL, SHORT TERM OFFER - VALUE ADD  
 SUCH AS SPEND \$XX ON YOUR MASTERCARD  
 AND RECEIVE A COMPLIMENTARY DOG COLLAR.  
 .....

N97223

(b) Description of the conduct or proposed conduct:

CARDHOLDERS WISHING TO TAKE  
ADVANTAGE OF THE PROMOTIONS WILL  
HAVE TO PAY USING THEIR MASTERCARD  
COMMENCING

(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)

CARDHOLDERS PURCHASING THE  
MASTERCARD OFFER WILL BE AFFECTED  
AS THE OFFER IS ONLY AVAILABLE  
IF THEY USE THEIR MASTERCARD TO PAY

(b) Number of those persons:

(i) At present time:

0

(ii) Estimated within the next year:

(Refer to direction 6)

100-150

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

N/A



**4. Public benefit claims**

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

ATTRACT MORE CUSTOMERS INTO OUR STORES.

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

PROPOSAL PROVIDED BY MASTERCARD AGENCIES

**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)

CARDHOLDERS MAY BE ENCOURAGED TO PURCHASE PRODUCTS FROM DOQUE RATHER THAN FROM COMPETITORS. PURCHASES USING ALTERNATIVE CREDIT CARDS MAY REDUCE.

**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)

NONE

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

N/A

7. Further information

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

MARGARET HENNESSY  
242 OXFORD ST  
BONDI JUNCTION NSW 2022  
0414 921 456

Dated 27/01/14

Signed by/on behalf of the applicant

  
(Signature)

MARGARET HENNESSY  
(Full Name)

DOGUE INDUSTRIES PTY LTD  
(Organisation)

DIRECTOR / OWNER  
(Position in Organisation)