

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

### 1. Applicant

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

N97312

**Alchymia Pty Limited T/A Colour Me Mine**

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

**Colour Me Mine is a paint-it-yourself ceramics studio. Ceramic pieces painted are then glazed and fired on-site and to be collected in a few days' time.**

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

**Shop 4, 29 Holtermann Street, Crows Nest NSW 2065**

### 2. Notified arrangement

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

**Colour Me Mine is entering into an agreement with MasterCard to offer MasterCard holders – through their Priceless Sydney programme and website – the following:**

- **Waived studio fee for up to 6 painters per visit, simply pay for the ceramics painted**

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

**Cardholders wishing to take advantage of the promotion will have to pay using their MasterCard commencing 27 March 2014 until 27 September 2014.**

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**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)*

**Those customers who pay by cash, EFTPOS, Visa or American Express**

- (b) Number of those persons:

- (i) At present time:

**625**

- (ii) Estimated within the next year:  
*(Refer to direction 6)*

**500 (more customers will pay by MasterCard to take up the offer, hence less affected)**

- (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)*

**More people will experience the fun and creativity of ceramics painting**

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

**The Priceless Sydney programme will reach and attract a new audience according to the proposal provided by MasterCard's loyalty agency.**

**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)*

**Colour Me Mine has no competitor in the surrounding area. The markets that may be indirectly affected would be other entertainment related industries because customers may choose to take up this offer at Colour Me Mine rather than, say, going to see a movie.**

**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:

**Not 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:

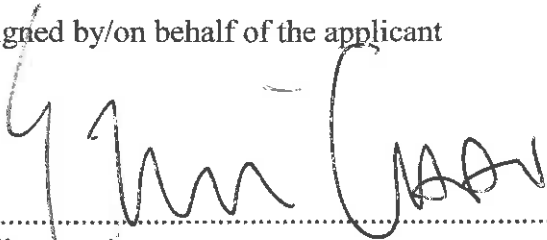
**Eric Chan**

**Shop 4, 29 Holtermann Street, Crows Nest NSW 2065**

**0403 817 226**

**Dated: 7 March 2014**

Signed by/on behalf of the applicant



.....  
(Signature)

**Eric Chan**

.....  
(Full Name)

**Alchymia Pty Limited T/A Colour Me Mine**

.....  
(Organisation)

**Owner & Director**

.....  
(Position in Organisation)