



**Australian  
Competition &  
Consumer  
Commission**

GPO Box 3131  
Canberra ACT 2601

23 Marcus Clarke Street  
Canberra ACT 2601

tel: (02) 6243 1111  
fax: (02) 6243 1199

[www.accc.gov.au](http://www.accc.gov.au)

Our Ref: 54076  
Contact Officer: Tanya Hobbs  
Contact Number: 02 6243 1029

18 March 2014

Melissa Dawber  
Legal Counsel  
Virgin Australia Airlines  
56 Edmonstone Road  
Bowen Hills Qld 4006

By email: [Melissa.Dawber@virginaustralia.com](mailto:Melissa.Dawber@virginaustralia.com)

Dear Ms Dawber

**Third line forcing notifications N97310 & N97311 lodged by Zuji Pty Ltd t/a Virgin Australia Holidays & Velocity Rewards Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 11 March 2014. The notifications has been placed on the ACCC's public register.

N97310

Zuji Pty Ltd t/a Virgin Australia Holidays proposes to offer benefits and discounts on various travel related products on condition that a customer purchases an entertainment book or digital membership from Entertainment Publications of Australia Pty Ltd.

N97311

Velocity Rewards Pty Ltd proposes to offer benefits and discounts on various travel related products on condition that a customer purchases an entertainment book or digital membership from Entertainment Publications of Australia Pty Ltd.

Legal protection conferred by the notifications will commence on 25 March 2014.

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 these notifications 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 Zuji Pty Ltd, Velocity Rewards Pty Ltd and Entertainment Publications of Australia Pty Ltd 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 Tanya Hobbs on 02 6243 1029.

Yours sincerely

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

Dr Richard Chadwick  
General Manager  
Adjudication Branch