



Australian
Competition &
Consumer
Commission

Our Ref: 54146
Contact Officer: John Rouw
Contact Number: (03) 9290 1402

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21 March 2014

23 Marcus Clarke Street
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Toby Moritz
Lawyer
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By email: toby.moritz@news.com.au

Dear Mr Moritz

Third line forcing notification N97320 lodged by Brisbane Bears-Fitzroy Football Club

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 14 March 2014. The notification has been placed on the ACCC's public register.

Brisbane Bears-Fitzroy Football Club Ltd, trading as the Brisbane Lions Australian Football Club, proposes to make 8000 free tickets to the Brisbane Lions-Geelong Cats match in Brisbane on 30 March 2014 available on terms that include that they will only be available on presentation of an original 'Front Page Ticket' coupon taken from the front page of The Courier Mail newspaper of 29 March 2014.

Legal protection conferred by the notification will commence on 28 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 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 the club and the newspaper / Herald & Weekly Times 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 John Rouw on (03) 9290 1402.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch