

Our Ref: 54423
Contact Officer: Megan Cunningham
Contact Number: 03 9290 1856



**Australian
Competition &
Consumer
Commission**

28 April 2014

Ms Rose Owen
General Counsel
News Limited

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Dear Ms Owen

Third line forcing notification N97373 lodged by Western Sydney Football Club Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the **ACCC**) on 17 April 2014. The notification has been placed on the ACCC's public register.

Western Sydney Football Club Limited proposes to offer one free entry for a junior to the AFL Round 10 Match between Greater Western Sydney GIANTS v Richmond on condition they hold a valid coupon from the Daily Telegraph. That junior ticket holder is also entitled to receive a free GIANTS show bag provided they are one of the first 500 consumers.

Legal protection conferred by the notification will commence on 1 May 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 Western Sydney Football Club and the Daily Telegraph 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 Megan Cunningham on 03 9290 1856.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick
General Manager
Adjudication Branch