



**Australian
Competition &
Consumer
Commission**

Our Ref: 57520
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17 July 2015

Sent by email

Dear Sir/Madam

**ihail Pty Ltd application for authorisation [A91501] - interim authorisation decision
and invitation to make a submission about proposal to allow passengers to offer an
additional payment to incentivise priority pickup**

The Australian Competition and Consumer Commission (the ACCC) has decided not to grant interim authorisation in respect of the application for authorisation lodged by ihail Pty Ltd on 26 May 2015. ihail has requested interim authorisation for a joint venture between a number of Australian regional taxi companies and other operators with an interest in the taxi industry to launch and operate a smartphone application (ihail app).

A copy of the ACCC decision is attached.

**Request for submissions about allowing passengers to offer an additional payment to
incentivise priority pickup**

The ihail app includes a feature that allows the passenger to offer drivers an additional payment above the applicable fare when requesting a taxi in order to incentivise priority pickup. This feature of the app was not explained in the public version of ihail's original submission in support of the application for authorisation. ihail has now provided a public submission explaining this feature of the app. Details of this function are provided at page 4 of ihail's submission which is available on the ACCC's website at <http://registers.accc.gov.au/content/index.phtml/itemId/1186905/fromItemId/278039> by following the 'submissions' link.

The ACCC invites you to make a submission on this aspect of the proposed arrangements, including likely public benefits and effect on competition, or any other public detriment. If you intend to provide a submission, please do so by 29 July 2015. Submissions should be emailed to adjudication@acc.gov.au with the subject "A91501 – ihail Pty Ltd – submission".

Alternatively, if you would like to provide comments orally, please contact Natalie Plumridge on 03 9658 6523 to organise a suitable time.

Submissions, including oral submissions, will be placed on the ACCC's public register subject to any request for exclusion. Please see the ACCC's online publication [Guidelines for excluding information from the public register](#).

Next steps

For your information, the next step in the process is for the ACCC to release a draft determination which will take account of any submissions from ihail Pty Ltd and interested parties and will indicate the ACCC's preliminary views on the merits of the application. The ACCC will give both ihail Pty Ltd and interested parties the opportunity to provide a further submission on the draft determination before the ACCC issues its final decision.

As noted in the attached decision, the ACCC may review its decision on interim authorisation at any time. In this regard the ACCC will reconsider whether to grant interim authorisation at the time of issuing its draft determination. The ACCC's decision in relation to interim authorisation should not be taken to be indicative of whether or not final authorisation will be granted by the ACCC.

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 me on 03 9290 1475 or Natalie Plumridge on 03 9658 6523.

Yours sincerely



Gavin Jones
Director
Adjudication