



**Australian
Competition &
Consumer
Commission**

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9 June 2010

Ms Theresa Coon
Marketing Coordinator, Member Engagement
Royal Automobile Association of South Australia Inc.
101 Richmond Road
Mile End SA 4520

Dear Ms Coon

Third line forcing notifications N94690 – N94695

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 1 June 2010. The notifications have been placed on the ACCC's public register.

The following notifying parties:

- Adelaide Symphony Orchestra Pty Ltd (N94690)
- Adelaide Festival Centre Trust (N94691)
- EFM Health Clubs (N94692)
- Concubine (N94693)
- Digi.we.dee Pty Ltd (N94694)
- Hana de Gooyer (N94695)

propose to supply benefits/discounts which can range from % to \$, to gift with purchase or free added features to Royal Automobile Association of South Australia (RAA) Members upon presentation of their membership card under the RAA's "More for Members" program.

Legal immunity conferred by the notifications will commence on 15 June 2010.

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.

This assessment has been made on the basis that the notifying parties and RAA will disclose all relevant terms and conditions to prospective customers.

As with any notification, please note that the ACCC may act to remove the immunity afforded 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.

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 Erin Donohue on (02) 6243 1291.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized capital letter 'R' followed by a horizontal line that extends to the right and then curves slightly upwards.

Dr Richard Chadwick
General Manager
Adjudication Branch