

**From:** Dale Lawrence  
**To:** [Adjudication](#)  
**Subject:** N10000505 - Caravan Trades & Industry Association Queensland - submission  
**Date:** Sunday, 3 November 2019 11:58:11 AM  
**Attachments:** [image001.png](#)

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To Whom This May Concern,

I do not believe that this proposed conduct has the purpose, effect or likely effect of substantially lessening competition. This proposed conduct will allow dealerships, such as ourselves, another choice when it comes to deciding on how we will display our product at external trade shows and events. These shows and events come with a significant cost so an option to reduce those costs would be most welcomed.

Business such as ours would generally weigh up the considerations of whether the loyalty discount outweighs the possible benefits of attending extra trade shows, however again, this is a decision. We see there is no requirement to have to join this loyalty scheme and we are able to attend all trade shows and events of our choosing without penalty.

I do agree that this proposed conduct will result in likely public benefits. Reducing our trade show expenses will allow us as a dealership to invest further in our Customer Experience to better enable our dealership to cater for our industries growing consumer needs for high quality and reputable dealerships. I can also confirm that we are able to invest in more quality displays under this proposed conduct as the capital expenditure will last a lot longer due to being used less. Our dealership is also able to focus more on the customers when we attend less shows as attending shows comes at a huge operational burden and cost.

Continuing the CTIAQ's free caravan safety check program also is of immense value to the public and potentially can save lives through identifying possible risks with RV's that are currently in use on our roads.

In summary, I support this proposed conduct in full as I don't see it lessening completion and believe the public benefits are very valuable.

Kind Regards

**Dale Lawrence**  
Dealer Principal

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