



Australian
Competition &
Consumer
Commission

TRADE PRACTICES ACT 1974

SECTION 86DA

PUBLIC WARNING NOTICE

1. The Australian Competition and Consumer Commission (the ACCC):

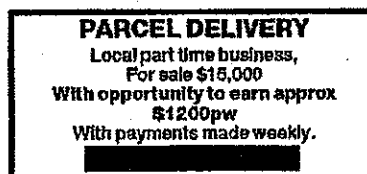
(a) has reasonable grounds to suspect that each of:

- (i) Halkalia Pty Ltd (ACN 010 134 362) (**Halkalia**), a corporation whose sole director is Norman Lander;
- (ii) Heartlink Enterprises Pty Ltd (ACN 126 143 075) (**Heartlink Enterprises**), a corporation whose sole director is Vicki Lowe;
- (iii) National Semi-Retired Group Pty Ltd (ACN 080 966 454) (**NSRG**), a corporation whose sole director is Laurence Hann;

has, by publishing advertisements in rural, regional and metropolitan newspaper classifieds for "part time parcel delivery businesses", made misleading representations regarding the potential earnings associated with the business opportunities being promoted by them, which conduct may constitute a contravention of section 52 and/or 59(2) of the *Trade Practices Act 1974* (the Act);

- (b) is satisfied that one or more persons has suffered, or is likely to suffer detriment as a result of this conduct; and
- (c) is satisfied that it is in the public interest to issue this public warning notice.

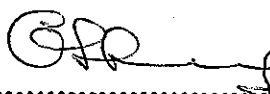
2. An example advertisement is shown below:



3. This Public Warning Notice follows a series of complaints from individuals who have responded to the advertisements and have paid between \$10,000 and \$30,000 for a business purporting to offer earnings between \$900 and \$2,000 per week delivering Heartlink-branded household products to independent supermarkets. None of the individuals who complained to the ACCC said that they earned income in this range. The majority of the individuals that contacted the ACCC said they derived no earnings from the business.

4. The ACCC is warning the public that the advertisements may be misleading and that individuals who pay money for the advertised business opportunity may derive no earnings from the business.

DATE: 20 August 2010


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Graeme Julian Samuel
Chairman