



Our ref: AA1000520
Contact officer: Tessa Cramond
Contact phone: (03) 9658 6516

Level 17, 2 Lonsdale Street
Melbourne Vic 3000
GPO Box 520
Melbourne Vic 3001
tel: (03) 9290 1800
www.accc.gov.au

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By email

Dear Sir/Madam

Steeline Members Pty Ltd application for authorisation – AA1000520 – draft determination

The Australian Competition and Consumer Commission (**ACCC**) has issued a draft determination in respect of the application for authorisation lodged by Steeline Members Pty Ltd (**Steeline**) on behalf of its self and its current and future members, on 25 June 2020.

Steeline and its members seek authorisation for two types of conduct:

- (a) joint advertising and selling activities, intended to be carried out in future by Steeline members (including the operation of an online store) and
- (b) collective bargaining conduct, which involves Steeline negotiating and entering into supply arrangements regarding the terms of supply of various products to its members, including steel sheet and coil.

Draft determination and interim authorisation

For the reasons set out in its draft determination, the ACCC proposes to grant conditional authorisation for five years. The ACCC is proposing to impose a condition of authorisation requiring Steeline to advise the ACCC prior to a new member joining the group.

The ACCC has also granted interim authorisation to enable Steeline and its members to commence non-price discussions about the joint advertising and joint selling activities, and to commence negotiations with suppliers. Interim authorisation does not extend to Steeline and/or its members entering into, or giving effect to, any agreements with suppliers.

A copy of the draft determination is attached and available on the ACCC's public [register](#).

Next steps

Steeline or any interested party may make a written submission on the draft determination and/or request that the ACCC convene a 'pre-decision conference'.

Requesting a conference

A pre-decision conference provides the opportunity for Steeline and its members or interested parties to make oral submissions in relation to the draft determination. Conferences are conducted informally and while legal or professional advisers are able to attend they are not entitled to participate in the discussion. If any party wants the ACCC to

hold a pre-decision conference in relation to the draft determination, they must notify the ACCC in writing **by close of business 23 November 2020**.

We prefer to hold a conference in a way that enables attendees to attend in person. In the current circumstances, with the spread of Covid-19 and the need to significantly limit social contact, a face to face conference may currently not be possible. There may be options for the ACCC to hold a conference via webinar or teleconference. **If you are considering requesting the ACCC hold a conference please contact us as early as possible to discuss the options for holding a conference before requesting one.**

Submissions on the draft determination

If you wish to make a submission in relation to the draft determination, **please lodge your submission by 23 November 2020**. Submissions should be emailed to exemptions@acc.gov.au with the subject "AA1000520 – Steeline Members – submission".

The ACCC will consider any submissions it receives, including any oral submissions made should a conference be requested, and will then make a final determination on whether to grant authorisation. Submissions will be placed on the ACCC's public register subject to any request for exclusion. Please see the publication [Guidelines for excluding information from the public register](#) available on the ACCC website.

If you wish to discuss any aspect of this matter please contact Tessa Cramond on (03) 9658 6516 or by email tessa.cramond@acc.gov.au

Kind regards



Susie Black
Director
Competition Exemptions