



Australian Competition & Consumer Commission

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Our Ref: C2003/1316
Contact Officer: Michael Green
Contact Number: 02 6243 1088

31 October 2003

Mr Brian Waldron
Chief Executive Officer
St Kilda Football Club
32-60 Linton Street
MOORABBIN VIC 3189

Dear Mr Waldron

**Re: Third line forcing notification N31258, lodged by St Kilda Football Club
(St Kilda)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the Commission) on 14 October 2003. Legal immunity provided by the notification commenced on 28 October 2003.

The notification details an arrangement in which St Kilda proposes to:

- supply or offer to supply the Jumper to customers on condition that the customer acquires or agrees to acquire telecommunications services from Telstra; and
- refuse to supply or refuse to offer to supply the Jumper to customers for the reason that the customer has not acquired or has not agreed to acquire telecommunications services from Telstra.

The 'Jumper' refers to a St Kilda Football Club jumper featuring an AFL Heritage Logo and the signatures of St Kilda Football Club players Robert Harvey and Nathan Burke.

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.

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

This letter has been placed on the Commission's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Michael Green on 02 6243 1088.

Yours sincerely

Handwritten signature of Tim Grimwade, consisting of a stylized 'T' and 'G'.

Tim Grimwade
General Manager
Adjudication Branch