



**Australian
Competition &
Consumer
Commission**

Our Ref: C2006/1178
Contact Officer: Kelvin Binning
Contact Number: 02 6243 1351

PO Box 1199
Dickson ACT 2602
470 Northbourne Ave
Dickson ACT 2602
ph (02) 6243 1111
fax (02) 6243 1199
www.accc.gov.au

13 July 2006

Mr Brian Barnett
Port Lincoln Times Pty Ltd
PO Box 1672
Adelaide SA 5606

Dear Mr Barnett

Third line forcing notifications lodged by CL & JE Pople Pty Ltd (CL & JE Pople) N60048 and Stones Investments Pty Ltd (Stones Investments) N60049

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 19 June 2006. The notifications have been placed on the ACCC's public register.

CL & JE Pople and Stones Investments propose to engage in the following:

provide fuel discounts to customers who have been given fuel discount cards for purchasing products from local retailers that are participating in a shop local 'Petrol Price Buster' campaign.

Legal immunity conferred by the notifications commenced on 3 July 2006.

In 2004, the ACCC concluded a comprehensive consultation process in relation to a number of similar notifications relating to the petrol and grocery sectors. The ACCC concluded that these arrangements were likely to be in the public interest. The ACCC has considered the above notifications in light of submissions previously put to it by interested parties in relation to similar notifications and its own investigations. In light of previous consideration and the information you have provided, the ACCC does not intend to take any further action at this stage.

Please note, as with any notification, the ACCC may act to remove the immunity afforded by the notifications at a later stage if it becomes satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

I also note that in promoting the offer consumers should be made aware of any exclusions or conditions that may apply.



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 Kelvin Binning on 02 6243 1351.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Scott Gregson', with a long horizontal flourish extending to the right.

Scott Gregson
General Manager
Adjudication Branch

CC:

Mr C. Pople
CL & JE Pople Pty Ltd
30 Hallet Place
Port Lincoln SA 5606

C. Stone
Stones Investments Pty Ltd
PO Box 736
Port Lincoln SA 5606