

22 DEC 2006

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Commonwealth of Australia
Trade Practices Act 1974 --- Sub-section 93(1)
**EXCLUSIVE DEALING
NOTIFICATION**

N92753

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 47(2), (3), (4), (5), (6) or (7), or paragraph 47 (8)(a), (b) or (c) or (9) (a), (b), (c) or (d) of that Act in which the person giving notice engages or proposes to engage.

1. (a) Name of person giving notice

Stockland Development Pty Limited (ACN 000 064 835) of Level 16, 157 Liverpool Street, Sydney ("Stockland").

(b) Short description of business carried on by that person

Stockland provides residential housing development services, other housing products and the marketing and sale of house and land packages for residential and investment purposes.

(c) Address in Australia for service of documents on that person

C/- Stockland Development Pty Limited
Level 16
157 Liverpool Street
Sydney NSW 2000
Attention: Phillip Hepburn -- General Counsel and Company Secretary
Phone: (02) 9561 2630
Fax: (02) 9561 2627

2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates

Residential housing development services and the marketing and sale of house and land packages for residential and investment purposes throughout Australia and related services.

The goods and services are associated with the land that Stockland purchases and develops as residential housing estates. Stockland then markets residential lots within the housing estates.

(b) Description of the conduct or proposed conduct

Stockland proposes to supply residential lots to customers or give or allow a discount, allowance, rebate or credit in respect of selected residential lots to customers on condition that the customer uses the Colorbond brand ("Colorbond") in fencing and roofing products acquired from Bluescope Steel.

Stockland proposes to refuse to supply selected residential lots to customers or refuse to give or allow a discount, allowance, rebate or credit in respect of selected residential lots to customers for the reason that the customer has not acquired, or has not agreed to acquire, Colorbond fencing and roofing products from Bluescope Steel.

Reason why the benefit to the public from the proposed conduct will outweigh any detriment to the public from the proposed conduct:

Stockland considers that a number of benefits arise out of the proposed conduct.

The proposed conduct will provide benefits to consumers in relation to the suitability of home designs for the property and the area. Best practice of steel design and application, including design colours, long lasting paint technology, low maintenance and security will help promote high quality look and feel of the estate to consumers.

The availability of Bluescope products will reduce transaction costs for customers, who might otherwise have to spend time and money assessing alternative individual proposals from a variety of vendors, who may not receive bulk orders in respect of the estate (and may therefore seek to charge additional delivery and installation costs).

The proposed conduct will also provide a degree of comfort to customers that neighbouring residential lots will not be developed using a style that is not sympathetic to the overall style and feel of the estate. Bluescope Steel prescribed materials and colours will create a more standardised estate with a high quality look and feel, enhancing street appeal and property values. Further, a degree of quality and durability will be maintained throughout the estate.

The proposed conduct will enable customers to have access to a reputable supplier of building products who will have expertise in providing quality products. This is because Stockland has selected Bluescope based on the following criteria:

- strong professional integrity;
- best practice of steel design and application;
- substantial evidence of providing quality steel products;
- experience in innovative products using contemporary design elements; and
- sound understanding of best practice residential design principles.

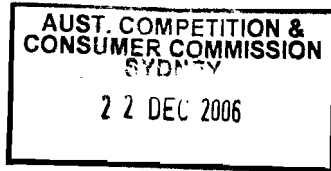
Bluescope will also assist Stockland to remove graffiti and repair damaged panels, maintaining quality in the look and feel of the estate.

For all the reasons set out above, the proposed conduct will increase efficiency of purchase, provide economies of scale and a high degree of product quality, giving rise to a net benefit to consumers.

3. (a) Class or classes of persons to which the conduct relates
Members of the public who acquire a residential lot in a Stockland housing estate.
- (b) Number of those persons—
 - (i) At present time
Nil
 - (ii) Estimated within the next year
More than 50
- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses
Not Applicable
4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice

Phillip Hepburn – General Counsel and Group Secretary
Stockland Development Pty Limited
Level 16
157 Liverpool Street
Sydney NSW 2000
Phone: (02) 9561 2630
Fax: (02) 9561 2627

Dated



Signed by/on behalf of the applicant giving notice

(Signature)

(Full Name)

ROBERT TROBEC

(Description)

GROUP PROCUREMENT MANAGER