



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: N92885  
Contact Officer: Gavin Jones  
Contact Number: (03) 9290 1475

23 April 2007

David Wenck  
Partner  
Blake Dawson Waldron  
PO Box 7074  
Riverside Centre  
BRISBANE QLD 4001

Dear Mr Wenck

**Third line forcing Notification N92885 – Telstra Corporation Limited (Telstra)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (ACCC) on 4 April 2007. The notification has been placed on the ACCC's public register.

You have described the notified conduct as Telstra offering to supply entry into trade promotion lotteries and a gift to customers who have purchased eligible Telstra products, on the condition that the customer will acquire or agrees to acquire membership in the Adelaide Football Club.

You subsequently advised the following by e mail dated 17 April 2007.

- 1. Description of Gift with purchase items:** a choice of an Adelaide Crows beach towel, scarf, beanie, training cap or flag, each valued between \$15 and \$30. One gift per eligible Telstra product purchased.
- 2. Description of Prizes in the trade promotion lottery:**

Minor Prize: framed Adelaide Crows guernsey signed by the Adelaide Crows players, valued at \$550.

Major Prize: (a) 2 adult grand final tickets to the AFL grand final at the Melbourne Cricket Ground on 29 September 2007, valued at \$378; (b) 2 nights accommodation for 2 adults at the 4.5 star Rendezvous Hotel, located at 328 Flinders Street, Melbourne, on 28 and 29 September 2007 (including breakfast) valued at \$790; and



(c) 2 adult return economy flights from the winner's nearest capital city to Melbourne on 28 September 2007 and returning on 30 September 2007 (excludes transfers), valued at up to \$1,500.

3. **Description of eligible Telstra products for the Gift with purchase offer:** Telstra post paid mobile on a \$20 a month plan or more; a full service HomeLine® plan with Telstra; or a BigPond Broadband service on a 12 month plan or more.

**Description of eligible Telstra products for the trade promotion lottery:** Telstra post paid mobile on a \$20 a month plan or more; a full service HomeLine® plan with Telstra; or a BigPond internet service on a 12 month plan or more.

Legal immunity conferred by the notification commenced on 18 April 2007.

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 ACCC may act to remove the immunity afforded by the 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.

A copy of 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 call Gavin Jones on 03 9290 1475 or at [gavin.jones@accc.gov.au](mailto:gavin.jones@accc.gov.au).

Yours sincerely

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

Scott Gregson  
General Manager  
Adjudication Branch