



**Australian
Competition &
Consumer
Commission**

Our Ref: C2007/55
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31 January 2007

Mr Phillip Hepburn
General Counsel and Company Secretary
C/- Stockland Development Pty Limited
Level 16, 157 Liverpool Street
SYDNEY NSW 2000

Dear Mr Hepburn

Third line forcing notification N92753 lodged by Stockland Development Pty Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 December 2006. The notification has been placed on the ACCC's public register.

Stockland Development Pty Limited (Stockland) has described the proposed conduct as follows:

Stockland proposes to supply residential lots to consumers or give or allow a discount, allowance, rebate or credit in respect of selected residential lots to consumers 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, 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.

Legal immunity conferred by the notification commenced on 5 January 2007.

On the basis of the information 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



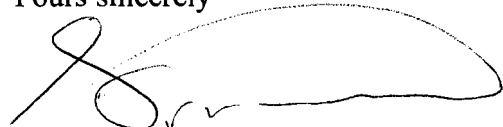
public from the conduct will not outweigh the likely detriment to the public from the conduct.

Finally, I wish to draw your attention to recent amendments to the *Trade Practice Act 1974* and Regulations that came into effect on 1 January 2007. In addition to the introduction of a new collective bargaining notification process and the introduction of six month time limits for non-merger authorisation applications, the amendments (particularly to the regulations) introduce new and revised authorisation and notification forms and fees. With respect to third line forcing notifications, the applicable fee is now \$100 in all cases.

These changes are described in more detail on the ACCC website, www.accc.gov.au and should assist in authorisation applications or notifications lodged from January 2007.

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 contact Gavin Jones by email at gavin.jones@accc.gov.au or by telephone on 03 9290 1475.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Scott Gregson', with a large, sweeping loop at the end.

Scott Gregson
General Manager
Adjudication Branch