



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2007/55  
Contact Officer: David Hatfield  
Contact Number: 02 6243 1266

8 May 2008

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 ACCC has had concerns expressed to it that Stockland Development Pty Limited (Stockland) is impacting on competition in the supply of roofing materials by selling land on condition that purchasers acquire Colorbond roofing products from Bluescope Steel – pursuant to the above notification.

The concerns are focussed on residential land in south east Queensland (and the Sunshine and Gold Coast regions in particular), where it is reported that Stockland has a large share of available land to be released for residential development.

At the time the ACCC considered this notification, Stockland advised that it intended to only engage in this conduct for a proportion of its lots in Queensland.

Could you please advise how many lots in South East Queensland have been sold by Stockland on condition that purchasers acquire Colorbond roofing products from Bluescope Steel since February 2007. Further, please advise what proportion this comprises of all lots sold by Stockland in that region in that time period, and what proportion it is of the total lots sold in that region by all parties.

I would welcome any further comments Stockland may wish to make on the impact on competition in the supply of roofing products this conduct may be having.

I would appreciate your response by 23 May 2008 to enable the ACCC to progress its consideration of this matter on a timely basis.

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 David Hatfield by email at [david.hatfield@accc.gov.au](mailto:david.hatfield@accc.gov.au) or by telephone on 02 6243 1266.

Yours sincerely

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

Dr Richard Chadwick  
General Manager  
Adjudication Branch