



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2008/1392  
Contact Officer: Monica Bourke  
Contact Number: 02 6243 1351

12 September 2008

Mr Peter Beekink  
Lavan Legal  
Level 19  
1 William St  
Perth WA 6000

Dear Mr Beekink

**Third line forcing notification N93559 lodged by Arrow Marketing and Management Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 25 August 2008. The notification has been placed on the ACCC's public register.

Arrow Marketing and Management Pty Ltd (Arrow) proposes to:

offer land to the public as part of a house and land package. Arrow will sell the land on condition that the buyer engage a third party, Ventura Homes Pty Ltd or its nominated entity, as its builder to construct as residence on the land. Arrow will be providing buyers with a form of rebate.

Legal immunity conferred by the notification commenced on 8 September 2008.

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.

This assessment has been made on the basis that Arrow will disclose all relevant terms and conditions to prospective clients.

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 Monica Bourke on (02) 6243 1351.

Yours sincerely

A handwritten signature in black ink, appearing to read 'David Hatfield', written in a cursive style.

David Hatfield  
Acting General Manager  
Adjudication Branch