

Your Ref: 1286  
Our Ref: C2009/55  
Contact Officer: John Rouw  
Contact Number: (03) 9290 1402



**Australian  
Competition &  
Consumer  
Commission**

23 January 2009

Shanti Rubens  
Director  
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Dear Mr Rubens

**Third line forcing notification N93736 lodged by 1300 Plumber P/L**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 December 2008.

1300 Plumber owns a "Smartnumber" telephone number, 1300 PLUMBER, and proposes to supply a "shared Smartnumber service", whereby telephone callers to the 1300 number will be diverted to 1300 Plumber's customers, plumbers, according to matched postcodes. 1300 Plumber proposes to require plumbers subscribing to the service to enter into a separate agreement with a telecommunications company specified by the notifier, currently Dodo, that will "host" the number, provide voice-interaction and call-routing systems and bill the plumbers directly for calls diverted to them.

Legal immunity conferred by the notification commenced on 13 January 2009.

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 1300 Plumber and Dodo Australia P/L will disclose all relevant terms and conditions to prospective customers.

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 contact John Rouw on (03) 9290 1402.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', written over a horizontal line.

Dr Richard Chadwick  
General Manager  
Adjudication Branch