

Form G

Commonwealth of Australia
Competition and Consumer Act 2010 — subsection 93 (1)
NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Competition and Consumer Act 2010*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N95489 **Dickens Home & Office Technology Pty Ltd Trading As**
Kyabram
Retravisio.....

- (b) Short description of business carried on by that person:
(Refer to direction 3)

Telstra Dealer - Sale of Telstra Products & Services.....

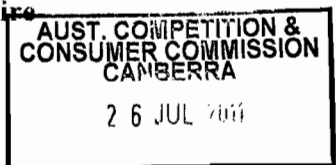
- (c) Address in Australia for service of documents on that person:

237 Allan St Kyabram, Vic, 3620
.....

2. Notified arrangement

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

Kyabram Retravisio will offer a range of telecommunications and related goods or services (including mobile phones, cordless phones, fax machines, phone cards, software, hand held computers, data products and internet starter packs) ("Retravisio Products") and/or promotional goods or services (including vouchers, cinema tickets, electrical goods and accessories and food items) ("Promotional Products") to customers on condition that they acquire telecommunications services and/or related goods or services from Telstra.....



(b) Description of the conduct or proposed conduct:

Kyabram Retravision proposes to:

(i) **Supply or offer to supply a Kyabram Retravision Product and/or Promotional Product to retail customers on the condition that the customer acquires or agrees to acquire telecommunications services or products or particular telecommunications services plans from Telstra;**

(ii) **Refuse to supply or refuse to offer to supply a Kyabram Retravision Product and or Promotional Product to retail customers for the reason that the customer has not acquired or has not agreed to acquire telecommunications services or products or particular telecommunications services plans from Telstra;**

(iii) **Give or allow or offer to give or allow a discount, allowance, rebate or credit in relation to a Kyabram Retravision Product and/or Promotional Product to retail customers on the condition that the customer acquires or agrees to acquire telecommunications services or products or particular telecommunications services plans from Telstra.....**

.....

(Refer to direction 4)

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

(a) Class or classes of persons to which the conduct relates:
(Refer to direction 5)

General public and business consumers of Telstra services.....
.....

(b) Number of those persons:

(i) At present time:

Approximately 10 per week.....
.....

(ii) Estimated within the next year:
(Refer to direction 6)

Approximately 520.....
.....

- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:
.....

4. Public benefit claims

- (a) Arguments in support of notification:
(Refer to direction 7)

Regional service provided by Telstra is in the majority of cases superior. Linking of products to existing fixed and mobile services can reduce total spending on telecommunications for the end user.
.....

- (b) Facts and evidence relied upon in support of these claims:

Telstra has the largest coverage of any telecommunication provider in Australia. Bundled accounts are provided with substantial discounts.
.....
.....

5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):
(Refer to direction 8)

Telstra Mobile, Fixed Line and Internet services. Relevant Hardware such as phones modems and wireless communication devices linked specifically to the Telstra network. End user free to source these services elsewhere if a suitable provider is available
.....
.....

6. Public detriments

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:
(Refer to direction 9)

Pricing is determined by Telstra and is listed and freely available from the Telstra website. This provides any competitor in the market with

full access to terms and conditions. The end user is free to choose from other service providers if they feel that their needs will be met better elsewhere.

(b) Facts and evidence relevant to these detriments:

Telstra provides full disclosure regarding contracts, products and services all Telco providers are able to compete with these listed services and prices.


7. Further information

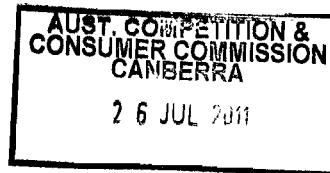
(a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

Paul Dickens, 237 Allan St, Kyabram, Vic, 3620

Dated.....25/07/2011.....

Signed by/on behalf of the applicant


.....
(Signature)



Paul Dickens.....
(Full Name)

Dickens Home & Office Technology Pty Ltd Trading As

Kyabram Retravisio.....
(Organisation)

Director.....
(Position in Organisation)

DIRECTIONS

1. In lodging this form, applicants must include all information, including supporting evidence that they wish the Commission to take into account in assessing their notification.

Where there is insufficient space on this form to furnish the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the applicant.

2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1 (a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. Describe that part of the business of the person giving the notice in the course of the which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in section 47 of the *Competition and Consumer Act 2010* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. Describe the business or consumers likely to be affected by the conduct.
6. State an estimate of the highest number of persons with whom the entity giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.
7. Provide details of those public benefits claimed to result or to be likely to result from the proposed conduct including quantification of those benefits where possible.
8. Provide details of the market(s) likely to be affected by the notified conduct, in particular having regard to goods or services that may be substitutes for the good or service that is the subject matter of the notification.
9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible.