



**Australian
Competition &
Consumer
Commission**

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Our Ref: 45614
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S May 2011

Adam Walker
Gadens Lawyers
Level 25, Bourke Place
600 Bourke Street
Melbourne VIC 3000

Sent via email: awalker@vic.gadens.com.au

Dear Mr Walker

Third line forcing notification N95350 lodged by Coburg Land Company Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 5 April 2011. The notification has been placed on the ACCC's public register.

Coburg Land Company Pty Ltd (Coburg) Coburg proposes to offer for sale 420 lots of land at its development site (located at 173-199 Elizabeth Street, Coburg, Victoria) on condition that the prospective buyer enter into a contract with one of four builders nominated by Coburg to construct a house on that lot of land.

Builders nominated by Coburg are registered builders in accordance with the Domestic Building Contracts Act 1995 (Vic).

Legal immunity conferred by the notification commenced on 19 April 2011.


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 notifications 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 Coburg 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 Pamela Cue on (02) 6243 1066.

Yours sincerely



Dr Richard Chadwick
General Manager
Adjudication Branch

Approved for Public Register
YES / NO
Approved for Internet
YES / NO