

Our Ref: 47848  
Contact Officer: Tanya Hobbs  
Contact Number: 02 6243 1029



**Australian  
Competition &  
Consumer  
Commission**

16 January 2012

Jacqui Pritchard  
Marketing Specialist  
Home Building Society Ltd

Yelena Davis  
465B Dean Street  
Albury NSW 2640

GPO Box 3131  
Canberra ACT 2601  
23 Marcus Clarke Street  
Canberra ACT 2601  
tel: (02) 6243 1111  
fax: (02) 6243 1199  
[www.accc.gov.au](http://www.accc.gov.au)

Dear Ms Pritchard and Ms Davis

**Third line forcing notifications N95661 lodged by Hume Building Society Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) by the Hume Building Society Ltd on behalf of Stork Maternity on 22 December 2011. The notification has been placed on the ACCC's public register.

Stork Maternity proposes to offer members of Hume 10% off full priced maternity products excluding the SRC range of shorts. Statutory protection conferred by the notification commenced on 8 January 2012.

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 Hume Building Society and Stork Maternity 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 do not hesitate to contact Tanya Hobbs on (02) 6243 1029.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'D Jones'.

David Jones  
Acting General Manager  
Adjudication Branch