



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: 47741  
Contact Officer: Tanya Hobbs  
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18 January 2012

Penny Gray  
Marketing Manager  
Origin Energy Electricity Limited  
Level 14  
321 Exhibition Street  
Melbourne VIC 3000

By email: [Penny.Gray@originenergy.com.au](mailto:Penny.Gray@originenergy.com.au); [Annette.Ackland@originenergy.com.au](mailto:Annette.Ackland@originenergy.com.au)

Dear Ms Gray

**Third line forcing notification N95660 lodged by Origin Energy Electricity Limited**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 20 December 2011. The notification has been placed on the ACCC's public register.

Origin Energy Electricity Limited (Origin) proposes to offer to supply electricity to members of the Baking Associations of Australia, South Australia (BAASA) until 19 January 2014 on terms more favourable than Origin's standard market terms offered to the same size customers who are not members of BAASA. The particular benefit will vary depending on the specific offer. For example, it may be that BAASA members are offered a greater discount on their electricity usage or receive a rebate on their electricity bill.

Legal immunity conferred by the notification commenced on 3 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 Origin and BAASA 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 do not hesitate to contact Tanya Hobbs on (02) 6243 1029.

Yours sincerely



David Jones  
Acting General Manager  
Adjudication Branch