



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2012/840
Contact Officer: Tanya Hobbs
Contact Phone: 02 6243 1029

24 September 2012

By email

Dear Sir / Madam

**Narta International Pty Ltd application for authorisation A91335
- interested party consultation**

The Australian Competition and Consumer Commission (the ACCC) has received an application for authorisation from Narta International Pty Ltd (Narta). The ACCC invites you to comment on the application. Attached is a summary of the authorisation process including how to make a submission to the ACCC.

Narta is an acronym for the National Associated Retail Traders of Australia, an independent buying group of electrical goods retailers. It acts as an intermediary between its members and wholesale suppliers of electrical goods and negotiates supply terms with those suppliers. Narta is seeking authorisation for 10 years to amend a clause in its Code of Conduct to enable it to impose a minimum advertising price (MAP) on a limited range of goods collectively acquired by members. The level of the MAP would be set by Narta senior management and notified to members. Narta would not impose any limitations or restrictions upon a member's actual selling prices.

A full copy of the application for authorisation is available on the ACCC's website <www.accc.gov.au/AuthorisationsRegister>.

Request for submission

The ACCC invites you to make a submission on the proposed arrangements. In particular the ACCC would appreciate your views on the following issues:

1. Whether you consider there is a need for Narta to be able to set a MAP to compete effectively and your reasons for this view.
2. Your views on the proposed categories of products over which Narta intends to implement the MAP.
3. If relevant to your business, your experience, if any, in negotiating terms of supply of electronic goods with manufacturers, wholesale suppliers and/or retailers.
4. The specific market(s) that are likely to be affected by the proposed conduct and how they are likely to be affected.

5. The effect on the relevant markets if the ACCC does not grant authorisation for the proposed arrangements.
6. The likely public benefits of the proposed conduct.
7. The likely public detriments of the proposed conduct.
8. Whether the likely benefits of the proposed conduct will outweigh the likely detriments.
9. Any other views you may have in relation to Narta's submission.

If you intend to provide a submission in relation to Narta's application for authorisation, please do so by **16 October 2012**.

Alternatively, if you would like to provide comments orally, please contact Tanya Hobbs to organise a suitable time.

Submissions, including oral submissions, will be placed on the ACCC's public register subject to any request for exclusion (guidelines are attached).

Timetable

The ACCC will progress its assessment of the application in a timely manner. An indicative timetable is set out below for your information.

17 September 2012	Lodgement of application and supporting submission.
24 September 2012	Public consultation process begins.
16 October 2012	Closing date for submissions from interested parties.
October / November 2012	Applicant responds to issues raised in the public consultation process.
December 2012 / January 2013	Draft determination.
December 2012 / January 2013	Public consultation on draft determination including any conference if called.
February / March 2013	Final determination.

Please advise if you do not wish to make a submission at this time, but would like to be informed of the progress of the application at the draft and final determination stages. If you are able to, please provide a nominated contact email address for future correspondence.

You can also forward this letter to any other party who may wish to make a submission to the ACCC regarding the application.

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 or Jasmine Tan on 02 6243 1363 or by email to tanya.hobbs@accc.gov.au or jasmine.tan@accc.gov.au.

Yours sincerely

A handwritten signature in blue ink, consisting of a large, stylized loop followed by a long horizontal stroke.

Imogen Hartcher-O'Brien
Director
Adjudication Branch

List of interested parties consulted

1. Australian Chambers of Commerce
2. Australian National Retailers Association
3. Australian Retailers Association
4. BEKO Australia & New Zealand
5. Best Buy Electrical
6. Bosch and Siemens Home Appliances Pty Ltd
7. Breville Group
8. Brown&White Australia
9. Choice
10. Dyson Appliances Ltd
11. Electrolux Home Products
12. Elite Appliances
13. Fisher & Paykel
14. The Good Guys Discount Warehouses (Australia) Pty Ltd
15. Harvey Norman
16. Kmart
17. LG Electronics Aust Pty Ltd
18. Myer Pty Ltd
19. Nikon Australia Pty Ltd
20. Panasonic Aust Pty Ltd
21. RetraVision Northern
22. RetraVision Southern
23. RetraVision Western
24. Samsung Electronics Aust P/L
25. Sony Australia Limited
26. Target
27. theelectricdiscounter.com.au
28. Whitegoodsonline.com.au
29. Woolworths Group