



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 49851  
Contact Officer: Jasmine Tan  
Contact Number: 02 6243 1363

5 October 2012

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Stephanie Thoonan  
Telstra Manager  
Kelvin Johns Bi Rite  
25 McCartin Street  
Leongatha VIC 3953

**By email:** [kjretra@bigpond.net.au](mailto:kjretra@bigpond.net.au)

Dear Ms Thoonan

**Third line forcing notification N96177 lodged by Kelka Investments trading as Kelvin Johns Bi Rite**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 3 October 2012. The notification has been placed on the ACCC's public register.

Kelvin Johns Bi Rite proposes to supply or offer to supply 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) (TLS Products) and/or promotional goods or services (including vouchers, cinema tickets, electrical goods and accessories and food items) (Promotional Products) and proposes to give or allow a discount, allowance, rebate or credit in relation to these Products to customers, on condition that they acquire telecommunication services and/or related goods or services from Telstra.

Legal immunity conferred by the notification will commence on 17 October 2012.

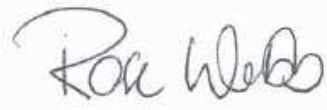
On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

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 Kelvin Johns Bi Rite 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 Jasmine Tan on (02) 6243 1363.

Yours sincerely

A handwritten signature in black ink that reads "Rose Webb". The signature is written in a cursive, flowing style.

Rose Webb  
Executive General Manager  
Mergers and Adjudication Group