



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: N50179  
Contact Officer: Tanya Hobbs  
Contact Number: 02 6243 1029

14 December 2012

Mr Richard Westmoreland  
Partner  
HWL Ebsworth

Email: [rwestmoreland@hwle.com.au](mailto:rwestmoreland@hwle.com.au)

Dear Mr Westmoreland

**Third line forcing notification N96271 lodged by WowCow Australia Franchise Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 15 November 2012. The notification has been placed on the ACCC's public register.

Under the notified arrangement WowCow Australia Franchise Pty Ltd (WowCow) proposes to offer franchising services to franchisees on condition that they acquire particular products to be used in WowCow stores from suppliers nominated by WowCow.

Legal immunity conferred by this notification commenced on 29 November 2012.

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

As with any notification, please note that the ACCC may act to remove the immunity afforded by this 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 WowCow will disclose all relevant terms and conditions to current and prospective franchisees. In particular I note that WowCow is required to comply with the disclosure requirements of the Franchising Code of Conduct in relation to the notified arrangement. Among other things, these

specify that a franchisor must provide information to franchisees in its disclosure document about:

- any restrictions on acquisition of goods or services by the franchisee from other sources
- whether the franchisor or an associate will receive a rebate or other financial benefit from the supply of goods or services to franchisees, including the name of the business providing the rebate or financial benefit and
- whether any such rebate or financial benefit is shared directly or indirectly with franchisees.

More generally I would note that the Franchising Code of Conduct also requires disclosure of:

- ownership by a franchisor or an associate of a franchisor of an interest in any supplier from which the franchisee may be required to acquire goods or services
- any restrictions by a franchisor on the goods or services that a franchisee may supply and
- any restrictions on the persons to whom a franchisee may supply goods or services.

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



Dr Richard Chadwick  
General Manager  
Adjudication Branch