



Australian  
Competition &  
Consumer  
Commission

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)

Our Ref: TRACKIT 48493  
Contact Officer: Gina D'Ettorre  
Contact Number: 03 9290 1483

4 April 2012

Mr Jason O'Gorman  
Director  
Sole Electrical Store  
170 Mollison St  
KYNETON VIC 3444

Dear Mr O'Gorman

**Third line forcing notification N95779 lodged by Decalex Pty Ltd trading as  
Sole Electrical Store**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 March 2012. The notification has been placed on the ACCC's public register.

Decalex Pty Ltd trading as Sole Electrical Store (Decalex) 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) and/or promotional goods or services (including vouchers, cinema tickets, electrical goods and accessories and food items) 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 5 April 2012.

On the basis of the information 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 Decalex will disclose all relevant terms and conditions to prospective clients.

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 Gina D'Ettorre on 03 9290 1483.

Yours sincerely



Dr Richard Chadwick  
General Manager  
Adjudication Branch