



**Australian
Competition &
Consumer
Commission**

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Our Ref: 48847
Contact Officer: Tess Macrae
Contact Number: (03) 9290 1835

17 May 2012

Mr Trevor Gerrard
Owner/Manager
JK Williams & Co

By email: jkwilliams@retravision.com.au

Dear Mr Gerrard

**Third line forcing notification N95861 lodged by The Gerrard Family Trust ATFT
Tag Retail Pty Ltd t/a JK Williams & Co**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 11 May 2012. The notification has been placed on the ACCC's public register.

JK Williams & Co proposes to offer a range of telecommunications and related goods or services (including mobile phones, cordless phones, fax machines, phone cards, other telecommunications equipment, software, hand held computers, data products and internet starter packs) (Dealer Products) and/or promotional goods or services (including vouchers, cinema tickets, electrical goods and accessories and food items) (Promotional Products) to customers on condition that they acquire telecommunications services and/or related goods or services from Telstra.

Legal immunity conferred by the notification will commence on 25 May 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 JK Williams & Co 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 Tess Macrae on (03) 9290 1835.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'R. Chadwick', with a stylized flourish at the end.

Dr Richard Chadwick
General Manager
Adjudication Branch