

Our Ref: 52236
Contact Officer: Michael Drake
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**Australian
Competition &
Consumer
Commission**

20 September 2013

Nakitta Schwenke
Reeds Betta Home Living Innisfail

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Dear Ms Schwenke

Notifications N96961 & N96978 lodged by B. Reed & S.G. Reed t/a Reeds Betta Home Living Innisfail

I refer to the above notifications lodged with the Australian Competition and Consumer Commission (the **ACCC**) on 17 September 2013. The notifications have been placed on the ACCC's public register.

B. Reed & S.G. Reed t/a Reeds Betta Home Living Innisfail (**Reeds**) operates a Telstra Dealership with Telstra's authorisation and has been appointed by Telstra to promote the sale of, and extend the demand for, Telstra telecommunications services and related goods and services.

Reeds supplies 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.

Specifically, Reeds proposes to:

- (i) supply or offer to supply a Dealer Product and/or Promotional Product to retail customers on the condition that the customer acquires or agrees to acquire telecommunications services or products or particular telecommunications services plans from Telstra;
- (ii) refuse to supply or refuse to offer to supply a Dealer Product and/or Promotional Product to retail customers for the reason that the customer has not acquired or has not agreed to acquire telecommunications services or products or particular telecommunications services plans from Telstra;
- (iii) give or allow or offer to give or allow a discount, allowance, rebate or credit in relation to a Dealer Product and/or Promotional Product to retail customers on the condition that the customer acquires or agrees to acquire telecommunications services or products or particular telecommunications services plans from Telstra. For some customers, CSBP proposes to offer the above discounts, rebates, and benefits on the additional condition that the customer purchases and collects the relevant CSBP products from a third party distribution agent, such as a local agricultural depot or shop front.

Legal protection conferred by the notifications will commence on 1 October 2013.

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 legal protection provided by the notifications 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 Reeds and Telstra 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 Michael Drake on (03) 9658 6517.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized 'R' followed by a long horizontal line.

Dr Richard Chadwick
General Manager
Adjudication Branch