



**Australian
Competition &
Consumer
Commission**

Our Ref: 53226
Contact Officer: Anna Giannakos
Contact Number: 03 9290 6920

GPO Box 3131
Canberra ACT 2601

3 December 2013

23 Marcus Clarke Street
Canberra ACT 2601

Peter N. Lewis
Director
VSP Global, Inc.

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By Email: plewis@genop.com.au

Dear Mr Lewis

Third line forcing notification N97131 lodged by Bendigo Vision Pty Ltd t/a Eyez on Bath Lane

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

The Applicant proposes to offer a discount on the supply of optometry services and related products (such as completed spectacles and contact lenses) to customers on condition that they are members of participating health funds, or the employees of the participating health funds.

Legal protection conferred by the notification will commence on 16 December 2013.

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

As with any notification, please note that the ACCC may act to remove the legal protection provided 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 Bendigo Vision Pty Ltd 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 Anna Giannakos on 03 9290 6920 or by email to anna.giannakos@accc.gov.au.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch