



Australian
Competition &
Consumer
Commission

Our Ref: 53448
Contact Officer: Megan Cunningham
Contact Number: (03) 9290 1856

GPO Box 3131
Canberra ACT 2601

9 January 2014

23 Marcus Clarke Street
Canberra ACT 2601

Mr Christopher Saunders
Camatta Lempens Pty Ltd
345 King William Street
ADELAIDE SA 5000

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

By email: csaunders@camattalempens.com.au

Dear Mr Saunders

Third line forcing notification N97154 lodged by Bread Garden Franchising Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the **ACCC**) on 17 December 2013. The notification has been placed on the ACCC's public register.

Bread Garden Franchising Pty Ltd (**Bread Garden**) proposes to offer its services as franchisor to franchisees on condition that franchisees purchase approved goods and services from suppliers approved by Bread Garden.

Legal protection conferred by the notification commenced on 31 December 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 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 Bread Garden will disclose all relevant terms and conditions to current and prospective franchisees. In particular I note that Bread Garden 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 Megan Cunningham on (03) 9290 1856.

Yours sincerely



Dr Richard Chadwick
General Manager
Adjudication Branch