



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 54080  
Contact Officer: Luke Griffin  
Contact Number: 02 6243 1114

GPO Box 3131  
Canberra ACT 2601

14 March 2014

23 Marcus Clarke Street  
Canberra ACT 2601

Peter N. Lewis  
Director  
VSP Global, Inc.

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

[www.accc.gov.au](http://www.accc.gov.au)

***By Email: [plewis@genop.com.au](mailto:plewis@genop.com.au)***

Dear Mr Lewis

**Third line forcing notification N97313 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) on 11 March 2014. The notifications have 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 25 March 2014.

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 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 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 Luke Griffin on 02 6243 1114.

Yours sincerely

Dr Richard Chadwick  
General Manager  
Adjudication Branch