Notification Waiver Determination

Woolworths - supermarket e-commerce hub in Muswellbrook, NSW

Acquisition	Woolworths Group Limited (**Woolworths**) applied for a notification waiver in respect of its proposed acquisition of a leasehold interest in a parcel of land located at 76 Brook St adjacent to the Woolworths supermarket in Muswellbrook, New South Wales (the **Target Site**) from Muswellbrook Shire Council, as described in the transaction documents provided as part of the application (the **Acquisition**).
Determination	The Australian Competition and Consumer Commission has determined under section 51ABV(1)(a) of the *Competition and Consumer Act 2010* (Cth) that the Acquisition is not required to be notified.
Date of determination	24 November 2026

Parties to the Acquisition	The acquirer, Woolworths, is an ASX-listed retailer operating a national supermarket network across Australia and New Zealand, which includes full-line stores, Woolworths Metro outlets, and customer fulfilment centres. Its broader operations encompass discount department stores, specialty retail, wholesale food supply, and data analytics. Woolworths has an operational supermarket in Muswellbrook (**Woolworths Muswellbrook**), which is located adjacent to the Target Site. The lessor, Muswellbrook Shire Council, is the local government authority overseeing the Muswellbrook Shire area in the Upper Hunter Valley region of NSW. Muswellbrook Shire Council owns a number of freehold sites in Muswellbrook, including the site which is currently leased to Woolworths for its Woolworths Muswellbrook supermarket and the Target Site. The leasehold interest would be an input to Woolworths' existing supermarket retailing operations at the adjacent location.
Explanation for determination	In making this notification waiver determination, the Australian Competition and Consumer Commission (the **ACCC**) has considered the information provided with the notification waiver application and had regard to the factors in section 51ABV(2)(b) of the *Competition and Consumer Act 2010* (Cth) (the **Act**). Based on the information provided in the application, the ACCC considers that the Acquisition is unlikely to give rise to any material lessening of competition given: a. the Target Site is unlikely to be able to accommodate a new supermarket b. the expansion of Woolworths' existing supermarket site in Muswellbrook is for the purposes of improving the quality of

	the offering of Woolworths' existing supermarket and its e-commerce capabilities c. there are alternative grocery retailers, including Coles and ALDI, in the local area surrounding the Target Site. Given that material competition concerns are unlikely to arise, the ACCC has determined that the Acquisition is not required to be notified. In these circumstances, the ACCC does not consider it necessary to reach a concluded view on the likelihood of the notification thresholds determined under section 51ABP(1) being met. The ACCC does however observe that the targeted notification requirements for supermarkets determined under section 51ABQ(1) are likely to apply. The ACCC considers that the determination is consistent with the object of the Act and the interests of consumers in promoting competition. For more information about the ACCC's approach to considering notification waiver applications and to assessing competition effects more generally, see the ACCC's guidance on notification waivers and merger assessment guidelines.

Determination made by a division of the Commission constituted by a direction issued pursuant to section 19 of the Act