



Notification Waiver Determination

Impression Dental Group – Happy Rock Dental Practice

Acquisition	General Dental Holdings Pty Ltd, trading as Impression Dental Group (IDG), applied for a notification waiver in respect of its proposed acquisition of 100% of the assets of Happy Rock Dental practice (Happy Rock), 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 <i>Competition and Consumer Act 2010</i> (Cth) that the Acquisition is not required to be notified.
Date of determination	26 February 2026

Parties to the Acquisition	<p>The acquirer, IDG, is an Australian-based dental support organisation that provides centralised support in areas including recruitment, payroll, marketing, IT, finance, and operations, to enable dental practitioners to focus on providing dental services. IDG currently owns and supports 22 independently branded dental practices in Australia (including 10 dental practices in NSW).</p> <p>IDG is controlled by Genesis Capital (Genesis), an Australian-based private equity firm that invests in businesses operating in the healthcare sector. Genesis' investments also include Pacific Smiles Group, which sets up new dental centres from which dentists run their practice and provides operational support. Pacific Smiles Group has over 120 dental centres across Australia, including one in the Sutherland Shire. Neither IDG or Pacific Smiles Group have dental practices in Cronulla, NSW.</p> <p>The target, Happy Rock, is owned and operated by Dr Wei-Jie Jiang and Wei-Jie Jiang Pty Ltd, and supplies general dental services to the public from its premises in Cronulla, NSW.</p>
Explanation for determination	<p>In making this notification waiver determination, the Australian Competition and Consumer Commission (ACCC) has considered the information provided with the notification waiver application and certain publicly available information, and had regard to the factors in section 51ABV(2)(b) of the <i>Competition and Consumer Act 2010</i> (Cth) (Act).</p> <p>Based on the information currently before it, the ACCC considers that the Acquisition is unlikely to give rise to any material lessening of competition. In particular:</p> <ol style="list-style-type: none">a. there is no horizontal overlap between Genesis and Happy Rock in Cronulla, NSW and a small overlap in the broader Sutherland Shire Council area

	<p>b. there are numerous alternative suppliers of dental services in the area</p> <p>The ACCC has also had regard to the likelihood that, if the Acquisition were put into effect, the notification thresholds determined under section 51ABP(1) of the Act would apply.</p> <p>While the ACCC considers that the notification thresholds are likely to be met, given that material competition concerns are unlikely to arise, the ACCC has determined that the Acquisition is not required to be notified.</p> <p>The ACCC considers that the determination is consistent with the object of the Act and the interests of consumers in promoting competition.</p> <p>For more information about the ACCC's approach to considering notification waiver applications and to assessing competition effects more generally, see the ACCC's interim guidance on notification waivers and merger assessment guidelines.</p>
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Determination made by Commissioner Williams pursuant to a delegation under section 25(1) of the Act