

## DO NOT CALL REGISTER legislation passed by parliament

Legislation enabling ACMA to establish a Do Not Call Register and set contact standards for telemarketers has been passed by parliament. The legislation is a direct response to the level of increasing community and individual concerns about the number of unsolicited telemarketing calls, which have grown significantly in recent years.

The aim in establishing the register is to allow individuals to opt-out of receiving certain unsolicited telemarketing calls.

The legislation prohibits telemarketers from calling any number listed on the register. There will be no charge for people who list their number to the Do Not Call Register. Telemarketers will contribute to the costs of running the

scheme by paying subscription fees to access it.

An implementation plan for the introduction of the Do Not Call Register is being drafted, including plans for tendering out its operation. The register is expected to be operating in 2007.

A small number of organisations will be exempt from using the register. These include organisations whose calls allow them to carry out work that is in the public interest, such as:

- charities
- registered political parties
- independent members of parliament and candidates
- religious organisations
- educational institutions (where a call is made to a student, alumni

or alumnae)

- government bodies.

Companies that have an existing business relationship with an individual will also be exempt.

The legislation will allow ACMA to make national standards to regulate all telemarketing calls. The standards cover permitted calling hours, minimum information requirements and termination of calls and will apply to all telemarketers, including the specified public interest bodies exempted from the Do Not Call Register arrangements. ACMA will be responsible for enforcing the standards and a range of penalties will apply if they are breached.

Until the register is operational, the Australian Direct Marketing Association (ADMA) maintains an

industry-run register of individuals who do not want to receive any mail or telephone offers at home. This register (the Do Not Contact service) maybe accessed through ADMA's website at [www.adma.com.au](http://www.adma.com.au) or contact ADMA by telephone on 1300 792 664 or 02 9368 0366. Once registered, a person's name and contact details will be removed from marketing lists held by ADMA members. Not all telemarketers are members of ADMA.

For information about the Do Not Call Register or the National Contact Standards, contact ACMA's Do Not Call Register Taskforce by email to [DoNotCallTaskforce@acma.gov.au](mailto:DoNotCallTaskforce@acma.gov.au), or telephone 03 9963 6800.

## New Thai regulator visits ACMA

ACMA recently welcomed a delegation from Thailand's new regulatory body, the National Telecommunications Commission of Thailand (NTC), to discuss radiofrequency spectrum planning, allocation, auction and bidding processes. The NTC is a new regulatory body, created by Royal proclamation and the appointment of the seven Commissioners on 1 October 2004.

The NTC wants to develop new spectrum management paradigms for Thailand, taking account of the need for economic development and efficient use of spectrum. The delegation indicated a strong interest in the ACMA's consultation processes, mentioning the recent ACMA discussion paper, *Strategies for wireless access services*. Following visits to regulatory agencies in the United States and the European Union, the NTC favours Australia's 'light touch' approach to regulation.

It was agreed that the agencies could benefit from closer cooperation at working levels and ACMA was asked to consider hosting NTC spectrum engineering, legal and policy staff in its spectrum policy areas to provide development experience. The possibility of a longer-term staff exchange was also discussed.

Bangkok-based APT meetings may provide a further opportunity for ACMA spectrum policy experts to discuss and present on topical issues that are likely to be of mutual benefit and interest to NTC and the wider Thai information, communications and technology industry.

THE NTC DELEGATION WITH ACMA REPRESENTATIVES IN CANBERRA: (LEFT TO RIGHT) THE NTC'S MR WARANGKANA JINTANAPHUN, COMMUNICATIONS CONSULTANT MR IAN HAYNE, NTC SECRETARY-GENERAL MR SURANAN WONVITHAYAKAMJORN, ACMA'S ERIK LENSSON, NTC COMMISSIONER ASSOCIATE PROFESSOR SUDHARMA YOONAI DHARMA, ACMA'S GEOFF MCMILLEN, MICHAEL POOLE AND NEVIO MARINELLI, AND THE NTC'S MS THUNYAPORN CHANRRUANGPHEN.

