

# Do Not Call Register **tenders** sought

ACMA released its request for tender for the national Do Not Call Register in early October, seeking submissions from suitably qualified and experienced organisations, or consortiums, to develop and manage the register. An industry briefing, attended by more than 60 interested people, followed the release of the request for tender.

The tender period closed on 2 November and the tender will be awarded early in 2007.

The Do Not Call Register is due to be operational not later than May 2007. The register operator will be responsible for:

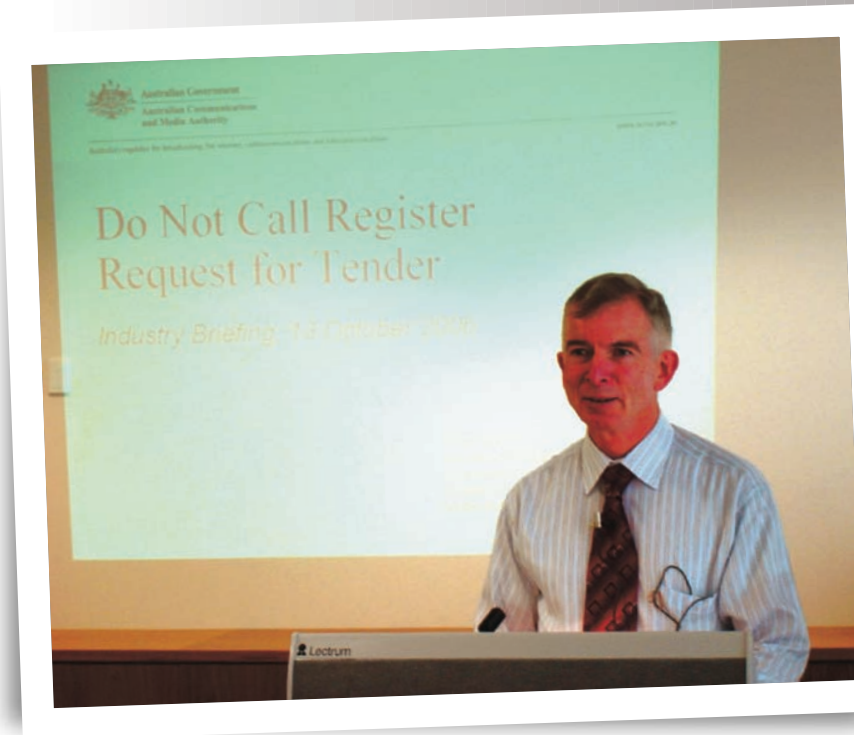
- building, commissioning, keeping, operating and administering the register
- promoting and raising awareness of the register and
- handling complaints and enquiries about the register's operation.

Once the Do Not Call Register is operating, individuals with Australian fixed line and mobile numbers will be able to list their numbers on it. It will be illegal, in the absence of consent, for any non-exempt telemarketer in Australia and overseas to contact a number listed in the register.

ACMA will continue to be responsible for overseeing the register's operation and investigating breaches of the Do Not Call Register legislation.

The Australian Government announced the establishment of a Do Not Call Register scheme in response to increasing levels of community concern about the growth in unsolicited telemarketing calls. The legislation to establish the Do Not Call Register received Royal Assent on 30 June 2006.

Under the legislation, ACMA is responsible for establishing



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and overseeing the operation of the Do Not Call Register and for developing and establishing national standards for minimum levels of conduct by telemarketers.

The government announced funding of \$33.1 million over four years for developing and implementing the register, of which approximately \$15.9 million is anticipated to be recovered from the telemarketing industry through the payment of fees to access the register. Full cost recovery of the register's operating costs is intended to occur from January 2011.

The Do Not Call Register will allow individuals to register their home and mobile numbers to opt out of receiving most unsolicited telemarketing calls. There will be no cost to applicants for registering their telephone numbers on the register.

Telemarketers who wish to

make telemarketing calls will be required to have their calling lists checked by the register operator against the register and 'washed' to ensure that they do not call listed numbers.

The legislation includes some limited exemptions that will allow certain public interest organisations to make telemarketing calls without having to wash their lists. Exemptions also apply where the account holder has consented to a call or where consent can be reasonably inferred.

Industry participants and the wider community were invited to provide feedback and insights on how the register should be administered and accessed. ACMA is using this feedback, and responses to the request for tender, to develop regulation for operating and accessing the register.

ACMA is also developing a national industry standard, with a draft standard expected to be

released for industry comment in November 2006. The standard will establish minimum standards, such as the hours in the day when telemarketing and calls to conduct opinion polling and standard questionnaire-based research are allowed to take place. It will broadly cover any call to an Australian number made to market, advertise or promote goods and services or solicit donations, conduct opinion polling and standard questionnaire-based research. The standard will apply to all organisations making such calls, whether or not they are exempt from the Do Not Call Register.

An education program for industry and consumers will be conducted to raise awareness of the register.

**More information about the Do Not Call Register and telemarketing industry standard is on the ACMA website at [www.acma.gov.au/donotcall](http://www.acma.gov.au/donotcall).**