



ACMAsphere

Australia's regulator for broadcasting, the internet,
radiocommunications and telecommunications

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ACMA CHAIRMAN CHRIS CHAPMAN (SITTING) AT THE CONTRACT SIGNING IN SYDNEY WITH (STANDING LEFT TO RIGHT) SERVICE STREAM REPRESENTATIVES BRENDA MAINLAND (BUSINESS DEVELOPMENT MANAGER), PATRICK FLANNIGAN (CHIEF EXECUTIVE OFFICER AND MANAGING DIRECTOR) AND JOHN GRAMC (EXECUTIVE GENERAL MANAGER), AND ACMA REPRESENTATIVES MARCUS BEZZI (GENERAL MANAGER LEGAL SERVICES), GRANT SYMONS (EXECUTIVE MANAGER CONVERGING SERVICES) AND NERIDA O'LOUGHLIN (GENERAL MANAGER INDUSTRY OUTPUTS).

Do Not Call Register contract awarded

ACMA recently selected Service Stream Solutions Pty Ltd, a fully owned subsidiary of Melbourne-based Service Stream Limited, to build and operate the Do Not Call Register until February 2011.

The Do Not Call Register is being established in response to the increasing levels of community concern about the growth in unsolicited telemarketing calls. It will enable individuals with Australian fixed line and mobile numbers to list their fixed and mobile telephone numbers on the register and opt out of receiving a wide range of telemarketing calls.

Service Stream was awarded the contract following a competitive tender process and has proposed a solution that ACMA believes will be easy to use for individuals wanting to register their telephone numbers. ACMA concluded that Service Stream has the resources, technical skills and experience to operate the register and its bid was assessed as providing value for money.

A listed company on the Australian Stock Exchange, Service Stream is headquartered in Melbourne and has a national workforce of 3,000 people.

Service Stream is contracted to operate the Do Not Call Register for an initial four-year period, for \$13.3 million (including GST), with an option for an additional three years. It 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.

ACMA will continue to be responsible for overseeing the register's operation and investigating breaches of the Do Not Call Register legislation. As part of its consumer and industry education program, ACMA will be working closely with Service Stream to raise awareness of the register.

The Do Not Call Register is expected to be fully operational by no later than the end of May 2007. Generally speaking, it will be unlawful, in the absence of consent, for any non-exempt telemarketer in Australia or overseas to contact a number listed on the register.

The Do Not Call Register legislation allows limited exemptions to the prohibition to enable certain public interest organisations to make telemarketing calls. Exemptions also apply where the account holder has consented to a call or where consent can be reasonably inferred.

Telemarketers will pay a fee determined by ACMA for accessing the register. Full cost recovery of the register's operating costs is intended to occur from January 2011.

The legislation provides for telemarketers to submit their calling lists for checking against the Do Not Call Register. It may take up to 30 days for registrations to become effective. This is because the legislation gives telemarketers a 30-day grace period from when they last checked their lists with the Do Not Call Register operator.

The proposed arrangements for submitting telephone lists for washing to the register operator are set out in the draft *Do Not Call Register (Access to Register) Determination 2007*, which was recently released for public comment.