

000 campaign to raise children's awareness

A national awareness campaign designed to promote Triple Zero (000), Australia's primary emergency call service number, was launched recently by the Minister for Communications, Information Technology and the Arts, Senator Helen Coonan.

Characters from the entertainment group the Hooley Dooleys were at the launch and are part of the campaign to raise children's awareness of the emergency call service.

The national campaign aims to build awareness of the Triple Zero (000) number and educate the community about when to use it, because non-genuine calls to Triple Zero (000) can tie up the resources of emergency service organisations. Of the 12 million calls made to triple zero each year, around 60 per cent do not relate to an emergency requiring police, fire or ambulance service.

The campaign aims to reinforce to members of the public their responsibilities when calling the Triple Zero (000) emergency number both in nominating the required emergency service and identifying the location they are calling from.

As part of the campaign, advertisements are being placed in national, metropolitan and regional newspapers in all states and territories, and radio commercials and a television campaign of four announcements will reinforce the message.

Showcasing typical call scenarios, the television announcements prompt the public to acknowledge what qualifies as an emergency and what

the caller should do when making a call to Triple Zero (000). The campaign highlights that the Triple Zero (000) number is solely used to connect callers to the nearest emergency service.

A collaborative effort between the Australian Government and state and territory emergency service organisations, the campaign features the key messages 'stay focused', 'stay relevant' and 'stay on the line'.

A website developed by Emergency Management Australia provides information about Australia's emergency numbers as well as links to state and territory emergency service websites. The website is part of the Australian Disaster Information Network, AusDin.

ACMA regulates and monitors the provision of emergency call services under the *Telecommunications (Consumer Protection and Service Standards) Act 1999* and the *Telecommunications (Emergency Call Service) Determination 2002*. The determination sets out the responsibilities and obligations of the emergency call persons, the emergency service organisations, carriers and carriage service providers in providing emergency call services.

The determination also specifies the 'emergency call persons' that provide emergency call services—Telstra

operates the Triple Zero service and the Australian Communication Exchange (ACE), as the current provider of the National Relay Service, operates the text-based emergency call service provided on the number 106. These numbers are specified in the *Telecommunications Numbering Plan 1997*, also administered by ACMA. Information about emergency call

services is on the ACMA website at www.acma.gov.au (go to For the public: Consumer & community advice > Telecommunications: Your rights & safeguards > Essential & emergency services > Emergency Call Service).

More information about the Triple Zero (000) campaign is on the website at www.triplezero.gov.au.



Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, with emergency service organisation representatives, characters from the entertainment group the Hooley Dooleys and schoolchildren at the launch

Regional Telecommunications Independent Review Committee announced

The members of the first Regional Telecommunications Independent Review Committee (RTIRC) were announced recently by Deputy Prime Minister Mark Vaile and the Minister for Communications, Information Technology and the Arts, Senator Helen Coonan.

The RTIRC will review the progress of the Australian Government's upgrades of telecommunications services in rural Australia and its recommendations will determine how the interest from the Communications Fund will be spent next year. The committee will place particular emphasis on the under-served areas of remote and rural Australia. All stakeholders will have an opportunity to make

a submission or speak directly with the committee during their consultations.

The RTIRC will be chaired by Dr Bill Glasson, an ophthalmologist and former federal president of the Australian Medical Association, who was born in Winton in far western Queensland and continues to practice in rural and remote areas. Other committee members are Councillor Bruce Scott, Mayor of the central west Queensland Shire of Barcoo, Ms Alexandra Gartmann, agriculturalist and CEO of Birchip Cropping Group, Mr Mark Needham, a telecommunications expert from the National Farmers Federation, and Ms Josephine Stone, from the Northern Territory Law Society.