

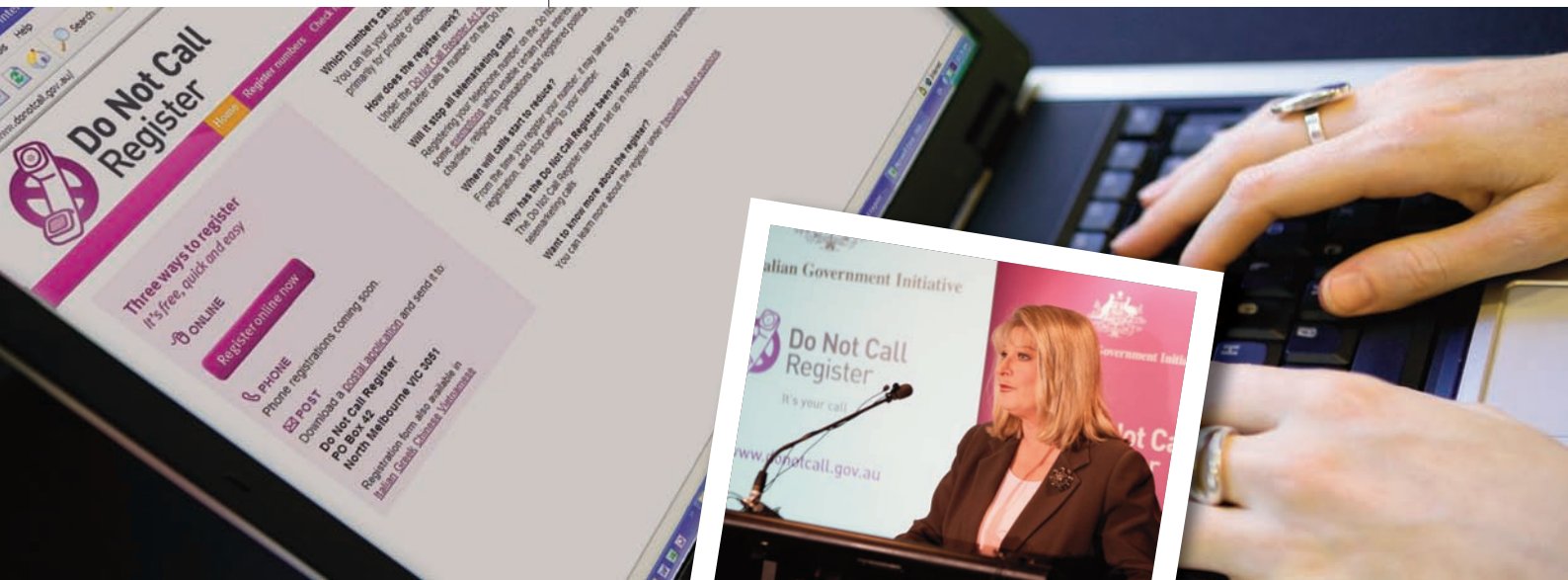


ACMAsphere

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

www.acma.gov.au

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Do Not Call Register launched

The Do Not Call Register was launched by the Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, on 3 May 2007. Individuals with Australian fixed line and mobile phone numbers can list these numbers on the register and opt out of receiving a wide range of telemarketing calls. It will generally be unlawful to make telemarketing calls to numbers placed on the register from 31 May 2007.

More than 200,000 telephone numbers were listed on the register in the 24 hours after it opened. Individuals can register their telephone numbers, if they are used primarily for private or domestic purposes, through the Do Not Call website, by post, or (from 22 May 2007) by telephone. It may take up to 30 days for a registration to become effective.

Telemarketers will be able to submit their calling lists to the register operator for checking against the register. This process of 'washing' calling lists will help telemarketers comply with the *Do Not Call Register Act 2006* and will

be available from 25 May 2007, following industry 'washing' trials.

ACMA is responsible for establishing and overseeing the Do Not Call Register, determining the fees telemarketers will be charged for accessing the register and investigating breaches of the Do Not Call Register Act. ACMA is also responsible for developing a national standard for minimum levels of conduct by telemarketers and research callers.

The legislation allows limited exemptions to enable certain public interest organisations to make telemarketing calls. Charities, government bodies, educational or

religious organisations, registered political parties, independent members of parliament and electoral candidates will all be entitled to these exemptions. Exemptions also apply where the account holder has consented to a call or where consent can be reasonably inferred.

Market and social researchers will be permitted to call when conducting opinion polling and standard questionnaire-based research, but these calls are subject to the national telemarketing standard, which commences on 31 May 2007.

While ACMA is responsible for overseeing the register's operation and investigating breaches of the legislation, Service Stream Solutions Pty Ltd was contracted to build and operate the register until February 2011, with an option for an additional three years.

Industry will contribute to the costs of operating and maintaining the Do Not Call Register through subscription fees and excess usage

charges determined by ACMA. The annual subscription fees range from \$71 (to wash up to 20,000 numbers) to \$80,000 (to wash up to 100 million numbers) and there is also a subscription type that allows telemarketers to check up to 500 numbers per year at no cost. ACMA consulted widely with industry before setting the fees.

ACMA aims to build up to full cost recovery of the register's operating costs over four years, with industry costs gradually increasing each year until year five. It is intended that 58 per cent (\$6.57 million of a possible \$11.4 million) of register costs will be recovered from industry over four years, with approximately \$860,000 to be recovered in the first year. The costs to be recovered are lower than expected due to the lower than anticipated contract costs in operating the register.

The Do Not Call Register website is at www.donotcall.gov.au.

MINISTER FOR COMMUNICATIONS, INFORMATION TECHNOLOGY AND THE ARTS, SENATOR HELEN COONAN, LAUNCHING THE DO NOT CALL REGISTER