



2.3 million numbers listed in Do Not Call Register's first year

Australians have listed more than 2.3 million telephone numbers on the Do Not Call Register since its launch in May 2007.

The initiative makes it illegal for certain types of telemarketing calls to be made to private or domestic telephone numbers listed on the register.

ACMA Chairman Chris Chapman said that a recent ACMA-commissioned survey showed the register is being well received by consumers and is delivering results: 'Nearly 90 per cent of those surveyed who had listed their numbers on the register reported a drop in the number of telemarketing calls they received'.

The survey revealed overwhelming community support for the register—more than 90 per cent of respondents agreed that it is a useful initiative.

The survey also showed that Australians understood that, even if their numbers were listed on the register, they could still receive calls from exempt organisations, including charities and market and social researchers. Government bodies, educational or religious institutions, registered political parties, independent members

of parliament and electoral candidates are also exempt.

People can register their personal home or personal mobile telephone number by completing a short online form at <www.donotcall.gov.au>, calling 1300 792 958 or filling out a postal form.

Registering numbers through the website has proven to be the most popular method, with 85 per cent of survey respondents using this option.

Of the minority of survey respondents not aware of the register, 85 per cent said they would be interested in reducing the number of telemarketing calls they receive.

Numbers can only be listed on the register by the telephone account-holder or their nominated representative. Registrations are free, are valid for three years and can be withdrawn at any time.

Mr Chapman said that industry has responded well to the register and the new accompanying national industry standard that directs when and

how telemarketers and researchers can contact individuals.

In the past 12 months ACMA commenced 18 formal investigations under the *Do Not Call Register Act 2006*. Two businesses were found to have not complied with the Act. Offshore call centres engaged by the businesses were found to have made telemarketing calls to consumers on the register.

ACMA is committed to holding businesses accountable for the actions of call centres they engage to make calls on their behalf. Where a business or call centre has illegally called numbers on the register, ACMA will take appropriate enforcement action.

People who continue to receive telemarketing calls more than a month after signing up to the Do Not Call Register can lodge a complaint online at <www.donotcall.gov.au> or with the register operator on 1300 792 958.