

Emergency Alert number

0444 444 444

Emergency Alert service number announced



On 4 December, the Commonwealth Attorney-General and the Victorian Minister for Police and Emergency Services launched Emergency Alert, the national telephone emergency warning system. This system has been designed to alert communities to emergencies such as bushfires and extreme weather events.

Given the availability of calling number display on both fixed-line and mobile phones, it was important that the Emergency Alert number be easily recognised by members of the public. After consulting with the emergency services community and the telecommunications industry, the ACMA allocated a highly distinctive telephone number—0444 444 444—for use by the Emergency Alert service.

The identification of this telephone number followed an announcement by the Premier of Victoria on 24 September that Telstra had won the tender process to build and deliver the Emergency Alert service. With the exception of Western Australia, which has chosen to use its own alert system, the Emergency Alert system will be active nation-wide. In addition to warning members of the public about dangers such as bushfires and floods, the Emergency Alert service may also be used for other types of emergencies should the need arise.

To warn the public of impending danger, the number will be used to ring fixed-line phones, which will receive a recorded voice announcement, or to send an SMS to mobile phones. The use of 0444 444 444 will allow members of the public who use calling number display to easily recognise that a call or SMS is from the Emergency Alert service.

With the upcoming bushfire and flood season in Australia, ACMA staff responded quickly to the request from Telstra for the Emergency Alert service number. To ensure the number was allocated in time, the ACMA worked in close liaison with key stakeholders including the Office of the Emergency Services Commissioner of Victoria, Telstra, Optus, Vodafone Hutchison Australia, and members of the emergency services community. 🐾

