

# Education campaign targets fax marketers

A targeted education campaign is underway to inform and advise members of the fax marketing industry about their obligation to comply with the amended Do Not Call legislation.

The campaign includes the design and delivery of educational material, distribution of information packs and the creation of a dedicated fax industry web page on the ACMA website, as well as a series of information forums recently held in Melbourne, Sydney and Brisbane.

These information forums provided the ACMA with the opportunity to further understand some of the technical aspects particular to the fax marketing industry.

They also gave attendees the opportunity to raise questions or concerns about the impact the change might have on their businesses.

The ACMA is working with industry members to address technical issues associated with fax technology. It has also invited participation in the testing of a new list-washing service which is being developed to better cater for the needs of fax marketers.

Acting Executive Manager of the ACMA's Unsolicited Communications Branch, Jane Cole, was invited to speak about the expansion of the register at the Australian Direct Marketing Association's annual forum in July.

Staff from the Unsolicited Communications Branch also operated a stand at the forum, where they discussed the important compliance issues businesses need to consider when marketing to Australian consumers.

The ACMA received positive feedback about its proactive approach to educate industry. Some attendees said that the introduction of the *Do Not Call Register Act 2006* had had a positive impact on their business as it reduced the money spent on telemarketing to consumers who did not wish to be contacted. These attendees were hopeful the recent expansion of the Act would have a similar effect and help to target their marketing campaigns.

The ACMA is continuing to work with the fax marketing industry to ensure that the transition to compliance is as smooth as possible, and members of the industry have a sound understanding of their obligations to comply by the end of the education period. ☎

For further information about the education initiative, or to receive an information pack, please email [dncinvestigations@acma.gov.au](mailto:dncinvestigations@acma.gov.au).



ACMA staff discussing compliance issues with attendees at the Australian Direct Marketing Association's annual forum.



Jane Cole, Acting Executive Manager, Unsolicited Communications Branch, speaking about the expansion of the register at the Australian Direct Marketing Association's annual forum.