



**Australian Government**

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**Department of Broadband,  
Communications and the Digital Economy**

**Discussion paper: Eligibility requirements for  
registration on the Do Not Call Register**

**August 2008**

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# 1 Introduction

## *1.1 Purpose of this discussion paper*

This Departmental discussion paper seeks community views on potential changes to what numbers should be eligible to be registered on the Do Not Call Register (the Register).

The Register was established in May 2007 in response to community concern about unsolicited telemarketing calls. The Register enables Australians to opt out of receiving unsolicited commercial marketing (telemarketing) calls by listing their fixed line and mobile telephone numbers that are used primarily for private or domestic purposes.

At present, telephone numbers not used primarily for private or domestic purposes and all numbers used exclusively to send or receive faxes, may not be listed on the Register. These arrangements effectively exclude businesses and other entities from being able to take advantage of the protections provided by the Register.

The Department of Broadband, Communications and the Digital Economy (the Department) is aware of concerns about the current restrictions on the numbers that may be listed on the Register. For example, small business representatives have raised concerns about the losses in productivity caused by responding to unsolicited telemarketing calls. The receipt of telemarketing calls by emergency service organisations is also an issue of concern as it could potentially impact on emergency service responses. The Department is also aware of representations from fax owners who are concerned that the Register does not allow them to opt out of receiving unsolicited commercial faxes (faxmarketing).

The Register is currently aimed at protecting the privacy of individuals. The options outlined in this paper could assist in reducing the productivity and operational concerns of businesses and emergency service organisations. This paper seeks community views on whether these potential changes could enhance the operation of the Register while taking into account the needs of the telemarketing and faxmarketing industries.

Consistent with best practice, the Government avoids regulation where it is unnecessary. The Department is aware that these potential changes could add to the regulatory burden on the telemarketing and faxmarketing industries, but considers there is merit in examining whether there may be significant community benefits.

In particular this paper seeks comment on whether all:

- telephone numbers should be allowed to be listed on the Register, and
- fax numbers should be allowed to be listed on the Register.

If these approaches are not adopted, this paper also seeks comment on more modest proposals, on whether:

- emergency service organisations should be allowed to list their telephone numbers on the Register
- small businesses should be allowed to list their telephone numbers on the Register, and
- small businesses should be allowed to list their fax numbers on the Register.

Submissions to this paper will assist the Department in providing advice to the Government on policy options to address these issues. This Departmental discussion paper is for consultation purposes only and does not represent current Government policy.

This paper does not include discussion of the:

- overall structure of the Do Not Call Register legislation
- status of exempt organisations, or
- consent provisions in the legislation.

These issues may be considered as part of a comprehensive review of the legislation to occur after May 2010.

## ***1.2 Making a submission***

We would like your written views on the issues raised in this paper.

If you make a submission please remember to fill out the contact information and questionnaire at **Attachment A**. Submissions with no verifiable contact details cannot be considered. Throughout this paper discussion questions appear in boxes. These questions are intended to guide discussion and respondents are welcome to make more general comments on the issues. For convenience, these questions are consolidated at **Attachment B**.

Respondents should be aware that submissions may be made publicly available, including on the Department's website ([www.dbcde.gov.au](http://www.dbcde.gov.au)).

The Department reserves the right not to publish any submission, or part of a submission, which in the view of the Department contains potentially defamatory material, or where it considers it appropriate to do so for confidentiality or other reasons.

All submissions will be treated as non-confidential information unless the respondent specifically requests the submission to be kept confidential, and acceptable reasons accompany the request. Email disclaimers will not be considered sufficient confidentiality requests. Note that submissions or comments will generally be subject to the provisions of the *Freedom of Information Act 1982*.

Enquiries about issues raised in this paper may be directed by email to [DNC.consultation@dbcde.gov.au](mailto:DNC.consultation@dbcde.gov.au).

The closing date for submissions is **12 September 2008**.

#### **Lodgement of submissions:**

Submission can be lodged in the following ways:

<b>Online:</b>	<a href="http://www.dbcde.gov.au/donotcall">www.dbcde.gov.au/donotcall</a>
<b>Email:</b>	<a href="mailto:DNC.consultation@dbcde.gov.au">DNC.consultation@dbcde.gov.au</a>
<b>Post:</b>	The Manager Spam and Do Not Call Register Section Department of Broadband, Communications and the Digital Economy GPO Box 2154 CANBERRA ACT 2601
<b>Fax:</b>	02 6271 1827

## **2 Current Do Not Call Register regime**

The *Do Not Call Register Act 2006* (the Act), requires the Australian Communications and Media Authority (ACMA) to establish and maintain a Do Not Call Register. A key objective of the Act is to protect the privacy of individuals by allowing them the choice to register telephone numbers to opt out of receiving unsolicited telemarketing calls. The Register became operational in 2007 and there are now over 2.4 million registered telephone numbers.

Mobile phone numbers, standard geographic telephone numbers, satellite numbers and voice over internet protocol numbers that commence with a 0 (including the local area code if appropriate), are 10 digits long and that are used primarily for private or domestic purposes are able to be registered. Telephone numbers starting with a '1', for example 1800, 13, 1300, 19 prefixed telephone numbers, cannot be registered.

Under the Act, a person must not make a telemarketing call or cause a telemarketing call to be made to a number on the Register unless the call is made by an exempt organisation.

Calls can also be made to telephone numbers on the Register where the registrant (or their nominee) has given their express consent, or consent can be implied through a pre-existing relationship. Consent may be withdrawn expressly at any time. In the case of express consent given for no specified period or given indefinitely, consent is automatically deemed to be withdrawn three months after it was given.

Telemarketing is broadly defined in the Act. In general terms, the Act provides that a telemarketing call is a voice call made to a telephone number where the purpose or one of the purposes of the call is to:

- offer, supply, provide or advertise goods or services
- offer, supply, provide or advertise land or an interest in land
- offer, supply, provide or advertise a business opportunity or investment, or
- solicit donations.

The Act provides that the purpose of a call may be deduced by having regard to the content and the presentational aspects of the call, or the content that can be obtained using the contact information mentioned in the call. Fax communications are specifically excluded from the operation of the Register.

ACMA is responsible for the operation and enforcement of the Register. On 1 February 2007, ACMA contracted with Service Stream Solutions Pty Ltd (the Register Operator) to build and operate the Register until February 2011.

### **Current operation**

Entities that wish to make unsolicited telemarketing calls to Australian telephone numbers must not call numbers that are listed on the Register. In practice this means they should first check with the Register Operator to make sure the numbers they plan on calling are not on the Register. This process of comparing call lists with the Register is known as 'washing' a calling list. A telemarketer washing its calling list will be advised which numbers are on the Register, which numbers are not on the Register and which numbers are invalid numbers.

Provisions of the Act require telemarketers to frequently check their telemarketing call lists against the Register. These provisions have the effect that a washed telemarketing call list is valid for only 30 days. After this period, the telemarketer must have their call list washed again by the Register Operator if they wish to make further calls to those numbers. This is so any newly registered numbers (which have been added to the Register in the preceding 30 days) can be removed from their calling lists.

From 1 July 2008, the full direct costs of operating the Register are being recovered from industry. In contributing to these costs, telemarketers are required to purchase annual list washing subscriptions from the Register Operator. These subscriptions permit telemarketers to wash a specified quantity of telephone numbers against the Register over a 12 month period.

More information about the Do Not Call Register is available from [www.donotcall.gov.au](http://www.donotcall.gov.au).

## **2.1 The Spam Act**

The *Spam Act 2003* prohibits the sending of commercial electronic messages without consent. Under the *Spam Regulations 2004* (the Spam Regulations), messages sent by fax are specifically excluded from the definition of spam.

A 2007 Departmental discussion paper titled *Unsolicited Commercial Faxes or Fax Spam* specifically looked at whether the Spam Regulations should be repealed, thereby prohibiting the sending of unsolicited commercial faxes except where there is an exemption or consent. One of the outcomes of that process was the conclusion that, if possible, consumers should be given the choice of opting out of unsolicited commercial fax messages and that a blanket ban approach may be unwarranted.

One of the purposes of this discussion paper is to look specifically at the issue of whether the Register should be expanded to cover unsolicited commercial faxes.

## **3 Options**

The original purpose of the Act was to address the privacy concerns of individuals receiving unsolicited commercial telemarketing calls. However, the Department and ACMA have received representations from a number of different types of organisations concerned that unsolicited telemarketing and faxmarketing communications have the potential to reduce the effectiveness of their operations, and requesting an expansion of the Register.

The options presented below consider ways to expand the eligibility requirements of the Register in order to address the productivity and operational concerns of the different types of organisations that are receiving unsolicited telemarketing and faxmarketing representations.

### ***3.1 Option One: Allow registration of all telephone numbers***

The eligibility requirements of the Register could be changed to allow any Australian telephone number to be listed on the Register with the approval of the account holder (or their nominee).

This would allow the telephone numbers of businesses (small, medium and large), educational institutions, charities, emergency service organisations and all other entities to be listed on the Register.

There are potential benefits in allowing all numbers to be registered. This could allow a range of businesses and not-for-profit entities to reduce their operating costs by not having their employees and communications equipment tied up receiving unsolicited telemarketing calls.

It should be noted that listing a number on the Register may not stop all types of telemarketing calls. For example, it may not stop exempt organisations from potentially calling a registered number, or stop telemarketers from calling these numbers by mistake.

This option may also benefit the telemarketing industry. For example, the introduction of the Register has apparently resulted in some telemarketers experiencing a higher success rate per call. This is a result of better targeting of individuals who are not on the Register and who may be more receptive to telemarketers, and hence more likely to purchase their products. If the Register was opened up to all Australian numbers a similar effect could be expected. A telemarketer targeting small businesses for example, may find that those small businesses whose numbers are not registered, are more likely to purchase its products or services.

As noted above, certain telephone numbers (that is, telephone numbers commencing with a '1') are not currently eligible to be registered. This prevents the registration of certain telephone numbers used by important community organisations. For example, Lifeline maintains a 13 number and Beyond Blue maintains a 1300 number. If this option was progressed, consideration may be given to expanding eligibility requirements for the registration of these numbers.

In the United Kingdom the Corporate Telephone Preference Service and Telephone Preference Service allows businesses and individuals respectively to opt out of receiving telemarketing calls. Despite this, the telemarketing industry in the United Kingdom appears strong. In 2006 the UK Direct Marketing Association reported that the number of organisations that were planning to increase their spending on telemarketing exceeded those planning to spend less by a ratio of six to one.

There are also potential benefits to the administration of the Register. For instance, ACMA could potentially dismantle the processes that were developed to check whether a telephone number is eligible for registration. If all telephone numbers were allowed to be registered, ACMA may only need to determine if a listed telephone number was Australian and registered with the approval of the account holder (or their nominee).

There may be potential drawbacks. For example, an increase in the number of registrants and subscribers to list washing services may increase ACMA's enforcement and compliance costs.

Another potential drawback is that telemarketers that do not currently wash their lists may now be required to do so. For example telemarketers that only engage in business-to-business (B2B) telemarketing may be required to pay to have their calling lists washed by the Register Operator. In addition, telemarketers may find that an increase in the types of numbers on the Register may decrease the size of their target market, which may in turn affect their profits.

- Should all telephone numbers be eligible to be listed on the Do Not Call Register? Why/why not?
- Should the eligibility requirements for registration be expanded to allow the registration of numbers beginning with '1'?
- In your view, what will be the cost to the telemarketing industry of allowing the registration of all telephone numbers on the Register?

### **3.1.1 Everyday business-to-business (B2B) communications**

If all telephone numbers are eligible to be listed on the Register, consideration may need to be given to how to ensure that this does not result in interference with everyday B2B communications. For instance, it may not be desirable for the Act to prohibit a plumbing supplier calling a plumber, where there is no previous relationship, but where the recipient may wish to receive the call.

Most of the concern expressed by small business appears to be focused around the ‘mass marketing’ nature of some professional telemarketing calls. If all telephone numbers are eligible to be listed on the Register, it may not be desirable to prohibit everyday B2B communications.

- If small business telephone numbers were able to be registered, should telemarketers still be able to call them about goods and services that are directly or substantially related to their business? Why/why not?
- How might everyday B2B communications and professional telemarketing be distinguished?

### **3.1.2 Alternatives to allowing all telephone numbers on the Register**

If the option to allow all telephone numbers on the Register is not adopted, more modest alternatives could be to allow:

- emergency service organisations to register their telephone numbers on the Register, and/or
- small businesses to register their telephone numbers on the Register.

#### **Allow registration of emergency service numbers**

Calls to central emergency service numbers (i.e. calls to emergency call persons on 000, 106 or 112) are transferred to the relevant emergency service communication centre within each State and Territory. These communication centres operate with normal geographic telephone numbers. The Department has become aware that some telemarketers have been accessing these operational numbers during telemarketing campaigns, which has the potential to reduce the ability of emergency service organisations in their responses.

One solution may be to allow the registration of emergency service telephone numbers.

In doing so, a possible benefit is that emergency service organisations may operate more effectively which would be an important outcome and may benefit all sectors of the community.

Permitting emergency service telephone numbers on the Register may not stop all telemarketing calls to listed emergency service telephone numbers. For example, it may not stop exempt organisations from potentially calling an emergency service, or stop telemarketers from calling these numbers by mistake (notwithstanding the fact that such calls may be in breach of the Act).

If this option was to be progressed, there is a question as to which emergency service telephone numbers should be included on the Register. One option may be to allow only those organisations (police, fire and ambulance) that are set up to receive calls from emergency call persons (i.e. from '000' etc.) to register.

However, other organisations such as the State Emergency Service and Lifeline provide services to people in emergency or life threatening situations, but are not able to receive calls referred by emergency call persons. There may be a case for allowing these types of organisations to list numbers on the Register. If this option was to be progressed there may be a need to define which organisations should be eligible to register.

- If the option to allow all telephone numbers is not adopted, should emergency service telephone numbers be eligible to register instead? Why/why not?
- For the purposes of the Register, what do you consider an 'emergency' organisation should be?

### **Registration of small business numbers**

The Department and ACMA have received representations from small business operators that are concerned that their business telephone numbers are not eligible for registration.

A change in the eligibility requirements of the Act to allow small business telephone numbers to be included on the Register supports the choice of small businesses to opt out of receiving certain unsolicited telemarketing calls. This may help small businesses that do not wish to receive telemarketing calls to reduce their operating costs by not having their employees and communications equipment tied up receiving unsolicited telemarketing calls. Given that small businesses typically have significant labour and equipment constraints, this may be a considerable benefit.

The Australian Bureau of Statistics' definition of a 'small business' as 'a business with less than 20 employees' may be appropriate for this purpose (see *Small Business in Australia 2001* (Cat. No.1321.0)). This definition is also used by the Telecommunications Industry Ombudsman.

The inclusion of small business numbers on the Register has a number of potential drawbacks. For example, it may complicate the eligibility requirements for registration because of difficulty in determining whether a business registrant has less than 20 employees. This problem could increase the operational costs of the Register.

A telemarketer may also be uncertain as to whether the number they are calling meets the criteria of a 'small business' for the purposes of the Register. It could be difficult

for telemarketers to know with certainty the number of employees in businesses. The number of employees in a business may also be subject to change over time.

For example, a telemarketer may make calls to a business on the assumption that it does not need to wash its telemarketing telephone numbers. The introduction of an option that allows businesses with less than 20 employees will increase the uncertainty of the telemarketer, who to avoid doubt, proceeds to wash their telephone lists.

- If the option to allow all telephone numbers is not adopted, should small business telephone numbers be eligible to register instead? Why/why not?

### ***3.2 Option Two: Allow registration of all fax numbers***

The Department and ACMA have received representations from fax users who are concerned about the receipt of unsolicited commercial faxes. Unsolicited commercial faxes can occupy fax equipment and also consume toner and paper, which can be an unnecessary expense on fax owners.

The Register could be expanded to allow the registration of fax numbers. If this option was to be adopted, this may mean that non-exempt faxmarketers sending unsolicited commercial faxes would be required to start washing their fax lists against the Register.

Expanding the Register to permit the registration of fax numbers would enable fax users to continue to receive unsolicited fax marketing representations if they chose not to register. Likewise, fax users that have registered their fax numbers should no longer receive unsolicited commercial faxes.

An expansion of the Register to include fax numbers may also have benefits to faxmarketers. For example, faxmarketers may find they experience a higher success rate per fax, because recipients that choose not to list their numbers on the Register may be more receptive to their offers.

It is noted that some individuals in the Deaf and hearing impaired community use faxes as their primary form of electronic communication. Allowing fax numbers to be included on the Register could permit the Deaf and hearing impaired community to opt out of receiving certain faxmarketing communications.

There may also be a number of drawbacks. Including fax numbers on the Register may increase compliance and enforcement costs for ACMA. There may also be an increased cost for faxmarketers who may now have to pay a fee to have their fax lists washed.

As with allowing all numbers to be eligible to be registered, the faxmarketing industry may find that the inclusion of fax numbers on the Register will decrease the size of their market, which may affect their profits.

- Should the Government expand the Register to allow the registration of all fax numbers? Why/why not?
- In your view, what will be the cost to the faxmarketing industry of allowing the registration of all fax numbers on the Register?

### **3.2.1 Alternatives to allowing all fax numbers on the Register**

Most of the impact of unsolicited commercial faxes is apparently experienced by businesses, in part because fax communication is an important business communications medium. In addition the cost of unsolicited commercial faxes is likely to affect small businesses more seriously than medium-sized and large businesses, because small businesses are less likely to be able to absorb any additional costs associated with receiving unsolicited commercial faxes.

One option is to only allow the registration small business fax numbers on the Register. This could assist the people most affected by unsolicited commercial faxes.

There are a number of benefits and drawbacks to this option, which are largely identical to the benefits and drawbacks presented above in section 3.1 on the alternative option to allow the registration of small business telephone numbers (see pages 10 and 11).

- If the option to allow the registration all fax numbers on the Register is not adopted, should registration of small business fax numbers be allowed instead? Why/why not?

## **4 Conclusion**

The information provided by respondents in this consultation process will assist the Department in its advice to the Australian Government on whether there is sufficient community support to expand the eligibility requirements to register on the Do Not Call Register.

- Do you have any other comments regarding potential changes to the eligibility requirements for registration on the Do Not Call Register?

## ATTACHMENT A: Contact information and questionnaire

### Part One - Contact information:

\*Name of individual or business: \_\_\_\_\_

\*Telephone number(s): \_\_\_\_\_

\*Postal address: \_\_\_\_\_

Email address/Fax number: \_\_\_\_\_

\* Mandatory. Please note that submissions that do not contain verifiable contact details cannot be considered.

All submissions will be treated as non-confidential information unless the respondent specifically requests the submission to be kept confidential, and acceptable reasons accompany the request. Email disclaimers will not be considered sufficient confidentiality requests. Note that submissions or comments will generally be subject to the provisions of the *Freedom of Information Act 1982*.

### Part Two - Demographic questions:

1. How do you identify yourself or your organisation (select one)?
  - a) As an individual
  - b) As a representative of a small business (less than 20 full time employees)
  - c) As a representative of mid-large business (20 or more full time employees)
  - d) As a representative of a State Government organisation
  - e) As a representative of a Federal Government organisation
  - f) As a representative of a non-profit organisation
  - g) Other \_\_\_\_\_
  
2. Do you consider yourself or your organisation as (please circle as many responses as desired):
  - a) part of the telemarketing industry (**Please go to Part Three**)
  - b) part of the fax industry (**Please go to Part Four**)
  - c) none of the above (**Please go to Part Five**)

### Part Three – Telemarketing industry

1. How do you identify your organisation (please circle as many responses as desired)?
  - a. A commercial telemarketer targeting consumers
  - b. A commercial telemarketer targeting businesses
  - c. A charitable organisation using telemarketing services
  - d. A supplier of telemarketing goods
  - e. A representative body
  - f. Other\_\_\_\_\_
  
2. On average, how many unsolicited telemarketing calls would you make, or cause to be made in one week?\_\_\_\_\_
  
3. On average, how many telemarketing calls would you make or cause to be made in total in one week?\_\_\_\_\_
  
4. Do you tailor telemarketing calls to particular demographics (such as small businesses)?
  - a. Yes - Which demographics do you target?\_\_\_\_\_
  - \_\_\_\_\_
  - b. No
  
5. Are you a member of the Australian Direct Marketing Association?
  - a. Yes
  - b. No
  
6. What other industry associations are you a member of?\_\_\_\_\_
- \_\_\_\_\_
  
7. Do you provide call recipients with an opportunity to opt out of receiving telemarketing calls?
  - a. Yes
  - b. No
  
8. Do you maintain an internal Do Not Call list?
  - a. Yes
  - b. No

9. On a scale of one to five, how attractive would it be to allow the registration of all telephone numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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10. On a scale of one to five, how attractive would it be to allow the registration of emergency service telephone numbers on the on the Do Not Call Register'?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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11. On a scale of one to five, how attractive would it be to allow the registration of small business telephone numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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12. On a scale of one to five, how has the introduction of the Do Not Call Register for individuals affected your business?

<b>1</b> A large negative effect	<b>2</b> A small negative effect	<b>3</b> No effect positive or negative	<b>4</b> A small positive effect	<b>5</b> A large positive effect
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13. How much would allowing all telephone numbers on the Register affect your organisation?

- a) It would affect my organisation greatly.
- b) It would affect my organisation somewhat.
- c) It would not affect my organisation.

**If you are also part of the fax industry, please complete part four as well.**

### Part Four – Fax industry

1. How do you identify yourself (please circle as many responses as desired)?
  - a) A fax broadcast service provider
  - b) A user of a fax broadcast service provider
  - c) A data provider
  - d) A user of a data provider
  - e) An organisation that sends unsolicited fax marketing material to consumers to promote your own goods and/or services
  - f) A representative body
  - g) Other \_\_\_\_\_
  
2. On average, how many unsolicited commercial faxes would you send, or cause to be sent in one week? \_\_\_\_\_
  
3. Do you tailor unsolicited commercial faxes to particular demographics?
  - a. Yes – Which demographics do you target? \_\_\_\_\_  
\_\_\_\_\_
  - a) No
  
4. Are you a member of the Australian Direct Marketing Association?
  - a) Yes
  - b) No
  
5. What other industry associations are you a member of? \_\_\_\_\_  
\_\_\_\_\_
  
6. Do you provide recipients with an opportunity to opt out of fax marketing?
  - a) Yes - How do you do this? \_\_\_\_\_  
\_\_\_\_\_
  - b) No
  
7. Do you maintain an internal Do Not Contact list?
  - a) Yes
  - b) No

8. On a scale of one to five, how attractive would it be to allow the registration all fax numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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9. On a scale of one to five, how attractive would it be to allow the registration of small business fax numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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**If you are also part of the telemarketing industry, please complete part three as well.**

### Part Five – Consumers, businesses and other organisations

1. Do you own/operate a telephone at your home, business or organisation?
  - a. Yes - how many telemarketing calls per week on average do you receive? \_\_\_\_\_
  - b. No – Please go to question 3.
  
2. Is your personal home or mobile number registered on the Do Not Call Register?
  - a. Yes- how many telemarketing calls per week on average did you receive before registering? \_\_\_\_\_
  - b. No
  
3. Do you own/operate a fax machine at your home, business or organisation?
  - a. Yes- how many unsolicited commercial faxes per week on average do you receive? \_\_\_\_\_
  - b. No
  
4. On a scale of one to five, how supportive are you of unsolicited commercial telephone calls in general?

<b>1</b> Very unsupportive	<b>2</b> Unsupportive	<b>3</b> Neither supportive nor unsupportive	<b>4</b> Supportive	<b>5</b> Very supportive
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5. On a scale of one to five, how supportive are you of unsolicited commercial faxes in general?

<b>1</b> Very unsupportive	<b>2</b> Unsupportive	<b>3</b> Neither supportive nor unsupportive	<b>4</b> Supportive	<b>5</b> Very supportive
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6. On a scale of one to five, how attractive would it be to allow the registration of all telephone numbers on the Do Not Call Register'?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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7. On a scale of one to five, how attractive would it be to allow the registration of small business telephone numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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8. On a scale of one to five, how attractive would it be to allow the registration of emergency service telephone numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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9. On a scale of one to five, how attractive would it be to allow the registration of all fax numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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10. On a scale of one to five, how attractive would it be to allow the registration of small business fax numbers on the Do Not Call Register?

<b>1</b> Very unattractive	<b>2</b> Unattractive	<b>3</b> Neither attractive nor unattractive	<b>4</b> Attractive	<b>5</b> Very attractive
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## **ATTACHMENT B: discussion questions**

- Should all telephone numbers be eligible to be listed on the Do Not Call Register? Why/why not?
- Should the eligibility requirements for registration be expanded to allow the registration of numbers beginning with '1'?
- In your view, what will be the cost to the telemarketing industry of allowing the registration of all telephone numbers on the Register?
- If small business telephone numbers were able to be registered, should telemarketers still be able to call them about goods and services that are directly or substantially related to their business? Why/why not?
- How might everyday B2B communications and professional telemarketing be distinguished?
- If the option to allow all telephone numbers is not adopted, should emergency service telephone numbers be eligible to register instead? Why/why not?
- For the purposes of the Register, what do you consider an 'emergency' organisation should be?
- If the option to allow all telephone numbers is not adopted, should small business telephone numbers be eligible to register instead? Why/why not?
- Should the Government expand the Register to allow the registration of all fax numbers? Why/why not?
- In your view, what will be the cost to the faxmarketing industry of allowing the registration of all fax numbers on the Register?
- If the option to allow the registration all fax numbers on the Register is not adopted, should registration of small business fax numbers be allowed instead? Why/why not?
- Do you have any other comments regarding potential changes to the eligibility requirements for registration on the Do Not Call Register?