

15 March 2024



Authority Secretariat

Australian Communications and Media Authority

By email: haveyoursay@acma.gov.au

Dear Madam/Sir,

RE: ACMA compliance priorities 2024-25

Thank you for the opportunity to provide input into the ACMA's compliance priority work program planning for 2024-2025.

Communications Alliance continues to be committed to working collaboratively and constructively with all relevant stakeholders, including the ACMA, to understand and, where appropriate, address issues of concern. Over the past 12 months, we have worked towards better outcomes on numerous issues, whether through our own codes and guidelines, or by providing input and feedback on the ACMA's regulatory instruments and the relevant regulatory/legislative initiatives of other stakeholders.

In our submission on last year's compliance priorities, as well as in a number of fora, we voiced support and encouragement for the ACMA to extend its educational focus and suggested initiatives to target both consumers and the industry. An update to the ACMA [Carrier Licensing Guide](#)¹ (dated May 2018), which provides an overview of the range of obligations on carriers under telecommunications legislation, would be a useful start. In addition, we strongly encourage the ACMA to re-produce the previously existing (it appears to be withdrawn) *Know your obligations* guide, that aimed to provide guidance to (often small) carriage service providers, of which there are hundreds in Australia. In addition to being a key tool for small players and new market entrants as they seek to understand (and therefore comply with) the complicated regulatory environment in Australia, resources such as this are a useful reference for all stakeholders – consumer groups, industry and regulators – when calling for or drafting regulatory instruments or guidance. Such resources would be particularly useful if they were expanded to provide an overview (or map) of all applicable regulation and legislation, showing the intersection and overlap between, for example, rules and regulations managed and enforced by the ACMA and those that are the responsibility of the ACCC, eSafety Commissioner, Department of Home Affairs, Office of the Australian Information Commissioner, Treasury, the various jurisdictional-level regulators as well as the role of the TIO. This would assist with efficient analysis of gaps in regulatory (and educational) response, reducing the risk of new proposed instruments duplicating or conflicting with existing ones, and increasing the ability of all parties to consider where and why compliance

¹ <https://www.acma.gov.au/publications/2018-05/guide/carrier-licensing-guide>

with existing rules is problematic. We would welcome the opportunity to provide input into the content, where appropriate.

In relation to past and upcoming priorities, scams will remain a high-profile problem, despite the progress being made by industry, and an appropriate continued compliance area.

We note the ACMA's appetite for enforcement activity in relation to the IPND. We have previously voiced our scepticism about the usefulness (and actual use) of the IPND and, consequently, substantial ongoing enforcement activities in this area. We encourage the ACMA to refocus enforcement resources used in this area to address more pressing issues, in particular the clarifications with respect to the rights of use of numbers repeatedly requested by Communications Alliance and its members over the past three years.

We trust that you find this feedback helpful. If you have any questions or would like to discuss any aspects of this submission, please do not hesitate to contact Peppi Wilson, Senior Manager Policy and Regulation, or me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'John Stanton', written in a cursive style.

John Stanton
Chief Executive Officer