

COMPLIANCE REFERENCE · AUSTRALIA

The Rules for Calling Australians: DNCR Explained

Outbound calling in Australia is governed by an Act and an Industry Standard that between them cover who you may contact, the hours you may do it, the number you must present and the words you must say. Most breaches are not cynical.

Two instruments govern outbound calling in Australia, and between them they answer every practical question. The **Do Not Call Register Act 2006** covers *who* you may call. Registrable numbers are those used for **private or domestic purposes**, numbers used **exclusively by government bodies** or **emergency service numbers**, and numbers used **exclusively for faxes**. **general business telephone numbers cannot be registered**. A washed list can be relied on for **30 days from when it was returned**, and marketers get **30 days** to action a newly registered number. The **Telecommunications (Telemarketing and Research Calls) Industry Standard 2017** covers *when and how*. Telemarketing hours are **weekdays 9:00am. 8:00pm** and **Saturday 9:00am**.

■ The short version

Can it be registered?	Type of number
Yes	Australian numbers used for private or domestic purposes , the main category, covering household landlines and personal mobiles
Yes	Australian numbers used exclusively by government bodies , and emergency service numbers
Yes	Australian numbers used exclusively for transmitting and receiving faxes
No	General business telephone numbers used for ordinary business operations

■ Also worth knowing

Day	Telemarketing calls	Research calls
Monday to Friday	9:00am. 8:00pm	9:00am. 8:30pm
Saturday	9:00am. 5:00pm	9:00am. 5:00pm
Sunday	No calls	9:00am. 5:00pm
Public holidays	No calls	No calls

Why this matters more than it used to

Two reasons. First, the ACMA has named scam disruption and consumer protection among its enforcement priorities, and legitimate outbound calling that behaves badly is harder to distinguish from the thing being disrupted. Second, and more practically: Australians now answer very few calls from unknown numbers. Compliance and effectiveness have converged. Presenting a real number, calling at a sensible hour and saying immediately who you are is both what the rules require and the only thing that gets a call answered at all.

■ Questions the full guide answers

- ☐ Can I call business numbers if they are on the Do Not Call Register?
- ☐ What is list washing and how long does a wash last?
- ☐ What hours am I allowed to make telemarketing calls in Australia?
- ☐ Do I have to show my number when making outbound calls?
- ☐ What must I say at the start of a call, and when do I have to stop?
- ☐ Are charities and other exempt callers free from these rules?
- ☐ Do these rules apply when an AI voice agent makes the call?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call 1300 881 662 or visit unidenvoice.com/get-started.