CALL FLOW GUIDE · 2026

On Hold Music and Messages in Australia

When you need a OneMusic licence, how it is counted on a cloud phone system, and what callers should hear while they wait.

Playing copyrighted music to callers needs permission from the owners of the song and the recording. **In Australia that is usually a OneMusic Workplace and Telephone On Hold Music licence**, which bundles the APRA AMCOS and PPCA rights. Overseas music is not exempt. General information only, read 5 November 2026, not legal advice.

Where the music comes from

Source	OneMusic licence?
Radio re-transmitted (incl. talkback)	Yes, communication only
Purchased CD played directly	Yes, communication only
Copied or uploaded music file	Yes, communication and reproduction
Personal streaming service	Yes, with reproduction; the service's own terms may still forbid it
Royalty free music licensed for on hold	No OneMusic licence; keep the track licence
Music bundled with the phone system	Depends; the business is responsible
Messages or a tone, no music	No

Caller capacity on a cloud phone system

OneMusic counts the maximum number of simultaneous users across all locations. Count the most people who could be on calls at the same moment, at every site.

Annual on hold fee, incl. GST (licences from 1 Sep 2026)

Capacity	One site	One site + copying	Multi site
1 to 2	$293.33	$366.66	$391.11
3 to 5	$384.99	$476.65	$562.21
6 to 10	$574.43	$721.10	$867.77
11 to 25	$953.32	$1,191.65	$1,442.20

Build the hold loop

1. First seconds: confirm the right place and that someone will answer soon.
2. Every 30 to 45 seconds: one message of about 15 seconds, then music.
3. Rotate three to five messages so nobody hears one four times.
4. After a minute or two: offer voicemail or a callback.
5. Keep the loop to two or three minutes. Hearing it twice means a routing or staffing problem.

Sample messages

- **Clinic:** "If this is a medical emergency, please hang up and call triple zero."
- **Trades:** "Have your address and a quick description of the job ready. Photos help."
- **Real estate:** "Tenants with an urgent repair, please tell us first so we can act straight away."
- **Accounting:** "We will never ask for your bank details in an unexpected call or text."
- **Retail:** "Calling about an order? Your order number is in your confirmation email."

Avoid

Dead silence, which sounds like a dropped call. A radio station, which plays someone else's ads. "Unusually high call volumes" every day. Dates and prices you will forget to update.

On Uniden Voice

Call queues with your own greeting, hold music and a position announcement; time conditions with a holiday list; typed greetings read in a natural voice; voicemail to email; AI Agents built in. Book a demo at unidenvoice.com/get-started/book-a-demo or call 1300 881 662.