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Issue 40 — April 2009

ACMA signs amateur radio services contract with WIA

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Westpac receives
Do Not Call Register warning
Comment invited on review
of shared numbers



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ACMA signs contract with **Wireless Institute of Australia** for amateur radio services

ACMA Chair, Chris Chapman, has signed a contract with the Wireless Institute of Australia (WIA) for the provision of a range of services to the amateur radio community. These include issuing amateur certificates of proficiency and managing call signs. Through the contract, the WIA will also continue to provide examination services to the amateur community, as it has since 1991.

ACMA staff met with representatives of the WIA on 27 February 2009 to discuss the contractual arrangements. The discussions included the role of the WIA in amateur spectrum administration. 'The new contractual arrangements demonstrate ACMA's commitment to industry participation in the administrative aspects of radiofrequency spectrum management,' said Mr Chapman. 'The WIA has provided examination services for the amateur community for over 15 years on behalf of the Australian Government. They are uniquely qualified to contribute further to amateur spectrum administration.'

The Chair and WIA personnel also discussed

the help given during disasters (such as the recent Victorian bushfires) by amateur radio communication. Amateur emergency communications are extremely valuable during times of crisis, particularly when conventional communications such as telephone lines and radio antennas are destroyed. There are approximately 15,000 amateur licences held by operators across Australia.

The WIA will provide the functions and services to the amateur community as a delegate of ACMA. The contractual arrangements include government oversight mechanisms appropriate to the delegation of Commonwealth functions to private providers.

These mechanisms are necessary to ensure accountability and transparency and will support efficient provision of the functions and services.

Under the new arrangements, ACMA will continue to issue and vary amateur transmitter licences. This includes the allocation of call signs to amateur licences. The WIA will manage all other matters pertaining to amateur licensing, including the administration and recommendation of amateur call signs. The WIA will host a public list of all call signs available for allocation. Amateurs wishing to vary their licences or be issued a new licence by ACMA will need to approach the WIA to be recommended an appropriate call sign.

All queries on the new arrangements should be directed to the WIA at www.wia.org.au. Information on the new arrangements is also available on ACMA's website www.acma.gov. au (go to For licensees & industry: Licensing & regulation > Radiofrequency spectrum: Radiocommunications licensing > Apparatus licences > Types of licences > Amateur licensing.



AUSTRALIAN CONTENT AND PAY TV

The subscription television industry spent \$20.06 million on Australian and New Zealand drama programs in the 2007-08 financial year in meeting its obligations under the New Eligible Drama Expenditure Scheme.

The Broadcasting Services Act 1992 (the BSA) requires subscription TV licensees that broadcast drama channels, and drama channel package providers, to invest at least 10 per cent of their total program expenditure on new Australian drama.

This investment enabled Australians to participate in the production of a wide variety of : animation, such as the Tropfest short film

films, including The King, Balibo 5, and 2:37; and drama series, including H20: Just Add Water, Chandon Pictures, Satisfaction, Whatever Happened To That Guy?, Blue Water High and The Mansion.

The 2007-08 investments also supported new opportunities for Australian film and

festival, the Optus one80 project competition, and Nick Shorts, where selected new original animation short films will be broadcast nationally on a range of Nickelodeon Australia's media platforms.

The scheme accommodates the dynamics of production schedules by allowing licensees and channel providers to operate under an 'accrualtype' system, where obligations that arise in one reporting period and are not then acquitted must be fully acquitted in the following period. Each year licensees and channel providers report their drama expenditure, which must be at least enough to acquit any obligation accrued from the previous year. They indicate the amount



of any obligation acquitted for the previous year; the amount, if any, to be acquitted for the current reporting year; and the amount, if any, to be deferred.

Of the \$20.06 million spent on Australian and New Zealand drama in 2007-08, \$9.16 million was allocated by licensees and channel providers to acquit the current year's obligation, with \$10.47 million allocated to acquit the 2006-07 obligations. Licensees and channel providers will be required to spend \$13.94 million in 2008-09 to acquit the 2007-08 obligations (see table below).

In 2007-08, all but three participants in the scheme met their previous year's expenditure obligations. A total of \$22,300 was not acquitted according to the rules of the scheme. ACMA is considering any further action that may be required in respect of those licensees.

DRAMA CHANNELS AND PRODUCTIONS

The 18 drama channels reported on are: Boomerang, Cartoon Network, Turner Classic Movies, Hallmark Channel, Disney Channel, Playhouse Disney, Fox 8, Fox Classics, Movie Extra, Movie Greats, Movie One, Nickelodeon, Showcase, Showtime, Showtime Greats, TV1, SCI FI and UKTV.

The licensees that broadcast relevant drama channels are: AUSTAR, FOXTEL, Neighbourhood Cable, Optus, SelecTV, Telstra, and TransACT. The channel providers participating in the scheme are: Sparrowhawk International Channels Limited (providing the Hallmark channel drama packages); Walt Disney Television Australia: Foxtel: the Movie Network Channels; Nickelodeon Australia; The Premium

program'. The scheme establishes a requirement for subscription television drama service licensees and drama channel providers to spend on Australian drama programs; however, there is no requirement that the drama program be broadcast on a subscription television service. The BSA defines a 'subscription television drama service' as a service devoted predominantly to drama programs.

Investment under the scheme enables Australians to participate in the production of a wide variety of feature films and drama series, and benefit from support to new opportunities for Australian film and animation, such as Tropfest, the Optus one80 project and Nick Shorts.

Movie Partnership (providing the Showtime channels drama packages); TV1 (providing the TV1 and SCI FI channel drama packages); and

For expenditure to qualify under the scheme, the investment must be for a production that meets the BSA definition of 'eligible drama

Information about compliance with the scheme is available on the ACMA website www.acma.gov.au (go to > For the public: Content and advertising > Broadcasting: Broadcasting content regulation > TV content regulation > Australian content > Australian content and pay TV).

AGGREGATE EXPENDITURE ON NEW AUSTRALIAN DRAMA BY SUBSCRIPTION TV DRAMA SERVICES

	2007–08 (\$) million	2006-07 (\$) million	2005–06 (\$) million
Requirement for new eligible drama expenditure (10% of all drama program expenditure)	23.10	20.79	20.58
Actual expenditure on new eligible drama	20.06	26.44	18.41
Expenditure nominated to acquit previous year's remaining obligation	10.47*	16.04	13.59
Expenditure toward current year's 10% requirement	9.16	10.29	4.53
Obligation accrued to the next financial year	13.94	10.50	16.04

^{*} Licensees failed to acquit \$22,300 of 2006–07 obligation within the prescribed timeframe.



ACMA outlines future challenges and policies for spectrum management



ACMA's *Principles for Spectrum Management* (the Principles) and the *Five-year Spectrum Outlook 2009–2013* (the Outlook) were released by ACMA at the Communications Day Summit on 31 March 2009.

These publications outline both the future challenges and the approach to spectrum management that will guide ACMA's planning and management of the radiofrequency spectrum. They have been finalised following consideration of the views expressed by stakeholders in response to the consultation papers released in 2008.

'The Principles and the Outlook will provide greater insight and transparency to the radiocommunications industry and the wider Australian public on ACMA's spectrum management activities and the principles that will guide the resolution of emerging issues,' said Chris Chapman, ACMA Chair.

held in Sydney on 29 and 30 April 2009, to further constructive dialogue between ACMA and industry on spectrum matters in Australia. Both publications are available on the ACMA website (see below).

PRINCIPLES FOR SPECTRUM MANAGEMENT

The Principles are intended to guide ACMA's management of spectrum within its existing legislative responsibilities and government policy settings. Key to the Principles is that maximising the overall public benefit from use of the radiofrequency spectrum requires balanced application of both regulatory and market mechanisms. The Principles are as follows:

Spectrum is a finite and valuable natural resource, essential for all current and futuristic forms of wireless communications.

With demand for spectrum increasing, it is important that ACMA be transparent and accountable in its management of the radiofrequency spectrum. The framework and tools used to manage spectrum need to be optimised to maximise public benefit from spectrum in an environment of increasing sophistication and growth. These publications are a vital part of this process,' said Mr Chapman.

ACMA released the Principles and the Outlook ahead of its RadComms09 conference, to be

- Allocate spectrum to the highest value use or uses.
- 2. Enable and encourage spectrum to move to its highest value use or uses.
- Use the least cost and least restrictive approach to achieving policy objectives.
- 4. To the extent possible, promote both certainty and flexibility.
- Balance the cost of interference and the benefits of greater spectrum utilisation.
 In its spectrum management, ACMA will

continue to take account of the principles of good regulatory process outlined in *Rethinking Regulation: Report of the Taskforce on Reducing the Regulatory Burden on Business* (Regulation Taskforce, 2006), available at

www.regulationtaskforce.gov.au. In accordance with the principles of good regulatory process, ACMA recognises that effective consultation with regulated parties at all stages of the regulatory cycle is integral to the spectrum management process.

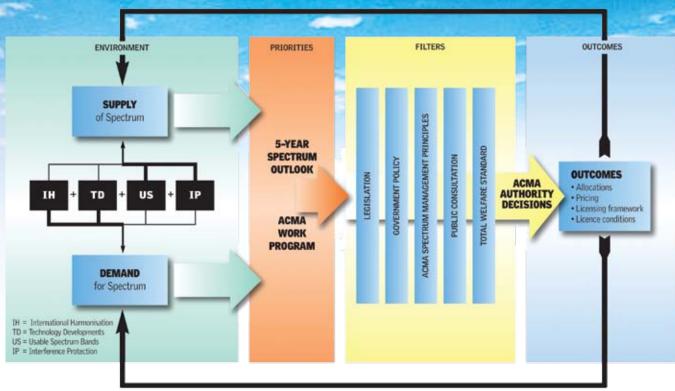
ACMA will also adopt a total welfare standard as its overarching framework for assessing the costs and benefits of different regulatory and market mechanisms for specific spectrum management issues. ACMA's decision-making framework, including the Principles and Total Welfare Standard, is set out schematically in the figure on page 7 opposite.

Together with the release of the Principles, ACMA has also released the *Response* to Submissions on the Draft Spectrum Management Principles. This sets out ACMA's views on substantive issues raised by stakeholders in their submissions to the Consultation on the Draft Spectrum Management Principles in 2008.

FIVE-YEAR SPECTRUM OUTLOOK 2009-2013

ACMA's spectrum demand analysis and indicative work programs for the next five years are encapsulated in ACMA's *Five-year Spectrum Outlook 2009–2013*. The Outlook outlines ACMA's assessment of the current and future Australian radiocommunications environment and identifies issues that are

ACMA's Spectrum Management Decision Framework



likely to fundamentally affect spectrum management in Australia over this period. The Outlook is intended to increase transparency to stakeholders and encourage consultation between them and ACMA.

During the consultation process in 2008, ACMA received 49 submissions. This yielded a wide range of valuable contributions, including comments on the following issues:

- the introduction of wireless access services in the band 3575-3700 MHz
- the future use of the 2500-2690 MHz band
- the future use of the 'digital dividend', particularly at UHF
- review of arrangements in the 400 MHz band
- ACMA's earth station siting policy
- the future of expiring spectrum licences
- the introduction of intelligent transport systems at 5.9 GHz
- the protection of sensitive passive systems.

introduces indicative work plans, along with more detailed outlines of ACMA's important spectrum planning projects.

The other main enhancement in the Outlook is that spectrum demand estimate studies were undertaken in order to identify the main pressure points on spectrum. In early 2007, ACMA contracted five consultancy firms to carry out spectrum demand studies on eight radiocommunications service categories:

- aeronautical mobile
- broadcasting
- fixed
- land mobile
- radiodetermination
- satellite services
- space science services
- wireless access services.

ACMA acknowledges that due to the rapid pace of change in technology and the demands of the current regulatory provisions and use of the radiofrequency spectrum, along with a summary of the key issues in the Outlook itself.

The Outlook is intended to be a living document, updated annually and always open to comment and feedback from industry and the community. It is ACMA's intent that the Outlook provides a medium through which industry stakeholders can be assured that their views be recognised and taken into account.

Written comments may be forwarded at any time to:

Manager

Policy and Research Section Spectrum Planning Branch Australian Communications and Media Authority PO Box 78 Belconnen ACT 2616

Fax: 02 6219 5256

Email: spectrum.outlook@acma.gov.au.

The Principles and the Outlook are available at www.acma.gov.au (go to, respectively, For licensees & industry: Licensing & regulation > Radiofrequency spectrum: Radiocommunications licensing > Licensing principles > Principles for spectrum management; For licensees & industry: Service & technical requirements > Radiofrequency spectrum: Radiofrequency planning > Five-year Spectrum Outlook 2009-2013).

Information on RadComms09 is also available at www.acma.gov.au/radcomms09.

ACMA will continue to consult, cooperate and collaborate with Australian industry and government agencies to enable an innovative, efficient and competitive communications sector.

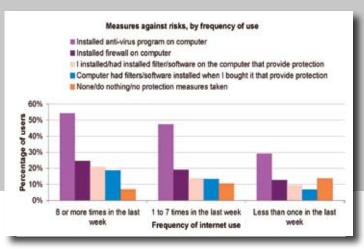
The Outlook builds on From DC to Daylight: Accounting for Use of the Spectrum in Australia, published by the Australian Communications Authority in 2004. That publication described for the first time the current uses of the radiofrequency spectrum in Australia. The Outlook is more comprehensive in its assessment of current spectrum use and key issues, and

of end users there is a degree of uncertainty in predicting spectrum requirements. However, efforts to identify the likely pressure points on spectrum are valuable, and can help guide ACMA's spectrum planning and management now and into the future.

Appendix D to the Outlook, the 'Frequency Audit Table', provides a band-by-band overview

NEWSnews

Proficient levels of skill are critical for Australians to be able to maximise the benefits of the internet. More formal and continuing education for online users could also raise awareness of e-security and address knowledge gaps about the appropriate measures that can be implemented to mitigate online risks.



Internet skills maximise benefits and minimise risks

ACMA's latest research report looks into internet users' levels of trust and confidence in the internet.

The findings of Australia in the Digital Economy Report 1: Trust and Confidence show that Australians overwhelmingly value the internet and see it as critical to their daily lives; however, internet users are either taking no measures or only limited measures to ensure their online security.

The report suggests that this lack of action can be linked to a high reliance by internet users on informal methods of training and gaining knowledge about the internet. It may also affect users' awareness of available technical measures to protect home computers from online risks.

'These concerns do not currently form a barrier to participation in the online environment, as evidenced by the increasing numbers of people using the internet for a wide range of activities, including e-commerce and social networking,' said Chris Chapman, ACMA Chair.

- Other key findings from the report include:
- Nearly 30 per cent of Australian internet users trust the internet as a valued source of information.
- Installing anti-virus and firewall programs on computers remain the two most common protective measures for home internet users, at 49 per cent and 21 per cent, respectively.
- Although parents engage in monitoring and filtering behaviours, the majority (79 per cent) place trust in their children and believe their child is careful with the type of information they give out about themselves online.

- Fifty-four per cent of frequent internet users (who used the internet 8 or more times in the last week) installed anti-virus and/or firewall software on their home computer, compared with 29 per cent of infrequent users (who used the internet less than once in the last week), showing a relationship between risk mitigation and frequency of use.
- Just over 68 per cent of internet users professed to be self-taught. Less than 18 per cent of internet users received formal training.
- Eighty-one per cent of internet users perceived their internet skills to be average or above average. Only 45 per cent of those who assessed their online skills as being very much above average had anti-virus software installed on their computer.

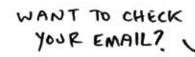
Proficient skills are critical for Australians to maximise the benefits of the internet. They are also fundamental in ensuring that Australians are able to guard against online threats by setting in place appropriate technological or behavioural measures. However, although many Australian internet users consider themselves

to have average or above average internet skills and have concerns about online security, they are not proactive in protecting themselves online.

Australians also have concerns about keeping up with the pace of technological change. This may also affect users' awareness of available technical measures to protect home computers from online risks.

'While more than 80 per cent of Australian internet users consider themselves to have average or above average internet skills, these survey results highlight the need for more formal and continuing education for online users. Such education could also raise awareness of e-security and address knowledge gaps about the appropriate measures that can be implemented to mitigate online risks,' Mr Chapman said.

Australia in the Digital Economy Report 1: Trust and Confidence is available on the ACMA website **www.acma.gov.au** (go to About ACMA: Publications & Research > Research > Australia in the Digital Economy: Research report series).





NEWSnews

ommunications

Evolving technology is providing greater flexibility in meeting business operational needs, with 78 per cent of SMEs reporting efficiencies and time savings from broadband internet.

Internet critical to SME communication with customers and suppliers

ACMA has released *Convergence and Communications* Report 2: Take-up and Use of Communications by Small and Medium Enterprises, which examines changing trends in the take-up and use of communications services by small and medium enterprises (SMEs).

In Australia, SMEs account for nearly 99 per cent of all businesses. These businesses are in a unique position to drive the digital economy, through the continuous innovative application of communication technologies to their business operations.

The internet has created new opportunities for SMEs to reach consumers regionally and internationally. SME adoption of the internet reached 97 per cent in 2008, with more than 95 per cent of those connected to some form of broadband service.

'As you would expect, evolving technology is providing greater flexibility in meeting business operational needs, with 78 per cent of SMEs reporting efficiencies and time savings from broadband internet,' said Chris Chapman, ACMA Chair.

Communication is now the business activity that SMEs most often use the internet for and of those SMEs with an internet connection, 98 per cent use the internet to communicate with customers and suppliers. Other activities often performed online include:

- searching for information on products and services (89 per cent)
- research (85 per cent)
- banking (83 per cent)
- · accessing directories (81 per cent)
- paying for products and services (76 per

However, factors such as industry of operation, business size and location, and whether an SME exports or not have an effect on the type and level of activities undertaken online.

While there has been significant substitution within specific types of communication technologies as a result of technological innovation, such as the shift from 2G to 3G and from dial-up to broadband internet, the fixed-line telephone continues to be an important feature of SME communications use.

SMEs continue to value the fixed-line telephone, 85 per cent identifying the fixed-line telephone as a very important communication technology, compared with 74 per cent identifying broadband internet and 71 per cent mobiles.

The study also examined how business characteristics affect the propensity of SMEs to adopt emerging communication technologies. The characteristics examined included business size, industry of operation, location, whether the business has exported goods or services in the last year, whether or not the business perceived itself to be innovative, the age of the business, confidence in the future, and whether the business is seeking to expand.

The take-up of Voice over Internet Protocol (VoIP), for example, was significantly higher for certain industry sectors, such as finance and insurance (29 per cent) and the communications, property and business services sector (26 per cent). SMEs in the finance sector in general also had the highest level of adoption of communication technologies such as 3G, VoIP and broadband internet.

Convergence and Communications Report 2: Take-up and Use of Communications by Small and Medium Enterprises is available on the ACMA website www.acma.gov.au (go to About ACMA: Publications & Research > Research for Consumers: Convergence and Communications report series).

NEWSnews

Consumers are entitled to withdraw their consent to be called by a particular business at any time. Once consent has been withdrawn, no subsequent telemarketing calls can be made to the consumer by that business.

Westpac warned for calling numbers listed on the Do Not Call

Register

ACMA issued a formal warning to Westpac Banking Corporation (Westpac) on 13 February 2009, after finding that its call centres had made prohibited telemarketing calls to numbers on the Do Not Call Register.

After receiving more complaints about Westpac than any other bank, ACMA conducted a formal investigation, which found that Westpac had breached the *Do Not Call Register Act 2006* (the Act) by causing telemarketing calls to be made to people whose numbers were on the register. While the calls were made to existing customers of Westpac, the customers had asked not to be contacted by the bank about its products or services.

CONSENT

Under the Act, numbers on the register can be called if the telemarketing call is made with consent. Consent can be either *express* (for example, where a person ticks a box on a form agreeing to receive telemarketing calls from a particular business), or *inferred* by a business on the basis of its relationship with a person, or by a person's conduct.

Consumers are entitled to withdraw their consent to be called by a particular business at any time. Once consent has been withdrawn, no subsequent telemarketing calls can be made to

the consumer by that business.

While Westpac had an existing relationship with the consumers concerned, ACMA's investigation found that its procedures for recording the withdrawal of consent had failed, so that subsequent telemarketing calls were made to these consumers despite their consent having been withdrawn.

THE IMPORTANCE OF RECORD-KEEPING

Businesses should maintain comprehensive records about all aspects of their telemarketing activities as part of their standard business procedures.

Good record-keeping helps businesses to identify and resolve compliance matters themselves, and makes it less likely that consumers will make complaints to ACMA. Where consumers do make complaints to ACMA, good record-keeping can also help—to ensure that the complaints are resolved as promptly and informally as possible.

In particular, businesses seeking to rely on the defence of consent to make calls to registered numbers should:

Oslo Davis

- Record evidence to demonstrate that consent existed at the time the call was made:
 - For express consent, this may include, for example, a completed and signed competition entry form or account creation form in which a consumer clearly expressed his or her willingness to receive telemarketing calls from the business.
 - For inferred consent, it may include evidence to demonstrate that a business had an existing relationship with a consumer, on the basis of which it would be reasonable to infer that the consumer would have been willing to receive telemarketing calls from the business.
- Create and maintain an internal 'do not call' list with the details of consumers who have advised that they do not wish to be called by the business again.



Businesses should maintain comprehensive records about all aspects of their telemarketing activities as part of their standard business procedures.

These records should be maintained in a readily searchable electronic format for at least 12

In the near future, ACMA will be releasing a comprehensive 'best practice compliance' booklet to help telemarketers from all industries meet their regulatory obligations in relation to the Act.

COMPLIANCE WITH THE REGISTER TO DATE

Since the register took effect on 31 May 2007, ACMA has received over 40,000 consumer

Although telecommunications companies account for the majority (around 55%) of complaints, around six per cent are attributable to banks and other financial institutions. While telemarketing by Westpac had given rise to more complaints than any other bank, ACMA is monitoring the compliance of several other financial institutions closely.

ACMA's general approach to compliance is

to seek to resolve a matter, where appropriate, without resorting to formal procedures. Where complaints are received, ACMA generally issues an advisory letter to the relevant business providing it with an opportunity to review its compliance processes and address the apparent issues. When an informal approach to a business has not been effective in addressing the apparent compliance issues. ACMA undertakes a formal investigation into the matter.

ACMA has commenced 30 formal investigations into alleged contraventions of the Act to date. Enforcement actions arising from these investigations include:

- four infringement notices, with the largest penalty paid being \$147,400 by Dodo Australia
- eight enforceable undertakings
- · seven formal warnings.

This approach to compliance has been successful in reducing the number of complaints made by consumers, with complaint numbers dropping

by 60 per cent from the last half of 2007 to the last half of 2008.

It is ACMA's view that the complaints it continues to receive are largely due to systemic non-compliance within a relatively small section of the telemarketing industry. ACMA estimates that five per cent of the businesses complained about are responsible for about 70 per cent of the total complaints received. ACMA's formal investigations continue to focus on these businesses.

FURTHER INFORMATION

Detailed information about the compliance requirements of the Act is available on the register website www.donotcall.gov.au, under the 'Industry website' tab.

For further information about any matters discussed in this article, contact ACMA's Telemarketing Investigation Section at DNCRInvestigations@acma.gov.au.

Warning issued to consumers over Do Not Call hoax email

On 20 March 2009, ACMA issued a consumer alert advising of a 'chain' or 'viral' email in widespread circulation relating to the Do Not Call Register. The email provides misinformation that users' mobile numbers will be made 'public'and a further incorrect statement that as a consequence mobile telephone users will be charged for calls made by telemarketing companies to their mobile service.

While the email refers to the Australian Do Not Call Register website, it appears to have originated in North America a number of years ago and has been intermittently circulating since that time. The reference to consumers being 'charged' arises from the different charging regime for mobile calls in the US, where charges are often incurred by mobile phone-users for calls they receive. This charging regime does not apply in Australia.

The Australian Do Not Call Register has strong mechanisms in place to protect the privacy of registrants. The numbers on the Do Not Call Register are never provided directly to telemarketers.

ACMA recommends that recipients of the email delete it and not forward it on to other email users.

Here is a version of the hoax email being circulated:

REMEMBER: Mobile Phone Numbers Go Public next month. REMINDER ... all mobile phone numbers are being released to telemarketing companies and you will start to receive sale calls. YOU WILL BE CHARGED FOR THESE CALLS Below is a link where you can enter your phone numbers online to put an end to telemarketing calls. www.donotcall.gov.au

The widespread circulation of the email has been accompanied by a sharp rise in the rate of registrations on the Do Not Call Register since mid-March 2009, particularly of mobile numbers. The extent to which email users were genuinely concerned about being charged for telemarketing calls to their mobile is unknown, but it is apparent that many email users have followed the link in the email to the Do Not Call Register website. At the end of February 2009 the total number of registrations was 2.74 million, with registrations averaging approximately 30,000 per month for the three preceding months. As of 26 March 2009, the total number of registrations had risen to 3.14 million.



This facility is one of only three such stations in the world—the others are in Baldock in the UK and Maryland in the US—making it a key linchpin internationally for tracking HF interference.

ACMA's HF Monitoring and Investigation facility eliminates interference to SES flood relief in Queensland

During the recent floods in far north Queensland, Field Operations staff at ACMA's world class Quoin Ridge High Frequency (HF) Monitoring and Investigation facility successfully identified and eliminated severe interference to the frequency used by Queensland's State Emergency Service (SES) flood co-ordination.

The Queensland SES contacted the Brisbane office of ACMA's Field Operations Section, lodging a complaint of radiocommunications interference to their main HF (14MHz) state disaster coordination frequency. The frequency 14.745 MHz was being used for daytime communications throughout Queensland for coordinating relief efforts during the floods.

Staff in the Brisbane office started investigating the complaint by monitoring the frequency to confirm the interference and try to identify the source. The Brisbane office then asked for assistance from ACMA's HF Monitoring and Investigation facility located at Quoin Ridge, approximately thirty-five kilometres north of Hobart, Tasmania.

At Quoin Ridge, field staff were able to monitor, measure and decode the interfering signal and trace its source to an emission originating in the vicinity of Fukushima, Japan.

After confirming that this particular frequency was both registered with the International Telecommunications Union (ITU) and not assigned to any other country, in particular Japan, ACMA contacted the Japanese Administration (Ministry of Internal Affairs and Communications), advising the details of the harmful interference and asking for their assistance in eliminating its source.

Within just a few days and with further assistance from the Quoin Ridge facility, the Japanese Administration had located and eliminated the source of the interfering signal.

The Quoin Ridge HF Monitoring and Investigation facility, which also comprises the Field Operations Hobart office, is accredited by the ITU and also operates ACMA's HF radio direction–finding network of sites located throughout Australia. The quiet conditions at Quoin Ridge are ideal for HF

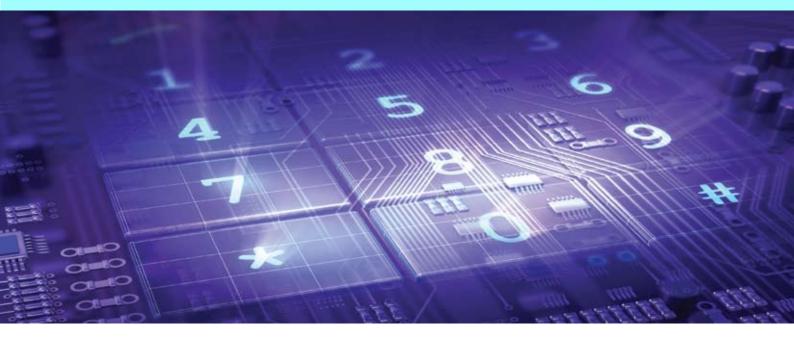
monitoring: Tasmania has very low-density radiocommunications traffic and background noise levels due to its relatively small technology industry base and low population. This facility is one of only three such stations in the world—the others are in Baldock in the UK and Maryland in the US—making it a key linchpin internationally for tracking HF interference.

Radiocommunications interference to HF radiocommunications users within Australia can involve numerous ACMA resources and field staff time in the work of identifying and locating the source of the interfering signal, which, due to the nature of HF radiocommunications, may be emanating from any part of the globe. In the majority of HF interference complaints, the investigation process will involve the use of the Quoin Ridge HF Monitoring and Investigation facility to help identify, locate and ultimately eliminate the interfering signal.



MATTER for comment

The telecommunications industry has undergone substantial growth and change since the Numbering Plan was enacted in 1997. Because of this very different telecommunications environment, ACMA is now reviewing whether the original objectives for shared numbers are still relevant, or will continue to be relevant over the next five to ten years.



ACMA seeks public and industry comment on the use and management of shared numbers

ACMA is undertaking a review of the numbers used by carriage service providers (CSPs) for directory assistance and operator services—shared numbers.

This review will be used to develop a set of principles for future development in the use of shared numbers. ACMA has commenced the review by releasing on its website a public discussion paper on shared numbers. The discussion paper sets out the background to the development of the Telecommunications Numbering Plan 1997 (the Numbering Plan) in 1997 and a range of relevant issues that industry and the public have raised with ACMA. Members of the public and the telecommunications industry are invited to submit comments.

Under the Telecommunications Act 1997, all CSPs are required to provide their customers with basic services such as directory assistance and operator services for faults and service difficulties. Shared numbers are telephone numbers that have been specified under the Numbering Plan to facilitate the provision of these services. The numbers are used by all CSPs, so that they are 'shared' numbers rather than being allocated uniquely to one CSP. There are very few shared numbers—less than a dozen—compared to the hundreds of millions of numbers that have been planned and allocated by ACMA.

Shared numbers have two particular characteristics. First, they are short compared to other telephone numbers—usually only 4 or 5 digits. Short numbers were selected so that they would be easy for consumers to remember and dial. Second, shared numbers are common across all CSPs, so that consumers changing CSPs do not need to learn new numbers to access the specified service. For example, customers of any CSP can access directory assistance through the shared number 1223.

However, the telecommunications industry has undergone substantial growth and change since the Numbering Plan was enacted in 1997. For example, the number of carriers

has increased from three to 171. Similarly, the number of mobile phone services has grown to more than 22 million, or more than one phone service for every Australian. The number of active internet subscribers has surpassed seven million. Because of this very different telecommunications environment, ACMA is now reviewing whether the original objectives for shared numbers are still relevant, or will continue to be relevant over the next five to 10

A copy of the discussion paper is available on the ACMA website www.acma.gov.au (go to About ACMA > News and media centre > Issues for comment). Submissions should be sent by **29 May 2009**, by email to

regulatorydevelopment@acma.gov.au, or by

Regulatory Development Section Pricing and Policy Branch Australian Communications and Media Authority PO Box 13112

Law Courts, Melbourne VIC 8010 For further information, please contact Melissa Siah on 03 9963 6728 or at Melissa.Siah@acma.gov.au.

OCTOBER TO DECEMBER 2008

Investigations and complaints about broadcasters

This summary is of ACMA investigations completed in the three months from 1 October to 31 December 2008. There is also, with the cooperation of Free TV Australia and Commercial Radio Australia (CRA), a three-month report of the number and substance of complaints made directly to the commercial broadcasters themselves.

Most of ACMA's investigations during this period (39 out of a total of 43) were into unresolved complaints made under an industry code of practice. Under the Broadcasting Services Act 1992 (the BSA), each broadcasting: industry sector is required to develop codes of practice applicable to the broadcasting operations of its section of the industry. ACMA monitors the operation of these codes and performs an independent adjudicator role when complaints are not resolved between the complainant and the licensee concerned. ACMA also investigated three complaints about possible breaches of the BSA or licence conditions. One investigation was initiated by ACMA itself, under section 170 of the BSA.

THE BROADCASTING COMPLAINTS PROCESS

Primary responsibility for the resolution of broadcasting code-related complaints rests with the licensees themselves. The BSA lays down a general procedure for complaints-handling whereby a complainant is required to approach a licensee first, who in turn is obliged to respond

However, if a complainant does not receive a response within 60 days, or considers the response to be inadequate, the matter may then be referred to ACMA for investigation. ACMA refers to these as unresolved complaints and must investigate them unless satisfied that they are frivolous or vexatious or not made in good faith

Complaints about possible breaches of program standards (children's television, Australian content, captioning and disclosure), provisions of the BSA, and licence conditions may be made directly to ACMA. Complainants are not obliged to contact a licensee first in these instances.

ACMA may find that a licensee has breached a broadcasting code of practice or a licensee may admit a breach of a code. Breaches of the codes are not breaches of the BSA, although ACMA may make compliance with a code a condition of licence. Generally, ACMA seeks to ensure that licensees take action to remedy breaches or to put in place procedures to ensure they do not recur.

Of the 17 investigations finding a breach or breaches, 12 related to commercial television, three related to community radio and two related to commercial radio. There were no breach findings in other industry sectors or in the national broadcasters (ABC and SBS). The breaches covered a number of issues:

 failure to make a disclosure announcement pursuant to the Disclosure Standard (one investigation finding 13 breaches commercial radio)

- broadcast inappropriate in M classification zone (seven breaches—commercial television)
- breach of licensee complaints-handling process (one investigation finding three breaches; two other investigations finding one breach in each case—commercial television)
- 4. broadcast inappropriate in PG classification zone (one breach—commercial television)
- broadcast unauthorised election advertisements (one breach—commercial television)
- broadcast unauthorised statements by identifiable persons (one breach commercial radio)
- breach of licence condition by broadcasting more than five minutes of sponsorship announcements per hour (one breach community radio)
- 8. breach of licence condition by broadcasting advertisements (one breach—community radio)
- 9. failure to have a written sponsorship policy in place (one breach—community radio).

ACMA investigations into unresolved broadcasting complaints, 1 October to 31 December 2008

Number of ACMA investigations finalised in the three months: 43	
Investigations resulting in a breach of only code/s of practice	13
Investigations resulting in a breach of only licence condition/s	4
Investigations resulting in no breach	25
Concluded	1

ACMA INVESTIGATIONS, OCTOBER TO DECEMBER 2008

BREACH FINDINGS: COMMERCIAL TELEVISION						
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached			
QTQ 1829	A Current Affair	A telephone conversation with a <i>Current Affair</i> member was recorded and broadcast without the complainant's consent—false information; handling of complaint.	Advice to complainant that they may refer the matter to ACMA; effort made to resolve complaint; substantive reply to further letter of complaint.			
NEN 2080	Political advertisement	Broadcast of election advertisement during the blackout period before the Lyne by-election.	Broadcasting of election advertisements.*			
TCN 1992	Channel Nine News	Alleged use of term 'deadbeat' in reference to Aboriginal parents who receive the baby bonus. Complainant concerned this was 'racist'. Handling of complaint.	Portraying any person or group of persons in a negative light by placing gratuitous emphasis on ethnic origin, race, etc. Advice to complainant that they may refer matter to ACMA.			
NWS 2018	Underbelly— Episode 3:1 Still Pray	Inappropriate violence, sex, language in M classification zone.	Classification of other material and television classification guidelines.			
VTV 2022	Ramsay's Kitchen Nightmares—Rococo	Inappropriate coarse language in M classification zone.	Classification of other material and television classification guidelines.			
NWS 2023	Underbelly—Episode 7: Wise Monkeys	Inappropriate coarse language in M classification zone.	Classification of other material and television classification guidelines.			
SAS 2002	Today Tonight	Broadcast invaded privacy with no identifiable public interest. Licensee did not advise telephone complainant of formal complaint procedure.	Advice to telephone complainant that they may refer the matter to ACMA.			
STW 2039	Kitchen Nightmares— Sebastian's	Inappropriate coarse language in M classification zone.	Classification of other material and television classification guidelines.			
QTQ 2070	Kitchen Nightmares— Dillon's	Inappropriate coarse language in M classification zone.	Classification of other material and television classification guidelines.			
QTQ 2071	Kitchen Nightmares— Ruby Tate's	Inappropriate coarse language in M classification zone.	Classification of other material and television classification guidelines.			
NWS 2040	Underbelly—Episode 8: Earning A Crust	Inappropriate violence, sex, language in M classification zone.	Classification of other material and television classification guidelines.			
NWS 2041	Spiderman	Inappropriate violence for PG classified film.	Modification of films to ensure suitability for broadcast.			

All breaches were of a code of practice unless otherwise indicated: *breach of a licence condition or the Broadcasting Services Act 1992.

		<u> </u>						
BREACH FINDINGS: COMMERCIAL RADIO								
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached					
2UE 2100	John Laws	N/A (s. 170 investigation initiated by ACMA)	Failure to make a disclosure announcement pursuant to Disclosure Standard (13 breaches).*					
3F0X 2059	The Matt & Jo Breakfast Show	Conversation off-air between complainant and her boyfriend was broadcast without consent.	Unauthorised broadcast of statements by identifiable persons.					
BREACH FINDINGS	S: COMMUNITY RADIO							
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached					
2GLF 2003	N/A	Allegations that 2GLF was breaching code 4.1 of the Community Broadcasting Code of Practice 2002.	Failure to have a written sponsorship policy in place.					
Phoenix FM	N/A	Broadcast advertisements.	Licensee cannot broadcast advertisements.*					

Allegations of exceeding the five-minute

sponsorship limit in one hour.

Investigation against a code of practice unless otherwise indicated; *breach of a licence condition or the Broadcasting Services Act 1992.

2YYY 2090

N/A

Time limit on sponsorship announcements.*

INVESTIGATIONS AND COMPLAINTS

ABOUT BROADCASTERS

ACMA INVESTIGATIONS, OCTOBER TO DECEMBER 2008

	NGS: COMMERCIAL TELE	VISION	
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached
ADS 2081	Big Brother Big Mouth (Promotion)	Inappropriate sexual material for a PG classification zone.	Restrictions in PG programs in certain time periods and television classification guidelines
ATV 2102	Rove Live	Use of subliminal satanic images.	Transmitting messages below or near the threshold of normal awareness.
CTC 2099	Dialogue Communications/ Phone Works	Commercial contained sexual content within PG classification timeslot.	Classification of other material, television classification guidelines and classification and placement of commercials—community service announcements and products of a particularly intimate nature.
SAS 1957	Today Tonight	Identification of complainant as part of a company accused of misconduct; factually inaccurate information.	Factual accuracy; privacy; unfairly identifying a single person or business when commenting on the behaviour of a group of persons or businesses.
NWS 2017	Underbelly—Episode 1 & 2: The Black Prince/The Sorcerer's Apprentice	Inappropriate violence, sex, language in M classification zone.	Classification of other material and television classification guidelines—violence, sex, nudity and language.
NWS 2019	Underbelly—Episode 5: The Good The Bad The Ugly	Inappropriate violence, sex, language in M classification zone.	Classification of other material and television classification guidelines—violence, sex, nudity and language.
NWS 2020	Underbelly—Episode 6: Luv U 4 Eva	Inappropriate violence, sex, language in M classification zone.	Classification of other material and television classification guidelines.
ATN 2025	Today Tonight	Misrepresentation and vilification of beliefs of the Church of Scientology.	Accuracy and fair representation of viewpoints; correction of errors; provocation of intense dislike, serious contempt or severe ridicule on grounds of religion.
NRN 2044	The Big Brother Live Eviction Show	The word 'Evicted' was broadcast in several flashes below or near the threshold of normal awareness.	Transmitting messages below or near the threshold of normal awareness.
HSV 2045	Today Tonight	Segment about early payment bank fees contained factual inaccuracies.	Factual accuracy; correction of errors; accuracy in promotions.
GTV 2054	Channel Nine News	Use of the term 'child sex' factually inaccurate as the term 'sex' implies consent between parties.	Factual accuracy.
ATN 2075	Sunrise	Sports commentators' racially discriminatory comments about English people.	Provocation of intense dislike, serious contempt or severe ridicule on grounds of national origin.
CTC 2086	Australian Idol	Inappropriate nudity in PG classification zone.	Classification of other material and television classification guidelines.
TEN 2108	House (Promotion)	Inappropriate sexual references in PG classification zone.	Restrictions in PG programs in certain time periods and television classification guidelines

Investigation against a code of practice unless otherwise indicated; *breach of a licence condition or the *Broadcasting Services Act 1992*.

ACMA INVESTIGATIONS, OCTOBER TO DECEMBER 2008

NO BREACH FINDI	NGS: ABC TELEVISION		
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached
ABV 2076	Offsiders	Media commentator made biased and unbalanced remarks in relation to a Sydney Swans player.	Impartiality; factual accuracy; discrimination
ABC 2092	Australian Story	Inappropriate language that was not justified by context.	Language.
ABS 2053	ABC News	Use of the term 'child sex charges' is factually inaccurate as the term 'sex' implies there was consent between parties.	Factual accuracy.
NO BREACH FINDI	NGS: SBS TELEVISION		
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached
SBS 1994	SBS World News	Comments made about territorial claims between Israel and Palestine were inaccurate and arbitrated on the validity of territorial claims.	Accuracy; impartiality and balance.
NO BREACH FINDI	NGS: COMMERCIAL RAD	010	
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached
4EL 1917	John MacKenzie's Mornings	Complainant felt announcer's comments relating to an attack on two French tourists were racist and vilified.	Vilification; accuracy.
5AA 2068	The Sunday Roast	Inappropriate use of language by radio presenter. Complainant concerned by timeslot.	Gratuitous use of offensive language.
3AW 2037	Drive with Derryn Hinch	The presenter of talkback topic of voluntary euthanasia supported suicide.	Favourable depiction of suicide.
3MMM 2047	Triple M's Man United	Men's Netball League president offended by presenter asking audience if they would 'leave male netballers alone with furry animals'.	Vilification on basis of gender.
2DAY 2067	Sorry 'Ranga' Day	The word 'Ranga' incites violence and vilifies.	Incitement of violence; contemporary standards of decency.
NO BREACH FINDI	NGS: ABC RADIO		
Call sign/ investigation number	Program	Substance of complaint	Code clause/licence condition breached
3RN	The Red Symons Show	Radio host made anti-Christian and anti- American slurs.	Discrimination and stereotypes.
4RR 2064	Nightlife	Inappropriate word used in broadcast.	Language, discrimination and stereotypes.

Investigation against a code of practice unless otherwise indicated; *breach of a licence condition or the Broadcasting Services Act 1992.

COMPLAINTS-HANDLING BY COMMERCIAL RADIO STATIONS

The Commercial Radio Codes of Practice 2004 requires each commercial radio broadcaster to provide Commercial Radio Australia (CRA) with an extract of the record of complaints received. CRA provides a consolidated report to ACMA.

Member stations recorded 56 written complaints alleging breaches of the codes during the fourth quarter of 2008.

Written complaints to commercial radio broadcasters, October to December 2008

	Talkback and discussion	News and current affairs	Music programs	Advertising	Miscellaneous	Total
Offensive matters in	17	4	8	10	1	40
Prohibited matter in	3	0	2	1	1	7
Other complaints	4	0	1	2	2	9
Total	24	4	11	13	4	56

Source: CRA, Commercial Radio Codes of Practice: Complaints summary October to December 2008.

INVESTIGATIONS AND COMPLAINTS

ABOUT BROADCASTERS

COMPLAINTS-HANDLING BY COMMERCIAL TELEVISION STATIONS

The Commercial Television Industry Code of Practice 2004 requires each commercial television broadcaster to report to Free TV Australia, within 15 working days of the end of each quarter, the number and substance of written complaints alleging specific breaches of the code. Free TV Australia provides a consolidated report to ACMA.

Commercial television stations reported 153 written complaints about matters covered by the code in the fourth quarter of 2008.

COMPLAINTS TO COMMERCIAL TELEV	COMMERC	IAL TELEVIS	ION STA1	/ISION STATIONS ABOUT PROGRAMS, OCTOBER TO DECEMBER 2008	PROGRAN	IS, OCTOBE	R TO DEC	EMBER 2008				
Type of program	Bias/ Inaccuracy	Classification	Closed	Commercial— general	Commercial placement	Commercial time	Consumer advice	Discrimination	Privacy	Program— general	Upsetting material	Total
Comedy	0	4	0	0	0	0	0	П	0	0	0	2
Commercial	0	29	0	0	4	0	0	0	0	0	0	33
Current affairs	6	4	0	0	0	0	0	9	0	1	1	21
Documentary	0	0	0	0	0	0	0	0	0	0	0	0
Drama	0	11	0	П	0	~	0	0	0	0	0	15
Information	0	0	0	0	1	0	0	0	0	0	0	1
Light entertainment	0	11	0	0	0	0	0	8	0	-	0	20
Movie	0	0	0	0	1	2	0	0	0	0	0	3
Music video	0	2	0	0	0	0	0	0	0	0	0	5
News	0	0	0	0	0	0	0	1	1	0	2	4
Program promos	1	13	0	0	0	0	0	9	0	0	0	20
Quiz	0	0	0	0	0	0	0	0	0	0	0	0
Reality	0	7	0	0	0		0	11	0	0	0	19
Religion	0	0	0	0	0	0	0	0	0	0	0	0
Shopping guide	0	0	0	0	0	1	0	0	0	0	0	1
Sport	0	0	0	1	0	5	0	0	0	1	0	7
Unspecified	0	0	0	0	0	1	0	1	0	0	0	2
Total	10	81	0	2	9	13	0	34	1	3	3	153

Source. Free TV Australia: Commercial Television Industry Code of Practice 2004: Complaints summary October to December 2008.

Online content complaints, February 2009

Established under Schedule 7 to the Broadcasting Services Act 1992, ACMA's online complaints hotline enables Australian residents to complain to ACMA about prohibited or potentially prohibited online content, including internet and mobile phone content. Complaints can be registered at www.acma.gov.au/hotline.

Online content is assessed in accordance with the National Classification Scheme. The prohibited categories for content are RC (Refused Classification), X 18+ and certain content classified R 18+ or MA 15+ that is not subject to a restricted access system preventing access by minors. ACMA will notify the relevant police service and/or the relevant accredited hotline overseas where content of a 'sufficiently serious' nature (such as child abuse material) is found.

For prohibited content hosted in or provided from Australia, ACMA issues a take-down notice, service-cessation notice or link-deletion notice to the relevant content service provider, directing the provider not to host or provide access to the content. Failure to comply with such a notice may result in a penalty of up to \$11,000 per day. For overseas-hosted prohibited or potentially prohibited internet content, ACMA notifies the content to the suppliers of approved filter software in accordance with procedures outlined in the internet industry codes of practice. Under the codes, internet service providers are required to provide approved filters to their subscribers.

Online complaints, February 2009

Complaints received	95
Invalid complaints ¹	4
Investigations terminated ²	6
Investigations completed	47
Content items actioned ³	40

- ¹ A complaint is not investigated by ACMA if:
 - the complaint does not meet the statutory requirements under clause 25 of Schedule 5 or subclauses 37(4) and 37(7) and clauses 39 and 41 of Schedule 7 (e.g., no internet address provided; complainant not an Australian resident)
 - the complaint falls within the meaning of subclause 26(2) of Schedule 5 or 43(3) of Schedule 7 (frivolous, vexatious, not made in good faith, or made for the purpose of frustrating or undermining the effective administration of the scheme)
 - the complaint concerns matters not within the scope of Schedule 5 or Schedule 7 (e.g., the complaint relates to an electronic 'virus').
- ²A complaint is terminated under subclause 26(4) of Schedule 5 or 43(6) of Schedule 7 if ACMA has insufficient information to conclude the investigation.
- ³ ACMA assesses each piece of online content, such as a single web page or newsgroup posting, separately (these are referred to as 'items' of online content). Action is taken on items of online content found to be prohibited or potentially prohibited.

Items actioned, February 2009

Classification and description of online content ⁴	Online content hosted in or provided from Australia (take-own, service-cessation or link-deletion notice issued)	Internet content items hosted overseas (referred to makers of filters)	Total
MA 15+ - Violence	0	N/A	0
MA 15+ - Sex	0	N/A	0
MA 15+ - Themes	0	N/A	0
MA 15+ - Drug use	0	N/A	0
MA 15+ - Nudity	0	N/A	0
MA 15+ – Language	0	N/A	0
R 18+ - Violence	0	0	0
R 18+ – Sex	0	0	0
R 18+ - Themes	0	0	0
R 18+ - Drug use	0	0	0
R 18+ – Nudity	0	1	1
R 18+ – Language	0	0	0
X 18+ - Actual sexual activity	0	5	5
RC - Crime - promotion/instruction	0	0	
RC - Violence - depiction	0	0	0
RC - Paedophilia - promotion/instruction	0	0	0
RC - Child - depiction	0	29	29
RC – Bestiality – depiction	0	0	0
RC – Sexual violence – depiction	0	1	1
RC – Sexual fetish – depiction	0	4	4
RC – Sexual fantasy – depiction	0	0	0
RC – Drug use – promotion/instruction	0	0	0
RC – Terrorist-related material	0	0	0
RC – Publication	0	0	0
Cat 1 – Publication	0	0	0
Cat 2 – Publication	0	0	0
Totals	0	40	40

⁴Descriptions of online content in this table are based on the National Classification Board's Guidelines for the Classification of Films and Computer Games 2005, available at www.classification.gov.au.

Children's and preschool programs granted classification, February 2009

				•					•
Program title	Series	Episode description	Program style	Program type	Country of origin	New/ renewal	Classification	Decision date	Applicant
Wakkaville	1	WV1-WV6 WV9-WV13 WV16 WV23	Animation	Drama—Series	Australia	New	CD	27/2/09	Ettamogah Entertainment Pty Ltd
Yamba's Playtime	1	1–14	Live action	Light entertainment— Variety	Australia	New	Р	27/2/09	Imparja Television Pty Ltd
Chatroom Chicks	1	1-26	Live action	Drama—Series	Australia	New	CD	13/2/09	Southern Star Entertainment
H20: Just Add Water	3	14-26	Live action	Drama—Series	Australia	New	CD	13/2/09	Jonathan M Shiff Productions Pty Ltd

CD—C drama, P—P classification

Temporary community broadcasting licences allocated, February 2009

State	Licence area	Licensee	Community served	Frequency	Start	Finish	Allocated
NSW	Ulladulla RA1	Milton Ulladulla and Districts Community Radio Association of Broadcasters Inc.	General	102.7 MHz	7/2/09	6/2/10	4/2/09
NSW	Coffs Harbour RA3	Coffs Harbour Christian Broadcasters Inc.	Christian	94.1 MHz	1/3/09	28/2/10	23/2/09
Qld	Tiaro RA1	Tiaro Shire Community Centre Inc.	General	107.1 MHz	1/3/09	28/2/10	25/2/09

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A classification expires five years after the date it was granted or renewed.