



7<sup>th</sup> June 2006

Committee Secretary  
Senate Environment, Communications, Information Technology and the Arts  
Committee  
Department of the Senate  
PO Box 6100  
Parliament House  
Canberra ACT 2600  
Australia

Email: [ecita.sen@aph.gov.au](mailto:ecita.sen@aph.gov.au)

**Re: Inquiry into the provisions of the Do Not Call Register Bill 2006**

I write in response to the above Inquiry. As a member of the Australian Direct Marketing Association and an organisation that conducts responsible telephone marketing practices, I would like to support the submission made by the Association in relation to the provisions of the Do Not Call Register Bill 2006.

**Company/ organisation overview**

- Australian Quality Monitoring (AQM) P/L
- Founded in January 2000, we offer a range of quality audit, consulting and training services to the call and contact centre industry – Compliance to the ADMA code of conduct and compliance to government legislation such as NPP's and FSRA are a regular part of our brief when working with clients
- We employ a flexible workforce model which include permanent management and administration staff plus around 100 casual workers each month on mystery shopping projects
- Our clients come from many industry sectors and include companies such as Seek.com.au, Accor Hotels, Time Life, Australian Wine Selectors, Thomson Education Direct, The Australasian College of Natural Therapies, Lifeplan, InsuranceLine, Teleperformance, Interlink Roads, Colonial First State, Adobe and Direct Air Charters amongst others
- Many of these clients use responsible phone practises for the purpose of promoting and supporting the products and services

---

Bob Stevenson Managing Director  
Address Suite 4, 4 Belgrave Street, Manly NSW 2095  
Mobile 0403 589 195 Direct 02 9977 9002 Phone 02 9977 9000 Fax 02 9977 9099  
Email [bob@aqmpl.com.au](mailto:bob@aqmpl.com.au) Web [www.aqmpl.com.au](http://www.aqmpl.com.au)  
ABN 93 091 244 674



## AUSTRALIAN QUALITY MONITORING

- By providing regular quality and compliance audits we are able to support the efforts of these organisations in the responsibility to the customer base and regulatory compliance

### **Support for industry submission**

For the reasons outlined in ADMA's submission, the Bill, as currently drafted, will significantly hinder the ability for many of our client base to effectively service existing customers, respond to requests for marketing information and conduct responsible telephone marketing.

AQM submits that the amendments proposed by the Association are essential to ensure the legislation can deliver on its objectives – i.e. to provide individuals with the choice whether or not to receive future unsolicited telephone calls.

### **Conclusion**

- In concluding I would like to request that AQM be consulted on future developments relating to a national 'Do Not Call' register

Yours sincerely,

Bob Stevenson  
Managing Director  
Australian Quality Monitoring (AQM)