

AUSTRALIAN
COMMUNICATIONS
INDUSTRY FORUM



INDUSTRY CODE
ACIF C536:2003
EMERGENCY CALL SERVICE REQUIREMENTS

ACIF C536:2003 Emergency Call Services Requirements Industry Code

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EXPLANATORY STATEMENT

Background

While awareness within the community of Australia's emergency service number "000" is very high, few people have an understanding of the operation of the service or have given consideration to the complexities of delivering the service.

With the entrance of new carriers and carriage service providers and the establishment of a new emergency call person to provide access to the emergency call service for people who are deaf or have a hearing or speech impairment, there was a clear requirement to ensure the continuing high quality of the emergency call service in a multi-provider environment.

The Australian Communications Authority (the ACA) requested ACIF to review the ACIF C536:2002 **Emergency Call Services Requirements** Industry Code to place obligations on GSM mobile service providers to advise their customers of the secondary emergency service number 112 as a consequence of the ACA's *Investigation into the Provision and Maintenance of Telephone Services to the Boulding Family* of March 2002. Dialing 112 from GSM mobile phones has a number of advantages over 000 (refer to Appendix C) and with the high proportion of mobile phone users in the community, the ACA considered there was significant benefit in these customers being aware of the ability to use 112 when requiring emergency assistance.

The telecommunications industry also recognised the key role it plays in the delivery of emergency assistance and, through ACIF, sought to ensure that its obligations were clearly understood and widely disseminated, particularly to new market entrants.

This Code should be read in conjunction with existing legislation and in particular the ACA Determination referenced below, which it was designed to complement.

Current Regulatory Arrangements

In June 2002, the ACA, using its powers under the *Telecommunications (Consumer Protection and Services Standards) Act 1999*, made the *Telecommunications (Emergency Call Service) Determination 2002* (the Determination). The Determination places obligations on carriers, carriage service providers, and emergency call persons in relation to access to and provision of the emergency call service.

The *Telecommunications (Emergency Call Persons) Determination 1999* specifies Telstra Corporation as providing a voice access emergency call service. The *Telecommunications (Emergency Call Persons) Determination 1999* also specifies Australian Communication Exchange as an emergency call person that will provide access to a text emergency call service for people who are deaf or have a hearing or speech impairment on the number 106.

The *Telecommunications (Section of the Telecommunications Industry) Determination 1998* specifies that Public Number Directory Producers who produce Public Number Directories (e.g. source their number information from the IPND) are a section of the telecommunications industry for the purposes of applicable codes registered by the ACA under Part 6 of the *Telecommunications Act 1997*.

Currently private payphone operators are not obliged to comply with this Code, as they are not defined as a section of the industry under the Act.

Why Current Regulatory Arrangements are Inadequate

The Code deals with mobile network carriers and their obligations to carry the secondary Emergency Call Numbers – an issue not specifically covered in existing arrangements. The Code places new obligations on GSM mobile service providers to

provide information to their customers about the secondary emergency service number 112 in a manner that does not detract from awareness of 000 as Australia's primary emergency service number.

The Code also places specific obligations on Public Number Directory Producers, particularly with respect to public awareness of the Emergency Call Service. To assist in meeting this obligation, the Code includes a nationally-agreed emergency service logo which may be used by public number directory producers and other organizations looking to promote 000 and 106.

In so doing, the Code also meets consumer requirements with respect to awareness of disclosure of customer information and promotion of awareness of the Emergency Call Service.

How the Code Builds on and Enhances the Current Regulatory Arrangements

The Code places specific obligations on carriers and carriage service providers in relation to their interaction with the key emergency call service stakeholders; customers, emergency service organisations, emergency call persons and public number directory producers. In this way, the scope of the Code strengthens arrangements for provision of the emergency call service by extending obligations to sections of the telecommunications industry not covered by the ACA Determination.

The Code includes guidelines and exposition of existing obligations found in the ACA Determination. This enhances the current legislative obligations through the provision of practical assistance to carriage service providers in handling emergency calls. Examples of the technical, network and operational procedures are included to enable carriage service providers' customers to access the emergency call service during normal and abnormal network operating conditions.

The original Code placed obligations on carriage service providers to provide information to their customers in relation to the emergency service numbers. This Code enhances these obligations with the inclusion of specific obligations in relation to GSM digital mobile phones, in light of the high take-up rate of mobile telephones by the community.

The Code reflects amendments to the Determination made since the original Code was registered in December 2001.

What the Code will Accomplish

The Code includes rules with which a carrier or carriage service provider must comply. These rules are considered by the industry to be vitally important in ensuring the objectives of the Code are met and that all participants in the emergency call service process can benefit from an efficient and effective emergency call service.

The Code provides additional information and exposition of obligations under the Determination with respect to normal and abnormal operating conditions and makes reference to the use of network management strategies and network configurations which will enable the industry to ensure that 'Access' is available to end users.

This exposition should also assist the industry in ensuring that the obligations under the ACA Determination are met in an operationally effective manner.

Through ACIF, and by dissemination to members, the Code will assist in ensuring that the industry is fully aware of its obligations with respect to the Emergency Call Service and, in particular, will ensure the promotion of public awareness of such matters as the Emergency Call Numbers, their correct use, and the disclosure of customer information during an emergency call.

How the Objectives will be Achieved

Upon registration of the Code, all relevant sections of the industry may be required to comply with the Code.

Signatories (i.e. organisations who voluntarily sign up to the Code by registering with ACIF) are also bound to provide to ACIF on a six monthly basis information about their compliance arrangements. ACIF will monitor the reports and require that the Code signatory's compliance systems appear to be adequate and are able to address any problems or deficiencies.

After the Code is registered by the ACA, the ACA will have the ability to use its safety-net enforcement powers under Part 6 where it is satisfied that a participant in a relevant section of the telecommunications industry is breaching or has breached the Code.

Benefits to Consumers

Arrangements with emergency call persons, provision of the standard telephone service and processes for the delivery of calls to the emergency call service made from mobile telephones are essential to ensure that any customer who calls the emergency call service, (using a fixed phone, a mobile phone or a text-based service) can access prompt assistance.

The inclusion of new obligations on GSM service providers to provide information to its customers in relation to 112 will assist in ensuring that these customers are aware of the existence of 112 and the advantages it has over 000 when requesting an emergency response from a mobile phone.

Benefits to Industry

The Code will enable a common understanding of obligations which exist in the industry between carriers and carriage service providers, particularly with respect to their interconnect arrangements in ensuring the operational effectiveness and appearance of a national system for the Emergency Call Service.

The Code establishes minimum standards and standardised procedures which will be enforceable.

It should also assist in increasing awareness of obligations which exist with respect to the Text Emergency Call Service.

Anticipated Costs to Industry

The Code places additional obligations on the industry with respect to publicity and disclosure of customer information which is aimed at increasing awareness of the emergency call service and how to access the emergency call service in time-critical or life-threatening situations.

In meeting these other obligations, the Code may impose additional costs on the telecommunications industry over that which is required to meet its obligations under the Determination. It is not practical for the Working Committee to quantify these costs. However this Code imparts benefits to the community in supporting this critical everyday service.

Other Public Interest Benefits or Considerations

Public interest benefits include timely cross network responses to emergencies and enhancing responsiveness on mobile networks. This Code makes a positive and active contribution in the national interest to enable and promote access by all Australians to emergency services.

John Pack
Chairman

OCR/WC29 : Emergency Call Services Requirements Working Committee

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1 SCOPE AND OBJECTIVES

1.1 Scope

- 1.1.1 This Code is applicable, under section 110 of the Act, to all Carriers, CSPs and Public Number Directory Producers.
- 1.1.2 This Code deals with the provision and/or handling of Emergency Call Services and Emergency Service Numbers, in relation to the telecommunications activities of C/CSPs and Public Number Directory Providers, as defined in section 109 of the Act, including the following:
 - (a) carrying on business activities as a Carrier; or
 - (b) carrying on business activities as a CSP; or
 - (c) supplying goods or services for use in connection with the supply of a listed carriage service.
- 1.1.3 This Code covers the obligations of
 - (a) Carriers and Carriage Service Providers to:
 - (i) Customers, by ensuring they have access to and information about the Emergency Call Service;
 - (ii) Emergency Service Organisations, through provision of information and assistance as required; and
 - (iii) Emergency Call Persons, with respect to carriage of calls from callers to the Emergency Call Service, or where appropriate, from the Emergency Call Service to Emergency Service Organisations.
 - (b) Public Number Directory Producers to provide information regarding:
 - (i) the availability of Emergency Service Numbers;
 - (ii) calls to the Emergency Call Service attracting no charge;
 - (iii) which Emergency Service Organisations are accessed when calling an Emergency Service Number; and
 - (iv) that disclosure of customer information occurs as part of the Emergency Call Service process.
- 1.1.4 This Code does not cover private payphone operators.

1.2 Objectives

The objectives of this Code are:

- (a) to ensure all end users of a Standard Emergency Telephone Service have Access to an Emergency Call Service in case of emergencies or where a response is required from an Emergency Service Organisation;
- (b) to ensure the operational effectiveness of the Determination;

- (c) to ensure that the obligations of Carriers and Carriage Service Providers, in relation to the Emergency Call Services, are clearly documented and understood; and
- (d) to promote public understanding (through public number directories) of the Emergency Call Services, including appropriate use, and advise that the disclosure of personal information to Emergency Service Organisations will occur as part of the emergency call process, in accordance with section 34 of the Determination.

1.3 Registration

- 1.3.1 This Code is registered with the Australian Communications Authority pursuant to section 117 of the *Telecommunications Act 1997*.
- 1.3.2 This code replaces ACIF C536:2002 **Emergency Call Services Requirements** Industry Code.

2 PARTICIPANTS

The Working Committee responsible for the revisions made to this Industry Code consisted of the following organisations and their representatives:

Organisation	Representative
AAPT	Paul Bonny
AAPT	Robert Stirling
Australian Communications Authority (ACA)	Bridget Nagle
Australian Communication Exchange (ACE)	Tracey Annear
Australian Privacy Foundation	Nigel Waters
Australian Telecommunications User Group (ATUG)	John Pack (Chairman)
Bureau of Emergency Services Telecommunications	Richard Lyneham
Consumers' Telecommunications Network	Philippa Mansor
Hutchison Telecommunications	Lindsay Alexander
New South Wales Police Service	Rick Del Monte
Optus	Peter Bull
Telstra Corporation	Jane Elkington
Telstra Corporation	Lawrie Clarke
Telstra Corporation	Michael Lewis
Telstra Corporation	Kandiah Arulventhan
Victoria Police	Peter Ferguson
Vodafone	Georgia-Kate Schubert

Margaret Fleming of ACIF provided project management support.

3 ACRONYMS AND DEFINITIONS

3.1 Acronyms

For the purposes of this Industry Code, the following acronyms apply:

ACA	Australian Communications Authority
ACIF	Australian Communications Industry Forum
C/CSP	Carrier/Carriage Service Provider
IPND	Integrated Public Number Database
NRS	National Relay Service

3.2 Definitions

For the purposes of this Industry Code, the following definitions apply:

Access

means as defined in the *Telecommunications Act 1997* (s. 18).

Carrier

means as defined in the *Telecommunications Act 1997* (s. 7).

Carriage Service Provider

means as defined in the *Telecommunications Act 1997* (s. 87).

Determination

means the *Telecommunications (Emergency Call Service) Determination 2002* which is a regulatory instrument made by the Australian Communications Authority outlining the arrangements for the Emergency Call Service in a multi-carrier environment.

Emergency Call

means as defined in the *Telecommunications (Emergency Call Service) Determination 2002*.

Emergency Call Person

means as defined in the *Telecommunications Act 1997* (s. 7).

Emergency Call Service

means as defined in the *Telecommunications Act 1997* (s. 7).

Emergency Service Number

means as defined in the *Telecommunications Numbering Plan 1997* (s 3.24). The Plan specifies that 000 is the primary Emergency Service Number whilst 106 and 112 are secondary Emergency Service Numbers.

Emergency Service Organisation

means as defined in the *Telecommunications (Consumer Protection and Service Standards) Act 1999* [s. 147(11)].

Fixed Local Service

means a carriage service:

- (a) that is capable of voice telephony; and

- (b) that is provided for receiving incoming calls at, wholly or principally, one fixed location, where that location is in an area identifiable by the carriage service provider with which the call originates, from the number called and is:
 - (i) a switching facility; or
 - (ii) the premises occupied or used by the customer.

Integrated Public Number Database (IPND)

means as defined in the *Telecommunications Act 1997 (schedule 2, part 4)*.

National Relay Service

means as defined in section 95 of the *Telecommunications (Consumer Protection and Service Standards) Act 1999*. It is designed to provide access to a standard telephone service to people who are deaf, or have a hearing or speech impairment.

NRS Provider

means a person who provides the NRS. The NRS Provider has the responsibility of providing the service which answers calls with a text component to the text emergency service number and relays calls, with relevant associated information, to the requested Emergency Service.

Public Payphone

means a payphone managed by a Carrier/Carriage Service Provider located in a Public Place. It excludes payphones leased from a Carrier/Carriage Service Provider.

Public Place

means a place to which the public usually has access except during certain hours or certain days of the week, but does not include:

- (a) a place to which a person (other than the Commonwealth, a State or Territory) is entitled to deny the public entry; or
- (b) a vehicle, vessel, aircraft or other means of transport.

Public Number Directory Producer

means as defined in the *Telecommunications (Section of the Telecommunications Industry) Determination 1998*.

Standard Emergency Telephone Service

means as defined in the *Telecommunications (Emergency Call Service) Determination 2002*.

4 SUMMARY OF EXISTING OBLIGATIONS

4.1 Provision of Customer Information

- 4.1.1 C/CSPs providing Access to Fixed Local Services should be aware that accurate service address is of critical importance in an emergency and that they should take reasonable steps to verify the service addresses of their customer records, including where possible automated post code and state check, when an order for connection of service is originally taken by the C/CSP and at any subsequent notification of change of address details.
- 4.1.2 C/CSPs providing Access to public mobile telephone services should take reasonable steps to verify the service address of their customer records, including where possible automated post code and state check, when an order for connection of service is taken by the C/CSP and at any subsequent notification of change of address details.
- 4.1.3 The information provided in clauses 4.1.1 and 4.1.2 is provided for inclusion in the IPND and should consist of information that Telstra, as the IPND Manager, reasonably requires. C/CSPs should also be aware that relevant information will be made available to Emergency Call Persons and Emergency Service Organisations.
- 4.1.4 C/CSPs must ensure that customers are aware that calling number display blocking does not apply to customer information made available to Emergency Call Persons and Emergency Service Organisations.

4.2 Handling of Emergency Calls

C/CSPs should not carry calls to the Emergency Call Service where numbers other than 000, 106 or 112 have been dialed.

5 CODE RULES

5.1 Arrangements amongst Carriers and Carriage Service Providers

C/CSPs must cooperate to resolve complaints or investigations relating to a matter or matters raised by an Emergency Call. In cooperating, it is expected that an acknowledgment of request is received within 24 hours and a response within 48 hours.

5.2 Standard Emergency Telephone Service

In meeting its obligations under section 19 of the Determination, a C/CSP, other than an Emergency Call Person, must not introduce delays, including any advertising, call answering, recorded messages or interactive voice response systems, during carriage of an Emergency Call.

5.3 Handling calls to Emergency Service Numbers

5.3.1 C/CSPs have an obligation to provide Access to Emergency Call Services. In complying with the Determination, C/CSPs must employ network management strategies to meet reasonably foreseeable peaks in demand, including where the CSP is made aware of special promotions which may effect its network.

(a) Subsection 10(6) of the Determination requires the controlled network and controlled facilities of a C/CSP to, if technically feasible, make available access to the Emergency Call Services whether or not a number is currently issued to an end-user in relation to the service.

(b) Examples of where it may not be technically feasible for a C/CSP to meet its obligations under subsection 10(6) of the Determination include:

- (i) failure of equipment or use of non -standard subscriber equipment located at the end user's premises (including outage due to the loss of electrical power);
- (ii) in-building wiring outages; or
- (iii) subscriber line failure (failure of the line between the end-user's premises and the local exchange).

5.3.2 It should be noted that C/CSPs may not be able to meet their obligations under subsection 10 (6) of the Determination where an end user's service has been isolated at police request under section 315 of the Telecommunications Act 1997.

5.3.3 CSPs must also take reasonable steps to avoid impacts on the Access to Emergency Call Services of end users of other CSPs.

5.3.4 In meeting its obligations under section 7 of the Determination, a Carrier must ensure that the networks used for the carriage of Emergency Calls have diversity,

redundancy, transmission quality including echo control and the use of dedicated circuits where technically possible.

NOTE: 112 and 106 are defined as secondary emergency service numbers in the Numbering Plan.

- 5.3.5 C/CSPs providing Access to a Fixed Local Service must terminate calls to 112 made on that network on a recorded message advising that the number is not available.
- 5.3.6 C/CSPs must be aware that Carriage Services they provide which can be used via text telephony must be able to provide Access to the Emergency Call Service provided by the NRS Provider on the number 106 if technically feasible. C/CSPs must comply with this requirement as relevant Carriage Services are introduced or as soon as enhancements permit existing Carriage Services to be used for text telephony.

5.4 Publicity and Customer Information

- 5.4.1 C/CSPs providing a Standard Emergency Telephone Service must take reasonable and appropriate steps to ensure that not only their customers, but also the telephone using public, are informed in a manner which promotes awareness of the following matters:
 - (a) the availability and coverage of the Emergency Service Number(s), and the number(s) themselves;
 - (b) that Emergency Calls can be made without charge to the caller;
 - (c) the Emergency Service Organisations to which the number(s) provide Access;
 - (d) that the Emergency Call Service should only be used when seeking a response from an Emergency Service Organisation or an Emergency Service Organisation incident to deal with an emergency to which the organisation is established to respond; and
 - (e) the disclosure of information to Emergency Service Organisations regardless of calling number display blocking, including number, name of lessee and, where available, service location.

NOTE: C/CSPs are encouraged to use the logos featured in Appendix D to promote the emergency service numbers in appropriate circumstances outlined in Appendix E. Permission to use the Emergency Service Logos (000 and 106) must be obtained from Emergency Management Australia.

- 5.4.2 This section applies to a CSP who supplies a public mobile telecommunications service that uses GSM technology:
 - (a) As soon as practicable after the CSP connects a customer to its GSM network, the CSP must give written information to the customer about the availability of the Emergency Service Number 112, and its effective advantages over 000 for GSM customers only.

- (b) The information must be available at point of sale and in a form that clearly explains the effective advantages of 112 over 000 for GSM customers only.
- (c) The CSP must, at least once in each period of one year after the CSP connects the customer and the customer remains a customer of the CSP, give written information to the customer about the availability of the Emergency Service Number 112. This should include information that clearly explains the effective advantages of 112 over 000 for GSM customers only.
- (d) If a CSP is asked by a customer to provide information about the emergency service number 112, the CSP must give this information to the customer.

NOTE: Appendix C contains an outline of the functionality of Emergency Service Numbers.

5.4.3 Public Number Directory Producers must include in their products the following information in a prominent position :

- (a) the availability and coverage of the Emergency Service Number(s) and the number(s) themselves;
- (b) that Emergency Calls can be made without charge to the caller;
- (c) the Emergency Service Organisations to which the number(s) provide Access;
- (d) that Emergency Calls should only be made when seeking a response from an Emergency Service Organisation; and
- (e) the disclosure of information to Emergency Service Organisations regardless of calling number display blocking, including number, name of lessee and, where available, service location.

NOTE: Public Number Directory Producers are encouraged to use the logos featured in Appendix D to promote the emergency service numbers in appropriate circumstances outlined in Appendix E. Permission to use the Emergency Service Logos (000 and 106) must be obtained from Emergency Management Australia.

NOTE: Public Number Directory Producers are encouraged to use the text in Appendix F in public number directories.

5.4.4 C/CSPs providing Public Payphones generally accessible to the public must ensure that information is prominently displayed adjacent to or on the Payphone, which covers the following matters:

- (a) the Emergency Service Number(s) to which the Payphone gives access;
- (b) that Emergency Calls can be made without charge to the caller;
- (c) the Emergency Service Organisations to which the number(s) provide Access; and

- (d) the disclosure of information to Emergency Service Organisations including Public Payphone identification number and service location.

Where such information is removed or obscured, the CSP must replace it as soon as practicable after becoming aware that it has been removed or obscured.

NOTE: C/CSPs are encouraged to use the logos featured in Appendix D to promote the emergency service numbers in appropriate circumstances outlined in Appendix E. Permission to use the Emergency Service Logos (000 and 106) must be obtained from Emergency Management Australia.

6 CODE ADMINISTRATION AND COMPLIANCE

6.1 ACIF Code Administration and Compliance Scheme

Under ACIF Industry Code Signatory arrangements, Signatories to this Industry Code are subject to ACIF G524:2001 **Code Administration and Compliance Scheme** (*the Scheme*). Accordingly, all signatories who are bound by this Industry Code are also bound by the Scheme.

6.2 Power to handle industry complaints under this Code

6.2.1 Complaints may be made under this Code to ACIF by a member of the industry (or a voluntary or non-profit consumer organisation or similar body) (an "Industry Complaint") about a contravention of this Code by a Signatory to this Code.

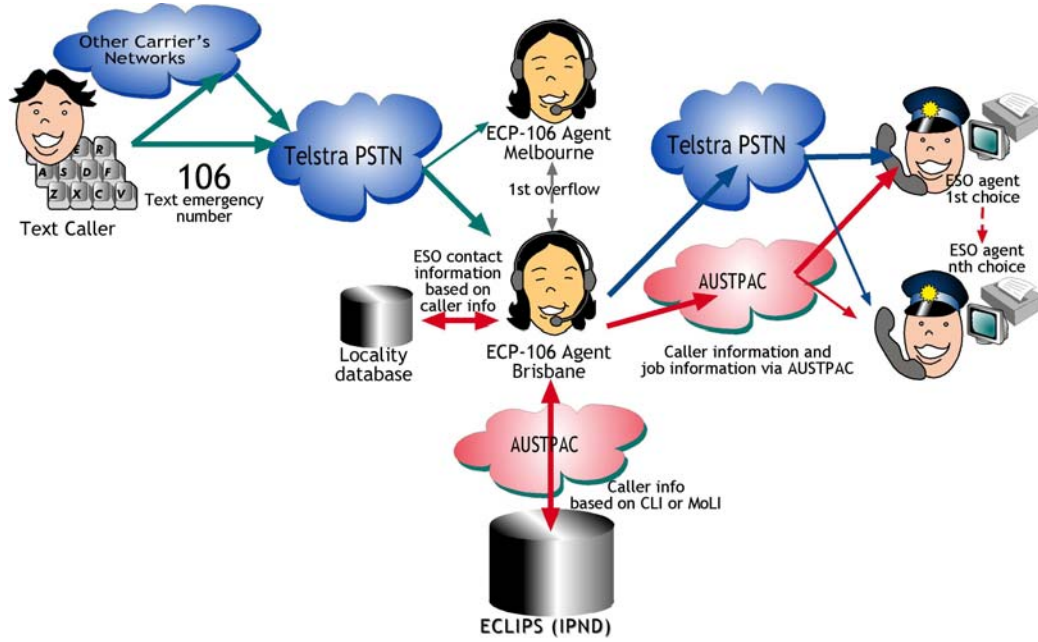
6.2.2 Complaints by a member of the industry (or a voluntary or non-profit consumer organisation or similar body) about a contravention of this Code by a Signatory to this Code may be referred from the ACA under the power granted to the ACA in section 514 of the Telecommunications Act 1997, subject to ACIF's agreement to accept the referral. Without limiting the grounds on which ACIF may withhold its agreement to accept a referral, ACIF may withhold its agreement where it considers that the complaint can be more conveniently dealt with in another forum or that handling the complaint may impose an unreasonable cost burden on ACIF.

6.2.3 ACIF must handle complaints under 6.2.1 or 6.2.2 in accordance with the provisions of the ACIF G514:2001 Code Administration and Compliance Scheme.

6.3 Code Review

Review of this Code will be conducted five years after publication or earlier upon request to ACIF.

APPENDIX B SCHEMATIC OF EMERGENCY CALL SERVICE FOR 106 (INFORMATIVE)



APPENDIX C

DIALLING EMERGENCY SERVICES

Within Australia the universal access number for all three Emergency Services, Police, Fire and Ambulance is '000'. This number should be available from all fixed phones that are connected to a network even when the phone is disconnected from normal services, for example, in a vacant rental flat. A reasonable assumption is that where dial tone exists there should be access to 000. If there is any doubt in a specific instance then consult the Service Provider.

There are a small number of exceptions to the use of this access number and these relate to mobile phones, both "cell phones" and "satellite phones".

For cell phones (Digital - GSM and CDMA) the alternative number '112' can be used. Further in a number of circumstances for GSM phones, *only this '112' code will work*. These circumstances are:

- Phone locked with a personal security code. In this case the users of the phone should make themselves familiar with the phone's features as the exact working will be dependent on the particular brand and model. The majority of phones should allow the dialling of '112', thus overriding the security lock without entry of the security code;
- Phone out of coverage area for the customer's own network but where coverage is available from another network;
- For digital phones, where the SIM (Subscriber Identity Module) is removed.

In these last two cases the display on the phone will say "112 Only", "Emergency Calls Only" or something equivalent.

For CDMA phones the access number '112' will work but it offers no network advantage over '000'.

For cell phones it is recommended that the user contact their mobile network provider for information if they have any questions regarding their specific phone on their provider's network.

For Satellite phones (GMPCS - Global Mobile Personal Communications by Satellite) the customer **must** confirm the access codes with their service provider as sometimes Emergency access is only available by the use of special codes or features.

There is one additional feature which differs between fixed phones and all mobile phones. For fixed phones Telstra's Emergency Call System automatically uses the calling phone number to find the address of the phone service. This is then used to select the correct Emergency Service based on the caller's location. Telstra then automatically forwards the information to the Emergency Service for use in circumstances where the caller is either unable to provide the location or is unsure of the location or where verification of location is required.

A similar process applies to mobile originated calls but the technology is unable to provide the caller's location to a sufficient degree of accuracy to avoid all ambiguity. Therefore the caller should be very clear when providing the Telstra operator with location details and **include both the State or City as well as the Suburb**. This reduces the possibility of confusion as there are many locations (suburbs, towns, etc.) that either have the same name or sound very similar; eg. Burwood (Brisbane, Sydney and Melbourne), Coolangatta (QLD and NSW). Of course this advice must also be followed when providing verbal details to the Emergency Service operator as the Emergency Services themselves cannot rely solely on the electronic information as its accuracy is not sufficient to allow despatch of assistance based on the network provided location.

People who use a TTY (telephone typewriter) or a computer with a modem to access the telephone network can call emergency services via the National Relay Service on the number '106'.

In the future the Australian Communications Authority (ACA) may declare new Emergency Service numbers for specific purposes. Information about these numbers would be available from the ACA or the particular service provider.

APPENDIX D EMERGENCY SERVICE LOGOS (000 AND 106)

The following logos have been reproduced with permission from Emergency Management Australia.



APPENDIX E STANDARDS FOR EMERGENCY TRIPLE ZERO (000) AND EMERGENCY ONE ZERO SIX (106) LOGOS

Introduction

This document specifies the Standards for depicting and using the Emergency Triple Zero (000) and Emergency One Zero Six (106) Logos.

The logos have been developed to inform and remind residents of, and visitors to, Australia about Australia's Emergency Call Services and the use of the following numbers to gain emergency assistance from ambulance, police and fire services:

- Primary national telephone number Triple Zero (000) and
- Secondary national telephone number One Zero Six (106) for people who are deaf or have a hearing or speech impairment

The aim of these Standards is to ensure that a clear, consistent and unambiguous visual presentation of the Emergency Logos is used throughout Australia.

What is the Emergency Triple Zero (000) Logo?

The Emergency Triple Zero (000) Logo contains images, numbers, and a word that provide a simple, distinct visual message within Australia that says 'to gain emergency assistance from ambulance, police and fire services, you dial "triple zero"'. This logo may be used in whole or in part as indicated in these Standards.

What is the Emergency One Zero Six (106) Logo?

The Emergency One Zero Six (106) Logo contains images, numbers, and words that provide a simple, distinct visual message within Australia that says 'people who are deaf or have a hearing or speech impairment can gain emergency assistance from ambulance, police and fire services, by dialling "one zero six" using a textphone'. This logo may be used in whole or in part as indicated in these Standards.

Standards

1. Use of the Emergency Triple Zero (000) and Emergency One Zero Six (106) Logos

It is important for consistency and simplicity of its message that the logos be used only to represent that intended message and that they not be varied or used in any way or for any purpose outside these Standards.

(i) Who can use the logo?

- (a) The logos can be used by Australian ambulance, police, fire services, the Emergency Call Person for 000 and 112 and the Emergency Call Person for 106 to formally promote and educate people about the Emergency Call Services, and to emphasise, in particular, the necessity for such calls only to be made in emergency circumstances. Emergency calls are priority calls that draw upon resources that should only be called upon when justified.
- (b) The logos can also be used to promote the Emergency Call Services and to make residents of, and visitors to, Australia aware of the numbers to call in the event that a police, ambulance or fire service needs to be contacted in emergency circumstances.

(ii) Where can the logos be used?

The Emergency Triple Zero (000) and Emergency One Zero Six (106) Logos can be used on printed material, electronic media, vehicles, payphones, items, or other means for public display.

They should not be used in settings where the message may be misinterpreted or where they are inconsistent with the image of, or unsatisfactorily reflects on, any of the three emergency services identified in the logo.

2. Presentation of the Emergency Triple Zero (000) and Emergency One Zero Six (106) Logos

(i) What the Emergency Triple Zero (000) Logo represents

The Emergency Triple Zero (000) Logo consists of:

- An image of a telephone handset to depict the means of communication
- Three zeros to indicate the numbers to be dialed
- The word "EMERGENCY" to state the type of call
- Three images:
 - (a) a vehicle with stripes and Maltese Cross to represent ambulance.
 - (b) a white-crowned, peak cap with chequered band and centre badge to represent police.
 - (c) flames to represent fire services.

(ii) Versions of the Emergency Triple Zero (000) Logo

There are two versions of the Emergency Triple Zero (000) Logo allowed as follows:

- The full version of the logo (see appendix D)
The purpose of this is to describe the full message of phoning triple zero in emergencies requiring ambulance, police or fire.
- The image of the telephone handset, triple zeros, and the word "EMERGENCY"
This shortened version is for use in Service-specific applications where the service logos become redundant.

No other number, letter, or image should be presented with the logo. No variation to the structure or composition of the logo should be used.

(iii) What the Emergency One Zero Six (106) Logo represents

The Emergency One Zero Six (106) Logo consists of:

- An image of a text telephone and telephone handset to depict the means of telephony used by deaf people and people with a hearing or speech impairment.
- The number One Zero Six (106) to indicate the numbers to be dialed.

- The words "TEXT EMERGENCY CALL" to state the type of call.
- Three images –
 - (a) a vehicle with stripes and Maltese Cross to represent ambulance.
 - (b) a white-crowned, peak cap with chequered band and centre badge to represent police.
 - (c) flames to represent fire services.

(iv) Versions of the Emergency One Zero Six (106) Logo

There are two versions of the Emergency One Zero Six (106) Logo allowed as follows:

- The full version of the logo
The purpose of this is to describe the full message of phoning one zero six from a textphone in emergencies requiring ambulance, police or fire.
- The image of the textphone, one zero six, and the word "TEXT EMERGENCY CALL" (see Appendix D)
This shortened version is for use where the full version of the Emergency Triple Zero (000) Logo is used on the same page or in service-specific applications where the service logos become redundant.

- (v)** No other number, letter, or image should be presented with the logos. No variation to the structure or composition of the logos should be used.

(vi) Graphic Standards

(a) Colours

Where the logos are coloured, the preferred colouring arrangements are:

- One colour only for the telephone and textphone symbols, numbers and the words 'Emergency' or 'Text Emergency Call'. Colours are black/white reverse, red (Pantone 485C) or Blue (Pantone 280C)
- Red (Pantone 485C) and white stripes and green (Pantone 3415C) Maltese Cross on a white vehicle depicting ambulance
- 50% black for tyre detail on ambulance
- Blue (Pantone 280C) and white check pattern on Police cap
- Light grey blue (Pantone 5455C) as the background of the Police badge
- Mid grey blue (Pantone 646C) as the foreground of the Police badge
- Red (Pantone 485C) and orange (Pantone 123C) for flames depicting fire

If colouring is used, it must not be coloured in such a way as to lessen the recognition of the logo or the message being conveyed.

Where the logo is not otherwise coloured, the logo should contrast clearly against the background to give best effect.

(b) Size and Proportion

The size of the logos should be appropriate for the area of display. The relative proportions of each component of the logos should not vary from the attached sample.

One Zero Six (106) is a secondary emergency service number and therefore the Emergency One Zero Six (106) Logo must always be shown at 25% of the size of the primary Emergency Triple Zero (000) Logo when shown on the same page (ie half the height and width of the Triple Zero Logo).

(c) Text, numerals, and images

The text, numerals and images should be in the same relative position and proportions as in Appendix D.

Permission to use the Logos

Permission to use the logos must be obtained from:

The Director-General
Emergency Management Australia
Attorney-General's Department
PO Box 1020 Dickson ACT 2602

Telephone (02) 6266 5402
Facsimile (02) 6266 5029

www.ema.gov.au

APPENDIX F TEXT TO APPEAR IN PUBLIC NUMBER DIRECTORIES

Place 000 Logo here	Emergency Dial 000. Tell the operator what you need – police, fire or ambulance. If you are calling from a mobile phone you will need to tell the operator the town and state you are calling from. Wait to be connected.
Place 106 Logo here	Text Emergency Call Dial 106. People who use a TTY (teletypewriter) or computer with modem to access the telephone network can call emergency services via the National Relay Service. This service is only available for people who rely on text-based communication.
Calls to 000 and 106 are free. Only ring 000 or 106 if you are seeking an urgent emergency response from Police, Fire or Ambulance Services. When reporting an emergency by calling 000 or 106, the telephone number and address you are calling from may be given to the Emergency Service so they can respond quickly. This will occur even if there is a line or call block in place to prevent display of the calling number to others. If you don't want the telephone number or address details passed on, you must call the Emergency Service direct. The content of calls to 000 and 106 are recorded and may be disclosed in accordance with relevant legislation.	

The policy objective of the greatest practicable use of industry self-regulation without imposing undue financial and administrative burdens on industry is central to the regulatory scheme of the *Telecommunications Act 1997*.

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