



Direction under subsection 121(1) of the *Telecommunications Act 1997*

TO: Starlink Internet Services Pte Ltd (ABN 44 658 489 582)

OF: c/- McBurney & Partners Pty Ltd
Level 10
68 Pitt Street
Sydney NSW 2000S

DIRECTION

I, Jeremy Fenton, delegate of the Australian Communications and Media Authority (the **ACMA**), being satisfied that Starlink Internet Services Pte Ltd (**Starlink**), has contravened the *Telecommunications Consumer Protections Code* (C628:2019) (the **TCP Code**) as described below;

DIRECT Starlink under subsection 121(1) of the *Telecommunications Act 1997* (the **Act**), to comply with clause 4.1.4(b) of the TCP Code.

Background

Following an investigation, the ACMA found that Starlink has contravened clause 4.1.4(b) of the TCP Code during the period 1 June 2023 to 25 July 2023 (inclusive).

This direction relates to the contraventions of the TCP Code identified during the ACMA's investigation.

Details of the contraventions

1. The TCP Code is an industry code registered with the ACMA under Part 6 of the Act. As a carriage service provider within the meaning of section 87 of the Act, Starlink is a participant in a section of the telecommunications industry to which this code applies.
2. The ACMA is satisfied that Starlink has contravened the following clause of the TCP Code:

Provision	Reason
Clause 4.1.4(b)	Failing to include important limitations which apply to a special promotion, by not disclosing the end date in the advertising material for the special promotion.

3. Further details about the contraventions are set out in the investigation report dated 10 August 2023.

Requirement to comply with this Direction

Under subsection 121(2) of the Act, Starlink must comply with a direction under subsection 121(1) of that Act.

If Starlink does not comply with this direction, the ACMA may issue an infringement notice relating to the contravention (subsection 572E(1) of the Act) or apply to the Federal Court for an order that Starlink pay the Commonwealth a pecuniary penalty in respect of its contravention of a civil penalty provision (see subsection 121(4) and subsection 571(1) of the Act).

Reconsideration of a decision

If Starlink is dissatisfied with the decision to give this direction, it may seek reconsideration of the decision by the ACMA under subsection 558(1) of the Act by making an application in writing to the ACMA, which sets out the reasons for the application. Any such application must be made within 28 days after Starlink is informed of the decision, unless the ACMA extends the period for making the application (subsection 558(3) of the Act).

If, upon reconsideration, the decision is affirmed or varied and Starlink is dissatisfied with that decision, it may:

- (a) subject to the *Administrative Appeals Tribunal Act 1975* (the **AAT Act**), apply to the Administrative Appeals Tribunal for review of the reconsideration decision; and
- (b) request a statement under section 28 of the AAT Act in relation to that decision (section 562 of the Act).

This 11th day of August 2023



Jeremy Fenton
A/g General Manager
Consumer Division
Delegate of the Australian Communications and Media Authority