

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: CM: Escalate TNS-3230 - Misuse, Hoarding, and Circumvention of Smartnumber 1300 547 833
Date: Thursday, 4 September 2025 4:41:52 PM
Attachments: [Formal Complaint - Misuse, Hoarding, and Circumvention of Smartnumber 1300 547 833.eml](#)

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Hi [REDACTED]

ZOAK is escalating a formal complaint received on **4 September 2025** from **Mr. George Shehata**, regarding the handling of smartnumber **1300 547 833 (1300 LISTED)** by **1300 Australia Pty Ltd** (I've attached the original email request).

Summary of Complaint

The complainant alleges that:

- **Non-Use and Circumvention:** The number has been allocated since **2007** (following EROU assignment in 2004) but has never been used for a genuine commercial service. Instead, it appears to have been superficially activated on the Telstra network to avoid breaching the **3-year usage rule** (Section 5.2, Telecommunications Numbering Plan 2025).
- **Commercial Misuse:** When approached to purchase the number, 1300 Australia initially stated that they "*no longer sell numbers*", but later offered to sell on the condition that the complainant first **leased the number** and built their brand with it. This conduct was described as coercive and manipulative, exploiting the complainant's registered trademark "**Listed AI**".
- **Regulatory Breach:** The complainant asserts breaches of **Sections 5.2 and 9.2** of the Numbering Plan (non-use, misuse, conduct contrary to fair access and public availability).

Please let us know if you require any further information or records from the Numbering System.

Thanks,
[REDACTED]
[REDACTED]

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