

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Escalate TNS-3230 - Misuse, Hoarding, and Circumvention of Smartnumber 1300 547 833
[SEC=OFFICIAL]
Date: Friday, 5 September 2025 8:17:27 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)

OFFICIAL

Thanks [REDACTED],

Interesting one! We'll contact Mr Shehata to follow up on his complaint.

Hope you have a good weekend,

[REDACTED]

[REDACTED]

Regulatory Officer
Numbering Policy and Regulation Section

Australian Communications and Media Authority

[REDACTED]

[REDACTED]

acma.gov.au



The ACMA acknowledges First Nations peoples as the Traditional Owners and Custodians of Australia. We respect and celebrate First Nations peoples as the original storytellers and content creators of the lands on which we work and honour the enduring strength and commitment of Aboriginal and Torres Strait Islander peoples to the land, waters and their communities. We pay our respects to Elders past and present.



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From: [REDACTED]
Sent: Thursday, 4 September 2025 4:42 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Escalate TNS-3230 - Misuse, Hoarding, and Circumvention of Smartnumber 1300 547

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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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ZOAK SOLUTIONS

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