

From: [George S](#)
To: support@thenumberingsystem.com.au
Subject: Formal Complaint - Misuse, Hoarding, and Circumvention of Smartnumber 1300 547 833
Date: Thursday, 4 September 2025 2:16:09 PM

To whom it may concern,

We are lodging a formal complaint regarding the handling, use, and retention of smartnumber **1300 547 833 (1300 LISTED)** by **1300 Australia Pty Ltd**, which we believe constitutes a clear breach of the **Telecommunications Numbering Plan 2025** and violates the principles of fair access, genuine use, and anti-competitive prevention measures under the Numbering Framework.

1300 Australia was allocated the smartnumber **1300 LISTED** on **10 May 2007**, following EROU assignment in **2004**. In the 17+ years since allocation, there is **no evidence that the number has ever been used in connection with a genuine commercial service**, nor made available to the public.

When we approached them recently to purchase the number, which numerically matches our registered trademark "Listed AI", they advised that they **"no longer sell numbers"**, yet contradicted this by later offering to sell **only if we agreed to lease it first and build our brand using it**. This is not only coercive and commercially manipulative, but also designed to artificially increase the number's perceived value by leveraging our trademark.

We have strong reason to believe that 1300 Australia **activated the number on the Telstra network solely to circumvent the 3-year usage rule**, without any intention of providing genuine telecommunications services or making the number commercially accessible.

Under the **Telecommunications Numbering Plan 2025**:

- **Section 5.2** requires smartnumbers to be **used within 3 years** of allocation.
 - A superficial activation without genuine use should not meet this requirement.
- **Section 9.2** permits ACMA to **cancel number allocations** in cases of:
 - Non-use
 - Misuse
 - Use contrary to the objects of the Plan (fair access, non-discrimination, public availability)

We assert that 1300 Australia's conduct is **in breach of both**, and appears to amount to **number hoarding, commercial coercion**, and **manipulation of ACMA's allocation framework**.

We have also submitted formal complaints to:

- **Consumer Affairs Victoria - reference number C2025/09/002044**
- **The Australian Competition & Consumer Commission (ACCC) - reference number 0074994**

These include detailed documentation, including:

- Trademark evidence
- Email correspondence
- Recorded phone call excerpts
- Evidence of refusal to sell without predatory lease conditions
- Public reviews and complaints against 1300 Australia (47 Google reviews averaging 3.2 stars, with repeated claims of deception, contract traps, and pushy tactics)

We have also made preliminary contact with national media outlets, including A Current Affair, who have expressed interest in covering this story due to the volume of public complaints and the implications for small businesses. Despite this, our preference is to resolve this matter through appropriate regulatory channels

We respectfully urge the Numbering Team to:

1. **Investigate the use history of 1300 547 833**, including the nature of any service activation
2. **Review this number's compliance with Section 5.2 and 9.2**
3. **Consider cancellation or reallocation of the number** in accordance with your enforcement powers

Given the seriousness of this matter and the harm being caused to our legally protected brand, we request your intervention without delay.

Please let us know if you require a statutory declaration, supporting attachments, or further evidence.

I look forward to hearing from you soon. I can be contacted via email or on 0452 460

733

Kind regards
George Shehata