

ACMA response to public submissions

Compliance and enforcement priorities 2026–27

Each year we target key areas where we have identified a high risk of harm to consumers or community concern about industry compliance. We may also focus on areas where we are implementing new rules or where we can potentially increase consumer confidence.

In setting our annual compliance and enforcement priorities, we consider submissions from a wide range of stakeholders, including consumer advocates, industry groups, other regulators and government agencies, and members of the public.

We received [17 public submissions](#) in response to our consultation on our 2026–27 compliance and enforcement priorities. Below is our response to the key topics raised in these public submissions.

Public safety and telco network resilience, including outages and Triple Zero regulation

We will support public safety outcomes by prioritising compliance with the Telecommunications (Customer Communications for Outages) Industry Standard 2024 (CCO Standard) and emergency call requirements under the Telecommunications (Emergency Call Service) Determination and the C36:2020 Emergency Call Service Requirements Industry Code. We will use a proportionate, risk-based approach to regulating industry compliance that combines guidance, education, targeted monitoring and enforcement, with a focus on the early identification and response to systemic risks to the emergency calling ecosystem.

We acknowledge industry requests for clearer guidance on welfare checks, emergency call management plans, and roles and responsibilities across the emergency calling ecosystem. We will continue to work with the Triple Zero Custodian and industry to improve regulatory clarity as reforms are embedded.

We have recently updated the CCO Standard and are reviewing how outage communication requirements are operating in practice to ensure information provided to consumers is accurate, timely and accessible.

Telco consumer safeguards and protecting vulnerable telco customers

Protecting vulnerable consumers remains a core ACMA priority. We continue to have a strong focus on protecting vulnerable telco consumers through industry monitoring, compliance and enforcement, particularly in relation to domestic, family and sexual violence, complaints handling and financial hardship.

We are actively monitoring industry compliance with the suite of safeguards that protect vulnerable telco consumers, including work that has identified systemic issues and led to in-depth investigations where consumer harm has occurred. We are closely monitoring and enforcing the implementation of the domestic, family and sexual violence safeguards, working with experts and industry to improve compliance and outcomes.

Following an [ACMA decision in March 2026](#) to replace the telco consumer industry code with stronger protections, we are now developing an enforceable industry standard to provide clearer responsibilities for providers and stronger consumer protections, particularly for vulnerable telco customers.

We are working with government and other stakeholders on the broader reform of telco consumer safeguards. We will continue to support telco consumers through proportionate, risk-based industry regulation and through our established communication channels, including [our website](#) and our regular e-Bulletin for consumer groups, [Consumer connect](#).

Spam and scam harms, including mobile number fraud and the Scams Prevention Framework

The ACMA takes a graduated, proportionate and risk-based approach to compliance and enforcement. Given the high volume of complaints and the widespread nature of unsolicited communications, the ACMA often uses education, guidance and informal compliance alerts to improve compliance where risks are lower, and we take strong enforcement action where harm is more serious or systemic. We also provide information to help consumers reduce the impact of unsolicited communications and will consider further engagement throughout the year.

In 2026–27, we will continue to focus on combatting spam and telecommunications scams. This will include introducing a priority targeting compliance with new SMS Sender ID Register rules so that telcos are meeting their obligations to disrupt impersonation scams after the register is live on 1 July 2026.

Over the next 12 months, we will monitor consumer protection reform and feedback on the development of the Scams Prevention Framework, including potential overlaps with other regulatory frameworks. We will also continue to support and closely engage with the Australian Competition and Consumer Commission's (ACCC) National Anti-Scam Centre, as the lead Commonwealth agency involved in scam reduction.

Addressing gambling harm

In April 2026, the Australian Government announced wide-ranging reforms to reduce gambling harm, including tighter rules on gambling advertising, stronger action against illegal offshore gambling and strengthening [BetStop – the National Self-Exclusion Register™](#). The ACMA enforces BetStop obligations using a risk-based approach, focusing on improving systems, preventing repeat failures and taking action where non-compliance is identified (see [our findings](#)). We will continue to investigate non-compliance and to take enforcement action where breaches are established.

We actively disrupt illegal online gambling services through web blocking, working with other regulators, financial institutions, social media platforms and the National Anti-Scam Centre. We support harm-reduction efforts through consumer education, regulatory cooperation in Australia and overseas (for example, the ACMA co-chairs the [Fintel Alliance](#) Micro-

laundering and Online Illegal Gambling project), and ongoing refinement of priorities to better prevent and reduce gambling harm. We have also warned social media influencers about promoting illegal gambling and will take action where advertising rules are breached.

Dodgy devices

The ACMA will:

- continue working with online platforms to encourage participation in the [Equipment Safety Pledge](#)
- educate consumers about the risks of non-compliant and illegal devices through advertising and updated consumer resource
- monitor signatories' progress against the pledge, including through annual reporting commitments
- engage with online platforms to support understanding of the rules for supplying equipment, including mobile phones, in Australia.

In 2025–26 we released new guidance to help consumers choose compliant mobile phones and ran targeted advertising on buying phones online, including from overseas sellers.

Higher risk devices, such as jammers, have been a focus of ACMA compliance activity since 2024–25.

Powers and immunities framework

The 2026–27 Australian Federal Budget includes measures to modernise the *Telecommunications Act 1997* and the *National Broadband Network Companies Act 2011*, including potential reform of pathways for approvals under the powers and immunities framework. Noting the work underway in this space, it would be premature for the ACMA to consider carrier compliance with the powers and immunities framework as a compliance priority for 2026–27.

We encourage submitters to engage with the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts directly on potential areas for reform.

Electromagnetic energy assurance, compliance and transparency

The ACMA helps address community concerns about electromagnetic energy (EME) by publishing easy to understand measurement data and sharing clear, factual information about mobile networks.

We regularly measure EME at mobile phone base stations across Australia and publish the results via our EME checker, showing levels are well below national safety limits.

Complaints and enquiries about EME are at an all-time low and with technologies such as 6G still several years away, current communication and regulatory settings are appropriate and working well.

Statutory Infrastructure Provider obligations

We will continue to monitor compliance with the Statutory Infrastructure Providers (SIP) regime and take regulatory action against potential non-compliance where there are indicators of systemic consumer harm.

The ACCC is consulting on new record-keeping rules to collect service quality and network performance information from non-NBN superfast broadband network providers. This will assist to provide improved visibility and transparency of network performance issues.

TV prominence

We have worked closely with TV manufacturers to support understanding of the new TV prominence rules, and early results show strong compliance across the market. Most major TV manufacturers are voluntarily participating in an attestation program, demonstrating their commitment to meeting the new requirements.

Any concerns about non-compliance can be raised with the ACMA and will be assessed in line with our usual [compliance and enforcement approach](#). Broader questions about future TV interfaces will be considered through the statutory review scheduled for 2028.

Digital platforms

The ACMA does not have a regulatory remit for complaints-handling on digital platforms. The [Digital Platform Regulators Forum](#) (DP-REG), of which the ACMA is a member, is currently undertaking a workstream on dispute resolution mechanisms for digital platforms.

Disclosure: Prepared with support from Microsoft Copilot Chat. All content has been carefully reviewed and validated by ACMA staff.