

Investigation Report

File No	ACMA2023/119
Entity	Cellect Australia Pty Ltd
ACN	643 778 054
Scope of Investigation	Compliance with subsection 128(1) of the Telecommunications (Consumer Protection and Service Standards) Act 1999
	Compliance with the service provider rule at clause 1 of Schedule 2 to the Telecommunications Act 1997 Compliance with subsection 101(1) of the Telecommunications Act 1997

Findings

The Australian Communications and Media Authority (the **ACMA**) is of the view that Cellect Australia Pty Ltd (ACN 643 778 054) (**Cellect**) has contravened:

- (a) subsection 128(1) of the *Telecommunications* (Consumer Protection and Service Standards) Act 1999 (the **TCPSS Act**);
- (b) the service provider rules set out at clause 1 of Schedule 2 to the *Telecommunications Act 1997* (the **Act**) and
- (c) subsection 101(1) of the Act,

by failing to join the Telecommunications Industry Ombudsman (TIO) scheme.

Background

- On 10 March 2023, the ACMA received a referral from the TIO alleging that Cellect had failed to join the TIO scheme in accordance with subsection 128(1) of the TCPSS Act.
- 2. The TIO became aware that Cellect may be providing telecommunications services when a complaint was made on 29 November 2022 regarding incorrect information given at point of sale about service charges for international calls.
- 3. The TIO has engaged with Cellect on several occasions in relation to joining the TIO scheme since 29 November 2022.
- 4. The ACMA investigated the TIO referral and on 29 March 2023 sent its preliminary findings report to Cellect inviting it to respond by 11 April 2023. On 29 March 2023 Cellect responded to the preliminary finding and advised it had not been previously aware of the obligation to join the TIO and it took immediate action to address the issue after the ACMA's involvement. Cellect also confirmed it started trading new customers on or about August 2021.

Legislative framework

- Under paragraph 510(1)(aa) of the Act, the ACMA may investigate a potential contravention of the TCPSS Act, where it has reason to suspect that a person may have contravened that Act.
- 6. Subsection 128(1) of the TCPSS Act requires each carrier and eligible carriage service provider (**CSP**) to enter into a scheme known as the TIO scheme. For the purpose of Part 6 of the TCPSS Act, an 'eligible CSP' includes a CSP, such as Cellect, who supplies public mobile services (subparagraph 127(a)(ii) of the TCPSS Act).
- 7. Where a CSP contravenes subsection 128(1) of the TCPSS Act it also contravenes the service provider rule set out at clause 1 of Schedule 2 to the Act and subsection 101(1) of the Act.
- 8. The ACMA may give a remedial direction under subsection 102(2) of the Act to an eligible CSP, directing it to join the TIO scheme.

Findings and reasons

- 9. Cellect is an 'eligible CSP' as it supplies public mobile telecommunications services (subparagraph 127(a)(ii) of the TCPSS Act).
- 10. Cellect states on its webpage https://cellect.com.au/ that it offers SIM plans on no lock-in contracts.
- 11. On the basis of the content of Cellect's webpage, the ACMA considers that it is reasonable to assume that it supplies public mobile telecommunications services..
- 12. On 28 March 2023 the TIO confirmed that Cellect had joined the TIO scheme on that date.
- 13. For the above reasons, the ACMA is of the view that Cellect is an eligible CSP. By not joining the TIO scheme between 31 August 2021 and 28 March 2023, Cellect has contravened subsection 128(1) of the TCPSS Act and, thereby failed to comply with the service provider rule set out at clause 1 of Schedule 2 to the Act, and subsection 101(1) of the Act.