



**Australian  
Communications  
and Media Authority**

# **Compliance priorities 2025–26**

## Consultation paper

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# About ACMA priority compliance areas

Each year, we target key areas of focus for improved industry compliance. These are known as our annual compliance priorities. The areas of activity guide our efforts to deliver effective compliance, and, where necessary, targeted enforcement action.

This consultation paper invites you to tell us what you think our compliance and enforcement focus for the 2025–26 financial year should be.

Below is a summary of what we have considered when setting annual compliance priorities in previous years. We have also outlined our current and previous priorities.

When setting previous annual compliance priorities, we have focused on areas that can result in consumer harm or have a negative community impact. We have identified and targeted areas:

- That are of significant public interest or concern, including those that cause harm to consumers.
- Where we have identified risks of non-compliance, and where our work can encourage compliant behaviour or deter non-compliance.
- Where we can clarify the application of the law, or potentially increase consumer confidence.
- That are the subject of new legislation or regulation, or other important developments.

This coming year, we will also have a particular focus on areas where we can proactively execute our regulatory functions in relation to matters of public safety, Triple Zero and community safeguards.

## **Current priority compliance areas (2024–25)**

Set in July 2024, our current compliance priorities were informed by feedback. We have given an overview below.

### **Protecting telco customers experiencing financial hardship**

We are focused on how telcos are complying with their obligations under the new Telecommunications (Financial Hardship) Industry Standard 2024. This includes monitoring how:

- financial hardship arrangements are offered
- credit management actions are handled
- record-keeping rules are followed.

### **Supporting telco customers experiencing domestic and family violence**

We have previously made it a compliance priority to assess how telcos help customers experiencing domestic and family violence. This year, we have expanded this work with an intelligence-gathering audit focusing on telco rules to keep those experiencing domestic and family violence connected. We are also undertaking consumer and industry education to raise awareness of the support available.

### **Continuing our focus on interactive gambling safeguards**

We are committed to enforcing compliance with gambling safeguards, which is reflected in our continued focus. This year, we are working to:

- Educate consumers about, and enforce industry compliance with, new credit card and crypto bans.
- Keep raising awareness of BetStop – the National Self-Exclusion Register™ – and enforce industry compliance. This will help ensure that people who choose to stop gambling are not provided wagering services or exposed to marketing of these services.
- Explore new tools and approaches to disrupt illegal gambling services provided to Australians.

### **Disrupting SMS impersonation scams**

SMS impersonation scams perpetrated by criminal syndicates have severe financial and social impacts on Australians. We are working to disrupt the distribution and impact of these scams by enforcing rules that telcos need to follow to identify and prevent SMS scams. We are also sharing intelligence with fellow regulators in Australia and internationally. We have continued to develop the SMS Sender ID Register. This aims to stop Australians from receiving impersonation scams by protecting the alphanumeric sender IDs (alpha tags) of legitimate brands, businesses and government services from being hijacked by scammers.

### **Targeting misleading spam messages**

We are working to stop commercial messages being misleadingly sent as ‘service’ or non-commercial messages. This especially applies to messages from businesses where there may be a high risk of harm to consumers, such as interactive wagering or financial services. We are also focused on compliance in the online retail sector and are educating businesses about spam rules and taking formal action where serious and systemic breaches are found.

### **Tackling the online supply of dodgy devices**

Radiocommunications devices that do not comply with Australian rules and safety standards may cause interference to communications, GPS and emergency services. This can put Australians at risk. Building on last year’s work, we have a 3-pronged approach to tackle supply of these devices:

- working with online platforms to proactively remove ads for non-compliant devices
- developing a voluntary pledge with e-commerce platforms to better protect Australian consumers buying online
- educating Australians about the risks of buying these devices online.

### **Combating misinformation and disinformation on digital platforms**

Misinformation can pose a risk to the health and safety of individuals, as well as society more generally. When it is spread deliberately (disinformation), it causes confusion, undermines trust in governments and institutions, and can contribute to financial harm for Australians. We have continued to oversee the performance of digital platforms under the voluntary Australian Code of Practice on Disinformation and Misinformation.

### **Safeguarding Triple Zero emergency call services**

We are focused on the compliance of carriers, carriage service providers and Emergency Call Persons so that calls are successfully carried to emergency services. We have also been working to implement the tasks that fall to us within the Australian Government's response to the recommendations of the Bean Report into the Optus outage.

### **Enduring priorities**

In addition to setting annual compliance priorities, last year we also identified 3 enduring priorities that are 'always a priority' for us to address. These are:

- protecting vulnerable telco customers
- minimising gambling harm
- combating spam and telco scams.

# Have your say: focus areas for 2025–26

As we refresh our compliance priorities, we'd like to hear what you think the ACMA's compliance focus for the 2025–26 financial year should be.

We are particularly interested in your views about new issues of public interest, or areas causing consumer harm. We also would like to hear from you about matters of public safety and community safeguards, where you think we could focus our work.

## Questions for consideration

In describing what you think our compliance priorities for 2025–26 should be, please address some or all of the following questions:

- What have you identified as matters of significant public interest or concern?
- Have you identified matters relating to public safety that we should focus on?
- Have you identified community safeguards that we should focus on?
- What do you see as being potential and actual causes of harm to consumers?
- What are the high-level risks of non-compliance that you have identified, including from technological developments?
- What are the emerging issues where we can encourage compliant behaviour, deter non-compliance or boost public confidence?
- Are there any technological or market developments that you think are testing the effectiveness of the regulatory framework?
- In what areas can we clarify the scope and application of the law?

We're also interested in your views on whether:

- We should extend any of our 2024–25 compliance priority areas for a year or more – and if so, why?
- We should expand our list of enduring priorities.

Your views will assist us to shape our work plan and ensure we use our compliance and enforcement resources effectively.



# Invitation to comment

## Making a submission

We invite comments and suggestions on our 2025–26 compliance priorities.

- [Online submissions](#) can be made by uploading a document. Submissions in PDF, Microsoft Word or Rich Text Format are preferred.
- Submissions by post can be sent to:

Authority Secretariat  
Australian Communications and Media Authority  
PO Box 78  
Belconnen ACT 2616

The closing date for submissions is **COB, Monday 24 March 2025**.

Consultation enquiries can be emailed to [haveyoursay@acma.gov.au](mailto:haveyoursay@acma.gov.au).

## Publication of submissions

We publish submissions on our website, including personal information (such as names and contact details), except for information that you have claimed (and we have accepted) is confidential.

Confidential information will not be published or otherwise released unless required or authorised by law.

## Privacy

View information about our policy on the publication of submissions, including collection of personal information during consultation and how we handle that information.

Information on the Privacy Act 1988, how to access or correct personal information, how to make a privacy complaint and how we will deal with any complaints, is available in our [privacy policy](#).