



Endorsement by UNICEF Australia of submission by Fundraising Institute Australia in regards to TELECOMMUNICATIONS LEGISLATION (UNSOLICITED COMMUNICATIONS) BILL 2019

UNICEF Australia (UA) endorses the submission prepared by Fundraising Institute Australia (FIA) in respect to the proposed removal of Do Not Call Register exemption for charities.

The impact to UA could be significant and is in line with issues identified in the paper, most notably:

- Former donors would not be able to be contacted by UA again, even though they had not expressed a preference not to support UA any longer. Currently our fundraising programs rely on telemarketing to generate 25% of total fundraising income.
- The cost of registering for subscription to the DNCR, with fees up to \$128k, would result in increased administrative costs and a reduction in funding going to improving the lives of children.
- We believe that an exemption for UA as well as other charities is appropriate given the public benefit that charities provide to communities. We ensure that we do not abuse this exemption and ensure that the wishes of individuals being called are respected.
- All charities, including UA manage calling preferences, so anyone informing us that they do not wish to receive calls by UA are flagged as 'do not call.'
- The telemarketing campaign approach at UA has shifted in the last ten years. Particularly in terms of how to approach a call, the objectives of the campaigns and the focus on retention. UA does no cold calling and instead focusses on calling existing donors to having meaningful conversations about issues they care about and are thanked for their support.

UNICEF Australia endorses the FIA recommendation that in view of the significant reduction in complaints about charity calling due to effective fundraising self-regulation, the continuing validity of the public interest exemption, the risk of additional compliance costs and administrative burden particularly for smaller charities, and loss of income to charities due to inability to contact donors by telephone, that the Senate Committee **reject** the proposed amendments to the DNCR charity exemption.

We trust that you will take the opportunity to review the impact of this proposed legislation and ensure that the exemption for charities is retained thereby maintaining the support for charities to support the Australian community.