

smartnumbers® prices slashed

Reserve prices for **smartnumbers®** were cut by around 50 per cent in May following the ACMA's decision to make the freephone (1800) and local rate (13 or 1300) telephone numbers more affordable for businesses and charities. Changes have also been made to the **smartnumbers®** online auction system, making it easier for customers to use.

The changes to the online auction system reduce the minimum period between nominating a number and the auction to four days. The allocation process for eligible charities has also been replaced with the public allocation process. These changes should make it quicker, easier and generally cheaper to obtain **smartnumbers®**.

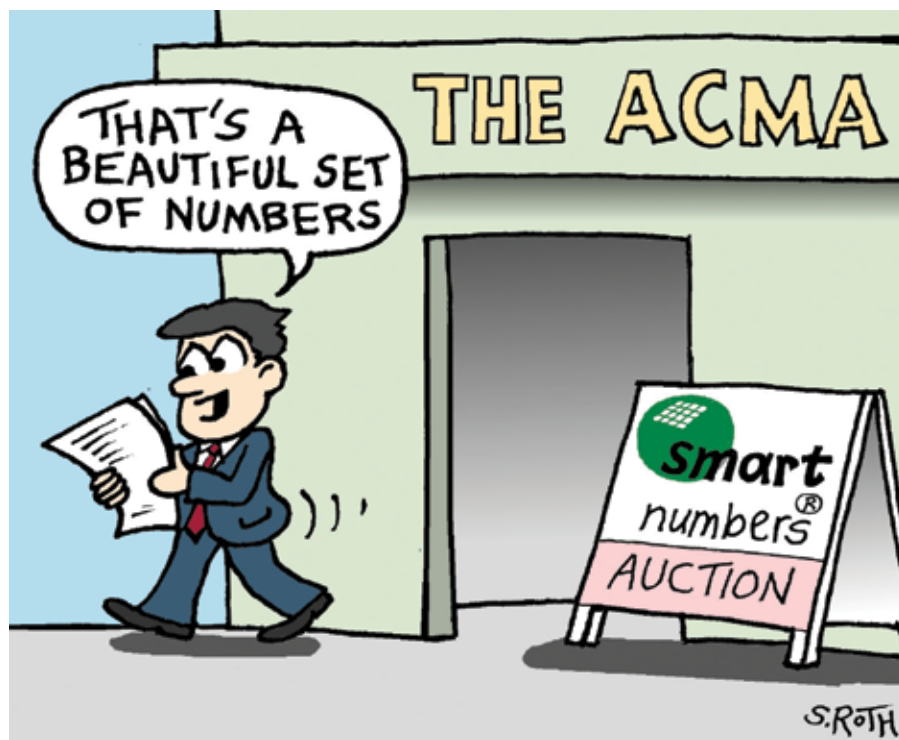
The new reserve prices for different number types are shown in the table below.

Prior to making the changes, the ACMA consulted widely and received 20 public submissions. Stakeholders consulted included 60 registered charities, members of the Australian Phone Words Association, clients of Industry Number Management Services and members of the Numbering Advisory Committee and Communications Alliance.

Charities that have not previously registered and would like to participate in future auctions are now required to register at www.smartnumbers.com.au and pay a one off \$42 registration fee. This arrangement also applies to members of the public who wish to participate in auctions.

A **smartnumber®** (or phone word) can be a valuable marketing tool if it is a highly patterned number, for example 1800 222 222, or if it can be translated into a memorable phone word, for example 13 2287 (13 CATS). Phone words are also easier for callers to remember if they can be linked to an organisation's name or function, for example, 13 TAXI. ☎

For further information email smartnumbers@acma.gov.au, call 1300 793 919 or visit www.smartnumbers.com.au.



Reserve	Basis of reserve price	13 reserve price	1300 reserve price	1800 reserve price
		New	New	New
Platinum	Numeric pattern	\$16,000	\$20,000	\$20,000
Diamond	Word value	\$8000	\$8000	\$8000
Gold	Numeric pattern	\$6000	\$4500	\$4500
Opal	Word value	\$2400	\$1500	\$1500
Silver	Numeric pattern	\$1200	\$750	\$750
Other	Low/no pattern or value	\$400	\$250	\$250