

OUTBOUND COMPLIANCE · 2026

Four Ways Businesses Break Outbound Calling Rules

Nobody sets out to breach the Do Not Call rules. They leave a dialler running past eight, call from a list somebody bought, present a withheld number, or keep going after a clear no.

Four accidental breaches account for most outbound calling trouble in Australia, and all four are fixable at the platform level. **One: calling outside permitted hours.** Telemarketing is allowed weekdays 9:00am. 8:00pm and Saturday 9:00am. 5:00pm, with none on Sundays or public holidays; research calls run to 8:30pm weekdays and are allowed 9:00am. 5:00pm Sunday. Hours apply to the person you call, so time zones and state public holidays both bite. **Two: an unwashed list.** A washed list can be relied on for 30 days from when it was returned, and general business telephone numbers cannot be registered, but sole traders on personal mobiles can.

■ The short version

Day	Telemarketing	Research
Monday. Friday	9:00am. 8:00pm	9:00am. 8:30pm
Saturday	9:00am. 5:00pm	9:00am. 5:00pm
Sunday	No calls	9:00am. 5:00pm
Public holidays	No calls	No calls

Also worth knowing

Registrable?	Type of number
Yes	Numbers used for private or domestic purposes, household lines and personal mobiles
Yes	Numbers used exclusively by government bodies, and emergency service numbers
Yes	Numbers used exclusively for faxes
No	General business telephone numbers used for ordinary operations

The fix that holds

Dial windows configured per state, derived from the destination number rather than your own location, with a per-state holiday calendar and an operational cutoff before the legal one. Stop at 7:45pm, not 8:00pm. Configured this way the system will not place the call, so the campaign being behind target cannot produce a breach, which is the point, because the pressure that causes this breach is real and will recur.

Questions the full guide answers

- ☐ What hours can we make sales calls in Australia?
- ☐ We only call businesses. Does the Do Not Call Register apply to us?
- ☐ How does list washing work and how long is a wash good for?
- ☐ Do we have to show our phone number on outbound calls?
- ☐ If someone says they are not interested, can our salesperson try one more time?
- ☐ What must we say at the start of a telemarketing call?
- ☐ Do these rules apply to AI voice agents making outbound calls?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call 1300 663 222 or visit vocphone.com/about/contact-us.