



THE HON PAUL FLETCHER MP
Minister for Communications, Cyber Safety and the Arts

MEDIA STATEMENT

2 July 2020

Statement on Woolworths Spam Act Breach

Today my portfolio agency the Australian Communications and Media Authority (ACMA) has fined Woolworths over a million dollars for breaching the Spam Act.

Under this Act it is illegal to send spam – that is, unsolicited electronic commercial messages with an Australian link, including email, SMS and MMS.

Our Government is serious about fighting spam. If recipients consent to receiving sales and marketing information – no problem. But if there's no consent – it's illegal.

Spam clogs the system, causes dissatisfaction and distrust amongst consumers and generally makes it harder for legitimate businesses to communicate effectively.

My message to business is simple: don't send spam. And if you do – expect to be caught and to pay a fine.

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