



FAX BROADCAST INSTRUCTIONS

### ✓ Ensure you are compliant with relevant legislation

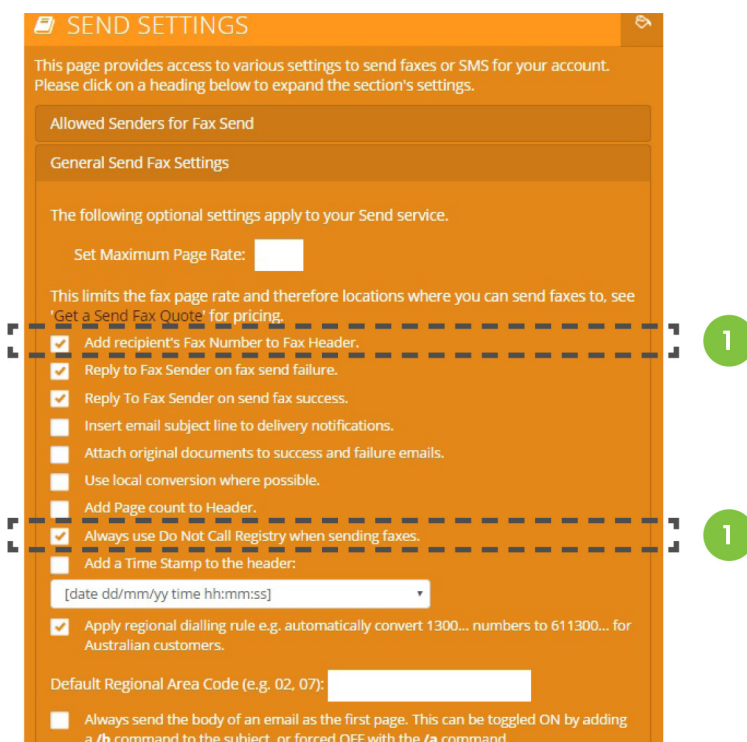
Fax broadcasts are often legislated by governments aiming to curb unsolicited communications; it is your responsibility as the fax sender to ensure your fax content, list of destination numbers and sending time comply with any relevant legislation in the countries of your destination numbers.

Make sure to click on "Save Changes" after updating your Send settings.

GoFax provides two facilities at no extra charge to help you comply with the Australian Communications and Media Authority (ACMA)'s Fax Marketing Industry Standard.

- **List washing against the ACMA Do Not Call Register.** We recommend that you use this facility with any broadcast to Australian numbers that have not opted in to receive marketing faxes. To activate this feature, go to **Send Fax Service > Manage Send Settings > General Send Fax Settings** and ensure 'Always use Do Not Call Registry when sending faxes is checked'. (Don't forget to un-tick after the broadcast is completed to ensure transactional faxes continue to be delivered.)
- **Adding the recipient's fax number to the fax header.** Including the Australian destination number on each fax is mandatory under the Fax Marketing Industry Standard. To activate this feature, go to **Send Fax Service > Manage Send Settings > General Send Fax Settings** and ensure 'Add recipient's Fax Number to Fax Header' is checked.

Make sure to click on "Save Changes" after updating your Send settings.



**SEND SETTINGS**

This page provides access to various settings to send faxes or SMS for your account. Please click on a heading below to expand the section's settings.

**Allowed Senders for Fax Send**

**General Send Fax Settings**

The following optional settings apply to your Send service.

Set Maximum Page Rate:

This limits the fax page rate and therefore locations where you can send faxes to, see 'Get a Send Fax Quote' for pricing.

☒ Add recipient's Fax Number to Fax Header.

☒ Reply to Fax Sender on fax send failure.

☒ Reply To Fax Sender on send fax success.

☐ Insert email subject line to delivery notifications.

☐ Attach original documents to success and failure emails.

☐ Use local conversion where possible.

☐ Add Page count to Header.

☒ Always use Do Not Call Registry when sending faxes.

☐ Add a Time Stamp to the header:

[date dd/mm/yy time hh:mm:ss]

☒ Apply regional dialling rule e.g. automatically convert 1300... numbers to 611300... for Australian customers.

Default Regional Area Code (e.g. 02, 07):

☐ Always send the body of an email as the first page. This can be toggled ON by adding a /b command to the subject, or forced OFF with the /a command.

## ✓ Preparing

*Ensure you have enough Send credits for the whole broadcast*

As part of GoFax's measures to prevent fraudulent activity, our system will only commence a fax broadcast if your account's Send credit balance contains enough credits to send your fax document to 100% of the destination numbers. If you use our send service on a pre-paid basis, please ensure you have purchased enough Send credits to cover the entirety of the campaign.

See our Send credit pricing page for current costs per fax page sent to Australian numbers. If you include international destination numbers in your list, please check our online quote tool.

*Format your destination and block number lists*

GoFax accepts broadcast lists of destination numbers and block lists (containing any numbers whose owners have opted out of receiving marketing faxes from you / your organisation; optional if you have already removed opted-out numbers from your destination list) in .csv format (available in most spreadsheet programmes)

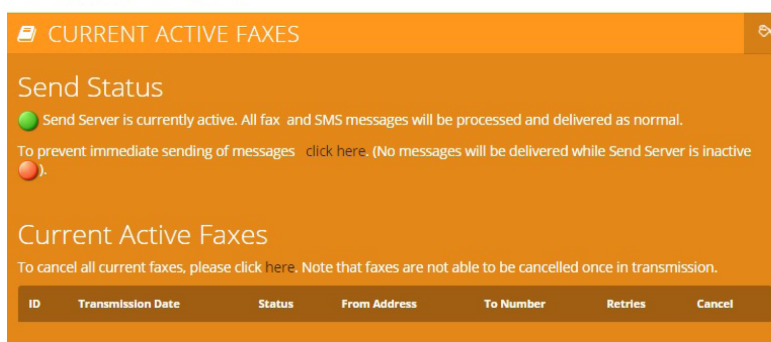
*Please format your list of destination numbers and your block list as follows:*

- Include the fax numbers in the first column only, with "fax" as the first line.
- Include the numbers in GoFax's international format – e.g. if you are sending to 1234 5678 in Sydney (02),
- Australia, include the number as 61212345678 (see page 4 for Excel tips).
- Do not include any special characters in your list document.

## ✓ Uploading and Scheduling

**NOTE:** GoFax recommends placing your account's fax send queue on hold prior to setting a broadcast up. This will allow you to confirm your broadcast settings and prevent an accidental immediate sending of a broadcast intended to be scheduled for later. Make sure to re-activate the fax send queue once you are satisfied the broadcast setup is correct.

### Dashboard ➔



**CURRENT ACTIVE FAXES**

**Send Status**

● Send Server is currently active. All fax and SMS messages will be processed and delivered as normal.

To prevent immediate sending of messages [click here](#). (No messages will be delivered while Send Server is inactive)

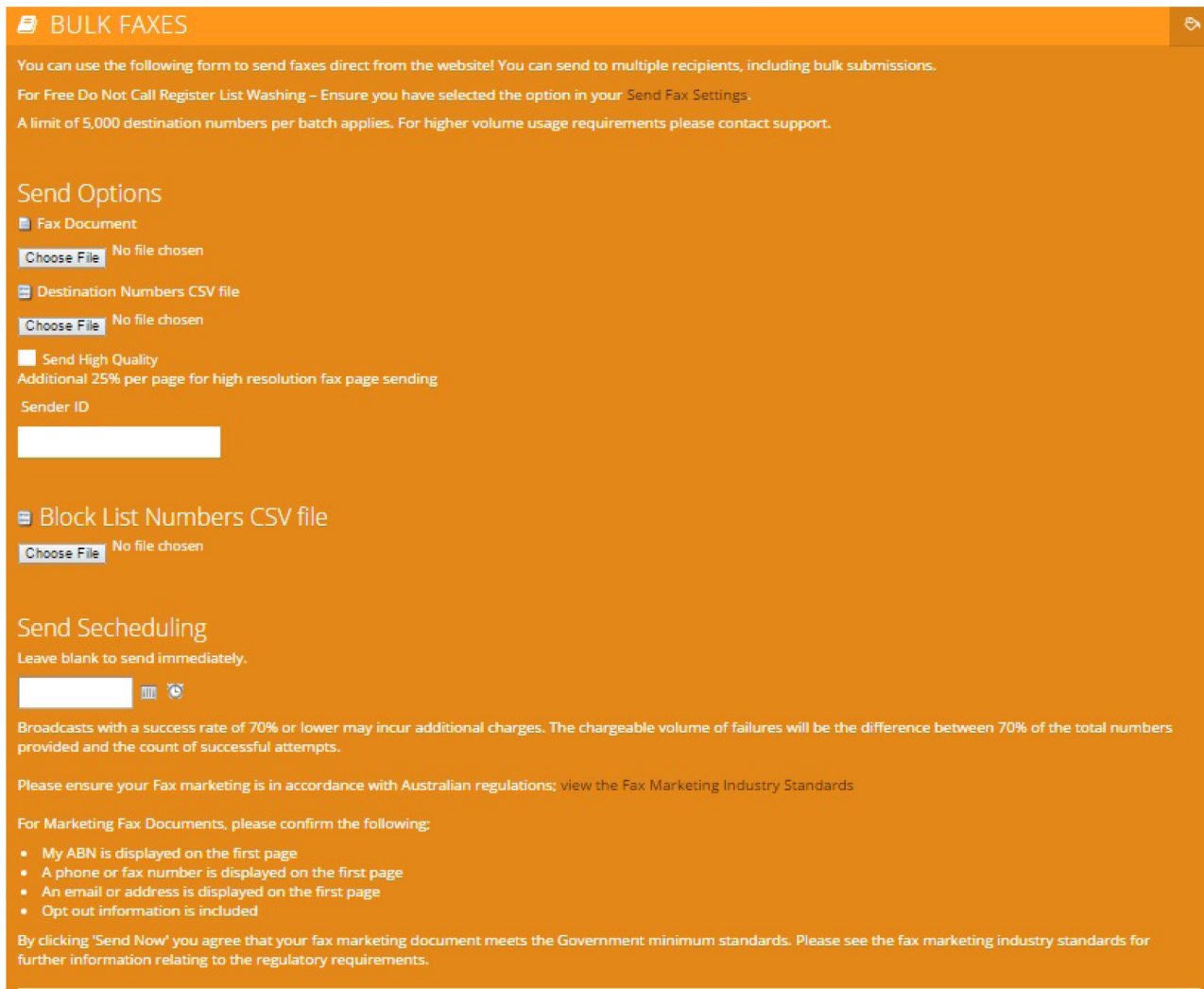
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**Current Active Faxes**

To cancel all current faxes, please [click here](#). Note that faxes are not able to be cancelled once in transmission.

ID	Transmission Date	Status	From Address	To Number	Retries	Cancel
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Go to **Send Fax Service > Broadcast Fax (CSV upload)**. The Bulk Faxes page will appear.



**BULK FAXES**

You can use the following form to send faxes direct from the website! You can send to multiple recipients, including bulk submissions.  
For Free Do Not Call Register List Washing – Ensure you have selected the option in your Send Fax Settings.  
A limit of 5,000 destination numbers per batch applies. For higher volume usage requirements please contact support.

**Send Options**



☐ Fax Document  
**Choose File** No file chosen

☐ Destination Numbers CSV file  
**Choose File** No file chosen

☐ Send High Quality  
Additional 25% per page for high resolution fax page sending

Sender ID

☐ Block List Numbers CSV file  
**Choose File** No file chosen

**Send Scheduling**  
Leave blank to send immediately.  
  

Broadcasts with a success rate of 70% or lower may incur additional charges. The chargeable volume of failures will be the difference between 70% of the total numbers provided and the count of successful attempts.

Please ensure your Fax marketing is in accordance with Australian regulations; view the Fax Marketing Industry Standards

For Marketing Fax Documents, please confirm the following:

- My ABN is displayed on the first page
- A phone or fax number is displayed on the first page
- An email or address is displayed on the first page
- Opt out information is included

By clicking 'Send Now' you agree that your fax marketing document meets the Government minimum standards. Please see the fax marketing industry standards for further information relating to the regulatory requirements.

- Upload your Fax Document.
- Upload your Destination Numbers CSV file.
- Upload your Block List Numbers CSV file.
- Set the required date and time for commencement of your broadcast (leave blank if you wish to send the campaign immediately).
- Review the text between the "Send Scheduling" text box and "Send Now".  
If you are satisfied that your broadcast meets these requirements, click "Send Now".

You will then be transferred to the 'Current Active Faxes' queue. If you scheduled the campaign, it will show the date/time scheduled in the queue.



## ✓ Monitoring

To monitor your campaign, go to **Send Fax Service > Broadcast Fax Management**. This page provides live send information on your current campaign as well as on previous campaigns.

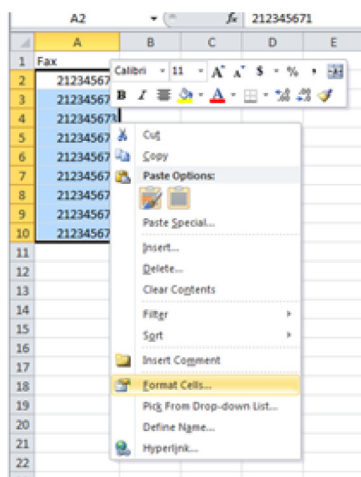
Faxes	Status
28	Initiating Transmission..
47	Preparing for Transmission, bulk task building..
383	Initialised
4	Fax successfully sent
27	Error during transmission
146	Transmission in Progress...
2	Destination number blocked.

### Formatting Australian numbers in 61# format using Microsoft Excel

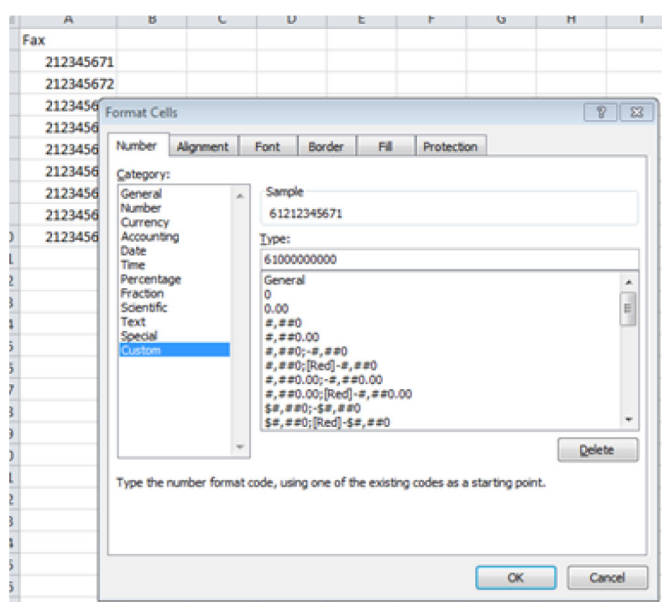
If you're experiencing difficulty getting your numbers into the required international format, you can use the following process in Microsoft Excel.

You may notice that, once you remove all special characters and spaces from an Australian number, Excell will automAtically covnert it to a standard number format and strip the leading zero (so 02 1234 5678 becomes 212345678). Once it has done so:

- Select the cells containing the numbers.
- Right click and select "Format Cells" from the menu.



- Select the "Custom" Category in the Number tab.
- Enter "61000000000" (nine zeroes) in the "Type:" field.



This will format your Australian numbers correctly for GoFax's broadcast system to process.