

# Media Release

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## **Brisbane company confirms there was NO “hoax” tsunami warning**

BRISBANE, QLD – October 10, 2007 – James Stewart National Operations manager for Brisbane based company OnCall Communications sought to clarify the confusion surrounding various media reports of our market research survey being perceived as a “HOAX” tsunami warning on Monday evening. “I am very concerned that a research message sent to a number of areas on Monday night has caused unease in some areas of the community” he stated this morning. “Our company has developed a system that can alert several thousands of households in minutes to any sort of emergency or natural disaster. Part of the process of taking this service to market required us to conduct market research. Although our message clearly stated that we were conducting a survey it unfortunately appears that some people in the community may have become unduly alarmed and I apologise wholeheartedly to these people”.

OnCall are currently working with a number of government departments with respect to our service and the intent of our research was to identify if there was an immediate public demand for, and acceptance of this new technology, whilst various government agencies in all states explore their options.

The survey went to thousands of households in areas potentially affected by tsunamis. “The results of this survey were very exciting” Stewart said. “An overwhelming majority of those who completed the survey said that they would be happy to receive an automated diaster warning message on their mobile and home phones. This is extremely encouraging and shows we are on the right track with great community support”.

“The peace of mind knowing that in the event of any sort of diaster, be it a tsunami or a chemical spill, you’ll be notified as quickly as is humanly possible. This is something that all Australian families deserve” he concluded.

OnCall has made the survey available for anyone with concerns to listen to by calling (07) 3103 9852.

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