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Media Release

20 May 2025

A statement on today's Telstra price hikes

Peak communications consumer body, ACCAN is deeply concerned about the impact of Telstra's announcement of imminent price increases on mobile and internet plans on consumers struggling with the cost of living.

Telstra's decision to maintain pricing on its lowest-cost Starter plans and continue concession discounts is welcome. We also appreciate the statement from Telstra that it will be investing \$800m into upgrading its mobile network and satellite technology (direct-to-device) connectivity.

Despite these improvements in the overall service offering, the price increases will place an impost on millions of Australians already under financial pressure.

ACCAN CEO Carol Bennett said that Telstra's price increases come at a time when Australians are facing significant cost-of-living pressures.

"Connectivity is no longer a luxury—it's essential for work, education, health care and safety. Even small monthly increases can be the difference between staying connected or being excluded. This is particularly true for those on low incomes, fixed incomes or experiencing vulnerability."

"The fact is that these price increases are approaching 10% on some plans. This is a real additional cost on households, and many will feel the difference."

"These changes further highlight the urgent need for a government-backed concessional broadband product. Such a policy would provide an affordable, reliable broadband service for households receiving government income support – and help ensure that no Australian is left offline."

"A concessional broadband product is the most direct way to ensure that people doing it toughest can access the connectivity they need."

ACCAN notes that mobile virtual network operators (MVNOs) often offer more affordable plans using the same – or similar - networks as the major providers. However, many Australians may remain unaware of these options or are hesitant to switch due to concerns around reliability or brand familiarity.

"We encourage consumers to assess their data needs and compare major telco offerings with smaller providers such as Belong, Boost, Amaysim, Tangerine, Spintel or Aldi Mobile, which may

offer better value while still using the capacity of a major network,” Ms Bennett said.

“With new financial hardship rules in effect since March 2024, we encourage consumers who are struggling to meet telco payments to contact their provider and discuss support options.”

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The Australian Communications Consumer Action Network (ACCAN) is Australia’s peak communication consumer organisation. The operation of ACCAN is made possible by funding provided by the Commonwealth of Australia under section 593 of the Telecommunications Act 1997. This funding is recovered from charges on telecommunications carriers.

ACCAN is committed to reconciliation that acknowledges Australia’s past and values the unique culture and heritage of Aboriginal and Torres Strait Islander peoples. [Read our RAP](#)
