

## Fact Sheet

### About the Number Woman 'Fair Calls For All' campaign

Full campaign document explaining the issue here: [www.accan.org.au/numberwoman](http://www.accan.org.au/numberwoman)

How much does it currently cost to call 13/1300 & 1800 numbers\*?

Provider	Plan type	Cost of call to freephone number
Telstra	Mobile phone—post-paid plan	\$0.22 per minute
	Mobile phone—pre-paid plan	\$0.22 per minute
Optus	Mobile phone—post-paid plan	\$0.22–\$0.44 per minute
	Mobile phone—pre-paid plan	\$0.20–\$1.78 per minute (most plans \$0.74 per minute)
Vodafone	Mobile phone – post-paid plan	\$0.70 - \$0.90 per minute plus \$0.35-\$0.39 flagfall
	Mobile phone – pre-paid plan	\$0.15-\$0.89 per minute plus \$0.15-\$0.39 flagfall

#### Examples of call costs

- A 10-minute call to roadside assistance 13 number could cost up to \$11
- A 10-minute call to a State Emergency Service 13 number could cost up to \$11
- A 20-minute call to a 1800 domestic violence support line could cost up to \$18
- A 30-minute 1800 call to report a stolen credit card could cost up to \$27

Source: ACMA and [www.vodafone.com.au](http://www.vodafone.com.au)

#### Useful statistics

- Over 10% of Australians do not have a landline in their home.
- During 2009-2010 the number of Australians aged 14 and over without a landline telephone in their home increased by 35%, from 1.7 million to 2.3 million.<sup>[1]</sup>
- This figure has risen consistently over the last five years, particularly among 18-34 year olds.<sup>[2]</sup>

<sup>[1]</sup> ACMA, *Communications report 2009-2010*, pg 14.

<sup>[2]</sup> ACMA, *2009-10 Communications report series: Report 2 – Take-up and use of voice services by Australia consumers*, pg 4, 22.

#### About ACCAN

ACCAN (Australian Communications Consumer Action Network) is Australia's peak communications consumer organisation. ACCAN's goal is available, accessible and affordable communications that enhances the lives of consumers. The operation of ACCAN is made possible by funding provided by the Australian government.

- According to the ACMA Communications report (2009-10, pg 80) in 2010, Australia had 23, 218 fewer payphones than it did in 2006.
- Vulnerable consumers are more likely to be represented in this group, for example, fixed-line usage in single parent households is at 84 per cent, dropping to 60 per cent of single parents under 34 years.<sup>[3]</sup> It is predicted that landline usage will decrease even further with the introduction of the National Broadband Network, which will make it easier for Australian's to connect to the internet without a landline.<sup>[4]</sup>
- ACMA research found that 12% of Australian adult consumers are considering removing their fixed-line telephone in the next 12 months in favour of other communications such as mobiles and VoIP – while all of these consumers may not switch it is a reflection of the changing attitudes to fixed line communications<sup>[5]</sup>
- Consumers aged 18 – 54 are just as or more likely to use their mobile phone than a landline to make a call.<sup>[6]</sup>
- The United States, Germany, Italy and a number of other countries offer a freephone service from mobile phones – Australia is being left behind.
- ACCAN has recently heard reports of Queenslanders that lost their homes, and consequently their landline phones, in the recent floods and have had to make long calls to insurance companies on a mobile phone, paying large fees for a call that was once assumed to be free or low-cost.

### **Solution to the issue**

Currently from a mobile phone, both the caller AND the company you are calling are paying telco providers for these calls. The solution is simple – the telecommunications providers need to put in place contractual arrangements to share revenue.

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<sup>[3]</sup> ABS, 4102.0-Australian Social Trends, December 2009.

<sup>[4]</sup> Griffith, C and Bingemann, M. 11 February 2011, 'NBN will kill off fixed line telephony', *The Australian*. Last accessed 28 February 2011, available at: <http://www.theaustralian.com.au/business/industry-sectors/nbn-will-kill-off-fixed-line-telephony/story-e6frg9hx-1226003971400>

<sup>[5]</sup> ACMA, 2009-2010 Communications report, pg 30

<sup>[6]</sup> 2009-10 Communications report series: Report 2, pg 30.