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| The state of competition in the Australian mobile resale market |
| A study of Australian MNOs and MVNOs |
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| **Alex Richardson and Greg Shailer** |
| **January 2016** |





The state of competition in the Australian mobile resale market.

Authored by Dr Alex Richardson & Associate Professor Greg Shailer (ANU)

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# Executive Summary

This project aimed to investigate:

*1. The current state of competition in the Australian mobile telecommunications industry with regards to ownership structures, relationships, service offerings, retail presence, and consumer concerns.*

*2. The extent to which the industry includes practices which could be perceived as inappropriate, and whether further consumer safeguards are warranted.*

Our analysis identified the dominance of three Mobile Network Operators (MNOs) in Australia - Telstra, Optus and Vodafone (often referred to as ‘the Big 3’). In addition, three telecommunications companies with large numbers of subsidiaries and Mobile Virtual Network Operator (MVNO) brands were identified: M2 Group Ltd, iiNet (TPG) and Pivotel Satellite Pty Ltd. We also found a range of MVNOs with strong global branding bringing expertise from their worldwide operations: ACN, Lycamobile/GT Mobile, Lebara and Virgin Mobile/Optus. The research identified a continuing trend of concentration in the Australian MVNO market by Telstra, M2 Group, iiNet and TPG, with 56 telecommunications acquisitions identified between 2005 and 2015.

From an examination of providers’ Critical Information Summaries (CIS) we identified a number of apparent omissions of vital information which affect a consumer’s ability to fairly compare plans. Most of these deficiencies are relatively minor and arise from failures to adequately consider the ACMA rules. The majority of providers have clearly used the ACMA provided CIS example to draft their own statement. These cases do well in addressing the required information items. We note some cases of voluntary disclosures that provide better clarification of some issues.

We identified and collected data on more than 1000 plans from 64 MVNOs and MNOs that were offered over a 10 month period (between 31 August 2014 and 30 June 2015). Some highlights of our investigation regarding outlets and offered plans are:

* The Big 3 have the most own-brand retail stores nationwide (over 1600 combined),
* Allphones continues to be the largest independent mobile phone service reseller but faces stiff competition from the Big 3 retail presence.
* Most MVNOs use an online shopping model that offers a SIM starter kit delivered for a token price with recharges/monthly payments managed via an online account.
* At least seven MVNOs have agreements with major retail stores to sell their starter kits and recharge vouchers: amaysim, Boost Mobile, Globalgig, GT Mobile, Lebara, Lycamobile and TravelSIM.
* The broadband-provider M2 Group is expanding its mobile services retail presence through small pop-up kiosks under the Dodo brand, with three of these kiosks offering mobile phone plan services. There were 68 kiosks at the time of writing.
* Nine MVNOs ceased operations during our data collection period: ONEmobile, Savvytel, Telco Green, Cybertel Telecom, Sure Telecom, Ugly BiLL, Global Gossip, Red Bull MOBILE, and TransACT.
* The Optus network hosts the largest number of MVNOs (34) and plans (mostly post-paid).
* MVNO offers on all three networks reflect a general shift from included dollar call values to included national minutes instead. This change somewhat addresses the issue of included call values being difficult to compare in dollar terms when the unit costing varies across plans and providers.

The research identified four factors consistently ranked by focus group participants and survey respondents as most important in choosing their plan and service provider:

* Monthly cost of service
* Network reliability
* Network coverage
* Amount of included data

As monthly cost of service and amount of included data were identified as highly important in choosing a plan and service provider, the following statements concern the value propositions of plans on offer. However, as each MVNO and MNO set their own prices for services they offer, comparisons of included value across plans is not straightforward for the consumer. Below is a summary of the observations made and the authors strongly advise readers to refer to Appendix 2 for standardised cost information for each service provider and offer.

* MVNO and MNO offers on the Telstra network, on average, are priced higher ($44.75), with the Vodafone network being lower priced ($38.61). The average cost of Optus offers is $43.26
* MVNO and MNO offers on the Telstra network have, on average, the highest average call dollar value inclusions but the lowest amounts of data included (around 20% less than offers based on the Optus and Vodafone networks).
* In terms of included data and excess data costs, on average, companies utilising the Vodafone network offer more included data and lower per megabyte excess data fees.

When considering **only MVNOs** operating on the three networks:

* Optus MVNOs, on average, have the most offers, consistent with having the largest number of MVNOs.
* Vodafone MVNO offer, on average, are lower priced at $26.89 compared to Telstra MVNOs at $34.32 and Optus MVNOs at $42.58.
* Prepaid offers by Optus MVNOs, on average, have much longer expiry periods (average of 113 days) compared to Telstra and Vodafone MVNOs (around 53 days).
* Telstra MVNOs, on average, include almost $500 worth of call value, more than Optus and Vodafone MVNOs. However, the different cost basis on how that call value translates to call minutes makes comparisons less transparent.
* Optus MVNOs, on average, offer almost twice the data compared to Telstra and Vodafone MVNOs. Telstra MVNOs have the lowest cost per megabyte for included data, but Vodafone MVNOs are typically lower priced for excess data.

Providers and retail employees appear to be well trained in communicating this information via websites and in-store conversations, however, customers don’t exhibit a good understanding of the actual costs of their service beyond monthly spends.

Reflecting upon these findings, we make the following recommendations:

* Continue to offer CIS documents via provider websites.
* Allow language localization of CIS documents
* Standardise the wording and appearance of cost information within the Information About Pricing section
* Require a consistent CIS format
* Specify how to show CIS content is current
* Clearly define expectations of information provided for “the maximum monthly charge payable where calculable”
* Clearly define expectations of information provided for “the maximum charge payable for early termination of the Offer”

# Report Structure

This report has five major sections:

1. The **introduction** identifies the project aims and rationale, followed by a detailed **glossary** of industry specific terms that are used throughout this report.
2. The **background** section explains the roles of Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs) and Mobile Virtual Network Enablers (MVNEs), followed by an overview of the Australian mobile telecommunications market context. Key entities are identified and described.
3. The **method** section outlines each of the four data collection stages. Appendix 3 – Focus Group Thought Exercise and Appendix 4 – Survey Instrument, provide further detail.
4. The **results** are presented and implications are discussed. Profiles of companies offering retail mobile phone services in Australia are presented in Appendix 2 - Service Provider Profiles.
5. **Conclusions** and **recommendations** are then presented.

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# Introduction

## Project aims

The aims for this project are to investigate:

1. The current state of competition in the mobile telecommunications industry with regards to ownership structures, relationships, service offerings, retail presence, and consumer concerns.
2. The extent to which the industry includes particular practices that could be perceived as inappropriate and whether further consumer safeguards are warranted.

## Project rationale

The relative ease of becoming an MVNO through “turn-key” solutions has resulted in a diverse and dynamic retail market for mobile phone services in Australia. Customers have both benefited and suffered from their rapid expansion. Consumers have, at face value, a broad range of plans and offers to select, from 68 MVNO brands[[1]](#footnote-1). However, years of acquisitions and mergers by telecommunications companies has consolidated customers and other assets of value from varying markets e.g. land line, fixed ADSL2+ broadband, mobile, etc. This means that many of the brands offered to consumers are subsidiaries of a common parent company, raising doubts as to the current state of competition in the mobile telecommunications industry. Furthermore, the Australian Competition and Consumer Commission (ACCC) has observed a slowdown in the rate by which the average price of mobile services is reducing, potentially signalling a weakening of retail price competition.[[2]](#footnote-2) This motivates the first aim of this project.

The Communications Alliance Telecommunications Consumer Protections (TCP) Code has seven key commitments to consumers. The first two form the basis of the Customer-Supplier relationship that is fundamental to the other five:

1. *Consumers will enjoy open, honest and fair dealings with their Supplier, and have their privacy protected.*
2. *Consumers will receive clear, accurate and relevant information on products and services from their Supplier; before, during and, where appropriate, after the point of sale.*

This project is concerned with whether providers are meeting these key commitments, with particular focus on the second commitment. Access to clear, accurate and relevant information to make fair comparisons between options is a core tenet of consumer empowerment. Any action by a provider that limits access to such information, intentionally or unintentionally, is not consistent with the TCP Code. An example of such an action is the use of “included value” when marketing mobile offers, where the customer has to extract important information for decision making from multiple sources which, individually, do not provide adequate means by which to compare value.[[3]](#footnote-3) As recommended in an OECD report in 2008, “Regulators should consider requiring that all major operators provide complete, comparable, appropriate and accurate information to consumers…”[[4]](#footnote-4)

The TCP Code continues to evolve as research is presented and as stakeholders seek clarifications and changes.[[5]](#footnote-5) In this respect, “unit pricing” has been the subject of research endeavouring to understand consumer reactions to the way information is presented. For example, a 2011 report recommended to “Simplify terms and conditions and use a single page critical information sheet” and “Develop consumer-friendly trials of unit pricing and conduct further research into how consumers use unit pricing”.[[6]](#footnote-6) This was followed in 2014 by a report looking at consumer responses to unit pricing for mobile phone services. It recommended retaining unit pricing, but expressing voice calls in terms of one-minute calls and data prices in terms of gigabytes (or part thereof).[[7]](#footnote-7) There is clearly room for further reflection on how standard information is presented in the TCP Code.

These concerns motivate the second aim of this project.

## Key terms

This report is closely linked to the Telecommunications Consumer Protections Code C628:2012. Therefore, to minimise confusion, many of the key terms used in this report use the same definitions as in the ACMA Communications Report 2013-2014[[8]](#footnote-8) and TCP Code 2012.[[9]](#footnote-9)

#### 2G - Second Generation mobile telecommunications

“Mobile telecommunications services that use digital techniques, providing voice communications and a relatively low transmission rate for data.”8 Typically means a GSM (Global System for Mobile Communications) network in an Australian context.

#### 3G - Third Generation mobile telecommunications

“Broadband mobile telecommunications services supporting both voice channels, and IP-based video and data services.” 8 Typically means an UMTS (Universal Mobile Telecommunications System) network with some variant of HSPA (High Speed Packet Access) in an Australian context.

#### 4G - Fourth Generation mobile telecommunications

“Enhanced broadband mobile telecommunications services supporting voice[[10]](#footnote-10), video and data services over an all IP network.”8 Typically means an LTE (Long Term Evolution) network in an Australian context.

#### ACCAN - Australian Communications Consumer Action Network

“Australia’s peak body for consumer representation in communications.” [[11]](#footnote-11) They represent residential consumers and small businesses including not-for profit organisations in so far as they are consumers.

#### ACCC - Australian Competition and Consumer Commission

“Commonwealth regulatory body with responsibilities derived from the Competition and Consumer Act 2010 (formerly the Trade Practices Act 1974).”8

#### ACMA - Australian Communications and Media Authority

“Commonwealth regulatory authority for broadcasting, online content, radiocommunications and telecommunications, with responsibilities under the Broadcasting Services Act 1992, the Radiocommunications Act 1992, the Telecommunications Act 1997 and related Acts.” Established on 1 July 2005 following a merger of the Australian Communications Authority and the Australian Broadcasting Authority.”8

#### Act

“means the Telecommunications Act 1997 (Cth).” 9

#### ASIC - Australian **Securities** and Investments Commission

“Australia’s corporate, markets and financial services regulator.” Contributes to “Australia’s economic reputation and wellbeing by ensuring that Australia’s financial markets are fair and transparent, supported by confident and informed investors and consumers.” It is an independent Commonwealth Government body set up under, and to administer, the Australian Securities and Investments Commission Act 2001 (ASIC Act). It carries out most of its work under the Corporations Act 2001 (Corporations Act).[[12]](#footnote-12)

#### Broadband

“Typically defined as internet access with a download speed greater or equal to 256 kbit/s. Broadband is implemented through a range of technologies such as optical fibre, DSL[[13]](#footnote-13), HFC[[14]](#footnote-14) cable, mobile broadband, fixed wireless and satellite. Broadband is an ‘always-on’ technology that does not tie up a telephone line exclusively for data.” 8

#### Consumer

“An individual who acquires or may acquire a Telecommunications Product for the primary purpose of personal or domestic use and not for resale” 9, [[15]](#footnote-15)

#### Customer

“A Consumer who has entered into a Customer Contract with a Supplier” 9

#### Customer Contract

“Means an arrangement or agreement between a Supplier and a Consumer for the supply of a Telecommunications Product to that Consumer. For the avoidance of doubt, unless stated otherwise, the Standard Form Customer Contract is a Customer Contract.” 9

#### Discount

“A reduction in the Charge which is usually levied by a Supplier” 9

#### Fixed-line telephone service

“Covers the delivery of voice services over a copper pair-based PSTN access network or fixed-line broadband networks.” 8

#### GB - Gigabyte

“One billion bytes. Each byte is eight bits.” 8

#### Included Value Plan

“Means a mobile Post-Paid Service plan under which the Customer receives a larger amount of monthly included value than the minimum monthly Charge they pay (e.g. for $50 per month they may receive $500 included value), to use on a combination of eligible services across Standard National Mobile Calls, Standard National Mobile SMS and national data usage, and the use of any of these three eligible services is not unlimited.” 9

#### KB - Kilobyte

"A thousand bytes.” 8

#### LTE – Long Term Evolution

“A suite of radio and core network specifications for the enhancement of mobile networks beyond 3G capabilities. It is associated with 4G system builds providing higher data rates, higher quality of service and better resource utilisation.” 8

#### MB – Megabyte

“One million bytes.” 8

#### MMS - multimedia messaging service

“Mobile telecommunications data transmission service for sending messages with a combination of text, sound, image and video to MMS-capable handsets.” 8

#### MNO - Mobile Network Operator

A mobile service operator that has licensed spectrum and the infrastructure to provide services to its customers or to resell access to MVNOs for their customers.

#### MVNE - Mobile Virtual Network Enabler

“A company that provides services to mobile virtual network operators, such as billing, network element provisioning, administration, operations, support of base station subsystems and operations support systems, and provision of back end network elements, to enable provision of mobile network services like cellular phone connectivity.” [[16]](#footnote-16)

#### MVNO - Mobile Virtual Network Operator.

“A mobile service operator that does not have its own licensed spectrum and does not have the infrastructure to provide mobile service to its customers. Instead, MVNOs lease wireless capacity from pre-existing mobile service providers and establish a brand name different to that of the provider.” [[17]](#footnote-17)

#### NBN - National Broadband Network

“The national wholesale-only open access data network in Australia offering high-speed broadband to all Australian premises using a multi-technology mix.” 8

#### Offer

“Means a current, standard in-market plan containing pricing that is made by a Supplier for the provision of Telecommunications Products, which is available to any individual Consumer or Consumers as a class and includes, without limitation such offers made in Advertising.” 9

#### Post-paid

"Means a Telecommunications Product that can be used fully or in part prior to being paid for by the Consumer.” 9

#### Prepaid

“Means a Telecommunications Product that must be paid for by the Consumer before it is used.” 9

#### Smartphone

“A mobile phone built on a mobile operating system, with more advanced computing capability and connectivity.” 8

#### SMS - short message service

“A mobile telecommunications data transmission service that allows users to send short text messages to each other using a mobile handset.” 8

#### Standard National Mobile Call

“Means a mobile voice telephone call from a Supplier’s mobile service to another Supplier’s mobile service (off-net) during peak time where the calling and receiving parties are in Australia.” 9

#### Standard National Mobile SMS

“Means a mobile short message containing a maximum of 160 characters from a Supplier’s mobile service to another Supplier’s mobile service (off-net) during peak-time where the sending and receiving parties are in Australia.” 9

#### Subscribers

The term ‘subscriber’ is often used rather than the number of ‘users’ as counts of subscribers are not the same as counts of people/organisations with a mobile phone service. This is because some subscribers may have accounts with more than one service provider or multiple accounts with a single service provider.

#### TIO - Telecommunications Industry Ombudsman

“Means the Telecommunications Industry Ombudsman is appointed under the Telecommunications Industry Ombudsman scheme referred to in the Act.” 9

# Background

## The Roles of MNOs, MVNOs & MVNEs

Since the launch of Virgin Mobile UK in 1999, and then as Australia’s first MVNO in 2000, the MVNO sector has grown rapidly to well over 900 MVNOs worldwide. They are now active in most countries’ telecommunications markets, but their importance depends on local conditions.

Mobile Virtual Network Operators (MVNOs) typically arise for two reasons. First, they are enabled by regulatory intervention intended to enhance retail competition in telecommunication markets (as recommended by the European Commission in 2003). Second, they address a market opportunity to sell access to excess mobile network capacity to customers the MNO cannot otherwise attract themselves or for which it is not financially feasible to do so. The MVNO can acquire access to a network without incurring capital costs to build it themselves, and also provides the MNO with revenue from the MVNO to help recoup overhead and fixed costs. This market opportunity is what drives MNVO availability in Australia, which at first saw rapid growth in the MVNOs sector, before flattening out between 2012 through 2015. Their combined market share grew to around 8.4% by the end of 2009, and then 13.5% by the end of 2012.[[18]](#footnote-18) There are now 68 competing MVNOs sharing an estimated 15% of the estimated 21 million[[19]](#footnote-19) mobile phone subscriptions in Australia.

The growth in the MVNO sector is because its business model is highly flexible and allows mutually beneficial strategic agreements between business partners. In the case of Australia, many MVNOs do the work required to subscribe non-mainstream customers that the MNO would not otherwise target themselves, such as younger or older customers, foreign visitors, and price sensitive consumers. This effectively outsources the customer service and marketing to the MVNO, with the MNO still deriving income indirectly from those MVNO customers through the wholesale access.

Before examining MVNO market competition, it is important to first understand the nature of the various entities involved in the provision of modern mobile telecommunications services. There are three main classifications of entities involved, with the level of involvement dependent on the specific MVNO business model being used. These entities are described below.

### The Mobile Network Operator (MNO)

* + Typically a large incumbent telecommunications company that wishes (or needs, due to regulatory pressure) to open access to their infrastructure to enable market competition, or to enable utilization of excess capacity (i.e. wholesaling to another business that can better target the needs of particular market segments). However, it can be any company that has sufficient capital and support.
  + They invest in and manage the access-level mobile network infrastructure (e.g. base stations) and radio spectrum licences required for wireless communication.
  + They provide access to the mobile network through their wholesale operations who then partner with other businesses that utilise the mobile network access.
  + In Australia, there are three MNOs (Telstra, Optus and Vodafone) which have their own retail offerings competing for mobile customers.

### The Mobile Virtual Network Operator (MVNO)

* + MVNOs come in various guises, depending on their business model and the products and services provided by MNOs and MVNEs. At the simplest levels, they can be classed as:
    - **Brand-stamping** or **Branded** – tightly coupled to the MNO and relies upon the MVNO’s brand value to market their products to consumers.
    - **Co-hosting** or **Light** – loosely coupled to the MNO with some flexibility in operations provided by custom in-house systems, but still reliant on some MNO (or MVNE) systems.
    - **Integrated** or **Full** – decoupled from the MNO by having a full range of in-house systems to support operations in a personalised manner, with the MNO only required to provide access to the physical mobile network infrastructure.
  + There are currently around 68 MVNOs operating in Australia.

### The Mobile Virtual Network Enabler (MVNE)

* + A “go between” that has an access agreement with one or more MNOs reselling that access to MVNOs. Some prominent MVNEs in Australia tied to particular MNOs include Vanilla Telecom (tied to Vodafone) and Virgin Australia (a subsidiary of Optus).
  + The agreement between the MNO and MVNE can be for exclusive access that moves MVNO management from the MNO to the MVNE, or preferential pricing where the aggregate service requirements of the MVNE client enables volume discounting of supply.
  + They typically value-add to that access by providing a Billing Support System (BSS) or Operations Support System (OSS) platform to their MVNO clients (e.g., iBoss in Australia). Some providers, such as Utilibill in Australia, provide a ‘drop-in’ billing system to MVNEs.
  + MVNEs seem less important in the Australian market compared to other OECD countries and have been prone to failure; e.g., ispONE in 2014 and iTelecom in 2015.

Figure 1, which is taken from Valoris (2008), shows the three different MVNO types across six mobile telecommunications service value chain activities, as well as the role of the MVNE between MNOs and other entities (e.g. MVNOs). MVNOs can also be classified in terms of the Porter’s Generic Strategies (see

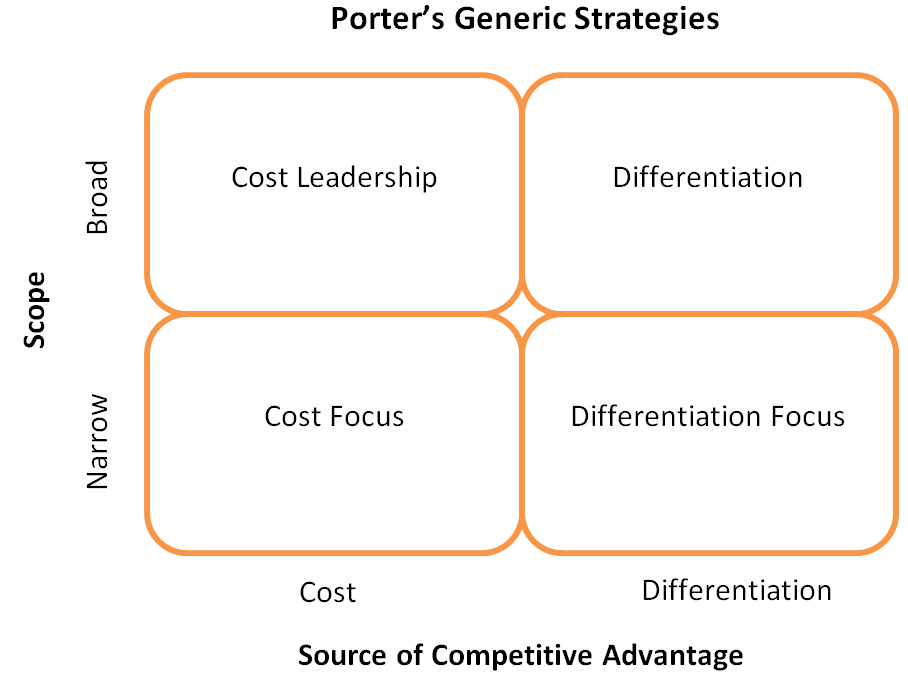
Figure 2).

Figure 1 - Different MVNO business models

Shows branded resellers, light-MVNOs, full-MVNOs and MVNEs on a scale from hosting the network to being a distribution point for networks and offers. 



Figure 2 - Porter's Generic Strategies



Researchers at the University of Florida (USA) and Tajen University (Taiwan) found that MVNOs use a range of strategies in order to be competitive. [[20]](#footnote-20) They studied 21 MVNOs globally and classified them according to whether they used segmentation, differentiation or cost leadership approaches.

From this they identified four main strategic approaches, listed below.

#### No-frills MVNOs – cost leaders

No-frills MVNOs focus on simple mobile services, typically only offering prepaid services. They price their plan offers below the market’s major operators and target the price conscious customer that wants value for money without the frills of other higher priced offerings.

Heavy discounting is often seen in the early growth period of no-frills MVNOs to attract new customers and build a sufficient customer base to sustain operations. This is an attractive option for MVNOs because their initial capital outlay is relatively modest, thus reducing the extent of financial losses if the venture fails.

Some Australian examples are:

* Amaysim – the fourth largest independent mobile service provider in Australia with 718,000 customers and 160 full-time employees. In July 2015 Amaysim listed on the Australian Stock Exchange with a market capitalisation of $408 million[[21]](#footnote-21). The company focuses on uncomplicated low cost services and offers customer service that is rated better than other no-frills MVNOs.
* Lycamobile – well known for their low cost international calling but also a wide range of national voice, SMS and data bundles. Also well known for aggressive pricing to drive early share in new markets.

#### Branded MVNOs – differentiation

Branded MVNOs focus on providing a “unique” service intended to entice customers to subscribe through brand awareness. These MVNOs typically leverage the consumer awareness of the market segment in which the brand is best known and differentiate their offers accordingly to meet the needs of particular consumer types. In overseas markets this has allowed MVNOs to charge higher amounts for their services where consumers have an emotional attachment to the brand and are willing to pay a premium. However, in Australia, the main strategies emphasise differentiation by focusing on customer service, loyalty discounting or bundling mobile services.

For companies with established brand names, brand extension into the mobile market can reduce the financial strains on the operations through less demanding promotional costs. However, there is a danger of brand dilution when the mobile phone services don’t fit the other offerings of the business.

Some Australian examples are:

* ALDImobile – leverages the name Aldi and the brand association of being inexpensive, but also focuses on customer service and achieved 5 star ratings across all categories of CANSTAR Blue in 2015 for prepaid mobile plans. [[22]](#footnote-22)
* amaysim – while they are a low cost provider, they have a strong focus on customer service and achieved 5 star ratings across almost all categories of CANSTAR Blue in 2015 for prepaid mobile plans. 23
* ClubTelco (M2 Group) – unique in requiring mandatory membership in their affiliate loyalty programme at a cost of $80 annually but positions this as a way for customers to obtain discounts for bundling and from a network of rewards partners (Infinite Rewards).
* Virgin Mobile – strong brand presence due the Virgin Group, with customers being targeted with perks and discounts across a range of Virgin branded companies.
* Woolworths Connect – a rebranding of Woolworths Mobile that offers discounts for Woolworths Everyday Rewards loyalty card holders and leverages a nationwide retail presence across multiple Woolworths Limited brands (e.g. BigW and Caltex Woolworths).

#### Focused MVNOs – market segmentation

Rather than purely trying to position MVNO offers by cost leadership or differentiation for a whole market, focused MVNOs pursue particular market segments, such as young or elderly users. In some markets, this strategy has proven useful for existing MNOs to widen their reach through their own MVNO brands into previously unserved market segments.

Some Australian examples are:

* ABLE NET Pty Ltd. – targets the Japanese and Korean tourist market in North Queensland (Cairns region). It is the only MVNO that offers foreign language versions of their offers. In addition to the tourism market, some case studies have shown this model can also be beneficial for refugees and migrant workers.
* Ownfone & KISA – companies that focus on selling a custom easy-to-use phone and plan to the blind, seniors, those who suffer from arthritis and dementia, and parents who want a limited capability phone for children. Strong focus on usability for voice calling and restricting data and messaging services.

#### Bundling – Differential cost leadership

Where possible, it is important for companies to have multiple business strategies. This can be done through a combination of the previously mentioned strategies, but also through telecommunications diversification by offering related products and services. With the widespread adoption of mobile broadband, TV and music streaming subscription services are increasingly becoming attractive options. Diversification can also happen through non-mobile services such as landline phone, ADSL2+ broadband, NBN and Pay TV.

These services are commonly “bundled” by combining the once separate bills into a single monthly bill (but not necessarily so). Combined with discounting to encourage consumers to subscribe to fixed term contracts, the bundled offers provide some degree of risk management for companies by having more reliable revenue streams.

Some Australian examples are:

* iiNet (TPG)[[23]](#footnote-23) – reputation as a premium brand that focuses on customer service and achieved 5 star ratings across almost all categories of CANSTAR Blue in 2015 for mobile phone plan providers. 24 Due to a diverse range of telecommunications capabilities, iiNet offers bundling of ADSL2+ broadband, home phone, Netflix and 4G mobile voice plans.
* Dodo (M2 Group) – reputation as an economical brand that focuses on low prices and promoting a wide range of products and services (broadband, mobile, TV, insurance, electricity, gas and insurance) through the support of M2 Group companies.
* Telstra – reputation as a premium brand that focuses on reliability and coverage. Provides complimentary 12 month membership for Apple Music with 12 or 24 month contract Go Mobile plans, and offered access to MOG[[24]](#footnote-24) previously to this. Recently announced streaming of video on demand services Netflix, Stan and Presto.

## Mobile markets in Australia

In a 2014 study, GSMA Intelligence reported there were almost 1,200 mobile telecommunications service providers worldwide, with 943 MVNOs and 255 MNO sub-brands. Of those 943 MVNOs, 579 (~61%) were in Europe, with the Oceanic region having 53 of the MVNOs identified. Our own research has found 68 brand name MVNOs operating in the Australian market during the data collection period. When the figures are examined relative to population size, Australia has a comparatively large number of MVNOs competing in its mobile telecommunication market (see Table 1).

Table 1 - MVNO density - 2014

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Number of MVNOs  (in 2014) | Population  (millions) | MVNOs  (per million people) | Subscribers  (millions) | MVNOs  (per million subscribers) |
| Global | 943[[25]](#footnote-25) | 7,238[[26]](#footnote-26) | 0.13 | ~7,000[[27]](#footnote-27) | 0.13 |
| European | 579 | 741 | 0.78 | ~780 | 0.74 |
| Australian | ~56[[28]](#footnote-28) | 23.5 | 2.38 | ~21 | 2.67 |

There are three dominant MNOs in the Australian mobile telecommunications market, all of whom provide wholesale access to their networks, as well as having their own-brand consumer offerings. These are the “Big 3”:

* Telstra (Telstra Corporation Limited),
* Optus (Singtel Optus Pty Limited), and
* Vodafone (Vodafone Hutchison Australia Pty Limited [VHA]).

Prior to this project, the following companies had also tried to establish public mobile telecommunications networks in Australia:

* 3GIS Pty Limited
  + Shared radio network in a 50:50 partnership between Telstra Corporation Limited and Hutchison Telecoms Australia Ltd (HTAL) in 2004.
  + HTAL owned Hutchison 3G Australia Pty Limited (H3GA) which offered the first 3G mobile service in Australia, under the brand ‘3’ utilising this network.
  + H3GA renamed VHA, with 50% stake sold in 2009 to Vodafone Group (50:50 owners)
  + Sharing agreement continued until 2012, at which point VHA and Telstra divvied up the base stations between their separate mobile operations.
* Hutchison Australia
  + CDMA (2G) mobile phone network operating from 2000 to 2003 in Sydney and Melbourne.
  + The transition to MNO was made possible by purchasing a license for the 850MHz spectrum in Sydney and Melbourne in 1999.
  + Services offered under the licensed ‘Orange’ brand which had previously been offered as a resold Optus GSM since 1998.
* One.Tel GSM 1800 Pty Limited (service owned by Lucent Technologies)
  + GSM mobile phone network built by Lucent for $1.2 billion and rolled out in 2001.
  + One.Tel collapsed in 2001 before testing finished, allegedly owing Lucent $600m.
* Personal Broadband Australia (PBA) Limited (service owned by Kyocera Corporation)
  + Subsidiary of Commander Australia Limited at the time.
  + Offered the Kyocera manufactured iBurst wireless broadband service.
  + Network shutdown in 2008 due to prevalence of competing 3G service uptake.
  + M2 Group bought strategic assets of Commander Australia Limited in 2009.

The history of mobile telecommunications in Australia shows that establishing a nationally accessible mobile telecommunications network is not a simple task, whether it be due to competitive interests of more established providers (3GIS), financial and management problems (One.Tel) or the rate of technological change (PBA).

With spectrum licensing fees and infrastructure costs that run into billions of dollars, high network maintenance costs, and the strategic actions of established providers, it is generally accepted that it is not feasible for smaller telecommunications providers to compete directly in “Access Network” activities in Australia. MVNOs therefore need to rely on the “Big 3” for wholesale access to mobile networks, either directly to the MNO or indirectly through a MVNE.

Telstra, Vodafone and Optus independently operate 2G, 3G and 4G networks across Australia and their wholesale divisions offer differentiated products based on network speed generations. All of the “Big 3” have signalled their plans to discontinue 2G GSM services due to growth in 4G services and wishing to repurpose their licensed 2G frequency ranges for other more modern services. Telstra has indicated it will discontinue 2G network services in 2016, followed by Vodafone and Optus in 2018.

## The dynamics of mobile network providers in Australia

This section uses public information pertaining to events reported by mainstream and industry media to “paint a picture” of the dynamics of business that have affected the mobile service provider landscape in Australia in recent years.

Significant features of this landscape include the market power of the Big 3 providers, their relationships with various MVNEs, and the poor performance of MVNEs in the Australian market, as highlighted by the failures of ispONE in 2014 and iTelecom in 2015.

Concerns over the power of the Big 3 are demonstrated by the historical criticism of Telstra by industry analysts for excessive pricing pressure on retail operators who re-sold access to the Telstra 3G network. For example, Boost Mobile made large cuts to the data allowances of their $40 plan in early 2014, when there was media speculation that Telstra wanted to drive adoption of their 4G services by customers with heavy data usage and saw the Boost Mobile service as being “too attractive”[[29]](#footnote-29). The absence of wholesale access to Telstra’s 4G network has contributed to some recent questions regarding fairness as demand has grown for superior data speeds and volumes.

Data allowances have often been contentious and have contributed to the dynamics of the market. For example, in 2013, Kogan Mobile won a court case against their wholesale provider, ispONE (a Telstra prepaid MVNE), for blocking and suspending accounts of high data usage subscribers. Shortly thereafter, in August 2013, when ispONE was unable to accurately forecast costs for their prepaid mobile service business and so failed to make timely payments to Telstra, Telstra terminated its supply agreement and ispONE collapsed. Consequently, Kogan Mobile had to withdraw from the prepaid mobile service market because it could not secure direct supply arrangements with any of the Big 3.[[30]](#footnote-30) An ispONE partner-reseller, ALDIMobile (Medion Australia), did secure an agreement with Telstra, but this was at the cost of halving the data allowance of its “unlimited” prepaid plan.[[31]](#footnote-31)

Following the demise of ispONE, its core assets (including retail MVNO brands One Seniors, One Mobile and One Telecom, ispONE’s 61,000 customers and the iBoss MVNE billing platform) were acquired by Conec2 Group, through its newly registered subsidiary AsiaPac Communications, in September 2013. However, iBoss and One Telecom were forced into administration in May 2014 after carrier service restrictions were placed on their supplier, Australasian New Energy Group (which was owned by Conec2 owner Cameron Adams), by Telstra Wholesale, AAPT, Optus and Vocus. Their failure led on to the failure of their parent company AsiaPac Communications and its parent company Conec2.

The cascading effects of MVNE dynamics on MVNOs and retail consumers continued when Vocus Communications acquired around 50,000 iBoss, One Telecom and OneSeniors customers in May and MyNetFone acquired the iBoss billing platform in July 2014.

Continuing the saga of failing MVNEs, the MVNE iTelecom Wholesale failed in January 2015. iTelecom had produced 97% of the revenues of the iVNX Group, and its demise led to the failure of other group entities, including iVNE (a reseller of Telstra network services), CoMobile (which sold Telstra prepaid) and iVNO. The MVNE Wireline promptly acquired iTelecom’s assets, including its customer and supplier contracts) but declined to bid for the other businesses.[[32]](#footnote-32) This led to the migration of iTelecom’s MVNO customers to the Wireline service activation and billing system.

The tumultuous fortunes of MVNEs and related businesses have impacted dramatically on the operations of MVNOs and their retail customers. While other businesses may be quick to acquire the assets of the failed operators, MVNOs and retail customers are often left without services. The many thousands of customers affected by the exits of ispONE, Conec2 and iTelecom, whether they were direct customers of the failed businesses or customers of MVNOs who had contracted with the failed MVNEs, did not enjoy contiguous services. The liquidations of ONESenior, One Telecom and iBoss voided customer contracts. While this gave customers opportunities to switch providers, even short term loss of mobile phone services can be costly.

Following the momentous entries and exits of MVNEs and some MVNOs through 2013-2015, Australia has experienced further consolidation in the telecommunications market, bringing about a substantial number of MVNOs under more concentrated control.

* The ACCC approval of the acquisition of iiNet by TPG in August 2015 established the merged business as Australia’s second largest ISP. This merger influenced mobile service customers because both companies also operate as MVNOs. It also exacerbated earlier consolidation of providers because, previously, iiNet had made numerous acquisitions that are reflected in its continuing operation of subsidiaries and MVNOs under the brands Adam Internet, Internode, Netspace, TransACT and Westnet.
* In September 2015, merger plans were announced for Vocus and M2. The merger is subject to a vote by M2 shareholders, scheduled for early 2016. If successful, this deal will build on a series of major takeovers that started with M2’s acquisition of Unitel Pty Ltd in 2008, following which M2 greatly expanded their M2 Wholesale subsidiary into the mobile sector and became the exclusively endorsed wholesale aggregator MVNE for Optus. M2 continues to provide MVNO services via the ClubTelco, Commander, Dodo, and iPrimus brands.

# Research Method

This project has two key objectives:

1. To investigate the current state of competition in the mobile telecommunications industry with regards to ownership structures, relationships, service offerings, retail presence, and consumer concerns.
2. To investigate the extent to which the industry includes particular practices that could be perceived as deceptive and whether further consumer safeguards are warranted.

Because of the diversity of information to be considered in relation to these objectives, a mixed methods approach was used to access information. The primary information sources used were:

* Archival data

Data were obtained by searching and retrieving information from original records, such as ASIC Company Registers and provider websites. This data is primarily used to examine the nature and ownership of corporations currently active in the Australian mobile phone services market.

* Focus groups

Focus groups were used to identify unprompted issues and factors relevant to people’s decisions regarding mobile phone services and providers. This is a popular small group technique for eliciting attitudes, opinions and perceptions. Insights obtained from the focus groups were used in developing the online surveys.

* Online surveys

Online surveys were used to collect responses from a large number of participants across Australia. The surveys were distributed to consumers and retail employees through a variety of internet channels.

The combination of these three methods provides a rich understanding of potential competition and consumer issues in the Australian mobile service provider market.

## Stage 1 – Archival (August 2014 – February 2015)

The objectives in this stage were to develop an understanding of which MVNOs and MNOs were operating within Australia, and what offers each company provided.

First, a variety of internet search tools were utilised to locate information about mobile telecommunications service providers operating in Australia. These search tools included Google[[33]](#footnote-33), Whirlpool[[34]](#footnote-34), MVNOdynamics[[35]](#footnote-35) and the TIO[[36]](#footnote-36) website. This data gathering exercise occurred in late August 2014 and resulted in 56 providers being identified.

From these initial 56 “brand name” providers, a total of 475 retail mobile telecommunications offerings were found across the providers’ websites. A set of commonly communicated information items were identified, with the following details being collected for each offer:

* Provider brand name (e.g. Bendigo Bank telco which is a brand of Community Telco)
* Network used (e.g. Optus 4G)
* Plan type (e.g. Month to Month Post Paid)
* Plan bundling (e.g. SIM only or bundled with handset)
* Plan name (e.g. XL Value Pack)
* Expiry time – if applicable (e.g. 30 days)
* Credit value included (e.g. $70 of calls or 300 national minutes)
* Data included (e.g. 300MB)
* Plan price per period (e.g. $80 per month)
* SIM + delivery cost (e.g. $9.90)
* Activation fee (e.g. $50)
* Fee notes (i.e. any other fee condition imposed upon the plan)
* Excess data price quoted (e.g. $10 per gigabyte)
* Plan URL (i.e. link to webpage where plan details were found)

While collecting the plan details, the provider websites were also searched to identify each provider’s Australian Company Number (ACN) or Australian Business Number (ABN). These numbers are provided by the ASIC and provide the basis for identifying and extracting entity-related information that has been filed with ASIC over the life of the business. This resulted in 52 “Current & Historical Company Extracts” (four companies had direct mobile offerings under multiple brands) and 14 “Form 388 - Copy of financial statements and reports”.[[37]](#footnote-37)

The ASIC extracts were used to obtain a variety of management and ownership information, as follows (note that not all companies have all items):

* Organisation Details
  + Current Organisation Details
  + Previous Organisation Details
* Address Details
  + Current
  + Historical
  + Contact Address
* Officeholders and Other Roles
  + Director(s)
  + Secretary
  + Appointed Auditor
* Ultimate Holding Company
  + Current
  + Previous
* Petitioner Court Action
* External Administrator
  + Current
  + Previous
* Share Information
  + Share Structure (with ASIC document numbers)
  + Previous Share Structure (with ASIC document numbers)
  + Members
  + Previous Members
* Financial Reports (with ASIC document numbers)

Next, web searches were conducted to collect public information about company directors identified from the ASIC extracts. This was followed by a search for acquisition and merger information for the Australian telecommunications sector, with the yearly ACMA communications reports[[38]](#footnote-38) being the primary source of data, supplement by industry news articles.

Lastly, further web searches were conducted to identify news articles in the mainstream and industry press relevant to each of the mobile provider brands. This background information informed the report discussion and also serves as a large repository of knowledge for future text mining.

## Stage 2 – Focus groups (March 2015 – June 2015)

Focus groups were used to obtain insights into factors that influenced mobile consumers’ decisions about choosing and switching service providers. Two focus groups were conducted to obtain a range of participant characteristics. The issues and factors identified from this stage informed the development of the online survey in Stage 3.

### Participants

The first focus group of five participants was comprised of four females and one male, with an average age of 27.6 years (the age range was 24 to 36). All participants were postgraduate students at ANU, who volunteered via in-class invitations and notices placed on course websites. The average monthly spend for their mobile phone service was $40.07, with most (80%) using post-paid billing agreements.

The second focus group consisted of eight female staff from the ANU who responded to email invitations to approximately 40 people. The average age of participants was 32.7 years (the age range was 24 to 49 (mean 32.7). The average monthly spend for their mobile phone service was $42.84, with five (62.5%) using post-paid and three (37.5%) using prepaid billing agreements.

### Materials

The materials for the focus groups were as follows:

* Information sheet outlining the purpose of the focus groups and ethics protocol details
* Consent form by which participants could agree to participate and be audio recorded.
* Initial conversation starter questionnaire (see Appendix 3 – Focus Group Thought Exercise) to facilitate thought processes relevant to the discussion activity.
* A series of cards containing the decision factors elicited from participants during discussion.
* Blank paper on which participants ranked the importance of decision factors.
* A procedure sheet for each facilitator.

### Procedure

The focus groups had three phases:

1. Initial conversation starter questionnaire that was completed individually by participants immediately after signing consent forms and taking a seat around the discussion table. This took approximately 5-10 minutes.
2. The 30 minute focus group discussion involving all participants. The dialogue evolved naturally, with facilitators initiating further discussion with open-ended questions such as:
   * What do you consider when choosing a mobile phone service provider?
   * Which factors do you think are vital?
   * Which of the vital factors do you think are most important?
   * Which factors would cause you to change service providers?
   * Where do you go looking for information about service providers?
3. After the participant discussion was concluded, the facilitators prepared a 10-15 minute card sorting exercise to rank and prioritise the decision factors identified in the focus group discussion.

## Stage 3 – Online Survey (June 2015 – July 2015)

### Materials

The survey was constructed using the Qualtrics survey tool and administered via the Qualtrics online survey engine. The basis for questions included the focus group outcomes and previous surveys (such as the National Consumer Perceptions Survey 2014).[[39]](#footnote-39)

The survey was pretested to determine estimated time for completion, correct operation of the question logic and whether questions adequately captured their intended variables. A print-formatted export of the final survey instrument is provided in Appendix 4 – Survey Instrument.

Survey links were variously distributed during mid-June to mid-July 2015 in invitations (see below) to existing and potential consumers and mobile sector employees to participate.

### Participants

Participants were invited via social media, online discussion forums, emailing lists, service providers and word-of-mouth. The online survey was open to any person aged 18 years or older currently residing in Australia. 378 usable surveys were completed between 15 June and 4 August 2015.

216 respondents completed the survey on the basis that they are employed in a sales role in the mobile phone retail sector. The analysis of responses does not identify people or their employers.

155 respondents who indicated they currently have a mobile phone service completed the consumer survey. While respondents identified 18 different MVNOs as their providers, 73% use one of the “Big 3” as their mobile provider. Most consumers (74%) have switched providers at some time.

Some respondents chose not to answer particular questions. In the results section, when we identify percentages of respondents for any issue, this refers to the percentage of respondents who chose to answer the relevant question(s).

## Stage 4 – Archival (June 2015 – August 2015)

While the survey was open for participants to respond, a second round of archival research was conducted on 30th June 2015 to identify changes to plan offers previously collected in August 2014. In addition, any MVNOs that ceased to operate or appeared to be “frozen in time” were also noted. MVNO information sources were re-checked to identify any yet undiscovered MVNOs not included in the existing data set. For those new discoveries, the same data was collected as in Stage 1 (e.g. offer details, company extracts, CIS, etc.).

# Results and Discussion

## Archival Research

This first section presents the results and discussion of the first stage of data collection that gathered details from ASIC documents, plan details and Critical Information Summaries from company websites. The topics discussed here are:

* ownership structures,
* TCP code & Critical Information Summaries,
* retail presence, and
* service offerings.

Due to the large amount of information used to inform the discussion, the results have been summarised into company profiles that can be found in Appendix 2 - Service Provider Profiles. Information from within those profiles informs this discussion.

### Ownership structures

There are currently three MNOs operating in Australia;

* Telstra (Telstra Corporation Limited),
* Optus (Singtel Optus Pty Limited), and
* Vodafone (Vodafone Hutchison Australia Pty Limited aka VHA).

There are three telecommunication companies operating under numerous MVNO brands:

* M2 Group Ltd. – with the brands
  + Commander (business segment)
  + Dodo (consumer segment)
  + engin (consumer segment via the Eftel Limited subsidiary)
  + iPrimus (consumer segment)
  + ClubTelco (consumer segment via the Eftel Limited subsidiary)
* iiNet (TPG[[40]](#footnote-40)) – with the brands
  + Adam Internet
  + iiNet
  + Internode
  + TransACT
  + Westnet
* Pivotel Satellite Pty Limited[[41]](#footnote-41) – with the brands
  + Think Mobile
  + Reward Mobile
  + Revolution Telecom
  + Just Mobile (via the Commoditel (Australia) Pty Ltd subsidiary)

There are also a number of MVNOs with either foreign ownership or strong global branding:

* ACN
  + ACN LLC is headquartered in the USA and provides “Pay As You Go” mobile SIM cards in Australia, Europe, Canada, South Korea and USA. Uses a multi-level marketing approach to encourage sales growth.
* GT Mobile
  + A sub-brand of Lycamobile that operates in Australia, Europe, and UK. Also targeted at “Pay As You Go” international and national calling but has a focus on alternative pricing, larger data inclusions and free international calling between GT Mobile customers.
* Lebara
  + The Lebara Group is headquartered in the UK and provides “Pay As You Go” mobile SIM cards in Australia, Europe and Saudi Arabia. The customer demographics they target are international student communities and migrant workers. Partnered with Vodafone in Australia, Spain and the UK.
* Lycamobile
  + Lycamobile is headquartered in the UK and provides “Pay As You Go” mobile SIM cards in Australia, Europe, UK and USA. The customer demographics they target are international student communities and migrant workers but also offer competitive national calling bundles.
* Virgin Mobile
  + Originally a 50:50 partnership between Virgin Mobile UK and Optus, with Optus supplying the network and Virgin managing all other aspects of the business. Became a wholly owned subsidiary of Optus in 2006 with long-term licensing agreements for the use of the Virgin brand and related loyalty schemes.

#### Acquisition timeline

Table 2 describes a timeline of telecommunication company acquisitions and mergers in Australia.

Table 2 - Acquisition timeline[[42]](#footnote-42)

| Purchaser | Target | Date | Value  (in AU) |
| --- | --- | --- | --- |
| Vocus | M2 | Sep 2015 (announce-ment only) **[[43]](#footnote-43)** | Share swap - Est. value of combined entity is $3b |
| TPG | iiNet | Aug 2015 | $1.56 b (share swap) |
| BigAir | Applaud IT | Jul 2015 | $1.2 m |
| M2 Group | Aggregato | Jul 2015 | $4.9 m |
| Vocus | Amcom | Jun 2015 | $1.2 b |
| M2 Group | Call Plus Group | Apr 2015 | $245 m |
| Optus | Ensyst | Dec 2014 | $13 m |
| Telstra | Pacnet | Dec 2014 | $856 m |
| Telstra | Bridge Point | Oct 2014 | Undisclosed |
| Planet Tel | ISPhone | Sep 2014 | Undisclosed |
| Community Telco | McPherson Media | Sep 2014 | Undisclosed |
| Telstra | Ooyala | Aug 2014 | $291 m |
| Planet Tel | Via IP | Jul 2014 | Undisclosed |
| aggregato | Tel.Pacific | Mar 2014 | Undisclosed |
| Telstra | O2 Networks | Jan 2014 | $60 m |
| TPG Telecom | AAPT (Telecom New Zealand Australian Subsidiary) | Dec 2013 | $450 m |
| MyNetFone | Pennytel and iVoiSys | Oct 2013 | Undisclosed |
| Conec2 Group | ispONE | Sep 2013 | <$2 m |
| iiNet | Adam Internet | Aug 2013 | $60 m |
| Telstra | North Shore Communication | Aug 2013 | $100 m |
| Vaya | LiveConnected | Jun 2013 | Undisclosed |
| M2 Group | Eftel | Mar 2013 | $0.3581 per share |
| M2 Group | DoDo | Mar 2013 | $203.9 m |
| Bendigo & Adelaide Bank | Community Telco Australia | Dec 2012 | Undisclosed |
| MyNetFone | Gotalk | Dec 2012 | $1.4 m |
| Eftel | West Australian Networks | Jun 2012 | Undisclosed |
| Truphone | Obsidian Wireless (previously in partnership) | Jun 2012 | Undisclosed |
| M2 Group | Primus Australia | Apr 2012 | $192.4 m |
| FOXTEL | Austar | Apr 2012 | $2 b |
| M2 Group | Time Telecom Pty ltd | Feb 2012 | $18.35 m |
| Optus | Vividwireless assets | Feb 2012 | $230 m |
| iiNet | Internode | Dec 2011 | $105 m |
| TelPacific Limited | Go talk (merger) | Dec 2011 | $8 m in vendor note + 15% of TP equity |
| TPG | iiNet (7.24% of) | Nov 2011 | > $10 m |
| iiNet | TransACT | Nov 2011 | $60 m |
| iiNet | Supernerd | Sep 2011 | Undisclosed |
| Eftel | Platform Networks | Aug 2011 | Undisclosed |
| ClubTelco | EFTel (merger) | Jul 2011 | $9.6 m |
| TPG | Intrapower | Jul 2011 | $12.8 m |
| M2 Group | Edirect | Apr 2011 | $5m |
| EFTel | ClubTelco (merger) | Apr 2011 | Undisclosed |
| M2 Group | Clear Telecoms | Feb 2011 | $24.5 m |
| iiNet | AAPT | Jul 2010 | $60 m |
| M2 Group | Clever Communications | Apr 2010 | $5 m in cash |
| Truphone | Startel Communications | Mar 2010 | Undisclosed |
| M2 Group | Commander | Jun 2009 | $19 m |
| iiNet | Netspace | Mar 2009 | $40 m |
| Vodafone Australia | Hutchison Telecommunications | Feb 2009 | Undisclosed |
| M2 Group | People Telecom | Dec 2008 | Share swap + cash[[44]](#footnote-44) |
| Vodafone Australia | Crazy Johns | Sep 2008 | $150 m |
| iiNet | Westnet | May 2008 | $81 m |
| TPG | SP Telemedia Soul (merger) | Apr 2008 | $150 m in cash |
| Gotalk | World Telecom | Apr 2008 | Undisclosed |
| M2 Group | Unitel | Feb 2008 |  |
| Optus | Uecomm | Jul 2007 | $227 m |
| Commoditel | Sonnet | Jul 2007 | Undisclosed |
| M2 Group | Orion Telecommunications Southern Cross Telco | Jun 2007 | Not known |
| CS Mobile | AAPT | Jun 2007 | Undisclosed |
| Optus | Virgin Mobile Australia | Jan 2006 | $100 m |
| Optus | Alphawest | Jul 2005 | $25.9 m |
| M2 Group | Protel Communications | Feb 2005 | Not known |
| Singtel | Optus (C&W) | Aug 2001 | $17 m |

### TCP Code and Critical Information Summaries

The TCP Code is a “code of conduct designed to ensure good service and fair outcomes for all consumers of telecommunications products in Australia”[[45]](#footnote-45). As previously mentioned, there are two key commitments of the Code underpinning our analysis of Critical Information Summaries:

1. *Consumers will enjoy open, honest and fair dealings with their Supplier, and have their privacy protected.*
2. *Consumers will receive clear, accurate and relevant information on products and services from their Supplier; before, during and, where appropriate, after the point of sale.*

For comparison purposes, the TCP Code requires companies to disclose the following pieces of information about pricing (where necessary):

* the minimum monthly charge payable under the offer.
* the maximum monthly charge payable under the offer.
* the maximum charge for early termination.
* the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
* the cost (prior to discounts) of sending a Standard National Mobile SMS.
* the cost (prior to discounts) of using one megabyte of data within Australia.
* an estimate of the maximum number of two minute Standard National Mobile Call (including flagfall if applicable) that can be made from the included value.

Since cost information is likely to drive consumer pricing decisions, any absence of, or irregularity in this data, could be an indicator of intentional efforts to restrict the consumer’s ability to fairly evaluate a company’s offerings with their competitors.

Furthermore, the ACMA “Example of a Critical Information Summary” highlights the following key information items that a CIS must contain:

* Information about the service, including a description of exactly what’s on offer, the minimum terms, and what is and isn’t included.
* Information about pricing—the minimum and maximum monthly charges, any early termination fees and the cost of a call, an SMS and a megabyte of data.
* Information on where you can get all call and data from.
* Instructions on setting up usage alerts.
* Fees for using your phone overseas.
* Contact details for your service provider.
* Details on how to make a complaint.

While the ACMA-provided example certainly focuses on important information for the benefit of the consumer, the TCP Code itself has a much more verbose and specific set of requirements under Clause 4.1.2 that better define what a CIS must contain. This rule can be found in Appendix 1 – TCP Code – Rule 4.1.2 Excerpt.

Before examining the individual situations of the relevant brands/companies, the following observations of the 68[[46]](#footnote-46) service providers were made in regards to the information requirements.

* **Overall**
  + Many providers publish CISs that are clearly informed by the ACMA template and Rule 4.1.2. This is evident by the strict use of headings and sections that report all potential items even when not strictly necessary. Such CISs are easier to compare across providers as the format and structures are consistent and providers state which items are not applicable, rather than omitting them and leaving the customer wondering why it wasn’t included.
  + The “Big 3” MNOs, the three large telcos with multiple brands (M2 Group, iiNet and Pivotel), and the large MVNOs (like Amaysim and Virgin) appear to be consistent in providing all (or almost all) the required information. The only exception of note was the Commoditel (Australia) Pty Ltd subsidiary of Pivotel, which operates the Just mobile and Revolution Telecom brands. Their offers had missing information, though this may be a result of stale information left online for plans no longer offered to new subscribers. It appears that MVNOs with lower market shares and presence make up the bulk of providers that have issues with missing information.

Per clause:

* **4.1.2 (a) - Is the summary of the Offer called a “Critical Information Summary”?**
  + All providers included such a document title, except one which didn’t provide CIS information in English as they were targeting Japanese and Korean tourists and migrants.
* **4.1.2 (a) (i) – Does it include a sub-heading ‘Information About the Service’?**
  + All providers included such a sub-heading, except one which didn’t provide CIS information in English as they were targeting Japanese and Korean tourists and migrants.
* **4.1.2 (a) (i) A. - Does it include a description of the Telecommunications Service to be provided under the Offer?**
  + All providers included such a description, except one which didn’t provide CIS information in English. What constitutes a “description of service” appears to be open to question as a wide variety of description structures and formats were given by service providers.
* **4.1.2 (a) (i) B. - If necessary, does it include a description of services for the bundling arrangement?**
  + Thirty one providers included such a description, though many service providers deal primarily (or only) with SIM-only offerings. They nevertheless provide a short sentence confirming whether the customer needs to be mindful of this.
* **4.1.2 (a) (i) C. – If necessary, does it include the charge for any mandatory component of the offer that is not built into the offer pricing?**
  + The majority of providers included such a charge where necessary, though one didn’t adequately explain the need to purchase their custom phone to utilise their offerings.
* **4.1.2 (a) (i) D. – Does it include the minimum term applicable in respect of the product set out in the offer?**
  + The majority of providers included such term information, with only five not doing so. Of those five, only four could have it inferred from expiry periods.
* **4.1.2 (a) (i) E. – If necessary, does it include any inclusions, exclusions and any important conditions, limitations, restrictions or qualifications for that Offer?**
  + All providers included such details, with a broad range of information falling under this requirement, though inclusions and exclusions were the most commonly mentioned.
* **4.1.2 (a) (ii) – Does it include a sub-heading ‘Information About Pricing’?**
  + The majority of providers included such a sub-heading, with only five not doing so. Of those five, one didn’t provide CIS information in English, three used different wording, and the fifth omitting altogether.
* **4.1.2 (a) (ii) A. – If necessary, does it include the minimum monthly charge payable under the offer?**
  + All providers included this information where necessary, though for two it needed to be inferred from recharge costs shown in the CIS.
* **4.1.2 (a) (ii) B. – If necessary, does it include the maximum monthly charge payable under the offer?**
  + All providers included this information where necessary, though for one it needed to be inferred from recharge costs shown in the CIS.
* **4.1.2 (a) (ii) C. – If necessary, does it include the maximum charge for early termination?**
  + All providers included this information where necessary, though for some it was inferred that being a SIM only month to month plan or prepaid offer meant the maximum charge was simply just the remainder of the billing period. Many providers chose to specify where there was no charge for early termination.
* **4.1.2 (a) (ii) D. – If necessary, does it include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable)?**
  + The majority of providers included this information where necessary. Only seven providers did not include this cost, one of which was because the service was for use outside Australia where such a metric does not practically apply.
* **4.1.2 (a) (ii) E. – If necessary, does it include the cost (prior to discounts) of sending a Standard National Mobile SMS?**
  + The majority of providers included this information where necessary. Only one provider neglected to include this cost.
* **4.1.2 (a) (ii) F. – If necessary, does it include the cost (prior to discounts) of using one megabyte of data within Australia?**
  + The majority of providers include this information where necessary, though not always in a way that is comparable across providers. Only one provider neglected to include this cost.
* **4.1.2 (a) (ii) G. – If necessary, does it include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value?**
  + Thirty eight providers provided the necessary estimation and twelve did not. One of those twelve was because the service was for use outside Australia where such a metric does not practically apply.
* **4.1.2 (a) (iii) – Does it include a sub-heading ‘Other Information’?**
  + The majority of providers included such a sub-heading, with only three not doing so. Of those three, one didn’t provide CIS information in English, another used different wording, and the third omitted altogether.
* **4.1.2 (a) (iii) A. – Does it include a link to supplier’s website where the customer can obtain call and data usage information?**
  + The majority of providers included information about how to obtain call and data usage information but not all used a web-based system to do so. Only one provider did not provide any method by which such information could be obtained.
* **4.1.2 (a) (iii) B. – Does it include warnings about roaming costs, both international and national?**
  + The majority of providers included warnings about roaming costs, with only five providers excluding such details (though one of these has offers primarily meant for use overseas and instead included country specific costs).
* **4.1.2 (a) (iii) C. – Does it include customer service contact details?**
  + All but one of the service providers provided customer service contact details in the CIS, with a range of options from email address, phone numbers and online chat.
* **4.1.2 (a) (iii) D. – Does it include information about how to access internal dispute resolution processes?**
  + The majority of providers made information about accessing internal dispute resolution processes clear, though the wording was typically related to lodging complaints via customer service. Only two providers did not clearly provide access information in the CIS. One did not state this information and the other left it to the consumer to look in policy documents for such information.
* **4.1.2 (a) (iii) E. – Does it include contact details for the Telecommunication Industry Ombudsman?**
  + All except one provided contact details for the Telecommunication Industry Ombudsman. The range of details varied from just the website address to the full complement as provided in the ACMA sample CIS.
* **4.1.2 (b) (i) - Is it a separate document to the full contractual terms and conditions?**
  + All providers with publically accessible CISs had them as separate documents.
* **4.1.2 (d) (i) – Is it readily accessible on the supplier’s website?**
  + The majority of providers made the CISs readily accessible. There were only two providers that limited placement of the CISs to their “Support” or “Terms and Policies”, which made ready access difficult, but not impossible.
* **4.1.2 (d) (ii) – If necessary, is it included as a link where the supplier advertises the offer?**
  + The majority of providers include a link to the relevant CIS somewhere in the near vicinity of where the offer is described. Six providers decided to instead place a generic CIS link within the page footer. As mentioned above, there were also two providers that limited placement of the CISs to their “Support” or “Terms and Policies”.
* **4.1.2 (g) – Is it no longer than two A4 pages when all mandatory contents are included?**
  + The majority of CISs obtained were two pages or less in length. Two PDF-based CISs were unnecessarily three pages long as they made poor use of the page space available. There were also three providers who did not provide PDF-based CISs and instead used webpages, all of which when printed to A4 size paper, resulted in a page count greater than two.
* **4.1.2 (h) – Is the information current?**
  + This is hard for consumers to assess. Thirty three providers publish CISs that are time stamped in some way. Methods include use of phrases such as “effective from” and “current from”, versioning text in footer (e.g. AU11051 05.15) or dates within the PDF file name. Seventeen providers provided no date information within the text of the CIS, though PDF file creation dates provide some idea of the currency of the offers. Three of those seventeen had creation dates from 2013.

The following section summarises an initial investigation into whether each mobile service provider meets the requirements of the TCP code as set forth in Rule 4.1.2.[[47]](#footnote-47) Due to many providers offering a range of plans that can differ in which CIS items are required to be reported, this summary considers a range of offers from each provider.

#### ABLE NET (ABLE NET Pty Ltd.)

* Summary of the offer is not called a “Critical Information Summary”.
  + They use this phrase (in English) to identify the page containing the CISs, but each individual CIS is titled “Critical Information”.
* Does not include a sub-heading ‘Information about the service’.
  + CIS only available in Japanese & Korean. It has similar sub-headings in those languages but no English equivalent.
* Does not include a sub-heading ‘Information about pricing’.
  + CIS only available in Japanese & Korean. It has similar sub-headings in those languages but no English equivalent.
* Does not include a sub-heading ‘Other information’.
  + CIS only available in Japanese & Korean. It has similar sub-headings in those languages but no English equivalent.
* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Only gives costs by the 30-second block.
* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Has 30-second call costs and included call value, but no two minute standard call estimation pre-calculated for the reader.
* Does not include warnings about national or international roaming costs.
  + No mention of how roaming is handled. Website contains a link to “Overseas international data roaming (01/11)”.
* Does not include information about how to access internal dispute resolution processes.
  + No mention of how complaints are handled. Website contains a link to the “Complaint Handling Process ‒ Summary”.
* Does not include contact details for the Telecommunication Industry Ombudsman.
  + No mention of the TIO.
* Is not included as a link where the supplier advertises the offer.
  + CISs are only available as a list accessible via the navigation bar and are not individually linked by the relevant plan.
* Is longer than two A4 pages when all mandatory contents are included.
  + The CIS is a webpage that prints to three A4 pages.

#### ACN (ACN PACIFIC PTY LTD)

* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Two minute call must be prior to any discounts being applied.
  + Is potentially misleading to state this standard cost as “No cost up to x minutes” without also including the excess 2 minute call cost, particularly when charges apply after the included minutes value is exceeded.
  + Such information was presented correctly in September 2014 when plans have included value in dollars. The problem has arisen since the shift to included call minutes.
* Does not include the cost (prior to discounts) of using one megabyte of data within Australia.
  + Data costs must be prior to any discounts being applied.
  + Is potentially misleading to state this standard cost as “No cost up to xGB” without also including the cost of 1 MB of excess data that will be charged after the included value is exceeded.

#### alphaCall (ALPHAWISE SOLUTIONS PTY LIMITED)[[48]](#footnote-48)

* No Critical Information Summaries provided at time of study (30th June, 2015).

#### AussieSim (AUSSIESIM PTY LTD)

* Does not include the minimum term applicable in respect of the product set out in the offer.
  + Can only be inferred from expiry period.
* Also lacks two minute Standard National Mobile Call and roaming cost information.
  + Offers are intended for use outside Australia, so the absence of such information is justifiable.

#### Boost Mobile (BOOST TEL PTY LIMITED)

* Does not include the minimum term applicable in respect of the product set out in the offer.
  + Can only be inferred from expiry period.
* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + The $20 ULTRA plan includes 100 minutes of calls but the CIS contains no explanation of the pay as you go (PAYG) rate when those inclusions are exceeded. CIS refers the reader to a website for further rate information (rate there is $0.10 per minute).

#### CMobile (CMOBILE PTY LTD)

* Is not readily accessible on the supplier’s website.
  + Website user needs to manually search or look in an extensive list of support area topics.
* Is not included as a link where the supplier advertises the offer.
  + Website user needs to manually search or look in an extensive list of support area topics.

#### CoMobile (IVNO PTY LTD)[[49]](#footnote-49)

* Does not include the cost (prior to discounts) of using one megabyte of data within Australia.
  + The CIS does not state whether excess data consumption is possible or at what cost it may be.

#### Cybertel Telecom (CYBERTEL TELECOM PTY LTD)[[50]](#footnote-50)

* No Critical Information Summaries provided (as at 30th June, 2015). The following summary is based on CISs from March 2015.
* Does not include a sub-heading ‘Information about the service’.
* Does not include a sub-heading ‘Information about pricing’.
* Does not include the maximum charge for early termination.
* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
* Does not include a sub-heading ‘Other information’.
* Does not include warnings about national or international roaming costs.
* Does not include customer service contact details.
* Does not include information about how to access internal dispute resolution processes.
* Does not include contact details for the Telecommunication Industry Ombudsman.

#### engin (ENGIN PTY LIMITED)

* Does not include a sub-heading ‘Other information’.
  + Appears to be a minor oversight for an otherwise comprehensive CIS.

#### gotalk (GOTALK PTY LIMITED)

* Does not include the minimum term applicable in respect of the product set out in the offer.
  + Has no mention of minimum terms or any expiry date by which to infer a minimum term.

#### GT Mobile (LYCAMOBILE PTY LTD)

* Does not include the minimum term applicable in respect of the product set out in the offer.
  + Can only be inferred from expiry period.
* Does not include a sub-heading ‘Information about pricing’.
* Does not include the minimum monthly charge payable under the offer.
  + Can only be inferred from recharge costs.
* Does not include the maximum monthly charge payable under the offer.
  + Can only be inferred from recharge costs.
* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Only gives costs by the minute.
* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Only gives number of minutes included.
* Does not include a sub-heading ‘Other information’.
* Is longer than two A4 pages when all mandatory contents are included
  + Three pages long.

#### iPrimus (PRIMUS TELECOMMUNICATIONS PTY LIMITED)

* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Has two minute standard call costs and included call value, but no estimation pre-calculated for the reader.

#### iTalkBB (ITALKBB AUSTRALIA PTY LTD)

* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Only gives costs by the minute.
* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Has per minute call costs and included call value, but no estimation pre-calculated for the reader.
* Is longer than two A4 pages when all mandatory contents are included.
  + Three pages long.

#### Just Mobile (COMMODITEL (AUSTRALIA) PTY LTD)

* Does not include the minimum monthly charge payable under the offer
  + Can be inferred from the recharge options.
* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value
  + Has two minute standard call costs and included call value, but no estimation pre-calculated for the reader.
* The information within is not current.
  + The CIS is not dated and the PDF file creation date is March 2013. Possible that the information is still current but this would make it one of the oldest CISs we found.

#### KISA (KISA PTY. LTD.)

* Does not include the maximum charge for early termination.
  + No mention of early termination charges.
* Does not include a sub-heading ‘Other information’.
  + Uses the phrase “Additional information”.
* Does not include warnings about national or international roaming costs.
  + No mention of roaming but considering the restrictions on this product of no messaging or data services, roaming is likely not possible.
* Does not include customer service contact details.
  + No mention of how to contact customer service other than to lodge a complaint.
* Is not included as a link where the supplier advertises the offer.
  + The CIS can only be found in the terms and policies section.

#### Lebara (LEBARA AUSTRALIA PTY LTD)

* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Has two minute standard call costs and included call value, but no estimation pre-calculated for the reader.
* Does not include information about how to access internal dispute resolution processes
  + Only has generic customer service contact details without any mention of where complaints are to be directed.

#### NetSpeed (BYTECARD PTY. LIMITED)

* No Critical Information Summaries provided (checked 31st August, 2014 & 30th June, 2015).

#### ONEMobile (ONE MOBILE PTY LTD)[[51]](#footnote-51)

* No Critical Information Summaries provided (as at 30th June, 2015)
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.
  + No issues identified in CISs collected on 31st August 2014.

#### OwnFone (KOMPARE TECH AUSTRALIA PTY LTD)

* Does not provide pricing for all mandatory components of the offer.
  + The offers require the purchase of an OwnFone handset but does not adequately explain those costs in addition to the mobile plans.
* Does not include warnings about national or international roaming costs.
  + No mention of roaming but considering the restrictions on this product, of no messaging or data services, roaming is likely not possible.
* Is longer than two A4 pages when all mandatory contents are included.
  + The CIS is a webpage that prints to three A4 pages.

#### PennyTel (PENNYTEL AUSTRALIA PTY LTD)

* Does not include a sub-heading ‘Information about pricing’.
  + Uses the phrase “Pricing information”.
* Is longer than two A4 pages when all mandatory contents are included
  + Three pages long.
* Possible that the information within is not current.
  + The CISs are not dated and the PDF file creation dates are from June and December 2013.

#### Red Bull MOBILE (AGGREGATO MOBILE DIRECT PTY LIMITED)[[52]](#footnote-52)

* No Critical Information Summaries provided for plans (as at 31st August 2014).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.

#### Revolution Telecom (COMMODITEL (AUSTRALIA) PTY LTD)

* No Critical Information Summaries provided (checked 31st August 2014 & 30th June 2015).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.

#### Savvytel (SAVVY COMMUNICATIONS (AUST.) PTY LIMITED)[[53]](#footnote-53)

* No Critical Information Summaries currently provided (30th June 2015).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.
* The following is based on CISs from 31st August 2014.
* Does not include the minimum monthly charge payable under the offer.
  + Can only be inferred from recharge costs.
* Does not include the maximum monthly charge payable under the offer.
  + Can only be inferred from recharge costs.
* Does not include the maximum charge for early termination.
  + No mention of early termination charges.
* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Only gives costs by the minute.
* Does not include warnings about national or international roaming costs.
  + Gives the costs but no warning about the higher prices of these costs.

#### SlimTel (SLIMTEL PTY LTD)

* The information within may not be current.
  + The CISs are not dated and the PDF file creation dates are from December 2013.

#### SpinTel (SPINTEL PTY LTD)

* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Has two minute standard call costs and included call value, but no estimation pre-calculated for the reader.

#### Startel (STARTEL COMMUNICATION CO PTY LTD)

* The information within may not be current.
  + The CISs are not dated and the PDF file creation dates are from March 2013.

#### Sure Telecom (SURE TELECOM PTY LTD)[[54]](#footnote-54)

* No Critical Information Summaries provided (as at 30th June 2015).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.
  + No issues identified in CISs collected on 31st August 2014.

#### TelcoGreen (TELCOGREEN PTY LTD)[[55]](#footnote-55)

* No Critical Information Summaries provided (as at 30th June 2015).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.
  + No issues identified in CISs collected on 31st August 2014.

#### Telstra (TELSTRA CORPORATION LIMITED)

* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value.
  + Has two minute standard call costs and included call value, but no estimation pre-calculated for the reader.

#### TransACT (TRANSACT CAPITAL COMMUNICATIONS PTY LTD)[[56]](#footnote-56)

* No Critical Information Summaries provided (as at 30th June 2015).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.
  + No issues identified in CISs collected on 31st August 2014.

#### Trinity Telecom (SMART BUSINESS TELECOM PTY LTD)

* Does not include a sub-heading ‘Information about pricing’
  + Phrase used is “Pricing information”.
* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Only gives costs by the minute.
* Does not include an estimate of the maximum number of two minute Standard National Mobile Calls (including flagfall if applicable) that can be made from the included value
  + Has per minute call costs and included call value, but no estimation pre-calculated for the reader.
* Does not include a link to supplier’s website where the customer can obtain call and data usage information.

#### Truphone (TRUPHONE PTY LTD)

* Does not include an estimate of the maximum number of two minute Standard National Mobile Call (including flagfall if applicable) that can be made from the included value.
  + Has two minute standard call costs and included call value, but no estimation pre-calculated for the reader.
* Longer than two A4 pages when all mandatory contents are included
  + The CIS is a webpage that prints to four A4 pages.

#### Ugly BiLL (CYBERTEL TELECOM PTY LTD)[[57]](#footnote-57)

* No Critical Information Summaries provided (checked 31st August 2014 & 30th June 2015).
  + Not accepting new customers – possible that CISs are now only accessible to existing customers from the customer account management system.

#### Vaya (VAYA PTY LTD)

* Does not include the cost (prior to discounts) of making a two minute Standard National Mobile Call (including flagfall if applicable).
  + Only gives costs by the minute.

#### vTelecom (V TELECOM PTY LTD)

* Does not include a sub-heading ‘Information about pricing’.
  + Phrase used is “Pricing information”.
* Does not include a link to supplier’s website where the customer can obtain call and data usage information.
  + Billing section only refers to paper and email billing.
* Does not include warnings about national or international roaming costs.
  + CIS has no mention of roaming costs or whether it is possible.

### Retail presence

The retail landscape in Australia for mobile phone service providers is strongly represented by the “Big 3” MNOs, all of which who have hundreds of branded retail stores and thousands of employees nation-wide.

Table 3 - Mobile network operator retail presence

|  |  |  |  |
| --- | --- | --- | --- |
| MNO | Number of Retail Stores | Number of Retail Employees | Number of Retail Mobile Services[[58]](#footnote-58) |
| Telstra | 371  + 84 Business Centres[[59]](#footnote-59) | 36,000 worldwide | 16.4 million |
| Optus | 346[[60]](#footnote-60) | Over 9,000 | 9.43 million |
| Vodafone | 800+  (includes resellers) [[61]](#footnote-61) | ~3,000[[62]](#footnote-62) | 5.25 million |

At one stage, Crazy John’s was the largest independent mobile phone service retail chain in Australia. It was initially a Telstra dealer but that relationship soured over allegations of overpayments, incorrect billing and anti-competitive behaviour. Crazy John’s became a Vodafone MVNO when the Telstra reseller agreement ended July 2007 and then a subsidiary of Vodafone in 2008. After cost-cutting and restructuring in 2013, Vodafone closed two-thirds of the 61 stores and rebranded the remaining as Vodafone stores.

The largest independent mobile phone service reseller in Australia is now Allphones, with over 80 stores.[[63]](#footnote-63) Through partnerships with MNOs and MVNOs, they are a reseller for amaysim, GT Mobile, Lycamobile, TravelSIM and Vodafone. They were also resellers previously for Blink, Boost Mobile, Lebara, MySaver and Think Mobile.

The majority of Australian MVNOs have no self-branded retail store operations, instead heavily relying upon online signups and postal delivery of the SIM card and any bundled phone. Even then they face stiff competition from MVNOs. For example, Telstra stated in their 2015 Sustainability Report that they have over 18,700 retail points of presence. This includes their dealers such as Fone Zone retail stores, and many supermarket outlets from the major chains who also sell MVNO products for a limited selection of providers.

The following MVNOs were found to be selling starter kits and recharge vouchers through major retailers (in order of listing by the provider):

* amaysim[[64]](#footnote-64)
  + 7-Eleven, Allphones, Australia Post, Big W, BP, Caltex, Co-op, Coles, Coles express, Dick Smith, Harvey Norman, Kmart, NewsLink, Officeworks, On the Run, Supanews, United Petroleum, Woolworths, and Caltex Woolworths.
* Boost Mobile[[65]](#footnote-65)
  + Kmart, Big W, Target, JB Hi-Fi, Australia Post, Woolworths, Coles, Dick Smith, Fone Zone, Harvey Norman, Allphones, Caltex, 7–Eleven, Officeworks, IGA, BP, and Leading Edge Telecoms.
* Globalgig[[66]](#footnote-66)
  + Dick smith, Coles, The Good Guys, BigW, Harvey Norman, F1rst Tax and Duty Free, and Bing Lee.
* GT Mobile[[67]](#footnote-67)
  + Australia Post, Allphones, BigW, BP, Caltex, Coles, Coles express, Domayne, EB Games, epay, fast ezy, Franklins, Gull, Harvey Norman, Kmart, Matilda, NewsLink, new sunrise, nextra, Officeworks, Retravision, Mitchies, Supa, IGA, Strathfield, Supanews, Target, The Good Guys, touch. UCB, United, Leading Edge Video, and Woolworths.
* Lebara[[68]](#footnote-68)
  + Allphones, Australia Post, Coles, Coles express, 7-Eleven, BP, Woolworths, Caltex Woolworths, Dick Smith, United, NewsLink, Harvey Norman, Richies, Supa, IGA, Telechoice, Newsagent, epay, and touch.
* Lycamobile[[69]](#footnote-69)
  + Australia Post, BigW, Coles, Caltex Woolworths, allphones, BP, Caltex, 7-Eleven, Dick Smith, Coles express, epay, Harvey Norman, United, The Good Guys, Franklins, Touch, Kmart, NewsLink, Supanews, new sunrise, Retravision, Officeworks, Leadingedge Music, Leading edge Video, Strathfield, Gull, Target, and Woolworths.
* TravelSIM[[70]](#footnote-70)
  + allphones, Australia Post Harvey World Travel, Helloworld, Jetset Travel, RACQ, Travel Agent, Travellers Choice, Travelmaster, Travelscene, and Travelworld.

In addition to those, Dodo operates small Dodo Connect kiosks in popular locations, three of which offer mobile plan services (Chadstone, Northland and Broadmeadows)[[71]](#footnote-71). These small stores are primarily for providing customer access to the full range of Dodo branded products and services (Electricity, Gas, Broadband, NBN, etc.) as part of the larger push by M2 Group’s acquisition and diversification strategy (for which Dodo is a wholly owned subsidiary).

### Service offerings

Mobile phone service offer information was collected over two periods, August 31st 2014 (475 offers) and June 30th 2015 (543 offers). The complete summary for each provider can be found in Appendix 2 - Service Provider Profiles. The following tables are descriptive summaries from the two data collection periods and percentage differences between groups. Table 4 shows the mobile service providers that were identified in the data collection stages and the mobile network(s) they use.[[72]](#footnote-72)

Table 4 - Mobile service providers and network they use

|  |  |  |
| --- | --- | --- |
| Optus Network | Telstra Network | Vodafone Network |
| ABLE NET (added 2015)  ACN  Adam Internet  amaysim  Bendigo Bank telco  ClubTelco  Commander  Community Telco  Dodo  engin (added 2015)  E.Tel  Exetel  IF Telecom (added 2015)  iiNet  Internode  iPrimus  Jeenee Mobile  Kiss Mobile  Live Connected  ONEmobile (removed 2015)  optus  Savvytel (removed 2015)  Southern Phone  SpinTel  StarTel  TelcoGreen (removed 2015)  TPG  Trinity Telecom (added 2015)  Truphone  Vaya  Virgin Mobile  vTelecom  Westnet (added 2015)  Yatango (added 2015)[[73]](#footnote-73) | **ALDImobile**  **AussieSim**  **BEST telecom** (added 2015)  **Boost Mobile**  **CMobile**  **CoMobile**  **Cybertel Telecom** (removed 2015)  **GT Mobile**  **KISA** (added 2015)  **Living Networks** (added 2015)  **Lycamobile**  **Southern Phone**  **Sure Telecom** (removed 2015)  **TeleChoice**  **Telstra**  **Think Mobile**  **Ugly BiLL** (removed 2015)  **Untimed Mobiles** (added 2015) | **CMobile**  **E.Tel** (added 2015)  **Global Gossip** (removed 2015)  **gotalk**  **Hello Mobile**  **Just Mobile**  **KISA**  **Kiss Mobile**  **Lebara**  **Living Networks** (added 2015)  **OwnFone** (added 2015)  **PennyTel**  **Red Bull MOBILE** (removed 2015)  **Reward Mobile**  **SlimTel**  **Sure Telecom** (removed 2015)  **Think Mobile**  **TransACT** (removed 2015)  **Vodafone** |

Table 5 and Table 6 provide a summary of the offers for all MNOs and MVNOs that were found in both collection periods, grouped by the network the services are offered on[[74]](#footnote-74). The difference between the number of MVNOs and MNOs is due to some providers being removed from the 2015 data due to no longer offering mobile services (e.g. TransACT), no longer operating (e.g. ONEmobile), or changing the network on which they offer (e.g. KISA and E.Tel). It is important to note that “average call dollar value inclusion” is a rough measure as the underlying call charges can vary greatly, providing differing levels of value for consumers. This is becoming less of a problem with the switch to included national minutes in product offerings.

Table 5 – Offer summary for August 31st 2014

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs & MNOs | 28 | 13 | 16 | 57 |
| Total offers | 188 | 131 | 145 | 475\* |
| SIM only offers | 122 | 107 | 109 | 338 |
| Bundled with phone | 42 | 23 | 36 | 101 |
| Both SIM only and bundled | 24 | 1 | 0 | 25 |
| Prepaid offers | 38 | 45 | 57 | 140 |
| Month to month post-paid offers | 77 | 45 | 41 | 163 |
| 6 month post-paid contract offers | 3 | 0 | 0 | 3 |
| 12 month post-paid contract offers | 4 | 10 | 7 | 21 |
| 24 month post-paid contract offers | 63 | 31 | 36 | 130 |
| Average offer price ($) | $43.96 | $45.26 | $47.24 | $45.35 |
| Average prepaid expiry period (days) | 94.68 | 54.16 | 92.55 | 81.54 |
| Average call $ value inclusion ($) | $402.09 | $338.99 | $252.53 | $343.79 |
| Average data inclusion (MB) | 1274.15 | 987.7863 | 1572.8 | 1283.512 |
| Average price per MB included ($) | $0.093 | $0.064 | $0.044 | $0.072 |
| Average price per MB excess data ($) | $0.311 | $0.503 | $0.340 | $0.370 |

Table 6 – Offer summary for June 30th 2015 (common MVNOs & MNOs)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs & MNOs | 25 | 11 | 13 | 49 |
| Total offers | 176 | 114 | 144 | 444\* |
| SIM only offers | 118 | 95 | 102 | 315 |
| Bundled with phone | 31 | 18 | 42 | 91 |
| Both SIM only and bundled | 23 | 1 | 0 | 24 |
| Prepaid offers | 32 | 56 | 59 | 147 |
| Month to month post-paid offers | 79 | 32 | 33 | 144 |
| 6 month post-paid contract offers | 0 | 0 | 0 | 0 |
| 12 month post-paid contract offers | 8 | 0 | 14 | 22 |
| 24 month post-paid contract offers | 52 | 26 | 38 | 116 |
| Average offer price ($) | $39.70 | $43.26 | $40.38 | $40.86 |
| Average prepaid expiry period (days) | 104.26 | 49.06 | 83.56 | 74.72 |
| Average call $ value inclusion ($) | $386.23 | $410.96 | $228.11 | $341.52 |
| Average data inclusion (MB) | 2135.34 | 1672.7679 | 2323.08 | 2073.96 |
| Average price per MB included ($) | $0.048 | $0.046 | $0.036 | $0.044 |
| Average price per MB excess data ($) | $0.231 | $0.383 | $0.148 | $0.247 |

Bearing this in mind, the Vodafone network was, on average, the more expensive network in 2014 at $47.24. In 2015, all three networks dropped their prices, with Telstra being the most expensive ($43.26). The Optus and Telstra networks both have considerable more call dollar value inclusion, though Telstra has the least amount of included data. In terms of data included in the offer, the Vodafone network is consistently less expensive, including a much lower price in 2015 for excess data.

Table 7 gives a comparison between the two periods for common MVNOs and MNOs. The number of MVNOs and offers have contracted over the period across all network operators, with a shift away from month to month post-paid and 24 month contract post-paid offers to prepaid offers (except on the Optus network). The average offer price has dropped by almost 10% ($45.35 to $40.86), with the largest percentage decrease being the Vodafone network (14.5%) and Telstra the smallest (4.4%). The Telstra network has seen a large increase of 21% for included call value ($338.99 to $410.96), with the Optus and Vodafone networks seeing a reduction[[75]](#footnote-75). There has been a large jump of almost 62% in the amount of data included, with the increase for all three networks ranging from 47.7% (Vodafone from 1572.8MB to 2323.08MB) to 69.35% (Telstra from 987.79MB to 1672.77MB). The cost of the included data and excess data costs dropped (on average) by almost 30% and 33% respectively, with the Optus network having the largest included data price drop ($0.093/MB to $0.048/MB) and the Vodafone network having the largest excess data price drop ($0.34/MB to $0.148/MB).

Table 7 - Comparison 2014 to 2015 (common MVNOs & MNOs)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs & MNOs | -10.71% | -15.38% | -18.75% | -14.04% |
| Total offers | -6.38% | -12.98% | -0.69% | -4.31% |
| SIM only offers | -3.28% | -11.21% | -6.42% | -6.80% |
| Bundled with phone | -26.19% | -21.74% | 16.67% | -9.90% |
| Both SIM only and bundled | -4.17% | 0.00% | 0.00% | -4.00% |
| Prepaid offers | -15.79% | 24.44% | 3.51% | 5.00% |
| Month to month post-paid offers | 2.60% | -28.89% | -19.51% | -11.66% |
| 6 month post-paid contract offers | -100.00% | 0.00% | 0.00% | -100.00% |
| 12 month post-paid contract offers | 100.00% | -100.00% | 100.00% | 4.76% |
| 24 month post-paid contract offers | -17.46% | -16.13% | 5.56% | -10.77% |
| Average offer price ($) | -9.69% | -4.42% | -14.52% | -9.90% |
| Average prepaid expiry period (days) | 10.12% | -9.42% | -9.71% | -8.36% |
| Average call dollar value inclusion ($) | -3.94% | 21.23% | -9.67% | -0.66% |
| Average data inclusion (MB) | 67.59% | 69.35% | 47.70% | 61.58% |
| Average price per MB included ($) | -48.39% | -28.13% | -18.18% | -38.89% |
| Average price per MB excess data ($) | -25.72% | -23.86% | -56.47% | -33.24% |

Table 8 includes the additional MVNOs identified since the initial August 31st data collection period. Table 9 then shows the comparison between 2014 and 2015 for all providers sampled. The direction of the results are similar to those shown in Table 7.

Table 8 – Offer summary for June 30th 2015 (all MVNOs & MNOs)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs & MNOs | 34 | 15 | 15 | 64 |
| Total offers | 243 | 126 | 166 | 543\* |
| SIM only offers | 143 | 107 | 107 | 357 |
| Bundled with phone | 56 | 18 | 59 | 133 |
| Both SIM only and bundled | 34 | 1 | 0 | 35 |
| Prepaid offers | 32 | 59 | 63 | 154 |
| Month to month post-paid offers | 106 | 40 | 47 | 193 |
| 6 month post-paid contract offers | 7 | 0 | 2 | 9 |
| 12 month post-paid contract offers | 4 | 0 | 16 | 20 |
| 24 month post-paid contract offers | 68 | 27 | 38 | 133 |
| Average offer price ($) | $43.26 | $44.75 | $38.61 | $41.89 |
| Average prepaid expiry period (days) | 104.26 | 52.00 | 80.80 | 74.40 |
| Average call dollar value inclusion ($) | $294.79 | $440.30 | $223.53 | $304.80 |
| Average data inclusion (MB) | 2070.13 | 1618.952 | 2008.6 | 1943.7 |
| Average price per MB included ($) | $0.050 | $0.047 | $0.042 | $0.047 |
| Average price per MB excess data ($) | $0.225 | $0.374 | $0.150 | $0.241 |

Table 9 – Comparison 2014 to 2015 (all MVNOs & MNOs)[[76]](#footnote-76)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs & MNOs | 21.43% | 15.38% | -6.25% | 12.28% |
| Total offers | 29.26% | -3.82% | 14.48% | 14.32% |
| SIM only offers | 17.21% | 0.00% | -1.83% | 5.62% |
| Bundled with phone | 33.33% | -21.74% | 63.89% | 31.68% |
| Both SIM only and bundled | 41.67% | 0.00% | 0.00% | 40.00% |
| Prepaid offers | -15.79% | 31.11% | 10.53% | 10.00% |
| Month to month post-paid offers | 37.66% | -11.11% | 14.63% | 18.40% |
| 6 month post-paid contract offers | 133.33% | 0.00% | N/A | 200.00% |
| 12 month post-paid contract offers | 0.00% | -100.00% | 128.57% | -4.76% |
| 24 month post-paid contract offers | 7.94% | -12.90% | 5.56% | 2.31% |
| Average offer price ($) | -1.59% | -1.13% | -18.27% | -7.63% |
| Average prepaid expiry period (days) | 10.12% | -3.99% | -12.70% | -8.76% |
| Average call dollar value inclusion ($) | -26.69% | 29.89% | -11.48% | -11.34% |
| Average data inclusion (MB) | 62.47% | 63.90% | 27.71% | 51.44% |
| Average price per MB included ($) | -46.24% | -26.56% | -4.55% | -34.72% |
| Average price per MB excess data ($) | -27.65% | -25.65% | -55.88% | -34.86% |

Table 10 presents the 2014 summary information with the Big 3 MNO plans removed, while Table 11 presents the 2014 summary information for the Big 3 MNOs only. Table 12 and Table 13 repeat this for the 2015 period for common MVNOs and MNOs respectively.

Table 10 - Offer summary for August 31st 2014 (MVNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs | 27 | 12 | 15 | 54 |
| Total offers | 164 | 84 | 83 | 331 |
| SIM only offers | 114 | 68 | 72 | 254 |
| Bundled with phone | 32 | 15 | 11 | 58 |
| Both SIM only and bundled | 18 | 1 | 0 | 19 |
| Prepaid offers | 32 | 26 | 37 | 95 |
| Month to month post-paid offers | 71 | 32 | 24 | 127 |
| 6 month post-paid contract offers | 3 | 0 | 0 | 3 |
| 12 month post-paid contract offers | 4 | 6 | 1 | 11 |
| 24 month post-paid contract offers | 51 | 20 | 17 | 88 |
| Average offer price ($) | $43.03 | $31.77 | $43.30 | $40.24 |
| Average prepaid expiry period (days) | 101.61 | 57.39 | 70.69 | 77.13 |
| Average call dollar value inclusion ($) | $402.09 | $305.08 | $62.87 | $314.62 |
| Average data inclusion (MB) | 1145.85MB | 885.11MB | 1362.72MB | 1130.56MB |
| Average price per MB included ($) | $0.104 | $0.052 | $0.042 | $0.078 |
| Average price per MB excess data ($) | $0.350 | $0.330 | $0.216 | $0.314 |

Table 11 - Offer summary for August 31st 2014 (MNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MNOs | 1 | 1 | 1 | 3 |
| Total offers | 24 | 47 | 62 | 133 |
| SIM only offers | 8 | 39 | 37 | 84 |
| Bundled with phone | 10 | 8 | 25 | 43 |
| Both SIM only and bundled | 6 | 0 | 0 | 6 |
| Prepaid offers | 6 | 19 | 20 | 45 |
| Month to month post-paid offers | 6 | 13 | 17 | 36 |
| 6 month post-paid contract offers | 0 | 0 | 0 | 0 |
| 12 month post-paid contract offers | 0 | 4 | 6 | 10 |
| 24 month post-paid contract offers | 12 | 11 | 19 | 42 |
| Average offer price ($) | $50.31 | $69.36 | $52.50 | $58.06 |
| Average prepaid expiry period (days) | 30.00 | 48.86 | 133.95 | 92.19 |
| Average call dollar value inclusion ($) | N/A | $407.90 | $482.42 | $446.33 |
| Average data inclusion (MB) | 2150.83 | 1171.28 | 1837.10 | 1658.4 |
| Average price per MB included ($) | $0.031 | $0.087 | $0.047 | $0.056 |
| Average price per MB excess data ($) | $0.078 | $0.959 | $0.482 | $0.523 |

Table 12 - Offer summary for June 30th 2015 (common MVNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs | 24 | 10 | 12 | 46 |
| Total offers | 154 | 71 | 65 | 290 |
| SIM only offers | 110 | 60 | 52 | 222 |
| Bundled with phone | 27 | 10 | 13 | 50 |
| Both SIM only and bundled | 17 | 1 | 0 | 18 |
| Prepaid offers | 26 | 36 | 39 | 101 |
| Month to month post-paid offers | 73 | 20 | 20 | 113 |
| 6 month post-paid contract offers | 0 | 0 | 0 | 0 |
| 12 month post-paid contract offers | 8 | 0 | 0 | 8 |
| 24 month post-paid contract offers | 42 | 15 | 6 | 63 |
| Average offer price ($) | $38.24 | $30.17 | $26.83 | $33.71 |
| Average prepaid expiry period (days) | 113.54 | 49.71 | 54.55 | 68.30 |
| Average call dollar value inclusion ($) | $386.23 | $466.67 | $54.00 | $334.43 |
| Average data inclusion (MB) | 1913.64 | 1080.43 | 1189 | 1559.47 |
| Average price per MB included ($) | $0.052 | $0.041 | $0.042 | $0.048 |
| Average price per MB excess data ($) | $0.252 | $0.185 | $0.107 | $0.208 |

Table 13 - Offer summary for June 30th 2015 (common MNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MNOs | 1 | 1 | 1 | 3 |
| Total offers | 22 | 43 | 79 | 144 |
| SIM only offers | 8 | 35 | 50 | 93 |
| Bundled with phone | 4 | 8 | 29 | 41 |
| Both SIM only and bundled | 6 | 0 | 0 | 6 |
| Prepaid offers | 6 | 20 | 20 | 46 |
| Month to month post-paid offers | 6 | 12 | 13 | 31 |
| 6 month post-paid contract offers | 0 | 0 | 0 | 0 |
| 12 month post-paid contract offers | 0 | 0 | 14 | 14 |
| 24 month post-paid contract offers | 10 | 11 | 32 | 53 |
| Average offer price ($) | $49.89 | $64.88 | $51.52 | $55.26 |
| Average prepaid expiry period (days) | 30.00 | 47.60 | 133.95 | 90.51 |
| Average call dollar value inclusion ($) | N/A | $334.38 | $374.74 | $359.11 |
| Average data inclusion (MB) | 3687.27 | 2623.26 | 3155.70 | 3077.92 |
| Average price per MB included ($) | $0.023 | $0.054 | $0.033 | $0.036 |
| Average price per MB excess data ($) | $0.085 | $0.711 | $0.179 | $0.326 |

Table 14 shows the 2015 summary information with all the MVNOs included (not just those common to both periods).

Table 14 - Offer summary for June 30th 2015 (all MVNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs | 33 | 14 | 14 | 61 |
| Total offers | 221 | 83 | 87 | 391 |
| SIM only offers | 135 | 72 | 57 | 264 |
| Bundled with phone | 52 | 10 | 30 | 92 |
| Both SIM only and bundled | 28 | 1 | 0 | 29 |
| Prepaid offers | 26 | 39 | 43 | 108 |
| Month to month post-paid offers | 100 | 28 | 34 | 162 |
| 6 month post-paid contract offers | 7 | 0 | 2 | 9 |
| 12 month post-paid contract offers | 4 | 0 | 2 | 6 |
| 24 month post-paid contract offers | 58 | 16 | 6 | 80 |
| Average offer price ($) | $42.58 | $34.32 | $26.89 | $36.98 |
| Average prepaid expiry period (days) | 113.54 | 53.78 | 53.51 | 68.32 |
| Average call dollar value inclusion ($) | $294.79 | $499.42 | $59.37 | $289.77 |
| Average data inclusion (MB) | 1904.65 | 1085.80 | 875.77 | 1509.34 |
| Average price per MB included ($) | $0.054 | $0.044 | $0.059 | $0.052 |
| Average price per MB excess data ($) | $0.240 | $0.187 | $0.115 | $0.207 |

Table 15 and Table 16 show the comparison between the common providers in the 2014 and 2015 data sets, with a focus only on MVNOs and MNOs respectively.

The Vodafone and Optus networks both lost three MVNOs, resulting in reductions in offerings of 20% and 11% respectively. All three networks saw a decrease in number of offers, with the Vodafone network losing the most at almost 22%. SIM only offers declined slightly for the Optus network at 3.5% but dropped by almost 28% for the Vodafone network. The Telstra network saw a large increase of almost 29% in prepaid offers, with the Optus network decreasing by almost 19%. All three networks saw drops in 24 month contract post-paid offers.

The Vodafone network saw the largest drop in average offer price, at 38%, with Telstra and Optus networks dropping by only 5% and 11% respectively. The Optus network had a 12% lengthening of prepaid expiry periods, while the Telstra and Vodafone networks’ shortened. Telstra network offers saw a large increase of over 52% for average call inclusions [[77]](#footnote-77), with the Optus and Vodafone networks decreasing the dollar values of call inclusions[[78]](#footnote-78). While the Telstra network also saw a modest increase of 22% for data inclusion, the Optus network had a very large increase of over 67%, while the Vodafone network on average had a reduction in data inclusion and no change in average price per MB of data included. The Optus and Telstra networks, however, had decreases of 50% and 21% respectively for the price of included data. All three networks saw excess data costs drop from 29% to 50%.

When looking specifically at the Big 3 MNOs, it can be seen that Vodafone had a 27% increase in total offers, while both Optus and Telstra reduced their offer range by 8%. Vodafone had a 35% increase in SIM only offers and a 68% increase in 24-month contracts. The average offer price was relatively stable, although Telstra saw a small decrease of 6.4%. Both Telstra and Vodafone saw average call dollar value inclusions drop by around 18-22% (partly due to some plans switching to included standard minutes), while Optus has switched to an “unlimited standard national minutes included” model. All three MNOs had very large increases in data inclusion (at least 71%), with Telstra being highest at 123%. Accordingly, this resulted in all three having large drops in average prices for included data of 25% to 37%. Vodafone had the largest excess data cost price drops by almost 63%, with Telstra dropping a more modest 25% and Optus increasing slightly by about 9%.

Table 15 - Comparison 2014 to 2015 (common MVNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs | -11.11% | -16.67% | -20.00% | -14.81% |
| Total offers | -6.10% | -15.48% | -21.69% | -12.39% |
| SIM only offers | -3.51% | -11.76% | -27.78% | -12.60% |
| Bundled with phone | -15.63% | -33.33% | 18.18% | -13.79% |
| Both SIM only and bundled | -5.56% | 0.00% | 0.00% | -5.26% |
| Prepaid offers | -18.75% | 38.46% | 5.41% | 6.32% |
| Month to month post-paid offers | 2.82% | -37.50% | -16.67% | -11.02% |
| 6 month post-paid contract offers | -100.00% | 0.00% | N/A | -100.00% |
| 12 month post-paid contract offers | 100.00% | -100.00% | -100.00% | -27.27% |
| 24 month post-paid contract offers | -17.65% | -25.00% | -64.71% | -28.41% |
| Average offer price ($) | -11.13% | -5.04% | -38.04% | -16.23% |
| Average prepaid expiry period (days) | 11.74% | -13.38% | -22.83% | -11.45% |
| Average call dollar value inclusion ($) | -3.94% | 52.97% | -14.11% | 6.30% |
| Average data inclusion (MB) | 67.01% | 22.07% | -12.75% | 37.94% |
| Average price per MB included ($) | -50.00% | -21.15% | 0.00% | -38.46% |
| Average price per MB excess data ($) | -28.00% | -43.94% | -50.46% | -33.76% |

Table 16 - Comparison 2014 to 2015 (MNOs only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Optus | Telstra | Vodafone | All |
| MVNOs | 0.00% | 0.00% | 0.00% | 0.00% |
| Total offers | -8.33% | -8.51% | 27.42% | 8.27% |
| SIM only offers | 0.00% | -10.26% | 35.14% | 10.71% |
| Bundled with phone | -60.00% | 0.00% | 16.00% | -4.65% |
| Both SIM only and bundled | 0.00% | N/A | 0.00% | 0.00% |
| Prepaid offers | 0.00% | 5.26% | 0.00% | 2.22% |
| Month to month post-paid offers | 0.00% | -7.69% | -23.53% | -13.89% |
| 6 month post-paid contract offers | N/A | 0.00% | 0.00% | 0.00% |
| 12 month post-paid contract offers | N/A | -100.00% | 133.33% | 40.00% |
| 24 month post-paid contract offers | -16.67% | 0.00% | 68.42% | 26.19% |
| Average offer price ($) | -0.83% | -6.46% | -1.87% | -4.82% |
| Average prepaid expiry period (days) | 0.00% | -2.58% | 0.00% | -1.82% |
| Average call dollar value inclusion ($) | N/A | -18.02% | -22.32% | -19.54% |
| Average data inclusion (MB) | 71.43% | 123.97% | 71.78% | 85.59% |
| Average price per MB included ($) | -25.81% | -37.93% | -29.79% | -35.71% |
| Average price per MB excess data ($) | 8.97% | -25.86% | -62.86% | -37.67% |

As mentioned earlier under Ownership Structure, there are three telecommunication companies operating under numerous MVNO brands:

* M2 Group Ltd. – with the brands
  + Commander (Optus network)
  + Dodo (Optus network)
  + engin[[79]](#footnote-79) (Optus network)
  + iPrimus (Optus network)
  + ClubTelco (Optus network)
* iiNet (TPG[[80]](#footnote-80)) – with the brands
  + Adam Internet (Optus network)
  + iiNet (Optus network)
  + Internode (Optus network)
  + TransACT[[81]](#footnote-81) (Vodafone network)
  + Westnet[[82]](#footnote-82) (Optus network)
* Pivotel Satellite Pty Limited – with the brands
  + Think Mobile (Vodafone network)
  + Reward Mobile (Vodafone network)
  + Revolution Telecom[[83]](#footnote-83) (Vodafone network)
  + Just Mobile (Vodafone network)

These three companies, with their subsidiaries, represent some of the largest non-MNO telecommunications companies in Australia. Table 20, Table 21 & Table 19 show the results of a comparison between the service offerings of these three companies, with the overall averages of the 2014 and 2015 common MNOs and MVNOs (grouped together). The lower number of plans in this sample makes comparisons more sensitive to relatively small changes in the plans offered, therefore the following discussion is not conclusive.

The majority of M2 Group brands are relatively similar in their offers, with only the Dodo brand offering both 12 month and prepaid plans. iiNet continues with the strategy of offering SIM only month-to-month mobile services with identical plans across their brands and double data offers to encourage bundling with their broadband services. Both M2 Group and iiNet use the Optus 4G network for their offerings. Pivotel appears to have taken a different strategy of product differentiation across brands, with Think Mobile having a range of month-to-month SIM only plans, Reward Mobile having mostly 24 month contract bundled phone plans, and Just Mobile having the prepaid SIM only offerings. Pivotel also use both the Telstra and Vodafone networks to further differentiate offerings across and within brands.

Table 17 - Offer summary for August 31st 2014 (Multiple brand service providers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | M2 Group | iiNet | Pivotel | All 2014 |
| MVNOs | 4 | 4 | 3 | 54+3 MNOs |
| Total offers | 27 | 16 | 20 | 475 |
| SIM only offers | 19 | 0 | 12 | 338 |
| Bundled with phone | 3 | 0 | 8 | 101 |
| Both SIM only and bundled | 5 | 0 | 9 | 25 |
| Prepaid offers | 6 | 0 | 4 | 140 |
| Month to month post-paid offers | 6 | 16 | 6 | 163 |
| 6 month post-paid contract offers | 3 | 0 | 0 | 3 |
| 12 month post-paid contract offers | 0 | 0 | 0 | 21 |
| 24 month post-paid contract offers | 12 | 0 | 10 | 130 |
| Average offer price ($) | $43.93 | $35.31 | $33.44 | $45.35 |
| Average prepaid expiry period (days) | 145.83 | N/A | 67.5 | 81.54 |
| Average call dollar value inclusion ($) | $356.43 | $465.00 | $61.13 | $343.79 |
| Average data inclusion (MB) | 900 | 1518.75 | 912.1 | 1283.512 |
| Average price per MB included ($) | $0.05 | $0.03 | $0.05 | $0.072 |
| Average price per MB excess data ($) | $0.07[[84]](#footnote-84) | $0.09 | $0.57 | $0.370 |

Table 18 - Offer summary for June 30th 2015 (Multiple brand service providers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | M2 Group | iiNet | Pivotel | Common 2015 |
| MVNOs | 5 | 4 | 3 | 49+3 MNOs |
| Total offers | 39 | 12 | 18 | 444 |
| SIM only offers | 23 | 9 | 12 | 315 |
| Bundled with phone | 4 | 0 | 6 | 91 |
| Both SIM only and bundled | 12 | 3 | 0 | 24 |
| Prepaid offers | 6 | 0 | 4 | 147 |
| Month to month post-paid offers | 16 | 12 | 8 | 144 |
| 6 month post-paid contract offers | 0 | 0 | 0 | 0 |
| 12 month post-paid contract offers | 0 | 0 | 0 | 22 |
| 24 month post-paid contract offers | 13 | 0 | 6 | 116 |
| Average offer price ($) | $36.74 | $30 | $30.82 | $40.86 |
| Average prepaid expiry period (days) | 145.83 | N/A | 67.5 | 74.72 |
| Average call dollar value inclusion ($) | $432.69 | $350 | $279.29 | $341.52 |
| Average data inclusion (MB) | 2153.85 | 1066.67 | 1109 | 2073.96 |
| Average price per MB included ($) | $0.02 | $0.04 | $0.05 | $0.044 |
| Average price per MB excess data ($) | $0.02 | $0.05 | $0.33 | $0.247 |

Table 19 - Comparison 2014 to 2015 (Multiple brand service providers)[[85]](#footnote-85)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | M2 Group | iiNet | Pivotel | Common |
| MVNOs | 25.00% | 0.00% | 0.00% | -14.04% |
| Total offers | 44.44% | -25.00% | -10.00% | -6.53% |
| SIM only offers | 21.05% | N/A | 0.00% | -6.80% |
| Bundled with phone | 33.33% | N/A | -25.00% | -9.90% |
| Both SIM only and bundled | 140.00% | N/A | 0.00% | -4.00% |
| Prepaid offers | 0.00% | N/A | 0.00% | 5.00% |
| Month to month post-paid offers | 166.67% | -25.00% | 33.33% | -11.66% |
| 6 month post-paid contract offers | -100.00% | 0.00% | 0.00% | -100.00% |
| 12 month post-paid contract offers | N/A | N/A | N/A | 4.76% |
| 24 month post-paid contract offers | 8.33% | N/A | -40.00% | -10.77% |
| Average offer price ($) | -16.37% | -15.04% | -7.83% | -9.90% |
| Average prepaid expiry period (days) | 0.00% | N/A | 0.00% | -8.36% |
| Average call dollar value inclusion ($) | 21.40% | -24.73% | 356.88% | -0.66% |
| Average data inclusion (MB) | 139.32% | -29.77% | 21.59% | 61.58% |
| Average price per MB included ($) | -60.00% | 33.33% | 0.00% | -38.89% |
| Average price per MB excess data ($) | -71.43% | -44.44% | -42.11% | -33.24% |

The average offer prices of all three companies was consistently below the industry average, with iiNet and Pivotel brands jostling for lowest average price. The majority of these offers were for SIM only services, with month-to-month and 24 month plans being the most popular. iiNet and M2 Group maintained included call values around the industry average of $340.

Data allowances and cost is where the largest differences can be observed. M2 Group more than doubled their average data inclusion from 900MB to 2154MB (140% increase), which saw them go from below to above industry average. Pivotel also saw an increase from 912MB to 1108MB (22% increase) but they continued to trail behind the industry average and saw their gap widen as the industry increased inclusions by 62% overall. iiNet had a 30% drop in average included data allowance from 1518MB to 1067MB, which saw them go from above to below industry average.

The average cost per MB of data also changed. M2 Group slashed their costs even further below the industry average from $0.05 and $0.07 to $0.02 and $0.02 for included and excess data costs respectively. iiNet and Pivotel remained relatively stable for included data and didn’t show the same 39% decrease as industry. While these figures keep iiNet below the average, Pivotel shifted to slightly above. iiNet continues to offer excess data at a price point well below the industry average of $0.37, with a drop from $0.09 to $0.05. This almost equalises their included and excess data costs. Pivotel also saw a sharp decrease in excess data costs from $0.57 to $0.33 but continues to be above the industry average of $0.247.

## Focus groups

Two focus group sessions were conducted to obtain insights into factors that influenced mobile consumers’ decisions on choosing and switching service providers. Focus Group 1 (FG1) consisted of full time tertiary students and the other, Focus Group 2 (FG2), consisted of employed professionals. The purpose of having two separate groups was to identify a wide range of factors influencing decision making processes and to build an understanding of consumer decision making processes.

### Focus group 1 – Tertiary students

FG1 consisted of five postgraduate students (four [80%] female and one [20%] male) from the ANU. The age range of the participants was 24 to 36 years (mean 27.6). The average monthly spend for their mobile phone service was $40.07, with the majority (80%) having post-paid billing agreements (three with Vodafone and one with Telstra), and one Lycamobile prepaid agreement.

Through the course of discussion, participants themselves identified and deliberated 10 main factors, independently of the facilitator. When asked to rank the factors from most important to least important for deciding on a mobile phone plan, “Network reliability” and “Monthly cost” were identified as the most important on an equal 8.6 points (maximum of 10). “Free calls on the same network” was ranked least important (10th) on 2.8 points (Table 20).

Table 20 - Focus group 1 - ranked factors

|  |  |
| --- | --- |
| Factor | Average Rank Points |
| Network reliability | 8.6 |
| Monthly cost | 8.6 |
| Included data amounts | 7.0 |
| Voice quality | 6.6 |
| International calling value | 6.0 |
| Included free content | 4.2 |
| Ability to compare plans | 4.2 |
| Peer pressure | 3.8 |
| Network ownership | 3.2 |
| Free calls on same network | 2.8 |

### Focus group 2 – Professional/academic staff

The second focus group consisted of eight staff from the ANU (all [100%] female). The age range of the participants was 24 to 49 (mean 32.7). The average monthly spend for their mobile phone service was $42.84, with four (50%) post-paid (two Optus and two Vodafone) and four (50%) prepaid (two Virgin, one Vodafone and one Lycamobile) billing agreements.

This time there were 14 main factors that participants volunteered and discussed. When asked to rank the factors from most important to least important for deciding their choice of mobile phone plan, “included data quota” and “network reliability” were identified as the most important on 10.38 and 10 points respectively (maximum of 14). “Can understand contract / fine print” was ranked least important (14th) on 2.125 points. Each participants was also asked to indicate one (or more) factors they considered vital to their decision making, which also resulted in “included data quota” and “network reliability” being indicated most frequently at four and five times respectively (Table 21).

Table 21 - Focus group 2 - ranked factors

|  |  |  |
| --- | --- | --- |
| Factor | Average Rank Points | # of participants indicating as vital  (n=8) |
| Included data quota | 10.38 | 4 |
| Network reliability | 10.00 | 5 |
| International calls included | 8.75 | 3 |
| Choice of Bundled Phone with Plan | 8.625 | 2 |
| Included voice calls | 8.5 | 2 |
| Network speed (3g/4g) | 8.375 | 2 |
| Family Member Choice of Provider | 7.75 | 2 |
| Unlimited[[86]](#footnote-86) service available | 7.625 | 1 |
| Included text/SMS | 7.5 | 1 |
| Availability of Price Information for Plans | 7.25 | 1 |
| Network coverage | 6.75 | 3 |
| Friends’ Choice of Provider | 6.00 | 1 |
| Customer service | 5.375 | 0 |
| Can understand contract / fine print | 2.125 | 0 |

## Online survey

We received 378 survey responses from people residing across all states and territories of Australia, as shown in Figure 3. The majority were located in the regions of Sydney, Canberra, Melbourne & Brisbane.

Figure 3 - Postcodes of survey respondents



Within the 378 responses, there were two main groups of respondents: consumers (personal users) and retail employees. The question set presented to the respondent was dependent upon their response to question 2.3 “Do you work in a sales role within the mobile phone retail sector and sell/recommend plans to your customers?”.

### Personal mobile phone service users

The consumer survey was distributed through various channels, including social media (Twitter and Facebook), discussion forums (Whirlpool[[87]](#footnote-87) and OzBargain[[88]](#footnote-88)) and the ACCAN mailing list. 155 responses were received from current users of mobile phone services who are Australian residents at least 18 years of age.

#### Demographics

The age profile of the survey respondents was biased towards younger generations. The largest group of respondents (36%) were aged 25-34 years of age, followed by 35-44 year olds (19%). This is higher than the national average for these groups, according to the Australian Bureau of Statistics

Table 22 - Age profile of respondents

|  |  |  |
| --- | --- | --- |
| Age band | % of  known | Aust. Adult  Pop. % |
| 18-24 | 16 | 13 |
| 25-34 | 36 | 19 |
| 35-44 | 19 | 18 |
| 45-54 | 13 | 17 |
| 55-64 | 12 | 15 |
| 65+ | 4 | 19 |

Most respondents (86%) are responsible for paying the bill for their mobile service (Table 233).

Table 23 - Person responsible for paying phone bill

|  |  |
| --- | --- |
| Person who pays | % of known |
| Yourself | 83% |
| Your spouse/partner | 3% |
| Employer | 5% |
| Care provider | 9% |

Most respondents are in full time employment (65%) or are full-time students (17%) (Table 24).

Table 24 - Employment status

|  |  |
| --- | --- |
| Employment status | % |
| Working full time | 65% |
| Working part-time or casual | 8% |
| Carer of home, family, etc., full time | <1% |
| Student (full-time) | 17% |
| Temporarily unemployed (but actively seeking work) | 3% |
| Retired | 3% |
| Other (not in paid employment) | 3% |

#### Mobile service usage

The number of years of mobile phone ownership and use for respondents is described in Figure 4. The average and median are around 14 years.

Figure 4 - Years as an owner and user of mobile phone services

**Majority of respondents had owned a mobile phone for more than 10 years
**

The number of phone services used by respondents is reported in Table 25. Most respondents (81%) regularly use a single mobile phone service. This is comprised of 51% for personal use only and 30% for both personal and business use. 19% use more than one mobile phone. The reasons given for having more than three services were mostly to separate personal, business and data usage – particularly across mobile networks. Of the multiple service users, most use multiple phones; a small proportion (12%) use a phone with dual SIM support.

Table 25 - Active mobile phone services regularly used

|  |  |
| --- | --- |
| Number of services regularly used | % of known |
| One - personal use only | 51% |
| One - business use only | <1% |
| One - both personal and business use | 30% |
| Two - both for personal use | 7% |
| Two - one for personal use and a second for business use | 8% |
| Three or more (please provide a brief explanation about use) | 4% |

#### Main providers and services

The main service providers identified by respondents are summarised in Table 26. Of the 56 providers identified in our investigation of the market, respondents to the consumer survey identified only 18 as their service providers (including the Big 3 MNOs). The Big 3 are the main service provider for 73% of consumers who responded to this question.[[89]](#footnote-89) The MVNO with the largest share of users is Virgin Mobile (at 11%).

Table 26 - Current provider for most frequently used mobile phone service

|  |  |  |
| --- | --- | --- |
| Main service provider |  | % of known |
| Vodafone | |  |  | | --- | --- | |  |  | | 29.0 |
| Telstra | |  |  | | --- | --- | |  |  | | 26.2 |
| Optus | |  |  | | --- | --- | |  |  | | 17.9 |
| Virgin Mobile | |  |  | | --- | --- | |  |  | | 7.6 |
| Boost Mobile | |  |  | | --- | --- | |  |  | | 2.8 |
| TPG | |  |  | | --- | --- | |  |  | | 2.8 |
| amaysim | |  |  | | --- | --- | |  |  | | 2.1 |
| TeleChoice | |  |  | | --- | --- | |  |  | | 2.1 |
| ALDImobile | |  |  | | --- | --- | |  |  | | 1.4 |
| iiNet | |  |  | | --- | --- | |  |  | | 1.4 |
| TransACT | |  |  | | --- | --- | |  |  | | 1.4 |
| Vaya | |  |  | | --- | --- | |  |  | | 1.4 |
| E.Tel | |  |  | | --- | --- | |  |  | | 0.7 |
| Internode | |  |  | | --- | --- | |  |  | | 0.7 |
| Jeenee Mobile | |  |  | | --- | --- | |  |  | | 0.7 |
| Lebara | |  |  | | --- | --- | |  |  | | 0.7 |
| PennyTel | |  |  | | --- | --- | |  |  | | 0.7 |
| SpinTel | |  |  | | --- | --- | |  |  | | 0.7 |

Most respondents (78%) have been with their current service provider for more than one year, with 34% having the same provider for more than five years (Table 27).

Table 27 - Time with current service provider

|  |  |
| --- | --- |
| Time with current provider | % of known |
| <6 months | 11 |
| 7-12 months | 11 |
| 1-2 years | 18 |
| 2-5 years | 26 |
| >5 years | 34 |

In terms of network capabilities, 55% of respondents indicate that their phone is capable of utilising a 4G service or better, with 42% having 3G/NextG capabilities. (Table 28).

Table 28 - Mobile network generation being used

|  |  |
| --- | --- |
| Phone network capabilities | % of known |
| 2G / GSM | 1 |
| 3G | 39 |
| NextG | 3 |
| 4G or LTE | 51 |
| 4G+ or 4GX or LTE-A | 4 |
| Satellite (i.e. Iridium, Inmarsat, Thuraya, or Globalstar Australia) | <1 |

#### Mobile services plans and contracts

The largest group of respondents have untied phone plans and use “SIM only / Bring Your Own phone” plans (40%). “Cap” plans were used by 28% of respondents and phone bundles used by 20% of respondents. Very few respondents use the relatively new to the market “Shared” plans. “Unlimited” plans are used by only 10% (Table 29).

BYO phone plans are more preferred by respondents using a retail MVNO, with 59% of non-Big 3 users, compared to 33% of Big 3 customers. Only 13% of non-Big 3 customers have bundled plans, compared to 23% of Big 3 customers.

Table 29 - Mobile plan descriptions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Plan types | |  |  | | --- | --- | |  |  | | % of known |
| Bundled with phone | |  |  | | --- | --- | |  |  | | 20% |
| "Cap" plan | |  |  | | --- | --- | |  |  | | 28% |
| Shared plan | |  |  | | --- | --- | |  |  | | 1% |
| SIM-only (BYO phone) | |  |  | | --- | --- | |  |  | | 40% |
| "Unlimited" plan | |  |  | | --- | --- | |  |  | | 10% |

The most popular phone service contracts are “Post-paid month to month” plans (44%), “Post-paid - 24 month” plans (20%) and “Pre paid - 30 day expiry” (19%) (see Table 30).

Table 30 - Mobile phone service billing arrangement

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Post-paid contracts | % of known |  | Prepaid | % of known |  | Other | % of known |
| Month to month | 44% |  | 30 day expiry | 19% |  | Pay as you go | <1% |
| 6 month | <1% |  | 60 day expiry | <1% |  | Employer paid | 2% |
| 12 month | 3% |  | 90 day expiry | 2% |  |  |  |
| 24 month | 20% |  | 180 day expiry | 2% |  |  |  |
|  |  |  | 365 day expiry | 6% |  |  |  |

#### Choosing providers – important factors

The most important factors respondents think about when choosing their service provider is “Monthly Cost of Service”, “Network Reliability”, “Network Coverage” and “Amount of Included Data” (see Table 31). Over 95% of respondents attached some importance to each of these factors. In addition, at least 90% of respondents attached some importance to network speed and the inclusion amounts for voice calls and SMS.

Table 31 - Importance of factors when deciding choice of provider – All respondents

|  |  |  |  |
| --- | --- | --- | --- |
|  | % of respondents | | |
| Factor | Vital Importance | Somewhat Important | Not Important |
| Monthly cost of service | 85% | 13% | 2% |
| Network reliability | 74% | 24% | 2% |
| Network coverage | 75% | 22% | 3% |
| Amount of included data | 75% | 21% | 4% |
| Network speed | 59% | 35% | 6% |
| Amount of included voice calls | 45% | 45% | 10% |
| Amount of included text / SMS | 42% | 48% | 10% |
| Voice quality | 39% | 50% | 11% |
| After sales customer service | 41% | 47% | 12% |
| Ability to compare plans | 42% | 42% | 16% |
| Understandable contract / fine print / terms and conditions | 23% | 55% | 22% |
| Free calls on same network | 24% | 41% | 35% |
| Amount of included international calling | 27% | 27% | 47% |
| Choice of bundled phone options | 16% | 31% | 53% |
| Network ownership | 8% | 29% | 63% |
| Family or peer pressure (e.g. to be with same provider) | 7% | 25% | 67% |

While both Big 3 and non-Big 3 users generally emphasised the same factors, 100% of customers of non-Big 3 service providers identified “Monthly Cost of Service” as of vital importance, compared to 80% of Big 3 customers. Also, while both consider “Network Reliability” important, non-Big 3 customers appear to place less emphasis on this factor, compared to Big 3 customers.

When we simultaneously examine multiple criteria regarding differences between Big 3 and non-Big 3 customers, we find that people who attach less importance to either network reliability or the inclusion of international calling in their plans, are more likely to be using a non-Big 3 provider. (People aged 18-24 and who think there is enough competition between providers are also more likely to be using a non-Big 3 provider).

#### Choosing providers – sources of influence

When asked which information sources were important in deciding their choice of service provider (Table 32), more than 50% of respondents indicated “Mobile phone service provider website(s)” and “Internet search”. Recommendations from family, friends and co-workers are also important (46%).

Table 32 - Importance of information sources in making decisions

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | % of respondents | | | | |
| Source | Not at all Important | Very Unimportant | Neither Important nor Unimportant | Very Important | Extremely Important |
| Mobile phone service provider website(s) | 5 | 7 | 25 | **50** | **14** |
| Internet search (e.g. using Google) | 13 | 4 | 26 | **37** | **21** |
| Recommendations from family, friends or coworkers | 16 | 6 | 23 | **33** | **22** |
| Word of mouth | 20 | 8 | 21 | 35 | 15 |
| Online discussion forum (e.g. Whirlpool)[[90]](#footnote-90) | 23 | 9 | 31 | 23 | 14 |
| Online price / plan comparison site (e.g. WhistleOut) | 26 | 13 | 28 | 26 | 8 |
| Retail store salesperson recommendation | **41** | **19** | 19 | 15 | 6 |
| Online advertisement | **44** | **20** | 25 | 9 | 2 |
| Printed advertisement (Newspaper / Flyer) | **52** | **19** | 20 | 8 | 2 |
| TV / radio / cinema advertisement | **50** | **17** | 28 | 2 | 3 |

Advertising (in online, print or broadcast media) and salespersons’ recommendations are generally regarded as unimportant by respondents in influencing their choice of provider. The importance of discussion forums and comparison sites are much more mixed.

On average, respondents identified mobile phone service providers’ websites as the most important source of information, followed closely by the respondents’ own internet searches. The third most important source of information was recommendations from family, friends and co-workers, followed by ‘word of mouth’.

Some sense of the perceived importance of personal recommendations is obtained by considering respondents’ influence on other people. Most respondents (66%) claimed that they have influenced someone else’s decision about their choice of mobile service provider. Of these, 85% attributed their influence to personal trust and/or a familial relationship.

#### Consumer satisfaction

Most respondents (66%) report they are “Satisfied” or “Very Satisfied” with their current mobile service provider (Table 33).

Table 33 - Overall satisfaction with current mobile phone service provider

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Choice | |  |  | | --- | --- | |  |  | | % of known |
| Very dissatisfied | |  |  | | --- | --- | |  |  | | <1% |
| Dissatisfied | |  |  | | --- | --- | |  |  | | 13% |
| Neutral | |  |  | | --- | --- | |  |  | | 21% |
| Satisfied | |  |  | | --- | --- | |  |  | | 46% |
| Very satisfied | |  |  | | --- | --- | |  |  | | 19% |

The satisfaction responses are similar for customers of retail MVNOs (in total) and customers of the Big 3 services (in total).

The satisfaction pattern is also consistent across the different years of experience reported in Figure 4. The main point of difference is for newer phone owners. Of the small number of respondents who have owned and used a mobile phone for less than 5 years, 67% report they are “neutral” with respect to their overall satisfaction and only 30% are satisfied.

Consumers’ satisfaction with their current providers is not significantly related to their length of experience with current provider, total years of mobile phone ownership, or prior switching behaviour, suggesting their general experience as users is not a strong factor in this regard.[[91]](#footnote-91)

When asked “Do you think there is enough competition between mobile phone service providers to benefit you?” responses are fairly evenly spread from “Strongly Disagree” to “Agree” (Table 34). However, there are some significant associations between reported satisfaction (Table 33) and whether or not consumers think there is enough competition between mobile service providers. Of the respondents who agree there is enough competition, most (91%) are satisfied with their provider. Of the respondents who are dissatisfied with their current provider, most (81%) say there is not sufficient competition.

Table 34 - Perceived level of competition between mobile phone service providers

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Level of agreement | |  |  | | --- | --- | |  |  | | % of known |
| Strongly disagree | |  |  | | --- | --- | |  |  | | 17% |
| Disagree | |  |  | | --- | --- | |  |  | | 23% |
| Neither agree nor disagree | |  |  | | --- | --- | |  |  | | 25% |
| Agree | |  |  | | --- | --- | |  |  | | 29% |
| Strongly agree | |  |  | | --- | --- | |  |  | | 6% |

Respondents were also asked to rate the quality of customer service with respect to the factors listed in Table 35. Respondents indicated that the performance of service providers was mostly “Good” or “Very Good” for the selected factors. Poorest performance was reported for “Making a plan that closely fit their needs”.

Table 35 - Quality of services given by provider

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Factor | Very  Poor | Poor | Fair | Good | Very  Good |
| Explaining costs before I signed up | 3 | 11 | 30 | 38 | 18 |
| Giving flexibility to change plans | 9 | 11 | 31 | 30 | 19 |
| Making the information on the bill understandable | 5 | 16 | 26 | 39 | 15 |
| Providing a range of plans to choose from | 3 | 12 | 30 | 37 | 18 |
| Making a plan that closely fits your needs | 8 | 16 | 32 | 28 | 16 |

Most respondents (73%) would recommend their current mobile service provider to others. The main reasons for these recommendations are price / value for money (32%), network coverage (22%), customer service quality (11%) and network reliability (8%).

The main reasons respondents gave for *not* recommending a current provider are poor customer service quality, poor price / value for money, or poor network coverage.

Most respondents do not indicate any concerns regarding the affordability of their mobile phone services (Table 36). The majority of respondents (63%) report their affordability of their monthly spending on mobile phone services is “Easy” or “Very Easy” to afford, with only 9% facing some difficulty. Spending amounts also appear reasonably stable, with 78% of respondents reporting little or no change in their monthly spend levels. Only 4% indicate substantial month-to-month changes in spending levels.

Table 36 - Affordability of and variation in monthly spend

|  |  |
| --- | --- |
| Affordability | % of known |
| Very difficult | 1% |
| Difficult | 8% |
| Neutral | 29% |
| Easy | 36% |
| Very easy | 27% |
| Amount of change | % of known |
| None | 39% |
| Little | 39% |
| Some | 18% |
| A lot | 4% |

For respondents who have sought help from their provider’s customer service (67% of respondents), most were satisfied with the outcome (Table 37). Seeking assistance from customer service is more common for Big 3 customers (75%), compared to non-Big 3 customers (44%). The average level of satisfaction with customer service is not significantly different between Big 3 and non-Big 3 customers, but the ratio of satisfied to dissatisfied is better for non-Big 3 customers (3:1) compared to Big 3 customers (2:1). While there is a high level of concordance between overall consumer satisfaction with current providers and satisfaction with customer service performance, 29% of respondents who were dissatisfied with customer service are satisfied overall with their provider.

Table 37 - Customer service contact satisfaction

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Satisfaction | |  |  | | --- | --- | |  |  | | % of known |
| Very dissatisfied | |  |  | | --- | --- | |  |  | | 11% |
| Dissatisfied | |  |  | | --- | --- | |  |  | | 16% |
| Neutral | |  |  | | --- | --- | |  |  | | 15% |
| Satisfied | |  |  | | --- | --- | |  |  | | 36% |
| Very satisfied | |  |  | | --- | --- | |  |  | | 22% |

For customers seeking help from customer service, the most common methods of contact for Big 3 customers are by local or toll-free phone call (48%), online chat via the provider’s website (25%) and visiting a retail store (19%). For non-Big 3 customers, the main method of contact was local or toll-free phone call (81%).

The most frequent reasons for contacting customer service (Table 38) are to change plans (43%), address an error with billing or payments (32%) and faulty service (25%). Dissatisfaction with customer service was greatest for issues regarding service faults (68% dissatisfied), followed by errors with billing or payments (32% dissatisfied).

Table 38 - Reasons for contacting customer support

|  |  |
| --- | --- |
| Reason for contacting customer service | % of known |
| Change to a different plan / changing some aspect of the service | 48% |
| Error with billing or payments | 39% |
| Faulty service | 22% |
| Renew contract | 19% |
| Negotiate a discount | 11% |
| Help understanding contract terms | 10% |

#### Changing providers

To better understand consumer satisfaction with providers and which service issues are most important to them, we also surveyed reasons for changing providers. Most respondents changed service provider in the past. The average number of changes is 3.45 times. For current users of non-Big 3 services, 83% have previously switched, compared to 71% of current users of Big 3 services.

The reasons given by respondents are summarised in Table 39. The most common reason was to obtain better value for money; this reason was given by 93% of switchers who are currently non-Big 3 customers and 57% of switchers who are currently Big 3 customers. Other major reasons were deficiencies in network coverage and network reliability.

Table 39 - Reasons for changing service provider in the past

|  |  |
| --- | --- |
| Reason | % of known |
| Better value for money | 68% |
| Deficiencies in network coverage | 37% |
| Deficiencies in network reliability | 34% |
| Poor customer service | 24% |
| Billing issues (e.g. incorrect charges, discounts not applied) | 19% |
| Cancelled contract / provider went out of business or was acquired | 8% |
| Wanted a particular phone offered by the new service provider | 7% |
| Pressure from family, friends or co-workers | 6% |
| Employer supplied phone | 4% |
| Prefer to support a smaller, independent and customer-focused company | 1% |

#### Consumer awareness of mobile service costs

The final section of the consumer survey tests respondents’ understanding of the costs for their mobile phone service. The TCP code requires information on standardised costs to be included in the Critical Information Summaries typically found on the service provider’s website.

First, respondents were asked to self-report their level of understanding of mobile service cost. This question was completed by 82% of respondents. Their responses, summarised in Table 40, suggest most consumers believe they have a reasonable understanding.

Table 40 - Consumers’ understanding of mobile service costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Understanding | |  |  | | --- | --- | |  |  | | % of known |
| None | |  |  | | --- | --- | |  |  | | 8% |
| Some | |  |  | | --- | --- | |  |  | | 23% |
| Quite a bit | |  |  | | --- | --- | |  |  | | 30% |
| A large amount | |  |  | | --- | --- | |  |  | | 27% |
| Understand all | |  |  | | --- | --- | |  |  | | 13% |

Of the respondents who indicate that they understand “Quite a bit” or “A large amount” or “All” of their mobile phone service costs, substantial proportions could not identify some of the main cost elements for their contracts:

* 16% said they are “unsure” as to whether they were liable for an early termination fee if they cancelled their mobile phone service.
* 35% could not identify the standard cost of a two minute domestic call to any mobile.
* 34% could not identify the standard cost of a domestic SMS.
* 43% could not identify the cost of using one megabyte of data.
* 43% could not identify their minimum monthly charge.

This apparent gap in consumers’ demonstrable knowledge versus their claimed understanding is similar for both Big 3 and non-Big 3 customers. This knowledge gap should be of concern to providers. For example:

* With respect to the consumers who are dissatisfied with their current provider, 60% claim “Quite a Bit” or better understanding of costs. However, of these respondents, 40% could not identify the standard cost of a two minute domestic call, domestic SMS or using one megabyte of data, and 52% could not identify their minimum monthly charge.
* With respect to the consumers who do not agree there is sufficient competition, 62% claim “Quite a Bit” or better understanding of costs. However, substantial proportions of these could not identify the standard cost of a two minute domestic call (34%), domestic SMS (35%), using one megabyte of data (40%), or their minimum monthly charge (38%).

### Mobile phone service provider employees

There were 165 useable responses to the online survey from people who work for phone service providers. The majority (65%) identified themselves as salespersons, and the other 35% identified themselves as owners or managers. Regardless of their job position, most (93%) work in retail stores, with 2% phone/internet sales and the remainder in managerial roles. Very few respondents chose to identify the mobile phone service providers for whom they work or sell services.

Most respondents (95%) indicated that they are paid a base hourly rate plus commissions, the other 5% are paid fixed hourly rates without commissions. Most (67%) have opportunities for additional bonuses (including group rewards) such as money, movie tickets, gift cards, travel, and employee discounts. For most, commissions are based on Key Performance Indicators, with a focus on meeting new connection targets. Regardless of the inclusion of commissions, respondents generally indicated they feel some pressure to make sales (see Table 41).

Table 41 - Amount of pressure employees feel to make a sale

|  |  |
| --- | --- |
| Amount of Pressure Felt | % |
| None | 4% |
| Little | 10% |
| Some | 42% |
| A lot | 44% |

#### Customer knowledge

Respondents were asked to rate customers' understanding of particular factors relevant to their purchasing decisions. The summary in Table 42 lists the factors highest to lowest.

Table 42 - Customer knowledge

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | % of respondents | | | | |
| Factor | Very Poor | Poor | Fair | Good | Very Good |
| Awareness of the services your store/company offers | 1% | 6% | 25% | 39% | 29% |
| Knowledge of service inclusions (e.g. data and voice) | 3% | 11% | 27% | 32% | 27% |
| Knowledge of contract / service terms and conditions | 2% | 12% | 28% | 33% | 25% |
| Awareness of the services competitors offer | 1% | 9% | 39% | 41% | 9% |
| Knowledge of network provider (i.e. Telstra, Optus or Vodafone) | 6% | 27% | 30% | 17% | 21% |
| Knowledge of prices (e.g. flag-fall, data costs) | 5% | 29% | 28% | 21% | 17% |

Overall, the responses present a favourable view of customers’ understanding. The ratings of “Knowledge of prices” seems consistent with, but more conservative than, the consumer survey responses that indicate customers believe they have a reasonable understanding of their costs (Table 40).

#### Supplier perceptions of the importance of factors for customers

Salespeople were asked to rate the importance of factors for customers – these are the same factors reported from the consumers’ perspective in Table 31.

For ease of comparison, the salespeople’s ratings are summarised in Table 43 in the order of importance for consumers, as listed in see Table 31. The salespeople correctly identified the top four items: “Monthly Cost of Service”, “Network Reliability”, “Network Coverage” and “Amount of Included Data” – albeit in a different order and with heavier weights on most factors. They also correctly identified the relative importance of “Network Speed” and the inclusion amounts for voice calls and SMS.

While salespeople did not recognise the paramount importance of monthly costs to consumers, and had a strong tendency to over-weigh most factors relative to consumers, the ratings suggest salespeople generally have a reasonable understanding of the relative importance of factors influencing customers’ decisions.

In Table 44, the overall salespeople’s factor rankings are compared to the overall consumers’ rankings, with differences of three places or more displayed in bold. The rankings indicate that the apparent differences between salespeople and consumers in weightings on individual factors are distorted by the tendency for salespeople to generally assign higher weights.

While the comparison of ranks suggests some points of differences in supplier versus consumer concerns, they are largely marginal and, with the exception of data inclusions, pertain only to less important factors. The apparent inversion of the relative importance of “Choice of Bundled Phone Options” and “Understandable Contract / Fine Print / Terms and Conditions” might suggest some cause for concern, but this also might reflect the nature of retail store interactions, rather than fundamental supplier attitudes.

Table 43 – Salespeople’s ratings of the importance of decision factors for customers

|  |  |  |  |
| --- | --- | --- | --- |
|  | % of known | | |
| Factor | Vital Importance | Somewhat Important | Not Important |
| Monthly cost of service | 81% | 19% | 0% |
| Network reliability | 77% | 21% | 3% |
| Network coverage | 85% | 15% | 0% |
| Amount of included data | 89% | 11% | 0% |
| Network speed | 59% | 35% | 6% |
| Amount of included voice calls | 50% | 47% | 3% |
| Amount of included text / sms | 54% | 39% | 7% |
| Voice quality | 24% | 45% | 31% |
| After sales customer service | 56% | 38% | 6% |
| Ability to compare plans | 35% | 48% | 18% |
| Understandable contract/fine print/terms & conditions | 25% | 41% | 34% |
| Free calls on same network | 20% | 49% | 31% |
| Amount of included international calling | 31% | 62% | 7% |
| Choice of bundled phone options | 28% | 50% | 22% |
| Network ownership | 13% | 28% | 58% |
| Family or peer pressure (e.g. to be with same provider) | 11% | 49% | 41% |

Table 44 - Salespersons’ versus consumer rankings of decision factors

|  |  |  |
| --- | --- | --- |
| Factor | Salesperson rank | Consumer rank |
| Ability to compare plans | 10 | 10 |
| After sales customer service | 7 | 9 |
| Amount of included data | 1 | 4 |
| Amount of included international calling | 9 | 13 |
| Amount of included SMS | 8 | 7 |
| Amount of included voice calls | 5 | 6 |
| Choice of bundled phone options | 11 | 14 |
| Family or peer pressure (e.g. To be with same provider) | 15 | 16 |
| Free calls on same network | 13 | 12 |
| Monthly cost of service | 3 | 1 |
| Network coverage | 2 | 3 |
| Network ownership | 16 | 15 |
| Network reliability | 4 | 2 |
| Network speed | 6 | 5 |
| Understandable contract / fine print / terms and conditions | 14 | 11 |
| Voice quality | 12 | 8 |

# Conclusion and Recommendations

## Concluding remarks

This report used archival data to examine ownership structures, TCP code compliance, Critical Information Summaries, retail presence, and service offerings of retail mobile service network providers in Australia.

We identified the extent of dominance of the Big 3 MNOs (Telstra, Optus and Vodafone) and three large telecommunications companies that have a large number of MVNO brands (M2 Group Ltd, iiNET/TPG and Pivotel Satellite Pty Ltd) but not necessarily a large number of subscribers (compared to the MVNO leader, amaysim).

We also found a range of MVNOs with strong global branding that can bring expertise from their worldwide operations (CAN, Lycamobile/GT Mobile, Lebara and Virgin Mobile/Optus). We identified 56 telecommunications acquisitions during 2005 to 2015, and a strong trend of increasingly concentrated control by Telstra, Vocus, M2 Group, iiNet and TPG.

Our analysis of the providers’ CISs indicated most examples of non-compliance are relatively minor and appear to stem from inadequate consideration of the ACMA rules. The majority of providers appear to have used the ACMA provided CIS example to draft their own CIS, and these appropriately address the required information items. Some voluntarily clarify items that, strictly, might not have to be mentioned. However, we also identified several cases warranting further attention. These appeared to be missing vital information that may affect a consumer’s ability to fairly compare plans. Some insights obtained from the review of hundreds of CISs are indicated in the recommendations.

The Big 3 dominate the own-brand retail stores, with a combined total of over 1600 stores nationwide. Most MVNOs use an online shopping model that provides customers with a SIM starter kit delivered for a token price (e.g. $2 or free with other purchases). Customers then manage their recharges/monthly payments via an online account management system. We identified seven MVNOs that have retail agreements with major store chains to stock their starter kits and recharge vouchers. These MVNOs are Amaysim, Boost Mobile, Globalgig, GT Mobile, Lebara, Lycamobile and TravelSIM. Allphones continues to be the largest independent mobile phone service reseller but faces stiff competition from the Big 3 retail presence. Lastly, we identified that Dodo (owned by the M2 Group) is making a push into the small retail kiosk space where three of their stores offer mobile phone plan services.

In the course of this study, we identified and captured data on more than 1000 plan offerings from 68 MVNOs and MNOs over a 10 month period from August 31st 2014 until June 30th 2015, with 9 MVNOs ceasing to operate during that period (ONEmobile, savvytel, telcogreen, cybertel, sure telecom, ugly bill, global gossip, red bull mobile, and TransACT). The Optus network hosts the most MVNOs (34) and has the most offers (majority being post-paid). On average, the Telstra network have the most expensive offers ($44.75), with the Vodafone network being the least expensive ($38.61) and the Optus network averaging slightly less than Telstra ($43.26). The Telstra network has the highest average call dollar value inclusions[[92]](#footnote-92) but the lowest amounts of data included, at around 20% less than Optus and Vodafone network offers. All three networks are seeing a shift from included dollar call values to included national minutes instead. In terms of included data and excess data costs, the Vodafone network offers the best value.

When we exclude the direct offerings by the Big 3 and consider only the MVNOs operating on those networks, Optus-based MVNOs have the most offers, which is consistent with them having the largest number of MVNOs on-selling their network services. Vodafone-based MVNO offers, on average, are priced lower at $26.89 compared to Telstra-based MVNO offers (average of $34.32) and Optus-based MVNOs (average of $42.58). MVNOs using Optus have prepaid offers with much longer expiry periods; their average is 113 days, compared to 53 days for MVNO prepaid offers based in the Telstra and Vodafone networks. MVNOs using Telstra include almost $500 worth of call value on average; this is well above Optus and Vodafone MVNOs. However, MVNOs using Optus offer almost twice the data (on average) compared to MVNOs using Telstra and Vodafone MVNOs. MVNOs using Telstra have the best value included data but MVNOs using Vodafone are typically less expensive for excess data.

While it is difficult to make authoritative conclusions about the offers of M2 Group, iiNet and Pivotel MVNO brands due to low sample sizes, it is interesting to note that there have been large changes in their plan inclusions, particularly for data. M2 Group has shown to be much more aggressive than iiNet and Pivotel in reducing both included and excess data costs. Furthermore, M2 Group and iiNet continue to provide similar product ranges across their own brands, with only Pivotel appearing to truly differentiate their brands across different networks, price points and plan types.

Using focus groups to inform the design of online surveys, the research identified four factors consistently ranked highly across focus group participants and survey respondents:

* Monthly Cost of Service
* Network Reliability
* Network Coverage
* Amount of Included Data

The majority of the respondents worked full-time and paid for their own mobile service, with the average and median years of mobile ownership around 14 years. The Big 3 were all highly represented with the Optus owned Virgin mobile the only MVNO with more than 3% representation.

Customers of MVNOs unanimously agreed that “Monthly cost of Service” was of vital importance. When we simultaneously examined multiple criteria regarding differences between Big 3 and non-Big 3 customers, we find that people who attach less importance to either network reliability or the inclusion of international calling in their plans, are more likely to be using a non-Big 3 provider. People aged 18-24 who think there is enough competition between providers are also more likely to be using a non-Big 3 provider.

On average, the respondents identified mobile phone service providers’ websites as the most important source of information, followed closely by the respondents’ own internet searches. The third most important source of information was recommendations from family, friend and co-workers, followed by ‘word of mouth’.

When asked “Do you think there is enough competition between mobile phone service providers to benefit you?”, responses are evenly spread from “Strongly Disagree” to “Agree”. Of the respondents who agree there is enough competition, most (91%) are satisfied with their provider. Of the respondents who are dissatisfied with their current provider, most (81%) say there is not sufficient competition.

Most respondents (73%) would recommend their current mobile service provider to others. The main reasons for these recommendations are price / value for money (32%), network coverage (22%), customer service quality (11%) and network reliability (8%).

For respondents who sought customer service, the most common methods of contact for Big 3 customers are local or toll-free phone call (48%), online chat via the provider’s website (25%) and visiting a retail store (19%). For non-Big 3 customers, the main method of contact was local or toll-free phone call (81%).

Most respondents changed service provider in the past, for whom the average number of changes is 3.45 times. For current users of non-Big 3 services, 83% have previously switched, compared to 71% of current users of Big 3 services. The most common reason was to obtain better value for money; this reason was given by 93% of switchers who are currently non-Big 3 customers and 57% of switchers who are currently Big 3 customers. Other major reasons are deficiencies in network coverage and network reliability.

Of the respondents who indicated that they understand “Quite a bit” or “A large amount” or “All” of their mobile phone service costs, substantial proportions could not identify some of the main cost elements for their contracts:

* 16% said they are “unsure” as to whether they were liable for an early termination fee if they cancelled their mobile phone service.
* 35% could not identify the standard cost of a two minute domestic call to any mobile.
* 34% could not identify the standard cost of a domestic SMS.
* 43% could not identify the cost of using one megabyte of data.
* 43% could not identify their minimum monthly charge.

There were 165 useable responses to the online survey from people who work for phone service providers. The majority (65%) identified themselves as salespeople, and the other 35% identified themselves as owners or managers. Regardless of their job position, most (93%) work in retail stores, with 2% phone/internet sales and the remainder in managerial roles. Most respondents (95%) indicated that they are paid a base hourly rate plus commissions, the other 5% are paid fixed hourly rates without commissions. Most (67%) have opportunities for additional bonuses (including group rewards) such as money, movie tickets, gift cards, travel, and employee discounts. For most, commissions are based on Key Performance Indicators, with a focus on meeting new connection targets. Regardless of the inclusion of commissions, respondents generally indicated they feel some pressure to make a sale.

Overall, the responses present a favourable view of customers’ understanding. The ratings “Knowledge of prices” seems consistent with, but more conservative than, the consumer survey responses that indicate customers believe they have a reasonable understanding of their costs.

The salespersons correctly identified the top four items: “Monthly Cost of Service”, “Network Reliability”, “Network Coverage” and “Amount of Included Data” – albeit in a different order and with heavier weights on most factors. They also correctly identified the relative importance of “Network Speed” and the inclusion amounts for voice calls and SMS. Overall, while salespersons did not recognise the paramount importance of monthly costs and exhibited a strong tendency to overweight most factors relative to consumers, the ratings suggest salespersons generally have a reasonable understanding of the relative importance of factors influencing customers’ decisions.

Overall, the surveys indicated mobile phone users are most concerned about monthly cost of service, network reliability, network coverage and amount of included data. It seems that providers and retail employees are adept in communicating this information to consumers via websites and in-store conversations. However, while consumers appear to be conscious of their monthly spending levels, a substantial proportion of them don’t exhibit a good understanding of the actual or potential costs of the components of their service.

## Recommendations

In the course of this project, we identified a range of issues and concerns concerning the CISs. The following is a series of recommendations that are informed by our analysis.

There may be a need for the TCP Code to provide further clarification for providers regarding how they should report information in a CIS. The ACMA may have already considered some of the following issues which were evident in our evaluation of the implementation of TCP Code Rule 4.1.2.

* **Provide relevant product information, such as CIS documents, via service provider websites**
  + 64% of consumers identify the provider’s website as an important source of information.
  + The ability to search for information online was also indicated as a strong factor for allowing customers to be informed about the many choices on offer.
  + It is important to maintain access to relevant product information such as a CIS, coverage maps, roaming prices and post-sales support online. Without this information customers are negatively affected due to less transparency and increased risk of not being provided the full range of offers and conditions when they request further information.
* **Language localization of CIS documents**
  + Under the premise of “fair and understandable use of language”, permitting use of non-English language versions of CISs would enable culturally and linguistically diverse groups to be better informed than may be possible using English- only versions (e.g., as ABLE NET Pty Ltd does for Japanese and Korean customers in Australia).
  + We also acknowledge that providing only non-English CISs (and not English versions) may become an intentional tactic to limit offers to a certain demographic.
  + Considering this, we feel that non-English CISs need to have allowances for relevant TCP Code clauses, particularly those specifying exact English language headings. However, a comparable English version should be producible to the ACMA on request to determine any infringement, with translation services verifying the faithfulness of both versions.
* **Cost information should have standardised wording and appearance**

Some providers appear to be “bending” the interpretation of Rule 4.1.2 regarding comparable information that should be reported.

* + In relation to included calls, the term “all inclusive” is more accurate than “no cost”, which some providers continue to use.
  + Where included value is expressed in minutes, it is appropriate that the “Two minute standard national mobile call” should still allow providers to indicate the call can come from included value (i.e. be inclusive) but we suggest providers should also identify the dollar cost a consumer will incur for calls after the included value is depleted.
  + Where a plan includes data access, we recommend that it be mandatory for the “One megabyte of data within Australia” cost information to identify the minimum dollar cost for 1MB of excess data usage, even if the minimum block size is greater than 1MB or data quota is included within the offer. This will allow comparisons across offers and will better enable consumers to self-monitor data usage to minimise “bill shock”.
    - Some offers have minimum block sizes (e.g. $10 for 1 GB) or included value data quota, which are then broken down into per MB costs and used as the “One megabyte of data within Australia” cost figure. These per MB costs are typically lower than excess costs and are potentially misleading when used in isolation. If providers wish to volunteer such information, it should be only in addition to the excess data usage cost customers would incur after any included data allowance is depleted.
* **Require a consistent CIS format**
  + While many providers have adopted a two page PDF document for CISs, there are some providers that exceed the page limit, make poor use of the two pages allowed or use webpages only to disclose the CIS (without a downloadable document version).
    - The CISs that exceed two pages (in a PDF document) are typically poorly structured and formatted. This is also true for some CISs that meet the two page limit. We suggest these issues result from the absence of clear guidance about readability and format, and a lack of effort by the relevant providers in implementing changes to the TCP Code. In contrast, some providers present all the required information, plus additional comparisons between their offers, within two pages.
    - A consistent format will better enable comparisons across providers with less files and pages required for comparisons to occur.
    - While others have made a case for one page CISs, we do not endorse that case. Our examination of many CIS indicated the benefit of having sufficient space to include comparisons for a range of offers. This ability is particularly important for reducing the amount of effort required from providers that have many offers available. Combined with a uniform format, consumers are then better enabled to make comparisons across providers using less voluminous material.
    - CISs that are available only as webpages also typically suffer from being poorly structured and formatted. These webpages generally are not “print-friendly” (with no option to access a print friendly version) and cannot be printed (or exported to PDF) in a way that reliably maintains the original webpages appearance.
  + We propose that the ACMA review the presentation of the information to be presented in the CIS and further develop their example by drafting a recommended template for use by providers. This template might also include single or multiple offer formats for providers who wish to provide a single document for multiple offers. If such a template was provided in the relevant formats where providers can fill in the relevant fields, this could also benefit the OSS/BSS[[93]](#footnote-93) vendors who could then implement the template as a standard report that is auto-filled for each reseller brand and offer.
* **Need to specify how to show CIS content is current**
  + Rule 4.1.2 requires CIS content to be current, but doesn’t define how a consumer can judge whether the information is current. Many providers indicate this by providing timestamps, typically in the footer of the CIS (e.g. Adam Internet). A few also provide complete access to current and historical CIS versions (e.g. Vodafone). However, on many sites it is difficult to ascertain whether the CIS document linked on a web page is current for the plan information provided.
  + We recommend that it be mandatory that all CISs clearly indicate the date it was produced and the date from which it is effective.
  + We recommend that it be mandatory that all CIS be archived and remain accessible to any customer who are on the relevant plan.
* **Clearly define expectations of information provided for “the maximum monthly charge payable where calculable”**
  + Identifying the maximum monthly charge payable is relatively straight forward for pre-paid offers. However, many providers use this section to inform post-paid customers that they can be charged more than the minimum monthly charge, but they do not provide specific details about usage notifications, spend management tools, the timeliness of billing data, or the dollar limit at which the service becomes restricted (if applicable).
  + We recommend that it be mandatory for a provider to disclose the following:
    - The timeliness with which the billing data will be provided. This might be subject to reasonable conditions, but should not merely make statements such as “will appear within several days”.
    - Whether usage notifications are provided and, if so, at what proportions of usage notices are sent.
    - Any sub-limits imposed on maximum calls, SMS or data.
    - Whether there is a “safety net” at which billable consumption of the service becomes restricted.
* **Clearly define expectations of information provided for “the maximum charge payable for early termination of the offer”**
  + While it is relatively straight forward to identify the maximum payable for early termination charge (ETC) for pre-paid offers and month-to-month contracts, some providers use the same generic formula of “number of months remaining in contract X minimum monthly access fee” that applies to all their relevant offers without specifying dollar values specific to the offer covered by the CIS. Others state a maximum ETC specific to that plan but without details of the calculations to fairy represent the actual cost of terminated.
  + We recommend that it be mandatory (for the relevant offer type) that the ETC be disclosed as the maximum dollar amount payable in the event of cancellation and the calculations for how this value was determined.
    - Any cooling off periods (if they apply) should also be clearly stated, with a distinction between rights under consumer law and goodwill from the provider.
    - The provider may also provide further examples of ETC calculations. For example:
      * due to tiered charges for early, mid and late term contracts.
      * if ETCs are waived upon signing a new contract.

# Appendix 1 – TCP Code – Rule 4.1.2 Excerpt

4.1.2 **Summary of Offer**: A Supplier must provide a summary of each of its current Offers to allow Consumers to compare Offers provided by each Supplier which best suit their needs.

A Supplier must take the following actions to enable this outcome:

(a) Content: ensure the summary of the Offer is called a “Critical Information Summary” and includes the following information in the following order:

(i) includes a sub-heading ‘Information About the Service’, under which the following information is included:

A. a description of the Telecommunications Service to be provided under the Offer;

B. whether the Offer depends on a bundling arrangement with other Telecommunications Services and, if so, a description of those other Services;

C. whether there is any Telecommunications Good that the Customer must take as a mandatory component of the Offer, (so the Consumer has no choice as to that Telecommunications Good), what the mandatory Telecommunications Good is and if the Charge for the mandatory Telecommunications Good is not already built into the Offer pricing disclosed in the summary of Offer, then the separate Charge for this mandatory Telecommunications Good;

D. the minimum term applicable in respect of the Product set out in the Offer;

E. the inclusions, exclusions and any important conditions, limitations, restrictions or qualifications for that Offer, where applicable; and

(ii) includes a sub-heading ‘Information About Pricing’, under which the following information is included, where relevant:

A. the minimum monthly Charge payable under the Offer (where calculable);

B. the maximum monthly charge payable where calculable;

C. the maximum Charge payable for early termination of the Offer;

D. where the Offer is not unlimited, the cost (prior to any discounts being applied) of making a 2 minute Standard National Mobile Call (including flagfall where applicable);

E. where the Offer is not unlimited, the cost (prior to any discounts being applied) of sending a Standard National Mobile SMS;

F. where the Offer is not unlimited, the cost (prior to any discounts being applied) of using one megabyte of data within Australia;

G. for an Included Value Plan, an estimate of the maximum number of Standard National Mobile Calls (each of two minutes in duration and including the flag-fall charge if applicable) that a Consumer may make within the Included Value Plan based on the cost described at clause 4.1.2(a)(ii)D and assuming the Customer does not use the included value for anything else using the wording “If you restricted your use solely to Standard National Mobile Calls each of 2 minute in duration, you could make x number of calls”; and

(iii) includes a sub-heading ‘Other Information’, under which the following information is included where relevant:

A. a link to the area on the Supplier’s website where the customer can obtain call and data usage information or instructions on where the customer can obtain call and data usage information;

B. warnings about roaming costs (both international costs and the circumstances in which additional Charges may be imposed in Australia when the service roams onto a different network);

C. customer service contact details;

D. information about how to access internal dispute resolution processes; and

E. contact details for the Telecommunications Industry Ombudsman.

(b) Separate document: for the avoidance of doubt,

(i) a Critical Information Summary must be a separate document to the full contractual terms and conditions; and

(ii) may include other information as the Supplier determines is appropriate.

(c) Special Promotions: supply a summary for the underlying Offer on which the Special Promotion is based noting that the Supplier is not required to provide details of the differences between the underlying Offer and the Special Promotion in that summary of the Offer.

(d) Accessibility: ensure that the summary of each of the Supplier’s current Offers is:

(i) readily accessible on the Supplier’s website (including without limitation, a summary of each of the Supplier’s current Offers for Pre-Paid Services);

(ii) included as a link to the summary of the Offer where the Supplier advertises the Offer on the Supplier’s website (other than online banner, tile, strip and popup Advertising where the link is not required); and

(iii) is available free of charge at the Supplier’s stores.

(e) Provision prior to sale: A Supplier must provide the summary of the Offer for Post-Paid Services free of charge to a Consumer prior to sale except:

(i) where the sale falls within the scope of an unsolicited consumer agreement under the Australian Consumer Law and as a result the Consumer is entitled to a cooling off period, the Consumer will be provided with a copy of the relevant summary of the Offer after the sale at the same time as the relevant unsolicited consumer agreement and cancellation notice; or

(ii) where the sale is carried out over the telephone and is not treated as an unsolicited consumer agreement under the Australian Consumer Law and the Consumer agrees to opt out of their right to receive all information contained in the summary of the Offer prior to sale, a Supplier must:

A. give the Consumer a general overview of the summary of the Offer prior to or at the point of sale and dispatch a copy of the summary of the Offer to the Consumer within 5 Business Days after the sale; and

B. not engage in practices that would encourage Consumers to opt out of receiving the summary of the Offer prior to the sale.

(f) Comprehensible: ensure that information contained in the summary of each Offer:

(i) is comprehensible and drafted in plain language; and

(ii) uses clear headings to identify the content contained in each section.

(g) Length: ensure that each summary of the Offer is no longer than two A4 pages when all its mandatory contents are included and is available as a standalone document.

(h) Currency: ensure that information contained in the summary of each Offer is current.

# Appendix 2 - Service Provider Profiles

## ABLE NET Pty Ltd.

**Company Details**

**Entity name:** ABLE NET PTY LTD

**ACN:** 121 311 313

**ABN:** 87121311313

**Registered in:** New South Wales

**Registration date:**  8/18/2006

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Shop 35, 58 Lake Street, CAIRNS QLD 4870

**Parent/holding company:**

**Director name(s):** Kazunori Wakui

**Share class:** ORD

**Shares issued:** 1000

**Website address:** http://www.able.net.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** approx. 31 (lack of CISs hindered identification)

**MNO used:** Optus

**Network generation:** not specified (likely 4G due to modern phones being bundled)

**Special note(s):** Website only available in Japanese and Korean language, with 1c / 30 sec calling rates to those countries. Offer names were Google translated to aid comprehension. Website prices advertised excluding GST, with CIS quoting GST inclusive prices. Not all plans had complete information.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| iPhone Plan 39 | 11 Month Post Paid  Contract with Phone | $42.9 / month | $0 | 500 | $0.30 per MB | 30c per MB |
| iPhone Plan 49 | $53.9 / month | $0 | 500 |
| Smart plan 19 | $20.9 / month | $10 | 200 |
| Smart plan 29 | $31.9 / month | $10 | 300 |
| Smart plan 39 | $42.9 / month | $10 | 400 |
| Smart plan 49 | $53.9 / month | $20 | 500 |
| Smart plan 59 | $64.9 / month | $30 | 600 |
| Smart plan 69 | $75.9 / month | $40 | 700 |
| Smart plan 79 | $86.9 / month | $50 | 1000 |
| Smart plan 99 | $108.9 / month | $60 | 500 |
| Waiting strongest | Month-to-Month Post Paid  Contract with Phone | $11 / month | $10 | 0 |
| By the amount you use | $16.5 / month | $15 | 0 |
| Almighty | $33 / month | $30 | 0 |
| Short-term plan | 7 Day Post Paid  Contract with Phone | $33 / month | $0 | 0 |
| BYO Data 9 | 2 Month Post Paid  Contract SIM Only | $9.9 / month | $0 | 500 |
| BYO 30 | 3 Month Post Paid  Contract SIM Only | $33 / month | $50 | 500 |
| BYO 50 | $55 / month | $100 | 500 |
| BYO 70 | $77 / month | $140 | 1000 |
| W & M 4GB | 6 Month Post Paid  Contract with Phone | $42.9 / month | $5 | 4000 |
| W & M 5GB | $53.9 / month | $5 | 5000 |
| W & M 6GB | $64.9 / month | $10 | 6000 |
| W & M 7GB | $75.9 / month | $10 | 7000 |
| W & M 11GB | $108.9 / month | $10 | 11000 |
| W & M 15GB | $152.9 / month | $10 | 15000 |
| W & M 20GB | $207.9 / month | $10 | 20000 |
| receiver only | ? | ? | $10 | ? | ? | ? |
| Evening user | ? | ? | $20 | ? | ? | ? |
| General User | ? | ? | $30 | ? | ? | ? |
| Optus Premier | ? | ? | $40 | ? | ? | ? |
| strongest Optus | ? | ? | $50 | ? | ? | ? |
| out as written | ? | ? | $15 | ? | ? | ? |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| iPhone Plan 39 | $1.85 | $0.55 | $0.0858 | 0 |
| iPhone Plan 49 | $1.85 | $0.25 | $0.1078 | 0 |
| Smart plan 19 | $1.85 | $0.25 | $0.1045 | 5 |
| Smart plan 29 | $1.85 | $0.25 | $0.1063 | 5 |
| Smart plan 39 | $1.85 | $0.25 | $0.1073 | 5 |
| Smart plan 49 | $1.85 | $0.25 | $0.1078 | 10 |
| Smart plan 59 | $1.85 | $0.25 | $0.1082 | 16 |
| Smart plan 69 | $1.85 | $0.25 | $0.1084 | 21 |
| Smart plan 79 | $1.85 | $0.25 | $0.0869 | 27 |
| Smart plan 99 | $1.85 | $0.25 | $0.2178 | 32 |
| Waiting strongest | $1.85 | $0.25 | $0.30 | 5 |
| By the amount you use | $1.85 | $0.25 | $0.30 | 8 |
| Almighty | $1.85 | $0.25 | $0.30 | 16 |
| Short-term plan | $1.85 | $0.25 | $0.30 | 0 |
| BYO Data 9 | $0.68 | $0 (50 SMS Free) | $0.0198 | 0 |
| BYO 30 | $1.85 | $0.25 | $0.0660 | 27 |
| BYO 50 | $1.85 | $0.25 | $0.1100 | 54 |
| BYO 70 | $1.85 | $0.25 | $0.0770 | 75 |
| W & M 4GB | $0.68 | $0.25 | $0.0107 | 7 |
| W & M 5GB | $0.68 | $0.25 | $0.0108 | 7 |
| W & M 6GB | $0.68 | $0.25 | $0.0108 | 14 |
| W & M 7GB | $0.68 | $0.25 | $0.0108 | 14 |
| W & M 11GB | $0.68 | $0.25 | $0.0099 | 14 |
| W & M 15GB | $0.68 | $0.25 | $0.0102 | 14 |
| W & M 20GB | $0.68 | $0.25 | $0.0104 | 14 |
| receiver only | ? | ? | ? | ? |
| Evening user | ? | ? | ? | ? |
| General User | ? | ? | ? | ? |
| Optus Premier | ? | ? | ? | ? |
| strongest Optus | ? | ? | ? | ? |
| out as written | ? | ? | ? | ? |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## ACN

**Company Details**

**Entity name:** ACN Pacific Pty Limited

**ACN:** 108 535 708

**ABN:** 85 108 535 708

**Registered in:** New South Wales

**Registration date:**  29/03/2004

**Previous company name:** Australian Communications Network Pty Limited

**Company type:** Australian Proprietary Company

**Current registered address:** Level 11, 1 Pacific Highway, NORTH SYDNEY NSW 2060

**Parent/holding company:** LKN GLOBAL HOLDINGS, INC

**Director name(s):** Charles Barker (USA), Iain Falshaw (Australia) & Robert Stevanovski (USA)

**Share class:** Ordinary

**Shares issued:** 1

**Website address:** http://www.acnpacific.com.au

**Services offered:** Mobile, VoIP, Phone, Broadband, NBN, Energy

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 16

**Mobile plans offered (30th June 2015):** 6

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $30 (300 minutes + 1.5GB) | Month-to-Month Post Paid  Contract SIM Only | $30.00 / month | 300 national minutes | 1500 | $10 per 1000 MB | 10c per MB |
| $40 (600 minutes + 1.5GB) | $40.00 / month | 600 national minutes | 1500 |
| $40 (300 minutes + 3GB) | $40.00 / month | 300 national minutes | 3000 |
| $50 (unlimited + 3GB) | $50.00 / month | Unlimited national minutes | 3000 |
| $50 (600 minutes + 5GB) | $50.00 / month | 600 national minutes | 5000 |
| $60 (unlimited + 6GB) | $60.00 / month | Unlimited national minutes | 6000 |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call[[94]](#footnote-94) | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $30 (300 minutes + 1.5GB) | $1.96 | All inclusive | $0.0200 | 150 |
| $40 (600 minutes + 1.5GB) | $1.96 | All inclusive | $0.0267 | 300 |
| $40 (300 minutes + 3GB) | $1.96 | All inclusive | $0.0133 | 150 |
| $50 (unlimited + 3GB) | All inclusive | All inclusive | $0.0167 | N/A |
| $50 (600 minutes + 5GB) | $1.96 | All inclusive | $0.0100 | 300 |
| $60 (unlimited + 6GB) | All inclusive | All inclusive | $0.0100 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| $30 (300 minutes + 1.5GB) | 10c | 98c | 880% |
| $40 (600 minutes + 1.5GB) | 6.7c | 98c | 1363% |
| $40 (300 minutes + 3GB) | 13.3c | 98c | 637% |
| $50 (unlimited + 3GB) | N/A | N/A | N/A |
| $50 (600 minutes + 5GB) | 8.3c | 98c | 1081% |
| $60 (unlimited + 6GB) | N/A | N/A | N/A |

## Adam Internet

**Company Details**

**Entity name:** ADAM INTERNET PTY LTD

**ACN:** 055 495 853

**ABN:** 22 055 495 853

**Registered in:** South Australia

**Registration date:**  16/03/1992

**Previous company name:** ADAM LINK PTY. LTD.

**Company type:** Australian Proprietary Company

**Current registered address:** Level 1, 502 Hay Street, SUBIACO WA 6008

**Parent/holding company:** IINET LIMITED (ACN 068 628 937)

**Director name(s):** David Buckingham (Australia), Stephen Joseph Dalby (Australia), Michael John Smith (Australia)

**Share class:** A (CLASS A SHARES)

**Shares issued:** 1

**Website address:** http://www.adam.com.au/home/

**Services offered:** Bundles, Internet, NBN, Phone, Mobile, TV

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded (likely 3)

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated per MB) |
| $15 plan | Month-to-Month Post Paid  Contract SIM Only | $15 / month | $200 | 200 | $0.05 / MB | $0.05 / MB |
| $30 plan | $30 / month | $500 | 1000 |
| $45 plan | $45 / month | All inclusive | 2000 |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $15 plan | $2.15 | $0.25 | $0.075 | 93 |
| $30 plan | $2.15 | All inclusive | $0.03 | 232 |
| $45 plan | All inclusive | All inclusive | $0.0225 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## ALDImobile

**Company Details**

**Entity name:** MEDION AUSTRALIA PTY LIMITED

**ACN:** 106 611 330

**ABN:** 58106611330

**Registered in:** New South Wales

**Registration date:**  9/10/2003

**Previous company name:** -

**Company type:** Australian Proprietary Company

**Current registered address:** Level 4, 621 Pacific Highway, ST LEONARDS NSW 2065

**Parent/holding company:** -

**Director name(s):** Gregor Aschoff, Bjoern Petersen

**Share class:** ORD

**Shares issued:** 10000

**Share Holders:** MEDION AG (10000 shares)

**Website address:** https://www.aldimobile.com.au

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 6

**Mobile plans offered (30th June 2015):** 7

**MNO used:** Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $15 Pay As You Go | 365 Day Prepaid SIM Only | $15 | $15 | 0 | $0.05 / MB | $0.05 / MB |
| $30 Pay As You Go | $30 | $30 | 0 | $0.05 / MB | $0.05 / MB |
| S Value Pack | 30 Day Prepaid SIM Only | $10 | 100 national minutes | 0 | $5 / 100MB | $0.05 / MB |
| M Value Pack | $20 | 300 national minutes | 700 | $7 / 300MB | $0.023 / MB |
| L Value Pack | $30 | 650 national minutes | 1500 | $10 / 1000MB | $0.01 / MB |
| XL Value Pack | $35 | 1250 national minutes | 2500 | $10 / 1000MB | $0.01 / MB |
| XXL Value Pack | $45 | 43200 national minutes | 4000 | $10 / 1000MB | $0.01 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $15 Pay As You Go | $0.24 | $0.12 | $0.05 | 62 |
| $30 Pay As You Go | $0.24 | $0.12 | $0.05 | 125 |
| S Value Pack | $0.20 | $0.10 | $0.05 | 50 |
| M Value Pack | $0.20 | $0.00  ($0.10 above 50,000) | $0.0286 | 150 |
| L Value Pack | $0.20 | $0.00  ($0.10 above 50,000) | $0.0200 | 325 |
| XL Value Pack | $0.20 | $0.00  ($0.10 above 50,000) | $0.0140 | 625 |
| XXL Value Pack | $0 (AUP applies) | $0.00  ($0.12 above 50,000) | $0.0113 | 21600 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| $15 Pay As You Go | Not applicable – included value is advertised in dollars and flat call rate applies | | |
| $30 Pay As You Go |
| S Value Pack | $0.10 | $0.20 | 100% |
| M Value Pack | $0.07 | $0.20 | 186% |
| L Value Pack | $0.05 | $0.20 | 300% |
| XL Value Pack | $0.03 | $0.20 | 567% |
| XXL Value Pack | ~$0.00 | N/A | N/A |

## AlphaCall

**Company Details**

**Entity name:** ALPHAWISE SOLUTIONS PTY LIMITED

**ACN:** 075 924 444

**ABN:** 26075924444

**Registered in:** New South Wales

**Registration date:**  10/9/1996

**Previous company name:** ALPHAWISE SOLUTIONS PTY LIMITED

**Company type:** Australian Proprietary Company (Deregistered)

**Historical Registered Address:** Suite 1, 125 Canterbury Road, CANTERBURY NSW

2193

**Parent/holding company:**  -

**Director name(s):** Adam Towpik

**Share class:** ORD1, ORD

**Shares issued:** 1, 1

**Website address:** http://www.alphacall.com.au/

**Services offered:** Phone, Mobile, Broadband

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded (likely 7)

**Mobile plans offered (30th June 2015):** 7

**MNO used:** Unknown

**Network generation:** Unknown

**Special Notes:** Company maintains a website while deregistered. Offers listed but no Critical Information Summaries given. Sign up buttons don’t work and no valid reason is given why.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Start1 | ? | $7 | $0 | ? | ? | ? |
| Start2 | ? | $15 | $0 | ? | ? | ? |
| Start3 | ? | $30 | $0 | ? | ? | ? |
| Go | ? | $27 | $140 | ? | ? | ? |
| Max | ? | $47 | $240 | ? | ? | ? |
| Text | ? | $17 | $0 | ? | ? | ? |
| Friend | ? | $10 | $0 | ? | ? | ? |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Start1 | $1.35 | $0.25 | ? | 0 |
| Start2 | $0.95 | $0.25 | ? | 0 |
| Start3 | $0.85 | $0.25 | ? | 0 |
| Go | $1.95 | $0.25 | ? | 71 |
| Max | $1.85 | $0.25 | ? | 129 |
| Text | $1.95 | $0.19 | ? | 0 |
| Friend | $2.15 | $0.25 | ? | 0 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## amaysim

**Company Details**

**Entity name:** AMAYSIM AUSTRALIA PTY LTD

**ACN:** 143 613 478

**ABN:** 65143613478

**Registered in:** Victoria

**Registration date:**  5/12/2010

**Previous company name:** COMPASS TELECOMMUNICATIONS AUSTRALIA PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Level 6, 17-19 Bridge Street, SYDNEY NSW 2000

**Parent/holding company:**

**Director name(s):** Peter John O'connell, Malte Von Der Ropp, Rolf Hansen, Saad Raja, Thomas Falk, Thorsten Kraemer, Christian Magel, Andreas Mathias Perreiter

**Share class:** ORD

**Shares issued:** 1146367

**Website address:** https://www.amaysim.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 5

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| FLEXI | Month-to-Month Post Paid  Contract SIM Only | $19.90 | $19.90 | 500 | $0.072 / MB | $0.072 / MB |
| UNLIMITED TEXT 2GB | $29.90 | 500 national minutes | 2000 | $0.072 / MB | $0.072 / MB |
| UNLIMITED 5GB | $44.90 | unlimited | 5000 | $0.072 / MB | $0.072 / MB |
| UNLIMITED 7GB | $54.90 | unlimited | 7000 | $0.072 / MB | $0.072 / MB |
| As You Go | 90 Day Prepaid SIM only | $5 | $5 | 0 | $0.072 / MB | $0.072 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| FLEXI | $0.18 | $0.09 | $0.0398 | 110 |
| UNLIMITED TEXT 2GB | $0.24 | All inclusive | $0.0150 | 250 |
| UNLIMITED 5GB | All inclusive | All inclusive | $0.0090 | N/A |
| UNLIMITED 7GB | All inclusive | All inclusive | $0.0078 | N/A |
| As You Go | $0.24 | $0.12 | $0.072 | 20 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| FLEXI | Not applicable – included value is advertised in dollars and flat call rate applies | | |
| UNLIMITED TEXT 2GB | $0.0598 | $0.12 | 101% |
| UNLIMITED 5GB | N/A | N/A | N/A |
| UNLIMITED 7GB | N/A | N/A | N/A |
| As You Go | Not applicable – included value is advertised in dollars and flat call rate applies | | |

## AussieSim

**Company Details**

**Entity name:** AUSSIESIM PTY LTD

**ACN:** 147 227 683

**ABN:** 58147227683

**Registered in:** Western Australia

**Registration date:**  11/5/2010

**Previous company name:** BALI CENTRES PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** Level 1, 91 Hay Street, SUBIACO WA 6008

**Parent/holding company:**

**Director name(s):** Keaton Paul Wallace, Umberto Carmelo Mondello, Joshua Nicholas Hunt, Salvatore Vallelonga

**Share class:** ORD

**Shares issued:** 10000

**Website address:** http://aussiesim.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 1

**Mobile plans offered (30th June 2015):** 1

**MNO used:** Telstra & Optus (when in Australia)

**Network generation:** dependent on country and roaming agreement

**Special Notes:** Travel SIM meant for use outside Australia, while keeping an existing Australian number.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| GlobalSim SIM Card | 12 month Prepaid | $24.95 | $5 | 0 | $0.30 / MB | $0.30 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Not applicable – rates are dependent on where subscriber is located outside of Australia | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Bendigo Bank telco

**Company Details**

**Entity name:** COMMUNITY TELCO AUSTRALIA PTY LTD

**ACN:** 094 908 326

**ABN:** 93094908326

**Registered in:** Victoria

**Registration date:**  12/21/2000

**Previous company name:** COMMUNITY TELCO AUSTRALIA LTD

**Company type:** Australian Proprietary Company

**Current registered address:** The Bendigo Ctr, BENDIGO VIC 3550

**Parent/holding company:**

**Director name(s):** Andrew James Cairns, Samantha Mcgregor

**Share class:** ORD1

**Shares issued:** 14500060

**Website address:** https://www.bendigobanktelco.com.au/

**Services offered:** Mobile, NBN, Broadband, VOIP, Phone

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Velocity $19.95 | Month-to-Month Post Paid  Contract | $19.95 | 200 national minutes | 200 | $0.03 / MB | $0.03 / MB |
| Velocity $29.95 | $29.95 | 300 national minutes | 1500 | $0.03 / MB | $0.03 / MB |
| Velocity $39.95 | $39.95 | 600 national minutes | 2000 | $0.03 / MB | $0.03 / MB |
| Velocity $49.95 | $49.95 | 3000 national minutes | 3000 | $0.03 / MB | $0.03 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Velocity $19.95 | $2.20 | $0.25 | $0.0998 | 100 |
| Velocity $29.95 | $2.20 | $0.25 | $0.0200 | 150 |
| Velocity $39.95 | $2.20 | $0.25 | $0.0200 | 300 |
| Velocity $49.95 | $1.20 | $0.25 | $0.0167 | 1500 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Velocity $19.95 | $0.09975 | $1.10 | 1003% |
| Velocity $29.95 | $0.0998 | $1.10 | 1002% |
| Velocity $39.95 | $0.0666 | $1.10 | 1552% |
| Velocity $49.95 | $0.0166 | $0.60 | 3501% |

## BEST telecom

**Company Details**

**Entity name:** BEST TELECOM AUSTRALIA LIMITED

**ACN:** 161 237 467

**ABN:** 67161237467

**Registered in:** Queensland

**Registration date:**  11/14/2012

**Previous company name:**

**Company type:** Australian Public Company

**Current registered address:** Harbour Point' Suite 6 Level 1, 8 Santa Barbara Road, HOPE ISLAND QLD 4212

**Parent/holding company:**

**Director name(s):** Robert Mark Salmon, Darren Lee Rodman, Timothy David Bolot, Robb Crawford

**Share class:** ORD

**Shares issued:** 4

**Website address:** http://www.besttelecom.mobi/

**Services offered:** Phone, Broadband, Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 6

**MNO used:** Optus ($39-129 plans) & Telstra ($149 plan)

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $39 Mobile Phone Plan | 24 Month Post Paid Contract  SIIM Only | $39 | 500 national minutes | 500 | $0.25 / MB | $0.25 / MB |
| $59 Mobile Phone Plan | $59 | 1000 national minutes | 1000 | $0.25 / MB | $0.25 / MB |
| $79 Mobile Phone Plan | $79 | 1500 national minutes | 1500 | $0.25 / MB | $0.25 / MB |
| $99 Mobile Phone Plan | $99 | 2000 national minutes | 2000 | $0.25 / MB | $0.25 / MB |
| $129 Mobile Phone Plan | $129 | 3000 national minutes | 3000 | $0.25 / MB | $0.25 / MB |
| $149 Mobile Phone Plan | $149 | unlimited | 3000 | $0.25 / MB | $0.25 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $39 Mobile Phone Plan | $2.15 | All inclusive | $0.0780 | 250 |
| $59 Mobile Phone Plan | $2.15 | All inclusive | $0.0590 | 500 |
| $79 Mobile Phone Plan | $2.15 | All inclusive | $0.0527 | 750 |
| $99 Mobile Phone Plan | $2.15 | All inclusive | $0.0495 | 1000 |
| $129 Mobile Phone Plan | $2.15 | All inclusive | $0.0430 | 1500 |
| $149 Mobile Phone Plan | All inclusive | All inclusive | $0.0497 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| $39 Mobile Phone Plan | $0.078 | $1.075 | 1278% |
| $59 Mobile Phone Plan | $0.059 | $1.075 | 1722% |
| $79 Mobile Phone Plan | $0.053 | $1.075 | 1928% |
| $99 Mobile Phone Plan | $0.049 | $1.075 | 2094% |
| $129 Mobile Phone Plan | $0.043 | $1.075 | 2400% |
| $149 Mobile Phone Plan | N/A | N/A | N/A |

## Blink

**Company Details**

**Entity name:** not collected

**ACN:** not collected

**ABN:** not collected

**Registered in:** not collected

**Registration date:**  not collected

**Previous company name:** not collected

**Company type:** not collected

**Current registered address:** not collected

**Parent/holding company:** not collected

**Director name(s):** not collected

**Share class:** not collected

**Shares issued:** not collected

**Website address:** not collected

**Services offered:** not collected

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not collected

**Mobile plans offered (30th June 2015):** not collected

**MNO used:** not collected

**Network generation:** not collected

**Special Notes:** Was not discovered until late in the report write-up, therefore this revision of the report does not contain detailed plan information for this provider.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Not analysed | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Not analysed | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not analysed | | | |

## Boost Mobile

**Company Details**

**Entity name:** BOOST TEL PTY LIMITED

**ACN:** 092 384 417

**ABN:** 19092384417

**Registered in:** New South Wales

**Registration date:**  4/7/2000

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 283 Young Street, WATERLOO NSW 2017

**Parent/holding company:**

**Director name(s):** Paul John Keating, Peter John Hill, Peter Alan Adderton, Paul John O'neile

**Share class:** ORD

**Shares issued:** 1223

**Website address:** http://www.boost.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 2

**MNO used:** Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $20 ULTRA™ OFFER | 30 day Prepaid SIM ONLY | $20 | 100 national minutes | 1000 | $2 / MB | $2 / MB |
| $40 UNLTD® OFFER | $40 | unlimited | 3000 | $2 / MB | $2 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $20 ULTRA™ OFFER | Not given | All inclusive | $0.0200 | 50 |
| $40 UNLTD® OFFER | All inclusive | All inclusive | $0.0133 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| $20 ULTRA™ OFFER | $0.20 | Not given | N/A |
| $40 UNLTD® OFFER | N/A | N/A | N/A |

## ClubTelco

**Company Details**

**Entity name:** CLUBTELCO PTY LTD

**ACN:** 144 488 620

**ABN:** 52144488620

**Registered in:** Victoria

**Registration date:**  6/7/2010

**Previous company name:** BEAN COMMUNICATIONS PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** M2 TELECOMMUNICATIONS GROUP LTD, Level 10, 452 Flinders Street, MELBOURNE VIC 3000

**Parent/holding company:** M2 GROUP LTD

**Director name(s):** Craig Lehmann Farrow, Vaughan Bowen, Geoffrey Robert Horth

**Share class:** ORD

**Shares issued:** 1848471

**Website address:** http://www.clubtelco.com/

**Services offered:** Broadband, Mobile, Phone

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Optus

**Network generation:** 3G

**Special Notes:** Requires an $80 annual membership fee.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $30 Club $500 Value | Month-to-Month Post Paid Contract SIM Only | $30 | $500 | 500 | $0.03 / MB | $0.03 / MB |
| $45 Club $600 Value & SMS Value | $45 | $600 | 1000 | $0.03 / MB | $0.03 / MB |
| $60 Club Mega Value | $60 | unlimited | 2000 | $0.03 / MB | $0.03 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $30 Club $500 Value | $2.33 | $0.29 | $0.0600 | 214 |
| $45 Club $600 Value & SMS Value | $2.33 | All inclusive | $0.0450 | 257 |
| $60 Club Mega Value | All inclusive | All inclusive | $0.0300 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## CMobile

**Company Details**

**Entity name:** CMOBILE PTY LTD

**ACN:** 158 824 447

**ABN:** 53158824447

**Registered in:** New South Wales

**Registration date:**  6/5/2012

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 10 Langdon Road, BAULKHAM HILLS NSW 2153

**Parent/holding company:**

**Director name(s):** Yasmin Ann Coleman, Peter John Huxley

**Share class:** ORD

**Shares issued:** 2

**Website address:** http://www.cmobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 10

**Mobile plans offered (30th June 2015):** 12

**MNO used:** Vodafone & Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| C Red PAYG $0 Plan (Vodafone) | Month-to-Month Post Paid Contract SIM Only | $20 | 0 | 0 | $0.02 / MB | $0.02 / MB |
| C Red $9.90 Plan (Vodafone) | $9.90 | 100 national minutes | 150 | $0.05 / MB | $0.05 / MB |
| C Red $19.90 Plan (Vodafone) | $19.90 | 300 national minutes | 500 | $0.05 / MB | $0.05 / MB |
| C Red $29.90 Plan (Vodafone) | $29.90 | 500 national minutes | 1000 | $0.05 / MB | $0.05 / MB |
| C Red $39.90 Plan (Vodafone) | $39.90 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |
| C Red $49.90 Plan (Vodafone) | $49.90 | unlimited | 4000 | $0.05 / MB | $0.05 / MB |
| C Blue $14.90 Plan (Telstra) | $14.90 | 100 national minutes | 150 | $0.05 / MB | $0.05 / MB |
| C Blue $19.90 Plan (Telstra) | $19.90 | 150 national minutes | 500 | $0.05 / MB | $0.05 / MB |
| C Blue $29.90 Plan (Telstra) | $29.90 | 250 national minutes | 800 | $0.05 / MB | $0.05 / MB |
| C Blue $39.90 Plan (Telstra) | $39.90 | 350 national minutes | 1500 | $0.05 / MB | $0.05 / MB |
| C Blue $49.90 Plan (Telstra) | $49.90 | 500 national minutes | 1500 | $0.05 / MB | $0.05 / MB |
| C Blue $59.90 Plan (Telstra) | $59.90 | 600 national minutes | 3000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| C Red PAYG $0 Plan (Vodafone) | $0.24 | $0.12 | $0.02 | 0 |
| C Red $9.90 Plan (Vodafone) | $0.30 | $0.12 | $0.0660 | 50 |
| C Red $19.90 Plan (Vodafone) | $0.30 | $0.12 | $0.0398 | 150 |
| C Red $29.90 Plan (Vodafone) | $0.30 | $0.12 | $0.0299 | 250 |
| C Red $39.90 Plan (Vodafone) | All inclusive | All inclusive | $0.0200 | N/A |
| C Red $49.90 Plan (Vodafone) | All inclusive | All inclusive | $0.0125 | N/A |
| C Blue $14.90 Plan (Telstra) | $0.30 | $0.15 | $0.0993 | 50 |
| C Blue $19.90 Plan (Telstra) | $0.30 | $0.15 | $0.0398 | 75 |
| C Blue $29.90 Plan (Telstra) | $0.30 | $0.15 | $0.0374 | 125 |
| C Blue $39.90 Plan (Telstra) | $0.30 | $0.15 | $0.0266 | 175 |
| C Blue $49.90 Plan (Telstra) | $0.30 | $0.15 | $0.0333 | 250 |
| C Blue $59.90 Plan (Telstra) | $0.30 | $0.15 | $0.0200 | 300 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| C Red PAYG $0 Plan (Vodafone) | N/A | $0.12 | N/A |
| C Red $9.90 Plan (Vodafone) | $0.099 | $0.15 | 52% |
| C Red $19.90 Plan (Vodafone) | $0.066 | $0.15 | 127% |
| C Red $29.90 Plan (Vodafone) | $0.060 | $0.15 | 150% |
| C Red $39.90 Plan (Vodafone) | N/A | N/A | N/A |
| C Red $49.90 Plan (Vodafone) | N/A | N/A | N/A |
| C Blue $14.90 Plan (Telstra) | $0.149 | $0.15 | 1% |
| C Blue $19.90 Plan (Telstra) | $0.133 | $0.15 | 13% |
| C Blue $29.90 Plan (Telstra) | $0.120 | $0.15 | 25% |
| C Blue $39.90 Plan (Telstra) | $0.114 | $0.15 | 32% |
| C Blue $49.90 Plan (Telstra) | $0.100 | $0.15 | 50% |
| C Blue $59.90 Plan (Telstra) | $0.100 | $0.15 | 50% |

## Commander

**Company Details**

**Entity name:** M2 COMMANDER PTY LTD

**ACN:** 136 950 082

**ABN:** 85136950082

**Registered in:** Victoria

**Registration date:**  5/6/2009

**Previous company name:** A.C.N. 136 950 082 PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** Level 10, 452 Flinders Street, MELBOURNE VIC 3000

**Parent/holding company:** M2 GROUP LTD

**Director name(s):** Craig Lehmann Farrow, Vaughan Garfield Bowen, Geoffrey Robert Horth

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://www.commander.com/

**Services offered:** Phone, Mobile, Broadband, NBN, Electricity, Data

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 6

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| RAPID PLUS 25 (24M) | 24 Month Post-paid Contract | $20 | $350 | 1000 | $10 / 1000MB then  $0.10 / MB over 4GB | $0.01 / MB then $0.10 / MB |
| RAPID PLUS 35 (24M) | $30 | $600 | 2000 | $10 / 1000MB then  $0.10 / MB over 4GB | $0.01 / MB then $0.10 / MB |
| RAPID PLUS 50 (24M) | $45 | unlimited | 4000 | $10 / 1000MB then  $0.10 / MB over 4GB | $0.01 / MB then $0.10 / MB |
| RAPID PLUS 25 (MtM) | Month to Month Post-paid Contract | $25 | $350 | 1000 | $10 / 1000MB then  $0.10 / MB over 4GB | $0.01 / MB then $0.10 / MB |
| RAPID PLUS 35 (MtM) | $35 | $600 | 2000 | $10 / 1000MB then  $0.10 / MB over 4GB | $0.01 / MB then $0.10 / MB |
| RAPID PLUS 50 (MtM) | $50 | unlimited | 4000 | $10 / 1000MB then  $0.10 / MB over 4GB | $0.01 / MB then $0.10 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| RAPID PLUS 25 (24M) | $2.20 | All inclusive | $0.0200 | 159 |
| RAPID PLUS 35 (24M) | $2.20 | All inclusive | $0.0150 | 272 |
| RAPID PLUS 50 (24M) | All inclusive | All inclusive | $0.0113 | N/A |
| RAPID PLUS 25 (MtM) | $2.20 | All inclusive | $0.0250 | 159 |
| RAPID PLUS 35 (MtM) | $2.20 | All inclusive | $0.0175 | 272 |
| RAPID PLUS 50 (MtM) | All inclusive | All inclusive | $0.0125 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Community Telco

**Company Details**

**Entity name:** COMMUNITY TELCO AUSTRALIA PTY LTD

**ACN:** 094 908 326

**ABN:** 93094908326

**Registered in:** Victoria

**Registration date:**  12/21/2000

**Previous company name:** COMMUNITY TELCO AUSTRALIA LTD

**Company type:** Australian Proprietary Company

**Current registered address:** The Bendigo Ctr, BENDIGO VIC 3550

**Parent/holding company:**

**Director name(s):** Andrew James Cairns, Samantha Mcgregor

**Share class:** ORD1

**Shares issued:** 14500060

**Website address:** http://www.communitytelco.com.au/

**Services offered:** Phone, Mobile, Broadband, NBN, Data

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 9

**Mobile plans offered (30th June 2015):** 5

**MNO used:** Optus

**Network generation:** 4G

**Special Notes:** Business only – consumer brand is Bendigo Bank telco

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Velocity $19.95 | Month to Month Post-paid Contract  (BUSINESS) | $19.95 | 200 national minutes | 200 | $0.03 / MB | $0.03 / MB |
| Velocity $29.95 | $29.95 | 300 national minutes | 1500 | $0.03 / MB | $0.03 / MB |
| Velocity $39.95 | $39.95 | 600 national minutes | 2000 | $0.03 / MB | $0.03 / MB |
| Velocity $49.95 | $49.95 | 3000 national minutes | 3000 | $0.03 / MB | $0.03 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Velocity $19.95 | $2.20 | $0.25 | $0.0998 | 100 |
| Velocity $29.95 | $2.20 | $0.25 | $0.0200 | 150 |
| Velocity $39.95 | $2.20 | $0.25 | $0.0200 | 300 |
| Velocity $49.95 | $1.20 | $0.25 | $0.0167 | 1500 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Velocity $19.95 | 0.100 | $1.10 | 1000% |
| Velocity $29.95 | 0.100 | $1.10 | 1000% |
| Velocity $39.95 | 0.066 | $1.10 | 1550% |
| Velocity $49.95 | 0.017 | $0.60 | 6370% |

## CoMobile

**Company Details**

**Entity name:** IVNO PTY LTD

**ACN:** 166 681 198

**ABN:** 83166681198

**Registered in:** Victoria

**Registration date:**  11/11/2013

**Previous company name:** IVNO PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** Level 2, 450 St Kilda Road, MELBOURNE VIC 3004

**Parent/holding company:** IVNX GROUP PTY LTD

**Director name(s):** Stephen Leslie Mason, Matthew Olaes

**Share class:** ORD

**Shares issued:** 10

**Website address:** https://www.comobile.com.au/

**Services offered:** N/A

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Telstra

**Network generation:** 3G

**Special Notes:**  IVNO went into voluntary administration in January 2015 and subsequently collapsed. These were the offerings on their website as of 30th June 2015 and have since been removed. Website address now auto-redirects to the Coop bookshop website - http://www.coop.com.au/

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $29 mini | 30 Day Prepaid SIM Only | $29 | $500 | 500 | ? | ? |
| $89 midi | 90 Day Prepaid SIM Only | $89 | $1500 | 1500 | ? | ? |
| $189 maxi | 180 Day Prepaid SIM Only | $189 | $3000 | 3000 | ? | ? |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $29 mini | $2.17 | $0.29 | $0.0580 | 230 |
| $89 midi | $2.17 | All inclusive | $0.0593 | 760 |
| $189 maxi | $2.17 | All inclusive | $0.0630 | 3317 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Crazy John’s

**Company Details**

**Entity name:** MOBILEWORLD OPERATING PTY LTD

**ACN:** 090 451 433

**ABN:** 49090451433

**Registered in:** Victoria

**Registration date:**  11/8/1999

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Level 7, 40 Mount Street, NORTH SYDNEY NSW 2060

**Parent/holding company:** VODAFONE HUTCHISON AUSTRALIA PTY LIMITED

**Director name(s):** Inaki Berroeta Aurrecoechea, James Marsh

**Share class:** ORD

**Shares issued:** 100000002

**Website address:** N/A

**Services offered:** N/A

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 0 (continuing customers only)

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Vodafone

**Network generation:** 3G

**Special Notes:** Vodafone consolidated and closed the Crazy John’s brand on 30 September 2014.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer offering mobile phone services | | | |

## Cybertel Telecom

**Company Details**

**Entity name:** CYBERTEL TELECOM PTY LTD

**ACN:** 114 904 835

**ABN:** 20114904835

**Registered in:** Queensland

**Registration date:**  6/23/2005

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** C/- DANIEL J HILLIER PTY LTD, Unit 5, 53-57 Oxford Street, BULIMBA QLD 4171

**Parent/holding company:**

**Director name(s):** Clive Leonard Kelly

**Share class:** D, ORD,

**Shares issued:** 1, 2,

**Website address:** http://cybertel.net.au/

**Services offered:** Voice, Data, Web, Cloud

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 7

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## Dodo

**Company Details**

**Entity name:** DODO SERVICES PTY LTD

**ACN:** 158 289 331

**ABN:** 33158289331

**Registered in:** Victoria

**Registration date:**  5/10/2012

**Previous company name:** WTBG PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** Level 10, 452 Flinders Street, MELBOURNE VIC 3000

**Parent/holding company:** M2 GROUP LTD

**Director name(s):** Craig Lehmann Farrow, Vaughan Bowen, Geoffrey Robert Horth

**Share class:** ORD

**Shares issued:** 10

**Website address:** http://new.dodo.com/

**Services offered:** Broadband, NBN, Mobile, Home Phone, TV, Power, Gas, Insurance

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 15

**Mobile plans offered (30th June 2015):** 18

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Mobile 4G Lite (24M) | 24 Month Post-paid Contract with phone | $17.90 | $500 | 1000 | $15 / GB | $0.015 / MB |
| Mobile 4G Big (24M) | $29.90 | $700 | 2500 | $15 / GB | $0.015 / MB |
| Mobile 4G Mega (24M) | $39.90 | unlimited | 4000 | $15 / GB | $0.015 / MB |
| Mobile 4G Ultra (24M) | $49.90 | unlimited | 5000 | $15 / GB | $0.015 / MB |
| Mobile 4G Lite (12M) | 12 Month Post-paid Contract SIM Only | $17.90 | $500 | 1000 | $15 / GB | $0.015 / MB |
| Mobile 4G Big (12M) | $29.90 | $700 | 2500 | $15 / GB | $0.015 / MB |
| Mobile 4G Mega (12M) | $39.90 | unlimited | 4000 | $15 / GB | $0.015 / MB |
| Mobile 4G Ultra (12M) | $49.90 | unlimited | 5000 | $15 / GB | $0.015 / MB |
| Mobile 4G Lite (MtM) | Month to Month Post-paid Contract SIM Only | $17.90 | $500 | 1000 | $15 / GB | $0.015 / MB |
| Mobile 4G Big (MtM) | $29.90 | $700 | 2500 | $15 / GB | $0.015 / MB |
| Mobile 4G Mega (MtM) | $39.90 | unlimited | 4000 | $15 / GB | $0.015 / MB |
| Mobile 4G Ultra (MtM) | $49.90 | unlimited | 5000 | $15 / GB | $0.015 / MB |
| $10 Prepaid Recharge | 60 Day Prepaid SIM Only | $10 | $10 | 0 | $0.05 / MB | $0.05 / MB |
| $20 Prepaid Recharge | 90 Day Prepaid SIM Only | $20 | $20 | 0 | $0.05 / MB | $0.05 / MB |
| $30 Prepaid Recharge | $30 | $30 | 0 | $0.05 / MB | $0.05 / MB |
| $40 Prepaid Recharge | $40 | $40 | 0 | $0.05 / MB | $0.05 / MB |
| $50 Prepaid Recharge | 180 Day Prepaid SIM Only | $50 | $50 | 0 | $0.05 / MB | $0.05 / MB |
| $100 Prepaid Recharge | 365 Day Prepaid SIM Only | $100 | $100 | 0 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Mobile 4G Lite (24M) | $2.37 | $0.29 | $0.0179 | 210 |
| Mobile 4G Big (24M) | $2.37 | $0.29 | $0.0120 | 295 |
| Mobile 4G Mega (24M) | All inclusive | All inclusive | $0.0100 | N/A |
| Mobile 4G Ultra (24M) | All inclusive | All inclusive | $0.0100 | N/A |
| Mobile 4G Lite (12M) | $2.37 | $0.29 | $0.0179 | 210 |
| Mobile 4G Big (12M) | $2.37 | $0.29 | $0.0120 | 295 |
| Mobile 4G Mega (12M) | All inclusive | All inclusive | $0.0100 | N/A |
| Mobile 4G Ultra (12M) | All inclusive | All inclusive | $0.0100 | N/A |
| Mobile 4G Lite (MtM) | $2.37 | $0.29 | $0.0179 | 210 |
| Mobile 4G Big (MtM) | $2.37 | $0.29 | $0.0120 | 295 |
| Mobile 4G Mega (MtM) | All inclusive | All inclusive | $0.0100 | N/A |
| Mobile 4G Ultra (MtM) | All inclusive | All inclusive | $0.0100 | N/A |
| $10 Prepaid Recharge | $0.22 | $0.11 | $0.05 | 45 |
| $20 Prepaid Recharge | $0.22 | $0.11 | $0.05 | 90 |
| $30 Prepaid Recharge | $0.22 | $0.11 | $0.05 | 136 |
| $40 Prepaid Recharge | $0.22 | $0.11 | $0.05 | 181 |
| $50 Prepaid Recharge | $0.22 | $0.11 | $0.05 | 227 |
| $100 Prepaid Recharge | $0.22 | $0.11 | $0.05 | 454 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## engin

**Company Details**

**Entity name:** ENGIN PTY LIMITED

**ACN:** 080 250 371

**ABN:** 70080250371

**Registered in:** New South Wales

**Registration date:**  9/30/1997

**Previous company name:** MIBROADBAND PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** M2 TELECOMMUNICATIONS GROUP LTD, Level 10, 452 Flinders Street, MELBOURNE VIC 3000

**Parent/holding company:** M2 GROUP LTD

**Director name(s):** Craig Lehmann Farrow, Vaughan Garfield Bowen, Geoffrey Robert Horth

**Share class:** ORD

**Shares issued:** 2

**Website address:** http://www.engin.com.au/

**Services offered:** Phone, Mobile, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 6

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Mobile Saver 20 (24M) | 24 Month Post-paid Contract | $20 | $300 | 1000 | $10 / GB | $0.01 / MB |
| Mobile Saver 30 (24M) | $30 | $600 | 2000 | $10 / GB | $0.01 / MB |
| Mobile Saver 45 (24M) | $45 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| Mobile Saver 20 (MtM) | Month to Month Post-paid Contract SIM Only | $20 | $300 | 1000 | $10 / GB | $0.01 / MB |
| Mobile Saver 30 (MtM) | $30 | $600 | 2000 | $10 / GB | $0.01 / MB |
| Mobile Saver 45 (MtM) | $45 | unlimited | 4000 | $10 / GB | $0.01 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Mobile Saver 20 (24M) | $2.20 | All inclusive | $0.02 | 136 |
| Mobile Saver 30 (24M) | $2.20 | All inclusive | $0.015 | 272 |
| Mobile Saver 45 (24M) | All inclusive | All inclusive | $0.0112 | N/A |
| Mobile Saver 20 (MtM) | $2.20 | All inclusive | $0.02 | 136 |
| Mobile Saver 30 (MtM) | $2.20 | All inclusive | $0.015 | 272 |
| Mobile Saver 45 (MtM) | All inclusive | All inclusive | $0.0112 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## E.Tel

**Company Details**

**Entity name:** E.TEL COMMUNICATIONS PTY LIMITED

**ACN:** 075 084 329

**ABN:** 84075084329

**Registered in:** New South Wales

**Registration date:**  8/1/1996

**Previous company name:** 1 WORLD TELECOM PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Level 5, 724-728 George Street, HAYMARKET NSW 2000

**Parent/holding company:**

**Director name(s):** Chin Tsan Chen, Min-Feng Chung

**Share class:** ORD

**Shares issued:** 100

**Website address:** https://www.etel.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 14

**MNO used:** Optus & Vodafone

**Network generation:** 4G & 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Good 9's Plans 19.9 | Month to Month Post-paid Contract SIM Only | $19.9 | $30 | 1000 | $0.12 / MB | $0.12 / MB |
| Good 9's Plans 29.9 | $29.9 | $60 | 3000 | $0.12 / MB | $0.12 / MB |
| Good 9's Plans 45.9 | $45.9 | $30 (national calls free) | 5000 | $0.05 / MB | $0.05 / MB |
| Good Combo 9.95 | 24 Month Post-paid Contract SIM Only | $9.95 | $200 | 0 | $0.02 / MB | $0.02 / MB |
| Good Combo 18.95 | $18.95 | $600 | 1000 | $0.15 / MB | $0.15 / MB |
| Good Combo 26.95 | $26.95 | $800 | 3000 | $0.15 / MB | $0.15 / MB |
| Good Combo 11.95 | Month to Month Post-paid Contract SIM Only | $11.95 | $200 | 0 | $0.02 / MB | $0.02 / MB |
| Good Combo 21.95 | $21.95 | $600 | 1000 | $0.15 / MB | $0.15 / MB |
| Good Combo 30.95 | $30.95 | $800 | 3000 | $0.15 / MB | $0.15 / MB |
| Good Combo 45.95 | $45.95 | unlimited | 5000 | $0.15 / MB | $0.15 / MB |
| e.Mobile Flexi data $50 | 150 Day Prepaid SIM Only | $50 | 0 | 0 | $0.02 / MB | $0.02 / MB |
| e.Mobile Flexi data $50 | No expiry Prepaid SIM Only | $50 | 0 | 0 | $0.02 / MB | $0.02 / MB |
| e.Mobile Auto pay $50 | 150 Day Prepaid SIM Only | $50 | 0 | 0 | $0.05 / MB | $0.05 / MB |
| e.Mobile Auto pay $50 | No expiry Prepaid SIM Only | $50 | 0 | 0 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Good 9's Plans 19.9 | $0.47 | $0.05 | $0.0199 | 63 |
| Good 9's Plans 29.9 | $0.47 | $0.05 | $0.0100 | 127 |
| Good 9's Plans 45.9 | All inclusive | $0.05 | $0.0092 | N/A |
| Good Combo 9.95 | $2.37 | $0.60 | $0.02 | 84 |
| Good Combo 18.95 | $2.37 | $0.60 | $0.0190 | 253 |
| Good Combo 26.95 | $2.37 | $0.60 | $0.0090 | 337 |
| Good Combo 11.95 | $2.37 | $0.60 | $0.02 | 84 |
| Good Combo 21.95 | $2.37 | $0.60 | $0.0220 | 253 |
| Good Combo 30.95 | $2.37 | $0.60 | $0.0103 | 337 |
| Good Combo 45.95 | All inclusive | All inclusive | $0.0092 | N/A |
| e.Mobile Flexi data $50 | $0.40 | $0.12 | $0.02 | 125 |
| e.Mobile Flexi data $50 (no expiry) | $0.40 | $0.18 | $0.02 | 125 |
| e.Mobile Auto pay $50 | $0.24 | $0.12 | $0.05 | 208 |
| e.Mobile Auto pay $50 (no expiry) | $0.24 | $0.18 | $0.05 | 208 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Exetel

**Company Details**

**Entity name:** EXETEL PTY LTD

**ACN:** 097 986 546

**ABN:** 35097986546

**Registered in:** Victoria

**Registration date:**  8/29/2001

**Previous company name:** DUALITY CHARTERS PTY. LTD.

**Company type:** Australian Proprietary Company

**Current registered address:** Level 5, 121 Walker Street, NORTH SYDNEY NSW 2060

**Parent/holding company:**

**Director name(s):** Annette Elizabeth Linton

**Share class:** A, ORD,

**Shares issued:** 70, 300000,

**Website address:** http://www.exetel.com.au/

**Services offered:** Broadband, NBN, Phone, Mobile, Business

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| ExeSim SAVER | Month to Month Post-paid Contract SIM Only | $19.99 | 300 national minutes | 500 | $0.05 / MB | $0.05 / MB |
| ExeSim VALUE | $29.99 | 600 national minutes | 1000 | $0.05 / MB | $0.05 / MB |
| ExeSim PLUS | $49.99 | unlimited | 3000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| ExeSim SAVER | $2.20 | All inclusive | $0.0400 | 150 |
| ExeSim VALUE | $2.20 | All inclusive | $0.0300 | 300[[95]](#footnote-95) |
| ExeSim PLUS | All inclusive | All inclusive | $0.0167 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| ExeSim SAVER | $0.067 | $1.10 | 1542% |
| ExeSim VALUE | $0.050 | $1.10 | 2100% |
| ExeSim PLUS | N/A | N/A | N/A |

## Globalgig

**Company Details**

**Entity name:** not collected

**ACN:** not collected

**ABN:** not collected

**Registered in:** not collected

**Registration date:**  not collected

**Previous company name:** not collected

**Company type:** not collected

**Current registered address:** not collected

**Parent/holding company:** not collected

**Director name(s):** not collected

**Share class:** not collected

**Shares issued:** not collected

**Website address:** not collected

**Services offered:** not collected

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not collected

**Mobile plans offered (30th June 2015):** not collected

**MNO used:** not collected

**Network generation:** not collected

**Special Notes:** Was not discovered until late in the report write-up, therefore this revision of the report does not contain detailed plan information for this provider.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Not analysed | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Not analysed | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not analysed | | | |

## Global Gossip

**Company Details**

**Entity name:** GLOBAL GOSSIP CONSOLIDATED PTY LTD

**ACN:** 106 369 500

**ABN:** 36106369500

**Registered in:** New South Wales

**Registration date:**  9/18/2003

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 14 Wentworth Avenue, SURRY HILLS NSW 2010

**Parent/holding company:** GLOBAL GOSSIP HOLDINGS PTY LTD

**Director name(s):** Peter Daniel Ovenden, Anthony Voltelyn Van Der Byl

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://globalgossip.com/

**Services offered:** Managed WiFi

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## gotalk

**Company Details**

**Entity name:** GOTALK PTY LIMITED

**ACN:** 091 707 970

**ABN:** 84091707970

**Registered in:** New South Wales

**Registration date:**  2/22/2000

**Previous company name:** GOTALK LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Suite 802 Level 8, 1 York Street, SYDNEY NSW 2000

**Parent/holding company:** TEL.PACIFIC LIMITED

**Director name(s):** Jeffrey Wu Kin Ma, Barry Christopher Ynson Chan, Chiao-Heng Huang

**Share class:** ORD

**Shares issued:** 78772140

**Website address:** https://www.gotalk.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 8

**Mobile plans offered (30th June 2015):** 8

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Aussie 30 Unlimited | 30 Day Prepaid SIM Only | $29.95 | unlimited | 100 | $0.05 / MB | $0.05 / MB |
| Aussie 40 Unlimited | $39.95 | unlimited | 1000 | $0.05 / MB | $0.05 / MB |
| Anytime 10 | 90 Day Prepaid SIM Only | $9.95 | 0 | 0 | $0.05 / MB | $0.05 / MB |
| Anytime 30 | $29.95 | 0 | 0 | $0.05 / MB | $0.05 / MB |
| Max 10 | $9.95 | 0 | 0 | $0.05 / MB | $0.05 / MB |
| Max 30 | $29.95 | 0 | 0 | $0.05 / MB | $0.05 / MB |
| Straight Talk Plus 10 | $9.95 | 0 | 0 | $0.05 / MB | $0.05 / MB |
| Straight Talk Plus 30 | $29.95 | 0 | 0 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Aussie 30 Unlimited | All inclusive | All inclusive | $0.30 | N/A |
| Aussie 40 Unlimited | All inclusive | All inclusive | $0.04 | N/A |
| Anytime 10 | $0.70 | $0.15 | $0.05 | 14 |
| Anytime 30 | $0.70 | $0.15 | $0.05 | 42 |
| Max 10 | $0.70 | $0.15 | $0.05 | 14 |
| Max 30 | $0.70 | $0.15 | $0.05 | 42 |
| Straight Talk Plus 10 | $0.60 | $0.15 | $0.05 | 16 |
| Straight Talk Plus 30 | $0.60 | $0.15 | $0.05 | 50 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## GT Mobile

**Company Details**

**Entity name:** LYCAMOBILE PTY LTD

**ACN:** 139 717 212

**ABN:** 35139717212

**Registered in:** New South Wales

**Registration date:**  9/29/2009

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Unit 52, 2 O'Connell Street, PARRAMATTA NSW 2152

**Parent/holding company:**

**Director name(s):** Christopher Donald Michael Tooley, Fouad Halawi

**Share class:** ORD

**Shares issued:** 200

**Website address:** http://www.gtmobile.com.au/en/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 1

**Mobile plans offered (30th June 2015):** 6

**MNO used:** Telstra

**Network generation:** 3G

**Special Notes:** The CIS available appeared to be out of date, with offers contained within not being marketed and multiple market offers not having corresponding CIS details. The were also differences between marketed and CIS specified inclusions.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Smart 10 | 30 Day Prepaid SIM Only | 10 | 30 national minutes | 500 | $0.05 / MB | $0.05 / MB |
| Smart 20 | 20 | 70 national minutes | 1000 | $0.05 / MB | $0.05 / MB |
| Smart Unlimited | 29.9 | unlimited | 0 | $0.05 / MB | $0.05 / MB |
| Plus 500 | 29.9 | 500 national minutes | 1000 | $0.05 / MB | $0.05 / MB |
| Plus Unlimited | 39.9 | unlimited | 1000 | $0.05 / MB | $0.05 / MB |
| Talk 10 | 10 | 120 national minutes | 0 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Smart 10 | $0.24 | $0.12 | $0.02 | 15 |
| Smart 20 | $0.24 | $0.12 | $0.02 | 35 |
| Smart Unlimited | All inclusive | All inclusive | N/A | N/A |
| Plus 500 | $0.24 | $0.12 | $0.03 | 250 |
| Plus Unlimited | All inclusive | All inclusive | $0.04 | N/A |
| Talk 10 | ? | ? | $0.05 | 60 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Smart 10 | $0.3333 | $0.12 | -64% |
| Smart 20 | 0.2857 | $0.12 | -58% |
| Smart Unlimited | N/A | N/A | N/A |
| Plus 500 | 0.0598 | $0.12 | -79% |
| Plus Unlimited | N/A | N/A | N/A |
| Talk 10 | 0.0833 | ? | ? |

## Hello Mobile

**Company Details**

**Entity name:** TEL.PACIFIC LIMITED

**ACN:** 073 079 268

**ABN:** 99073079268

**Registered in:** New South Wales

**Registration date:**  2/28/1996

**Previous company name:** TEL.PACIFIC LIMITED

**Company type:** Australian Public Company

**Current registered address:** Suite 802 Level 8, 1 York Street, SYDNEY NSW 2000

**Parent/holding company:**

**Director name(s):** Barry Chan, Jeffrey Ma, Gregory Ronald Mccann, Chiao-Heng Huang

**Share class:** ORD

**Shares issued:** 10721241

**Website address:** https://www.hellomobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 6

**Mobile plans offered (30th June 2015):** 8

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Combo 10 | 30 Day Prepaid SIM Only | $10 | $10 | 0 | $0.05 / MB | $0.05 / MB |
| VIP 25 | $25 | unlimited | 0 | Requires data pack | |
| Supa Plan | 90 Day Prepaid SIM Only | $10 | $10 | 0 | $0.05 / MB | $0.05 / MB |
| Eazy Plan | 30 Day Prepaid SIM Only | $20 | $20 | 0 | $0.03 / MB | $0.03 / MB |
| Combo 40 | $40 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |
| Unlimited 30 | $29.9 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |
| Unlimited 40 | $39.9 | unlimited | 4000 | $0.05 / MB | $0.05 / MB |
| Freedom 500 | $40 | unlimited | 500 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Combo 10 | $0.20 | $0.12 | $0.05 | 50 |
| VIP 25 | All inclusive | All inclusive | Requires data pack | N/A |
| Supa Plan | $0.55 | $0.10 | $0.05 | 18 |
| Eazy Plan | $0.16 | $0.12 | $0.03 | 125 |
| Combo 40 | All inclusive | All inclusive | $0.02 | N/A |
| Unlimited 30 | All inclusive | All inclusive | $0.015 | N/A |
| Unlimited 40 | All inclusive | All inclusive | $0.01 | N/A |
| Freedom 500 | All inclusive | All inclusive | $0.08 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## IF Telecom

**Company Details**

**Entity name:** IF TELECOM PTY LTD

**ACN:** 116 430 525

**ABN:** 43116430525

**Registered in:** Victoria

**Registration date:**  9/28/2005

**Previous company name:** IF COM PTY. LTD.

**Company type:** Australian Proprietary Company

**Current registered address:** PAPATHOMAS & CO PTY LTD PAPATHOMAS & CO PTY LTD, Suite 1, 457 Chapel Street, SOUTH YARRA VIC 3141

**Parent/holding company:** SARA FAMILY PTY LTD

**Director name(s):** Sachin Rathi

**Share class:** ORD

**Shares issued:** 4

**Website address:** http://iftelecom.com/

**Services offered:** Phone, Mobile, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Optus

**Network generation:** 3G

**Special Notes:** Advertises use of Telstra network but plans only indicate Optus

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $44 BYO | 24 Month Post-paid Contract SIM Only | $44 | $650 | 1000 | $0.15 / MB | $0.15 / MB |
| $66 BYO | $66 | $800 | 1500 | $0.15 / MB | $0.15 / MB |
| $88 BYO | $88 | 4000 national minutes | 1500 | $0.15 / MB | $0.15 / MB |
| $110 BYO | $110 | 4000 national minutes | 1500 | $0.15 / MB | $0.15 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $44 BYO | $2.37 | $0.275 | 0.044 | 274 |
| $66 BYO | $2.37 | $0.275 | 0.044 | 337 |
| $88 BYO | $0.26 | $0.275 | 0.059 | 2000 |
| $110 BYO | $0.26 | $0.275 | 0.073 | 2000 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| $44 BYO | Not applicable – included value is advertised in dollars and flat call rate applies | | |
| $66 BYO |
| $88 BYO | $0.022 | $0.13 | 491% |
| $110 BYO | $0.0275 | $0.13 | 373% |

## iiNet

**Company Details**

**Entity name:** IINET LIMITED

**ACN:** 068 628 937

**ABN:** 48068628937

**Registered in:** Western Australia

**Registration date:**  3/14/1995

**Previous company name:** IINET LIMITED

**Company type:** Australian Public Company

**Current registered address:** Level 1, 502 Hay Street, SUBIACO WA 6008

**Parent/holding company:**

**Director name(s):** Peter Richard James, David Campbell Grant, Michael John Smith, Louise Mccann, Paul Mccarney, Patrick O'sullivan

**Share class:** ORD

**Shares issued:** 161238847

**Website address:** http://www.iinet.net.au/home/

**Services offered:** Broadband, NBN, Phone, Mobile, TV

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $15 Plan | Month to Month Post-paid Contract SIM Only | $15 | $200 | 200 | $0.05 / MB | $0.05 / MB |
| $30 Plan | $30 | $500 | 1000 | $0.05 / MB | $0.05 / MB |
| $45 Plan | $45 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $15 Plan | $2.15 | $0.25 | $0.0750 | 93 |
| $30 Plan | $2.15 | All inclusive | $0.0300 | 232 |
| $45 Plan | All inclusive | All inclusive | $0.0225 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Internode

**Company Details**

**Entity name:** INTERNODE PTY LTD

**ACN:** 052 008 581

**ABN:** 82052008581

**Registered in:** South Australia

**Registration date:**  5/8/1991

**Previous company name:** INTERNODE SYSTEMS PTY. LTD.

**Company type:** Australian Proprietary Company

**Current registered address:** IINET LIMITED, Level 1, 502 Hay Street, SUBIACO WA 6008

**Parent/holding company:**

**Director name(s):** David Buckingham, Stephen Joseph Dalby, Michael John Smith

**Share class:** B, ORD

**Shares issued:** 160, 1440

**Website address:** http://www.internode.on.net/

**Services offered:** Broadband, NBN, Phone, Mobile, TV

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| NodeMobile Starter 15 | Month to Month Post-paid Contract SIM Only | $15 | $200 | 200 | $0.05 / MB | $0.05 / MB |
| NodeMobile Value 30 | $30 | $500 | 1000 | $0.05 / MB | $0.05 / MB |
| NodeMobile Premium 45 | $45 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| NodeMobile Starter 15 | $2.15 | $0.25 | $0.0750 | 93 |
| NodeMobile Value 30 | $2.15 | All inclusive | $0.0300 | 232 |
| NodeMobile Premium 45 | All inclusive | All inclusive | $0.0225 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## iPrimus

**Company Details**

**Entity name:** PRIMUS TELECOMMUNICATIONS PTY LIMITED

**ACN:** 071 191 396

**ABN:** 69071191396

**Registered in:** New South Wales

**Registration date:**  10/3/1995

**Previous company name:** PRIMUS TELECOMMUNICATIONS PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Level 10, 452 Flinders Street, MELBOURNE VIC 3000

**Parent/holding company:** M2 GROUP LTD

**Director name(s):** Craig Lehmann Farrow, Vaughan Garfield Bowen, Geoffrey Robert Horth

**Share class:** ORD

**Shares issued:** 60407269

**Website address:** http://www.iprimus.com.au/

**Services offered:** Broadband, Phone, Mobile, VOIP, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 5

**Mobile plans offered (30th June 2015):** 6

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No Worries 25 (24M) | 24 Month Post-paid Contract SIM Only | $25 | $500 | 500 | $0.03 / MB | $0.03 / MB |
| No Worries 40 (24M) | $40 | $800 | 3000 | $0.03 / MB | $0.03 / MB |
| No Worries 55 (24M) | $55 | unlimited | 4000 | $0.03 / MB | $0.03 / MB |
| No Worries 25 (MtM) | Month to Month Post-paid Contract SIM Only | $25 | $500 | 500 | $0.03 / MB | $0.03 / MB |
| No Worries 40 (MtM) | $40 | $800 | 3000 | $0.03 / MB | $0.03 / MB |
| No Worries 55 (MtM) | $55 | unlimited | 4000 | $0.03 / MB | $0.03 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No Worries 25 (24M) | $2.38 | $0.25 | $0.0500 | 210 |
| No Worries 40 (24M) | $2.38 | $0.25 | $0.0133 | 336 |
| No Worries 55 (24M) | All inclusive | All inclusive | $0.0138 | N/A |
| No Worries 25 (MtM) | $2.38 | $0.25 | $0.0500 | 210 |
| No Worries 40 (MtM) | $2.38 | $0.25 | $0.0133 | 336 |
| No Worries 55 (MtM) | All inclusive | All inclusive | $0.0138 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## iTalkBB

**Company Details**

**Entity name:** ITALKBB AUSTRALIA PTY LTD

**ACN:** 155 687 399

**ABN:** 57155687399

**Registered in:** Victoria

**Registration date:**  3/2/2012

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Unit 1 Level 10, 10 Queens Road, MELBOURNE VIC 3004

**Parent/holding company:** BEIJING NET 263 NETWORK TECHNOLOGY LTD.

**Director name(s):** Xiaolong Li, Xu Zhang, Jie Zhao

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://www.italkbb.com.au/au/en/index.html

**Services offered:** Phone, Broadband, Mobile, TV

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 5

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Budget | Month to Month Post-paid Contract SIM Only | $19.99 | 300 national minutes | 100 | $0.028 / MB | $0.028 / MB |
| Value | $25.99 | 300 national minutes | 500 | $0.028 / MB | $0.028 / MB |
| Value-Plus | $29.99 | 300 national minutes | 500 | $0.028 / MB | $0.028 / MB |
| Standard | $35.99 | 300 national minutes | 1000 | $0.028 / MB | $0.028 / MB |
| Infinity | $59.99 | unlimited | 1800 | $0.028 / MB | $0.028 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Budget | $1.98 | All inclusive | $0.1999 | 150 |
| Value | $1.98 | All inclusive | $0.0520 | 150 |
| Value-Plus | $1.98 | All inclusive | $0.0600 | 150 |
| Standard | $1.98 | All inclusive | $0.0360 | 150 |
| Infinity | All inclusive | All inclusive | $0.0333 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Budget | $0.0666 | $0.99 | 1386% |
| Value | $0.0866 | $0.99 | 1043% |
| Value-Plus | $0.1000 | $0.99 | 890% |
| Standard | $0.1200 | $0.99 | 725% |
| Infinity | N/A | N/A | N/A |

## Jeenee Mobile

**Company Details**

**Entity name:** COMMUNITY CONNECTIONS AUSTRALIA

**ACN:** 061 460 133

**ABN:** 15061460133

**Registered in:** New South Wales

**Registration date:**  8/27/1993

**Previous company name:** RESIDENTIAL CARE

**Company type:** Australian Public Company

**Current registered address:** Level 1, 426 Church Street, PARRAMATTA NSW 2150

**Parent/holding company:**

**Director name(s):** Davis Lewis Calwell, Jenny Green, Donald Cyril Mckenzie, Elaine Jean Lindell, Sean Mcguinness, Michael Gregg, Peter James Stewart, Robert Laurence Wall

**Share Class :**

**Shares Issued :**

**Website address:** http://www.jeenee.org.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 5

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Text SIM | Month to Month Post-paid Contract SIM Only | $15 | $0 | 100 | $0.04 / MB | $0.04 / MB |
| Light SIM | $15 | 250 national minutes | 150 | $0.04 / MB | $0.04 / MB |
| Cruiser SIM 25 | $25 | 500 national minutes | 1500 | $0.04 / MB | $0.04 / MB |
| Cruiser SIM 38 | $38 | 500 national minutes | 3500 | $0.04 / MB | $0.04 / MB |
| Unlimited Talk and Text SIM | $25 | unlimited | 500 | $0.04 / MB | $0.04 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Text SIM | N/A | All inclusive | $0.1500 | N/A |
| Light SIM | $2.20 | $0.25 | $0.1000 | 125 |
| Cruiser SIM 25 | $2.20 | $0.25 | $0.0167 | 250 |
| Cruiser SIM 38 | $2.20 | $0.25 | $0.0109 | 250 |
| Unlimited Talk and Text SIM | All inclusive | All inclusive | $0.0500 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Text SIM | N/A | N/A | N/A |
| Light SIM | $0.06 | $1.10 | 1733% |
| Cruiser SIM 25 | $0.05 | $1.10 | 2100% |
| Cruiser SIM 38 | $0.076 | $1.10 | 1347% |
| Unlimited Talk and Text SIM | N/A | N/A | N/A |

## Just Mobile

**Company Details**

**Entity name:** COMMODITEL (AUSTRALIA) PTY LTD

**ACN:** 105 982 027

**ABN:** 55105982027

**Registered in:** Western Australia

**Registration date:**  8/20/2003

**Previous company name:** REVOLUTION TELECOM PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** 75 Nerang Street, SOUTHPORT QLD 4215

**Parent/holding company:** PIVOTEL GROUP PTY LIMITED

**Director name(s):** Robert Sakker, Peter Edward Bolger

**Share class:** ORD, SUBS

**Shares issued:** 120, 1

**Website address:** http://www.justmobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Vodafone

**Network generation:** 3G

**Special Notes:** since this data was collected, Just Mobile has stopped accepting new customers

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Just 15 Prepaid Plan | 180 Day Prepaid SIM Only | $0 | $0 | 0 | $0.01 / 5 sec | N/A |
| Just 19 Prepaid Caps | 30 Day Prepaid SIM Only | $19 | $120 | 0 | $0.01 / 5 sec | N/A |
| Just 29 Prepaid Caps | $29 | $150 | 0 | $0.01 / 5 sec | N/A |
| Just 39 Prepaid Caps | $39 | $200 | 0 | $0.01 / 5 sec | N/A |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Just 15 Prepaid Plan | $0.60 | $0.15 | N/A[[96]](#footnote-96) | 0 |
| Just 19 Prepaid Caps | $1.86 | $0.15 | N/A | 64 |
| Just 29 Prepaid Caps | $1.86 | $0.15 | N/A | 80 |
| Just 39 Prepaid Caps | $1.86 | $0.15 | N/A | 107 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## KISA

**Company Details**

**Entity name:** KISA PTY. LTD.

**ACN:** 166 098 264

**ABN:** 58166098264

**Registered in:** Victoria

**Registration date:**  10/2/2013

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Level 8, 50 Market Street, MELBOURNE VIC 3000

**Parent/holding company:**

**Director name(s):** Leonid Kosher, Dmitry Levin, Dennis Volodomanov

**Share class:** ORD

**Shares issued:** 101010

**Website address:** http://www.kisaphone.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 9

**MNO used:** Vodafone & Telstra

**Network generation:** 3G

**Special Notes:** A niche service provider that offers plans for use with their customised KISA phone. Service does not allow text messaging or data communications.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| RED 30 (Vodafone) | Month to Month Post-paid Contract with Phone | $15 | 30 national minutes | N/A | N/A | N/A |
| RED 70 (Vodafone) | $20 | 70 national minutes | N/A | N/A | N/A |
| RED 150 (Vodafone) | $30 | 150 national minutes | N/A | N/A | N/A |
| RED ULTIMATE (Vodafone) | $45 | 600 national minutes | N/A | N/A | N/A |
| BLUE 75 (Telstra) | $25 | 75 national minutes | N/A | N/A | N/A |
| BLUE 175 (Telstra) | $40 | 175 national minutes | N/A | N/A | N/A |
| VALUE 3M (Vodafone) | 3 Month Prepaid with Phone | $30 | 30 national minutes | N/A | N/A | N/A |
| VALUE 6M (Vodafone) | 6 Month Prepaid with Phone | $60 | 70 national minutes | N/A | N/A | N/A |
| PAY AS YOU (Vodafone) GO | 1 Month Prepaid with Phone | $5 | $0 | N/A | N/A | N/A |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| RED 30 (Vodafone) | $1.00 | N/A | N/A | 15 |
| RED 70 (Vodafone) | $0.58 | N/A | N/A | 35 |
| RED 150 (Vodafone) | $0.40 | N/A | N/A | 75 |
| RED ULTIMATE (Vodafone) | $0.15[[97]](#footnote-97) | N/A | N/A | 300 |
| BLUE 75 (Telstra) | $0.66 | N/A | N/A | 38 |
| BLUE 175 (Telstra) | $0.46 | N/A | N/A | 87 |
| VALUE 3M (Vodafone) | $2.00 | N/A | N/A | 15 |
| VALUE 6M (Vodafone) | $1.72 | N/A | N/A | 36 |
| PAY AS YOU (Vodafone) GO | $2.00 | N/A | N/A | 0 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| RED 30 (Vodafone) | $0.50 | $0.50 | 0% |
| RED 70 (Vodafone) | $0.29 | $0.29 | 0% |
| RED 150 (Vodafone) | $0.2 | $0.20 | 0% |
| RED ULTIMATE (Vodafone) | $0.075 | $0.075 | 0% |
| BLUE 75 (Telstra) | $0.33 | $0.33 | 0% |
| BLUE 175 (Telstra) | $0.23 | $0.23 | 0% |
| VALUE 3M (Vodafone) | $1.00 | $1.00 | 0% |
| VALUE 6M (Vodafone) | $0.86 | $0.86 | 0% |
| PAY AS YOU (Vodafone) GO | N/A | $1.00 | 0% |

## Kiss Mobile

**Company Details**

**Entity name:** KISS MOBILE PTY. LTD.

**ACN:** 108 191 920

**ABN:** 17108191920

**Registered in:** Victoria

**Registration date:**  3/1/2004

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** C/- HACK ANDERSON & THOMAS, Level 18, 390 St Kilda Road, MELBOURNE VIC 3004

**Parent/holding company:**

**Director name(s):** David Menachem Werdiger, Guy Glover

**Share class:** ORD

**Shares issued:** 30000

**Website address:** http://www.kissmobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 3

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Vodafone & Optus

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Keep It Simple | Month to Month Post-paid Contract SIM Only | $0.95 | $0 | 0 | $0.05 / MB | $0.05 / MB |
| Keep It Easy | $3.95 | $0 | 0 | $0.25 / MB | $0.25 / MB |
| Keep It Forever | $39.90 | unlimited | 4000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Keep It Simple | $0.60 | $0.14 | $0.05 | 0 |
| Keep It Easy | $0.30 | $0.15 | $0.25 | 0 |
| Keep It Forever | All inclusive | All inclusive | $0.01 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Lebara

**Company Details**

**Entity name:** LEBARA AUSTRALIA PTY LTD

**ACN:** 132 846 738

**ABN:** 99132846738

**Registered in:** New South Wales

**Registration date:**  8/21/2008

**Previous company name:** LEBARA AUSTRALIA LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Suite 602, 61 Lavender Street, MILSONS POINT NSW 2061

**Parent/holding company:** LEBARA GROUP BV

**Director name(s):** Baskaran Kandiah, Rasiah Ranjith Leon, Ratheeshan Yoganathan, Michael Baxter

**Share class:** ORD

**Shares issued:** 10

**Website address:** http://www.lebara.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 5

**Mobile plans offered (30th June 2015):** 7

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $10 Save Plan (International) | 30 Day Prepaid SIM Only | $10 | $0 | 0 | $0.10 / MB | $0.10 / MB |
| Lebara Mini Mega Plan $24.90 (International) | $24.90 | 125 national minutes | 0 | $0.10 / MB | $0.10 / MB |
| Lebara Unlimited Plan $49.90 (International) | $49.90 | unlimited | 2000 | $0.15 / MB | $0.15 / MB |
| Lebara Mini Mega Plan $24.90 (30 Day) | $24.90 | 125 national minutes | 0 | $0.15 / MB | $0.15 / MB |
| Lebara National Plan $29.90 (30 Day) | $19.95 | unlimited | 4000 | $0.15 / MB | $0.15 / MB |
| Lebara Mega Plan $39.90 (30 Day) | $39.95 | unlimited | 6000 | $0.15 / MB | $0.15 / MB |
| Lebara Unlimited Plan $49.90 (30 Day) | $49.95 | unlimited | 4000 | $0.15 / MB | $0.15 / MB |

**Mobile Plan Offerings – Standardised Comparison Information**[[98]](#footnote-98) (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $10 Save Plan (International) | $0.49 | $0.15 | $0.10 | 0 |
| Lebara Mini Mega Plan $24.90 (International) | $0.04 | $0.02 | $0.10 | 62 |
| Lebara Unlimited Plan $49.90 (International) | All inclusive | All inclusive | $0.0250 | N/A |
| Lebara Mini Mega Plan $24.90 (30 Day) | $0.04 | $0.02 | $0.15 | 62 |
| Lebara National Plan $29.90 (30 Day) | All inclusive | All inclusive | $0.0050 | N/A |
| Lebara Mega Plan $39.90 (30 Day) | All inclusive | All inclusive | $0.0067 | N/A |
| Lebara Unlimited Plan $49.90 (30 Day) | All inclusive | All inclusive | $0.0125 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Insufficient reliable data to make valid comparison | | | |

## Live Connected

**Company Details**

**Entity name:** LIVE CONNECTED PTY LTD

**ACN:** 140 094 113

**ABN:** 14140094113

**Registered in:** Victoria

**Registration date:**  10/20/2009

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** CLEAVE ACCOUNTING PTY LTD, Suite 1, 293 Ellison Road, GEEBUNG QLD 4034

**Parent/holding company:** LIVE CONNECTED HOLDINGS PTY LTD

**Director name(s):** Kirstie Michelle Hutchison

**Share class:** ORD

**Shares issued:** 100000

**Website address:** http://www.liveconnected.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 5

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Rapid 19 | Month to Month Post-paid Contract SIM Only | $19 | $300 | 300 | $0.04 / MB | $0.04 / MB |
| Rapid 23 | $23 | $500 | 1000 | $0.04 / MB | $0.04 / MB |
| Rapid 29 | $29 | $650 | 1500 | $0.04 / MB | $0.04 / MB |
| Rapid 49 | $48 | unlimited | 3000 | $0.03 / MB | $0.03 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Rapid 19 | $2.15 | All inclusive | $0.0633 | 93 |
| Rapid 23 | $2.15 | All inclusive | $0.0230 | 232 |
| Rapid 29 | $2.15 | All inclusive | $0.0193 | 302 |
| Rapid 49 | All inclusive | All inclusive | $0.0160 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Living Networks

**Company Details**

**Entity name:** LIVING NETWORKS ENTERPRISES PTY LTD

**ACN:** 124 553 180

**ABN:** 35124553180

**Registered in:** Western Australia

**Registration date:**  3/22/2007

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 116 Daly Street, BELMONT WA 6104

**Parent/holding company:**

**Director name(s):** Benjamin Shaun Dixon Trigger

**Share class:** ORD

**Shares issued:** 120

**Website address:** https://www.livingnetworks.com.au/

**Services offered:** Mobile, Home Phone, Broadband

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded (likely 10-13 based on CIS age)

**Mobile plans offered (30th June 2015):** 10

**MNO used:** Vodafone & Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $9.95 Value Plan (V) | Month to Month Post-paid Contract SIM Only | $9.95 | $80 | 150 | $0.20 / MB | $0.20 / MB |
| $19.95 Value Plan (V) | $19.95 | $120 | 200 | $0.20 / MB | $0.20 / MB |
| $29.95 Value Plan (V) | $29.95 | $150 | 250 | $0.20 / MB | $0.20 / MB |
| $39.95 Value Plan (V) | $39.95 | unlimited | 100 | $0.20 / MB | $0.20 / MB |
| $49.95 Value Plan (V) | $49.95 | unlimited | 400 | $0.20 / MB | $0.20 / MB |
| $19.95 Traveller Plan (T) | $19.95 | $75 | 200 | $0.20 / MB | $0.20 / MB |
| $29.95 Traveller Plan (T) | $29.95 | $200 | 400 | $0.20 / MB | $0.20 / MB |
| $39.95 Traveller Plan (T) | $39.95 | $300 | 800 | $0.20 / MB | $0.20 / MB |
| $49.95 Traveller Plan (T) | $49.95 | $500 | 1000 | $0.20 / MB | $0.20 / MB |
| $89.95 Traveller Plan (T) | 89.95 | unlimited | 3000 | $0.20 / MB | $0.20 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $9.95 Value Plan (V) | $1.50 | $0.20 | $0.0663 | 53 |
| $19.95 Value Plan (V) | $1.50 | $0.20 | $0.0998 | 80 |
| $29.95 Value Plan (V) | $1.50 | $0.20 | $0.1198 | 100 |
| $39.95 Value Plan (V) | All inclusive | $0.20 | $0.3995 | N/A |
| $49.95 Value Plan (V) | All inclusive | $0.20 | $0.1249 | N/A |
| $19.95 Traveller Plan (T) | $2.38 | $0.25 | $0.0998 | 31 |
| $29.95 Traveller Plan (T) | $2.38 | $0.25 | $0.0749 | 42 |
| $39.95 Traveller Plan (T) | $2.38 | $0.25 | $0.0499 | 126 |
| $49.95 Traveller Plan (T) | $2.38 | $0.25 | $0.0500 | 210 |
| $89.95 Traveller Plan (T) | All inclusive | $0.25 | $0.0300 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Lycamobile

**Company Details**

**Entity name:** LYCAMOBILE PTY LTD

**ACN:** 139 717 212

**ABN:** 35139717212

**Registered in:** New South Wales

**Registration date:**  9/29/2009

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Unit 52, 2 O'Connell Street, PARRAMATTA NSW 2152

**Parent/holding company:**

**Director name(s):** Christopher Donald Michael Tooley, Fouad Halawi

**Share class:** ORD

**Shares issued:** 200

**Website address:** http://www.lycamobile.com.au/en/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 14

**Mobile plans offered (30th June 2015):** 20

**MNO used:** Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| All IN One 49 | 30 Day Prepaid SIM Only | $49.90 | 500 national minutes | 500 | $0.15 / MB | $0.15 / MB |
| Asia Plus | $19 | 100 national minutes | 500 | $0.15 / MB | $0.15 / MB |
| Global Plus | $19 | $0 | 0 | $0.15 / MB | $0.15 / MB |
| Talk Plus 120 | $29.90 | $0 | 0 | $0.15 / MB | $0.15 / MB |
| Talk Plus 200 | $49.90 | $0 | 0 | $0.15 / MB | $0.15 / MB |
| Super Saver Plan | $39.90 | unlimited | 1000 | $0.15 / MB | $0.15 / MB |
| Global 1000 | $29.90 | $0 | 0 | $0.15 / MB | $0.15 / MB |
| Saver Plan S | $25 | 250 national and international minutes to select countries | 300 | $0.15 / MB | $0.15 / MB |
| Saver Plan M | $30 | 300 national and international minutes to select countries | 500 | $0.15 / MB | $0.15 / MB |
| Saver Plan L | $60 | 700 national and international minutes to select countries | 1000 | $0.15 / MB | $0.15 / MB |
| Saver Plan XL | $90 | 1000 national and international minutes to select countries | 3000 | $0.15 / MB | $0.15 / MB |
| MiniTalk 100 | $10 | 100 national minutes | 0 | $0.15 / MB | $0.15 / MB |
| MiniTalk & Text | $15 | 150 national minutes | 0 | $0.15 / MB | $0.15 / MB |
| MiniTalk & Data | $15 | 100 national minutes | 50 | $0.15 / MB | $0.15 / MB |
| Mini Talk & Text Plus | $20 | 250 national minutes | 0 | $0.15 / MB | $0.15 / MB |
| Lycaworld 25 | $1.90 | 25 international minutes to select countries | 0 | $0.15 / MB | $0.15 / MB |
| Lycaworld 75 | $5 | 75 international minutes to select countries | 0 | $0.15 / MB | $0.15 / MB |
| Lycaworld 200 | $10 | 200 international minutes to select countries | 0 | $0.15 / MB | $0.15 / MB |
| Lycaworld 500 | $20 | 500 international minutes to select countries | 0 | $0.15 / MB | $0.15 / MB |
| Pay As You Go | $0 | $0 | 0 | $0.15 / MB | $0.15 / MB |

**Mobile Plan Offerings – Standardised Comparison Information[[99]](#footnote-99)** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| All IN One 49 | $0.59 | All inclusive | $0.0998 | 250 |
| Asia Plus | ? | ? | $0.0380 | 50 |
| Global Plus | ? | ? | $0.15 | 0 |
| Talk Plus 120 | ? | ? | $0.15 | 0 |
| Talk Plus 200 | ? | ? | $0.15 | 0 |
| Super Saver Plan | All inclusive | All inclusive | $0.0399 | N/A |
| Global 1000 | ? | ? | $0.15 | 0 |
| Saver Plan S | $0.59 | $0.15 | $0.0833 | 125 |
| Saver Plan M | $0.59 | $0.15 | $0.0600 | 150 |
| Saver Plan L | $0.59 | $0.15 | $0.0600 | 350 |
| Saver Plan XL | $0.59 | $0.15 | $0.0300 | 500 |
| MiniTalk 100 | $0.59 | $0.15 | $0.15 | 50 |
| MiniTalk & Text | $0.59 | $0.15 | $0.15 | 75 |
| MiniTalk & Data | $0.59 | $0.15 | $0.3000 | 50 |
| Mini Talk & Text Plus | $0.59 | $0.15 | $0.15 | 125 |
| Lycaworld 25 | ? | ? | $0.15 | N/A |
| Lycaworld 75 | ? | ? | $0.15 | N/A |
| Lycaworld 200 | ? | ? | $0.15 | N/A |
| Lycaworld 500 | ? | ? | $0.15 | N/A |
| Pay As You Go | $0.59 | $0.15 | $0.15 | 0 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| All IN One 49 | $0.0998 | $0.295 |  |
| Asia Plus | ? | ? | ? |
| Global Plus | ? | ? | ? |
| Talk Plus 120 | ? | ? | ? |
| Talk Plus 200 | ? | ? | ? |
| Super Saver Plan | N/A | N/A | N/A |
| Global 1000 | ? | ? | ? |
| Saver Plan S | $0.10 | $0.295 | 195% |
| Saver Plan M | $0.10 | $0.295 | 195% |
| Saver Plan L | $0.086 | $0.295 | 243% |
| Saver Plan XL | $0.09 | $0.295 | 228% |
| MiniTalk 100 | $0.10 | $0.295 | 195% |
| MiniTalk & Text | $0.10 | $0.295 | 195% |
| MiniTalk & Data | $0.10 | $0.295 | 195% |
| Mini Talk & Text Plus | $0.08 | $0.295 | 269% |
| Lycaworld 25 | ? | ? | ? |
| Lycaworld 75 | ? | ? | ? |
| Lycaworld 200 | ? | ? | ? |
| Lycaworld 500 | ? | ? | ? |
| Pay As You Go | N/A | $0.295 | N/A |

## MySaver

**Company Details**

**Entity name:** not collected

**ACN:** not collected

**ABN:** not collected

**Registered in:** not collected

**Registration date:**  not collected

**Previous company name:** not collected

**Company type:** not collected

**Current registered address:** not collected

**Parent/holding company:** not collected

**Director name(s):** not collected

**Share class:** not collected

**Shares issued:** not collected

**Website address:** not collected

**Services offered:** not collected

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not collected

**Mobile plans offered (30th June 2015):** not collected

**MNO used:** not collected

**Network generation:** not collected

**Special Notes:** Was not discovered until late in the report write-up, therefore this revision of the report does not contain detailed plan information for this provider.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Not analysed | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Not analysed | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not analysed | | | |

## NetSpeed

**Company Details**

**Entity name:** BYTECARD PTY. LIMITED

**ACN:** 052 315 812

**ABN:** 49052315812

**Registered in:** New South Wales

**Registration date:**  6/17/1991

**Previous company name:** BYTECARD PTY. LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** BRIAN MORRIS, Unit 44, 41 Blackall Street, BARTON ACT 2600

**Parent/holding company:**

**Director name(s):** Brian Andrew Morris

**Share class:** ORD

**Shares issued:** 100

**Website address:** http://www.netspeed.com.au/

**Services offered:** Mobile, Phone, VOIP, Broadband

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 9

**Mobile plans offered (30th June 2015):** 9

**MNO used:** ?

**Network generation:** ?

**Special Notes:** Website is slow to access. Links to Terms & Conditions does not work. No CIS available for download. Bundled handsets on offer are from before 2006.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| BlackSIM BlackCAP 19 Capped | Month to Month Post-paid Contract | $19 | $50 | 0 | ? | ? |
| BlackSIM BlackCAP 29 Capped | $29 | $80 | 0 | ? | ? |
| BlackSIM BlackCAP 49 Capped | $49 | $270 | 0 | ? | ? |
| BlackSIM BlackCAP 69 Capped | $69 | $380 | 0 | ? | ? |
| BlackSIM OurSHOUT 19 Capped | Month to Month Post-paid Contract with Phone | $19 | $19 | 0 | ? | ? |
| BlackSIM OurSHOUT 29 Capped | $29 | $29 | 0 | ? | ? |
| BlackSIM OurSHOUT 49 Capped | $49 | $49 | 0 | ? | ? |
| BlackSIM OurSHOUT 69 Capped | $69 | $69 | 0 | ? | ? |
| BlackSIM SmallCALL | Month to Month Post-paid Contract | $5 | $5 | 0 | ? | ? |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| BlackSIM BlackCAP 19 Capped | $1.60 | $0.25 | ? | 31 |
| BlackSIM BlackCAP 29 Capped | $1.60 | $0.25 | ? | 50 |
| BlackSIM BlackCAP 49 Capped | $1.60 | $0.25 | ? | 168 |
| BlackSIM BlackCAP 69 Capped | $1.60 | $0.25 | ? | 237 |
| BlackSIM OurSHOUT 19 Capped | $1.60 | $0.25 | ? | 11 |
| BlackSIM OurSHOUT 29 Capped | $1.60 | $0.25 | ? | 18 |
| BlackSIM OurSHOUT 49 Capped | $1.60 | $0.25 | ? | 30 |
| BlackSIM OurSHOUT 69 Capped | $1.60 | $0.25 | ? | 43 |
| BlackSIM SmallCALL | $1.61 | $0.25 | ? | 3 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## ONEmobile

**Company Details**

**Entity name:** ONE MOBILE PTY LTD

**ACN:** 117 080 172

**ABN:** 49117080172

**Registered in:** Victoria

**Registration date:**  11/10/2005

**Previous company name:** ONE MOBILE PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** Level 15, 520 Collins Street, MELBOURNE VIC 3000

**Parent/holding company:**

**Director name(s):** Zac Swindells

**Share class:** ORD

**Shares issued:** 10000

**Website address:** http://onemobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 8 (no new customers)

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Optus

**Network generation:** 3G

**Special Notes:** Website no longer works.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## Optus

**Company Details**

**Entity name:** SINGTEL OPTUS PTY LIMITED

**ACN:** 052 833 208

**ABN:** 90052833208

**Registered in:** Australian Capital Territory

**Registration date:**  11/6/1991

**Previous company name:** SINGTEL OPTUS LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Building C' Level 4, 1-7 Lyonpark Road, MACQUARIE PARK NSW 2113

**Parent/holding company:** SINGAPORE TELECOMMUNICATIONS LIMITED

**Director name(s):** Sock Koong Chua, Murray Philip King, Jeann Ngiap Jong Low, Paul Dominic O'sullivan, Vicki Maree Brady, Yoong Keong Allen Lew

**Share class:** ORD

**Shares issued:** 3795254335

**Website address:** http://www.optus.com.au/

**Services offered:** Mobile, Phone, Broadband, TV, NBN, Business

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 24

**Mobile plans offered (30th June 2015):** 22

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| MY PLAN PLUS SIM ONLY $30 | Month to Month Post-paid Contract SIM Only | $30 | unlimited | 1000 | $10 / GB | $0.01 / MB |
| MY PLAN PLUS SIM ONLY $45 | $45 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| MY PLAN PLUS SIM ONLY $50 | $50 | unlimited | 8000 | $10 / GB | $0.01 / MB |
| MY PLAN PLUS $40 | 24 Month Post-paid Contract with Phone | $40 | unlimited | 500 | $10 / GB | $0.01 / MB |
| MY PLAN PLUS $60 | $60 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| MY PLAN PLUS $80 | $80 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| MY PLAN PLUS $100 | $100 | unlimited | 10000 | $10 / GB | $0.01 / MB |
| MY PREPAID DAILY | 6 Month Prepaid  Charged Daily | $1 | 30 national minutes | 40 | $0.50 / 50MB to $5/430MB | $0.01 / MB |
| MY PREPAID DAILY (auto bump) | $1.5 | unlimited | 80 | $0.50 / 50MB to $5/430MB | $0.01 / MB |
| MY PREPAID DAILY PLUS | $2 | unlimited | 500 | $2 / 524MB to $4 / 1GB | $0.004 / MB |
| NEW MY PREPAID MONTHLY $30 recharge | 30 Day Prepaid | $30 | 350 national minutes | 1500 | $0.50 / MB | $0.50 / MB |
| NEW MY PREPAID MONTHLY $45 recharge | $45 | unlimited | 3000 | $0.50 / MB | $0.50 / MB |
| NEW MY PREPAID MONTHLY $60 recharge | $60 | unlimited | 6000 | $0.50 / MB | $0.50 / MB |
| MY PLAN BUSINESS SIM $30 | Month to Month Post-paid Contract SIM Only  (Business individual, 2-5 users) | $30 | unlimited | 1000 | $10 / GB | $0.01 / MB |
| MY PLAN BUSINESS SIM $45 | $45 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| MY PLAN BUSINESS SIM $50 | $50 | unlimited | 8000 | $10 / GB | $0.01 / MB |
| MY PLAN BUSINESS $40 | 24 Month Post-paid Contract with Phone  (Business individual, 2-5 and 6-150 users) | $40 | unlimited | 500 | $10 / GB | $0.01 / MB |
| MY PLAN BUSINESS $60 | $60 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| MY PLAN BUSINESS $80 | $80 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| MY PLAN BUSINESS $100 | $100 | unlimited | 10000 | $10 / GB | $0.01 / MB |
| BUSINESS TIMELESS FLEET PLAN $69 | 24 Month Post-paid Contract SIM Only  (Business 6-150 users) | $69 | unlimited | 2000 | $0.10 / MB | $0.10 / MB |
| BUSINESS TIMELESS FLEET PLAN $79 | $79 | unlimited | 3000 | $0.10 / MB | $0.10 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| MY PLAN PLUS SIM ONLY $30 | All Inclusive | All Inclusive | $0.0300 | N/A |
| MY PLAN PLUS SIM ONLY $45 | All Inclusive | All Inclusive | $0.0113 | N/A |
| MY PLAN PLUS SIM ONLY $50 | All Inclusive | All Inclusive | $0.0063 | N/A |
| MY PLAN PLUS $40 | All Inclusive | All Inclusive | $0.0800 | N/A |
| MY PLAN PLUS $60 | All Inclusive | All Inclusive | $0.0200 | N/A |
| MY PLAN PLUS $80 | All Inclusive | All Inclusive | $0.0133 | N/A |
| MY PLAN PLUS $100 | All Inclusive | All Inclusive | $0.0100 | N/A |
| MY PREPAID DAILY | N/A[[100]](#footnote-100) | All Inclusive | $0.0250 | N/A |
| MY PREPAID DAILY (auto bump) | All Inclusive | All Inclusive | $0.0188 | N/A |
| MY PREPAID DAILY PLUS | All Inclusive | All Inclusive | $0.0040 | N/A |
| NEW MY PREPAID MONTHLY $30 recharge | $0.20 | All Inclusive | $0.0200 | 175 |
| NEW MY PREPAID MONTHLY $45 recharge | All Inclusive | All Inclusive | $0.0150 | N/A |
| NEW MY PREPAID MONTHLY $60 recharge | All Inclusive | All Inclusive | $0.0100 | N/A |
| MY PLAN BUSINESS SIM $30 | All Inclusive | All Inclusive | $0.0300 | N/A |
| MY PLAN BUSINESS SIM $45 | All Inclusive | All Inclusive | $0.0113 | N/A |
| MY PLAN BUSINESS SIM $50 | All Inclusive | All Inclusive | $0.0063 | N/A |
| MY PLAN BUSINESS $40 | All Inclusive | All Inclusive | $0.0800 | N/A |
| MY PLAN BUSINESS $60 | All Inclusive | All Inclusive | $0.0200 | N/A |
| MY PLAN BUSINESS $80 | All Inclusive | All Inclusive | $0.0133 | N/A |
| MY PLAN BUSINESS $100 | All Inclusive | All Inclusive | $0.0100 | N/A |
| BUSINESS TIMELESS FLEET PLAN $69 | All Inclusive | All Inclusive | $0.0345 | N/A |
| BUSINESS TIMELESS FLEET PLAN $79 | All Inclusive | All Inclusive | $0.0263 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| NEW MY PREPAID MONTHLY $30 recharge | $0.0857 | $0.10 | 17% |
| All 21 other plans offered are all inclusive for Standard National Mobile Calls | | | |

## OwnFone

**Company Details**

**Entity name:** KOMPARE TECH AUSTRALIA PTY LTD

**ACN:** 162 221 721

**ABN:** 19162221721

**Registered in:** New South Wales

**Registration date:**  2/5/2013

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 66 Mowbray Place, WILLOUGHBY NSW 2068

**Parent/holding company:**

**Director name(s):** Brad Scoble

**Share class:** ORD

**Shares issued:** 1

**Website address:** https://www.ownfone.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 17

**MNO used:** Vodafone

**Network generation:** 2G/3G

**Special Notes:** Niche phone provider targeting use by seniors and kids. Plans require purchase of their custom handset. Provides no messaging or data service.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Be Connected (K) | Month to Month Post-paid Contract with Phone | $14.95 | 40 national minutes | 0 | N/A | N/A |
| Connect Small (K) | $19.95 | 80 national minutes | 0 | N/A | N/A |
| Connect Medium (K) | $29.95 | 160 national minutes | 0 | N/A | N/A |
| Connect Large (K) | $39.95 | 300 national minutes | 0 | N/A | N/A |
| Prepaid 25 (K) | 30 Day Prepaid with Phone | $25 | 100 national minutes | 0 | N/A | N/A |
| Prepaid 40 (K) | 60 Day Prepaid with Phone | $40 | 150 national minutes | 0 | N/A | N/A |
| 6 Month (K) | 6 Month Post-paid Contract with Phone | $25.45 | 160 national minutes | 0 | N/A | N/A |
| 12 Month (K) | 12 Month Post-paid Contract with Phone | $22.45 | 160 national minutes | 0 | N/A | N/A |
| Connect Lite (S) | Month to Month Post-paid Contract with Phone | $9.95 | 15 national minutes | 0 | N/A | N/A |
| Be Connected (S) | $14.95 | 40 national minutes | 0 | N/A | N/A |
| Connect Small (S) | $19.95 | 80 national minutes | 0 | N/A | N/A |
| Connect Medium (S) | $29.95 | 160 national minutes | 0 | N/A | N/A |
| Connect Large (S) | $39.95 | 300 national minutes | 0 | N/A | N/A |
| Prepaid 25 (S) | 30 Day Prepaid with Phone | $25 | 100 national minutes | 0 | N/A | N/A |
| Prepaid 40 (S) | 60 Day Prepaid with Phone | $40 | 150 national minutes | 0 | N/A | N/A |
| 6 Month (S) | 6 Month Post-paid Contract with Phone | $25.45 | 160 national minutes | 0 | N/A | N/A |
| 12 Month (S) | 12 Month Post-paid Contract with Phone | $22.45 | 160 national minutes | 0 | N/A | N/A |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Be Connected (K) | $1.21 | N/A | N/A | 20 |
| Connect Small (K) | $1.21 | N/A | N/A | 40 |
| Connect Medium (K) | $1.21 | N/A | N/A | 80 |
| Connect Large (K) | $1.21 | N/A | N/A | 150 |
| Prepaid 25 (K) | $1.21 | N/A | N/A | 50 |
| Prepaid 40 (K) | $1.21 | N/A | N/A | 75 |
| 6 Month (K) | $1.21 | N/A | N/A | 80 |
| 12 Month (K) | $1.21 | N/A | N/A | 80 |
| Connect Lite (S) | $1.21 | N/A | N/A | 7 |
| Be Connected (S) | $1.21 | N/A | N/A | 20 |
| Connect Small (S) | $1.21 | N/A | N/A | 40 |
| Connect Medium (S) | $1.21 | N/A | N/A | 80 |
| Connect Large (S) | $1.21 | N/A | N/A | 150 |
| Prepaid 25 (S) | $1.21 | N/A | N/A | 50 |
| Prepaid 40 (S) | $1.21 | N/A | N/A | 75 |
| 6 Month (S) | $1.21 | N/A | N/A | 80 |
| 12 Month (S) | $1.21 | N/A | N/A | 80 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Be Connect | $0.374 | $0.60 | 60% |
| Connect Small | $0.250 | $0.60 | 140% |
| Connect Medium | $0.187 | $0.60 | 221% |
| Connect Large | $0.133 | $0.60 | 351% |
| Prepaid 25 | $0.159 | $0.60 | 277% |
| Prepaid 40 | $0.267 | $0.60 | 124% |
| 6 Month | $0.159 | $0.60 | 277% |
| 12 Month | $0.140 | $0.60 | 328% |
| Connect Lite | $0.663 | $0.60 | -10% |
| Be Connected | $0.374 | $0.60 | 60% |
| Connect Small | $0.249 | $0.60 | 141% |
| Connect Medium | $0.187 | $0.60 | 221% |
| Connect Large | $0.133 | $0.60 | 351% |
| Prepaid 25 | $0.159 | $0.60 | 277% |
| Prepaid 40 | $0.267 | $0.60 | 124% |
| 6 Month | $0.159 | $0.60 | 277% |
| 12 Month | $0.140 | $0.60 | 328% |

## PennyTel

**Company Details**

**Entity name:** PENNYTEL AUSTRALIA PTY LTD

**ACN:** 166 566 632

**ABN:** 12166566632

**Registered in:** New South Wales

**Registration date:**  11/1/2013

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Level 2, 10-14 Waterloo Street, SURRY HILLS NSW 2010

**Parent/holding company:** MY NET FONE LIMITED

**Director name(s):** Michael John Boorne, Rene Sugo

**Share class:** ORD

**Shares issued:** 2

**Website address:** https://www.pennytel.com.au/

**Services offered:** Mobile, VOIP

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 5

**Mobile plans offered (30th June 2015):** 5

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Go Local | 30 Day Prepaid SIM Only | $5 | $8 | 0 | $0.03 / MB | $0.03 / MB |
| Go Global | $8.88 | $10 | 1000 | $0.03 / MB | $0.03 / MB |
| Endless Lite | $44.99 | unlimited | 5000 | $0.03 / MB | $0.03 / MB |
| Endless Standard | $54.99 | unlimited | 5000 | $0.03 / MB | $0.03 / MB |
| Endless Ultimate | 69.99 | unlimited | 7000 | $0.03 / MB | $0.03 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Go Local | $0.23 | $0.115 | $0.03 | 34 |
| Go Global | $0.46 | $0.115 | $0.0089 | 21 |
| Endless Lite | All inclusive | All inclusive | $0.0090 | N/A |
| Endless Standard | All inclusive | All inclusive | $0.0110 | N/A |
| Endless Ultimate | All inclusive | All inclusive | $0.0100 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Red Bull MOBILE

**Company Details**

**Entity name:** AGGREGATO MOBILE DIRECT PTY LIMITED

**ACN:** 141 627 152

**ABN:** 31141627152

**Registered in:** Victoria

**Registration date:**  1/22/2010

**Previous company name:** GRLMOBILE PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** COMMERCIAL ASSOCIATES, Level 11, 117 Clarence Street, SYDNEY NSW 2000

**Parent/holding company:**

**Director name(s):** Keith Beresford Wilson, Ilario Faenza

**Share class:** ORD

**Shares issued:** 100

**Website address:** http://www.redbullmobile.com/en\_INT

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 9

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Vodafone

**Network generation:** 3G

**Special Notes:** No longer publicly offering mobile phone services in Australia.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## Revolution Telecom

**Company Details**

**Entity name:** COMMODITEL (AUSTRALIA) PTY LTD

**ACN:** 105 982 027

**ABN:** 55105982027

**Registered in:** Western Australia

**Registration date:**  8/20/2003

**Previous company name:** REVOLUTION TELECOM PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** 75 Nerang Street, SOUTHPORT QLD 4215

**Parent/holding company:** PIVOTEL GROUP PTY LIMITED

**Director name(s):** Robert Sakker, Peter Edward Bolger

**Share class:** ORD, SUBS

**Shares issued:** 120, 1

**Website address:** http://www.revtel.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 1

**Mobile plans offered (30th June 2015):** 1

**MNO used:** Vodafone

**Network generation:** 3G

**Special Notes:** No longer publicly offering mobile phone services in Australia.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services to new customers. | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services to new customers. | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services to new customers. | | | |

## Reward Mobile

**Company Details**

**Entity name:** REWARD MOBILE PTY LIMITED

**ACN:** 111 772 206

**ABN:** 41111772206

**Registered in:** Victoria

**Registration date:**  11/12/2004

**Previous company name:** VIG CUSTOMERS PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** PIVOTEL GROUP PTY LIMITED, 75 Nerang Street, SOUTHPORT QLD 4215

**Parent/holding company:** PIVOTEL GROUP PTY LIMITED

**Director name(s):** Robert Sakker, Peter Edward Bolger

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://www.rewardmobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 7

**Mobile plans offered (30th June 2015):** 7

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $42.95 Ultimate Plan | Month to Month Post-paid Contract SIM Only | $42.95 | unlimited | 3000 | $0.10 / MB | $0.10 / MB |
| $54.95 Ultimate Plan | 24 Month Post-paid Contract with Phone | $54.95 | unlimited | 3000 | $0.10 / MB | $0.10 / MB |
| $64.95 Ultimate Plan | $64.95 | unlimited | 3000 | $0.10 / MB | $0.10 / MB |
| Connect $9 Plan | $9 | $40 | 50 | $0.55 / MB | $0.55 / MB |
| Connect $19 Plan | $19 | $100 | 200 | $0.55 / MB | $0.55 / MB |
| Connect $29 Plan | $29 | $150 | 512 | $0.55 / MB | $0.55 / MB |
| Connect $39 Plan | $39 | $200 | 1000 | $0.55 / MB | $0.55 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $42.95 Ultimate Plan | All inclusive | All inclusive | $0.0143 | N/A |
| $54.95 Ultimate Plan | All inclusive | All inclusive | $0.0183 | N/A |
| $64.95 Ultimate Plan | All inclusive | All inclusive | $0.0217 | N/A |
| Connect $9 Plan | $2.38 | $0.30 | $0.1800 | 16 |
| Connect $19 Plan | $2.38 | $0.30 | $0.0950 | 42 |
| Connect $29 Plan | $2.38 | $0.30 | $0.0566 | 63 |
| Connect $39 Plan | $2.38 | $0.30 | $0.0390 | 84 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Savvytel

**Company Details**

**Entity name:** SAVVY COMMUNICATIONS (AUST.) PTY LIMITED

**ACN:** 078 579 923

**ABN:** 77078579923

**Registered in:** New South Wales

**Registration date:**  5/19/1997

**Previous company name:** SAVVY COMMUNICATIONS (AUST.) PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Level 2, 82 Christie Street, ST LEONARDS NSW 2065

**Parent/holding company:**

**Director name(s):** Jeremy Goodsir-Cullen, Micheal George Tozer

**Share class:** ORD

**Shares issued:** 2

**Website address:** http://www.savvytel.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 2

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Optus

**Network generation:** 3G

**Special Notes:** SavvyTel stopped accepting new customers in 2013 and shutdown May 31st 2015. Up until that time, customers could transfer to Yatango.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## SlimTel

**Company Details**

**Entity name:** SLIMTEL PTY LTD

**ACN:** 110 876 376

**ABN:** 31110876376

**Registered in:** New South Wales

**Registration date:**  9/8/2004

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 66 Annangrove Road, KENTHURST NSW 2156

**Parent/holding company:** SLIM TV PTY LTD

**Director name(s):** Kashif Mansur Amjad

**Share class:** ORD

**Shares issued:** 1000

**Website address:** http://www.slimtel.com.au/

**Services offered:** Mobile, Broadband, TV, Business

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 6

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Vodafone

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Unlimited $39.90 plan | Month to Month Post-paid Contract SIM Only | $39.90 | unlimited | 0 | $0.05 / MB | $0.05 / MB |
| Size Zero | $0 | $0 | 0 | $0.25 / MB | $0.25 / MB |
| VIP $0 Plan | $0 | $0 | 0 | $0.253 / MB | $0.253 / MB |
| $9.90 Plan | $9.90 | $9.90 | 0 | $0.44 / MB | $0.44 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Unlimited $39.90 plan | All inclusive | All inclusive | $0.05 | N/A |
| Size Zero | $0.28 | $0.14 | $0.25 | 0 |
| VIP $0 Plan | $0.22 | $0.18 | $0.253 | 0 |
| $9.90 Plan | $0.63 | $0.25 | $0.44 | 0 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Southern Phone

**Company Details**

**Entity name:** SOUTHERN PHONE COMPANY LIMITED

**ACN:** 100 901 184

**ABN:** 42100901184

**Registered in:** New South Wales

**Registration date:**  6/13/2002

**Previous company name:**

**Company type:** Australian Public Company

**Current registered address:** 6 Page Street, MORUYA NSW 2537

**Parent/holding company:**

**Director name(s):** Andrew Joseph Riley, Brian Francis Johns, Roderick John Oxley, William George Hilzinger, Nigel Hennessy, Holly Suzanna Kramer, Mark Leonard Warren

**Share class:** A, REDP

**Shares issued:** 41, 41

**Website address:** http://www.southernphone.com.au/

**Services offered:** Mobile, Phone, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 18

**Mobile plans offered (30th June 2015):** 17

**MNO used:** Optus & Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $20 Optus Network Plan | 24 Month Post-paid Contract with Phone | $20 | $100 | 200 | $10 / 1GB up to 3GB then $0.05 / MB (min. charge $0.25) | $0.01 / MB then $0.05 / MB |
| $25 Optus Network Plan | $25 | $200 | 500 | $10 / 1GB up to 3GB then $0.05 / MB (min. charge $0.25) | $0.01 / MB then $0.05 / MB |
| $35 Optus Network Plan | $35 | $400 | 1000 | $10 / 1GB up to 3GB then $0.05 / MB (min. charge $0.25) | $0.01 / MB then $0.05 / MB |
| $45 Optus Network Plan | $45 | $600 | 1500 | $10 / 1GB up to 3GB then $0.05 / MB (min. charge $0.25) | $0.01 / MB then $0.05 / MB |
| $55 Optus Network Plan | $55 | $800 | 2000 | $10 / 1GB up to 3GB then $0.05 / MB (min. charge $0.25) | $0.01 / MB then $0.05 / MB |
| $65 Optus Network Plan | $65 | unlimited | 3000 | $10 / 1GB up to 3GB then $0.05 / MB (min. charge $0.25) | $0.01 / MB then $0.05 / MB |
| $12 Telstra Network Plan | $12 | $50 | 0 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $15 Telstra Network Plan | $15 | $50 | 0 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $20 Telstra Network Plan | $20 | $100 | 0 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $30 Telstra Network Plan | $30 | $200 | 500 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $40 Telstra Network Plan | $40 | $300 | 1000 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $50 Telstra Network Plan | $50 | $450 | 1500 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $60 Telstra Network Plan | $60 | $600 | 2000 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| $80 Telstra Network Plan | $80 | $800 | 3000 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| sim only 20 | Month to Month Post-paid Contract SIM Only | $20 | $100 | 500 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| sim only 30 | $30 | $200 | 1000 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |
| sim only 40 | $40 | $300 | 1500 | $0.05 / MB (min. charge $0.25) | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $20 Optus Network Plan | $2.38 | $0.25 | $0.1000 | 42 |
| $25 Optus Network Plan | $2.38 | $0.25 | $0.0500 | 84 |
| $35 Optus Network Plan | $2.38 | $0.25 | $0.0350 | 168 |
| $45 Optus Network Plan | $2.38 | $0.25 | $0.0300 | 252 |
| $55 Optus Network Plan | $2.38 | $0.25 | $0.0275 | 336 |
| $65 Optus Network Plan | All inclusive | All inclusive | $0.0217 | N/A |
| $12 Telstra Network Plan | $2.38 | $0.25 | $0.05 (min $0.25) | 21 |
| $15 Telstra Network Plan | $2.38 | $0.25 | $0.05 (min $0.25) | 21 |
| $20 Telstra Network Plan | $2.38 | $0.25 | $0.05 (min $0.25) | 42 |
| $30 Telstra Network Plan | $2.38 | $0.25 | $0.0600 | 84 |
| $40 Telstra Network Plan | $2.38 | $0.25 | $0.0400 | 126 |
| $50 Telstra Network Plan | $2.38 | $0.25 | $0.0333 | 189 |
| $60 Telstra Network Plan | $2.38 | $0.25 | $0.0300 | 252 |
| $80 Telstra Network Plan | $2.38 | $0.25 | $0.0267 | 336 |
| sim only 20 | $2.38 | $0.25 | $0.0400 | 42 |
| sim only 30 | $2.38 | $0.25 | $0.0300 | 84 |
| sim only 40 | $2.38 | $0.25 | $0.0267 | 126 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## SpinTel

**Company Details**

**Entity name:** SPINTEL PTY LTD

**ACN:** 082 087 689

**ABN:** 92082087689

**Registered in:** New South Wales

**Registration date:**  3/24/1998

**Previous company name:** SPIN TELECOM PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** WINN CROUCHER PARTNERS PTY LTD, Suite 902 Level 9, 153 Walker Street, NORTH SYDNEY NSW 2060

**Parent/holding company:**

**Director name(s):** Bal Liam

**Share class:** ORD

**Shares issued:** 12000

**Website address:** https://www.spintel.net.au/

**Services offered:** Mobile, Phone, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Optus

**Network generation:** 4G

**Special Notes:** Plan offers allow customers to build their own plans from Talk, Text and Data components. To make comparison possible, we group according to plan designation (e.g. S)

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Flexible S (indicative) $6 | Month to Month Post-paid Contract SIM Only | $18 | 50 national minutes | 100 | $15 / GB up to 2.5GB (plan bump to XL) | $0.015 / MB |
| Flexible M (indicative) $7 | $21 | 250 national minutes | 500 | $15 / GB up to 2.5GB (plan bump to XL) | $0.015 / MB |
| Flexible L (indicative) $9 | $27 | 500 national minutes | 1500 | $15 / GB up to 2.5GB (plan bump to XL) | $0.015 / MB |
| Flexible XL (indicative) $12 | $36 | unlimited | 2500 | $15 / GB | $0.015 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Flexible S (indicative) $6 | $0.24 | $0.12 | $0.1800 | 25 |
| Flexible M (indicative) $7 | $0.056 | $0.07 | $0.0420 | 125 |
| Flexible L (indicative) $9 | $0.036 | $0.015 | $0.0180 | 250 |
| Flexible XL (indicative) $12 | All inclusive | All inclusive | $0.0144 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Flexible S (indicative) $6 | $0.36 | $0.12 | -67% |
| Flexible M (indicative) $7 | $0.084 | $0.028 | -67% |
| Flexible L (indicative) $9 | $0.054 | $0.018 | -67% |
| Flexible XL (indicative) $12 | N/A | N/A | N/A |

## Startel

**Company Details**

**Entity name:** STARTEL COMMUNICATION CO PTY LTD

**ACN:** 123 941 337

**ABN:** 54123941337

**Registered in:** Queensland

**Registration date:**  2/14/2007

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** C/- MERTONS CORPORATE SERVICES PTY LTD, Level 7, 330 Collins Street, MELBOURNE VIC 3000

**Parent/holding company:** TRUPHONE LTD

**Director name(s):** Gregory Richard Mappledoram, Stephen James Robertson, Steven Charles Toth

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://www.startel.net.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 11

**Mobile plans offered (30th June 2015):** 11

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Pronto 4G 30 | 24 Month Post-paid Contract with Phone | $30 | $200 | 500 | $0.05 / MB | $0.05 / MB |
| Pronto 4G 45 | $45 | $500 | 1000 | $0.05 / MB | $0.05 / MB |
| Pronto 4G 55 | $55 | $650 | 1500 | $0.05 / MB | $0.05 / MB |
| Pronto 4G 75 | $75 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |
| BYO 4G 55 | 24 Month Post-paid Contract SIM Only | $55 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |
| Better Business 4G 30 | 24 Month Post-paid Contract with Phone | $30 | $80 | 200 | $0.05 / MB | $0.05 / MB |
| Better Business 4G 45 | $45 | $500 | 1000 | $0.05 / MB | $0.05 / MB |
| Better Business 4G 60 | $60 | $700 | 1500 | $0.05 / MB | $0.05 / MB |
| Better Business 4G 75 | $75 | unlimited | 3000 | $0.05 / MB | $0.05 / MB |
| Better Business 4G 95 | $95 | unlimited | 3000 | $0.05 / MB | $0.05 / MB |
| Better Business 4G 120 | $120 | unlimited | 3000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Pronto 4G 30 | $2.20 | $0.28 | $0.0600 | 90 |
| Pronto 4G 45 | $2.20 | All inclusive | $0.0450 | 225 |
| Pronto 4G 55 | $2.20 | All inclusive | $0.0367 | 292 |
| Pronto 4G 75 | All inclusive | All inclusive | $0.0375 | N/A |
| BYO 4G 55 | All inclusive | All inclusive | $0.0275 | N/A |
| Better Business 4G 30 | $2.22 | $0.28 | $0.1500 | 36 |
| Better Business 4G 45 | $2.22 | $0.28 | $0.0450 | 225 |
| Better Business 4G 60 | $2.22 | $0.28 | $0.0400 | 315 |
| Better Business 4G 75 | All inclusive | All inclusive | $0.0250 | N/A |
| Better Business 4G 95 | All inclusive | All inclusive | $0.0317 | N/A |
| Better Business 4G 120 | All inclusive | All inclusive | $0.0400 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Sure Telecom

**Company Details**

**Entity name:** SURE TELECOM PTY LTD

**ACN:** 166 698 415

**ABN:** 40166698415

**Registered in:** New South Wales

**Registration date:**  11/11/2013

**Previous company name:** SURE TELECOM PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** Level 5, 4 Columbia Court, BAULKHAM HILLS NSW 2153

**Parent/holding company:**

**Director name(s):** James Harrison

**Share class:** ORD

**Shares issued:** 10

**Website address:** http://suretelecomlandline.com.au/

**Services offered:** Landline

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 8

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Vodafone & Telstra

**Network generation:** 3G

**Special Notes:** No longer publicly offering mobile phone services in Australia

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## TelcoGreen

**Company Details**

**Entity name:** TELCOGREEN PTY LTD

**ACN:** 128 524 756

**ABN:** 52128524756

**Registered in:** New South Wales

**Registration date:**  11/19/2007

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Unit 3, 3 Marvel Street, BYRON BAY NSW 2481

**Parent/holding company:**

**Director name(s):** Eitan Amir Timor Tismenetsky, Angela Tchoulak

**Share class:** ORD

**Shares issued:** 100

**Website address:** http://www.telcogreen.com.au/

**Services offered:** Broadband, NBN, Business, Data

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 6

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Optus

**Network generation:** 3G

**Special Notes:** No longer publicly offering mobile phone services in Australia

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## TeleChoice

**Company Details**

**Entity name:** BUSINESS SERVICE BROKERS PTY LTD

**ACN:** 069 049 994

**ABN:**

**Registered in:** Victoria

**Registration date:**  4/12/1995

**Previous company name:** SHARELINK SERVICES PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** 74 Eastern Road, SOUTH MELBOURNE VIC 3205

**Parent/holding company:**

**Director name(s):** Ehab Abdou, Paul Reeves

**Share class:** ORD

**Shares issued:** 800

**Website address:** http://www.telechoice.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 21

**Mobile plans offered (30th June 2015):** 12

**MNO used:** Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $12.50 Rebel Starter | 24 Month Post-paid Contract SIM Only | $12.5 | $200 | 200 | $0.15 / MB | $0.15 / MB |
| $18 LIVE Global | $28 | $300 | 300 | $0.05 / MB | $0.05 / MB |
| $20 Global Liberty Starter | $20 | $500 | 1000 | $0.15 / MB | $0.15 / MB |
| $25 Gobal Liberty Leader | $25 | $650 | 1500 | $0.15 / MB | $0.15 / MB |
| $35 LIVE Global | $35 | $2000 | 3000 | $0.05 / MB | $0.05 / MB |
| $40 LIVE Global | $40 | $3000 | 4000 | $0.05 / MB | $0.05 / MB |
| $55 LIVE Global | $55 | unlimited | 6000 | $0.05 / MB | $0.05 / MB |
| $22 LIVE Starter | Month to Month Post-paid Contract SIM Only | $22 | $300 | 300 | $0.05 / MB | $0.05 / MB |
| $30 LIVE Starter | $30 | $500 | 1000 | $0.05 / MB | $0.05 / MB |
| $35 LIVE Starter | $35 | $500 | 1500 | $0.05 / MB | $0.05 / MB |
| $40 LIVE Starter | $40 | $2000 | 3000 | $0.05 / MB | $0.05 / MB |
| $55 LIVE Starter | $55 | unlimited | 5000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $12.50 Rebel Starter | $2.34 | $0.22 | $0.0625 | 85 |
| $18 LIVE Global | $2.38 | $0.25 | $0.0933 | 126 |
| $20 Global Liberty Starter | $2.34 | $0.22 | $0.0200 | 213 |
| $25 Gobal Liberty Leader | $2.34 | $0.22 | $0.0167 | 277 |
| $35 LIVE Global | $2.38 | $0.25 | $0.0117 | 840 |
| $40 LIVE Global | $2.38 | $0.25 | $0.0100 | 1260 |
| $55 LIVE Global | All inclusive | All inclusive | $0.0092 | N/A |
| $22 LIVE Starter | $2.38 | $0.25 | $0.0733 | 126 |
| $30 LIVE Starter | $2.38 | $0.25 | $0.0300 | 210 |
| $35 LIVE Starter | $2.38 | $0.25 | $0.0233 | 210 |
| $40 LIVE Starter | $2.38 | $0.25 | $0.0133 | 840 |
| $55 LIVE Starter[[101]](#footnote-101) | All inclusive | All inclusive | $0.0110 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Telstra

**Company Details**

**Entity name:** TELSTRA CORPORATION LIMITED

**ACN:** 051 775 556

**ABN:** 33051775556

**Registered in:** Australian Capital Territory

**Registration date:**  11/6/1991

**Previous company name:** TELSTRA CORPORATION LIMITED

**Company type:** Australian Public Company

**Current registered address:** 'L 41', '242' Exhibition Street, MELBOURNE VIC 3000

**Parent/holding company:**

**Director name(s):** Catherine Brighid Livingstone, John Zeglis, John Patrick Mullen, Geoffrey Cousins, David Ingle Thodey, Russell Higgins, Steve Martin Vamos, Dr Nora Scheinkestel, Margaret Leone Seale, Chin Hu Lim, Peter Roland Hearl

**Share class:** ORD

**Shares issued:** 12225655836

**Website address:** https://www.telstra.com.au/

**Services offered:** Mobile, Broadband, Home phone, TV

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 47

**Mobile plans offered (30th June 2015):** 43

**MNO used:** Telstra

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| --- | --- | --- | --- | --- | --- | --- |
| S Go Mobile (24M) | 24 Month Post-paid Contract with Phone | $55 | $550 | 1000 | $10 / GB | $0.01 / MB |
| M Go Mobile (24M) | $70 | $1000 | 2500 | $10 / GB | $0.01 / MB |
| L Go Mobile (24M) | $95 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| XL Go Mobile (24M) | $135 | unlimited | 10000 | $10 / GB | $0.01 / MB |
| S Go Mobile Casual (MtM) | Month to Month Post-paid Contract SIM Only | $35 | $300 | 500 | $10 / GB | $0.01 / MB |
| M Go Mobile Casual (MtM) | $50 | $1000 | 2500 | $10 / GB | $0.01 / MB |
| L Go Mobile Casual (MtM) | $70 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| $2 SIM starter kit | 30 Day Prepaid SIM Only | $2 | $0 | 0 | N/A | N/A |
| $30 SIM starter kit | $30 | $30 | 0 | N/A | N/A |
| Freedom Recharge $30 | 28 Day Prepaid SIM Only | $30 | $220+$30 | 1300 | $2 / MB | $2 / MB |
| Freedom Recharge $40 | $40 | $510+$40 | 2000 | $2 / MB | $2 / MB |
| Freedom Recharge $50 | $50 | $950+$50 | 2500 | $2 / MB | $2 / MB |
| Beyond Talk Recharge $30 | 30 Day Prepaid SIM Only | $30 | 200 national minutes | 200 | $2 / MB | $2 / MB |
| Beyond Talk Recharge $40 | $40 | 300 national minutes | 300 | $2 / MB | $2 / MB |
| Beyond Talk Recharge $50 | $50 | 500 national minutes | 400 | $2 / MB | $2 / MB |
| Beyond Talk Recharge $70 | $70 | 700 national minutes | 600 | $2 / MB | $2 / MB |
| Beyond Talk Recharge $100 | $100 | 800 national minutes | 1000 | $2 / MB | $2 / MB |
| Simplicity Recharge $20 | $20 | $20 | 0 | $0.10 / MB | $0.10 / MB |
| Simplicity Recharge $30 | 60 Day Prepaid SIM Only | $30 | $30 | 0 | $0.10 / MB | $0.10 / MB |
| Simplicity Recharge $50 | 90 Day Prepaid SIM Only | $50 | $50 | 0 | $0.10 / MB | $0.10 / MB |
| Simplicity Recharge $100 | 180 Day Prepaid SIM Only | $100 | $100 | 0 | $0.10 / MB | $0.10 / MB |
| Long Life Recharge $20 | 60 Day Prepaid SIM Only | $20 | $20 | 0 | $2 / MB | $2 / MB |
| Long Life Recharge $30 | 6 Month Prepaid SIM Only | $30 | $30 | 0 | $2 / MB | $2 / MB |
| Long Life Recharge $40 | $40 | $40 | 0 | $2 / MB | $2 / MB |
| Long Life Recharge $50 | $50 | $50 | 0 | $2 / MB | $2 / MB |
| Long Life Recharge $70 | 12 Month Prepaid SIM Only | $70 | $70 | 0 | $2 / MB | $2 / MB |
| Long Life Recharge $100 | $100 | $100 | 0 | $2 / MB | $2 / MB |
| S Go Business Mobile Casual (MtM) | Month to Month Post-paid Contract SIM Only  (Small Business Casual) | $60 | $1200 | 3000 | $10 / GB | $0.01 / MB |
| M Go Business Mobile Casual (MtM) | $75 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| L Go Business Mobile Casual (MtM) | $105 | unlimited | 10000 | $10 / GB | $0.01 / MB |
| S Go Business Mobile SIM (24M) | 24 Month Post-paid Contract SIM Only  (Small Business Casual) | $55 | $1200 | 3000 | $10 / GB | $0.01 / MB |
| M Go Business Mobile SIM (24M) | $70 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| L Go Business Mobile SIM (24M) | $100 | unlimited | 10000 | $10 / GB | $0.01 / MB |
| S Go Business Mobile (24M) | 24 Month Post-paid Contract with Phone  (Small Business Casual) | $65 | $800 | 1500 | $10 / GB | $0.01 / MB |
| M Go Business Mobile (24M) | $85 | $1200 | 3000 | $10 / GB | $0.01 / MB |
| L Go Business Mobile (24M) | $100 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| XL Go Business Mobile (24M) | $135 | unlimited | 10000 | $10 / GB | $0.01 / MB |
| $35 Business Fleet Connect Plan | Month to Month Post-paid Contract SIM Only  (Business Fleet Connect) | $35 | $20 | 100 | $10 / GB | $0.01 / MB |
| $45 Business Fleet Connect Plan | $45 | $45 | 400 | $0.10 / MB | $0.10 / MB |
| $75 Business Fleet Connect Plan | $75 | $75 | 2000 | $0.10 / MB | $0.10 / MB |
| $95 Business Fleet Connect Plan | $95 | $95 | 3000 | $0.10 / MB | $0.10 / MB |
| $120 Business Fleet Connect Plan | $120 | unlimited | 4000 | $0.10 / MB | $0.10 / MB |
| $140 Business Fleet Connect Plan | $140 | unlimited | 8000 | $0.10 / MB | $0.10 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Beyond Talk Recharge $30 | $1.95 | $0.29 | $0.1500 | 100 |
| Beyond Talk Recharge $40 | $1.95 | $0.29 | $0.1333 | 150 |
| Beyond Talk Recharge $50 | $1.95 | All inclusive | $0.1250 | 250 |
| Beyond Talk Recharge $70 | $1.95 | All inclusive | $0.1167 | 350 |
| Beyond Talk Recharge $100 | $1.95 | All inclusive | $0.1000 | 400 |
| Simplicity Recharge $20 | $0.30 | $0.12 | $0.10 | 66 |
| Simplicity Recharge $30 | $0.30 | $0.12 | $0.10 | 100 |
| Simplicity Recharge $50 | $0.30 | $0.12 | $0.10 | 166 |
| Simplicity Recharge $100 | $0.30 | $0.12 | $0.10 | 333 |
| Long Life Recharge $20 | $1.95 | $0.29 | $2.00 | 10 |
| Long Life Recharge $30 | $1.95 | $0.29 | $2.00 | 15 |
| Long Life Recharge $40 | $1.95 | $0.29 | $2.00 | 20 |
| Long Life Recharge $50 | $1.95 | $0.29 | $2.00 | 25 |
| Long Life Recharge $70 | $1.95 | $0.29 | $2.00 | 35 |
| Long Life Recharge $100 | $1.95 | $0.29 | $2.00 | 50 |
| S Go Business Mobile Casual (MtM) | $1.00 | All inclusive | $0.0200 | $1200 |
| M Go Business Mobile Casual (MtM) | All inclusive | All inclusive | $0.0125 | unlimited |
| L Go Business Mobile Casual (MtM) | All inclusive | All inclusive | $0.0105 | unlimited |
| S Go Business Mobile SIM (24M) | $1.00 | All inclusive | $0.0183 | $1200 |
| M Go Business Mobile SIM (24M) | All inclusive | All inclusive | $0.0117 | unlimited |
| L Go Business Mobile SIM (24M) | All inclusive | All inclusive | $0.0100 | unlimited |
| S Go Business Mobile (24M) | $1.00 | All inclusive | $0.0433 | $800 |
| M Go Business Mobile (24M) | $1.00 | All inclusive | $0.0283 | $1200 |
| L Go Business Mobile (24M) | All inclusive | All inclusive | $0.0167 | unlimited |
| XL Go Business Mobile (24M) | All inclusive | All inclusive | $0.0135 | unlimited |
| $35 Business Fleet Connect Plan | $1.44 | All inclusive | $0.3500 | 13 |
| $45 Business Fleet Connect Plan | $1.30 | All inclusive | $0.1125 | 34 |
| $75 Business Fleet Connect Plan | $1.15 | All inclusive | $0.0375 | 65 |
| $95 Business Fleet Connect Plan | $1.01 | All inclusive | $0.0317 | 94 |
| $120 Business Fleet Connect Plan | All inclusive | All inclusive | $0.0300 | unlimited |
| $140 Business Fleet Connect Plan | All inclusive | All inclusive | $0.0175 | unlimited |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Beyond Talk Recharge $30 | $0.15 | $0.975 | 550% |
| Beyond Talk Recharge $40 | $0.13 | $0.975 | 650% |
| Beyond Talk Recharge $50 | $0.10 | $0.975 | 875% |
| Beyond Talk Recharge $70 | $0.10 | $0.975 | 875% |
| Beyond Talk Recharge $100 | $0.08 | $0.975 | 1119% |
| All other plans are all inclusive or included value is advertised in dollars and flat call rate applies | | | |

## Think Mobile

**Company Details**

**Entity name:** THINK MOBILE PTY LIMITED

**ACN:** 110 992 151

**ABN:** 33110992151

**Registered in:** Queensland

**Registration date:**  9/16/2004

**Previous company name:** THE KEYS AUSTRALIA PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** 75 Nerang Street, SOUTHPORT QLD 4215

**Parent/holding company:** PIVOTEL GROUP PTY LIMITED

**Director name(s):** Robert Sakker, Peter Edward Bolger

**Share class:** ORD

**Shares issued:** 1

**Website address:** https://www.thinkmobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 17

**Mobile plans offered (30th June 2015):** 7

**MNO used:** Vodafone & Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Super $12 (Vodafone) | Month to Month Post-paid Contract SIM Only | $12 | $200 | 200 | $0.025 / MB | $0.025 / MB |
| Super $20 (Vodafone) | $20 | $500 | 750 | $0.025 / MB | $0.025 / MB |
| Ultimate $32.95 (Vodafone) | $32.95 | unlimited | 2000 | $0.02 / MB | $0.02 / MB |
| $24 Classic (Telstra) | $24 | $300 | 750 | $0.50 / MB | $0.50 / MB |
| $30 Classic (Telstra) | $30 | $500 | 1000 | $0.50 / MB | $0.50 / MB |
| $40 Classic (Telstra) | $40 | $650 | 1500 | $0.50 / MB | $0.50 / MB |
| $50 Classic (Telstra) | $50 | $800 | 3000 | $0.50 / MB | $0.50 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Super $12 (Vodafone) | $2.28 | $0.20 | $0.0600 | 87 |
| Super $20 (Vodafone) | $2.28 | $0.20 | $0.0267 | 219 |
| Ultimate $32.95 (Vodafone) | All inclusive | All inclusive | $0.0165 | N/A |
| $24 Classic (Telstra) | $2.38 | $0.30 | $0.0320 | 126 |
| $30 Classic (Telstra) | $2.38 | $0.30 | $0.0300 | 210 |
| $40 Classic (Telstra) | $2.38 | $0.30 | $0.0267 | 273 |
| $50 Classic (Telstra) | $2.38 | $0.30 | $0.0167 | 336 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## TPG

**Company Details**

**Entity name:** TPG INTERNET PTY LTD

**ACN:** 068 383 737

**ABN:** 15068383737

**Registered in:** New South Wales

**Registration date:**  2/24/1995

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** 65 Waterloo Road, MACQUARIE PARK NSW 2113

**Parent/holding company:** TPG TELECOM LIMITED

**Director name(s):** David Teoh

**Share class:** ORD

**Shares issued:** 10000

**Website address:** https://www.tpg.com.au/

**Services offered:** Mobile, Phone, Broadband, Business, Data

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 6

**Mobile plans offered (30th June 2015):** 5

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| S | Month to Month Post-paid Contract SIM Only | $19.99 | $500 | 250 | $0.10 / MB | $0.10 / MB |
| M | $24.99 | $500 | 1000 | $10 / GB | $0.01 / MB |
| L | $30 | unlimited | 1000 | $10 / GB | $0.01 / MB |
| XL | $40 | unlimited | 2000 | $10 / GB | $0.01 / MB |
| XXL | $50 | unlimited | 6000 | $10 / GB | $0.01 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| S | $2.38 | $0.253 | $0.0800 | 210 |
| M | $2.38 | $0.253 | $0.0250 | 210 |
| L | All inclusive | All inclusive | $0.0300 | N/A |
| XL | All inclusive | All inclusive | $0.0200 | N/A |
| XXL | All inclusive | All inclusive | $0.0083 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## TransACT

**Company Details**

**Entity name:** TRANSACT CAPITAL COMMUNICATIONS PTY LTD

**ACN:** 093 966 888

**ABN:** 23093966888

**Registered in:** Australian Capital Territory

**Registration date:**  7/31/2000

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** IINET LIMITED, Level 1, 502 Hay Street, SUBIACO WA 6008

**Parent/holding company:** IINET LIMITED

**Director name(s):** David Buckingham, Gregory Robert Bader, Michael John Smith

**Share class:** ORD

**Shares issued:** 100000

**Website address:** http://www.transact.com.au/

**Services offered:** N/A

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 4

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Vodafone

**Network generation:** 3G

**Special Notes:** Since iiNet Group too ownership, the TransACT website directs customers to iiNet offerings.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## TravelSIM

**Company Details**

**Entity name:** not collected

**ACN:** not collected

**ABN:** not collected

**Registered in:** not collected

**Registration date:**  not collected

**Previous company name:** not collected

**Company type:** not collected

**Current registered address:** not collected

**Parent/holding company:** not collected

**Director name(s):** not collected

**Share class:** not collected

**Shares issued:** not collected

**Website address:** not collected

**Services offered:** not collected

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not collected

**Mobile plans offered (30th June 2015):** not collected

**MNO used:** not collected

**Network generation:** not collected

**Special Notes:** Was not discovered until late in the report write-up, therefore this revision of the report does not contain detailed plan information for this provider.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Not analysed | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Not analysed | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not analysed | | | |

## Trinity Telecom

**Company Details**

**Entity name:** SMART BUSINESS TELECOM PTY LTD

**ACN:** 155 359 541

**ABN:** 31155359541

**Registered in:** Victoria

**Registration date:**  1/27/2012

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** PAPATHOMAS & CO PTY LTD, Suite 1 Level 1, 457 Chapel Street, SOUTH YARRA VIC 3141

**Parent/holding company:**

**Director name(s):** Sachin Rathi, Adrian Cataranzariti, Michael An

**Share class:** ORD

**Shares issued:** 1651134

**Website address:** http://trinitytelecom.com.au/

**Services offered:** Phone, Mobile, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 4

**MNO used:** Optus

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| SIM 30 | 24 Month Post-paid Contract SIM Only | $30 | $300 | 500 | $0.24 / MB | $0.24 / MB |
| SIM 45 | $45 | $600 | 1000 | $0.24 / MB | $0.24 / MB |
| SIM 60 | $60 | unlimited | 1500 | $0.24 / MB | $0.24 / MB |
| SIM 70 | $70 | unlimited | 1500 | $0.24 / MB | $0.24 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| SIM 30 | $2.15[[102]](#footnote-102) | All inclusive | $0.0600 | 139 |
| SIM 45 | $2.15 | All inclusive | $0.0450 | 279 |
| SIM 60 | All inclusive | All inclusive | $0.0400 | N/A |
| SIM 70 | All inclusive | All inclusive | $0.0467 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Truphone

**Company Details**

**Entity name:** TRUPHONE PTY LTD

**ACN:** 156 361 867

**ABN:** 13156361867

**Registered in:** New South Wales

**Registration date:**  3/20/2012

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** C/- MERTONS CORPORATE SERVICES PTY LTD, Level 7, 330 Collins Street, MELBOURNE VIC 3000

**Parent/holding company:**

**Director name(s):** Gregory Richard Mappledoram, Stephen James Robertson, Peter Chidiac

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://www.truphone.com/au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 1

**Mobile plans offered (30th June 2015):** 1

**MNO used:** Optus

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Truphone SIM | No Expiry (180 Day) Prepaid SIM Only | $0 + $29.99 SIM | $15 | 0 | $0.09 / MB | $0.09 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Truphone SIM | $0.18 | $0.09 | $0.09 | 83 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Ugly BiLL

**Company Details**

**Entity name:** CYBERTEL TELECOM PTY LTD

**ACN:** 114 904 835

**ABN:** 20114904835

**Registered in:** Queensland

**Registration date:**  6/23/2005

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** C/- DANIEL J HILLIER PTY LTD, Unit 5, 53-57 Oxford Street, BULIMBA QLD 4171

**Parent/holding company:**

**Director name(s):** Clive Leonard Kelly

**Share class:** D, ORD,

**Shares issued:** 1, 2,

**Website address:** http://uglybill.com.au/

**Services offered:** Mobile, Phone, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 7

**Mobile plans offered (30th June 2015):** 0

**MNO used:** Telstra

**Network generation:** 3G

**Special Notes:** Website still shows Mobile plan offer categories but then redirects visitors to the fixed-line phone services instead.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| No longer publicly offering mobile phone services | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| No longer publicly offering mobile phone services | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| No longer publicly offering mobile phone services | | | |

## Untimed Mobiles

**Company Details**

**Entity name:** UNTIMEDMOBILES.COM.AU PTY LTD

**ACN:** 168 435 256

**ABN:** 92168435256

**Registered in:** Victoria

**Registration date:**  3/7/2014

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** KSR PARTNERS PTY LTD, Level 2, 971-977 Burke Road, CAMBERWELL VIC 3124

**Parent/holding company:**

**Director name(s):** Geoffrey John Craig

**Share class:** ORD

**Shares issued:** 12

**Website address:** http://www.untimedmobiles.com.au/

**Services offered:** Phone

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Telstra

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| 25c plan | Month to Month Post-paid SIM Only | $15 | $0 | 0 | Requires data pack | Requires data pack |
| 35c plan | $5 | $0 | 0 | Requires data pack | Requires data pack |
| 55c plan | $1 | $0 | 0 | Requires data pack | Requires data pack |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| 25c plan | $0.25 | $0.20 | Requires data pack | 0 |
| 35c plan | $0.35 | $0.20 | Requires data pack | 0 |
| 55c plan | $0.55 | $0.20 | Requires data pack | 0 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – no included value and flat call rate applies | | | |

## Vaya

**Company Details**

**Entity name:** VAYA PTY LTD

**ACN:** 150 761 032

**ABN:** 18150761032

**Registered in:** Queensland

**Registration date:**  5/6/2011

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** CLEAVE ACCOUNTING PTY LTD, Suite 1, 293 Ellison Road, GEEBUNG QLD 4034

**Parent/holding company:**

**Director name(s):** Kirstie Michelle Hutchinson

**Share class:** ORD

**Shares issued:** 2000

**Website address:** http://www.vaya.net.au/

**Services offered:** Mobile, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 5

**Mobile plans offered (30th June 2015):** 10

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Power Plan 16 (V3) (MtM) | Month to Month Post-paid SIM Only | 16 | $300 | 300 | $10 / GB | $0.01 / MB |
| Power Plan 18 (V3) (MtM) | 18 | $650 | 1500 | $10 / GB | $0.01 / MB |
| Power Plan 24 (V3) (MtM) | 24 | $650 | 2000 | $10 / GB | $0.01 / MB |
| Power Plan 27 (V3) (MtM) | 27 | $650 | 2500 | $10 / GB | $0.01 / MB |
| Power Plan 44 (V3) (MtM) | 44 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| Power Plan 16 (V3) (24M) | 24 Month Post-paid SIM Only | 16 | $300 | 300 | $10 / GB | $0.01 / MB |
| Power Plan 18 (V3) (24M) | 18 | $650 | 1500 | $10 / GB | $0.01 / MB |
| Power Plan 24 (V3) (24M) | 24 | $650 | 2000 | $10 / GB | $0.01 / MB |
| Power Plan 27 (V3) (24M) | 27 | $650 | 2500 | $10 / GB | $0.01 / MB |
| Power Plan 44 (V3) (24M) | 44 | unlimited | 3000 | $10 / GB | $0.01 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Power Plan 16 (V3) (MtM) | $2.15[[103]](#footnote-103) | All inclusive | $0.0533 | 90 |
| Power Plan 18 (V3) (MtM) | $2.15 | All inclusive | $0.0120 | 302 |
| Power Plan 24 (V3) (MtM) | $2.15 | All inclusive | $0.0120 | 302 |
| Power Plan 27 (V3) (MtM) | $2.15 | All inclusive | $0.0108 | 302 |
| Power Plan 44 (V3) (MtM) | All inclusive | All inclusive | $0.0147 | N/A |
| Power Plan 16 (V3) (24M) | $2.15 | All inclusive | $0.0533 | 90 |
| Power Plan 18 (V3) (24M) | $2.15 | All inclusive | $0.0120 | 302 |
| Power Plan 24 (V3) (24M) | $2.15 | All inclusive | $0.0120 | 302 |
| Power Plan 27 (V3) (24M) | $2.15 | All inclusive | $0.0108 | 302 |
| Power Plan 44 (V3) (24M) | All inclusive | All inclusive | $0.0147 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Virgin Mobile

**Company Details**

**Entity name:** VIRGIN MOBILE (AUSTRALIA) PTY LIMITED

**ACN:** 092 726 442

**ABN:** 67092726442

**Registered in:** New South Wales

**Registration date:**  5/5/2000

**Previous company name:** VANILLA SHELF CO PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Building C' Level 4, 1-7 Lyonpark Road, MACQUARIE PARK NSW 2113

**Parent/holding company:** SINGAPORE TELECOMMUNICATIONS LIMITED

**Director name(s):** Murray Philip King, Vicki Maree Brady, Yoong Keong Allen Lew

**Share class:** ORD, VCP

**Shares issued:** 2489147, 2325180

**Website address:** http://www.virginmobile.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 24

**Mobile plans offered (30th June 2015):** 30

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $30 Phone Plan | 24 Month  Post-paid Contract with Phone | $30 | $300 | 300 | $0.052 / MB | $0.052 / MB |
| $40 Phone Plan | $40 | $450 | 1500 | $0.052 / MB | $0.052 / MB |
| $50 Phone Plan | $50 | $500 | 2000 | $0.052 / MB | $0.052 / MB |
| $60 Phone Plan | $60 | unlimited | 3000 | $0.052 / MB | $0.052 / MB |
| $70 Phone Plan | $70 | unlimited | 5000 | $0.052 / MB | $0.052 / MB |
| $80 Phone Plan | $80 | unlimited | 9000 | $0.052 / MB | $0.052 / MB |
| $100 Phone Plan | $100 | unlimited | 13000 | $0.052 / MB | $0.052 / MB |
| $20 SIM Plan | Month to Month  Post-paid Contract SIM Only | $20 | $250 | 250 | $0.052 / MB | $0.052 / MB |
| $30 SIM Plan | $30 | $450 | 500 | $0.052 / MB | $0.052 / MB |
| $35 SIM Plan | $35 | $500 | 1000 | $0.052 / MB | $0.052 / MB |
| $50 SIM Plan | $50 | unlimited | 5000 | $0.052 / MB | $0.052 / MB |
| $60 SIM Plan | $60 | unlimited | 9000 | $0.052 / MB | $0.052 / MB |
| $80 SIM Plan | $80 | unlimited | 13000 | $0.052 / MB | $0.052 / MB |
| $2 SIM starter kit | n/a | $0 (+ $2 SIM) | $0 | 0 | N/A | N/A |
| $19 Pay-Rise Cap | 28 Day Prepaid SIM Only | $19 | $100 | 250 | $0.002 / KB | $2.05 / MB |
| $29 Pay-Rise Cap | $29 | $450 | 1000 | $0.002 / KB | $2.05 / MB |
| $49 Pay-Rise Cap | $49 | $900 | 1000 | $0.002 / KB | $2.05 / MB |
| $79 Pay-Rise Cap | $79 | $1500 | 1000 | $0.002 / KB | $2.05 / MB |
| $99 Pay-Rise Cap | $99 | $1850 | 1000 | $0.002 / KB | $2.05 / MB |
| $15 Long Expiry | 180 Day Prepaid SIM Only | $15 | $15 | 0 | $0.002 / KB | $2.05 / MB |
| $19 Long Expiry | $19 | $19 | 0 | $0.002 / KB | $2.05 / MB |
| $29 Long Expiry | $29 | $29 | 0 | $0.002 / KB | $2.05 / MB |
| $49 Long Expiry | $49 | $49 | 0 | $0.002 / KB | $2.05 / MB |
| $79 Long Expiry | $79 | $79 | 0 | $0.002 / KB | $2.05 / MB |
| $99 Long Expiry | $99 | $99 | 0 | $0.002 / KB | $2.05 / MB |
| $19 Simple | 90 Day Prepaid SIM Only | $19 | $19 | 100 | $0.002 / KB | $2.05 / MB |
| $29 Simple | $29 | $29 | 100 | $0.002 / KB | $2.05 / MB |
| $49 Simple | $49 | $49 | 100 | $0.002 / KB | $2.05 / MB |
| $79 Simple | $79 | $79 | 100 | $0.002 / KB | $2.05 / MB |
| $99 Simple | $99 | $99 | 100 | $0.002 / KB | $2.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $30 Phone Plan | $2.36 | $0.28 | $0.1000 | 127 |
| $40 Phone Plan | $2.36 | All inclusive | $0.0267 | 190 |
| $50 Phone Plan | $2.36 | All inclusive | $0.0250 | 211 |
| $60 Phone Plan | All inclusive | All inclusive | $0.0200 | N/A |
| $70 Phone Plan | All inclusive | All inclusive | $0.0140 | N/A |
| $80 Phone Plan | All inclusive | All inclusive | $0.0089 | N/A |
| $100 Phone Plan | All inclusive | All inclusive | $0.0077 | N/A |
| $20 SIM Plan | $2.36 | $0.28 | $0.0800 | 105 |
| $30 SIM Plan | $2.36 | $0.28 | $0.0600 | 190 |
| $35 SIM Plan | $2.36 | All inclusive | $0.0350 | 211 |
| $50 SIM Plan | All inclusive | All inclusive | $0.0100 | N/A |
| $60 SIM Plan | All inclusive | All inclusive | $0.0067 | N/A |
| $80 SIM Plan | All inclusive | All inclusive | $0.0062 | N/A |
| $2 SIM starter kit | N/A | N/A | N/A | N/A |
| $19 Pay-Rise Cap | $2.20 | $0.25 | $0.0760 | 45 |
| $29 Pay-Rise Cap | $2.20 | $0.25 | $0.0290 | 204 |
| $49 Pay-Rise Cap | $2.20 | $0.25 | $0.0490 | 409 |
| $79 Pay-Rise Cap | $2.20 | $0.25 | $0.0790 | 681 |
| $99 Pay-Rise Cap | $2.20 | $0.25 | $0.0990 | 840 |
| $15 Long Expiry | $1.96 | $0.28 | $2.05 | 7 |
| $19 Long Expiry | $1.96 | $0.28 | $2.05 | 31 |
| $29 Long Expiry | $1.96 | $0.28 | $2.05 | 48 |
| $49 Long Expiry | $1.96 | $0.28 | $2.05 | 81 |
| $79 Long Expiry | $1.96 | $0.28 | $2.05 | 131 |
| $99 Long Expiry | $1.96 | $0.28 | $2.05 | 165 |
| $19 Simple | $0.30 | $0.15 | $0.1900 | 63 |
| $29 Simple | $0.30 | $0.15 | $0.2900 | 96 |
| $49 Simple | $0.30 | $0.15 | $0.4900 | 163 |
| $79 Simple | $0.30 | $0.15 | $0.7900 | 263 |
| $99 Simple | $0.30 | $0.15 | $0.9900 | 330 |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Vodafone

**Company Details**

**Entity name:** VODAFONE HUTCHISON AUSTRALIA PTY LIMITED

**ACN:** 096 304 620

**ABN:** 76096304620

**Registered in:** New South Wales

**Registration date:**  3/23/2001

**Previous company name:** HUTCHISON 3G AUSTRALIA PTY LIMITED

**Company type:** Australian Proprietary Company

**Current registered address:** Level 7, 40 Mount Street, NORTH SYDNEY NSW 2060

**Parent/holding company:**

**Director name(s):** Canning Kin Ning Fok, Susan Mo Fong Chow, Amanda Jane Harkness, Frank John Sixt, John William Lorimer Otty, Ronald Joseph Spithill, Barry Roberts-Thomson, Serpil Timuray, Andrew James Macleod, Gianluca Ventura

**Share class:** ORD

**Shares issued:** 1100096986

**Website address:** http://www.vodafone.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 62

**Mobile plans offered (30th June 2015):** 79

**MNO used:** Vodafone

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| --- | --- | --- | --- | --- | --- | --- |
| $30 Plan (24M) | 24 Month Post-paid Contract with Phone | $30 | $300 | 300 | $10 / GB | $0.01 / MB |
| $40 Plan - infinite TXT (24M) | $40 | $400 | 500 | $10 / GB | $0.01 / MB |
| $40 Plan - infinite V2V (24M) | $40 | $400 | 500 | $10 / GB | $0.01 / MB |
| $50 Plan - infinite TXT (24M) | $50 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $50 Plan - infinite V2V (24M) | $50 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $60 Plan (24M) | $60 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $70 Red (24M) | $70 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| $80 Red (24M) | $80 | unlimited | 9000 | $10 / GB | $0.01 / MB |
| $100 Red (24M) | $100 | unlimited | 13000 | $10 / GB | $0.01 / MB |
| $70 Red (12M) | 12 Month Post-paid Contract with Phone | $70 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| $80 Red (12M) | $80 | unlimited | 5000 | $10 / GB | $0.01 / MB |
| $100 Red (12M) | $100 | unlimited | 7000 | $10 / GB | $0.01 / MB |
| $25 Plan (MtM SO) | Month to Month Post-paid Contract SIM Only | $25 | $300 | 300 | $10 / GB | $0.01 / MB |
| $30 Plan - infinite TXT (MtM SO) | $30 | $400 | 500 | $10 / GB | $0.01 / MB |
| $30 Plan - infinite V2V (MtM SO) | $30 | $400 | 500 | $10 / GB | $0.01 / MB |
| $35 Plan - infinite TXT (MtM SO) | $35 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $35 Plan - infinite V2V (MtM SO) | $35 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $45 Plan (MtM SO) | $45 | $700 | 1500 | $10 / GB | $0.01 / MB |
| $50 Red (MtM SO) | $50 | unlimited | 5000 | $10 / GB | $0.01 / MB |
| $60 Red (MtM SO) | $60 | unlimited | 9000 | $10 / GB | $0.01 / MB |
| $80 Red (MtM SO) | $80 | unlimited | 13000 | $10 / GB | $0.01 / MB |
| $20 Plan (24M SO) | 24 Month Post-paid Contract SIM Only | $20 | $300 | 300 | $10 / GB | $0.01 / MB |
| $25 Plan - infinite TXT (24M SO) | $25 | $400 | 500 | $10 / GB | $0.01 / MB |
| $25 Plan - infinite V2V (24M SO) | $25 | $400 | 500 | $10 / GB | $0.01 / MB |
| $30 Plan - infinite TXT (24M SO) | $30 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $30 Plan - infinite V2V (24M SO) | $30 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $40 Plan (24M SO) | $40 | unlimited | 2000 | $10 / GB | $0.01 / MB |
| $45 Plan (24M SO) | $45 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $50 Plan (24M SO) | $50 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| $65 Plan (24M SO) | $60 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| $1 Prepaid SIM | Prepaid SIM Only | $0 (+ $1 SIM) | $0 | 0 | N/A | N/A |
| $30 Prepaid Cap Starter Pack | 28 Day Prepaid SIM Only | $30 | $450 | 1000 | N/A | N/A |
| $40 Prepaid Cap Starter Pack | $40 | $750 | 2000 | N/A | N/A |
| $50 Prepaid Cap Starter Pack | $50 | unlimited | 3000 | N/A | N/A |
| $10 Pay As You Starter Pack | 30 Day Prepaid SIM Only | $10 | $10 | 0 | $0.02 | $0.02 |
| $20 Pay As You Starter Pack | $20 | $20 | 0 | $0.02 | $0.02 |
| $10 Prepaid Cap Recharge | 7 Day Prepaid SIM Only | $10 | $100 | 100 | N/A | N/A |
| $30 Prepaid Cap Recharge | 28 Day Prepaid SIM Only | $30 | $450 | 1000 | N/A | N/A |
| $40 Prepaid Cap Recharge | $40 | $750 | 2000 | N/A | N/A |
| $50 Prepaid Cap Recharge | $50 | unlimited | 3000 | N/A | N/A |
| $10 Pay As You Go Recharge | 30 Day Prepaid SIM Only | $10 | $10 | 0 | $0.02 | $0.02 |
| $20 Pay As You Go Recharge | $20 | $20 | 0 | $0.02 | $0.02 |
| $30 Pay As You Go Recharge | $30 | $30 | 0 | $0.02 | $0.02 |
| $50 Pay As You Go Recharge | $50 | $50 | 0 | $0.02 | $0.02 |
| $20 365 Day Recharge | 365 Day Prepaid SIM Only | $20 | 50 national minutes + $20 flexible credit | 0 | $2.00 | $2.00 |
| $30 365 Day Recharge | $30 | 150 national minutes + $30 flexible credit | 0 | $2.00 | $2.00 |
| $40 365 Day Recharge | $40 | 250 national minutes + $50 flexible credit | 0 | $2.00 | $2.00 |
| $50 365 Day Recharge | $50 | 350 national minutes + $50 flexible credit | 0 | $2.00 | $2.00 |
| $70 365 Day Recharge | $70 | 400 national minutes + $70 flexible credit | 0 | $2.00 | $2.00 |
| $100 365 Day Recharge | $100 | 650 national minutes + $100 flexible credit | 0 | $2.00 | $2.00 |
| $30 Plan (24M B) | 24 Month Post-paid Contract with Phone  (Business plan for one) | $30 | $300 | 300 | $10 / GB | $0.01 / MB |
| $40 Plan - infinite TXT (24M B) | $40 | $400 | 500 | $10 / GB | $0.01 / MB |
| $40 Plan - infinite V2V (24M B) | $40 | $400 | 500 | $10 / GB | $0.01 / MB |
| $50 Plan - infinite TXT (24M B) | $50 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $50 Plan - infinite V2V (24M B) | $50 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $60 Plan (24M B) | $60 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $70 Red (24M B) | $70 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $80 Red (24M B) | $80 | unlimited | 8000 | $10 / GB | $0.01 / MB |
| $100 Red (24M B) | $100 | unlimited | 12000 | $10 / GB | $0.01 / MB |
| $130 Red (24M B) | $130 | unlimited | 20000 | $10 / GB | $0.01 / MB |
| $70 Red (12M SOB) | 12 Month Post-paid Contract SIM Only  (Business plan for one) | $70 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $80 Red (12M SOB) | $80 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| $100 Red (12M SOB) | $100 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| $30 Plan - infinite TXT (12M SOB) | $30 | $400 | 500 | $10 / GB | $0.01 / MB |
| $30 Plan - infinite V2V (12M SOB) | $30 | $400 | 500 | $10 / GB | $0.01 / MB |
| $35 Plan - infinite TXT (12M SOB) | $35 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $35 Plan - infinite V2V (12M SOB) | $35 | $500 | 1000 | $10 / GB | $0.01 / MB |
| $45 Plan (12M SOB) | $45 | $700 | 1500 | $10 / GB | $0.01 / MB |
| $50 Red (12M SOB) | $50 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $60 Red (12M SOB) | $60 | unlimited | 8000 | $10 / GB | $0.01 / MB |
| $80 Red (12M SOB) | $80 | unlimited | 12000 | $10 / GB | $0.01 / MB |
| $50 Red (MtM SOB) | Month to Month Post-paid Contract SIM Only  (Business plan 2-9 users) | $50 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $60 Red (MtM SOB) | $60 | unlimited | 8000 | $10 / GB | $0.01 / MB |
| $80 Red (MtM SOB) | $80 | unlimited | 12000 | $10 / GB | $0.01 / MB |
| $50 Red Business Grow (MtM SOB) | $50 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $70 Red Business Grow (24M B) | 24 Month Post-paid Contract with Phone  (Business plan 2-9 users) | $70 | unlimited | 3000 | $10 / GB | $0.01 / MB |
| $80 Red Business Grow (24M B) | $80 | unlimited | 4000 | $10 / GB | $0.01 / MB |
| $100 Red Business Grow (24M B) | $100 | unlimited | 6000 | $10 / GB | $0.01 / MB |
| $130 Red Business Grow (24M B) | $130 | unlimited | 10000 | $10 / GB | $0.01 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| --- | --- | --- | --- | --- |
| $30 Plan (24M) | $2.36 | $0.30 | $0.1000 | 127 |
| $40 Plan - infinite TXT (24M) | $2.36 | All inclusive | $0.0800 | 169 |
| $40 Plan - infinite V2V (24M) | $2.36 | $0.30 | $0.0800 | 169 |
| $50 Plan - infinite TXT (24M) | $2.36 | All inclusive | $0.0500 | 211 |
| $50 Plan - infinite V2V (24M) | $2.36 | $0.30 | $0.0500 | 211 |
| $60 Plan (24M) | All inclusive | All inclusive | $0.0200 | N/A |
| $70 Red (24M) | All inclusive | All inclusive | $0.0175 | N/A |
| $80 Red (24M) | All inclusive | All inclusive | $0.0089 | N/A |
| $100 Red (24M) | All inclusive | All inclusive | $0.0077 | N/A |
| $70 Red (12M) | All inclusive | All inclusive | $0.0175 | N/A |
| $80 Red (12M) | All inclusive | All inclusive | $0.0160 | N/A |
| $100 Red (12M) | All inclusive | All inclusive | $0.0143 | N/A |
| $25 Plan (MtM SO) | $2.36 | $0.30 | $0.0833 | 127 |
| $30 Plan - infinite TXT (MtM SO) | $2.36 | All inclusive | $0.0600 | 169 |
| $30 Plan - infinite V2V (MtM SO) | $2.36 | $0.30 | $0.0600 | 169 |
| $35 Plan - infinite TXT (MtM SO) | $2.36 | All inclusive | $0.0350 | 211 |
| $35 Plan - infinite V2V (MtM SO) | $2.36 | $0.30 | $0.0350 | 211 |
| $45 Plan (MtM SO) | $2.36 | All inclusive | $0.0300 | 269 |
| $50 Red (MtM SO) | All inclusive | All inclusive | $0.0100 | N/A |
| $60 Red (MtM SO) | All inclusive | All inclusive | $0.0067 | N/A |
| $80 Red (MtM SO) | All inclusive | All inclusive | $0.0062 | N/A |
| $20 Plan (24M SO) | $2.36 | $0.30 | $0.0667 | 127 |
| $25 Plan - infinite TXT (24M SO) | $2.36 | All inclusive | $0.0500 | 169 |
| $25 Plan - infinite V2V (24M SO) | $2.36 | $0.30 | $0.0500 | 169 |
| $30 Plan - infinite TXT (24M SO) | $2.36 | All inclusive | $0.0300 | 211 |
| $30 Plan - infinite V2V (24M SO) | $2.36 | $0.30 | $0.0300 | 211 |
| $40 Plan (24M SO) | All inclusive | All inclusive | $0.0200 | N/A |
| $45 Plan (24M SO) | All inclusive | All inclusive | $0.0150 | N/A |
| $50 Plan (24M SO) | All inclusive | All inclusive | $0.0125 | N/A |
| $65 Plan (24M SO) | All inclusive | All inclusive | $0.0100 | N/A |
| $1 Prepaid SIM | N/A | N/A | N/A | N/A |
| $30 Prepaid Cap Starter Pack | $2.20 | All inclusive | $0.0300 | 204 |
| $40 Prepaid Cap Starter Pack | $2.20 | All inclusive | $0.0200 | 340 |
| $50 Prepaid Cap Starter Pack | All inclusive | All inclusive | $0.0167 | N/A |
| $10 Pay As You Starter Pack | $0.30 | $0.15 | N/A | 33 |
| $20 Pay As You Starter Pack | $0.30 | $0.15 | #DIV/0! | 66 |
| $10 Prepaid Cap Recharge | $2.20 | $0.30 | $0.1000 | 45 |
| $30 Prepaid Cap Recharge | $2.20 | All inclusive | $0.0300 | 204 |
| $40 Prepaid Cap Recharge | $2.20 | All inclusive | $0.0200 | 340 |
| $50 Prepaid Cap Recharge | All inclusive | All inclusive | $0.0167 | N/A |
| $10 Pay As You Go Recharge | $0.30 | $0.15 | $0.02 | 33 |
| $20 Pay As You Go Recharge | $0.30 | $0.15 | $0.02 | 66 |
| $30 Pay As You Go Recharge | $0.30 | $0.15 | $0.02 | 100 |
| $50 Pay As You Go Recharge | $0.30 | $0.15 | $0.02 | 166 |
| $20 365 Day Recharge | $2.13 | $0.28 | $2.00 | 25 + 4 from flexible credit |
| $30 365 Day Recharge | $2.13 | $0.28 | $2.00 | 75 + 9 from flexible credit |
| $40 365 Day Recharge | $2.13 | $0.28 | $2.00 | 125 + 18 from flexible credit |
| $50 365 Day Recharge | $2.13 | $0.28 | $2.00 | 175 + 23 from flexible credit |
| $70 365 Day Recharge | $2.13 | $0.28 | $2.00 | 200 + 32 from flexible credit |
| $100 365 Day Recharge | $2.13 | $0.28 | $2.00 | 325 + 46 from flexible credit |
| $30 Plan (24M B) | $2.36 | $0.30 | $0.1000 | 127 |
| $40 Plan - infinite TXT (24M B) | $2.36 | All inclusive | $0.0800 | 169 |
| $40 Plan - infinite V2V (24M B) | $2.36 | $0.30 | $0.0800 | 169 |
| $50 Plan - infinite TXT (24M B) | $2.36 | All inclusive | $0.0500 | 211 |
| $50 Plan - infinite V2V (24M B) | $2.36 | $0.30 | $0.0500 | 211 |
| $60 Plan (24M B) | All inclusive | All inclusive | $0.0200 | N/A |
| $70 Red (24M B) | All inclusive | All inclusive | $0.0233 | N/A |
| $80 Red (24M B) | All inclusive | All inclusive | $0.0100 | N/A |
| $100 Red (24M B) | All inclusive | All inclusive | $0.0083 | N/A |
| $130 Red (24M B) | All inclusive | All inclusive | $0.0065 | N/A |
| $70 Red (12M SOB) | All inclusive | All inclusive | $0.0233 | N/A |
| $80 Red (12M SOB) | All inclusive | All inclusive | $0.0200 | N/A |
| $100 Red (12M SOB) | All inclusive | All inclusive | $0.0167 | N/A |
| $30 Plan - infinite TXT (12M SOB) | $2.36 | All inclusive | $0.0600 | 169 |
| $30 Plan - infinite V2V (12M SOB) | $2.36 | $0.30 | $0.0600 | 169 |
| $35 Plan - infinite TXT (12M SOB) | $2.36 | All inclusive | $0.0350 | 211 |
| $35 Plan - infinite V2V (12M SOB) | $2.36 | $0.30 | $0.0350 | 211 |
| $45 Plan (12M SOB) | $2.36 | All inclusive | $0.0300 | 296 |
| $50 Red (12M SOB) | All inclusive | All inclusive | $0.0167 | N/A |
| $60 Red (12M SOB) | All inclusive | All inclusive | $0.0075 | N/A |
| $80 Red (12M SOB) | All inclusive | All inclusive | $0.0067 | N/A |
| $50 Red (MtM SOB) | All inclusive | All inclusive | $0.0167 | N/A |
| $60 Red (MtM SOB) | All inclusive | All inclusive | $0.0075 | N/A |
| $80 Red (MtM SOB) | All inclusive | All inclusive | $0.0067 | N/A |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $50 Red Business Grow (MtM SOB) | All inclusive | All inclusive | $0.0167 | N/A |
| $70 Red Business Grow (24M B) | All inclusive | All inclusive | $0.0233 | N/A |
| $80 Red Business Grow (24M B) | All inclusive | All inclusive | $0.0200 | N/A |
| $100 Red Business Grow (24M B) | All inclusive | All inclusive | $0.0167 | N/A |
| $130 Red Business Grow (24M B) | All inclusive | All inclusive | $0.0130 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| $20 365 Day Recharge | $0.40 | $1.065 | 166 |
| $30 365 Day Recharge | $0.20 | $1.065 | 432 |
| $40 365 Day Recharge | $0.16 | $1.065 | 566 |
| $50 365 Day Recharge | $0.143 | $1.065 | 645 |
| $70 365 Day Recharge | $0.175 | $1.065 | 509 |
| $100 365 Day Recharge | $0.154 | $1.065 | 592 |
| All other plans are all inclusive or included value is advertised in dollars and flat call rate applies | | | |

## vTelecom

**Company Details**

**Entity name:** V TELECOM PTY LTD

**ACN:** 159 673 588

**ABN:** 98159673588

**Registered in:** New South Wales

**Registration date:**  7/27/2012

**Previous company name:** V TELECOM PTY LTD

**Company type:** Australian Proprietary Company

**Current registered address:** '24', 4A Bachel Avenue, LIDCOMBE NSW 2141

**Parent/holding company:**

**Director name(s):** Shazia Imran

**Share class:** ORD

**Shares issued:** 2

**Website address:** https://www.vtelecom.com.au/

**Services offered:** Mobile, Broadband, Phone, Business

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** 1

**Mobile plans offered (30th June 2015):** 1

**MNO used:** Optus

**Network generation:** 3G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Vtelecom Mobile Plan | Month to Month Post-paid SIM Only | $45 | unlimited | 1500 | $0.30 / MB | $0.30 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Vtelecom Mobile Plan | All inclusive | All inclusive | $0.03 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Westnet

**Company Details**

**Entity name:** WESTNET PTY LTD

**ACN:** 086 416 908

**ABN:** 50086416908

**Registered in:** Western Australia

**Registration date:**  2/23/1999

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Level 1, 502 Hay Street, SUBIACO WA 6008

**Parent/holding company:**

**Director name(s):** David Buckingham, Michael John Smith

**Share class:** ORD

**Shares issued:** 1

**Website address:** http://www.westnet.com.au/home/

**Services offered:** Mobile, Phone, TV, Broadband, NBN

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not recorded

**Mobile plans offered (30th June 2015):** 3

**MNO used:** Optus

**Network generation:** 4G

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| $15 Plan | Month to Month Post-paid Contract | $15 | $200 | 200 | $0.05 / MB | $0.05 / MB |
| $30 Plan | $30 | $500 | 1000 | $0.05 / MB | $0.05 / MB |
| $45 Plan | $45 | unlimited | 2000 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| $15 Plan | $2.15 | $0.25 | $0.0750 | 93 |
| $30 Plan | $2.15 | All Inclusive | $0.0300 | 232 |
| $45 Plan | All Inclusive | All Inclusive | $0.0225 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

## Woolworths Connect

**Company Details**

**Entity name:** not collected

**ACN:** not collected

**ABN:** not collected

**Registered in:** not collected

**Registration date:**  not collected

**Previous company name:** not collected

**Company type:** not collected

**Current registered address:** not collected

**Parent/holding company:** not collected

**Director name(s):** not collected

**Share class:** not collected

**Shares issued:** not collected

**Website address:** not collected

**Services offered:** not collected

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** not collected

**Mobile plans offered (30th June 2015):** not collected

**MNO used:** not collected

**Network generation:** not collected

**Special Notes:** Was not discovered until late in the report write-up, therefore this revision of the report does not contain detailed plan information for this provider.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Not analysed | | | | | | |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Not analysed | | | | |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not analysed | | | |

## Yatango

**Company Details**

**Entity name:** YATANGO MOBILE (AUSTRALIA) PTY LTD

**ACN:** 159 050 441

**ABN:** 73159050441

**Registered in:** New South Wales

**Registration date:**  6/19/2012

**Previous company name:**

**Company type:** Australian Proprietary Company

**Current registered address:** Level 2, 82 Christie Street, ST LEONARDS NSW 2065

**Parent/holding company:** YATANGO PTY LTD

**Director name(s):** John Thomas Charles Wilkinson, Andrew George Taylor

**Share class:** ORD

**Shares issued:** 100000

**Website address:** https://yatango.com.au/

**Services offered:** Mobile

**Mobile Plan Offer Details**

**Mobile plans offered (31st August 2014):** website unavailable

**Mobile plans offered (30th June 2015):** 2

**MNO used:** Optus

**Network generation:** 4G

**Special Notes:** Offers a “personalised” plan choice where customers can select from a range of Voice, SMS, Data and International Calling packs to construct a month to month plan ranging from $5 - $139 monthly spends.

**Mobile Plan Offerings – Basic Information** (as of 30th June 2015)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Offer Name | Offer Type | Offer Price (AUD) | Included Call Value | Included Data  (MB) | Excess Data Charges (Quoted) | Excess Data Charges  (Calculated) |
| Pay As You Go | 90 Day Prepaid SIM Only | $0 | $0 | 0 | $0.05 / MB | $0.05 / MB |
| Unlimited Voice & SMS | Month to Month Post-paid Contract SIM Only | $23.90 | unlimited | 0 | $0.05 / MB | $0.05 / MB |

**Mobile Plan Offerings – Standardised Cost Information** (as of 30th June 2015)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service Name | Cost to make 2 minute Standard National Mobile Call | Cost to send a Standard National Mobile SMS | Cost of using one megabyte of data within Australia | Number of 2 min Standard National Mobile Calls possible from included value |
| Pay As You Go | $0.22 | $0.09 | $0.05 | 0 |
| Unlimited Voice & SMS | All inclusive | All inclusive | $0.05 | N/A |

**Mobile Plan Offerings – Included Value & Excess Cost Comparison** (as of 30th June 2015)

|  |  |  |  |
| --- | --- | --- | --- |
| Service Name | Included value per minute Standard National Mobile Call rate | Excess per minute Standard National Mobile Call rate | % increase |
| Not applicable – included value is advertised in dollars and flat call rate applies | | | |

# Appendix 3 – Focus Group Thought Exercise

Focus Group ID: \_\_\_\_\_\_\_\_\_\_\_\_\_

Age: \_\_\_\_\_\_\_\_\_\_ Gender: Male Female (please circle)

Who is your current mobile phone service provider? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Post-paid or prepaid? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your **average monthly spend** for that service? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is **the best feature/thing** about your service provider? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is **the worst feature/thing** about your service provider? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In a few words, how would you describe **their quality of service**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In a few words, how would you describe **their value for money**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In a few words, describe your **overall experience with them**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Appendix 4 – Survey Instrument

**Q1.1[[104]](#footnote-104)** Estimated time for completion is 5-15 minutes (time will vary depending on your responses)

**Project Title:** Investigating competition in the mobile phone marketplace

Do you wish that mobile phone service providers understood YOU?

The project will investigate the current state of competition in the mobile telecommunications industry and how consumers make informed decisions about their choice of service provider. As a consumer or retailer, we ask you provide information about your experiences and impressions of mobile telecoms providers and explain reasons why consumers select certain products over others.

This research project being conducted by Dr Alex Richardson and Dr Greg Shailer at The Australian National University and is being funded by ACCAN (Australian Communications Consumer Action Network).

Involvement in this project is voluntary and you may, without any penalty, decline to take part or withdraw from the research at any time or refuse to answer a question.

The data collected and analysed will be used to publish a final project report, a consumer advice flyer, articles in mainstream printed and web-based media, conference presentations, academic newsletters and journal articles. To the best of our efforts, we will make the public materials available to you on request.

The investigators in this study will act responsibly in ensuring the confidentiality and privacy of all stored research data and research materials. The survey does not require your name. Only the nominated researchers will have access to the raw data. The research funding body, ACCAN, will have access to non-identifiable summary data. Published reports and articles will refer to participants as “Participant 1”, “Participant 2”, etc. and will not contain no attribution or any information that could identify you.

Please note - the above is a short summary of the important information. A full participant information sheet can be accessed at the ANU CBE website.

**Queries and Concerns:**

For any additional information or to have any questions answered, please contact one or more of the following people:

Dr Alex Richardson   
Email: Alex.Richardson@anu.edu.au   
Phone: +61 2 6125 9807

Associate Professor Greg Shailer   
Email: Greg.Shailer@anu.edu.au   
Phone: +61 2 6125 4333

**Ethics Committee Clearance:**

The ethical aspects of this research have been approved by the ANU Human Research Ethics Committee.  If you have any concerns or complaints about how this research has been conducted, please contact:

Ethics Manager   
The ANU Human Research Ethics Committee   
The Australian National University   
Telephone: +61 2 6125 3427   
Email: Human.Ethics.Officer@anu.edu.au

By clicking the "Next Page" button below, you are consenting to participate in this research. If you do not wish to participate, please close this tab/window.

**Q2.1** Thank you for agreeing to participate. To start with, just a few simple questions to determine which questions are most suitable for you.

**Q2.2** Do you live in Australia?

* Yes
* No

\*\*\* Display Logic - Answer If “Do you live in Australia?” Yes Is Selected \*\*\*

**Q2.3** Do you work in a sales role within the mobile phone retail sector and sell/recommend plans to your customers?

* Yes
* No

\*\*\* Display Logic - Answer If “Do you work in a sales role within the mobile phone retail sector and sell/recommend plans to your customers?” No Is Selected \*\*\*

**Q2.4** Do you have an active mobile phone service? (i.e. a service for which money is paid to use a mobile phone, even if you rarely ever use it)

* Yes
* No

\*\*\* Branch Logic – If Answer “Do you live in Australia?” No Is Selected, then enforce Australian consumers only condition \*\*\*

**Q3.1** Sorry - due to the nature of the study, only people within Australia may participate.

\*\*\* NOTE – Default end of survey message \*\*\*

**Q4.1** You have successfully completed the survey.

We sincerely thank you for your participation and we invite you to ask others to participate.

Your contributions (and other people) will be used to produce a final report that will be accessible at the ACCAN website in a few months.

Get consumer info, news and useful tips on phones and the Internet from ACCAN on Twitter and Facebook.

\*\*\* Branch Logic – If Answer “Do you work in a sales role within the mobile phone retail sector and sell/recommend plans to your customers?” Yes Is Selected, then bypass consumer questions and display sales questions Q5.1 to Q5.11 \*\*\*

**Q5.1** As you have indicated you work in sales for mobile phone services, we wish to understand your valuable experience with customers at the "coal face".

We appreciate that some questions may be sensitive in nature and we value your privacy and confidentiality. You do not need to identify yourself and any responses to these questions are purely voluntary.

**Q5.2** Which of the following descriptions best describes your job position? (choose one)

* Salesperson
* Owner / Manager
* Other (please briefly describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q5.3** Do you work in a branded retail store (e.g. Telstra shop, Allphones) or for a mobile service provider in a phone/Internet sales role? (choose one)

* Retail store (please specify the brand) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Phone/Internet sales
* Other (please describe the role and name the employer) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*\* Display Logic - Answer If “Do you work in a branded retail store (e.g. Telstra shop, Allphones) or for a mobile service provider in a phone/Internet sales toles?” Phone/Internet sales Is Selected \*\*\*

**Q5.4** Which mobile service provider(s) do you work/sell services for? (you may choose multiple brands)

* ACN
* Adam Internet
* ALDImobile
* amaysim
* AussieSim
* Bendigo Bank Telco
* Boost
* ClubTelco
* Cmobile
* Commander
* Community Telco
* Crazy Johns
* Cybertel
* Dodo
* eTel
* Exetel
* Global Gossip
* gotalk
* GT Mobile
* HELLO MOBILE
* iiNet
* Internode
* iPrimus
* Jeenee Mobile
* Just Mobile
* KISA
* KISS Mobile
* Lebara mobile
* Live Connected
* Lycamobile
* Netspeed
* one mobile
* Optus
* Pennytel
* Red Bull Mobile
* Revolution Telecom
* Reward Mobile
* Savvytel
* Slimtel
* Southern Phone
* Spintel
* Startel
* Sure Telecom
* Telcogreen
* Telechoice
* Telstra
* Think Mobile
* TPG
* TransACT
* Truphone
* Ugly Bill
* Vaya
* Virgin Mobile
* Vodafone
* vTelecom
* Yatango
* Other (please type below) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q5.5** On average, how would you rate the customers' understanding of the following factors.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Very Poor** | **Poor** | **Fair** | **Good** | **Very Good** |
| Awareness of the services your store/company offers |  |  |  |  |  |
| Awareness of the services competitors offer |  |  |  |  |  |
| Knowledge of contract / service terms and conditions |  |  |  |  |  |
| Knowledge of network ownership (i.e. Telstra, Optus or Vodafone) |  |  |  |  |  |
| Knowledge of prices (e.g. flag-fall, data costs) |  |  |  |  |  |
| Knowledge of service inclusions (e.g. data and voice) |  |  |  |  |  |

**Q5.6** Drawing upon your sales experience, please rate the importance of the following factors to customers.

You can sort the following factors into three groups - Vital Importance, Somewhat Important or Not Important - by dragging them into the relevant box.

Within each box, please rank each factor in comparison to other factors within the same box.

|  |  |  |
| --- | --- | --- |
| **Vital Importance** | **Somewhat Important** | **Not Important** |
| \_\_\_\_\_\_ Ability to Compare Plans | \_\_\_\_\_\_ Ability to Compare Plans | \_\_\_\_\_\_ Ability to Compare Plans |
| \_\_\_\_\_\_ After Sales Customer Service | \_\_\_\_\_\_ After Sales Customer Service | \_\_\_\_\_\_ After Sales Customer Service |
| \_\_\_\_\_\_ Amount of Included Data | \_\_\_\_\_\_ Amount of Included Data | \_\_\_\_\_\_ Amount of Included Data |
| \_\_\_\_\_\_ Amount of Included International Calling | \_\_\_\_\_\_ Amount of Included International Calling | \_\_\_\_\_\_ Amount of Included International Calling |
| \_\_\_\_\_\_ Amount of Included Text / SMS | \_\_\_\_\_\_ Amount of Included Text / SMS | \_\_\_\_\_\_ Amount of Included Text / SMS |
| \_\_\_\_\_\_ Amount of Included Voice Calls | \_\_\_\_\_\_ Amount of Included Voice Calls | \_\_\_\_\_\_ Amount of Included Voice Calls |
| \_\_\_\_\_\_ Choice of Bundled Phone Options | \_\_\_\_\_\_ Choice of Bundled Phone Options | \_\_\_\_\_\_ Choice of Bundled Phone Options |
| \_\_\_\_\_\_ Family or Peer Pressure (e.g. to be with same provider) | \_\_\_\_\_\_ Family or Peer Pressure (e.g. to be with same provider) | \_\_\_\_\_\_ Family or Peer Pressure (e.g. to be with same provider) |
| \_\_\_\_\_\_ Free Calls on Same Network | \_\_\_\_\_\_ Free Calls on Same Network | \_\_\_\_\_\_ Free Calls on Same Network |
| \_\_\_\_\_\_ Monthly Cost of Service | \_\_\_\_\_\_ Monthly Cost of Service | \_\_\_\_\_\_ Monthly Cost of Service |
| \_\_\_\_\_\_ Network Coverage | \_\_\_\_\_\_ Network Coverage | \_\_\_\_\_\_ Network Coverage |
| \_\_\_\_\_\_ Network Ownership | \_\_\_\_\_\_ Network Ownership | \_\_\_\_\_\_ Network Ownership |
| \_\_\_\_\_\_ Network Reliability | \_\_\_\_\_\_ Network Reliability | \_\_\_\_\_\_ Network Reliability |
| \_\_\_\_\_\_ Network Speed | \_\_\_\_\_\_ Network Speed | \_\_\_\_\_\_ Network Speed |
| \_\_\_\_\_\_ Understandable Contract / Fine Print / Terms and Conditions | \_\_\_\_\_\_ Understandable Contract / Fine Print / Terms and Conditions | \_\_\_\_\_\_ Understandable Contract / Fine Print / Terms and Conditions |
| \_\_\_\_\_\_ Voice Quality | \_\_\_\_\_\_ Voice Quality | \_\_\_\_\_\_ Voice Quality |

**Q5.7** What wage/salary scheme do you have with your employer? (choose one)

* Fixed hourly rate
* Base hourly rate + commission
* Commission only

\*\*\* Display Logic - Answer If “What wage/salary scheme do you have with your employer? (choose one)” Base hourly rate + commission Is Selected Or “What wage/salary scheme do you have with your employer? (choose one)” Commission only Is Selected \*\*\*

**Q5.8** Please briefly describe how your commission is calculated?

**Q5.9** Do you receive any additional bonuses or perks (financial or otherwise) as a reward for meeting sales targets?

* Yes (please briefly describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* No

**Q5.10** How much pressure do you feel to make a sale?

* None
* Little
* Some
* A Lot

**Q5.11** Lastly, in a few sentences based on your experience, please briefly explain the most effective strategy to sign up a new customer.

\*\*\* NOTE – Q6.1 to Q6.8 are questions only for non- or past users \*\*\*

**Q6.1** We wish to understand the reasons for you not using a mobile phone.

**Q6.2** Have you previously been a mobile phone service customer?

* Yes
* No

\*\*\* Display Logic - Answer If “Have you previously been a mobile phone service customer?” Yes Is Selected \*\*\*

**Q6.3** What was / were your reason(s) for stopping your use of that service? (you can choose more than one)

* Bad experience (e.g. bill shock from large unexpected bills)
* Health reasons
* Lack of use
* Lifestyle choice
* No (or poor) signal coverage in your area
* Unaffordable cost
* Unnecessary cost (but affordable)
* Other (please briefly explain) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q6.4** What would it take for for you to start using a mobile phone service? (you can choose more than one)

* Does not matter - I will not use one
* Being able to trust the service provider
* Better signal coverage in your area
* Completely free service
* Pay for what you use, with no minimum monthly or ongoing commitment
* Other (please briefly explain) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q6.5** The survey is almost finished. Now just some simple questions for us to better understand who you are.

We value your privacy and do not require you to provide any personally identifiable information.

**Q6.6** What is the postcode for where you live?

**Q6.7** What is your age?

* younger than 18
* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65+

**Q6.8** What is your employment status? (choose one)

* Working full time
* Working part-time or casual
* Carer (of home, family, etc.) (full time)
* Student (full-time)
* Temporarily unemployed (but actively seeking work)
* Retired
* Other permanently unemployed (e.g. chronically sick, independent means)
* Other not listed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*\* NOTE – the rest of these questions are only for consumers/customers \*\*\*

**Q7.1** Part 1 of 6

Next, some simple questions for us to better understand who you are.

We value your privacy and do not require you to provide any personally identifiable information.

**Q7.2** What is the postcode for where you live?

**Q7.3** What is your age?

* younger than 18
* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65+

**Q7.4** Who is responsible for paying your mobile phone service bills? (choose one)

* Yourself
* Your spouse/partner
* Family member (e.g. parent, sibling)
* Employer
* Care provider
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q7.5** What is your employment status? (choose one)

* Working full time
* Working part-time or casual
* Carer (of home, family, etc.) (full time)
* Student (full-time)
* Temporarily unemployed (but actively seeking work)
* Retired
* Other permanently unemployed (e.g. chronically sick, independent means)
* Other not listed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q7.6** How many years (approximately) have you owned and used a mobile phone?

**Q7.7** What is your overall satisfaction with your current mobile phone service provider?

* Very Dissatisfied
* Dissatisfied
* Neutral
* Satisfied
* Very Satisfied

**Q7.8** Do you think there is enough competition between mobile phone service providers to benefit you?

* Strongly Disagree
* Disagree
* Neither Agree nor Disagree
* Agree
* Strongly Agree

**Q8.1** Part 2 of 6

Next, we want to understand the mobile phone service you currently use.

NOTE: Many questions only require a single choice of answer but some allow more. If you see "(you can choose more than one)", this means the question allows you more than one choice in your answer.

**Q8.2** How many active mobile phone services do you regularly use? (choose one)

* One - personal use only
* One - business use only
* One - both personal and business use
* Two - both for personal use
* Two - one service for personal use and a second service for business use
* Three or more (please provide a brief explanation about use) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*\* Display Logic - Answer If “How many active mobile phone services do you regularly use? (choose one)” Two - one service for personal use and a second service for business use Is Selected

Or “How many active mobile phone services do you regularly use? (choose one)” Three or more (please provide a brief explanation about use) Is Selected

Or “How many active mobile phone services do you regularly use? (choose one)” Two - both for personal use Is Selected \*\*\*

**Q8.3** You answered that you have more than one mobile phone service.

Are you using a phone that has dual SIM support?

* Yes - both SIM slots are used
* No - have separate mobile phones for each service

\*\*\* Display Logic - Answer If “You answered that you have more than one mobile phone service. Are you using a phone that has dual SIM support” Yes - both SIM slots are used Is Selected \*\*\*

**Q8.4** Please briefly explain your reason(s) for using a dual SIM phone.

**Q8.5** Who is your current provider for the mobile phone service you most frequently use (i.e. your primary mobile phone service)? (choose one)

* ACN
* Adam Internet
* ALDImobile
* amaysim
* AussieSim
* Bendigo Bank Telco
* Boost
* ClubTelco
* Cmobile
* Commander
* Community Telco
* Crazy Johns
* Cybertel
* Dodo
* eTel
* Exetel
* Global Gossip
* gotalk
* GT Mobile
* HELLO MOBILE
* iiNet
* Internode
* iPrimus
* Jeenee Mobile
* Just Mobile
* KISA
* KISS Mobile
* Lebara mobile
* Live Connected
* Lycamobile
* Netspeed
* one mobile
* Optus
* Pennytel
* Red Bull Mobile
* Revolution Telecom
* Reward Mobile
* Savvytel
* Slimtel
* Southern Phone
* Spintel
* Startel
* Sure Telecom
* Telcogreen
* Telechoice
* Telstra
* Think Mobile
* TPG
* TransACT
* Truphone
* Ugly Bill
* Vaya
* Virgin Mobile
* Vodafone
* vTelecom
* Yatango
* Other (please type below) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q8.6** If you know the name of your mobile phone plan, please enter it below (e.g. $60 Red or $40 MY PLAN PLUS)

**Q8.7** What generation of mobile network does your phone normally connect to? (choose one)

* 2G / GSM
* 3G
* NextG
* 4G or LTE
* 4G+ or 4GX or LTE-A
* Satellite (i.e. Iridium, Inmarsat, Thuraya, or Globalstar Australia)
* Unsure

**Q8.8** Which of the following describe your primary mobile phone service? (you can choose more than one)

* Bundled with phone
* "Cap" plan
* Shared plan
* SIM-only (BYO / bring your own phone)
* "Unlimited" plan

**Q8.9** What sort of billing arrangement does that mobile phone service have? (choose one)

* Post-paid - Month to month
* Post-paid - 6 month contract
* Post-paid - 12 month contract
* Post-paid - 24 month contract
* Prepaid - 30 day expiry
* Prepaid - 60 day expiry
* Prepaid - 90 day expiry
* Prepaid - 180 day expiry
* Prepaid - 365 day expiry
* Pay as you go (PAYG)
* Unsure
* Other (please briefly describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q8.10** Approximately how much is your normal monthly spend for the primary mobile phone service? (to the nearest dollar).

**Q8.11** How difficult or easy is it for you to afford that level of monthly spend?

* Very Difficult
* Difficult
* Neutral
* Easy
* Very Easy

**Q8.12** How much does your monthly spend change from month to monthly?

* None
* Little
* Some
* A Lot

**Q8.13** What payment method(s) do you normally use to pay your mobile phone service bill? (you can choose more than one)

* BPAY
* Credit Card
* Direct Debit (from bank account or credit card)
* Direct Deposit
* Recharge vouchers
* PayPal
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q8.14** What payment method(s) would you most prefer to use to pay your mobile phone service bill? (you can choose more than one)

* BPAY
* Credit Card
* Direct Debit (from bank account or credit card)
* Direct Deposit
* Recharge Voucher
* PayPal
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q9.1** Part 3 of 6

Next, we want to understand how you made the choice of provider for your primary mobile phone service.

**Q9.2** The following are some items people thought about when deciding their mobile phone service provider. Based on your own personal opinions, please sort the items into three groups - Vital Importance, Somewhat Important or Not Important - by dragging them into the relevant box.

|  |  |  |
| --- | --- | --- |
| **Vital Importance** | **Somewhat Important** | **Not Important** |
| \_\_\_\_\_\_ Ability to Compare Plans | \_\_\_\_\_\_ Ability to Compare Plans | \_\_\_\_\_\_ Ability to Compare Plans |
| \_\_\_\_\_\_ After Sales Customer Service | \_\_\_\_\_\_ After Sales Customer Service | \_\_\_\_\_\_ After Sales Customer Service |
| \_\_\_\_\_\_ Amount of Included Data | \_\_\_\_\_\_ Amount of Included Data | \_\_\_\_\_\_ Amount of Included Data |
| \_\_\_\_\_\_ Amount of Included International Calling | \_\_\_\_\_\_ Amount of Included International Calling | \_\_\_\_\_\_ Amount of Included International Calling |
| \_\_\_\_\_\_ Amount of Included Text / SMS | \_\_\_\_\_\_ Amount of Included Text / SMS | \_\_\_\_\_\_ Amount of Included Text / SMS |
| \_\_\_\_\_\_ Amount of Included Voice Calls | \_\_\_\_\_\_ Amount of Included Voice Calls | \_\_\_\_\_\_ Amount of Included Voice Calls |
| \_\_\_\_\_\_ Choice of Bundled Phone Options | \_\_\_\_\_\_ Choice of Bundled Phone Options | \_\_\_\_\_\_ Choice of Bundled Phone Options |
| \_\_\_\_\_\_ Family or Peer Pressure (e.g. to be with same provider) | \_\_\_\_\_\_ Family or Peer Pressure (e.g. to be with same provider) | \_\_\_\_\_\_ Family or Peer Pressure (e.g. to be with same provider) |
| \_\_\_\_\_\_ Free Calls on Same Network | \_\_\_\_\_\_ Free Calls on Same Network | \_\_\_\_\_\_ Free Calls on Same Network |
| \_\_\_\_\_\_ Monthly Cost of Service | \_\_\_\_\_\_ Monthly Cost of Service | \_\_\_\_\_\_ Monthly Cost of Service |
| \_\_\_\_\_\_ Network Coverage | \_\_\_\_\_\_ Network Coverage | \_\_\_\_\_\_ Network Coverage |
| \_\_\_\_\_\_ Network Ownership | \_\_\_\_\_\_ Network Ownership | \_\_\_\_\_\_ Network Ownership |
| \_\_\_\_\_\_ Network Reliability | \_\_\_\_\_\_ Network Reliability | \_\_\_\_\_\_ Network Reliability |
| \_\_\_\_\_\_ Network Speed | \_\_\_\_\_\_ Network Speed | \_\_\_\_\_\_ Network Speed |
| \_\_\_\_\_\_ Understandable Contract / Fine Print / Terms and Conditions | \_\_\_\_\_\_ Understandable Contract / Fine Print / Terms and Conditions | \_\_\_\_\_\_ Understandable Contract / Fine Print / Terms and Conditions |
| \_\_\_\_\_\_ Voice Quality | \_\_\_\_\_\_ Voice Quality | \_\_\_\_\_\_ Voice Quality |

**Q9.3** How many people in each category below use the same mobile phone service provider as you?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Unsure** | **None** | **Little** | **Some** | **A Lot** |
| Family |  |  |  |  |  |
| Friends |  |  |  |  |  |
| Co-workers |  |  |  |  |  |

**Q9.4** How important were each of the following information sources when deciding which service provider to use?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not at all Important** | **Very Unimportant** | **Neither Important nor Unimportant** | **Very Important** | **Extremely Important** |
| Internet search (e.g. using Google) |  |  |  |  |  |
| Mobile phone service provider website(s) |  |  |  |  |  |
| Online discussion forum (e.g. Whirlpool) |  |  |  |  |  |
| Online advertisement |  |  |  |  |  |
| Online price / plan comparison site (e.g. WhistleOut) |  |  |  |  |  |
| Printed advertisement (Newspaper / Flyer) |  |  |  |  |  |
| TV / Radio / Cinema advertisement |  |  |  |  |  |
| Recommendations from family, friends or coworkers |  |  |  |  |  |
| Retail store salesperson recommendation |  |  |  |  |  |
| Word of mouth |  |  |  |  |  |

**Q9.5** Have you ever influenced someone else's decision about their choice of mobile service provider?

* Yes
* No

\*\*\* Display Logic - Answer If “Have you ever influenced someone else's decision about their choice of mobile service provider?” Yes Is Selected \*\*\*

**Q9.6** Why were you able to influence their decision? (you can choose more than one)

* They trusted your opinion
* You are a close friend / spouse / partner
* You are a family member
* You had more time for researching and understanding available options
* You had previous bad experiences with a service provider
* You had previous good experiences with a service provider
* Other (please briefly explain why) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q9.7** Would you recommend your current choice of mobile service provider to anyone else?

* Yes (please give the most important reason why) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* No (please give the most important reason why not) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q10.1** Part 4 of 6

Next, we want to understand if you change service providers and if so, how often this happens and why.

**Q10.2** How long have you been with your current service provider? (choose one)

* Less than one month
* 1-3 months
* 4-6 months
* 7-12 months
* 1-2 years
* 2-5 years
* more than 5 years

**Q10.3** Have you changed mobile phone service providers before?

* Yes
* No

\*\*\* Display Logic - Answer If “Have you changed mobile phone service providers before?” Yes Is Selected \*\*\*

**Q10.4** How many times have you changed providers?

\*\*\* Display Logic - Answer “If Have you changed mobile phone service providers before?” Yes Is Selected \*\*\*

**Q10.5** What have been your reasons for changing service providers? (you can choose more than one)

* Bad network reliability (e.g. can not connect even when phone has a signal)
* Billing issues (e.g. incorrect charges, discounts not applied)
* Got a better deal/price elsewhere (e.g. better value for the money you spend)
* Lack of coverage (e.g. deadspots when traveling or places you need to use your phone)
* Peer pressure from family, friends or coworkers (e.g. wanted free calls to family)
* Poor customer service (e.g. long waits for support, not helpful)
* Wanted a particular phone offered by the new service provider
* Canceled contract (please briefly explain the reason) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other (please briefly explain the reason) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q10.6** In the future, what reasons would likely cause you to change service providers? (you can choose more than one)

* Bad network reliability (e.g. can not connect even when phone has a signal)
* Billing issues (e.g. incorrect charges, discounts not applied)
* Getting a better deal/price elsewhere (e.g. better value for the money you spend)
* Lack of coverage (e.g. deadspots when traveling or places you need to use your phone)
* Peer pressure from family, friends or coworkers (e.g. wanting free calls to family)
* Poor customer service (e.g. long waits for support, not helpful)
* Wanting a particular phone offered by the new service provider
* Other (please briefly explain the reason) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q11.1** Part 5 of 6

Next, we want to understand the quality of customer service you have received from your service provider.

**Q11.2** Please rate how well the following things were done by your service provider?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Very Poor** | **Poor** | **Fair** | **Good** | **Very Good** |
| Explaining costs before I signed up |  |  |  |  |  |
| Giving flexibility to change plans |  |  |  |  |  |
| Making the information on the bill understandable |  |  |  |  |  |
| Providing a range of plans to choose from |  |  |  |  |  |
| Making a plan that closely fits your needs |  |  |  |  |  |

**Q11.3** Have you ever needed to contact their customer service seeking help?

* Yes
* No

\*\*\* Display Logic - Answer If “Have you ever needed to contact their customer service seeking help?” Yes Is Selected \*\*\*

**Q11.4** What method of contact do you most often use? (choose one)

* Online community representative (e.g. on Facebook, Twitter, Whirlpool, etc)
* Online text chat via service provider website
* Phone support for the cost of a local or toll-free call
* Phone support that was charged based on time
* Skype / VOIP
* Visited a retail store
* Other (please briefly describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*\* Display Logic - Answer If “Have you ever needed to contact their customer service seeking help?” Yes Is Selected \*\*\*

**Q11.5** What have been the reason(s) for the contact? (you can choose more than one)

* Change to a different plan
* Error with billing or payments
* Faulty service
* Faulty phone bundled with service
* Help understanding contract terms
* Negotiate a discount
* Renew contract
* Other (please briefly explain the reason) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*\* Display Logic - Answer If “Have you ever needed to contact their customer service seeking help?” Yes Is Selected \*\*\*

**Q11.6** How satisfied were you after contacting their customer support?

* Very Dissatisfied
* Dissatisfied
* Neutral
* Satisfied
* Very Satisfied

**Q12.1** Part 6 of 6

Finally, we wish to understand your costs for the mobile phone service you use.

These questions might be difficult to answer, so please feel free to provide an estimate or guess if in doubt.

If you are really unsure, you may chose not to answer by leaving the box empty.

**Q12.2** How would you rate your understanding of the service provider's costs for your mobile phone service?

* None
* Some
* Quite a Bit
* A Large Amount
* All

**Q12.3** Would you need to pay an Early Termination Fee (ETF) if you cancelled your mobile phone service?

* Yes
* No
* Unsure

**Q12.4** What is the cost of a standard national 2 minute call to any mobile phone, even if it it comes from included value? (use the format $X.XX to show dollars and cents)

**Q12.5** What is the cost of a standard national SMS/TXT, even if it it comes from included value? (use the format $X.XX to show dollars and cents)

**Q12.6** What is the cost of using 1 megabyte (MB) of data, even if it it comes from included value? (use the format $X.XX to show dollars and cents)

\*\*\* Display Logic - Answer If “What sort of billing arrangement does that mobile phone service have? (choose one)” Post paid - Month to month Is Selected

Or “What sort of billing arrangement does that mobile phone service have? (choose one)” Post paid - 6 month contract Is Selected

Or “What sort of billing arrangement does that mobile phone service have? (choose one)” Post paid - 12 month contract Is Selected

Or “What sort of billing arrangement does that mobile phone service have? (choose one)” Post paid - 24 month contract Is Selected

**Q12.7** What is the minimum monthly charge? (use the format $XX.XX to show dollars and cents)

1. This is an indicative value calculated from the total number of MVNOs identified over the data collection period from 2014-2015. [↑](#footnote-ref-1)
2. ACCC Telecommunications Report 2011-12, pp. 91-94 <https://www.accc.gov.au/publications/accc-telecommunications-report> [↑](#footnote-ref-2)
3. <https://accan.org.au/files/Submissions/ACCAN%20submission%20competition%20policy%20review.pdf> [↑](#footnote-ref-3)
4. <http://www.oecd.org/sti/consumer/40679279.pdf> [↑](#footnote-ref-4)
5. <https://www.accan.org.au/our-work/submissions/968-submission-on-the-tcp-code-and-operations-codes> [↑](#footnote-ref-5)
6. <https://www.accan.org.au/our-work/research/365-seeking-straight-answers-consumer-decision-making> [↑](#footnote-ref-6)
7. Bednall, D.H.B & Polonsky, M.J. 2014. Consumer Response to Unit Pricing for Mobile Telephony, Deakin University, Melbourne. [↑](#footnote-ref-7)
8. <http://www.acma.gov.au/theACMA/Library/Corporate-library/Corporate-publications/communications-report> [↑](#footnote-ref-8)
9. <http://www.commsalliance.com.au/__data/assets/pdf_file/0017/33128/TCP-C628_2012_May2012-Corrected-July12.pdf> [↑](#footnote-ref-9)
10. VoLTE (Voice over Long Term Evolution) support is still being rolled out by Optus, Telstra and Vodafone. [↑](#footnote-ref-10)
11. <https://accan.org.au/about> [↑](#footnote-ref-11)
12. <http://www.asic.gov.au/about-asic/what-we-do/our-role/> [↑](#footnote-ref-12)
13. Digital Subscriber Line [↑](#footnote-ref-13)
14. Hybrid Fibre Coaxial [↑](#footnote-ref-14)
15. A reference to a consumer includes a reference to a customer. [↑](#footnote-ref-15)
16. <http://www.mvnodynamics.com/definition-mobile-virtual-network-aggregatorenabler-mvnae/> [↑](#footnote-ref-16)
17. [www.acma.gov.au/webwr/\_assets/main/lib410148/glossary.pdf](http://www.acma.gov.au/webwr/_assets/main/lib410148/glossary.pdf) [↑](#footnote-ref-17)
18. Source: <http://www.roymorgan.com/findings/virtual-mobile-networks-gain-million-users-201304050501> [↑](#footnote-ref-18)
19. [http://www.abs.gov.au/AUSSTATS/abs@.nsf/Latestproducts/8153.0Main%20Features5June%202015?open  
    document&tabname=Summary&prodno=8153.0&issue=June%202015&num=&view=](http://www.abs.gov.au/AUSSTATS/abs@.nsf/Latestproducts/8153.0Main%20Features5June%202015?opendocument&tabname=Summary&prodno=8153.0&issue=June%202015&num=&view=%20) [↑](#footnote-ref-19)
20. Sangwon Lee , Sylvia M. Chan-Olmsted & Hsiao-Hui Ho (2008) The Emergence of Mobile Virtual Network Operators (MVNOs): An Examination of the Business Strategy in the Global MVNO Market, International Journal on Media Management, 10:1, 10-21, DOI: [10.1080/14241270701820424](http://www.tandfonline.com/action/showCitFormats?doi=10.1080/14241270701820424) [↑](#footnote-ref-20)
21. <http://www.smh.com.au/business/amaysim-chief-leaves-hairy-goals-behind-in-chase-for-a-million-mobile-customers-20151006-gk24oy.html> [↑](#footnote-ref-21)
22. <http://www.canstarblue.com.au/telecommunications/mobile-phone-service-providers/prepaid/> [↑](#footnote-ref-22)
23. TPG acquired iiNet in August 2015. [↑](#footnote-ref-23)
24. MOG was a music subscription service offered through Telstra’s Bigpond Music service. [↑](#footnote-ref-24)
25. <https://gsmaintelligence.com/research/2014/06/the-global-mvno-landscape-201214/433/> [↑](#footnote-ref-25)
26. <http://www.prb.org/pdf14/2014-world-population-data-sheet_eng.pdf> [↑](#footnote-ref-26)
27. <http://mobiforge.com/research-analysis/global-mobile-statistics-2014-part-a-mobile-subscribers-handset-market-share-mobile-operators> [↑](#footnote-ref-27)
28. The Australian figure is the number of providers we identified as operating at the time closest to the GSMA report data collection period. [↑](#footnote-ref-28)
29. <http://www.itnews.com.au/News/369600,telstra-pressures-boost-to-cut-data-allowance.aspx> [↑](#footnote-ref-29)
30. <http://www.itnews.com.au/News/354327,kogan-mobile-attacks-telstra-as-lifelines-dwindle.aspx> [↑](#footnote-ref-30)
31. <http://www.afr.com/business/telecommunications/acccforces-aldi-to-drop-unlimited-from-mobile-ads-20140306-ixn2q> In 2014, ACCC forced Medion Australia (responsible for the ALDI branded mobile service) to stop using the term “unlimited” as the services were not truly unlimited. [↑](#footnote-ref-31)
32. <http://www.crn.com.au/News/399376,ivnx-sells-itelecom-assets-to-sydney-company.aspx> [↑](#footnote-ref-32)
33. <https://www.google.com.au/> [↑](#footnote-ref-33)
34. <http://whirlpool.net.au/> [↑](#footnote-ref-34)
35. <http://www.mvnodynamics.com/> [↑](#footnote-ref-35)
36. <https://www.tio.com.au/> [↑](#footnote-ref-36)
37. A Current & Historical Company Extract contains information derived from the Australian Securities and Investments Commission's (ASIC) database under section 1274A of the Corporations Act 2001. Form 388 is required only for public, large proprietary, small proprietary foreign-controlled companies, registered schemes and trusts. This requirement does not apply to most providers. [↑](#footnote-ref-37)
38. <http://www.acma.gov.au/theACMA/Library/Corporate-library/Corporate-publications> [↑](#footnote-ref-38)
39. <https://www.accan.org.au/news-items/media-releases/954-accan-announces-national-survey-results> [↑](#footnote-ref-39)
40. The acquisition of iiNet by TPG has the approval of the shareholders and the ACCC, and is in the final stages of being finalised. [↑](#footnote-ref-40)
41. Pivotel is also a licensed carrier and offers satellite communications services, but not terrestrial mobile services. [↑](#footnote-ref-41)
42. Primary sources of this information are yearly ACMA Communications Report and industry news stories (e.g. CRN and iTNews) [↑](#footnote-ref-42)
43. The Vocus-M2 merger was yet to be approved at the time of writing. M2 shareholders will vote at a Scheme meeting expected to be held in early 2016. [↑](#footnote-ref-43)
44. 0.0916 MTU shares for every 1 PEO share; 0.6886 cents in cash for every 1 PEO share; and up to 0.344 cents per PEO share, payable in either MTU shares or cash [↑](#footnote-ref-44)
45. <http://www.commsalliance.com.au/Documents/all/codes/c628> [↑](#footnote-ref-45)
46. All MVNOs and MNOs that were identified in the August 2014 and June 2015 data collection periods. Also includes a number of providers that stopped operating during that time (e.g. ONE mobile). [↑](#footnote-ref-46)
47. The report authors are making no allegations about whether the named companies are non-compliant (or that unnamed companies are compliant). [↑](#footnote-ref-47)
48. Looks to be no longer be operating as a MVNO as new customers are unable to sign up. [↑](#footnote-ref-48)
49. Not operating since early 2015, but still had offers and CISs available at time of collection [↑](#footnote-ref-49)
50. This MVNO was not operational at the time of this study, and it's website did not show information on its mobile phone services [↑](#footnote-ref-50)
51. No longer operating as an MVNO [↑](#footnote-ref-51)
52. As at 30th June 2015, the Australian site redirects to the global Red Bull Mobile website. Appears to have ceased operations since the announcement in 2013 that it was closing. [↑](#footnote-ref-52)
53. As at 30th June 2015, website redirects to the Yatango website. Appears to have ceased operations since the announcement in 2013 that it was closing. [↑](#footnote-ref-53)
54. Looks to be no longer be operating as an MVNO. Website no longer shows mobile phone services. [↑](#footnote-ref-54)
55. Looks to be no longer be operating as an MVNO. Website no longer shows mobile phone services. [↑](#footnote-ref-55)
56. No longer operating as an MVNO. [↑](#footnote-ref-56)
57. A Cybertel Telecom branded MVNO. Like its parent, it appears to be no longer be operating as an MVNO and website is “stale”. [↑](#footnote-ref-57)
58. <http://www.smh.com.au/business/vodafone-mobile-subscribers-dip-as-telstra-and-optus-turn-up-the-heat-20150721-gih85i.html> [↑](#footnote-ref-58)
59. <https://www.telstra.com.au/aboutus/download/document/sustainability-report-2015-our-people.pdf> [↑](#footnote-ref-59)
60. <http://www.optus.com.au/opfiles/Aboutoptus/Assets/StaticFiles/PDF/Sustainability-Report-2015.pdf> [↑](#footnote-ref-60)
61. <http://www.vodafone.com.au/tools/locator> [↑](#footnote-ref-61)
62. <http://www.vodafone.com.au/aboutvodafone/companyinfo> [↑](#footnote-ref-62)
63. <http://www.allphones.com.au/who-we-are/allphones-franchise/> [↑](#footnote-ref-63)
64. <https://www.amaysim.com.au/my-account/store_locator> [↑](#footnote-ref-64)
65. <http://www.boost.com.au/storelocator.aspx> [↑](#footnote-ref-65)
66. <https://www.globalgig.com/au/en/index> [↑](#footnote-ref-66)
67. <http://www.gtmobile.com.au/en/> (a Lycamobile sub-brand) [↑](#footnote-ref-67)
68. <http://www.lebara.com.au/storefinder> [↑](#footnote-ref-68)
69. <http://www.lycamobile.com.au/en/> [↑](#footnote-ref-69)
70. <http://www.travelsim.net.au/Locations/> [↑](#footnote-ref-70)
71. <http://retail.dodo.com/> [↑](#footnote-ref-71)
72. Since June 30th 2015, a further five MVNOs were identified but not included in the analysis due to inability to backdate their offerings to the same collection date. These MVNOs are: Blink. Globalgig, MySaver, TravelSIM and Woolworths Connect. [↑](#footnote-ref-72)
73. Identified in August 2014 data collection round but technical difficulties prevented capture of offer data. [↑](#footnote-ref-73)
74. Some category totals won’t be the sum of the three providers’ networks due to not all MVNOs including the relevant information about their offers. Such totals are marked with an \* [↑](#footnote-ref-74)
75. Anecdotally, we instead noticed a shift towards more use of “included national call minutes”. [↑](#footnote-ref-75)
76. Note: Not all of the additional MVNOs identified in 2015 were new. Some may have been missed in the 2014 collection period due to human error. [↑](#footnote-ref-76)
77. Keeping in mind that dollar inclusions can mean very different things between plans, depending on varying call rates and how call costs are calculated. [↑](#footnote-ref-77)
78. The trend by telecommunications companies to represent included call value in standard national minutes likely impacts the average dollar values. [↑](#footnote-ref-78)
79. Was not included in the 2014 data collection [↑](#footnote-ref-79)
80. At the time of writing, the acquisition of iiNet by TPG had the approval of shareholders and the ACCC, and was in its final stages, but was not yet approved. Therefore we examine iiNet MVNOs and exclude TPG’s offerings from the comparison. [↑](#footnote-ref-80)
81. TransACT ceased offering branded mobile plans between the 2014 and 2015 collection periods [↑](#footnote-ref-81)
82. Not included in 2014 data collection – likely had the same 4 base plans as the other iiNet brands [↑](#footnote-ref-82)
83. Not suitable for analysis due to incomplete data collection (limited availability of offer details) [↑](#footnote-ref-83)
84. The $4/MB excess data cost for the iPrimus GoLow plan was removed from analysis for this item due to it being a significant outlier. Average price per MB is $0.21 when the plan is included. [↑](#footnote-ref-84)
85. These percentage changes are interpreted with caution due to missing data and small sample sizes. [↑](#footnote-ref-85)
86. The meaning of “unlimited” provided by participants was having no limit on voice calling [↑](#footnote-ref-86)
87. <http://forums.whirlpool.net.au/> [↑](#footnote-ref-87)
88. <https://www.ozbargain.com.au/forum> [↑](#footnote-ref-88)
89. Vodafone appears to be over-represented in the sample. Tests of potential response bias induced by Vodafone’s participation in the supplier survey suggest that the unbiased consumer sample proportion for Vodafone is between 16-24%, with Telstra between 28-30%, and Optus around 20%. [↑](#footnote-ref-89)
90. Whirlpool was an important source of participants for this survey, which may bias the level of positive responses for this item. [↑](#footnote-ref-90)
91. 74% of respondents have switched providers at some time. Of these switchers, 25% switched once, 25% twice, 27% three times, and 23% four times or more. [↑](#footnote-ref-91)
92. Included call value is often not the same as real dollar value. The cost of the calls needs to be considered when comparing across plans and providers. [↑](#footnote-ref-92)
93. Operations Support Systems/Business Support Systems are computerised systems used by telecommunications companies to manage their networks and services provided. [↑](#footnote-ref-93)
94. Calculated values are shown for CAN as the CIS is non-compliant by showing cost as “No cost up to 300 Minutes” for non-unlimited plans [↑](#footnote-ref-94)
95. CIS incorrectly says unlimited [↑](#footnote-ref-95)
96. One of the few provider to charge for data consumption based on time ($0.01 per 5 seconds) [↑](#footnote-ref-96)
97. Quoted cost in CIS is $0.15 for a 2 minute call, but $0.20 per 1 minute. Based on pricing of other plans, the 1 minute excess fees rate is likely $0.075. [↑](#footnote-ref-97)
98. Lebara CIS don’t provide the comparison data or excess costs as required by the TCP Code. The figures in the tables are estimates based on what is given. [↑](#footnote-ref-98)
99. Incomplete CIS with very limited and incomplete pricing details [↑](#footnote-ref-99)
100. Once 30 minute inclusion limit is reached, plan automatically bumps up to “unlimited” $1.50 plan for the remainder of the day. [↑](#footnote-ref-100)
101. The $55 Live Starter CIS contains incorrect artwork from the Global version. [↑](#footnote-ref-101)
102. Calculated cost as CIS does not show the standard 2 minute call cost. The CIS also states 300 minutes of standard calls when the website advertises $300 of included calls. [↑](#footnote-ref-102)
103. Calculated cost as the Vaya CISs do not state 2 minute standard call prices. They also contain multiple contradictory excess data cost statements. [↑](#footnote-ref-103)
104. Question numbers are purely for question identification within survey system (Qualtrics) and used for logic and administration reasons, without being visible to the participant. Instead, a graphical progress bar provided an indication of progress. [↑](#footnote-ref-104)