ACCAN Presentation CommsDay Congress April 2016

# Slide 1

**Key Priorities for consumers**

CommsDay Summit 2016

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# Slide 2

* No ports
* No mobile coverage
* Cost
* Only voice services guaranteed
* Digital first
* Lack of information
* Content
* Repeated Failures
* ‘Underserved’
* Charged more for being low income
* No guarantees
* Outside fixed footprint
* Poor to no captioning

# Slide 3

## 6 priorities

* Improved affordability for low income consumers
* Future protections and universal communications services
* Better services for poorly served areas
* Improved consumer decision making
* Improved accessibility
* Fair access to content

# Slide 4

1. Affordable communications
2. A guarantee for the future – a customer service and reliability standard
3. Consumer decision making – specifically Independent broadband performance
4. ACCAN’s suite of consumer education resources

# Slide 5

## Improved affordability for low income consumers

* Lack of products that are sufficiently flexible that address barriers faced by low income consumers
* Conference Theme 2015

# Slide 6

## ACOSS Poverty in Australia 2014 report

* Estimated 2.55 million (13.9%) of Australians are living in poverty
* The percentage is higher when you look at children in Australia – with 17.7% of children estimated living below the poverty line

# Slide 7

## Household Use of Information Technology, Australia, 2014-15

* 1.3 million Australian households without internet access at home in 2014–15 (14%).
* Main reasons given for not accessing the internet at home were: no need (63%), lack of confidence or knowledge (22%), and cost (16%).
* Main reason given for not accessing the internet differed according to whether or not children aged under 15 years were present in the household.
* For households with children under 15 years, the most common reason given for not accessing the internet was cost (43%).

# Slide 8

## Recent Data – Low Income consumers

* Face financial barriers in getting connected and staying connected to essential telephony and broadband services
* Spend a significantly higher proportion of their income for telecommunications access.
* Increasingly need to access online, and government information and services which are going ‘digital by default’.
* Children without access to broadband have lower levels of digital literacy

# Slide 9

## Addressing the Affordability Gap

* Social tariffs directed to mobile broadband assistance, which cover set up costs as well as ongoing costs
* More low cost packages specifically targeted for low- income consumers
* Introduction of an industry-wide low-income package
* A redefined USO to provide universal access to mobile and broadband services
* Government allocation of a minimum broadband connection with the pension
* Telecommunications vouchers as a form of subsidy

# Slide 10

## Review the Communications Allowance

* The Centrelink Telephone Allowance does not reflect the actual cost of broadband and telephone services.
* Many low-income consumers depend primarily on mobile connectivity.
* Limited solutions assisting low-income consumers with telecommunications access.

# Slide 11

## A New Communications Allowance

* Allowance reflects the reality that mobile, internet and telephone connectivity are all essential services.
* Broader eligibility including all people on the lowest income support payments.
* Increased allowance rates to ensure barriers of affordability do not lead to ongoing lack of connection or maintenance.
* Allowance should continue to allow consumers to choose their service provider to encourage a competitive market.

# Slide 12

## Future protections and universal communications services

* Regional Telecommunication Independent Review Committee (RTIRC) paper and findings & Government Response
* Future Communications Services Standard
* Universal Service Obligation (USO) – Productivity Commission

# Slide 13

## A new customer service & reliability standard

### Wholesale obligations:

* fault rectification, connections and appointment keeping
* whole of network performance obligations
* remedies for individual consumers but also encouragement for network operators
* compensation for losses suffered
* exemptions with independent oversight

# Slide 14

## A new customer service & reliability standard

### Retail Performance Measures:

* To facilitate a competitive market, consumers need to be enabled to make good purchasing decisions
* Consumers are better placed to make informed purchases if they can easily compare performance between retail suppliers.
* This should include relevant, easily comparable independent performance measures, such as those developed by the ACCC in its broadband performance monitoring and reporting pilot program.

# Slide 15

## Improved consumer decision making

### ACCAN Survey found:

* Broadband quality is important for consumers when choosing a plan
* There is a lack of independent info available on quality & consumers are confused
* Nearly 70% are disappointed with their BB services

<http://www.accan.org.au/our-work/research/1159-broadband-performance-consumer-decision-making>

# Slide 16

## Independent Monitoring for BB Performance

* Need a trusted source of information communicated in a clearway for consumers to use in their purchasing decisions
* Without this – consumers may not be choosing the best service that suits their needs
* Better education of the reasons behind “slow internet speeds” and what consumers can do about it

# Slide 17 and 18

## ACCAN’s new consumer resource:

[**Top tips for phones and internet**](http://www.accan.org.au/consumer-info/top-tips-for-phones-and-internet)

The pack consists of 5 brochures and bookmarks that cover regularly experienced Telecommunications Consumer issues

# Slide 19

## What affects the quality of my broadband?

### In the home

* Number of devices and applications running at the same time
* Age of devices/software
* Location of modem, its age and distance to device
* Wiring in the house
* Interference from appliances

### Network

* The type of network. For example – ADSL, fibre, satellite.

### Service provider

* The number of customers and level of investment in capacity
* Your internet plan

### Content

* Location of content you are accessing and quality of the connection

# Slide 20 and 21

## New ACCAN website

* NEW look and layout - Improved site readability and navigation
* Mobile friendly - 1/3 of ACCAN website visitors use mobile tech to connect
* Fully accessible - Designed to achieve the standards of WCAG 2.0AAA
* Superior access to Consumer resources - ACCAN Tip Sheets and Consumer Information accessed over 50,000 times last year and increasing

# Slide 22

## Tip sheets

Tip sheets for Consumers, Small businesses, or those undergoing Hardship.

ACCAN empowers people to make good choices about products and services.

Our increasing range of tip sheets provide simple tips and tricks to help with a range of common telecommunications issues.

# Slide 23

## Community Consultation Guide – 2nd Edition

* Tips to improve mobile connectivity
* Mobile coverage is a key issue for consumers
* ACCAN’s Community Consultation Guide helps communities address issues with mobile coverage in their areas
* ACCAN is helping communities understand what mobile network operators look for when weighing investment decisions

# Slide 24

## Making the Right Call

Your Rights As a Phone and Internet Customer

This guide informs you of:

* Information you should receive before you sign up or buy
* What to expect when you're signing up or buying
* What should happen after your purchase
* What to do if something goes wrong

# Slide 25

## My Phone Rights App

For iPhone and Android

## Features:

* Phone / Internet Problems Select which problem you're having and find out how to quickly resolve it
* Tips & Advice Guidance on your rights, when and how to complain and more
* My Complaints Directly contact your provider, log a complaint and access your complaint history
* Video Guides Practical video guides that give advice and tips

# Slide 26

## Small Business

Providing advice, tip sheets and free training to small business telecommunications consumers

[Digital Ready website](http://www.digitalready.org.au/) is a free online training course that equips small business owners, organisations, and clubs with the skills to take advantage of digital technology

# Slide 27

## ACCAN Magazine

The quarterly ACCAN magazine casts a spotlight on our work, current trends, and contains exclusive interviews with important players in the telecommunications sector

Keep up with consumer and communications news by signing up for WebNews: email WebNews@accan.org.au

# Slide 28

ACCAN: Your consumer voice on phones and internet

Thank you

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