

**COMMUNICATIONS
ALLIANCE LTD**



INDUSTRY GUIDELINE

G648:2014

CALLING ARRANGEMENTS FROM MOBILE PHONES
TO 13/1300 NUMBERS

G648:2014 Calling Arrangements from Mobile Phones to 13/1300 Numbers Industry Guideline

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INTRODUCTORY STATEMENT

In 2011 – 2012 the Australian Communications and Media Authority (ACMA) undertook a work program to examine the arrangements for telephone numbers. As part of this process, the ACMA assessed a range of issues related to the cost of calls from mobile phones to 13, 1300 and 1800 numbers.

This Guideline explains how industry is responding to issues raised in this review. The primary focus of the Guideline is industry initiatives relating to calls from mobile phones to 13/1300 numbers.

Background – Charges for calls to 13/1300 numbers

Unlike calls from fixed lines, calls to 13/1300 numbers from most mobile phones are timed. As part of its review, the ACMA has asserted that this “can lead to high costs for long calls, including those where the caller is placed on hold for extended periods. The increasing proportion of consumers who use their mobile phone as their primary or sole communications service makes this a large and growing issue for many Australians”¹

In the Australian marketplace today, a large majority of mobile service plans on offer are ‘13-Friendly Plans’. That is to say, there are:

- Post-paid Included Value Plans where the cost of mobile calls to 13/1300 numbers is counted within the monthly included-value allowance and where such calls are charged at no more than the cost of a standard mobile to local national call;
- Pre-paid mobile plans where the cost of mobile calls to 13/1300 numbers are charged at no more than the cost of a standard mobile to local national call; or
- Plans that include unlimited calls (including to 13/1300 numbers) for the duration of the plan for a set fee.

Customers on such plans will incur no additional costs for making 13/1300 calls beyond their standard monthly plan (for the relevant post-paid plans, and provided they do not exceed their monthly included value allowance in the case of Post-paid included-value plans) or relevant pre-paid credit amount. Note that the term Non-13-Friendly Plan is used in this document to refer to a mobile service plan that is not a 13-Friendly Plan.

Further background information relevant to this Guideline is set out in Appendix A.

Key aims of this Guideline

The **Calling Arrangements from Mobile Phones to 13/1300 Numbers** Guideline (G648:2014) is designed to:

- explain the current industry situation in relation to charges for calls from a mobile service to 13/1300 numbers;

¹ ACMA ‘Proposed variations to Numbering Plan – charges for calls to freephone and local rate numbers – Consultation Paper’, December 2012, <http://www.acma.gov.au/theACMA/Consultations/Consultations/Current/ifc512012-proposed-changes-to-charging-arrangements-for-calls-from-mobile-phones-to-freephone-and-local-rate-numbers>

- explain the current industry situation in relation to offering 13-Friendly Plans, and what industry should be doing in respect of such plans going forward;
- outline the details of the Transfer Window that Major Mobile Service Providers have provided to their relevant Customers, designed to assist relevant in-contract customers on Non-13-Friendly Plans to more easily transfer to 13-Friendly Plans;
- outline the requirements of the Consumer Communications Program, designed to inform customers of the availability of 13-Friendly Plans, the Transfer Window and ways to maximise the cost-effectiveness of calls from mobile services to 13/1300 numbers;
- outline the requirements of the Subscriber Communications Program, designed to provide messaging for use by companies and organisations that provide 13/1300 numbers to end users; and
- detail the requirements of consumer research to be undertaken by industry into whether consumer detriment exists in relation to the charges for calls from mobile services to 13/1300 numbers.

John Stanton
Chair

13 Reform Implementation Working Committee
JULY 2014

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1 GENERAL

1.1 Introduction

- 1.1.1 The development of the Guideline has been facilitated by Communications Alliance through a Working Committee comprised of representatives from the telecommunications industry.
- 1.1.2 The Guideline should be read in conjunction with related legislation and documentation, including:
 - (a) the *Telecommunications Act 1997* (the Act);
 - (b) the *Telecommunications Numbering Plan 1997 (Cth)*;
 - (c) the *Competition and Consumer Act 2010 (Cth)*;
 - (d) the Telecommunications Consumer Protections Code C628:2012 (TCP Code); and
 - (e) Communications Alliance Guidance Notes on customer communications messages and the details of the customer transfer window.
- 1.1.3 The Guideline is not a substitute for legal advice.

1.2 Scope

- 1.2.1 This Guideline describes the proposed steps and processes which will be used by relevant industry participants to ensure customers are able to utilise 13-Friendly Plans and thereby maximise the cost-effectiveness of calls from mobile services to 13/1300 numbers.

1.3 Objectives

- 1.3.1 The objectives of the Guideline are:
 - (a) to set out industry processes for Major Mobile Service Providers, MVNOs and Reseller mobile service providers of Mobile Carriers regarding the availability of 13-Friendly Plans;
 - (b) to set out industry processes for Major Mobile Service Providers, MVNOs and Reseller mobile service providers of Mobile Carriers regarding transferring Customers to 13-Friendly Plans;
 - (c) to document the intent of industry to develop a Consumer and 13/1300 Subscriber Communications Program relating (amongst other things) to the availability of 13-Friendly Plans; and
 - (d) to document the intent of industry to conduct research into customer take-up of 13-Friendly Plans and related issues.

1.4 Guideline review

- 1.4.1 The Guideline will be reviewed after 2 years of the Guideline being published, or earlier in the event of significant developments that affect the Guideline or a chapter within the Guideline.

2 ACRONYMS, DEFINITIONS AND INTERPRETATIONS

2.1 Acronyms

For the purposes of this Guideline:

ACMA

means the Australian Communications and Media Authority.

APWA

means the Australian Phone Words Association.

CSP

means Carriage Service Provider.

MVNO

means Mobile Virtual Network Operator.

2.2 Definitions

For the purposes of the Guideline:

13-Friendly Plan

includes the following mobile plans:

- (a) Post-paid Included Value Plans where:
 - (i) the cost of mobile calls to 13 and 1300 numbers is counted within the monthly included-value allowance and where such calls are charged at no more than the cost of a Standard Mobile to Local National Call; or
 - (ii) there is a monthly call allowance that can be used for unlimited calls to 13/1300 numbers.
- (b) Pre-Paid Service plans where the cost of mobile calls to 13 and 1300 numbers are charged at no more than the cost of a Standard Mobile to Local National Call.

13/1300 Subscriber

means those companies, Government agencies and other organisations offering 13 and 1300 access to Consumers.

Act

means the *Telecommunications Act 1997 (Cth)*.

Carriage Service Provider

has the meaning given by section 87 of the Act.

Carrier

has the meaning given by section 7 of the Act.

Consumer

means an individual (or authorised representative) who acquires or may acquire a telecommunications product or service for the primary purpose of personal or domestic use and not for resale.

Customer

means a Consumer who has entered into a Customer Contract with a Supplier.

Customer Contract

means an arrangement or agreement between a Supplier and a Consumer for the supply of a telecommunication product or services to that Consumer. For the avoidance of doubt, unless stated otherwise, the Standard Form Customer Contract is a Customer Contract.

Included Value Plan

means a Post-Paid mobile service plan under which the Customer receives:

- (a) a larger amount of monthly included value than the minimum monthly charge they pay (e.g. for \$50 per month, 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; or
- (b) a monthly call allowance, whether of a specific or unlimited/infinite value, to use for eligible call and/or usage types.

Major Mobile Service Providers

means – Telstra, Optus and Vodafone.

Mobile Carrier

means a carrier that operates a mobile network.

Mobile Virtual Network Operator

means a CSP that provides a public mobile telecommunications service, but does not use its own telecommunications network to do so.

Non-13-Friendly Plan

means a mobile service plan that is not a 13-Friendly Plan.

Pre-Paid Service

means a telecommunications product that must be paid for by the Consumer before it is used.

Reseller

means an entity that purchases wholesale services from Mobile Carriers and on-sells these services under their own brand. Some resellers also own a small amount of infrastructure allowing them to provide support services to customers.

Standard Mobile to Local National Call

refers to a call made from a public mobile telecommunications service to a local service as defined in the Telecommunications Numbering Plan 1997.

Standard Form of Agreement

has the meaning given in the Act.

Supplier

means a Carriage Service Provider.

Transfer Window

means the offer to be made available by the Major Mobile Service Providers in accordance with the principles set out in Appendix D.

2.3 Interpretations

In the Guideline, unless the contrary appears:

- (a) headings are for convenience only and do not affect interpretation;
- (b) a reference to a statute, ordinance, code or other law includes regulations and other instruments under it and consolidations, amendments, re-enactments or replacements of any of them;
- (c) words in the singular includes the plural and vice versa;
- (d) words importing persons include a body whether corporate, politic or otherwise;
- (e) where a word or phrase is defined, its other grammatical forms have a corresponding meaning;
- (f) mentioning anything after include, includes or including does not limit what else might be included;
- (g) words and expressions which are not defined have the meanings given to them in the Act; and
- (h) a reference to a person includes a reference to the person's executors, administrators, successors, agents, assignees and novatees.

3 13-FRIENDLY PLANS

3.1 13-Friendly Plans

- 3.1.1 All Major Mobile Service Providers currently make available 13-Friendly Plans, and should ensure they continue to do so.
- 3.1.2 All Major Mobile Service Providers should encourage and facilitate their MVNO and Reseller mobile service providers to make available 13-Friendly Plans by (and after) 1 January 2015.
- 3.1.3 Nothing in this section 3.1 should be read as intending that every mobile service plan made available by Major Mobile Service Providers should be a 13-Friendly Plan.
- 3.1.4 There may be service providers operating in the telecommunications market offering bespoke services to niche markets. It is not intended that these service providers be required to make 13-Friendly Plans available if it does not make commercial sense.

3.2 Transferring to a 13-Friendly Plan

- 3.2.1 All Major Mobile Service Providers should continue to offer Customers the opportunity to transfer to 13-Friendly Plans.
- 3.2.2 All Major Mobile Service Providers should encourage and facilitate their MVNO and Reseller mobile service providers to offer their Customers the opportunity to transfer to 13-Friendly Plans from Non-13-Friendly Plans.
- 3.2.3 The Major Mobile Service Providers will make available a common 'Transfer Window' in accordance with the principles set out in Appendix D.
- 3.2.4 The Major Mobile Service Providers should promote the Transfer Window and encourage their MVNO and Reseller mobile service providers to allow Customers to transfer to 13-Friendly Plans in relevant circumstances.

3.3 Information to be made available to Customers

- 3.3.1 Information in the 'Critical Information Summary' for Included Value Plans must allow customers to easily ascertain whether or not calls to 13/1300 numbers count towards the included value or call allowance (as relevant).

4 COMMUNICATIONS AND PUBLIC AWARENESS PLANS

4.1 Consumer Communications Program

4.1.1 A Consumer Communications Program has been designed to achieve widespread awareness, and understanding of:

- The availability of 13-Friendly Plans; and
- The Transfer Window opportunity.

4.1.2 High level messaging is set out within Appendix B.

4.2 13/1300 Subscriber Communications Program

4.2.1 A 13/1300 Subscriber Communications Program has been designed for those companies, Government agencies and other organisations offering access to the public via 13/1300 numbers.

4.2.2 The 13/1300 Subscriber Communications Program will be designed to achieve widespread awareness and understanding of:

- Methods of ensuring the cost-effectiveness of calls from the public via mobile services to their 13/1300 numbers (e.g. via the provision of call back services);

4.2.3 High level messaging is set out within Appendix C.

5 CONSUMER RESEARCH PROGRAM

- 5.1** Communications Alliance will undertake, at its own expense, a research program designed to gather data on matters including:
- 5.1.1 The availability of and rate of consumer take-up of 13-Friendly Plans; and
 - 5.1.2 Identifying whether calls to 13/1300 numbers is a significant factor when the included value component of the mobile plans is exceeded.
 - 5.1.3 This information will be collected as part of the Communications Alliance Customer Satisfaction Survey.
 - 5.1.4 Questions relevant to obtaining the information referenced in Clauses 5.1.1 and 5.1.2 will be included in the Communications Alliance Customer Satisfaction Survey to commence in the July – September 2014 quarter, with relevant response information collected on a quarterly basis for a period of 12 months.

6 REFERENCES

Publication	Title
Industry Codes	
C628:2012	Telecommunications Consumer Protections Code
Legislation	
<i>Competition and Consumer Act 2010</i> http://www.comlaw.gov.au/Series/C2004A00109	
<i>Telecommunications Act 1997</i> http://www.comlaw.gov.au/Series/C2004A05145	
<i>Telecommunications (Consumer Protection and Service Standards) Act 1999</i> http://www.comlaw.gov.au/Series/C2004A00441	
<i>Telecommunications Numbering Plan 1997</i> http://www.comlaw.gov.au/Series/F2005B00940	

APPENDIX A

BACKGROUND

Below is an overview on the background that leads to the development of this Guideline.

Between 2010 and 2011, the ACMA conducted a lengthy review and consultation regarding the cost of calls from mobile phones to Freephone (1800) and Local Rate (13/1300) Numbers.

Unlike calls from fixed lines, calls to both 1800/13/1300 numbers from most mobile phones are timed. As part of its review, the ACMA stated that this “can lead to high costs for long calls, including those where the caller is placed on hold for extended periods. The increasing proportion of consumers who use their mobile phone as their primary or sole communications service makes this a large and growing issue for many Australians”².

The ACMA canvassed changes to regulatory arrangements for calls from mobile phones to 18/13/1300 services in 2011 during its numbering work program. Since then, it has consulted with regard to various options to achieve its stated objectives, namely:

- To make calls from mobile phones to Freephone (1800) numbers free;
- To make calls from mobile phones to 13/1300 numbers cost no more than a caller would pay for a local call from a fixed telephone; and
- For these changes to be in effect by 1 January 2015.

During the consultation phase, industry proposed a market-based, co-regulatory solution to achieve the ACMA's objectives, which the ACMA has agreed industry should progress. In this context, industry has proposed to:

- develop an Industry Guideline that will provide unambiguous guidance to all relevant service providers on the nature and timing of all elements of the proposal and the actions required by service providers to implement the proposal;
- support and implement the changes necessary to ensure that calls to 1800 numbers from mobile phones are free of charge to the calling party;
- undertake the necessary commercial interconnect negotiations between service providers to support the above-mentioned charging changes for calls to 1800 numbers;
- commit to continue to offer 13-Friendly Plans. In addition, commit for the Major Mobile Service Providers to facilitate transition to 13-Friendly Plans where this is desired by a relevant Customer by offering a 'Transfer Window' to post-paid Customers who are subscribed to 'Non-13-Friendly' plans, during which time they would be permitted to move without incurring an early termination charge (subject to relevant exceptions necessary to ensure mobile service providers can recover subsidies for customer equipment such

² ACMA 'Proposed variations to Numbering Plan – charges for calls to freephone and local rate numbers – Consultation Paper', December 2012, <http://www.acma.gov.au/theACMA/Consultations/Consultations/Current/ifc512012-proposed-changes-to-charging-arrangements-for-calls-from-mobile-phones-to-freephone-and-local-rate-numbers>

as handsets that were provided in conjunction with the original plan and are ordinarily recoverable by that plan's monthly charges);

- Mobile Carriers to work with MVNOs and wholesale mobile reseller service providers to facilitate calls from mobile services to 1800 numbers being free of charge to the calling party;
- Mobile Carriers to work with MVNOs to encourage and facilitate provision of 13-Friendly plans;
- all service providers commit to ensuring that Critical Information Summaries and/or associated collateral/information provided to consumers taking up post-paid included-value mobile service plans will make it clear as to whether mobile calls to 13/1300 numbers are counted within the monthly included-value allowance of such plans, and if so, whether those calls are charged at Standard Mobile to Local National Call rates; and
- service providers to conduct further research into the availability and rate of consumer take-up of 13-Friendly Plans and related matters.

APPENDIX B

CONSUMER COMMUNICATIONS PROGRAM

This Consumer Communications Program has been designed by industry in conjunction with the ACMA, consumer representatives and other stakeholders. It is designed to outline how some key developments relating to charges for calls from mobile services to 13 and 1300 numbers will be communicated to the public, to enhance awareness and understanding of the developments.

Other developments, such as the offer of the Transfer Window described in detail in Appendix D, is the communications focus primarily of the Major Mobile Service Providers who have committed to making available the Transfer Window offer – and this is also reflected in the scope of the communications program detailed in this document.

1. Messaging – General Principles

It is important that messaging to the public about the relevant developments relating to charges for calls from mobile services to 13 and 1300 numbers is clear, succinct and consistent on key elements – while also recognising that individual service providers will need to tailor both the wording/messaging and the distribution strategy to best meet the needs of their own customer base.

It is recommended that industry participants consider the following when producing messaging relating to the relevant developments mentioned above:

- The messaging should explain what the developments canvassed in the messaging mean for the audience;
- relevant principles such as the key characteristics of 13-Friendly Plans should be explained where relevant;
- the timing of relevant developments should be clear to the audience;
- the audience needs to understand where they can obtain further information on the developments.

2. Messaging – The Transfer Window, and 13-Friendly Plans

The Major Mobile Service Providers are taking steps to maximise awareness of the Transfer Window offer amongst their Customers who may be eligible to take up this offer.

Industry should also consider ways to enhance the knowledge of their Customers about 13-Friendly Plans and in particular the treatment of calls from mobile services to 13 and 1300 numbers under such plans.

3. Example Messaging

The following has been drafted as an 'example message' only, which service providers may use as a basis for communicating with Consumers. It is not intended to be prescriptive and it is anticipated that service providers will tailor and create the messaging that best suits their consumer focus and channels.

Mobile Calls to 13 and 1300 Numbers

Mobile calls to 13 and 1300 numbers have traditionally been charged at a timed cost per minute.

During the past three years, you may have noticed that most included-value mobile plans being offered to Australian consumers include calls to 13 and 1300 numbers within the monthly included-value calling allowance of the plan and are charged at the standard national call rate. This means that calls to these numbers come at no additional charge to a customer on such a plan, unless the customer exceeds their monthly included-value call allowance.

In fact, nearly 90 per cent of mobile plans on offer in Australia today include this feature. They are usually referred to as '13-Friendly Plans'. Other types of 13-Friendly Plans in the market include:

- *Pre-paid Service mobile plans where the cost of mobile calls to 13/1300 numbers are charged at no more than the cost of a Standard Mobile to Local National Call; and*
- *Mobile plans that include unlimited calls (including to 13/1300 numbers) for the duration of the plan for a set fee.*

Please contact us on **(insert contact number or other access method)** if you would like more information on the 13-Friendly Plans we can offer you.

The 13-Friendly feature is an important way to reduce any risk that you will incur unexpectedly high charges if, for example, you spend a long time waiting in a calling queue when contacting Government services such as Medicare or Centrelink, or companies that use 13 or 1300 numbers as a point of contact.

If you are using a plan that includes this feature then there is nothing to do today – unless you find that you are regularly exceeding your monthly allowance and seeing separate charges for mobile calls to 13 or 1300 numbers. If that is the case we would be happy to talk to you about choosing a plan that better suits your calling patterns and reduces the risk of you being charged separately for these calls.

If you are not using a plan that includes this feature and would like to receive the benefit of it, please contact us so that we can recommend an appropriate calling plan for you.

As part of the calling changes industry, including **(insert CSP name)** has also agreed to offer a coordinated transfer window to any customer who is currently on a post-paid Non-13-Friendly Plan and who wishes to transfer to a post-paid 13-Friendly Plan. Customers choosing to make the transfer can generally do so without any early termination charges. Note, however, that if you are using a handset that was provided to you on the Non-13-Friendly Plan on a subsidised basis, this might need to be taken into account during the plan transfer.

The transfer window commenced on 1 April 2014 to close no earlier than 31 May 2014. Key elements of the Transfer Window are explained in Appendix D, and the specific terms and conditions applying to each Major Mobile Service Provider's Transfer Window offer will be made available to relevant Customers in advance of that offer commencing.

4. Channel/Distribution Strategy

The Major Mobile Service Providers have committed to:

- roll-out the Consumer Communications Program in accordance with this document; and
- provide any assistance to resellers and MVNO customers that is necessary to assist them to roll-out appropriate messaging under the program.

The Major Mobile Service Providers will provide a status report to Communications Alliance by 1 December 2014 regarding their progress on the matters set out in the bullet points above.

Channels

Channels for communicating the messaging referred to in this document will vary depending on individual service provider strategies. They may include, but are not limited to:

- messages displayed in a readily accessible section of the mobile service providers' web-sites
- printed/soft copy information available in retail outlets including mobile service providers' stores;
- materials for use in the retail outlets utilised by their dealers, agents and sales force;
- information provided to consumers by customer service representatives working in the contact centres of service providers;
- media releases; and
- critical information summaries.

5. Reporting

Communications Alliance will prepare a report for the ACMA, to be delivered by 1 January 2015, on the status of the Consumer Communications Program and any relevant customer feedback.

APPENDIX C

13/1300 SUBSCRIBER COMMUNICATIONS PROGRAM

1. Purpose

This communications program document is designed to:

- Outline the core elements of the communication strategy;
- Provide key information to CSP's so that they can effectively inform their FLRN customers about the changes to calling arrangements.

The 13/1300 Subscriber Communications Program has been designed by industry in conjunction with the APWA and FLRN subscriber representatives.

There will be no changes to the way mobile calls made to 13 and 1300 numbers are charged. It is anticipated that service providers will tailor and create the messaging that best suits their specific customer needs and channels.

For subscribers to 13 and 1300 services, the communications program is designed to achieve widespread awareness and understanding of:

- How consumers can reduce the costs of contacting organisations using 13 numbers to provide goods and services; and
- The implications for businesses that operate FLRN services (ie 13,1300 or 1800).

2. Channel/Distribution Strategy

CSPs

All CSPs have committed to:

- roll-out the consumer communications program to their FLRN subscribers; and
- work with their reseller network to encourage them to roll-out equivalent messaging to their FLRN subscriber base.

APWA

APWA has committed to issuing formal communication to its members outlining the changes and encouraging them to communicate the changes and their implications to their customers.

It is expected that the channels for communicating key messages to FLRN subscribers will include, but not be limited to:

- Letters to each individual subscriber, either separate to or accompanying other regular correspondence (e.g. billing invoices, statements, etc);
- Announcements on websites, with links to other relevant industry bodies; and
- Media releases.

3. Reporting

APWA, in conjunction with Communications Alliance, will prepare a report for the ACMA, to be delivered by 1 January 2015, on the status of the Subscriber Communications Program and any relevant consumer feedback.

APPENDIX D

DEVELOPMENT OF INDUSTRY-WIDE CUSTOMER TRANSFER WINDOW

As part of the market-based proposal put by Communications Alliance to the ACMA for improved arrangements for mobile phone calls to 13 and 1300 numbers, the Major Mobile Service Providers have developed and offered a Transfer Window for Customers.

During the Transfer Window, Customers of a Major Mobile Service Provider who are currently subscribed to a fixed term (post-paid) mobile service plan that is not a 13-Friendly Plan may transfer to a 13-Friendly Plan if they so choose.

Principles

Each Major Mobile Service Provider has developed appropriate terms and conditions relating to the Transfer Window as appropriate in the context of their mobile service plans. Those terms and conditions should be consistent with the following principles:

1. The Transfer Window is to operate as an adjunct to the normal inter-plan customer transfer arrangements that mobile services providers operate today to help customers ensure they are able to take advantage of a calling plan that closely suits their calling patterns and other needs.
2. The Transfer Window commenced on 1 April 2014 and will close no earlier than 31 July 2014.
3. The Transfer Window enables Customers of a Major Mobile Service Provider who are currently subscribed to a fixed term (post-paid) plan that is not a 13-Friendly Plan to transfer to a fixed term (post-paid) 13-Friendly Plan with that Major Mobile Service Provider, with no consequent early termination charge (unless appropriate to recover subsidies for customer equipment such as handsets provided in conjunction with the original plan and ordinarily recoverable by that plan's monthly charges).
4. Other than as referenced in this document, the usual terms and conditions used by Major Mobile Service Providers to effect inter-plan transfers shall apply to transfers made within the window, and may continue to apply once the formal transfer window has closed, at the service provider's discretion.
5. The focus of the program will be on Consumers. The Major Mobile Service Providers will need to consider any application of the transfer window to business, corporate and government customers (etc.) given that individual service plans relating to these Customers may be subject to overarching account agreements and separate terms and conditions.

PARTICIPANTS

The Working Committee responsible for the revisions made to this Guideline consisted of the following organisations and their representatives:

Organisation	Membership	Representative
AAPT	Voting	Geoff Brann
amaysim	Voting	Andrew McKenzie
AMTA	Non-Voting	Chris Althaus
Australian Phone Words Association (APWA)	Voting	Jack Singleton
M2	Voting	John Horan
Mumdad Corporation Limited	Voting	Lachlan Pegler
Optus	Voting	Michelle Phillips
Optus	Non-Voting	Michael Elsegood
Optus	Non-Voting	Richard Stern
Telstra	Voting	Guy Di Paola
Telstra	Non-Voting	Peter Gilmartin
Vodafone	Voting	Matthew Lobb
Vodafone	Non-Voting	Alexander Osborne

This Working Committee was chaired by John Stanton. Shona Fury, Policy Manager of Communications Alliance provided project management support.

Communications Alliance was formed in 1997 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

In pursuing its goals, Communications Alliance offers a forum for the industry to make coherent and constructive contributions to policy development and debate.

Communications Alliance seeks to facilitate open, effective and ethical competition between service providers while ensuring efficient, safe operation of networks, the provision of innovative services and the enhancement of consumer outcomes.

It is committed to the achievement of the policy objective of the *Telecommunications Act 1997* - the greatest practicable use of industry self-regulation without imposing undue financial and administrative burdens on industry.



**Published by:
COMMUNICATIONS
ALLIANCE LTD**

**Level 12
75 Miller Street
North Sydney
NSW 2060 Australia**

**Correspondence
PO Box 444
Milsons Point
NSW 1565**

**T 61 2 9959 9111
F 61 2 9954 6136
E info@commsalliance.com.au
www.commsalliance.com.au
ABN 56 078 026 507**

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