



From: South West Business Association: T/A Bunbury Chamber of Commerce & Industries

Re: ACCC mobile roaming inquiry

Dear Sir / Madam,

I write in response to your current inquiry into mobile roaming on behalf of the Bunbury Chamber of Commerce and Industries.

Mobile telecommunications are critical to the social and economic prosperity of rural and regional Australia.

The most critical telecommunications issue for individuals, farms, businesses and communities is mobile coverage. We need more coverage and better coverage.

In your deliberations on mobile roaming it is critical that the incentive for telecommunication organisations to invest in mobile infrastructure is maintained.

It seems that other Mobile Network Operators are seeking to gain market share without making their own investment in a market that is geographically remote and difficult to justify due to the low number of potential consumers.

If there was enough revenue to support a commercial business case then other Mobile Network Operators would have invested in the infrastructure and market forces would have taken care of this issue. The fact that only one company has the capacity to invest would indicate this way of attracting investment through the market point of difference of superior coverage should be maintained.

In a free market where a company is investing for a sustainable point of difference, we do not believe they should be targeted to have to share that advantage.

If there is a forced regulation, and Telstra chose not to invest in the regional community infrastructure, then either the tax payer would be picking up the cost or these areas would not have access to reliable mobile coverage that most of the Australian population takes for granted.

If this incentive is diminished or destroyed it would be a disaster for rural and regional Australia, especially in Western Australia that is sparsely populated and has a huge geographical area to cover with affordable mobile coverage.

Yours sincerely

Ray Philp
CEO

1/12/2016