
From: [REDACTED]
Sent: Tuesday, 14 June 2022 11:19 AM
To: Merger Authorisations
Subject: Teletronics Australia Pty Ltd: MA1000021 - Telstra TPG Spectrum Transaction - submission.

Hi Accc,

RE: Teletronics Australia Pty Ltd: MA1000021 – Telstra TPG Spectrum Transaction – submission.

Teletronics Australia Pty Ltd has been in the Telco industry as dealers for over 22 years with stores in both Regional and Metro Victoria.

Telstra's/TPG's agreement to share network and spectrum is a major win for all customers and ultimately introduces a more competitive market and freedom for customers with the ability to choose.

The mobile network roaming agreement has been rejected by Telstra in the past and this is a welcome change of mind which will provide customers with a choice of network and better value coupled with a better user customer experience on the network.

This agreement is putting the customers first in mind!

Telco in this current environment has 1 major player holding the monopoly of coverage both in metro and regional areas. Telstra has always been known to the public to have the wider coverage. Funding from the government has also historically been in favour of Telstra. Eg black spot roll out program or regional areas.

Ultimately if you need the coverage in both regional and metro areas there is only 1 choice which is Telstra.

Based on our previous experience around the roaming agreement between Telstra and 3 mobile (Hutchison) it was evident that customers had a choice between carriers and can shop for a better deal. Customers can rely on coverage that is backed up with Telstra network should 3 network is not available in the area. This provided customers with confidence and certainty.

When 3 merged with Vodafone the Telstra roaming deal was no longer in place and resulted in large amounts of customers leaving Vodafone due to network crashes and limited coverage. The company is no longer in competition as the network does not match let alone come in close.

We have stores in regional Victoria which struggles to meet customer expectations of the Vodafone network. Customers have said they love our instore service however have to move to Telstra due to no coverage.

At the moment customer have said they have felt like they are being held hostage and imprisoned as there is no alternative.

Coverage limitations also affects those living in metro areas if you're on the Vodafone network.

For example, if our Vodafone customers travel outside of metro areas for their holiday, go camping in our coastal or regional towns, they most likely face the same network limitations oppose to Telstra customers.

Eg. If their car has a flat tyre and need to call road side assistance while on holiday/camping they are most likely unable to do so on the Vodafone Network.

This could be avoided if they have Telstra roaming where they can feel at ease knowing they have the best of both networks to call for support when they need to.

Customers should be able to feel confident in where they live, plan to live or travel that they can access the network on their devices.

The majority of both consumer and business unanimously agree that Telstra is the only carrier with the best network and cannot afford the uncertainty or loss of business.

Vodafone has always been the challenger brand competing with price and/or service but unable to compete with network coverage.

With the fast growing population around Australia the new estates also suffers from Vodafone's network limitations. We hope that this roaming agreement can help these customers who currently have no other choice but to go with Telstra.

Many families who have mobile coverage at their previous place of residence found that they had little to no reception when they moved to their new homes in the new estates.

The Vodafone brand is well known internationally, and a considerable number of our customers are international travellers and international students. Providing an overall customer experience for our customer and making the most of their plans, is the ability to access their phones and other devices whilst in Australia. The ability to their social media platforms or video calls their families is crucial in providing a seamless experience that customers require.

In an ideal competitive environment for consumer, they should have the freedom of choice and be with a provider that they can trust and feel confident that their calls/internet will work instead of being forced into using Telstra for certainty.

If this was to proceed this provides customers with the freedom to switch suppliers and protects them from exploitation and being abused by the monopoly. Telstra will no longer be the only carrier with the competitive edge and are forced to consider their prices/value and attitude towards their customer service as well as customer support.

As a business we would be able to invest in regional areas where we could not in the past. We will confidently be able to setup store presence in many of the regional towns and provide local jobs/ business opportunities.

Eg. Gas and electricity market has so many suppliers for customer, yet the Telco market has 3 major companies with 1 holding the monopoly of the network.

NBN is one example that brought in great competition and no longer a monopoly for several telco companies. This gave Vodafone the ability to sell NBN and provide another choice for consumers.

If this agreement is rejected this would be a greatly missed opportunity that may not be available to consumers again as Telstra has rejected the idea of roaming numerous times in the past.

On personal experience I am unable to access my phone to show digital passes/check in during covid at various locations.

To name a few locations that affected my experience on the Vodafone network are: Taronga Zoo NSW, Phillip island VIC, Weribee Zoo VIC, Snowfields NSW and VIC, Daylesford VIC, Ballarat Goldfields VIC etc..

These locations are both metro and regional which would benefit from roaming as a backup should one network is not available.

We ask kindly for the ACCC to please consider carefully and to approve this roaming/spectrum agreement to benefit all customers. This would be a life changing decision for most and will assist and impact those vulnerable in metro/regional areas that cannot afford to pay a premium price for the Telstra network. The agreement will certainly bring relief to these customers as TPG is known to be very competitive and a market leader in bringing value to customers.

Yours Sincerely,



Song Zhang

Dealer Principal

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Teletornics Australia Pty Ltd is an exclusive Vodafone Partner