



**Communicate, Collaborate, Innovate**

Australian  
Telecommunications  
Users Group

**Media Release**

### **Roam Fair Campaign**

ATUG has been pressing the Government to do something to reduce the “bill shock” from international roaming prices.

Anybody who has traveled overseas and used their mobile phone knows how useful it can be to reach loved ones and conduct business using international mobile roaming. They also know the significant cost they pay for this privilege.

The House of Representatives Communications Committee is now inquiring into whether international mobile roaming charges are fair. Submissions have to be lodged by 15<sup>th</sup> August.

ATUG wants to let everyone know the opportunity is NOW to get these preposterous rates down.

Around the world other Governments have tackled this issue head on – it’s time that this happened in Australia.

All the evidence suggests industry will not move to reduce these prices without strong action and ongoing monitoring by Government.

Viviane Reding, the European Commissioner has been very clear with industry on voice charges:

‘the prices paid by the consumers for international roaming services, when traveling within the Community, should not be unjustifiably higher than the charges they pay when calling within their home country.’

These charges are now substantially less for European end users – due to regulation.

Ms Reding is now focused on SMS and Data Roaming charges,

‘Sending text messages or downloading data via a mobile phone while in another EU country should not be substantially more expensive for a consumer than sending text messages or downloading data at home. Higher retail charges abroad must be justified by additional cost of operators, or they will have to disappear.’

According to Ms Reding, “Regulators in the countries of the Arab League, the Indian regulator and several African regulators have started to act in the same direction. We see here globalisation working clearly in the interest of consumers. More and more consumers are globetrotters – they also expect to use mobile communications at ease wherever they travel around the globe.”

ATUG agrees!

There is no legitimate reason why it costs end users many, many times more to make a call or send an SMS or access the web when they are traveling than when they are at home.

It is time for end users to tell their “bill shock” horror stories and for the Australian Government to act.

ATUG is holding forums across Australia to give end users an opportunity to tell us about their experiences. Everyone is welcome. Details are at [http://www.atug.com.au/all\\_cal\\_events.cfm](http://www.atug.com.au/all_cal_events.cfm)

ATUG is setting up a blog so that everyone can contribute their stories. Go to <http://www.atugblog.com.au/>

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