# Overview of Australian Telecommunications Industry

As with any country, telecommunications play a vital role in Australia and Australian society. Internet first became available to Australian universities in 1989 via the Australian Academic & Research Network (AARNet) (Clarke 2004). Eversince, the industry has grown to include different services like broadband access, mobile broadband, fixed line and mobile telephony and host of other services riding on core technologies like cable, satellite, submarine cables and optical fibre. In 2016, the telecom industry revenue has reached over $42 billion (Harpur, 2017a).

There are numerous players in the Australian Telecom industry. The first-tier scene is dominated by Telstra Corporation Limited (Telstra), SingTel Optus (Optus) and Vodafone Hutchinson Australia (Vodafone). Amongst the three, Telstra dominates the market, with over 50% market share (Harpur, 2017a). First-tier providers are those with their own networks. Second-tier providers are those that buy access from first-tier providers. Second tier providers in Australia include Macquarie Telecom, Vocus M2, Nextgen Networks (Nextgen Group), TPG Telecom (iiNet) (Budde, 2016).

Harpur (2017b) points out that by late 2016, mobile penetration in Australia has reached 143%, which is fuelled by increase in population and consumers migrating from fixed line to mobile phones. The report goes on to show that the userbase is concentrated on 3G plans which is gradually losing ground to LTE (Long Term Evolution) due to growing reach of LTE network and avalability of affordable LTE-enabled smartphones.

This Industry analysis report will focus on Vodafone, which provides mobile voice, text and data services in Australia.

# Vodafone Hutchinson Australia

Vodafone Hutchinson Australia (VHA) is founded in 2009 as a 50-50 joint venture between Vodafone Group Plc and Hutchinson Telecommunications (Australia) Limoted3G Australia on a 50-50 basis (http://www.vodafone.com.au/about/company). It is the third largest telecommunications company in Australia and provides mobile voice, text and data services.

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