

MOBILE NUMBER PORTABILITY SCHEME CELEBRATES FIFTH ANNIVERSARY

[Latest figures show world-leading initiatives extraordinary success rate](#)

Australias world-leading Mobile Number Portability (MNP) Scheme has celebrated its fifth anniversary this week, with latest figures showing very few complaints.

Communications Alliance, which administers the scheme, said MNP had been responsible for over five million successful ports (mobile number transfers) since its inception, with a monthly average of 85,000 ports.

The latest available figures, for the June quarter, accounted for 442,794 ports where customers transferred their mobile phone service from one provider to another. Of that number, there were only 155 complaints logged by the Telecommunications Industry Ombudsman, a rate of 0.035 per cent.

Australia was a pioneer of MNP and we are still setting the benchmark for the efficiency with which our mobile service providers co-operate in helping their customers move to a competitor, said Communications Alliance CEO, Anne Hurley.

Mobile number portability involves a raft of very complex technical and commercial challenges that require ongoing consultation and cooperation between all parties involved.

In developing our MNP Scheme, Australias telecommunications industry established worlds best practice processes and we have continued to refine it so that customers can transfer between service providers quickly and efficiently.

In such a highly competitive industry that is often unfairly characterised as uncooperative, we are entitled to be proud of the success of MNP.

About Communications Alliance

Communications Alliance was formed in 2006 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

Although Communications Alliance has its genesis in the merger of the Australian Communications Industry Forum (ACIF) and the Service Providers Association Inc (SPAN), it is a new organisation created specifically to drive the industry into the future with confidence, vitality and strength of purpose.

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

By providing leadership on new trends and directions, Communications Alliance fulfils a vital unifying role on behalf of the industry and its members, particularly in areas of competition, innovation and industry development.

The prime mission of Communications Alliance is to promote the growth of the Australian communications industry and the protection of consumer interests by fostering the highest standards of business ethics and behaviour through industry self-governance.