



# Mozo Experts Choice Awards **Mobile Plans 2023**

Methodology Report  
July 2023



# Mozo Experts Choice Awards Mobile Plans 2023

This year is the second time we've taken our experience in finance, NBN, energy and insurance comparison and applied our methodology to find the leading mobile plans in Australia.

Product providers don't pay to be in the running with our awards, and we don't play favourites. Our judges base their decision on hard-nosed calculations of value to the consumer, using Mozo's extensive product database and research capacity. We identify the most important features of each plan, group each product into like-for-like comparisons, and then calculate which are better value than most or offer market-leading features and services.

This report lists the winners and explains the judging methodology for our 2023 Mobile Plans awards.

# Mobile Plans - 2023 Winners

## Mobile Plan Provider of the Year 5G



Vodafone took out five wins across categories in 5G mobile and data plans. It offers great value monthly plans with generous data limits. Its data sharing features also help families budget and manage their data combined usage, making it an easy choice for our **Mobile Plan Provider of the Year 5G** award.

## Mobile Plan Provider of the Year 4G



For mobile users not ready to upgrade to the 5G network yet, Kogan Mobile presents a leading range of options across 4G mobile plans. It offers a mix of short and long expiry plans and their overall balance of value for money allowed it to take out our **Mobile Plan Provider of the Year 4G** award.

## Mobile Plans - 4G

The following product categories make use of the 4G mobile network to deliver exceptional value for money for any budget or usage appetite, grouped by small, medium and large data allowances.

### Mobile Plan - 4G Small

Catch Connect	18 GB Mobile Plan
felix mobile	Sim only Mobile plan
Kogan Mobile	365 Days - Medium

### Mobile Plan - 4G Medium

iiNet	Mobile Plan 40 GB
Internode	Mobile Plan 40 GB
Kogan Mobile	Monthly - Medium
Kogan Mobile	365 Days - Extra Large
Lebara Mobile	Large 360 Day
SpinTel	Sim only plans- 50GB
TPG	Sim only plans - 45 GB
Westnet	Sim only plans - 40 GB

### Mobile Plan - 4G Large

amaysim	28 Day plan - 80 GB
Circles.Life	100 GB Plan
Dodo	80 GB Plan
Kogan Mobile	Monthly - Large
TeleChoice	7 Month - 630GB
TeleChoice	13 Month - 1170GB

## Mobile Plans - 5G

For mobile users looking to take advantage of the next generation 5G data speeds, the following plans present leading value for money, grouped by small, medium and large data allowances.

### Mobile Plan - 5G Small

Belong	Sim only plan - 40 GB
CMobile	CMobile Blue plan - 32 GB
TeleChoice	48 GB - Prepaid
Vodafone	Small SIM Only Plan

### Mobile Plan - 5G Medium

Belong	Sim only plan - 100 GB
Mate.	Soul mates

### Mobile Plan - 5G Large

Vodafone	Medium SIM Only Plan
Vodafone	Large SIM Only Plan

## Data Plans - 4G

Grabbing a SIM card for your mobile network enabled smartwatch, tablet, or laptop has never been easier with this selection of leading 4G data only plans.

### Data Plan - 4G Small

Aussie Broadband

Medium - 25 GB

Lebara Mobile

Data only plan - 40 GB

Vodafone

Small Tablet Data SIM Only

### Data Plan - 4G Medium

SpinTel

Data Only - 50 GB

### Data Plan - 4G Large

CMobile

Data Only - Blue 100 GB

## Data Plans - 5G

If you're looking for the fastest possible mobile speeds for your smartwatch, tablet, or laptop, the three plans below present a very competitive choice on the 5G network.

### Data Plan - 5G Small

Belong

Data Plan - 20 GB

### Data Plan - 5G Medium

Belong

Data Plan - 100 GB

### Data Plan - 5G Large

Tangerine Telecom

Mobile Broadband Data plan - 400 GB

## International Roaming

Staying connected, informed and not getting lost on public transport while overseas are the most common concern for an international trip. Judges deemed these international roaming add-ons as the best value offering in our cost calculation scenario.

International Roaming	
felix mobile	International Roaming
Optus	International Roaming
Vodafone	International Roaming



## Family Plans

With soaring costs of living, it has never been more important to save money on your family's bills. The Family Mobile Plans category examines providers who allow you to bundle to save or share your family's combined data allowance. The following providers were awarded.

### Family Mobile Plan - 4G Small

more

22 GB Sim Only Plan (with CommBank customer price)

### Family Mobile Plan - 5G Small

Vodafone

150 GB Prepaid Plus Starter( 365 Day plan)

### Family Mobile Plan - 5G Medium

more

120 GB Sim Only Plan (with CommBank customer price)

Optus

Family Plan

### Family Mobile Plan - 5G Large

Vodafone

Medium SIM Only Plan

# How are the winners determined?

## Cost Calculation

To fully account for short term pricing and introductory offers, as well as long-expiry plans, we calculated the total cost of each mobile plan over a 36 month period, taking into account:

- Introductory and ongoing pricing
- Introductory and ongoing mobile data caps

With these calculations, the judges produced a standardised cost and data allowance per month model, grouped plans according to their data usage, and determined which plans offer the leading value-for-money.

## Small, Medium and Large Grouping

Based on the distribution of monthly data allowances across available plans, the judges used the following data allowance groups per category:

Category	Small	Medium	Large
4G Mobile	less than 30 GB per month	greater than or equal to 30 GB, but less than & equal to 70 GB per month	greater than 70 GB per month
5G Mobile	less than 100 GB per month	greater than or equal to 100 GB, but less than & equal to 250 GB per month	greater than 250 GB per month
4G Data	less than 40 GB per month	greater than or equal to 40 GB, but less than or equal to 80 GB per month	greater than 80 GB per month
5G Data	less than 50 GB per month	greater than or equal to 50 GB, but less than or equal to 150 GB per month	greater than 150 GB per month

## We considered :

- All pre paid and post paid plans.
- Unlimited Calls and Texts to standard Australian numbers for all mobile plans.

## Mobile Data Technology Options

As 5G networks continue to be rolled out across Australia, carriers are offering mobile users the choice between more competitively priced 4G plans, and the premium speeds but limited coverage areas of 5G data.

We have identified the technology each plan is able to utilise, and categorised plans on a like-for-like basis.

## Data Only Plans

Additionally, we collected pricing and service information for Data only plans, for use in the litany of today's connected devices such as smartwatches, tablets, remote cameras and mobile data enabled laptops.

## Coverage and Network Performance

We did not compare the respective coverage and network performance of the three network operators that make their services available for both first-party customers and mobile virtual network operators, on both 4G and 5G mobile technologies.

## Post and Prepaid

We made no distinction between pre- and post- paid plans for our calculations, and assumed that any prepaid plans were automatically recharged at the end of their expiry period.

## Unlimited Plans

Plans offering unlimited data usage were considered with the assumption of a “small” usage tier. While these plans either come with caps to user’s mobile speed or premium pricing structure, we still believe winner plans still offer great value to mobile users.

## Family Plans

We collected pricing for mobile phone providers that offered either family bundle discounts, or a shared data allowance, across multiple SIMs. The top provider of 4, 5 and 6 SIM plan bundles was considered across small, medium and large data allowance groups to identify the best value provider.

# International Roaming

An international roaming scenario was created to simulate a representative overseas holiday experience for an Australian family:

- A 14-day overseas trip
- 30 total minutes of roaming calls
- 40 roaming text messages, and
- 8GB of total data usage

The total cost of each mobile phone plan provider for international roaming, along with any additional features considered by judges to present winners.

Judges did not take into consideration any overseas calls or texts made from Australia to overseas numbers.

## 4G and 5G Mobile Plans Provider of the Year

To find the best provider of mobile plan services overall, we reviewed the winners of the individual categories to identify those that had won most awards. We then compared how each had performed in every category that makes up these awards.

This process identified that one provider stood out as taking out the most wins in the 4G & a different provider stood out in the 5G categories, so one has been named our Mobile Plan Provider of the Year 4G & the other one is our Mobile Plan Provider of the Year 5G.

## How many winners are there?

We typically aim to award the top 10% of products in each category. The judges may use their discretion to adjust the cutoff up or down as necessary after examining the difference between products at the margin.

## What products do we consider?

In carrying out the Mozo Experts Choice Awards for Mobile Plan services we assessed 633 plans from 49 providers of personal mobile plans.

The information collection was conducted between 13 and 21 June 2023. To be considered for inclusion in these awards all information considered must be readily available on the retailer's website or provided when asked via online chat.

We aim to include most providers in the market in the Mozo Experts Choice Awards. However, not every product on the market will be included in our review. Any product we review must be available in the market at the time of our analysis. A list of providers considered for inclusion can be found in the appendix of this document.

## How we manage conflicts of interest

Mozo Experts Choice Awards are based on objective verifiable facts and analysis wherever possible, and any assumptions made are set out in this report. Mozo's research team analyses product data and determines the winners in each Mozo Experts Choice category without reference to Mozo's sales or commercial functions.

A provider can participate in the Mozo Experts Choice Awards free of charge.

Mozo charges a licence fee to providers should they wish to use the Mozo Experts Choice Awards badges in their own marketing activities. Mozo may also offer promotional packages that may be purchased.

Mozo Experts Choice awards are awarded irrespective of a product provider's commercial relationship with Mozo.



## About Mozo

Mozo provides a comparison service with the goal of helping consumers to make their own financial decisions and save money. Mozo offers consumers a comprehensive product comparison service across the retail banking market, general insurance, life insurance, business banking, energy and more.

Hundreds of thousands of Australians a month use Mozo's comparison service. Mozo's comparison technology and expertise has been used by some of Australia's largest online publishers.

Mozo holds an Australian Financial Services Licence and an Australian Credit Licence. Mozo's management team have experience in consumer credit and financial services in a variety of roles from executive management, marketing, actuarial services and technology. Mozo's team are often called upon to provide expert media commentary in relation to the product areas they cover.

Our Mozo Experts Choice Awards analysis is overseen by AJ Duncanson, Mozo's Data Director, and Peter Marshall, Research Manager. AJ is a data scientist and actuary and has worked in financial services and product comparison for over 31 years. Peter has worked for a wide range of Australian banks and product comparison for the past 37 years. Both AJ and Peter act as Responsible Manager on Mozo's Australian Financial Service Licence and Australian Credit Licence.

## Important Information

The information published in this report is of a general nature only and does not take into account your situation or needs. Before choosing a product, you should consider whether it's appropriate to you and you should read all the information available from the product provider.

The information contained in this report is governed by Mozo's standard Terms of Use. To the extent permitted by law, you indemnify and agree to keep Mozo indemnified against any loss or claim arising out of your use of any information contained in this report. Where Mozo collects information such as rates, pricing and product information we make every effort to ensure that all information displayed is accurate. Mozo does not warrant that the information contained in this report will be faultless or that all of the information displayed will be completely accurate and we accept no liability whatsoever for any errors or omissions.

Copyright © 2023 Mozo Pty Ltd. All Rights Reserved.

ABN: 68 128 199 208. AFSL & ACL 328141

Level 10, 89 York St, Sydney NSW 2000

# Appendix

## List of all providers considered in the awards

Accord with Officeworks	Konec
AGL	Lebara Mobile
ALDI mobile	Lycamobile
amaysim	Mate.
Aussie Broadband	Moose Mobile
Belong	more
Bendigo Telco	more (Commbank customer offer)
Better Life	numobile
Boost Mobile	Optus
Catch Connect	Pennytel
Circles.Life	Reward Mobile
CMobile	Southern Phone
Coles Mobile	SpinTel
Dodo	Superloop
E.Tel	Tangerine Telecom
Exetel	TeleChoice
felix mobile	Telsim
flip	Telstra
Goodtel	Think Mobile
Hello Mobile	TPG
iiNet	Vodafone
Internode	Westnet
iPrimus	Woolworths
JB Hi-Fi	Yomojo
Kogan Mobile	