



Mozo Experts Choice Awards **Mobile Plans 2025**

Methodology Report
May 2025



Mozo Experts Choice Awards Mobile Plans 2025

This year is the fourth 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 2025 Mobile Plans awards.

Mobile Plans - 2025 Winners

Australia's Best Mobile Plan Provider



SpinTel secured victories in six different categories, showcasing its strength across the Small to Extra Large 5G mobile plans, as well as securing a win in the 4G mobile and data plan categories. With such a broad range of wins, SpinTel has proven to be a standout performer, making it a truly deserving recipient of this prestigious title.

Highly Commended Mobile Plan Provider



This award category has two winners, as both demonstrated outstanding performance across the 5G Small, Large, and Extra Large plan categories. Their strong performance in 5G mobile plan categories makes them equally deserving recipients of this recognition.

4G Mobile Plans

This category leverages the 4G mobile network to offer excellent value for money across a range of budgets and usage needs. For this category, we included only plans with data allowances of 50GB or less considering higher data users are typically seeking high-speed options.

ALDI mobile	\$19 plan
Better Life	XL
Dodo	15GB Mobile Plan
Dodo	30GB Mobile Plan
iiNet	Small
Kogan Mobile	Monthly - Medium
Lycamobile	Unlimited 20
Mate	Good Mates
more (Commbank customer discounts)	12GB
numobile	12GB Plan
OnePass mobile	28 Day Plan - 15GB
OnePass mobile	28 Day Plan - 30GB
SpinTel	25GB Mobile Plan
Superloop	Saver 4G Plan
TeleChoice	15GB - Prepaid
TeleChoice	38GB - Prepaid
TPG	25GB
Woolworths	32GB Prepaid
Yomojo	40GB

5G Mobile Plans

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, large, extra large and 300+GB data allowances.

5G Small Mobile Plan

amaysim	42GB plan
Dodo	40GB Mobile Plan
Konec	Everyday Mobile Plan
Lebara Mobile	Medium 30 Day
Moose Mobile	Moose 27GB
Moose Mobile	Moose 40GB
Southern Phone	Medium 5G SIM Plan
SpinTel	25GB Mobile Plan
Swoop	27GB Plan
TeleChoice	38GB 5G Plus

5G Medium Mobile Plan

ALDImobile	\$39 plan
Dodo	60GB Mobile Plan
felix	50GB Mobile Plan
iiNet	Medium
SpinTel	50GB Mobile Plan
TeleChoice	60GB 5G Advanced
TPG	50 GB

5G Large Mobile Plan

ALDImobile	\$49 plan
amaysim	120GB plan
iiNet	Large
Lycamobile	Unlimited Plan S
Moose Mobile	Moose 100GB
SpinTel	100GB Mobile Plan
Swoop	100GB Plan
TPG	100GB

5G Extra Large Mobile Plan

Bendigo Telco	Premium
Lycamobile	Unlimited Plan XL
Moose Mobile	Moose 220GB
SpinTel	200GB Mobile Plan
Swoop	220GB Plan

5G 300GB+ Mobile Plan

Vodafone	Large SIM Only Plan
Vodafone	Medium SIM Only Plan

4G Long Expiry Mobile Plans

The following Long Expiry product categories make use of the 4G mobile network to deliver great value for money.

OnePass mobile	365 Day Plan - 280GB
Kogan Mobile	365 Days - Extra Large
Kogan Mobile	365 Days - Large
Kogan Mobile	365 Days - Medium

5G Long Expiry Mobile Plans

The following Long Expiry product category winner makes use of the 5G mobile network to deliver exceptional value for money.

Vodafone	\$320 Prepaid Plus Starter
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4G Data Plans

Grabbing a SIM card for your mobile network enabled smartwatch, tablet, or laptop is simple with these leading 4G data plans. For this category, we included only plans with data allowances of 100GB or less considering higher data users are typically seeking high-speed options.

Bendigo Telco	Value 15
CMobile	Blue 5GB - Data Only
CMobile	Blue 25GB - Data Only
SpinTel	Data Only - 50GB

5G Data Plans

The following 5G Postpaid plans offer outstanding value for money for postpaid data plans, categorised by small, medium, and large data allowances.

5G Small Data Plan

Vodafone	Small Tablet Data SIM Only
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5G Medium Data Plan

CMobile	Blue 50GB - Data Only
Vodafone	SIM Starter Pack \$55

5G Large Data Plan

Belong	100GB Mobile Broadband
Tangerine Telecom	100GB 5G Mobile Broadband

5G Extra Large Data Plan

more (Commbank customer discounts)	200GB
Tangerine Telecom	200GB 5G Mobile Broadband

5G 300GB+ Data Plan

more (Commbank customer discounts)	400GB
Tangerine Telecom	400GB 5G Mobile Broadband

Family Plans

With the soaring cost 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 and share your family's combined data allowance without any restrictions, operating within one account. The following providers were awarded.

4G Family Mobile Plan

Yomojo	Family Bundle - 100GB
Yomojo	Family Bundle - 75GB
Yomojo	Family Bundle - 40GB

5G Family Small Mobile Plan

Aussie Broadband	Value
Optus	Family Plan

5G Family Medium Mobile Plan

Vodafone	Small SIM Only Plan
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5G Family Large Mobile Plan

Vodafone	Large SIM Only Plan
Vodafone	Medium SIM Only Plan

Data Gifting

In the category for providers allowing data sharing, some restrictions may apply. The following providers were awarded.

4G Data Gifting Mobile Plan

more (CommBank customer discounts)	25GB Plan
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5G Data Gifting Small Mobile Plan

Konec	Everyday Mobile Plan
more	50GB

5G Data Gifting Medium Mobile Plan

Telsim	160GB Prepaid
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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 plans and add-ons along with the different group of 5G mobile plans as the best value offering in our cost calculation scenario.

5G Small Mobile Plan with International Roaming

amaysim	15GB Plan with The Epic International Roaming
felix	25GB Mobile Plan with International Roaming
Tangerine Telecom	25GB 5G Mobile SIM with 14 Day Pack International Roaming

5G Medium Mobile Plan with International Roaming

felix	50GB Mobile Plan with International Roaming
Tangerine Telecom	50GB 5G Mobile SIM with 14 Day Pack International Roaming

5G Large Mobile Plan with International Roaming

more	80GB with 14 Day Pack International Roaming
Tangerine Telecom	80GB 5G Mobile SIM with 14 Day Pack International Roaming

5G Extra Large Mobile Plan with International Roaming

AGL	5G Large with International Roaming
CMobile	Blue \$55 with 10GB Travel Pack International Roaming
Tangerine Telecom	150GB 5G Mobile SIM with 14 Day Pack International Roaming

5G 300 GB+ Mobile Plan with International Roaming

Vodafone	Medium SIM Only Plan with International Roaming
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How do we judge the winners?

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 24 month period, taking into account:

- Introductory and ongoing pricing
- Introductory and ongoing mobile data

With these calculations, the judges calculated monthly cost and data allowance per month then calculated cost per GB for each plan. Plans were then categorised according to their 4G or 5G compatibility and data usage. By analysing this data, we identified which plans offer the best value-for-money.

Mobile Plan Grouping

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

Category	Small	Medium	Large	Extra Large	300+GB
5G Mobile & Data Plan	less than or equal to 42GB	greater than or equal to 43 GB, but less than & equal to 69 GB	greater than or equal to 70 GB, but less than & equal to 120 GB	greater than or equal to 121 GB, but less than & equal to 299 GB	more than 300 GB

We considered :

- All prepaid, postpaid and long expiry 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 more 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.

Unlimited Plans

Plans that offer unlimited data usage but come with speed caps were not considered in our assessment.

Family Plans

We collected pricing for mobile phone providers that offer family accounts where there is one account with many sims and one data allowance which can be shared without any restrictions or family bundle discounts on linked accounts. The top provider of 4, 5 and 6 SIM plan bundles was considered to identify the best value provider. In the 5G category, we also recognized winners across the Small, Medium, and Large segments.

Data Gifting

We gathered data on providers offering plans with the option to gift data. We also considered plans with reasonable data sharing restrictions. We identified the top providers of 4, 5, and 6 SIM plan bundles to determine the best value provider. In the 5G category, we also recognized winners across the Small, Medium segments.

International Roaming

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

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

We calculated the total cost of international roaming for each mobile plan provider. Our evaluation focused on identifying the provider add on roaming price and summing up the costs across all their plans. Subsequently, we determined the winners based on the best value, factoring in both their regular 5G plan and roaming charges, using the monthly cost for the regular plan in addition to a 14 day holiday scenario cost. Experts then selected the winners in the 5G Small, Medium, Large, Extra Large, and 300+GB plan categories. Judges did not take into consideration any overseas calls or texts made from Australia to overseas numbers.

Australia's Best Mobile Plan Provider & Highly Commended Mobile Plan Provider

To determine the Best Mobile Plan Provider in Australia, we first reviewed which provider had the highest number of winning plans. We then assessed the availability of core plan categories and the diversity of awards. Based on this analysis, we awarded the title of Australia's Best Mobile Plan Provider to the standout performer.

For the Highly Commended Mobile Plan Provider award, we identified the next best performers—two providers who excelled across different 5G plan categories. Both demonstrated strong value and consistent performance, making them equally deserving of this recognition.

What products do we consider?

In carrying out the Mozo Experts Choice Awards for Mobile Plan services we assessed 611 plans from 48 providers of personal mobile plans.

The information collection was conducted between 28 March and 22 April 2025. At the end of the assessment, we verify whether all winners have the same plan offers as per the data collection period. If any winner has discontinued the similar offer and fails to be a winner with the recent prices they did not consider as a winner. We also discontinued categories that had too few competing plans to determine a meaningful winner. 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.

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

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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 Director of Data & Compliance, and Peter Marshall, our Financial Services Specialist. AJ is a data scientist and actuary and has worked in financial services and product comparison since 1990. 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.

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Appendix

List of all providers considered in the awards

AGL	Lycamobile
Airtel	Mate
ALDImobile	Mate.
amaysim	Moose Mobile
Aussie Broadband	more
Australia Post	numobile
Belong	OnePass mobile
Bendigo Telco	Optus
Better Life	Pennytel
Boost Mobile	Reward Mobile
CMobile	Southern Phone
Coles Mobile	SpinTel
Dodo	Superloop
E.Tel	Swoop
Exetel	Tangerine Telecom
felix	TeleChoice
flip	Telsim
Goodtel	Telstra
iiNet	Think Mobile
iPrimus	TPG
JB Hi-Fi	Vocal
Kogan Mobile	Vodafone
Konec	Woolworths
Lebara Mobile	Yomojo