

TELECOMMUNICATIONS NARRATIVE

Message house

All New Zealanders can make confident choices to stay connected in ways that fit their situation, lifestyle, and business.

We drive the sector to be competitive and customer focused for the benefit of all New Zealanders and the economic wellbeing of our country.

- We are an independent Crown entity, responsible for monitoring and regulating the telecommunications industry.
- We draw on significant pools of data and information from multiple sources, including complaints from the public, to inform our work.
- We draw on experiences, local and global, to help shape the future of telecommunications in Aotearoa New Zealand.
- We produce and promote information and resources that help New Zealanders to make the right choices for their situation.

Call to action

- Talk to your provider to check you're on the right plan for your situation
- Visit comcom.govt.nz for independent information to help you to compare what's on offer.
- If there's another plan or service that's better for your situation, switch plans or providers today.

Supporting facts and figures

Customer service dashboard

Retail services quality monitor

Quarterly broadband measure

Annual monitor (telecommunications performance)



Elevator pitch

Formal

We drive the telecommunication sector to be competitive and customer focused for the benefit of New Zealanders and the economic wellbeing of our country. When New Zealanders sign up to a telecommunications provider or plan, they can have confidence they've chosen the provider and products that's right for them.

Informal

Our work is focused on the telecommunications sector being competitive and customer focused. We do this for the wellbeing of New Zealanders and our economy.

When New Zealanders sign up with a telecommunications provider, we want them to be confident that it's the right provider for their phone and broadband needs. We want them to access information that helps them make those choices, and to have confidence to review their arrangements regularly or whenever life changes.



Website copy examples

[Commerce Commission - Telecommunications \(comcom.govt.nz\)](http://comcom.govt.nz)

Original	Revised
<p>We work to ensure fixed-line (broadband) and mobile markets are competitive through regulation of wholesale telecommunication services and our monitoring of how the retail market is performing.</p>	<p>We want all New Zealanders to be able to make confident choices about the telecommunication services and products that they buy.</p> <p>We drive the telecommunications sector to be competitive and customer focused for the benefit of New Zealanders and the economic wellbeing of our country. When New Zealanders are considering providers and products, they make decisions that are right for their situation, lifestyle, and business.</p>
<p>Our role in telecommunications</p> <p>We work to ensure broadband and mobile markets are competitive through regulation of wholesale telecommunications services and our monitoring of how the retail market is performing.</p> <p>Under the Telecommunications Act 2001 we have two primary functions. The first is to regulate certain fixed-line and mobile services by setting the price and/or access terms for that service. The second is to monitor and report on competition, performance and developments in telecommunications markets. Both of these functions are focused on promoting competition and transparency in telecommunications markets for the benefit of consumers. In addition, we are also responsible for allocating the exact amount telecommunications providers must pay in Government levies each year.</p> <p>The Government completed its review of the Telecommunications Act in 2017. On 7 November 2018, Parliament approved</p>	<p>We play an essential role in making sure New Zealand's telecommunications sector is healthy</p> <p>A well-functioning telecommunications market is great for New Zealanders and for business. As an independent Crown entity, we are responsible for monitoring and regulating the telecommunications industry in Aotearoa New Zealand.</p> <p>We draw on experiences, local and global, to help shape the future of telecommunications. We work with significant pools of data and information from multiple sources, including complaints from the public, to inform our work.</p> <p>We use this wealth of information and experience to produce and promote resources that help New Zealanders to make confident choices about the telecommunication services and products that are right for them.</p>

amendments to the Act which change how we regulate the sector from 2020 on.

Telecommunications for consumers

The world of telecommunications can be complex. Our consumer advice is designed to provide you with information to help you make informed purchasing decisions, enter into a fair contract with your provider, ensure you receive accurate and understandable bills, and provide advice about where to turn if things go wrong.

We help New Zealanders make confident choices

We provide information that helps New Zealanders to make confident choices about the telecommunication services and products for their situation, lifestyle, and business.

- When to review your service provider
- Key questions to ask
- Comparison tool
- Deciding to switch
- Where to go if things go wrong

We monitor and regulate the market

As well as monitoring and regulation, we also manage two publicly available registers (the register of Chorus non-retail users and the register of eligible persons) and we charge telecommunication providers a levy for infrastructure.

- Monitoring
- Regulation
- Registers
- Levies and obligations

Monitoring telecommunications markets

As part of our regulatory role, we actively monitor telecommunications markets and produce reports on how they are performing and developing.

Monitoring

We monitor the telecommunications markets for competition, performance, and development. We conduct inquiries, reviews,

Original

- monitoring competition in, and the performance and development of, telecommunications markets
- conducting inquiries, reviews, and studies relating to the telecommunications industry for the long-term benefit of consumers of telecommunications services in New Zealand

publishing information about telecommunications markets.

Regulated services

Under the Telecommunications Act, some services that telecommunications firms provide to each other are regulated to help promote competition in the market for the benefit of consumers. The Commission is responsible for determining the terms of supply for these services.

Register of Chorus non-retail users

As a telecommunications provider, you must make an application if you wish to be supplied services from Chorus.

Chorus must not supply telecommunications services to a user if that user will consume 25% or more of the services supplied themselves.

We manage applications to add users to the register, make this information public, and receive complaints about the inclusion of users on the register.

Updates to the register are ongoing

Revised

and studies to ensure the sector continues to serve the changing needs of New Zealanders and our economy.

- Annual monitoring report
- Broadband report
- ...

Regulation

We regulate certain services that telecommunication firms supply to each other so that the market remains competitive for the benefit of New Zealanders.

- Codes
- List of projects
- ...

Registers

Register of Chorus non-retail users

- Purpose...
- Who must register...
- How to register...

Register of eligible persons

- Purpose...
- Who must register...
- How to register...

Original	Revised
<p>The telecommunications industry makes financial contributions to the Government through a compulsory levy. This funding is used to improve New Zealand's telecommunications infrastructure and provide certain services such as assistance for the deaf and hearing or speech impaired.</p>	<p>Levies and obligations</p> <p>We charge telecommunication providers a levy which pays for improvements to New Zealand's telecommunications infrastructure and special services such as assistance for the deaf and hearing or speech impaired.</p> <ul style="list-style-type: none"> • Telecommunication development levy • Telecommunications relay service • Contributing to Codes

Media release example

Original	Revised
<p>Commission welcomes new broadband marketing codes</p> <p>The Commerce Commission welcomes new marketing codes for the telecommunications industry that will help consumers make informed choices about the best broadband service for them.</p> <p>The new codes were developed by the New Zealand Telecommunications Forum (TCF) in response to guidelines issued by the Commission using new powers to improve retail service quality for consumers.</p> <p>...</p>	<p>New codes help New Zealanders make informed choices about broadband</p> <p>The Commerce Commission says new marketing codes for the telecommunications industry will give New Zealanders confidence when deciding on the right broadband service for their needs.</p> <p>The New Zealand Telecommunications Forum (TCF) developed the codes in response to guidelines issued by the Commission using new powers to improve retail service quality for consumers.</p> <p>...</p>