**Improving Aviation Competition –**

**Lower Prices, More Choice, Stronger Communities**

**This has a direct, positive impact on:**

* **27 of accredited travel businesses in McPherson supporting 455 staff.**
* **1,666 of accredited travel businesses with 19,518 staff across Australia.**

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| **The Challenge: Rising Aviation Costs and Fewer Options Hit McPherson Hard**In McPherson, families and businesses are feeling the pinch of a broken aviation market. The ACCC warns that weak competition has left Australians with soaring airfares, patchy service, and reduced connectivity. Reduced competition means **Australian travellers are paying more for less.** Two airline groups now dominate over 98% of domestic passengers following the decline of Bonza and Rex. **Airfares spiked – up 13% nationally, with some key routes soaring 95%.** When three airlines compete, fares drop by up to 50% – yet no route in Australia has that today. Internationally, without appropriate scrutiny and safeguards, code-share deals can entrench market power of the dominant airlines, limiting choice and driving up costs for travellers. For example, 52% of AUS-UK flights and 37% of Europe fares are dominated by one partnership.A lack of competition also impacts connectivity and can isolate the regions: 23 less routes operated in 2024 compared with 2023, a 14% drop.  |

The Opportunity: Fairer Aviation, Better Outcomes

**Stronger ACCC Oversight**

Empowering the ACCC to continue its Domestic Airline Competition Monitoring Reports beyond 2026 will enhance transparency and accountability and ensure faster consumer protection action by the ACCC.

Extending this to include international air services on a bi-annual basis in the form of a market concentration study will also benefit Australians travelling internationally.

**Transparency & Fairness in Air Service Agreements**

A more transparent and fair policy of negotiating bilateral air service agreements (BASAs) that genuinely provides capacity ahead of demand will allow for adaption to demand variation and positively impact consumer choice and airfare prices.

Decisions on BASAs should be based on a clear, defined national interest. A framework based on the FIRB should be established, and there should be a role for the ACCC to review and publicly release its assessment of the consumer benefits. The ultimate decision and rational must be made public to ensure transparency.

Here’s What Your Support Delivers

**Affordable Travel**

Lower airfares ease the cost-of-living burden for families in McPherson, keeping more money in their pockets.

**Enhanced Connectivity**

More competition restores and expands flight options, linking Australia’s regional towns to cities and markets. This is vital to counter the 14% drop in routes last year.

**Less Delays, Cancellations & Complaints**

More competition means better consumer outcomes and less disgruntled Australians escalating complaints.

ATIA’s free, robust, independent dispute resolution program in partnership with the Consumers’ Federation of Australia ensures any consumer issues are resolved fairly – no external escalation needed.

*“the lack of effective competition over the last decade has resulted in underwhelming outcomes for consumers in terms of airfares, reliability of services and customer service”*

* ACCC