

# AIRLINE CUSTOMER ADVOCATE

## ANNUAL REPORT 2025

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# DEFINITIONS

**Complaint Received** – a customer has lodged a written complaint via the website.

**Ineligible** – this is a case that has been deemed ineligible according to the Airline Customer Advocate (ACA) charter, e.g., No response from the airline, the event occurred more than 12 months prior, or the complainant has already reported the complaint to a government complaints body.

**Eligible** - this is either a case that has been raised by the complainant but has not yet been deemed ineligible by the airline or has been reviewed and confirmed as being eligible.

**Finalised** - closed, either resolved or unresolved

**Resolved** - the customer has accepted the outcome offered by the airline.

**Unresolved** – the customer has not accepted the outcome offered by the airline, and there is no further escalation available through the Airline Customer Advocate.

**Outstanding** - a case that is not marked as ineligible or finalised will fall under outstanding.

# ADVOCATE'S FOREWORD

This Annual Report contains details about the total number of eligible and ineligible complaints received and finalised by the Airline Customer Advocate, the number of eligible complaints outstanding, and the top issues for each participating airline and corresponding percentages.

The Airline Customer Advocate was established in 2012 to facilitate the resolution of complaints from customers of the three participating airlines about the services provided by the airlines.

These airlines are Jetstar, Qantas, and Virgin Australia.

The Advocate is an aviation industry-funded dispute resolution scheme. This funding model is typical of the many diverse and long-established industry-specific resolution schemes across Australia that partner with consumers.

The Advocate provides an informal process to resolve complaints in accordance with an airline's Customer Charter, its Conditions of Carriage, and any applicable laws, including international conventions that define an airline's liability in prescribed circumstances, such as lost baggage. The Australian Consumer Law also protects airline customers.

Australian airline customers took more flights domestically and internationally overall in 2025, as total passenger numbers across all the participating airlines increased to 75,738,799 (up 3,318,203) from 72,420,596 in 2024.

The Advocate received 1,758 eligible complaints in 2025. This represents an increase of 3.6% (or 63 complaints) on the previous year, with total passenger numbers across all participating airlines increasing 4.4%. The major drivers of complaints during the year related to refund requests (down 17%), flight delays and cancellations (down 10%), and baggage (up 19%)

Overall complaint resolution rate for 2025 has significantly improved from the prior year, increasing to 85%, compared to 66% in 2024, 37% in 2023, and 43% in 2022.

946 telephone enquiries were received compared to 792 in 2024, 1,012 in 2023 and 6,789 in 2022.

During the reporting period, the total complaint finalisation timeframe across all airlines averaged 10 calendar days, which is well within the agreed service level of 20 days. This represented an exact match to the previous year, 2024, with 10 calendar days and 73% improvement on the 37-day average finalisation timeframe in 2023.

In conclusion, service performance has demonstrated a notable improvement, particularly with respect to the rate of complaint resolution. While the overall volume of complaints has remained relatively stable (increasing by 63 complaints year to year), a greater proportion have been assessed as eligible and subsequently resolved. The primary areas of complaint remain unchanged, underscoring persistent issues concerning refunds, delays, and baggage handling.

# PARTICIPATING AIRLINES

## Jetstar

Jetstar Airways is a wholly owned subsidiary of the Qantas Group and commenced operations in May 2004. It states it is a low-cost airline and carried 22,688,422 domestic and international passengers during the reporting period.

## Qantas

Qantas was established in 1920 and is Australia's largest domestic and international airline. It carried 30,575,926 domestic and international passengers during the reporting period.

## Virgin Australia

Virgin Australia was established in 2000 and states it is Australia's second largest airline, behind the Qantas Group, which includes Jetstar. It carried 22,474,451 domestic and international passengers during the reporting period.

The complaints submitted to the Advocate, contained within this Annual Report, do not necessarily reflect the overall performance of each individual airline.

# ELIGIBLE COMPLAINTS RECEIVED

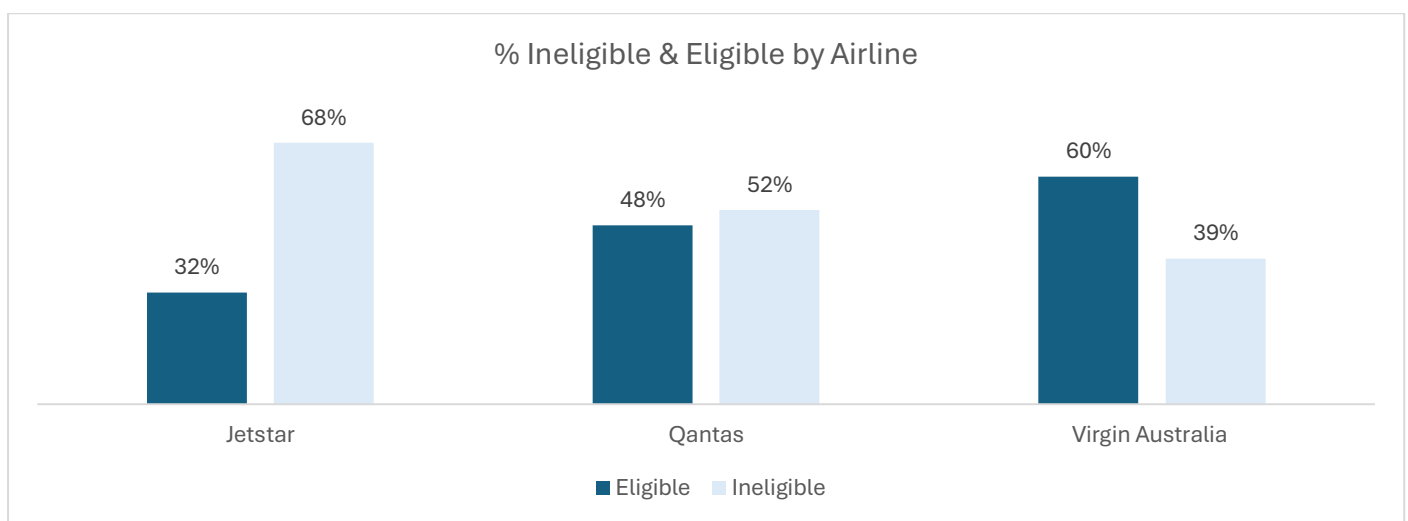
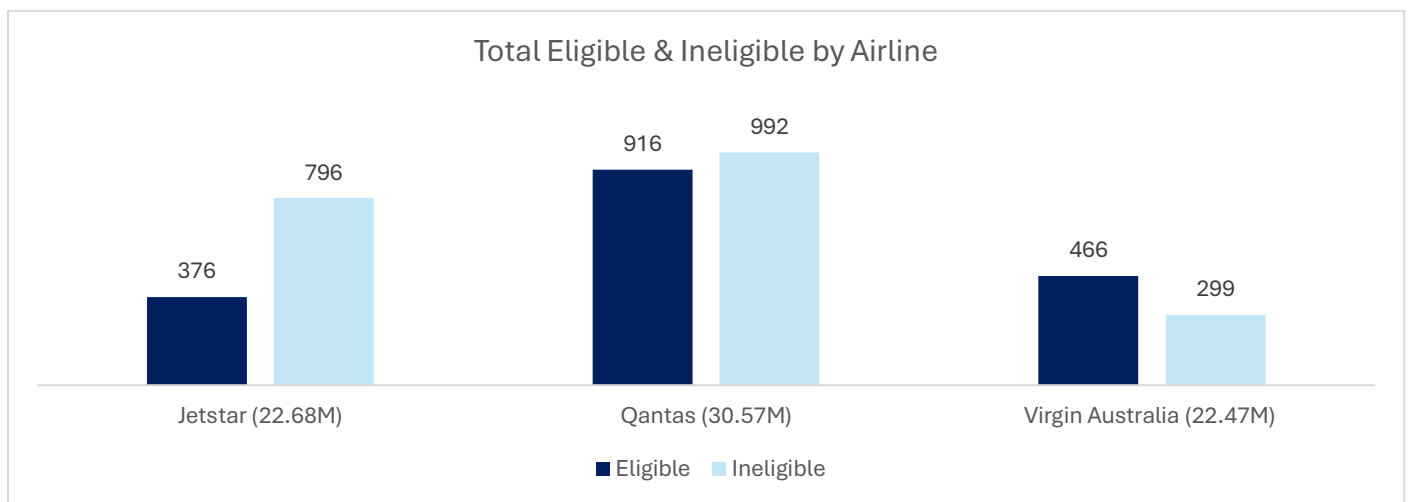
A complaint to the Advocate is eligible if:

The complaint is about a participating airline’s services; and

The customer has already tried to resolve the complaint directly with the participating airline by following the complaints process set out in the airline’s Customer Charter and has sought a review of the response received from the participating airline, within the timeframes specified in the participating airline’s Customer Charter or as otherwise communicated. Alternatively, the customer has not received a response within those timeframes, and

The complaint relates to an event or circumstance that occurred less than 12 months. A person may lodge a complaint on behalf of another person who is unable to make the complaint on their own behalf, provided they have that person’s authority.

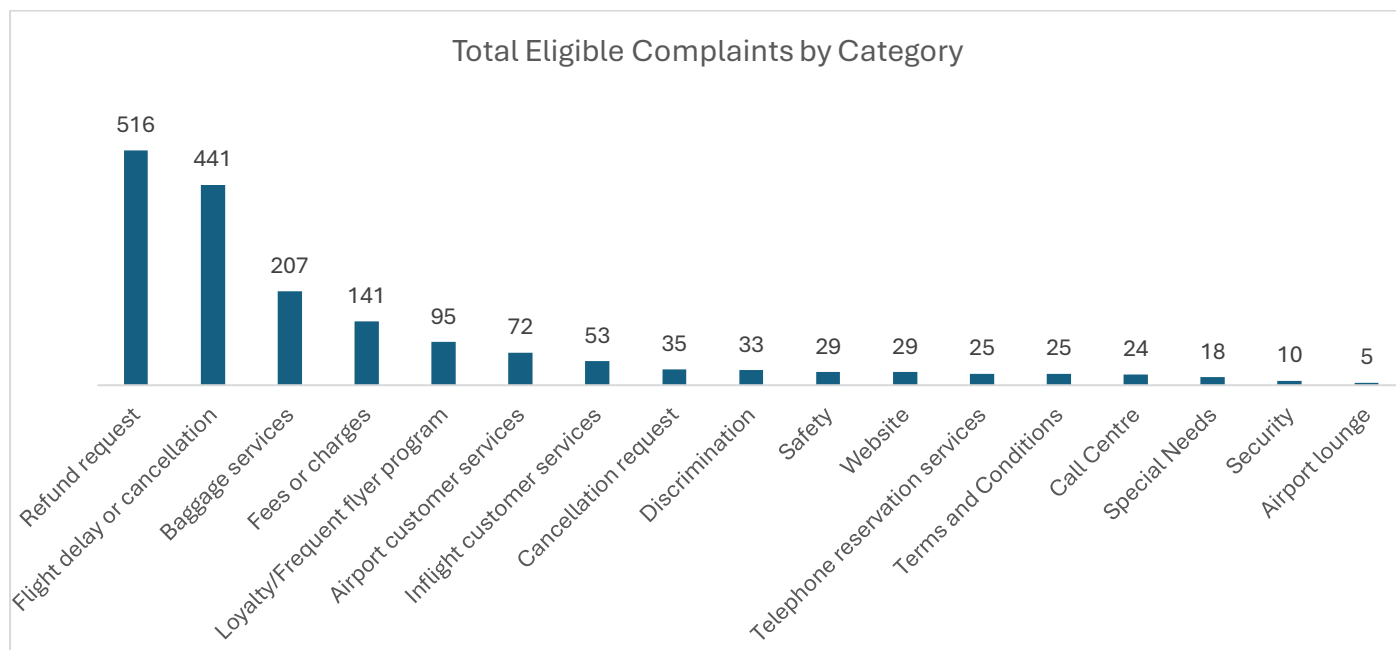
A person cannot use the services of the Advocate in relation to a complaint if a claim has already been filed in court or tribunal (whether pending or finalised), or a complaint has been lodged with a government authority about the same matter.



# AIRLINE SERVICES

Customers can submit a complaint concerning 17 categories and services provided by the participating airlines. During the period, the 'refund request' category was 29.4% of all categories across all airlines, with the highest number of complaints submitted. Flight delay or cancellation was the next highest at 25.1%.

1. Refund request
2. Flight delay or cancellation
3. Baggage services
4. Fees or charges
5. Loyalty / frequent flyer program
6. Airport customer services
7. In-flight customer services
8. Terms and conditions
9. Discrimination
10. Call Centre
11. Website
12. Safety
13. Telephone reservation services
14. Cancellation request
15. Special needs
16. Airport Lounge
17. Security



# TOP COMPLAINTS OVERALL

The tables below refer to the eligible complaint rate received by the ACA per 1000 passengers.

## Top 5 Categories by Airline

Airline (Number complaints per 1,000 passengers* carried)	1	2	3	4	5
Qantas	Refund request 0.0096 per '000	Flight delay or cancellation 0.0065 per '000	Fees or charges 0.0026 per '000	Baggage services 0.0023 per '000	Loyalty/Frequent flyer program 0.0015 per '000
Virgin Australia	Flight delay or cancellation 0.0061 per '000	Refund request 0.0047 per '000	Baggage services 0.0037 per '000	Loyalty/Frequent flyer program 0.002 per '000	Fees or charges 0.0013 per '000
Jetstar	Refund request 0.0049 per '000	Flight delay or cancellation 0.0047 per '000	Baggage services 0.0022 per '000	Fees or charges 0.0014 per '000	Airport customer services 0.0011 per '000

## Top 5 Complaint Categories.

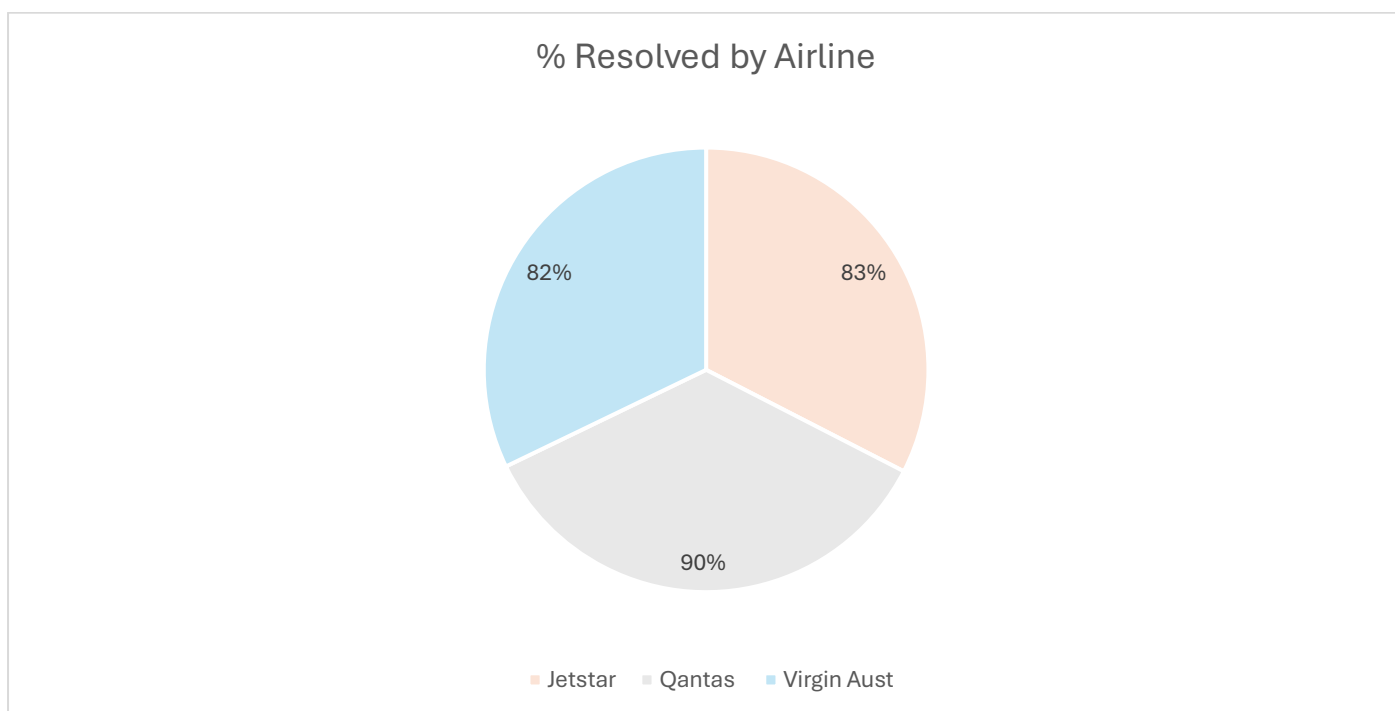
Airline (Number complaints per 1,000 passengers* carried)	Refund request 29%	Flight delay or cancellation 25%	Baggage services 12%	Fees or charges 8%	Loyalty/Frequent flyer program 5%
Qantas	Refund request 0.0096 per '000	Flight delay or cancellation 0.0065 per '000	Baggage services 0.0023 per '000	Fees or charges 0.0026 per '000	Loyalty/Frequent flyer program 0.0015 per '000
Virgin Australia	Refund request 0.0047 per '000	Flight delay or cancellation 0.0061 per '000	Baggage services 0.0037 per '000	Fees or charges 0.0013 per '000	Loyalty/Frequent flyer program 0.002 per '000
Jetstar	Refund request 0.0049 per '000	Flight delay or cancellation 0.0047 per '000	Baggage services 0.0022 per '000	Fees or charges 0.0014 per '000	Loyalty/Frequent flyer program 0.0002 per '000

# RESOLVING COMPLAINTS

A complaint is defined as 'resolved' if the customer accepts the outcome offered by the airline, and a complaint is 'finalised' if the case was actioned and closed.

During the reporting period, 100% of the 1,758 eligible complaints received were finalised. This represented an increase from the 1,695 complaints finalised in 2024.

Of the 1,758 eligible complaints finalised in 2025, 1,509 (85%) were considered resolved overall.



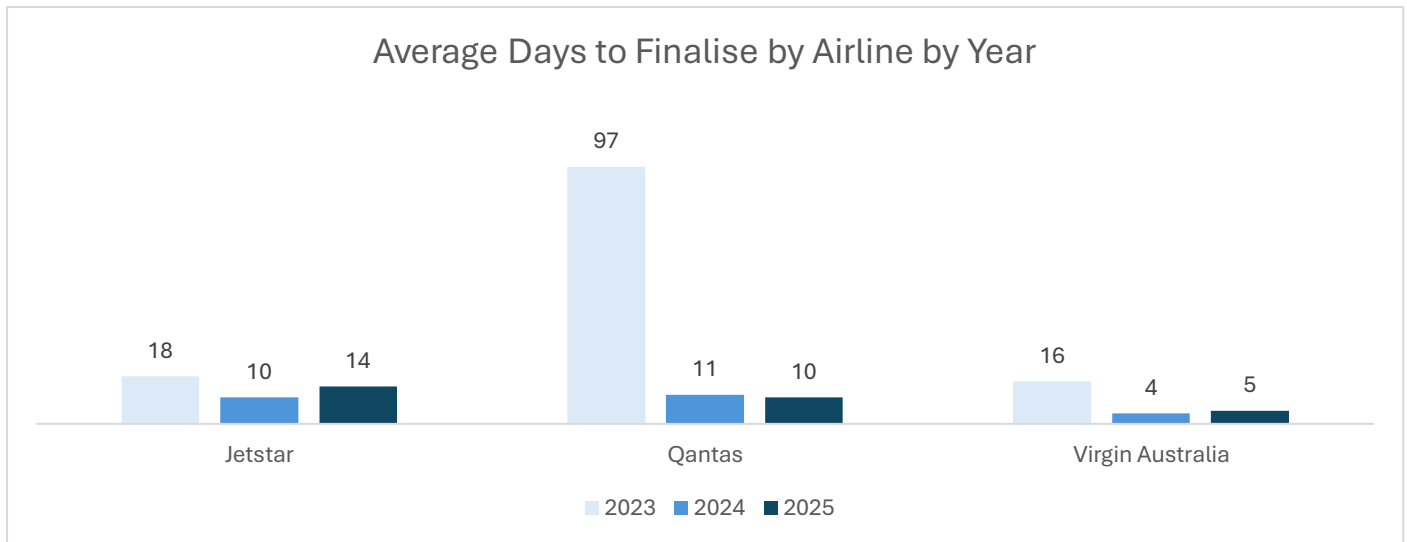
# COMPLAINTS OUTSTANDING

Similar to last year, 0 (zero) complaints were outstanding at the end of the reporting period.

# TIME TAKEN TO FINALISE COMPLAINTS

The average number of calendar days taken to finalise a complaint was 10 in 2025, which is in line with the previous year, 2024. There was a significant, consistent improvement from 2023, when the average days to finalise were 37.

This is well below the published 20-business-day timeframe specified by the participating airlines, showing a commitment by the airlines to continue to improve the customer experience when dealing with the ACA.



# TELEPHONE ENQUIRIES

Customers can call the Advocate's toll-free enquiry number 1800 813 129 to access information about the Advocate's service and its role in facilitating the resolution of complaints.

Customers are provided information about how to resolve their complaint with an airline directly or assisted with lodging an eligible complaint with the Advocate. Customers can also request a Complaint Form if that is the customer's preferred method of lodging their complaint. Some consumers may be referred to another complaint handling service or regulatory body if their concern is about a non-participating airline or a non-airline service.

A complaint number is automatically generated and emailed to the email address included on the form. A customer can track the progress of their complaint at any time and, if required, also lodge additional documentation.

During the reporting period, the Advocate received a total of 946 calls. This is an increase of 16% from the previous year.

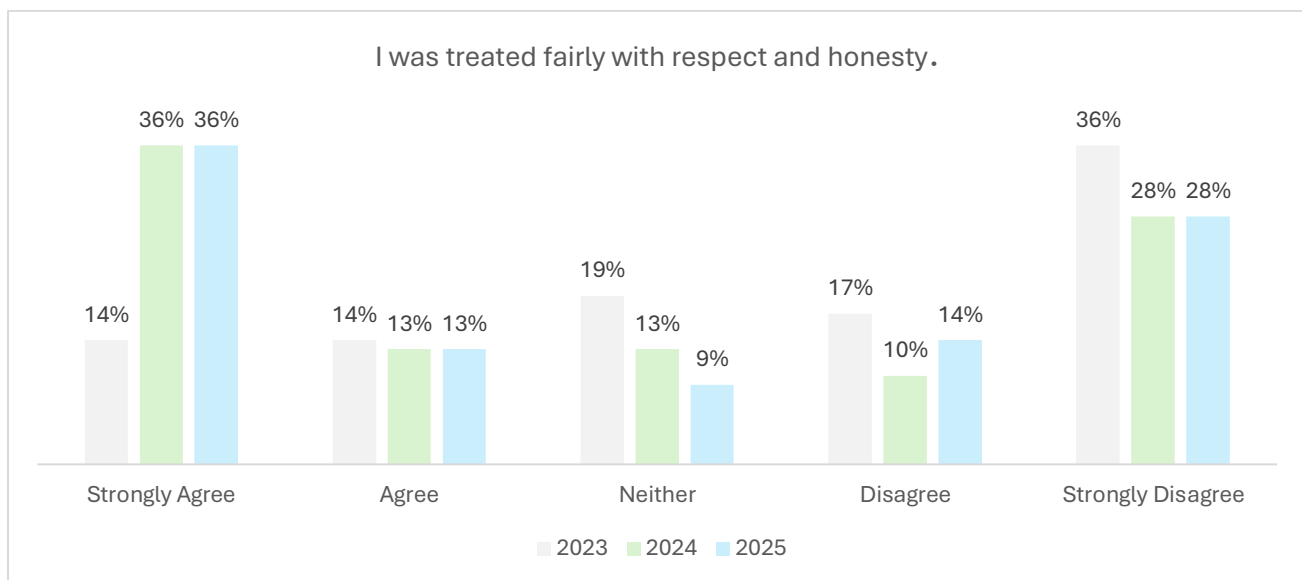
# CUSTOMER SATISFACTION WITH THE ADVOCATE

All 1,758 eligible customers are offered a survey after a complaint is closed. The survey assists the Advocate with what it is doing well and where it needs to improve its service.

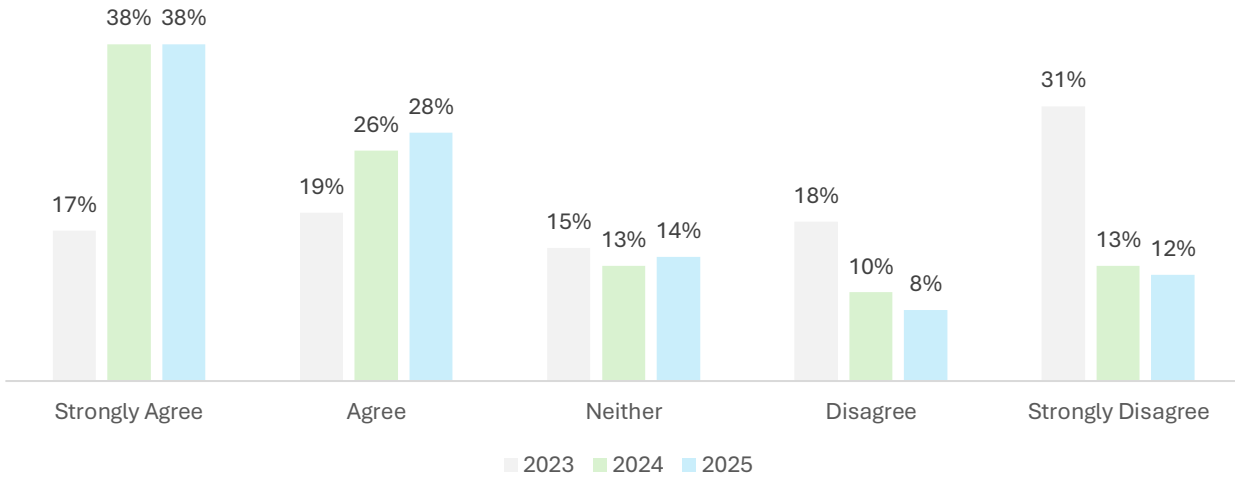
During the reporting period, 382 customers responded to the survey. The number of respondents completing the survey in this period is in line with the 383 completed in 2024, and increased from 2023, with 257 surveys lodged.

Specifically, there was a mirror of figures across all questions of the survey for the number of respondents and the question results, indicating consistent customer feedback for 2024 and 2025.

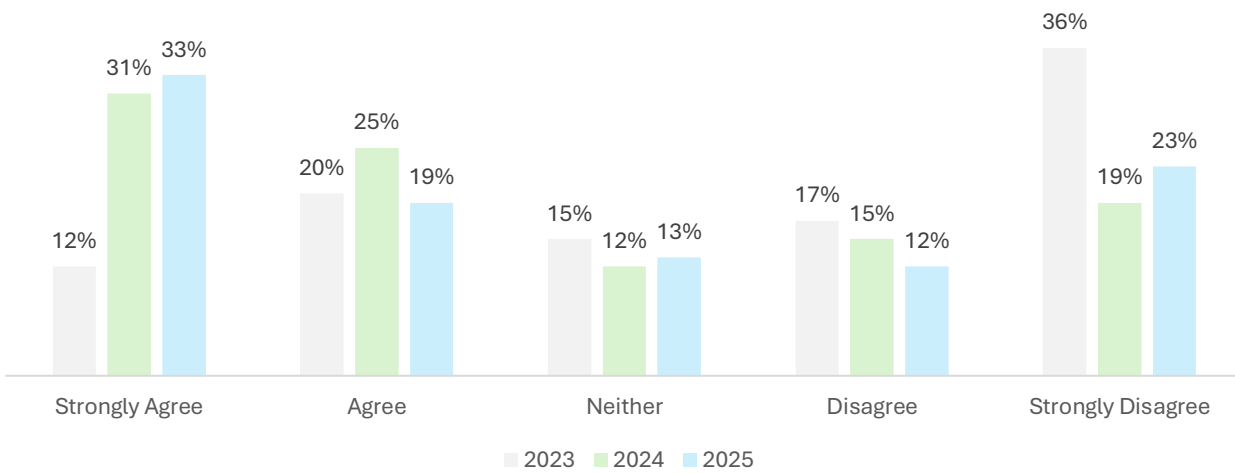
The following are the results from the customer satisfaction survey questions in 2025, together with a comparison to the results in 2024 and 2023.



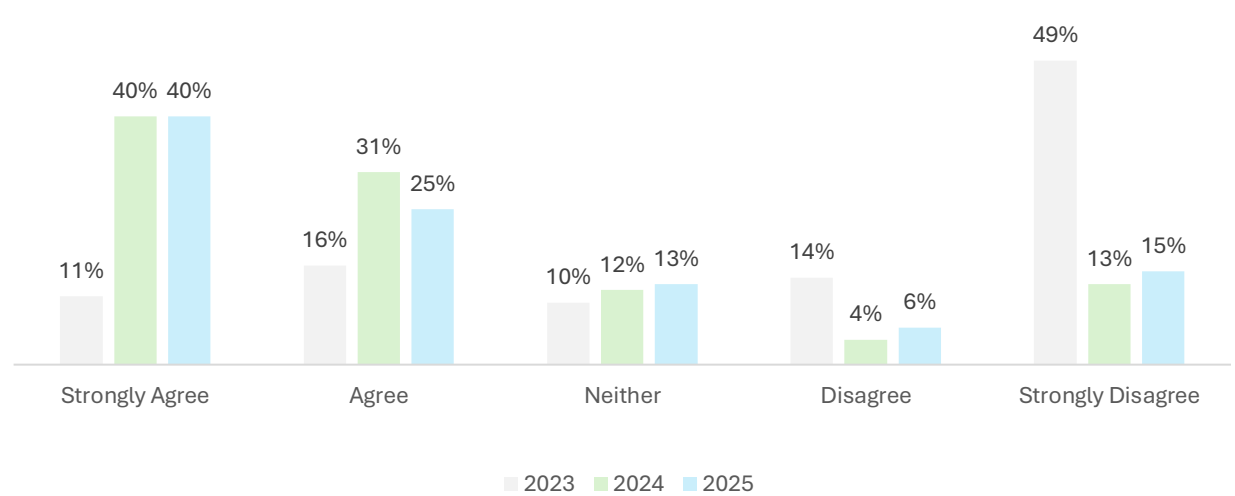
It was easy to use the Airline Customer Advocate service.

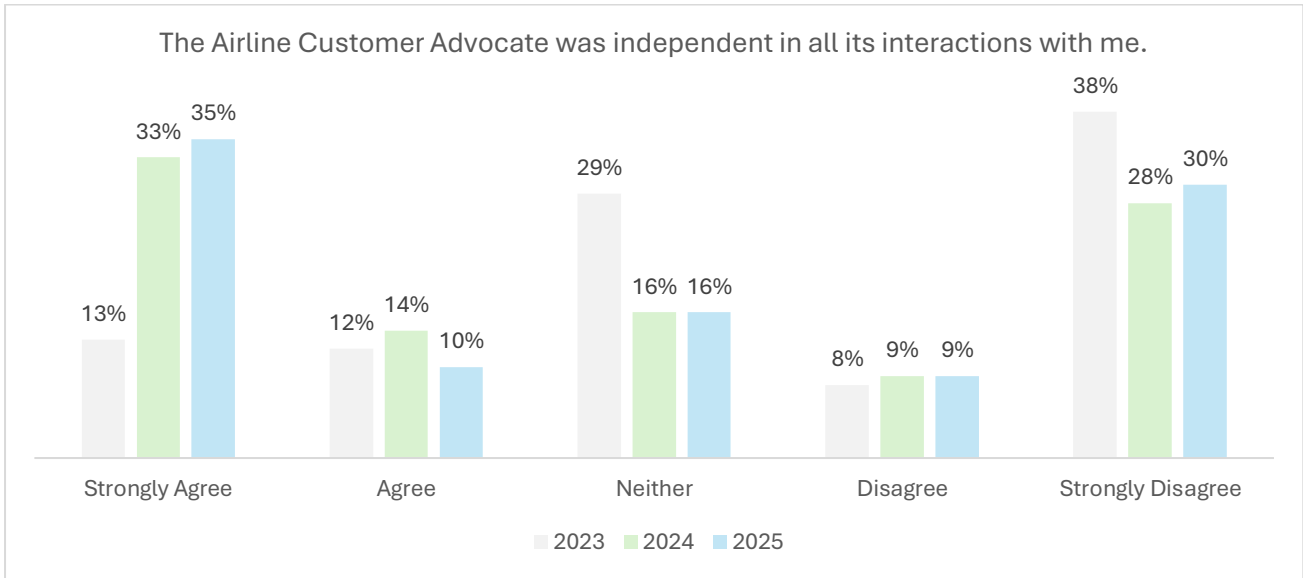


I was provided with clear and accurate information about the complaint process.



My complaint was managed in a timely manner.





# CUSTOMER FEEDBACK ABOUT THE ADVOCATE

Customer feedback is gathered verbatim from emails sent to the Airline Customer Advocate during the completion of their cases.

- Morning, Thanks for the speedy reply. I did submit the complaint to \*\*\*, will attach their reply. Regards.
- Hi, thanks for getting back to me so quickly and for reaching out to \*\*\*, I look forward to having the chance to resolve my complaint with them. Kind regards.
- Hi, thank you for your response. I will continue to work to have my complaint resolved, and if I don't receive an adequate response, I will formally raise the complaint via your website. Have a lovely new year.
- Thank you for your response and for clarifying the process.
- Thank you for your input. I've now had a conversation with \*\*\*, and they'll pay 50% of my claim in a few weeks time. This could have been resolved weeks ago but so be it. I hope not to be contacting you again. Thank you, once again.
- Thanks, yes, they've just written to say they agree to refund the credit card surcharge. Thank you!
- Thanks - I've finally had a response from them, so I'd say that's worked. I am extremely thankful for your help and assistance here. The entire ordeal was a very strenuous experience and if it was a few hundred dollars I would not have bothered, but for the amount of money, it's worth the battle. \*\*\* were "really difficult". Again, I appreciate your assistance. Thank you again.
- Thanks for your reply. This has in fact been very helpful.

