



Australian Mobile  
Telecommunications  
Association

# Our Impact 2022

[www.amta.org.au](http://www.amta.org.au)







We acknowledge the Traditional Custodians of Australia, and their continued connection to land, water and culture.  
We pay our respects to Elders past, present and emerging.



# Welcome

AMTA is the peak industry body and voice of Australia’s mobile telecommunications industry.

## Purpose:

To be the trusted voice of industry, promoting the adoption, monetisation, and sustainability of mobile telecommunications technology for the benefit of all Australians.

## AMTA will fulfil its purpose through:

- Effective industry representation and leadership
- Generating consensus on whole-of-industry issues
- Improving the level of trust between the industry, related industries, key stakeholders and the wider community
- Promoting an improved understanding of its contribution to the Australian community



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## Message from the Chair

Trent Czimmer

**The role of mobile technology in the lives of Australians continues to grow - from keeping us connected and safe, to playing a critical role in driving innovation and competitive advantage across a range of industries.**

Australia entered 2022 optimistic that the worst of the COVID pandemic was behind us and that life could return to something resembling pre-COVID times.

With our international borders having re-opened, mobile networks, which had kept us connected and working from home during the lockdowns, were once again keeping us connected on the go, both here and when travelling overseas.

The critical nature of robust mobile communications services was illustrated once again, as floods in Queensland quickly spread to New South Wales, cutting communities off from each other.

As with COVID and other natural disasters, including bushfires, the mobile industry quickly swung into action, providing assistance to keep customers connected and offering grants to cover the costs of new equipment.

These events bring home the reality of climate change and its impacts. AMTA and its members have, for a long time, recognised the importance of building a more sustainable and environmentally responsible industry.

AMTA's MobileMuster is Australia's longest running product stewardship scheme and the only government accredited e-waste scheme under the *Recycling and Waste Reduction Act 2020*. In 2022, MobileMuster expanded from recycling mobile handsets to include smart home technologies, wearables and network convergence and connectivity devices.

More broadly, the mobile telecommunications industry is focused on the role it can play in supporting Australia's sustainability objectives as it continues to invest in more energy efficient practices and technologies. This is driving reductions in energy use, despite mobile data usage growing at record rates.

5G is designed to be more efficient than its predecessors, with data transmitted over a 5G network resulting in significantly fewer emissions per unit than pre 5G networks. All industries can benefit from 5G enabled technologies to transition to a greener, lower carbon future.

In the lead up to the 2022 Federal Election, AMTA released its report, *5G Unleashed: Realising the potential of the next generation of mobile*

*technology* in conjunction with Deloitte Access Economics. The report examined the economic potential of 5G adoption by industry, drawing attention to the significant benefits that increased levels of 5G adoption can deliver to the Australian economy as a whole, and to individual industries and businesses within it.

As we look to the year ahead, AMTA will continue to be the key voice of Australia's mobile telecommunications industry and focus on its policy agenda in key areas including efficient spectrum management, the adoption of 5G, a strong regulatory framework for the deployment of networks and infrastructure and sustainability. This report details our work over the last 12 months in relation to those strategic priorities.

On behalf of the Board, I would like to thank members for their engagement and support and the AMTA team for their continued efforts and success. I would also like to thank the AMTA Directors for their commitment to serving the industry. We look forward to working together to maximise the opportunities enabled by mobile technology for the benefit of all Australians.







## Message from our CEO

*Louise Hyland*

**AMTA's advocacy this year is focused on 5G Adoption, underpinned by our other activities across key strategic focus areas - Spectrum, Networks and Infrastructure, Sustainability and Social Impact.**

The last year has been one of considerable change, as we have welcomed in a new Government and witnessed 5G move beyond initial rollout and towards an increasing focus on adoption of this exciting new generation of mobile communications. It has also been a year of renewal for AMTA.

In May, a new Federal Labor Government was elected for the first time in 10 years, bringing forth a new policy agenda. AMTA has been highly engaged with the new Minister for Communications in the time since the election. I look forward to the opportunity to work closely with the Minister and her office to progress reform agendas in the best interests of the mobile telecommunications industry and the customers we serve.

Early in 2022, AMTA released the report we commissioned from Deloitte Access Economics, *5G Unleashed: Realising the potential of the next generation of mobile technology*, which highlighted the significant potential of 5G to deliver economic benefit for Australia through increased levels of adoption by industry in its forward planning and innovation pipeline.

Underpinning this important advocacy role for the uptake and embracement of 5G is AMTA's other activities through the last 12 months across our key strategic focus areas, including spectrum, networks and infrastructure, sustainability and social impact.

Our Spectrum Policy Position Paper, published in November 2021, set out a perspective on the allocation of spectrum which would enable the industry to meet the ever-increasing consumer demand for mobile connectivity. That paper has formed a central pillar of our advocacy work in this area.

At the same time, our ongoing work at Federal, State & Territory, and local Government levels has played an important role in encouraging the adoption of 'best practice' in infrastructure rollout to ensure readiness for 5G deployment.

AMTA's voluntary product stewardship scheme, MobileMuster, has continued to play a crucial role in delivering on the sustainability objectives of the industry. In response to the increasing diversity of technology products needing to be recycled, MobileMuster expanded in 2022 to include three new product categories including network connectivity, smart home technology, and wearables and peripherals.

As we turn to the year ahead, there remains much work to do in relation to both the adoption of, and access to, 5G.

We know that the benefits of 5G will only be realised when there is broad awareness, appreciation, and adoption across multiple sectors of our economy and society. AMTA will continue to engage with government and stakeholders and act as a leading voice to support and facilitate those outcomes in 2023.

My thanks to the AMTA team and members for their continued support, particularly through their hard work in our committees which are critical to setting and achieving our policy priorities. I am also grateful to the Board for their continued support in what has been another exciting and challenging year for the industry.



# Key Initiatives: Supporting 5G Adoption

In March, AMTA commissioned a new report titled *5G Unleashed: Realising the potential of the next generation of mobile technology*, from Deloitte Access Economics. This AMTA-commissioned report examines the economic impact of adoption levels of 5G-enabled technologies and innovations, as well as the policy and regulatory principles required to support accelerated adoption.

The report's economic modelling estimates 5G will increase Australia's GDP by \$67 billion by 2030 based on the current trajectory for adoption. However, an additional \$27 billion can be realised by maintaining Australia's global leadership position through accelerated adoption – a 40% uplift in economic benefit.

The report included a stakeholder survey across four different industry sectors – agriculture, smart cities and transport, health, and manufacturing – to gauge Australia's business readiness for 5G. The results show that business recognises the importance of 5G yet struggles to take tangible actions to implement 5G.

The report also sets out 11 policy priorities for government across three key areas – driving national adoption of 5G, infrastructure deployment and spectrum allocation – to support accelerated 5G adoption and rollout, and also facilitate enhanced investment in 5G.

Australia's mobile telecommunications sector has invested billions in the 5G rollout over several years to establish itself as a global leader. Our world-leading 5G rollout has seen three live networks established, along with operational base stations at thousands of sites across Australia, as well as trials of 5G technology being undertaken across a number of industries.

There are significant economic benefits to be gained from the adoption of 5G across industry, including innovation, jobs, productivity, as well as global collaboration and competitiveness. That opportunity only has value, however, if the potential can be realised.

In light of the 5G Unleashed report, AMTA has engaged with industry and government to play their part in improving adoption of 5G and ensuring Australia remains a global leader in 5G while realising its full potential for the economy. This includes meetings with Commonwealth and State Ministers, advisers, senior officials, and industry executives to communicate the benefits of 5G and advocate for its adoption, which will enable Australians to reap the full benefits of 5G.



# Key Initiatives: 5G 5 Ways

## 5G 5 Ways - Measuring success

AMTA's 5G 5 Ways campaign was designed to prompt discussion around the capabilities of 5G and its ability to unlock opportunities for industries across the Australian economy. The 5G 5 Ways Campaign focused on four key industry sectors: agriculture, health, transport and logistics, and smart cities.

These four key industry sectors were chosen because of their significant potential for expanded 5G adoption and benefit realisation. The campaign highlights how the 5G network's ability to reduce lag time, increased data speeds, and increased capacity can revolutionise these industries. Examples the campaign used include:

- Automated vehicles being safer and more efficient because of 5G's low lag time
- Virtual reality and augmented reality being more readily integrated across transport and logistics due to 5G's greater speed and capacity
- Healthcare provided in real-time to remote patients through 5G-enabled medical devices and wearables
- 5G-connected autonomous farm equipment to help with labour shortages
- Efficient management of waste collection through the use of 'smart bins'

The campaign centred on digital content, but also provided editorial by-line articles to publications. On all metrics, the campaign has been highly successful. The digital content:

- Reached 204,000 people in and around the four key industries, as well as the telecommunications and government sectors
- Achieved 47,000 video views at a view rate of 28.48%, exceeding LinkedIn's benchmark

The editorial campaign achieved 301 pieces of earned media coverage. This led to a total cumulative readership of over 14 million people promoting positive 5G messaging and bringing to life the positive impact of 5G, demonstrating to consumers and industry just how wide-reaching the benefits of 5G will be.





# Key Initiatives: Network Infrastructure



## Mobile network deployment powers and immunities

AMTA continues to actively work with the Australian Government to improve the powers and immunities framework, to speed up network deployment and to get the best out of new networks, including 5G.

AMTA has played a key role in the Australian Government's Powers and Immunities Reference Group (PIRG) with the AMTA CEO co-chairing the group, and the AMTA team providing expert advice. This year the PIRG has examined:

- Arrangements and regulation to support deployment of multi-function poles and small cells being specified as low-impact facilities
- Improvements to managing redundant and/or ageing telecommunications facilities on landowner assets
- The effectiveness of existing industry guidance on building access arrangements and recommendations for improvements

AMTA members have played a significant role in individual working groups to develop policy proposals and recommended changes to the powers and immunities framework for further consideration by government.

## Enabling a streamlined policy and planning environment for 5G deployment

The successful delivery of telecommunications infrastructure requires regulation that minimises impact on the environment whilst providing certainty for carriers.

AMTA continues to make progress in implementing the 21 recommendations from Edition 1 of its State & Territory 5G Infrastructure Readiness Assessment, prepared and published by AMTA in March 2021. This reform agenda seeks to cut red-tape for telecommunications infrastructure in Australia's eight state and territory planning systems.

AMTA is pleased that several improvements have been made to these systems this year that align with AMTA's recommendations, including:

- Planning reforms by the Victorian Government are expected to deliver \$3.7 million per year in direct benefits to telecommunication infrastructure providers, resulting from reduced time and costs associated with improvements to the approvals process



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# Key Initiatives: Network Infrastructure

- Changes to the New South Wales Department of Education Telecommunications Facilities Policy, with the removal of unnecessary restrictions on where mobile network antennas could be located in proximity to schools

- Updates to the New South Wales State Environmental Planning Policy (SEPP) to allow easier network upgrades and additional mobile infrastructure without the need for Council approval

- Commencement of regulatory reviews in the Northern Territory and Tasmania, and representations to the Queensland Government on reform opportunities

AMTA and its members have been examining new reform opportunities to facilitate improved mobile connectivity. After further development, these will be included in AMTA's forthcoming Edition 2 of the Readiness Assessment in 2023.



## Ensuring Australia is 5G ready

5G is vital to support economic growth with industry moving rapidly to deploy this technology. Of the 23,295 sites in AMTA's Radio Frequency National Site Archive (RFNSA) with mobile base-station infrastructure, 9,379 have 5G deployed by one or more mobile carriers. This represents over 40% of mobile sites in Australia with 5G from at least one of the mobile carriers.



Over 40% of mobile sites in Australia have 5G from at least one of the mobile carriers

## Improving network resilience during natural disasters

In 2020, the Royal Commission into National Natural Disaster Arrangements highlighted the vital role mobile services play during natural disasters by enabling information to be shared between emergency agencies and with the community. The Government's commitment of up to \$200 million per year on disaster prevention and resilience under the Disaster Ready Fund, including telecommunications, is welcomed by the industry.

Power outages are the main reason mobile services are disrupted during and after natural disasters. The mobile industry has invested in back-up battery power, generators, cells on wheels and other temporary facilities in recent years. In addition to that, it is critical that we have redundancy of power supply in our mobile networks, as well as priority access to mains power to reconnect communities as soon as possible in the event of a loss of power.

With ongoing weather events and natural disasters, the availability of critical mobile communications networks is vital for people in life-threatening situations. Development and effort is being expended on the hardening of this infrastructure by both industry and Government to improve the availability in times of emergency. In particular, AMTA welcomed the Federal Government's budget announcement of \$400 million to be allocated over five years from 2022-23 to support the resilience of communication services and the roll out of mobile base stations to improve highway and underserved community mobile coverage.



# Key Initiatives: Spectrum

## Spectrum Policy Position Paper

In November 2021, AMTA published a Spectrum Policy Position Paper, providing a long-term perspective of the mobile industry's spectrum needs for Australia to meet the growing demand for mobile services and bandwidth. In developing the paper, AMTA commissioned a study by Coleago<sup>1</sup> of mid-band spectrum needs for Australia. Coleago found that unless sufficient mid-band spectrum is allocated, the necessary cell densification required to deliver 5G would be uneconomic and unfeasible.

The Spectrum Policy Position Paper concluded that the Government should set a target of 8 GHz in total mobile spectrum by 2030. To achieve that target the following needs to occur:

- **80-110 MHz of low-band spectrum by 2028-2030 from the forthcoming 600 MHz digital dividend. This low-band spectrum is necessary to improve service coverage and capacity in regional areas**
- **At least 300 MHz of mid-band 3.4-4.0 GHz and 4.5/4.8 GHz spectrum by 2025**
- **At least 500 MHz of mid-band 6 GHz spectrum by 2030**
- **2 GHz of mmWave 40 GHz spectrum by 2030**

AMTA continues to demonstrate that the use of this spectrum does represent highest value use, making 12 submissions in the last year emphasising how this valuable resource could be used more effectively.

In 2023, AMTA will be updating the Spectrum Policy Position Paper to reflect the changes made over the last 12 months.

## Radio altimeters

Spectrum is a valuable and finite national resource and it is imperative that all sectors of industry co-operate to ensure that it is utilised to its highest value. Wasting a national resource like spectrum through poor design or inefficiency is counterproductive to this objective.

AMTA has been leading the mobile industry's discussions with the Australian Communications and Media Authority (ACMA) on the impact of mobile use on the aviation industry's radio altimeters, which aircrafts use to help determine proximity to the ground. Mobile and wireless broadband uses 3.4 - 4.0 GHz of spectrum, while radio altimeters are licensed to operate from 4.2 - 4.4 GHz.

AMTA is committed to ensuring that aircrafts can operate safely and is supporting short-term mitigations to allow the aviation industry to implement a program to rectify the performance of radio altimeters to decrease the risk of interference.

We're continuing to advocate that radio altimeters should operate effectively within their licensed band and reject signals from wireless communications services legitimately operating in their licenced bands. AMTA considers the proposed 200 MHz guard band from 4.0 GHz to 4.2 GHz is more than adequate to protect radio altimeters from interference, if they are designed correctly to operate within their licensed band.



<sup>1</sup> Coleago Consulting Ltd, IMT spectrum demand: Estimating the mid-band spectrum needs in the 2025-2030 time frame in Australia, November 2021.



## Key Initiatives: EME Standards

### New International RF EME Standards

#### updated for latest technology and methods

During 2022, the international standards body (IEC) released two new assessment standards for determining compliance of radiocommunications equipment with EME safety standards. These standards provide practitioners with detailed information and guidance on the latest techniques for measuring and calculating RF EME from radiocommunications infrastructure and devices.

AMTA and its members participated and led these international standards setting initiatives, leveraging the expertise that the Australian mobile telecommunications industry has continued to develop as part of its comprehensive approach to EME safety.

#### Adoption of ARPANSA Standard RPS S-1

Over the course of the last year, the ACMA has amended its regulatory framework for EME to reference the new standard RPS S-1, Standard for Limiting Exposure to Radiofrequency Fields. This includes the Radiocommunications Licence Conditions (Apparatus Licence) Determination 2015, (for base stations) and their Radiocommunications Equipment (General) Rules 2021 (for devices). AMTA worked closely with the ACMA to ensure the latest compliance approaches were based on international best practice as specified in the new international (IEC) standard. EME assessment standards for base stations and devices are incorporated into the new regulations.

#### AMTA EME Symposium

Minister Rowland opened AMTA's annual EME Symposium on 18 November, which ran as a face-to-face event in Melbourne for the first time since the COVID-19 pandemic forced the event to be online for the last couple of years. ARPANSA CEO, Dr Gillian Hirth and ACMA Authority Member, Chris Jose, were both speakers at the event. AMTA members also presented at the event on topics such as their experience undertaking recent community engagement activities as part of consultation on new 5G network infrastructure deployments.

## Key Initiatives: Sustainability

**Sustainability is at the forefront of AMTA's vision and programs, and the association continues to provide a forum for members to build a resilient and environmentally sustainable mobile telecommunications industry.**

Our members are already making positive impacts, advancing the UN Sustainable Development Goals and adopting more energy efficient practices. Ambitious targets have also been set by the industry to achieve net zero emissions.

However, in the face of ongoing climate change, it is vital that the industry both delivers resilient networks as well as continues to play its part in mitigating emissions, pollution, and waste, and transitioning to a net zero, circular economy.

Beyond resilient networks, AMTA acknowledges the integral role that telecommunications technology and connectivity has in transitioning Australia to a low carbon economy. We recognise the opportunities that the roll out of more advanced network technology can have in enabling carbon abatement and reducing emissions through the products and services our members provide.

As part of AMTA's strategic plan, we:



Support the mobile telecommunications industry to deliver resilient networks in the face of climate change



Play an active role in shaping Australia's environmental responsibility for the whole-of-life impact of mobile phones and accessories



Deliver an efficient, equitable, accountable, and sustainable product stewardship program that enables members to meet their regulatory obligations



Work to achieve the key performance indicators under the *Federal Government's Recycling and Waste Reduction Act*





# MobileMuster

At the heart of AMTA's sustainability efforts is our federal government accredited product stewardship program, MobileMuster. Since its inception 24 years ago, MobileMuster has continued to deliver a framework that effectively addresses the environmental impacts of mobile phones and accessories once they have reached the end of their full lifecycle through recycling.

The voluntary program is funded by major handset manufacturers and network carriers to provide a free and accessible mobile phone recycling program that meets the federal government's stipulated KPIs as part of its accreditation under the *Waste Reduction and Recycling Act 2020*. Members include Alcatel, Apple, HMD Global, HTC, Huawei, Google, Motorola, Oppo, Samsung, Vigo Mobile Australia, ZTE, Optus, Telstra, TPG Telecom, Force Technology, TP-Link, and Vantiva.

Australia has come a long way in its journey towards circularity and we are seeing the entire supply chain – manufacturers, distributors, recyclers and consumers – ramping up efforts to 'close the loop' and drive regenerative systems. Research conducted this year that examined recycling attitudes and behaviours revealed that almost 26 million mobile phones are currently not in use, with close to five million being unusable. While more needs to be done to drive this figure down, a positive trend is the continued increase in average phone usage in Australia, up from 2.5 years to 2.9 years over the last two years. Further, over eight million Australians have trusted MobileMuster to recycle their mobile phones and accessories.

It is through the efforts of, and support from, our members as well as channel partners that MobileMuster is now recognised as the pre-eminent voluntary product stewardship scheme for mobile phones and accessories. Our work does not end at the recovery and recycling of these products but extends

to education, supporting a host of social causes that promote reuse as well as other conservation projects. We also consider how we can leverage our proven program and network to elevate the scheme.

In 2021, AMTA identified an opportunity for MobileMuster to play an active role in addressing electronic waste associated with the telecommunications industry through an expansion of the program to include modems, smart home technology, landline phones, and TV streaming devices. Extensive research conducted by Ipsos found that consumers were storing more than 21 million unused devices, excluding mobile phones, at home or in the workplace. The trial, which was supported by the Federal Government's National Product Stewardship Investment Fund, resulted in more than 5,000kg of products being collected.

In July 2022, MobileMuster officially expanded the program, accepting these products at participating drop-off locations. TP-Link Australia and New Zealand and Vantiva (Technicolor) proved to be early movers, coming on board as the first two network connectivity members to provide funding for the expanded product range initiative.

A consistent barrier to recovery and recycling continues to be a concern over data security, with one in three people surveyed in 2022 revealing that data stored in their old mobile phone(s) was stopping them from recycling. In FY22, MobileMuster ran multiple campaigns across a range of media platforms to

create awareness around the how, where, and why of recycling. These initiatives also aimed to build trust in the MobileMuster system by showing consumers the ins and outs of the recycling process.

It has been another successful year for MobileMuster, with the program collecting 109 tonnes of mobile phones and accessories, recycled through our global e-waste recycling partner. Not only has the scheme met, and in many aspects, surpassed the Federal Government's KPIs in FY22, it was also once again certified carbon neutral through the Climate Active program.

Finally, MobileMuster was acknowledged for its long standing accreditation and commitment to engaging and educating mobile phone users in keeping mobile phones out of landfill, taking home the award for Best Stewardship Outcomes (Scheme or Industry Collective) at the inaugural Product Stewardship Centre of Excellence Awards in December 2021.



# MobileMuster achievements



## COLLECTION

109

TONNES OF MOBILES, BATTERIES, CHARGERS AND ACCESSORIES

96.2%

LANDFILL DIVERSION



## INDUSTRY PARTICIPATION

96.7%

MOBILE PHONE MANUFACTURERS

90%

MOBILE PHONE CARRIERS



## CARBON NEUTRAL

CARBON NEUTRAL OPERATIONS SINCE JULY

2018

FIRST CARBON NEUTRAL PRODUCT STEWARDSHIP PROGRAM IN AUSTRALIA



## RECYCLING

99.3%

RECYCLING RATE



## ACCESSIBILITY

3,000+

PUBLIC DROP-OFF POINTS SUPPORTED BY A FREE POST-BACK OPTION

96%

OF AUSTRALIANS ARE WITHIN 10KMS OF A DROP-OFF POINT

### COLLECTION POINTS:

- LOCAL COUNCILS
- REPAIR STORES
- RETAIL STORES
- WORKPLACES
- SCHOOLS
- MAJOR CARRIERS



## CONSUMER BEHAVIOUR

2.9

YEARS LENGTH OF OWNERSHIP

3%

DISPOSAL TO LANDFILL

73%

AWARE OF THE RECYCLING PROGRAM



# Key Initiatives: Social Impact

## Online safety

Six industry associations, including AMTA, that represent the online industry in Australia lodged online safety codes to the eSafety Commissioner for registration.

Australia's *Online Safety Act 2021*, which came into effect in January 2022, requires the development of codes by industry associations to regulate certain types of harmful online material, known as Class 1A and 1B material with reference to Australia's classification scheme. This includes material promoting child sexual abuse, terrorism, extreme crime and violence, crime and violence, and drug-related content.

The codes must cover a wide range of participants that operate in the online environment, including providers of social media, messaging, search engine and app distribution services, as well as internet and hosting service providers, and manufacturers and suppliers of any equipment that connects to the internet, including smart devices and computers. It is important to note that they also cover operators of all websites that can be accessed by Australian users.

The Consolidated Industry Codes of Practice for the Online Industry, Phase 1 (class 1A and class 1B material) were submitted for registration to the eSafety Commissioner on 18 November. Registered codes are enforceable by the Commissioner.

## Mobile scam calls and text messages

Since December 2020 the telecommunications industry has been required to detect, trace and block scam calls. Over 800 million scam calls have already been blocked by the industry under these new rules. To further stop scams reaching consumers, this year saw the Australian Communications and Media Authority (ACMA) register a new industry code to require the telecommunications industry to identify, trace and block SMS scams. In the first three months of operation of the new rules the industry blocked nearly 48 million SMS reaching consumers.

These initiatives are important as each year scams cost Australian businesses and consumers millions of dollars, as well as taking an emotional toll. In 2022 alone SMS scams cost Australians over \$18 million and phone scams cost Australians over \$114 million.

This year also saw rules that require the telecommunications industry to use multi-factor ID checks for customer transactions that are commonly targeted by scammers come into force. The battle against scams will continue in the new year as AMTA and the industry pursue best practice measures to protect consumers from scams occurring through the telecommunications network.

## MobileMuster

MobileMuster supports the Salvos by giving \$2 for every kilogram of mobiles and accessories collected at their retail stores. This partnership has the dual benefit of increasing the range of goods people can recycle at their local Salvos store and generating funds for their programs. Salvos' programs strive to end hunger and homelessness, as well as build stronger families and communities. MobileMuster also continues to work with charitable organisations such as the Reconnect Project and DV Safe Phone, which provide refurbished mobile phones to people in need.



# AMTA Members

AMTA's members include all the Australian mobile network operators, as well as mobile service providers, mobile network infrastructure and equipment vendors, mobile device manufacturers, retailers and other suppliers and service providers to the mobile industry.

### Carriage Service Providers

- Telstra Corporation Limited
- Singtel-Optus Pty Ltd
- TPG Telecom Limited
- Field Solutions Group Pty Ltd
- Nu mobile Pty Ltd
- Pivotel Mobile Pty Limited
- Woolworths Group Limited

### Handset Manufacturers

- Motorola Mobility Australia Pty Ltd
- Samsung Electronics Australia Pty Limited
- ZTE (Australia) Pty Ltd

### Infrastructure Suppliers

- Ericsson Australia Pty Ltd
- Nokia Networks Pty Ltd
- Qualcomm Int'l Inc
- Indara Digital Infrastructure

### Retailers

- Oz Mobile Pty Ltd (T/a Mobile Monster)
- Mobile Network Pty Ltd

### Support Industries

- Acquirecomm Pty Ltd
- Assurant Services Australia Pty Ltd
- Asurion Australia
- Likewise Pty Ltd
- Paradigm One Pty Ltd
- RF Industries Pty Ltd
- Risk Insure Pty Ltd

### BOARD MEMBERS

- Trent Czinner, TPG Telecom Limited
- Luke van Hooft, Singtel-Optus Pty Ltd
- Brian Miller, Telstra Corporation Limited
- Emilio Romeo, Ericsson Australia Pty Ltd
- Anna Perrin, Nokia Networks Pty Ltd
- Cameron Evans, Indara Digital Infrastructure
- Marc Dunn, Samsung Electronics Australia Pty Limited
- Kurt Bonnici, Motorola Mobility Australia Pty Ltd
- Wayne Cornell, ZTE (Australia) Pty Ltd

### AMTA TEAM

- Louise Hyland, Chief Executive Officer
- Glenn Brown, Chief Financial Officer
- Chris Coughlan, Head of Spectrum and Network Infrastructure
- Spyro Kalos, Head of Product Stewardship
- Maggie Kaczmarska, Policy and Government Relations Manager
- Jacqueline Ong, Program Lead - MobileMuster
- Irun Penagaricano, Program Coordinator - MobileMuster
- Narelle Callender, Executive Assistant/Business Manager





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