AMTA

Australian Mobile Telecommunications Association

Our Impact 2018

www.amta.org.au

Delivering positive change for a mobile-enabled future for all Australians.

Welcome

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

Our vision

AMTA's vision is to promote an environmentally, socially and economically responsible, successful and sustainable mobile telecommunications industry in Australia.

AMTA aims to achieve its vision by:

- 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

CONTENTS

Welcome 3

Message from the Chair 4

Message from our CEO 7

Our priorities and impact 8

Shaping positive change 10

Engaging our stakeholders 11

Enabling business and economic growth 12

Connected future: The 4th Industrial Revolution and 5G's role 13

Paving the way for a better-connected future 14

Educating Australians on new technologies 15

Looking after the environment 16

Contributing to communities 18

Message from the Chair

Jane van Beelen

Mobile telecommunications have enjoyed a dynamic history like few other industries – rising from a simple voice-based telephony service to an integral part of everyday life where people demand to be connected to the world constantly.

This meteoric rise from novelty to what some regard as the next 'general purpose technology' has occurred in only three decades.

The rate and scale of the mobile evolution continues at pace, with the first commercial deployment of mobile's fifth generation (5G) technologies expected to enter the market in early 2019.

Generational change presents new opportunities and brings new challenges, and 5G is no exception. In fact, the expansion of applications and services within the three core 5G use cases – enhanced Mobile Broadband (eMBB), massive Machine to Machine communications (mM2M) and Ultra Reliable Low Latency Communications (uRLLC) along with the anticipated performance capabilities, access to multi-Gbps capacity and 1ms (real time) latency, is arguably 'unprecedented'.

When consumer products are widely available to make use of such benefits, 5G mobile technology will take us from a world of connecting people to people and people to the internet, to a world of connecting machines and things on a mass scale. It will fundamentally change the way our world works.

In turn, the productivity and connectivity implications of 5G are forecast to have significant positive impacts on most sectors of the economy and society – an outcome that has caught the eye of governments, particularly in the context of policy planning to support Industry 4.0 or the 4th Industrial Revolution.

However, while 5G is the bright shiny new thing about to enter the market, the reality is that fourth generation (4G) technologies and networks will remain the primary mobile platform for many years to come – forging a key partnership with 5G from 2019.

During this period of change, AMTA is working hard with its members to achieve the right policy and regulatory balance to support the 4G / 5G ecosystem. In this context, much of the emphasis falls on the key infrastructure needed to deploy 5G – namely new spectrum resources and the optimal regulations for efficient network deployment.

This report provides a window into the AMTA programs in 2018 – I trust you will find the information of interest.

I would like to thank my fellow directors for their support and engagement and, of course, thank the AMTA team for their efforts during the year.

ACMA RESEARCH* REPORTS

over 33 million mobile services

IN OPERATION AT JUNE 2017, IN AN AUSTRALIAN POPULATION OF JUST OVER 25 MILLION.#

*Communications Report 2016-17 #ABS
ACMA: Australian Communications and Media Authority

AUSTRALIA'S ECONOMY WAS
$42.9 BILLION BIGGER
(2.6% OF GDP)
IN 2015 THAN IT WOULD OTHERWISE HAVE BEEN BECAUSE OF THE BENEFITS GENERATED BY MOBILE TECHNOLOGY TAKE-UP INCLUDING:

Increase in long term productivity of

$34 billion

or 2% of GDP

Increase in workforce participation of

$8.9 billion

or 0.6% of GDP

65,000

full-time equivalent jobs

were supported by the increased GDP attributable to workforce participation (equivalent to 1% of total employment in the Australian economy)

* Deloitte Access Economics Mobile Nation: Driving workforce participation and productivity report 2016

THE 2017 DELOITTE ACCESS ECONOMICS REPORT
5G MOBILE ENABLING BUSINESSES & ECONOMIC GROWTH FOUND THAT 5G WILL ADD TO THIS ECONOMIC IMPACT:

"Mobile is an integral part of how Australian businesses and society function. 5G will continue this trajectory and with the digital economy to grow to **$139 billion by 2020**, it is important to take action to harness the potential of 5G."

"As a leading mobile nation, Australia's mobile journey strongly reflects the global situation, however it is critical that our Government adopts proactive policy and regulatory approaches to ensure we don't fall behind in pursuing the productivity and connectivity opportunities that 5G will enable."

Message from our CEO

Chris Althaus

"Creating a Better Future" was the theme for Mobile World Congress (MWC) in 2018. MWC focussed on the United Nations' 17 goals for sustainable development and showcased the issues, trends, opportunities and challenges facing the mobile sector in the evolution to a 4G/5G ecosystem.

MWC also highlighted substantial Government engagement in the emerging 5G agenda, in recognition of the key role mobile will continue to play in driving the productivity and connectivity gains needed to support outcomes ranging from the emerging 4th Industrial Revolution to the acute needs of developing nations to fight poverty.

The importance of getting it right was summed up by the Chairman of the World Bank, Jim Yong Kim, who noted the World Bank's plans to "support Governments as they reform their policies and create a better enabling environment. Helping your industry grow in developing countries is part of our mission because we know your technologies are essential to ending extreme poverty."

There is an abundance of evidence that policy makers and regulators alike are attuned to the critical need for policy and regulatory settings that will allow 5G to flourish.

For example, the USA's Federal Communications Commission (FCC) Chairman, Ajit Pai revealed aggressive plans to release 5G spectrum. Pai also added that the FCC is working to streamline infrastructure siting laws, noting

"all the spectrum we devote to 5G won't be put to good use if the physical networks to carry 5G traffic are never built."

AMTA therefore remains focussed on timely availability of harmonised spectrum and new fit-for-purpose regulation to support network deployment in a 4G/5G world. To this end, the Government's proposed reform of the *Radiocommunications Act 1992* remains a priority for completion in 2019.

Likewise, the key role of small cells in 5G network architecture is being highlighted as part of a focus on the critical need for an efficient deployment regulatory pathway.

In addition, AMTA is engaging with key stakeholders on relevant issues from economic, social and environmental perspectives. For example, AMTA has commissioned new economic research into the productivity implications of both 4G and 5G with Deloitte Access Economics. In a more social context, AMTA is working with the office of the e-Safety Commissioner and the Australasian College of Road Safety to promote safety online and on the road respectively. AMTA also continues to lead in product stewardship via the MobileMuster recycling program which is processing record volumes of mobile devices and accessories.

In closing, I would like to thank the Chair and Board as well as all AMTA Committee members for their engagement, commitment and advice over the year. I also thank our strategic partners, particularly Communications Alliance, and finally I acknowledge and sincerely thank the AMTA staff for their hard work and professionalism.

Our priorities and impact

Some Highlights of 2018

SPECTRUM

AMTA continues to work closely with members, Government and the Australian Communications and Media Authority (ACMA) to build industry consensus on mobile spectrum requirements as well as Australian positions on new spectrum for mobile use via international forums.

PREPAID COMPLIANCE PLAN APPROVED

AMTA's work on behalf of 25 mobile service providers saw the ACMA approve a compliance plan in October enabling international visitors to Australia to activate a prepaid service using a credit/debit card issued by an overseas bank. Previously, only Australian institution-issued cards could be used. The result is a better customer experience, as well as a more efficient and less costly process for industry members.

RECORD BREAKING RECYCLING

In 2018, MobileMuster grew collections for the fourth year in a row, collecting and recycling 90 tonnes of mobile phone components, equating to more than 1.2 million handsets and batteries – more than 12.5% above target and the highest volume achieved by the program in a single year to date. The program also achieved a resource recovery rate of 99%, while manufacturer participation grew to over 90%.

MOBILE CARRIERS FORUM

During 2018, MCF and AMTA successfully advocated for amendments to the Low Impact Facilities Determination and related regulations to reflect new technologies and deployment practices. A key feature of the amendments is the inclusion of small cells in a category of low impact deployment attracting planning exemptions for infrastructure with a low impact on visual and other amenity. Such exemptions are key to facilitating widespread small cell deployment and the evolution to 5G.

Shaping positive change

Minister Mitch Fifield (4th from right) meets with the 5G Industry Working Group, AMTA represented by Chair, Jane van Beelen (2nd from left) and CEO Chris Althaus (5th from right)

AMTA HAS WORKED TO SHAPE POSITIVE CHANGE IN THE FOLLOWING KEY AREAS IN 2018

5G WORKING GROUP

Government convened in early 2018. AMTA has been an active participant in the Working Group which remains focussed on the identified immediate actions from the Government's 5G Directions paper, which are:

- **Making spectrum available in a timely manner;**
- **Actively engaging in the international standardisation process;**
- **Streamlining arrangements to allow mobile carriers to deploy infrastructure more quickly and at a lower cost; and**
- **Reviewing existing telecommunications regulatory arrangements to ensure they are fit-for-purpose in the 5G era.**

The Working Group is also engaging directly with key portfolios including agriculture, health and transport to build improved awareness of 5G and identify any regulatory barriers that may exist.

ACCC MOBILE REGIONAL ISSUES FORUM

In February 2018, AMTA participated in the ACCC's Forum on regional mobile issues, which examined issues around mobile coverage maps and the need for improved comparability between operators' maps as well as sharing of information in relation to deployment plans and options for regulating to encourage further investment in regional areas.

Following the forum, AMTA members have worked together to establish consistent terminology for coverage maps so that consumers are better able to make like-for-like comparisons regarding coverage information; and to agree a draft co-building process for greenfield deployments in regional areas, which formed the substance of the AMTA submission made to the ACCC's review of the Facilities Access Code in October.

National security is not just about security from a law enforcement perspective. It also includes the general cybersecurity of all Australians, businesses and government agencies

ENCRYPTION BILL

AMTA joined a broad coalition of industry groups including Communications Alliance, AIIA and the Ai Group to express concerns to Government in relation to new proposed encryption legislation – the *Telecommunication and Other Legislation Amendment (Assistance and Access) Bill 2018*. Industry shares the Government's desire to protect national security, fight terrorism and crime, enforce law and to enable the relevant agencies to do so effectively in a digital environment, however we have identified concerns with elements of the proposed legislation.

Replacing national security is not just about security from a law enforcement perspective. It also includes the general cybersecurity of all Australians, businesses and government agencies which is unquestionably important and is very likely to be put at risk if the proposed Bill is passed in its present form.

Encryption underpins almost any online activity. Therefore, it is vital to ensure that encryption – and the resultant trust that communications and transactions are secure and private – is not weakened.

Industry continues to work with Government in the ongoing consultation on the proposed Bill.

Engaging our stakeholders

UNWIRED REVOLUTION

AMTA was a sponsor of the CommsDay Unwired Revolution Conference, held in July 2018, in partnership with CommsDay. This annual one-day event provides leading edge commentary on political, policy, regulatory and mobile industry issues and trends.

SCIENCE & WIRELESS

AMTA and its members attend the annual EME science public event hosted by the Australian Centre for Radiofrequency Bioeffects Research. This helps ensure AMTA remains abreast of the latest scientific information related to electromagnetic energy (EME) from mobile telecommunications and health effects, EME safety standards and safe working practices.

ALGA

MobileMuster and the MCF engaged with local councils at the Australian Local Government Association national conference in Canberra in June, where MobileMuster also recognised 370 local government partners who increased collections to 4.7 tonnes for recycling in 2018.

LGAQ

In October, representatives of the MCF and MobileMuster attended the Local Government Association of Queensland conference in Brisbane where the theme was 'Smart Cities' and digital innovation and services, which was a good opportunity to highlight the need for mobile network infrastructure to implement this vision.

Picture above (first on left)

5G MEMBERS FORUM

AMTA hosted a 5G forum for members in Melbourne in March to share the finding of the Deloitte Access Economics '5G mobile – enabling businesses and economic growth' report. Guest speakers were John O'Mahony, a co-author of the report, as well as Pete Williams, Chief Edge Officer and Partner at Deloitte Digital.

ACCANECT 2018

ACCANect is the annual conference of ACCAN, a peak consumer group focussed on the telecommunications sector. This year's conference – titled 'Confidence in the Connected World' – provided an opportunity for AMTA to engage with ACCAN and its broad base of members, which includes community legal centres, disability advocates, indigenous organisations, financial counsellors, regional organisations, farmers' federations, parents' groups, seniors organisations and other individual members.

eSAFETY MEMBERS FORUM

In June, eSafety Commissioner Julie Inman Grant spoke to AMTA members about the challenges associated with eSafety and mobile technology at a specially arranged Forum which saw AMTA members of the industry come together to discuss this important topic.

Picture above (second from left)

RADCOMMS

AMTA's CEO and Public Policy Manager attended the Australian Communications and Media Authority's annual Radcomms conference in Sydney in October, where the theme was Delivering the Future and topics discussed included the future spectrum needs of broadcasting, satellite and broadband as well as competition issues.

Pictured above (third from left)

SACOSS CONFERENCE

In May, AMTA's Public Policy Manager participated in a panel discussion at the South Australia Council of Social Services conference on Disability and Access to Essential Services in Adelaide. The discussion focused on informed decision-making with regard to telecommunications and other utility services for consumers with disability.

MOBILE CONNECTIONS

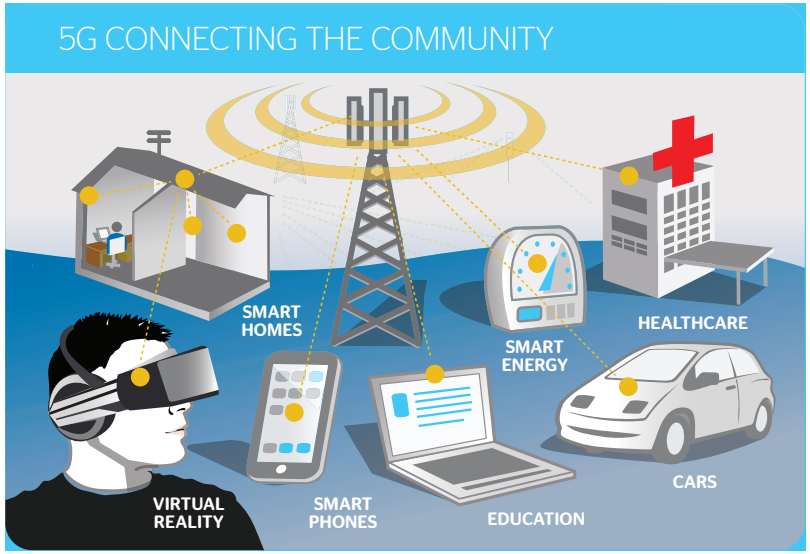
During 2018, representatives from MobileMuster presented our Mobile Connections education program to over 500 teachers at the Victorian and New South Wales Geography Teachers Association conferences and the Australia Association of Environment Educators.

Enabling business and economic growth

5G – the next generation of mobile technology and 4th industrial revolution – promises to completely transform our lives by revolutionising transportation, health, agriculture, education and many other sectors of industry.

While the impact on daily life and work will be revolutionary, the technological changes will be more of an evolution, as 5G will build on 4G technology and networks. 5G will make networks faster and more responsive and the Internet of Things promises to connect everything – from cars and household appliances to livestock and crops in the field. The benefits for health, education, agriculture and transport logistics, to name a few, will be significant.

To deliver the benefits of 5G, the mobile industry will continue to invest in infrastructure and will rely on sound Government policies around the availability of radiofrequency spectrum and the ability to deploy networks.



DELOITTE ACCESS ECONOMICS REPORT: **5G MOBILE – ENABLING BUSINESSES AND ECONOMIC GROWTH**

In October 2017, AMTA released 5G mobile – enabling businesses and economic growth, commissioned through Deloitte Access Economics, which found:

Facilitation and roll out of 5th generation mobile telecommunications (5G) is expected to further drive Australia's digital economy and add to the already significant (and growing)

$34 billion

in long-term productivity benefits from mobile

Annual network spend from mobile providers would reach up to

$5.7 billion

and is likely to grow again in the FY2017-18

John O'Mahony, partner, Deloitte Access Economics, lead author of the report said:

"Every generation of mobile technology has generated very real economic and social benefits for Australia, across public and private sectors and individuals and communities in urban, regional and rural areas across the country. This will certainly be the case with 5G – if it is rolled out and harnessed in the right way.

5G will require significant investment, but this investment will also deliver significant returns in areas as diverse as time savings, enhanced opportunities for businesses and governments to develop new products, and services that go to the very core of the way we do things."

Connected future: The 4th Industrial Revolution and 5G's role

We are on the verge of the 4th Industrial revolution (4IR) which builds on the digital (3rd) revolution and will introduce new innovations and developments that will increasingly embed technology in our lives.

This revolution is a pathway that all nations will need to address to the best of their ability, with participation likely to support prosperity for generations, as previous industrial eras have proven. In an Industry 4.0 context, mobility is a critical factor.

Intelligent connectivity will underpin the communications ecosystem that drives the 4th industrial revolution.

The 'DNA' of Industry 4.0 – which will decide the speed and magnitude of the 4th Industrial Revolution (4IR) and its impacts – will be substantially determined by the interactions between:

DATA (BIG) ANALYTICS

NETWORK INFRASTRUCTURE

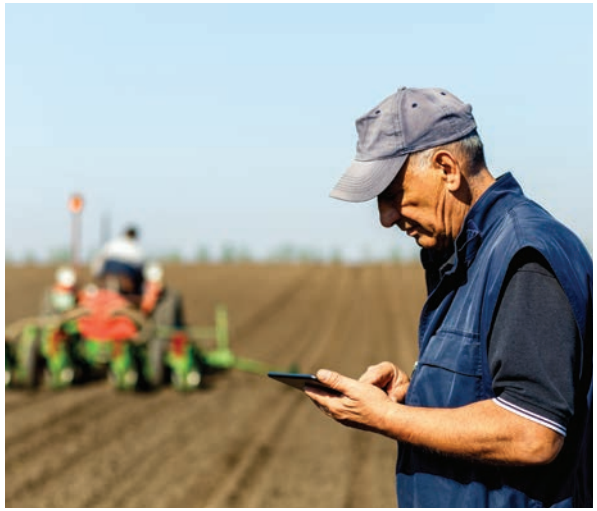
ARTIFICIAL INTELLIGENCE

The 5G ecosystem will be at the core of a 4IR world via its unique capacity to deliver:

- eMBB – enhanced Mobile Broadband
- uRLLC – ultra reliable low latency communications
- mMTC – massive machine type communications eg IoT

4IR and 5G use cases will substantially define the future of the mobile sector, the future of national economies and, ultimately, the global economy.

MOBILE SITS AT THE HEART OF AN ENABLING ECOSYSTEM THAT IS UNITING DIGITAL, PHYSICAL AND BIOLOGICAL WORLDS.

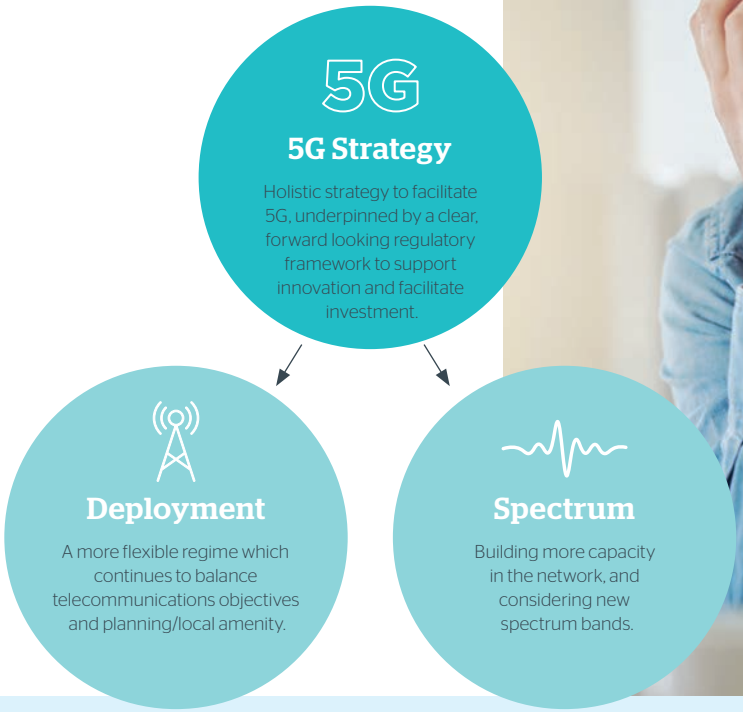


Paving the way for a better-connected future

The investment and contribution made by the mobile industry in Australia is significant, amounting to billions of dollars in purchasing and renewing spectrum licences, as well as deployment of network infrastructure to support the full range of products and services.

This investment, combined with the economic and social benefit that it contributes to Australia's economy, makes it imperative that the legislative frameworks underpinning the management and allocation of radiocommunications spectrum – as well as infrastructure deployment – must be both predictable and flexible for operators.

AMTA is therefore actively participating in and pursuing a reform agenda around two streams of Government reform processes – the legislative and regulatory framework governing deployment of network infrastructure, and the proposed reform of the *Radiocommunications Act 1992*.



DEPLOYMENT REFORMS – OUR KEY POSITION:

AMTA is focussing on reducing the regulatory requirements around planning and consultation for the deployment of small cells, in particular in order to reduce overheads and delays in small cell deployments which are both time and cost critical, greatly facilitating expansion of current 4G networks to meet coverage and capacity demands and the evolution to 5G.

Through consultation processes with Government, regulators and community stakeholders, we are striving to remove outdated and legacy terminology from the regulatory framework, as well as develop more concise processes and procedures to improve clarity and transparency for the community.

Our desired objective is to work closely with community and Government to develop a flexible and robust framework to enable next generation network infrastructure deployment across Australia, so that the social and economic benefits of 5G can be fully realised.

SPECTRUM REFORM – OUR KEY POSITION:

It is critical that the reformed framework is underpinned by the right policy settings to support continued investment by industry and, in turn, the flow-on benefits of mobile technology including 5G across Australia's economy and society.

AMTA has recommended that the following key policy positions should inform the drafting process:

- The licensing framework needs to be flexible as well as provide sufficient certainty to encourage continued investment.
- Flexibility means – streamlining processes, technology neutral, multi-purpose use.
- Certainty means – licence tenure of at least 20 years; with renewal pathway certain and explicit in the legislation.
- Allocations need to be efficient and market-based, with secondary trading encouraged.
- Property rights of licence holders need to be enforced to be meaningful and for licences to hold value in the market.
- Sharing, while desirable for efficiency, should never be imposed on licence holders, as this would infringe property rights.

Carl Magnus Larsson CEO ARPANSA; Brendan Murphy Chief Medical Officer, Department of Health; Chris Althaus, AMTA CEO at our Liaison Forum meeting

Educating Australians on new technologies

EMBRACING NEW TECHNOLOGY - 5G EXPLAINED

As 4G networks evolve with 5G, deployment will increasingly include small cells as networks are densified and capacity is added.

The deployment of the next generation of mobile technology can understandably raise concern among the community with regard to potential health effects, as well as the impact on the physical environment and visual amenity.

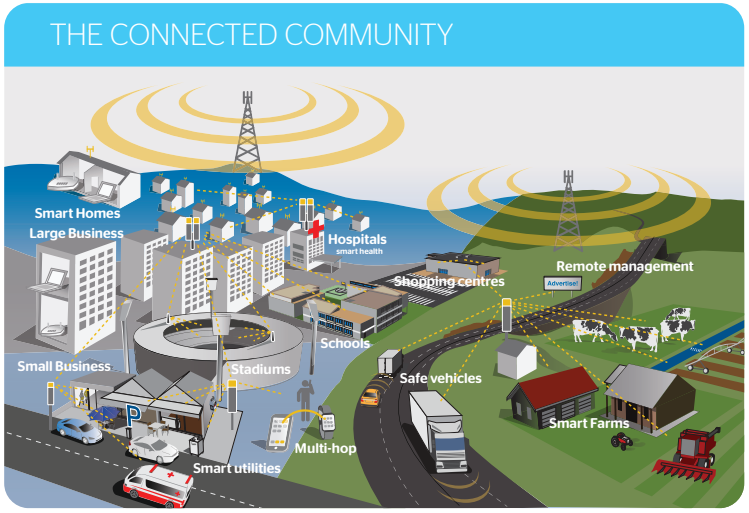
To help tackle this, AMTA partnered with GSMA and Mobile Wireless Forum to produce 5G and EMF Explained, an information booklet providing a simple description of 5G networks, the services and benefits they bring and the view of international experts on safety and health effects.

SMALL CELLS

The radio access network consists of various types of facilities including small cells, towers, masts and dedicated in-building and home systems that connect mobile users and wireless devices to the main core network.

Small cells will be a major feature of 5G networks – particularly at the new millimetre wave (mmWave) frequencies where the connection range is very short – and are even now a significant part of advanced 4G deployments.

Small cells are 'mini' base stations. They are physically small, consisting of a small equipment box and a discreet antenna, usually attached to existing infrastructure such as a light pole, building awning, sign post or other street furniture.



EME AND 5G

5G represents the next evolution of radio technology, but for Electromagnetic Energy (EME) and health considerations, it actually presents nothing new. EME safety standards do not depend on technology types, and in general vary only in relation to the frequency or wavelength of the radio signal.

5G will be deployed at both current and, in the future, also higher frequencies (so called mmWave). Other communication and signalling technologies already utilise these higher frequencies and standards are already in place to manage safe exposure to these signals. Consequently, 5G poses no new issues for EME and health. Any change in exposure due to the new deployment types utilised for 5G, such as small cells, will be required to be compliant with EME safety standards, which have a large margin of safety to cater for all members of the public, including children and the elderly.

The World Health Organisation (WHO) leads EME safety standards developments around the world.

The WHO says,

"despite extensive research, to date, there is no evidence to conclude that exposure to low level electromagnetic fields is harmful to human health."

In relation to exposure to EME from mobile base stations and wireless infrastructure, the WHO says, "Considering the very low exposure levels and research collected to date, there is no convincing scientific evidence that the weak RF signals from base stations and wireless networks cause adverse health effects."

Australia's own health agency in this area, the Australian Radiation Protection and Nuclear Safety Agency, also says,

"No adverse health effects are expected from continuous exposure to the RF EME emitted by the antennas on mobile phone base stations."

Looking after the environment

Policy changes in China, our Government's review of the Product Stewardship Act and the ABC's War on Waste series have all put the spotlight on Australia's recycling industry. AMTA believes that the onus is not only on Government and industry to find solutions to our recycling issues, we also need consumers to join the conversation and better understand how they can take action. "While AMTA has played a leading role in product stewardship through MobileMuster over the last 20 years, our focus will continue to raise awareness of mobile phone recycling by educating consumers on how, why and where to recycle the right way.

The work of MobileMuster highlights how voluntary schemes funded by industry can work to bring real social and environmental benefits to our community.

IN 2018, THE MOBILEMUSTER PROGRAM GREW COLLECTIONS FOR THE FOURTH YEAR IN A ROW INCLUDING OVER

1.2 million

HANDSETS & BATTERIES RECYCLED

GREW MANUFACTURER INDUSTRY PARTICIPATION TO

over 90%

FOOTNOTES DEFINITION
Personal storage rate % users with 2 or more handsets at home.
Awareness Awareness of mobile phone recycling.
Collection rate Annual collection rate, available phones (%).

KEY PERFORMANCE INDICATORS

ENVIRONMENTAL BENEFITS IN 2018

Saved 200t CO_2 emissions from entering the atmosphere

Saved 218 GJ of fossil fuels by recycling

Conserved 1000t of mineral resources through recycling

Avoided 330kgs of summer smog pollution

Avoided 570kgs of particulate pollution

Recycling one mobile phone resulted in a savings of 386g CO_2 equivalent

MobileMuster also continued several key partnerships with the Salvos, Able Australia, OzHarvest and Planet Ark, as well as collection networks:

- Provided more than **200 devices to Able Australia**, helping deaf blind people stay connected with their community;
- **Delivered 70,000 meals** to people in need through our OzHarvest partnership, which provided our community with an added incentive to recycle beyond the environmental benefits;
- **Continued to support the Salvos** by giving $2 for every kilo of mobiles and accessories collected in-store; and
- **Partnered with Planet Ark** to increase awareness of mobile phone recycling and make it easier for people to find out where to recycle.

Picture from our OzHarvest partnership (top) and Able Australia campaign (bottom)

Mobile Connections Program

In 2018, MobileMuster created and launched the **Mobile Connections Geography teaching and learning program for schools**, designed to help students develop deep knowledge of their connection to mobiles and the implications they have for society, the economy and the environment.

Since the launch, the program has reached over 52,000 students, delivered more than 100 professional development courses to support teachers, more than 3,000 downloads of the curriculum guide and immersive digital resources, and engaged over 75 schools who have registered to become a MobileMuster collection partner and take action at their school.

Product Stewardship

MobileMuster has applied to the Federal Government to renew the accreditation and ensure the program continues as a voluntary scheme under the framework of the Product Stewardship Act 2011.

We also submitted a paper in the review of the Product Stewardship Act by the Federal Government, highlighting the important role voluntary schemes such as MobileMuster play in delivering effective social and environmental outcomes for our community.

PRODUCT STEWARDSHIP
Australian Government Accredited

School children using our Mobile Connections materials

Contributing to communities

Mobiles are an intrinsic part of everyday life for most Australians. In fact, there are more than 33 million mobile subscriptions in Australia, for a population of just over 25 million.

And while mobile technology enables us to stay connected with family and friends, as well as providing security and an improved work/life balance, mobile use can also create social issues that should never be overlooked. AMTA strives to promote safe and responsible mobile use and to engage with recognised experts in the areas of safe driving, health and eSafety as part of our social responsibility program.

Through our websites and outreach campaigns, we provide accessible and consumer-friendly tips and information on topics ranging from consumer rights, safe driving and health to cyber-safety issues including image-based abuse.

AMTA regularly engages with the office of the eSafety Commissioner and AMTA's CEO participates in the Online Safety for Children Working Group (OSCWG), as well as engaging with ACCAN and regulators including the ACCCC, ACMA and ARPANSA on consumer and health-related issues associated with mobile technology.

We always look to academic research and sound advice from experts to guide the development of policy and regulation that is robust and practicable to ensure any social risks are minimised and the benefits of mobile technology are realised by promoting safe, responsible and informed use of mobile phones in the community.

SOCIAL RESPONSIBILITY INITIATIVES

AMTA produces a range of consumer factsheets and tips designed to promote public trust and confidence in mobile services. The tips range from advice on safe driving and use of mobiles, 'mind your mobile manners', selecting a mobile that suits your budget, how to avoid spam and scams, as well as advice for parents, caregivers and children about bullying.

MobileMuster, AMTA's mobile recycling program, was launched in 1999 as the industry's official product stewardship program. In the years since, AMTA has introduced a range of other initiatives focused on social issues and offering practical solutions to consumers:

MOBILE DEVICE SECURITY PROGRAM

Launched in 2003 to address a growing national problem of mobile phone theft, AMTA's IMEI blocking program has been very successful in establishing Australia as a world leader in the deterrence of mobile device theft. The decade since the program began has seen a 21 per cent fall in blocking activity against a backdrop of mobile services increasing from 16 million to 30 million. Today, this program is still an effective tool in protecting the general community against fraudulent and criminal activity.

SAFE DRIVING TIPS

AMTA strongly believes that the best approach to reduce any risks involved with driving and the use of mobiles is to provide clear information on how drivers can comply with the road rules using best-practice mobile phone technology to ensure that they keep their eyes on the road. AMTA's safe driving tips have been used by police, traffic authorities and road safety organisations to promote safe driving habits when using mobile phones, ranging from the NRMA to the Commonwealth Public Service, while Holden, Ford and Toyota have used the tips as part of road safety programs for fleet car users.

ACCESSIBILITY

Mobile technology has an enabling impact on the social and economic lives of Australians, and for Australians living with disability, mobile technology can provide accessibility to the workplace, security and social engagement that would not otherwise be possible.

AMTA, through its partnership with the Mobile Wireless Forum, supports the Global Accessibility Reporting Initiative (GARI) database which provides consumer-friendly information about accessibility features of mobile devices, applications and services.

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.

AMTA MEMBERS

Carriage Service Providers

Amaysim Operations Limited
Pivotel Mobile Pty Limited
Singtel-Optus Pty Ltd
Telstra Corporation Limited
TPG Telecom Limited
Vodafone Hutchison Australia Pty Limited

Handset Manufacturers

HTC (Australia & New Zealand) Pty Ltd
Motorola Mobility Australia Pty Ltd
Samsung Electronics Australia Pty Limited
Sony Mobile
ZTE (Australia) Pty Ltd

Infrastructure Suppliers

Ericsson Australia Pty Ltd
Huawei Technologies (Australia) Pty Ltd
Nokia Networks Pty Ltd
Qualcomm Int'l Inc

Retailers

Mac Centre Norwood
Mobile Monster
Mobile Network
My Mobile Group

Support Industries

Acquirecomm Pty Ltd
Asurion Australia
Aurecon Australasia Pty Ltd
Axicom Pty Ltd
Brightstar Logistics
Evans Planning Pty Ltd
Paradigm One Pty Ltd
RF Industries Pty Ltd
Risk Insure Pty Ltd
Urbis Pty Ltd
Victorian Rail Track
Warren & Brown Technologies Pty Ltd

BOARD MEMBERS

Jane van Beelen, Telstra Corporation Ltd *(AMTA Chair)*
Anthony Flannery, Vodafone Hutchison Australia Pty Ltd
Daniel Zhao, ZTE (Australia) Pty Ltd
Danny Adamopoulos, Motorola Mobility Australia Pty Ltd
Emilio Romeo, Ericsson Australia Pty Ltd
Luke van Hooft, Singtel-Optus Pty Ltd
Marc Dunn, Samsung Electronics Australia Pty Ltd
Sean O'Halloran, Axicom Pty Ltd
Zoltan Losteiner, Nokia Networks Pty Ltd

RETIRED DIRECTORS

Stuart MacIntyre, Optus

AMTA CEO

Chris Althaus

AMTA STAFF

Glenn Brown, Finance & Business Development Manager
Lisa Brown, Public Policy Manager
Ray McKenzie, MCF Manager
Spyro Kalos, MobileMuster Manager
Larissa Shashkof, Campaigns & Education, MobileMuster
Suzie Franks, Office Manager

Australian Mobile
Telecommunications Association

Level 8, 71 Walker St
North Sydney NSW 2060

PO Box 103
Deakin West ACT 2600

(02) 8920 3555
contact@amta.org.au

www.amta.org.au