



Australian Mobile
Telecommunications
Association

Our Impact 2021

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.

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	5
Key highlights	6
Key initiatives	8
Sustainability	12
MobileMuster	13
MobileMuster achievements	14
AMTA Members	15



Message from the Chair

Dan Lloyd

Nothing has illustrated the fundamental importance of high quality, competitive and robust mobile communications services more than COVID-19.

With up to an astonishing 60% of Australia's population in hard lockdown, work, school and life simply had to shift online at lightning speed.

This created an unprecedented sudden stress-test of Australia's mobile communications networks with massive overnight shifts in the time, volume and location of voice, messaging and data usage.

The mobile industry responded at extraordinary speed and for a sustained period of time, releasing major COVID-19 customer relief packages, pivoting to innovative distributed call centre models and leading Australia with COVID-safe store protocols to ensure customers could stay connected safely.

While Australia's mobile networks continue to benchmark well by international standards, the Australian mobile industry always needs to do more to deliver the best results for Australia.

While AMTA and its members are proud of their strong track record in working collaboratively with government, we would encourage government entities to move with the speed demanded by ever-accelerating changes in technology and the flexibility required in challenging times.

While progress has been made in some areas, key initiatives have invariably taken years to implement.

2021 was also the year in which 5G and Fixed Wireless became mass market services, offering important alternatives or complements to fixed broadband networks, especially given the controversy of NBN Co's CVC capacity charging model.

In August, AMTA welcomed the Commonwealth Government's 5G Innovation Initiative which provided \$20 million to a number of projects including a 5G Connected Cobot (Collaborative Robot), 5G-enabled livestock counting and trialling the use of drones and 5G (UHD) camera-equipped vehicles to intelligently monitor critical electrical infrastructure.

Other use cases include a 5G enabled bicycle helmet that will be able to warn riders about road works and accidents. These initiatives demonstrate the potential for 5G to genuinely transform our lives across virtually every industry sector.

This year we also welcomed a new AMTA CEO, Louise Hyland, following the retirement of Chris Althaus. We extend our thanks to Chris for his 16 years of years of service to the Australian mobile industry and wish him all the best for his retirement.

We look forward to Louise leading AMTA through its next phase as we engage with government, industry and other stakeholders to promote investment in and adoption of 5G.

As we look to the year ahead, AMTA will continue to focus on its policy agenda in key areas including spectrum, networks and infrastructure and environment and sustainability.

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



Message from our CEO

Louise Hyland

I am delighted to have joined AMTA in May this year, in what the Australian Government has declared, the 'Year of 5G'. It has been an incredible year as Australia, along with the rest of the world, has tackled the challenges of the COVID-19 pandemic. Within 18 months we have become accustomed to online learning, working remotely, venue check-ins, health alerts, and telehealth appointments.

We have come to depend on, and value, our mobile connectivity more than ever.

As 2021 ends, AMTA's advocacy remains focused on the following critical policy areas:

- Timely access to sufficient spectrum for 5G; taking a long-term view given the capital investment required;
 - Fit for purpose regulation of network deployment that promotes efficiency in building the networks of the future; and
 - Continuation of the co-regulatory approach that has been the foundation of three decades of competition and growth in Australia's world-leading mobile sector.
- This year saw the rollout of 5G gain momentum with all carriers well advanced in deploying 5G infrastructure.

We launched our '5G 5 Ways' campaign focused on communicating the benefits of 5G across four industry sectors: Smart Cities, Agriculture, Health and Transport and Logistics.

AMTA welcomed reforms to the spectrum licensing framework that enables spectrum licences to be issued for 20-year terms, providing greater certainty to licence holders who invest significant capital in these strategic assets.

On infrastructure, we continued to work with Government on reforms to the 'Carrier Powers and Immunities' provisions¹ that help telcos to efficiently roll out new network infrastructure and services across Australia. We also released our 5G Infrastructure Readiness Assessment report to encourage the adoption of 'best practice' by State and Territory governments at all levels for infrastructure rollout to ensure readiness for 5G deployment.

In relation to health and safety, AMTA welcomed the adoption by the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA)² of the new Standard for Limiting Exposure to Radiofrequency Fields, RPS S-1.

In September, Minister Fletcher opened AMTA's Electromagnetic Energy (EME) Symposium, which brought together Government, industry, regulators and academia to discuss the latest science and standards relating to 5G, mmWave and health and safety.

AMTA's MobileMuster program had another successful year, achieving 125% of its collection target. Awareness of mobile phone recycling increased from 70 to 73%, which in turn led to a reduction of devices in storage by 1 million. Today, 1 in 3 Australians recycle their mobile phones and accessories.

As we approach the next federal election, AMTA will release its 10th Mobile Nation report in conjunction with Deloitte Access Economics. The report will examine the economic benefits of a faster rollout and more widespread adoption of 5G mobile technology and the policy and regulatory principles required to support this.

My thanks to the AMTA Board and Members for their engagement and support of our programs and for the professionalism and commitment of the AMTA team who make it all happen. 2022 promises to be a busy and exciting year as we advance our agenda in the lead-up to the federal election.

¹Under Schedule 3 of the Telecommunications Act, 1997

²ARPANSA is the Cth agency responsible for setting standards on electro-magnetic energy.

Key highlights

Despite the difficulties faced due to COVID-19 and lockdowns around Australia, AMTA achieved significant outcomes across several key areas in 2021:



SPECTRUM LICENSING

The Radiocommunications Legislation Amendment (Reform and Modernisation) Act 2020 (the Modernisation Act) took effect in June. AMTA welcomed reforms to the spectrum licensing regulatory framework that enable spectrum licences to be issued for 20-year terms as well as improved equipment rules that provide for increased flexibility in relation to the authorised use of mobile repeaters.

5G

5G DEPLOYMENT

Australia's mobile network operators did not slow the pace of deployment of 5G despite the continued economic impact of the global pandemic. Rather, mobile network operators have extended 5G coverage to cover more of the population, as well as densified and added capacity to networks, leveraging a range of deployment types as well as spectrum frequencies from low band to mid-band and mmWave, to meet the continuing growth in demand for mobile data.



MOBILEMUSTER

The program has continued to deliver a dynamic product stewardship scheme by offering a world-class recycling service and developing new initiatives to engage consumers. Our members and community play an active role in helping us grow our recycling volumes and in 2021 achieve a 25% increase in annual collections.



EME SYMPOSIUM

Minister Fletcher opened our EME Symposium on 1 September which was attended by 115 participants across industry, regulators and academia. ARPANSA CEO, Carl-Magnus Larsson, and Australian Communications and Media Authority (ACMA) Member, Chris Jose, were both speakers at the event. ARPANSA took the opportunity to report on its mmWave research findings and to outline its overall EME research program. It was positive to note that complaints to the ACMA regarding EME had decreased significantly in 2021 (from 170 in 2019/20 to only 58 in 2020/21).

EME

EME SAFETY STANDARDS

In February 2021, ARPANSA adopted RPS S-1 (Standard for Limiting Exposure to Radiofrequency Fields - 100 KHz to 300 GHz), a new EME safety standard based on the recent update of the corresponding international standard. ACMA are now amending its regulatory framework for EME, especially the Radiocommunications Licence Conditions (Apparatus Licence) Determination 2015, to reference the new standard. AMTA is assisting them to ensure the latest compliance approaches, based on world's best practice, are incorporated into the new regulations.



5G INFRASTRUCTURE READINESS ASSESSMENT

Edition 1 of the AMTA State & Territory 5G Infrastructure Readiness Assessment was published by AMTA in March 2021. Recommendations from the Assessment are now driving AMTA's reform agenda to cut red-tape for telecommunications infrastructure in Australia's State and Territory planning systems.



ALGA NATIONAL GENERAL ASSEMBLY

AMTA attended and exhibited at the Australian Local Government Association (ALGA) National General Assembly from 20-23 June in Canberra. This is the peak annual event for Australia's 500+ councils, attracting more than 800 Mayors and Councillors each year, providing AMTA with the opportunity to engage with local government representatives about deployment and planning, opportunities with 5G and MobileMuster's recycling program.



MOBILE NETWORK INFRASTRUCTURE

AMTA coordinated the industry response and in November 2021 welcomed registration of the 1st tranche of revisions to instruments including the Telecommunications Code of Practice 2021 and Telecommunications (Low-impact Facilities) Amendment Determination 2021, that will improve the efficiency and speed of deploying the latest mobile telecommunications network infrastructure.



AMTA MOBILE NATION SERIES

AMTA has partnered with Deloitte Access Economics and will launch the 10th report in our Mobile Nation series in early 2022. The report will examine the economic benefits of a faster rollout and more widespread adoption of 5G mobile technology, and the policy and regulatory principles required to support this.

Key initiatives

5G 5 Ways

The capabilities of 5G are exciting and the continued roll out of 5G is unlocking countless opportunities for key industries and the broader Australian community.

In 2021, AMTA launched its **5G 5 Ways**³ content series aimed at promoting discussion and encouraging more individuals, businesses, industries and government to embrace and adopt 5G technology so we can move Australia towards a successful, 5G-enabled future.

Our 5G 5 Ways content series focuses on four key industry sectors – Smart Cities, Agriculture, Health, and Transport & Logistics. Utilising purposely created video presentations, the 5G 5 Ways content series explores the role 5G is playing in each of these verticals, and what it will mean for industries and the broader Australian community. **Smart Cities**⁴ was the first vertical released in the 5G 5 Ways series.

5G

The Australian Government was emphatic in its strong support of 5G, noting its potential to support new and improved applications for consumer, industrial and enterprise uses, in its tabled response to the House of Representatives Standing Committee on Communications and the Arts 5G Inquiry Report, '5G the Next Gen Future', in November 2020.

The Government's response also noted its commitment to creating an enabling environment for the establishment of 5G networks, particularly through its 5G Innovation Fund initiative.

Ensuring Australia is 5G ready

The successful delivery of 5G network infrastructure requires regulation that minimises impact on the environment whilst providing certainty for the carriers. AMTA has consistently advocated to broaden the range of infrastructure types that qualify for facilitated planning pathways while also meeting the carriers' obligations to consult with landowners and stakeholders in the communities in which their infrastructure is deployed.

It remains a challenge for carriers to navigate the planning rules of Australia's eight State and Territory Governments and over 500 local councils to secure approval for network infrastructure. With ongoing improvements being made to 4G, together with the rapid parallel deployment of the latest 5G networks, the time has never been better for Government to review and recalibrate policy settings and planning rules to cater for improved mobile connectivity, including in black spot areas.

To encourage and support that reform process, AMTA assessed the current regulatory frameworks of each of Australia's eight State and Territory Governments, and the results of this assessment can be found in Edition 1 of the **AMTA State & Territory 5G Infrastructure Readiness Assessment**⁵, which was published by AMTA in March 2021.

AMTA's report includes:

- National regulatory 'Best Practice' elements in the States and Territories
- Reform opportunities in each State or Territory
- 21 specific recommendations to the States and Territories

SOME AMTA MEMBERS HAVE BEEN SUCCESSFUL RECIPIENTS OF 5G INNOVATION FUNDING GRANTS IN 2021, SUCH AS:

Nokia's 5G Connected Cobots (Collaborative Robots) project aims to demonstrate how 5G can be used to offload both sensor data and intensive processing from the cobot to a powerful edge cloud compute platform capable of processing this data and based upon this, instruct the cobot how to interact with its surroundings including nearby humans in real-time.

Optus, in partnership with Endeavour Energy, Unleash live and Amazon Web Services will trial the use of drones and vehicles equipped with 5G-connected ultra-high definition (UHD) cameras with computer vision to intelligently monitor Endeavour's critical electrical infrastructure.

TPG Telecom's project will use 5G to enable multiple high quality 4K video streams to count sheep at a regional livestock exchange, automating the process and removing human error. A supporting 5G edge network will process the counting on site and relay the data in real time back to farmers on a tablet or mobile device.

AMTA'S 5G READINESS REPORT OBSERVES:

"For state, regional and local governments... 5G will soon become a differentiator to attract businesses and residents. It is no surprise then that many of these governments are seeking to create a regulatory environment for deployment that is conducive to investment."⁶

Key initiatives

Spectrum - powering the networks

Mobile networks need adequate allocations of radiofrequency spectrum to be able to operate efficiently and to provide the necessary capacity to meet the ever-growing demand for mobile data services in a way that is sustainable.

To provide certainty to enable continued investment in mobile networks, Government must adopt a long term policy perspective to plan for spectrum allocations for mobile broadband, including harmonisation of existing licensed bands.

For 5G to do what it is designed to do and deliver the economic and social benefits, sufficient spectrum allocations at low, mid and high-band (i.e. mmWave) are critical.

Spectrum that is allocated under licences to mobile network operators must be protected from undue interference. AMTA engages regularly with the ACMA to prevent interference, from illegal or prohibited devices (such as mobile boosters or jammers) as well as from often unintentional interference due to misuse or use of unauthorised devices by members of the community. AMTA also liaises closely with NSW Corrective Services in relation to their use of mobile jamming at some correctional facilities within the framework of an Exemption Determination made by the ACMA.

Connecting regions

The COVID-19 pandemic has seen an increase in Australians moving to regional areas and 5G is fast becoming the differentiator that will attract people and investment to regional areas, creating sustainable communities, scale and employment. As stated in our submission to the Regional Telecommunications Independent Review Committee, AMTA is committed to engaging with all levels of government and regional communities so that Australians can realise the economic, social and environmental advances that can be enabled via the continued deployment and upgrade of mobile networks.

AMTA believes that 5G is important for bridging the digital divide between Australia's major cities and regions and therefore is a key component in meeting the future communications needs of regional Australians.

5G is already playing a significant role in improving productivity and lifestyle in our urban areas, and it is essential the same opportunity is afforded to those living and working in our regional and remote communities. Healthcare, education, smart farming and smart communities are all examples where regional communities will benefit from moving to the next generation of mobile communication, 5G.

Improved planning and deployment regulations as well as access to sufficient radio-frequency spectrum is critical to ensuring an efficient deployment of 5G technology that is both affordable and timely for regional areas.

Building smart cities & places

AMTA has been raising awareness and encouraging state and local governments across Australia to embrace 5G and IoT in their smart cities and smart places strategies, and to apply emerging technology to improve service delivery and engagement with communities.

We've highlighted how 5G has the potential to transform a council's operations and engagement with residents and visitors by offering an immersive and tactile experience through the use of technology such as augmented reality, virtual reality and mixed reality that can be enabled by 5G networks.

In May 2021, AMTA representatives were invited to be panelists for a virtual Masterclass on 'Smart Places & 5G' hosted by the NSW Government and Australian Computer Society. Recommendations on 5G deployment regulatory reform from the Masterclass were presented to the NSW Smart Places Summit.



³<https://amta.org.au/category/mobile-networks/5g-5-ways/>

⁴<https://amta.org.au/smart-cities-the-future-is-here/>

⁵<https://amta.org.au/5g-infrastructure-readiness-assessment/>

⁶AMTA State & Territory 5G Infrastructure Readiness Assessment, First edition, March 2021, p.23.



Key initiatives

Deployment & community consultation

Each year, AMTA members undertake thousands of upgrades or deployment of new mobile network telecommunications facilities. The Industry Code for Mobile Phone Base Station Deployment requires the carriers to notify and consult with councils, communities and various stakeholders, and to consider their feedback before proceeding. This process requires a significant investment by the industry to educate stakeholders in relation to a range of issues including the technology, radio-emissions and safety, and processes under the Code.

With the support of AMTA, the carriers have developed best practice consultation methods and materials to meet and often exceed their obligations under this Code.

Code compliance is captured in the Deployment Code Management System within AMTA's online **Radio-frequency National Site Archive (RFNSA)**⁷, which ensures the industry follows a strict process of notifying and consulting stakeholders about new deployments, considering feedback and publishing any changes or amendments of their deployments which are an outcome of the Code process.

Ensuring safety of networks

With the ACMA's adoption of the new ARPANSA safety standard, AMTA will work with the carriers to implement the new standard in its industry-wide RF Safety Program, based on its highly regarded RFNSA platform. The new standard has requirements for both the general public (to which the ACMA regulations relate) and for workers, which are mandated through federal and state safe work authorities.

Worker safety is already a key element of AMTA's RF Safety Program, with systems and processes already in place to manage public and worker safety at mobile base station sites.

In addition, the compliance framework ensures that carrier base stations and wireless devices are designed and operated to comply with the applicable EME safety standards at all publicly accessible locations within the community.

Improving network security & resilience

2021 has also seen work continue by industry members to strengthen the resilience of network infrastructure so that the threat posed by natural disasters such as bushfires and floods is mitigated. We continue to engage with state and territory-based emergency service organisations to ensure that networks and connectivity can be restored efficiently in such events with improved co-operation between industry and the relevant authorities.

This work has also included improvements to the way emergency alerts can be delivered to the community via mobile phones with funding allocated in the federal budget for implementation after the industry associations advocated for these changes.

The security of network infrastructure is also critical to maintaining connectivity for the community and AMTA continues to engage with law enforcement agencies and government to prevent vandalism, arson and theft, as well as improve security measures around infrastructure and retail outlets.

Social responsibility

AMTA members and MobileMuster program participants - Optus, Telstra, TPG Telecom, Apple, Google, Motorola, Samsung and ZTE - funded Accessible Telecoms in 2021. Accessible Telecoms is an independent guide to mainstream and assistive telecommunications products suitable for people with disability. It is a free service that can be used by anyone, including people with disability, their families and carers, service providers and advocates.

The program is managed by the Australian Communications Consumer Action Network (ACCAN) and AMTA is very pleased that members were able to support ACCAN to deliver this important social program in 2021.

AMTA is participating in the development of an online safety industry code(s) under the framework of the Online Safety Act 2021, working collaboratively with a range of other industry associations and members.

AMTA made two submissions to the Productivity Commission's inquiry into consumer's ability to repair faulty goods and to access repair services at a competitive price. AMTA submitted that mobile phone users are well served under the current Australian Consumer Law and its customer guarantees, and that further regulation of the repair market in Australia is unnecessary as it is highly competitive and offers consumers multiple choices when it comes to repairing their phones.



Sustainability

AMTA provides a forum for industry members to collaborate on building a more sustainable and environmentally responsible industry that is well positioned to tackle climate change and build on our voluntary product stewardship program, MobileMuster.

MobileMuster is the product stewardship program of the telecommunications industry, managed by AMTA and accredited by the Federal Government as a voluntary scheme under the Waste Reduction and Recycling Act 2020.

Members of the program include all the major handset manufacturers (Alcatel, Apple, HDM Global, HTC, Huawei, Google, Motorola, Oppo, Samsung, TCL Mobile, Vigo Mobile Australia, ZTE) network carriers (Optus, Telstra, TPG Telecom) and an accessory manufacturer and distributor (Cellnet Australia).

Through the MobileMuster program, the industry supports Australians in making sustainable choices. The program is committed to raising awareness and educating the community on repair, reuse and recycling. We are committed to continually improving our performance by understanding and responding to our stakeholder's expectations and meeting the challenges of developing the circular economy in Australia.

As the industry continues to invest in the next generation of mobile technology, we see the substantial potential for 5G to mitigate the impacts of climate change.

The 5G Infrastructure Readiness Assessment Report acknowledges that 5G technology will enable the optimisation and reduction of power consumption through smart, wirelessly connected appliances, factories, cities and transportation grids into the future.

We know that consumers are looking to recycle more items than ever before, so we are currently exploring how to collect and recycle more product types that align with our industry.

In May, MobileMuster ran a three month take-back trial to encourage Australians to recycle a wider variety of electronic waste including modems, routers, landline phones, smart home technology, wearables and gaming devices.

The trial was supported by the Federal Government's National Product Stewardship Investment Fund which provided funding to develop a business case to expand the scope of MobileMuster's product capability. The trial provided insights into recovery and participation rates, customer satisfaction and delivery of environmental benefits. AMTA is using these insights to consider a possible permanent expansion of the program.



AS PART OF AMTA'S STRATEGIC PLAN, WE:

Advocate industry leadership in tackling climate change

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

Deliver accountability and transparency of MobileMuster and ensure that it meets stakeholder expectations, including government, industry members and consumers

Work to achieve the agreed performance indicators under the Federal Government's recycling and waste reduction legislation

Proactively engage in the industry's approach to energy efficiency, reuse, repair, packaging impacts and the circular economy

MobileMuster

This year, AMTA is proud to announce that the program has gone carbon neutral. The accomplishment means that when products are recycled with MobileMuster, they are now 100% carbon neutral.



MobileMuster was the first product stewardship program in Australia to be certified carbon neutral through the Climate Active accreditation managed by the Australian Government.

It gives customers and the community a solid and sustainable option for managing their devices when they have reached the end of their useful lives. Our industry and members are committed to minimising emissions from the products, networks and operations and continue to play an active role in the development of product stewardship frameworks in Australia through MobileMuster.

We are proud that we were able to adapt to rapidly changing environments due to the pandemic. With so many more of us spending more time at home and with many collection points being inaccessible for periods of time, we looked to develop innovative solutions.

This year we introduced convenient and accessible options for recycling from home which included ordering a free post-back satchel or downloading a free post-back label from the [MobileMuster website](https://www.mobilemuster.com.au)⁸.

We are committed to exploring ways in engaging more Australians in the circular economy by reusing, repairing or recycling their mobiles. Australians understand that these devices are not meant for the bin as we continue to see low disposal rates into the general waste stream. With high material recovery rates through our recycling process, we want more of us recycling our devices when they have reached the end of their useful life. Storing them is a missed opportunity which means we cannot recover the materials and reuse them in the production of new products.

This year we have seen a reduction in the number of phones people are storing at home⁹. However, with an estimated 23.6 million mobiles still stored in our homes around the country, we recognise that we still have work to do in changing our natural behaviour to hold onto them.

This year we have also been exploring ways to reuse the plastic material collected from mobile phones and accessories. We are pleased to announce that we have successfully managed to develop a solution where we can reuse the plastic in the production of our collection units.

The first rollout of these new collection units using 100% recycled content from electronic waste will be in 2022. It's a fitting example of the circular economy in action and the organisation will continue to look for other new end markets for materials.

It has certainly been a successful year for the program with over 106 tonnes of mobiles phones and accessories collected and recycled through our collection network and partners. We are pleased to announce that the program will achieve its key metrics as set out under the accreditation guidelines by the Department of Agriculture, Water and Environment.

Electronic waste continues to remain a focus for federal and state governments around the country. AMTA is well positioned to continue the success of an industry-led stewardship scheme that delivers sustainable, social and environmental outcomes for Australian consumers in managing the lifecycle of electronics.



⁸www.mobilemuster.com.au
⁹IPSOS MobileMuster Annual Tracking Survey (2021)



MobileMuster achievements



COLLECTION

106

TONNES OF MOBILES, BATTERIES, CHARGERS AND ACCESSORIES

25%

INCREASE IN ANNUAL COLLECTIONS



AWARENESS

AWARENESS OF MOBILE PHONE RECYCLING INCREASED TO

73%



RECYCLYING

106,086 KGS

RECYCLED

98%

RECYCLING RATE



STORAGE

A REDUCTION OF PHONES IN STORAGE TO

23.5 MILLION



INDUSTRY PARTICIPATION

96%

MANUFACTURERS

84%

NETWORK PROVIDERS



CARBON NEUTRAL

CARBON NEUTRAL OPERATIONS SINCE JULY

2018

FIRST CARBON NEUTRAL PRODUCT STEWARDSHIP PROGRAM IN AUSTRALIA



ACCESSIBILITY

96%

OF AUSTRALIANS ARE WITHIN 10KMS OF A MOBILEMUSTER COLLECTION POINT

INTRODUCTION OF RECYCLING FROM HOME WITH FREE POST BACK OPTIONS



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
amaysim Mobile Pty Ltd
Field Solutions Group Pty Ltd
Nu mobile Pty Ltd
Pivotel Mobile Pty Limited
Woolworths Group Limited

Support Industries

Acquirecomm Pty Ltd
Asurion Australia
Axicom Pty Ltd
Likewise Pty Ltd
Paradigm One Pty Ltd
RF Industries Pty Ltd
Risk Insure Pty Ltd

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

Retailers

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

BOARD MEMBERS

Daniel Lloyd, TPG Telecom Limited
Luke van Hooft, Singtel-Optus Pty Ltd
Brian Miller, Telstra Corporation Limited
Emilio Romeo, Ericsson Australia Pty Ltd
Anna Wills, Nokia Networks Pty Ltd
Kurt Bonnici, Motorola Mobility Australia Pty Ltd
Marc Dunn, Samsung Electronics Australia Pty Limited
Daniel Zhao, ZTE (Australia) Pty Ltd
Michael Riches, Axicom Pty Ltd

AMTA TEAM

Louise Hyland, CEO
Glenn Brown, Chief Financial Officer
Lisa Brown, Public Policy Manager
Matt Evans, Head of Mobile Carriers Forum
Spyro Kalos, Head of Product Stewardship
Amanda Cummergen, Marketing & Communications Manager
Joshua Brading, Channel Operations Manager - MobileMuster
Irene Penagaricano, Program Coordinator - MobileMuster



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