

The logo consists of a white square with a wavy bottom edge, followed by the letters "AMTA" in a bold, white, sans-serif font.

AMTA

Australian Mobile
Telecommunications
Association

A wide-angle photograph of the Sydney Harbour Bridge and the Sydney Opera House at sunset. The bridge is a large steel arch on the right, and the Opera House is on the left. The water is a deep blue, and the sky is a mix of orange and blue. In the foreground, there are large, dark rocks.

Our Impact 2023

www.amta.org.au

Welcome

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

Our 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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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.



Message from the Chair

Luke van Hooft

The importance of mobile communications in the lives of all Australians has reached unprecedented heights, serving as a vital conduit for personal connections, business operations, and national economic growth.

Mobile connectivity stands as a cornerstone supporting Australia's economy, society, government, and overall national infrastructure. Our mobile networks serve as the backbone for a productive and competitive economy, ensuring digital inclusion for all our citizens now and into the future.

As the pressures of the rising cost-of-living continue to grow, mobile services play a crucial role in providing affordable digital connectivity, closing the digital gap for many.

Mobile connectivity is integral for achieving the Government's ambitious digital objectives.

The Federal Government's Digital Economy Strategy 2030, aiming to position Australia as a leading digital economy and society by the end of this decade, underscores the rising importance of mobile connectivity for the nation. This includes objectives such as generating \$100 billion in agricultural production through digital technology.

At the State level, Victoria and New South Wales have established objectives to enhance mobile and digital connectivity throughout their respective states. Recognition of the pivotal role that mobile connectivity plays in achieving these goals is paramount.

Realising government objectives at all levels relies heavily on robust telecommunications infrastructure support. As such, AMTA has strategically focused on the national deployment of mobile infrastructure, actively working to eliminate roadblocks and rapidly expand the nation's mobile networks to reach more Australians.

In support of these efforts, AMTA has proactively developed practical guidance for industry and governments on best practice planning frameworks. This includes advice on infrastructure development in rapidly growing areas and a guide on working within First Nations Peoples' Country, emphasising a collaborative and respectful approach.



AMTA's ongoing efforts underscore our commitment to ensuring that mobile services remain accessible, affordable, and contribute positively to the broader welfare of Australia.

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Mobile communications are an integral part of the fabric of Australian society and their role will only grow in significance with advancing technology, influencing the way Australians connect, work, and contribute to the nation's progress.

This year we celebrated MobileMuster's 25th anniversary, and we should be immensely proud of the ground-breaking achievements of our industry's product stewardship program. MobileMuster continues to be the north star of product stewardship in Australia and we look forward to working with government and other stakeholders to share our learnings.

Looking ahead to 2024, AMTA remains dedicated to its policy agenda in key areas including spectrum, networks, infrastructure, health and safety, environment and sustainability.

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 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



Looking back on the success of AMTA in 2023, I am proud of the strategic milestones we achieved this year across our focus areas of spectrum, network infrastructure, and 5G adoption.

These accomplishments align with our broader mission of effective industry representation, consensus-building on crucial issues, bolstering trust among stakeholders, and enhancing awareness of our contributions to the Australian community.

In the realm of spectrum, we strengthened our commitment to meet the surging demand for data through a substantial update to our Spectrum Policy Position Paper, originally published in 2021. Insights from the forthcoming World Radio Communications Conference in Dubai this November will be crucial as we look to ensure sufficient radio spectrum, particularly focused on the future allocation of the upper 6GHz band—a vital mid-band spectrum block for mobile use.

AMTA welcomed the Albanese Government's acknowledgment of 5G and 6G as fundamental technologies critical for Australia's future connectivity and productivity. This recognition aligns with our consistent advocacy efforts and submissions to the Government.

AMTA also actively participated in national infrastructure reform discussions this year, including the ACCC Regional Mobile Infrastructure Inquiry, the House of



As we look to the year ahead, our focus remains on ensuring industry readiness to meet the escalating demand for data.

Representatives Standing Committee on Communications and the Arts' Inquiry into co-investment in multi-carrier regional mobile infrastructure. Our thought leadership on network deployment regulation, including the 'Model State and Territory Planning Framework' and 'Guidance on Deploying Telecommunications Infrastructure in Growth Areas,' was pivotal in shaping telecommunications infrastructure planning reforms.

In our continued advocacy for the benefits of 5G technology, we spotlighted key recommendations from the Deloitte Access Economics report, "5G Unleashed: Realising the potential of the next generation of 5G technology." Our active involvement with the government bodies responsible for reviewing future workforce skills solidified our position in the Government's technology working group.

In November, we proudly celebrated the 25th anniversary of our flagship industry product stewardship scheme, MobileMuster. Over the years, one in three Australians has recycled a phone with MobileMuster, recycling over 2000 tonnes of mobile phone waste. While this is an outstanding achievement, our commitment to environmental stewardship continues as we work with our industry members to reduce Australia's e-waste.

AMTA's sustainability advocacy efforts additionally focused on responding to the Federal Government's e-stewardship consultation on "Wired for Change: Regulation for small electrical products and solar photovoltaic systems." Our combined efforts successfully influenced the regulation proposal to accommodate voluntary schemes, with MobileMuster highlighted as an example.

Australia's impending 3G networks closure will clear valuable spectrum for future technologies. AMTA is committed to supporting the nation's mobile network operators during this critical period by raising awareness of the switchover through the media, and through engagement with the Government and other industry stakeholders, to ensure a smooth transition for Australia.

As we look to the year ahead, our focus remains on ensuring industry readiness to meet the escalating demand for data. We will continue to advocate for the benefits of 5G technology to be realised through efficient infrastructure deployment and the development of a workforce equipped for future technologies.

Thank you to our dedicated AMTA team, members, and the supportive Board for their unwavering contributions and resilience throughout this dynamic year. May our industry continue to adapt and thrive in the face of challenges and opportunities in 2024.



Key initiatives: Infrastructure

This year AMTA has maintained a focus on national infrastructure reform opportunities, having made submissions and represented industry at:

- The ACCC Regional Mobile Infrastructure Inquiry;
- The House of Representatives Standing Committee on Communications and the Arts' Inquiry into co-investment in multi-carrier regional mobile infrastructure; and
- The Powers and Immunities Reference Group.

This year mobile network operators conducted **approximately 5000 council and community consultation processes** on proposed new and upgraded network infrastructure in accordance with the industry's 'Deployment Code'.

To ensure that Code remains fit-for-purpose, a scheduled 5-year review of the Code has commenced, and AMTA made a comprehensive submission on behalf of the mobile industry.

Continuing AMTA's thought leadership on network deployment regulation, this year we have produced a 'Model State and Territory Planning Framework', and 'Guidance on Deploying Telecommunications infrastructure in Growth Areas'. AMTA's advocacy in this space contributed to the inclusion of a commitment from State and Territory Planning Ministers to telecommunications infrastructure planning reforms in the Australian Planning Ministers' Meeting 2023 Communique.

AMTA's State and Territory 5G Readiness Assessment strategy continues to pay dividends. AMTA's recommendation for planning reforms was adopted by the Victorian Government, and the industry is beginning to realise the direct benefits of the reforms, estimated by the Victorian Government to be \$3.7 million per year. The Northern Territory Government has followed suit, announcing amendments to the Northern Territory Planning Scheme, leading to considerable time and cost savings for development approval of network infrastructure.

In order to elevate mobile telecommunications infrastructure as critical, AMTA made submissions to independent infrastructure agencies in Victoria, South Australia, and Queensland on priorities for State Government Infrastructure investment.

The success of AMTA's reform agenda on behalf of the Mobile Carriers Forum is underpinned by active member representatives who participate on AMTA's MCF Regional Committees. In addition, we engaged with the wider industry in November 2022 and February 2023 when AMTA welcomed over 400 participants in the MCF Roadshow, which visited each mainland state capital.



Key initiatives: Spectrum

Spectrum remains a key focus area for AMTA due to the technical and policy advocacy required on this complex topic. Spectrum is a finite national resource and Mobile remains the most economically productive use of this national asset. In the past twelve months AMTA's Spectrum Committee has made twenty-two submissions to ACMA consultations, technical liaison groups and policy driven requests to the ACMA and Government. These submissions range from feedback on ACMA technical proposals to a submission on cooperative intelligent transport systems.

SPECTRUM POLICY POSITION PAPER 2023 UPDATE

AMTA has updated its Spectrum Policy Position Paper first published in November 2021, providing a medium-term perspective of the mobile industry's spectrum needs for Australia to meet the growing demand for mobile services and bandwidth. In the 2021 paper, AMTA established the quantum of spectrum needed by 2030 by the industry to meet the growing demand for mobile data services.

The eight key policy positions are:

- 01. **Public mobile networks deliver vast social and economic benefits for the long-term public interest.** As mobile connectivity, and the digital services they enable, become increasingly important to Australian consumers and businesses, the availability of adequate and sustainably priced spectrum is economically and socially critical.
- 02. **Long-term horizons are essential to ensure future mobile spectrum is available to support the next generation.** Anticipating future demands and technologies, especially in relation to the advent of 6G, ensures Australia will have sufficient spectrum available to introduce the new generation, promoting long-term innovation and retaining Australia's position as a global leader.
- 03. **Certainty of ongoing access to spectrum and predictability of decision making underpins network investment.** Mobile network investment is inherently long term and will only be supported where operators can be confident of sufficient return on investment. Regulatory decision frameworks must be predictable so that mobile operators can make prudent investment decisions confident that those investments won't be undermined.
- 04. **Expedite the Expiring Spectrum Licence (ESL) process to provide licensees with certainty for investment planning.** It is essential the ACMA expedite the ESL process to provide licensees with early visibility of the direction the ACMA intends to take, so planning and investment decisions in the second half of this decade can be made with certainty.

In the latest 2023 edition, AMTA has developed eight key policy positions to raise awareness of the importance of mobile telecommunications to our economy and society. This forms the platform for our advocacy as the World Radiocommunications Conference meets in Dubai in November, and as the regulator, the ACMA, considers some important spectrum licensing decisions through 2024 and beyond.

- 05. **Any dilution of spectrum licensees' rights must be demonstrably in the public interest.** Maintaining spectrum licensees' rights provides a stable investment environment, fostering innovation and sustaining competition in the spectrum landscape.
- 06. **Allocate a total of 8 GHz of spectrum to mobile spectrum by 2030 to meet surging demand.** As per the previous edition of the paper, specifically AMTA is calling for: 80 MHz of low band 600 MHz spectrum; 700 MHz of upper 6 GHz spectrum; and additionally, 900 MHz of upper mid-band spectrum by 2033 to support 6G.
- 07. **Allocate broad, contiguous spectrum blocks across large areas to optimise utility.** Assigning broad, contiguous spectrum blocks across large geographic areas reduces fragmentation and optimises spectrum utility. This in turn provides better coverage, capacity, and quality of services, especially in rural and remote regions.
- 08. **Align mobile spectrum bands to 3GPP standards so Australia can leverage global markets.** Harmonising with international standards ensures interoperability, affordability, and access to cutting-edge devices and technologies worldwide. Specifying spectrum conditions that are more stringent than 3GPP standards limits Australian mobile operators' ability to leverage global economies of scale in sourcing network infrastructure and devices.



Expiring Spectrum Licences

Between June 2028 and December 2032, spectrum licences across several bands are due to expire. AMTA has already responded to the first ACMA consultation on expiring spectrum licences on their proposed process, advocating for the process to be expedited to provide more and earlier certainty on renewal decisions, to provide greater certainty for long-term network investment. In the coming 12 months AMTA's focus will be on advocating for better terms and earlier certainty on renewal with Government, regulators and other interested and influential stakeholders. The expiring spectrum licence consultations with the ACMA will be crucial in securing a predictable future for the industry to under-pin network investment.



Radio altimeters

The ACMA has established interim measures to protect poorly performing aviation Radio Altimeters from mobile signals operating in their licensed bands. These interim mitigation measures impact the use of spectrum from 3.7 – 4.0 GHz, more than 200 MHz from the 4.2 – 4.4 GHz class licence spectrum occupied by Radio Altimeters. These interim measures expire in March 2026. AMTA continues to engage with the Government and the regulator to hold the Aviation industry accountable by identifying and rectifying all impacted aircraft through formal directives.



Technical Advocacy

As the ACMA tries to extract more use from spectrum, the Authority has moved other lower economic value applications close to spectrum licences. In the last year AMTA has responded to several ACMA consultations which have proposed more stringent emission conditions than those stipulated by international standards (3GPP).

A key feature of 5G that facilitates improved power efficiency, greater capacity and coverage, Active Antenna Systems (AAS), means that the mobile operators cannot implement passive solutions for these tighter controls, having to revert to equipment vendors for solutions. In a market the size of Australia, with our relatively low demand, customised infrastructure and / or device solutions are both time and cost prohibitive. AMTA will continue to advocate for adherence to international standards, allowing the market to leverage global economies of scale in sourcing infrastructure and devices.

5G adoption: Jobs and Skills'

In 2023, AMTA continued to advocate the benefits of 5G technology, highlighting the key recommendations from the report AMTA commissioned from Deloitte Access Economics entitled, “5G Unleashed: Realising the potential of the next generation of 5G technology”.

The 11 recommendations cover three key policy areas:

- **Spectrum** (ensuring industry has sufficient spectrum to meet the growing demand for data);
- **Infrastructure** (advocating for reforms to Cth, State, and Territory planning laws to enable efficient deployment of infrastructure); and
- **5G Adoption** (advocating for increased awareness of 5G benefits to Australian businesses and the economy, including government service delivery and education and skills).

Leveraging these policy initiatives will help realise the potential \$94 billion uplift¹ in Australia's productivity this decade from the adoption of 5G.

AMTA has engaged with the office of the Minister for Skills and Training, the Hon. Brendan O'Conner MP and with the body responsible for reviewing the workforce skills of the future, the Future Skills Organisation (FSO). As a result of this proactive engagement, AMTA was invited to join the technology working group focusing on the skills required for the telecommunications and technology sector.

Our work in this area continues and we are focused on:

- Ensuring we have the **capability required** to meet the emerging labour market shortage both in terms of skills (functional capability) and know-how to perform relevant roles;
- Advocating for a **national standard on curriculum**, international recognition and accreditation, and ensuring there a mechanisms to keep the quality of accreditation relevant; and
- **Clarifying** the role of industry in the process.



1. Deloitte Access Economics, 5G Unleashed report, March 2022

Key initiatives: EME Standards

The AMTA EME program continues to support the industry to meet its Electromagnetic Energy (EME) safety obligations and provide the community with clear and transparent resources on the safety of mobile technology and infrastructure.

In 2023 AMTA has continued with the full implementation of the updated Australian safety standard as regulated by the ACMA.

AMTA supported the Standards Australia 5G EME testing workshop in May 2023 where the Australian RF assessors, along with ARPANSA and, ACMA tested new 5G mmWave EME assessment methods including demonstrations of 5G beamforming. Given Australia is leading on 5G globally with all 5G mobile bands in use this was a world first for EME assessments.

In an initiative to improve the clarity and transparency of information provided to the public where new mobile infrastructure is being deployed or upgraded, AMTA is also working with ARPANSA on a new Environmental EME Report, which details EME levels from nearby mobile base station sites for members of the community. The new report greatly simplifies the information presented to the public compared to previous versions so they can easily understand that mobile infrastructure meets all the requirements of the ARPANSA safety standard. This is expected to be completed in 2024.



AMTA continues to monitor developments internationally with EME science and standards. The coming period will be particularly significant in the area of EME health and safety, with the World Health Organization working towards the release of its Environmental Health Criteria (EHC) outlining the conclusions from its latest review of the science on EME since the new safety standards were introduced in 2020. This publication will be important for health authorities around the world to set policies and ensure standards reflect the latest science. AMTA is working closely with its international partners, including the GSMA, to communicate the findings of this review as they become available.



MobileMuster is the product stewardship scheme of the mobile phone industry, managed by AMTA.

Certified carbon neutral by Climate Active, it provides a free take back program for mobile phones and accessories, while ensuring everything collected is recycled to the highest standards. MobileMuster also works to educate the community on the importance of responsible reuse and recycling through marketing and school's programs.

The 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. Our members include Apple, Arcadyan, Belong, Force Technology, Google, hmd Global, HTC, Huawei, Motorola, Nokia Oceania, Oppo, Optus, Samsung, TCL Mobile, Telstra, TPG Telecom, TP-Link, Vantiva, Vigo Mobile Australia and ZTE.



25 years of recycling

MobileMuster was established voluntarily by the industry in 1998, and this year marks MobileMuster's silver jubilee. We recognise the work the organisation, and the industry, has achieved over the last 25 years.

The early establishment of MobileMuster has meant that the sheer success of the telecommunication industry's growth has gone hand in hand with their engagement with our stewardship program. One in three Australians have recycled a phone with MobileMuster, and in total over the 25 years, we have recycled over 2000 tonnes of mobile phone waste. This has reduced carbon emissions equivalent to over 5000 tonnes of CO₂, through 8,450 tonnes of virgin mining activities avoided - the same impact as planting more than 80,000 trees.

Results and highlights from this year

But there is still more work to be done. We have been rigorously reviewing our processes and procedures, to ensure that we are reporting as accurately as possible. A review of our annual IPSOS survey revealed that there are far more broken phones in homes around Australia than previously thought. Through a more accurate questionnaire and calculation, we revealed that there are an estimated 13.8 million broken or unusable phones (up from 5 million estimated the year prior). That's over 1500 tonnes of mobile phones that still need to be recycled.

This year we recycled 96.3 tonnes of mobile phone components, far exceeding our target of 73 tonnes. However, our more accurate calculations and rigorous reporting shows we need to further improve our annual collection rate of available phones, and our diversion from landfill rates. We look forward to continuing to innovate and improve in the years to come.

In 2022-23, MobileMuster collected 96 tonnes of mobile phone components for recycling, which had the equivalent benefit of:



Reducing global warming by **288 tonnes** of CO₂ emissions.



Saving **405 tonnes** of mineral resources.



Planting **5,000 trees**.¹

RESULTS

More than
89%
of materials recovered are able to be reused²

More than
96%
of mobile phone manufacturers and 94% of mobile phone carriers participate in the program

More than
71%
of consumers are aware of mobile phone recycling³

Over the last 25 years
2,000t
of mobile waste has been recovered equivalent to planting over 80,000 trees or removing 5,000 tonnes of CO₂ from the atmosphere

^{1, 2, 3,} Figures taken from the 2023 LCA report, 2023 RSM audit, and 2023 Ipsos survey. For carbon reduction and tree planting figures, see calculator.mobilemuster.com.au

Mobile phones and accessories

OUR IMPACT 2023



COLLECTIONS

96.3

Mobile Phone Collections
(weight - tonnes)

6.83

Reported Handset Shipments
(units - millions)

798.74¹

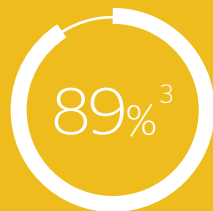
Estimated Available Phones
(weight - tonnes)

12%²

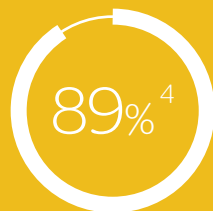
Annual Collection Rate | Available Phones



RECYCLING



Diversion from Landfill



Recycling Rate
(Material Recovery)



CONSUMER BEHAVIOUR



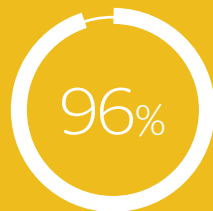
Disposal to Landfill Rate



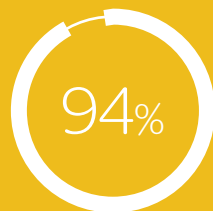
Accessibility



INDUSTRY PARTICIPATION



Manufacturers



Carriers

Expanded Program

In 2022, the program expanded beyond mobile phones to include modems and routers, smart home tech, as well as wearables and peripherals. This has shown high growth, with 43.48 tonnes recycled. This was 18% higher than our target, and up 40% year on year. In reviewing the content being recycled as part of the expanded program, we noted that a lot of still sealed modems were

being sent through to us. This led to the trial of our first ever reuse program, which we labelled a 'proof of concept'. New or working modems were sent for refurbishment, and of those 70% were able to be put back into the market. Reuse has proven to be better for the environment than recycling, so we hope to expand and continue this program in the coming years.

1, 2, 3, 4 The calculation methodology and underlying source data used to measure performance for the annual collections rate for available phones (%), diversion from landfill (%) and recycling rate (%) were revised during the current year to reflect a more accurate and conservative measure. This has contributed to significant movement compared to previous year results and performance target set under the Product Stewardship Accreditation Scheme.

MobileMuster: Advocating for our members

During the year, we continued to advocate on behalf of our members for a responsible, voluntary approach to product stewardship and the circular economy.

This involved participation in government forums and responding to the federal Government's "Wired for change: Regulation for small electrical products and solar photovoltaic systems", the Circular Economy Strategy consultations by the ACT and Tasmanian governments, the ACCC Lithium Ion Battery Inquiry and the federal Government's consultation on the National Framework for Recycled Content Traceability.

E-stewardship Consultation.

Late last year, the Minister for Environment and Water, Tanya Plibersek MP announced the Minister's priority list, and indicated that they would look to regulate all small household electronics. The public product stewardship consultation paper, Wired for Change, was released in mid-June, and the consultation closed on 23 July 2023. The consultation paper details a proposed regulatory approach to product stewardship for two categories of electrical/electronic-products (e-products), solar photovoltaic (PV) systems and small electrical and electronic equipment (SEEE). AMTA's combined

efforts and submissions (including reviewing and responding to five papers in total) successfully influenced the regulation proposal to accommodate voluntary schemes, naming MobileMuster as an example in the framework document. We have submitted a response on behalf of members which primarily focuses on keeping MobileMuster voluntary and unregulated, but also offers comments on how to improve the Government's proposed regulatory structure.

Consultation on National framework for recycled content traceability.

The Government has opened consultation on a national framework for recycled content traceability to boost demand and confidence in recycled materials. The proposed framework is technology-agnostic, outcomes-focused and initially voluntary – i.e. industry-led. The public consultation closed on 31 August 2023 and AMTA made a submission by the due date. AMTA's submission noted that while the intent of the framework is admirable, what is being proposed will be a considerable undertaking, and that it is unclear what problem the Government is trying to solve.

OUR IMPACT 2023

Key Initiatives: Social Impact

Online safety

In 2022/23, a group of six industry associations (Communications Alliance, BSA, the Software Alliance, the Australian Mobile Telecommunications Association (AMTA), the Consumer Electronics Suppliers Association (CESA), the Digital Industry Group Inc (DIGI) and the Interactive Games and Entertainment Association (IGEA)) developed eight Codes of Practice to protect Australians from Class 1A and 1B content under Australia's classification scheme.

On 16 June 2023 the eSafety Commissioner formally registered the following five Codes:

01. **Social Media Services Code**
02. **Apps Distribution Services Code**
03. **Hosting Services Code**
04. **Internet Carriage Services Code**
05. **Equipment Code**

On 12 September 2023 the Commissioner registered the **Internet Search Engine Services Code** as a sixth Code.

The Codes become enforceable by the Office of the eSafety Commissioner six months after registration, which means that the first five Codes become enforceable on 16 December 2023 and the sixth Code on 12 March 2024.

The industry associations have collaborated to provide relevant information to consumers and stakeholders at www.onlinesafety.org.au



Mobile Network Infrastructure Guide to Working on First Nations Peoples' Country

In response to the challenges for mobile network operators and their suppliers in obtaining relevant information and deploying on land of cultural heritage significance, AMTA is developing the 'Mobile Network Infrastructure Guide to Working on First Nations Peoples' Country'. This resource is designed to build capacity and provide useful information on how to build equitable, respectful, and durable relationships with First Nations People. It will also provide guidance on relevant planning, tenure and cultural heritage concepts and processes.

3G Networks Closure

Australia's 3G networks will be gradually shut down from 15 December, 2023 onwards to make way for 4G and 5G networks which are faster and more efficient.

Telstra, Optus and Vodafone have been in contact with their 3G customers directly, and AMTA is conducting public communications to urge anyone who still has a 3G enabled mobile phone, wearables such as a smart watch, medical alarm, EFTPOS machine or VoLTE enabled 4G phone to ensure they have upgraded or are making plans to upgrade their device.

The CEO of AMTA, Louise Hyland, provided interview grabs and a media release which was distributed to commercial and community radio newsrooms across Australia, as well as selected radio programs and producers.



MobileMuster social impact



Our work continued with the Salvation Army, DV Safe, and Zoos around the country, with MobileMuster giving rebates per kilogram of mobile phones and accessories recycled through their channels.

In March MobileMuster supported LGBTQIA+ youth charity Minus18 for World Pride. The annual global event was held in Sydney for the first time, and to support MobileMuster offered \$1 for every mobile phone recycled through the month of March.

In total we gave nearly

\$20,000

to these organisations, with funds going to conservation, homelessness, LGBTQIA+ education, and supporting victims of domestic violence.

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 Group 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 Solutions and 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
- Kingfisher Mobile Australia Pty Ltd
- Likewise Pty Ltd
- Paradigm One Pty Ltd
- Powertec Telecommunications Pty Ltd
- RF Industries Pty Ltd

BOARD MEMBERS

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

AMTA TEAM

- Louise Hyland**, Chief Executive Officer
- Byung Kim**, Interim Chief Operating Officer
- Chris Coughlan**, Head of Spectrum and Network Infrastructure
- Matt Evans**, Mobile Carriers Forum Consultant
- Joel Murray**, Marketing & Communications Manager
- Matheus Lima**, Channel Operations Manager - MobileMuster
- Irune Penagaricano**, Sustainability Manager - MobileMuster
- Narelle Callender**, Executive Assistant/Business Manager

The logo consists of a white rectangular box with a wavy bottom edge, containing the letters "AMTA" in a bold, white, sans-serif font. Below the box is a thick white horizontal line.

AMTA

Australian Mobile Telecommunications Association Ltd

Suite 5.04, Level 5
50 Berry Street
North Sydney NSW 20260

PO Box 1507,
North Sydney, NSW 2059

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

www.amta.org.au