



AMTA

Australian Mobile
Telecommunications
Association

Our Impact 2024

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.

- 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 Australian Mobile Telecommunications Association (AMTA) plays a vital role in shaping the mobile industry and ensuring it delivers high-quality services for mobile users and society as a whole.

This leadership role was strongly demonstrated throughout 2024 as AMTA coordinated efforts between the government and the three major mobile networks ahead of Australia's 3G network shutdown. Despite challenges, the process went smoothly, underscoring the positive outcomes that can be achieved when industry works collaboratively.

The closure of the 3G networks marks an important commitment from the mobile network operators into more advanced technology with 5G technologies redefining connectivity standards. This comes at a time of increasing consumer expectations for access to reliable, high-quality mobile network coverage and world-leading 5G speeds across Australia. However, realising these expectations is no easy task.



As the voice of the Australian mobile telecommunications industry, AMTA will continue to play a vital role in enabling the industry to provide the essential connectivity services Australians rely on

The Australian mobile telecommunications industry is at a pivotal juncture. Mobile network operators face an increasingly challenging environment with low return on investments and rising costs for maintaining and expanding infrastructure, along with the need for frequent network upgrades. All the while, consumer demand for faster speeds, new technologies and ubiquitous access to mobile network continues to grow.

Australia has set a world-class standard for delivering high-quality, high-speed mobile network access that supports the needs of both consumers and business users. To maintain our leadership, meet growing consumer expectations and ensure a thriving industry that continues to be a major contributor to our national economy, the return on investment that mobile network operators are realising must move to more sustainable levels.

As the voice of the Australian mobile telecommunications industry, AMTA will continue to play a vital role in enabling the industry to provide the essential connectivity services Australians rely on: from advocating for more streamlined regulations, and fairer spectrum fees, to ensuring sufficient spectrum allocation.





Message from our CEO

Louise Hyland

2024 was a significant milestone for AMTA as we firmly established ourselves as a leading voice for the mobile telecommunications industry by working with government to address critical issues for consumers and the industry alike.

AMTA played a key role in uniting network operators to ensure all Australians had a safe transition off the 3G mobile networks, advocating for adequate spectrum availability, representing the industry to rethink critical infrastructure policies at a state and federal level to smooth the path for greater investment in mobile network infrastructure, and maintaining Australia's leadership in setting and measuring mobile network safety standards relating to electromagnetic energy (EME).



As Australia navigates its digital future, innovation must continue to open pathways to new mobile ecosystems and services

Looking ahead to 2025, our focus will remain firmly on working alongside government to advocate for our members' interests in key areas such as:

- Establishing a cohesive government approach to recognise the crucial role telecommunications plays as an enabler of Australia's digital future
- Ensuring regulatory certainty for future capital investment through timely and efficient access to sufficient radio spectrum
- Garnering Government support for the streamlined deployment of national infrastructure for current and future mobile technologies (beyond 5G)
- Maintaining our advocacy on EME standards, recognising the paramount importance of the safety of mobile technology for consumers
- Working with our stakeholders to introduce a new initiative, focused on providing free refurbished phones to disadvantaged members of the community - underscoring our commitment to connectivity and digital inclusion for all.

This year also marks AMTA's 30th anniversary, an opportunity to reflect and celebrate the incredible progression of our industry - from our first mobile phones with AMPS, 2G and 3G technologies, through to 4G and now 5G and beyond. It is also a chance to celebrate the social and economic opportunities that mobile technology has brought all Australians: From mobility solutions that allow us to work and run our businesses from anywhere, to the immersive internet that has spawned local innovation and delivered machine-centric devices such as IoT, droids and drones. When harnessed correctly, these innovations in mobile technology enhance our lives, socially and economically.

As Australia navigates its digital future, innovation must continue to open pathways to new mobile ecosystems and services that promise to not just enable, but transform sectors such as health and education with AI-driven applications and real-time data exchanges. The transformative power of the mobile sector must also continue to be supported by for-purpose policy and regulatory settings.

As the mobile telecommunications industry evolves, our goal is clear: To ensure AMTA remains the voice of industry advocating for the issues that matter, and affirming Australia's position as a global leader in mobile connectivity. My thanks to the AMTA Board for their continued support, and to our fantastic AMTA team and members, who are the bedrock of our advocacy. I look forward to working with you, our members and stakeholders, in 2025





Key initiatives: Social Impact

This year AMTA's Social Impact activity was dominated by one critical agenda item: transitioning all Australians safely off the nations' 3G networks.

Working closely with government to represent the telecommunications industry's interests, AMTA brought the mobile network operators together to undertake an extensive communications campaign. Our goal was to inform all Australians about the closure of all 3G mobile networks, provide a simple and secure way for consumers to test whether their device would be impacted, and help them take action and upgrade their device in time for the switchover.

In doing so, AMTA established itself as an influential, impactful and trusted voice of the telecommunications industry.

CHECK YOUR TECH

3G Closure

After an extensive range of communications and campaigning, and lots of technical work, the 3G networks are now closed across the country. Telstra and Optus commenced the shut down of their networks from 28 October and this was completed in November. TPG Telecom/Vodafone has already closed their 3G mobile network as of January 2024.

Minister Rowland requested AMTA set up an Industry working group with the mobile network operators and with her department to provide transparency with Government on the way the transition was being managed.

The first working group meeting was held on 4 April, with subsequent meetings occurring weekly since that date. The working group also provided standard categories of problematic devices to track and report to Government on a fortnightly basis.

The most critical handset category to manage was those that, while supporting normal 4G calling, relied upon the 3G network for emergency calling. Ensuring all Australians were informed of the risk that once the 3G networks closed, 3G handsets and a number of these other devices would no longer be able to make emergency calls or connect to emergency services became the central focus of the collaborative working group.

To help inform consumers AMTA created a 'Check My Device' web tool utilising device

whitelists provided by all three mobile network operators. This provided an indication to consumers that their handsets were either OK or that they needed to validate them further with their service provider or handset provider. This tool was a key resource for consumers, providing a simple and secure way to help them identify their mobile network operator, confirm whether their handset would be affected by the 3G closure, and direct them to support.

AMTA aligned all three mobile network operators to offer an SMS tool that allowed consumers to text 3 to 3498 for a fast and accessible validation service.

In August, the Minister directed the ACMA to amend the Emergency Call Service (ECS) Determination to compel mobile service providers to withdraw carriage services from any device that was incapable to making emergency service calls once 3G closed. The amended ECS determination was filed on 24 October and took effect on the day that the Telstra and Optus 3G closure commenced, 28 October 2024.

AMTA has been supporting mobile customers and handset vendors through this process. AMTA continues to advise handset vendors on the standards and regulatory requirements they need to assure mobile network operators, in order for their devices to be 'whitelisted'.



3G Closure Communications and Marketing

AMTA led extensive PR and advertising activity on behalf of the mobile network operators to generate broad awareness about the 3G network closures. A range of communications were deployed to inform the public in the lead up to the 3G closure, from our owned channels including the AMTA website, newsletters, social media; to external channels such as press releases and paid campaigns to ensure mass visibility. The activity was designed to reach all Australians and target those in regional and remote areas, vulnerable Australians, those with lower levels of digital & connectivity literacy, and with English as a second language.

All communications were developed with input from the mobile network operators to ensure consistent messaging across industry. A communications committee was developed to ensure fast, accurate and consistent approval of messaging and campaign planning, in a commendable display of industry collaboration for the benefit of the public.

Key moments:

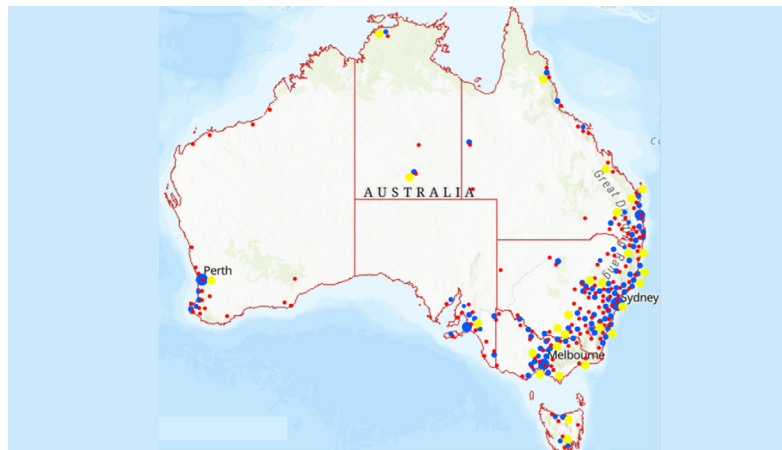
- **18 September 2023:** AMTA's website was first updated to inform the public of the 3G networks closure.
- **24 November 2023:** AMTA issued 3G switch-off information press release with the 3G Closure fact sheet. This generated 280+ pieces of national coverage.
- **24 April 2024:** AMTA issued a press release encouraging Australians to take action to check their device and upgrade if needed. The release directed consumers to a dedicated 3Gclosure.com web page developed

by AMTA. The website was also optimised for more than 11 languages ensuring the information would cater to those who do not have English as their first language. Coverage appeared in more than 200 news outlets across Australia in the first 30 days and was mentioned by the Minister in subsequent media appearances as a key source of information for the public.

- **27 June 2024:** AMTA launched the 'Check My Device' tool, which allows anyone to enter identification number (IMEI) for their mobile to determine if their device needed to be upgraded ahead of the 3G closure. AMTA's Check My Device tool was used more than 188,000 times between June and November.
- **19 July 2024:** A national print advertising campaign launched across 85 publications in both metro and regional areas. The campaign encouraged people to check their device immediately. AMTA also ran a "6 weeks to go"* pro-active press campaign which garnered over 130 pieces of coverage.
- **15 September 2024:** Optus, Telstra and AMTA work together on a national public awareness campaign, "CHECK YOUR TECH" in the final weeks before the closure. The campaign ran across TV, radio, social, digital and print media until 28 October 2024, when the networks commenced closure.

**Note that the shutdown was later delayed from 31 August 2024 to commence from 28 October 2024.]*

During the six-month period, AMTA received more than 1,225 pieces of coverage across 159 different news and media outlets. All the media coverage included critical public safety messages and provided confidence to the Minister and her Department that industry was working in a coordinated and collaborative way to manage a safe and coordinated closure of the 3G networks, making way for the faster and more efficient 4G and 5G networks.



Mobile Device Safety Program

AMTA continues to administer the IMEI blocking system. This provides a facility for lost, stolen or fraudulently obtained devices to be blocked from accessing all three mobile networks. In the 12 months ending 31 October 2024, 39,545 devices were blocked and 5,078 were unblocked.

AMTA processed 3,912 blocks and unblocks for AMTA members such as handset vendors and distributors when device consignments were lost in transit. AMTA also provides an IMEI look-up service to the secondary device and insurance markets so they can assess if a handset is blocked. In the 12 months to 31 October, these customers processed 907,000 device IMEI look-ups.





Key initiatives: 5G Adoption

The business case for 5G adoption remains compelling. It can resolve some of the biggest challenges facing Australian businesses, including increasing productivity by enhancing decision-making, reducing downtime, and fostering a more agile and competitive business environment.





Pre-budget submission

In January 2024, AMTA outlined the mobile industry's view regarding priorities for the Government's 2024-25 Budget in a pre-budget submission. AMTA welcomed the Albanese Government's investment in the deployment of the National Messaging System (NMS) and the creation of a Public Safety Mobile Broadband (PSMB) task force, as well as the establishment of an SMS Sender ID Registry announced in the 2023-24 Budget.

AMTA also welcomed the Government reinforcing its focus on innovation, and particularly the announcement of seven critical technologies, including Advanced Information and Communication Technologies, which includes advanced radio frequency technologies such as 5G and 6G.

AMTA's submission included what we would like to see the Government do more of to drive the adoption of 5G in Australia and remove barriers to mobile deployment. AMTA outlined its recommendations on how to do so in its pre-budget submission.

There were a number of priority areas for AMTA that align with government priorities in the submission, including preparing for, and responding to, natural disasters, the transition from the legacy 3G networks and digital inclusion, including for First Nations communities.

AMTA and the telecommunications industry will continue to work with government to address the challenges and take advantage of the opportunities of these policy priorities. We look forward to engaging with the Government on the issues outlined in our submission in future.



Key initiatives: Infrastructure

Throughout 2024 AMTA has actively advocated for the needs of its members that implement national mobile and fixed infrastructure. AMTA's advocacy on behalf of the Mobile Carriers Forum has included meeting with the Mobile Telecommunications Working Group, together with submissions, representations and recommended reforms to government at both a state and federal level, highlighting best practice regulation and the need for consistency for the planning and rollout of mobile network infrastructure across the nation.

Improving planning for mobile infrastructure in new communities

After consultation with the Minister and her Department, AMTA welcomed Minister Rowland's release of a revised Telecommunications in New Developments (TIND) policy in February 2024, expanding the scope from the provision of fixed voice and broadband services to include the need for developers to engage in the strategic planning process, so that opportunities for mobile infrastructure, including towers, could be provided more easily within new communities.

Under the new rules, all new housing developments of 50 house lots or more should include consideration of mobile coverage during planning processes. The changes place expectations on developers to actively consider the inclusion of mobile infrastructure in new developments to help ensure residents have access to a reliable mobile service in a timely manner.

AMTA engaged with the Government from the outset and contributed constructive suggestions regarding how the TIND policy could factor in mobile infrastructure in strategic planning.

AMTA's Model Framework

Regulation of telecommunications has traditionally been a Commonwealth responsibility, but Australia's State and Territory governments also play a significant role when it comes to telecommunications infrastructure.

In December 2023, AMTA published its model for State and Territory planning reform for mobile telecommunications infrastructure. This included eight initiatives designed to promote best practice regulation for development approval and access to land for mobile telecommunications infrastructure. AMTA has continued to encourage State and Territory governments to review and re-write their planning rules to ensure that they are consistent with best practice regulation outlined in the suggested reforms contained in this model.



Mobile Telecommunications Working Group

The Mobile Carriers Forum (MCF) has been working with several jurisdictions on some positive State and Territory reforms that align with the Mobile Telecommunications Working Group (MTWG) Report. The Working Group, comprising Commonwealth, State and Territory Government planning representatives, was tasked with providing advice on a way forward for a coherent national framework for prioritising planning and approvals for deploying larger communications infrastructure, such as poles and towers, that enable mobile services, particularly in new communities.

In July, following two years of engagement with the Northern Territory Government by the MCF, the Northern Territory Minister for Planning signed off on amendments to the telecommunications provisions of the Northern Territory Planning Scheme, making it easier to secure approval for new mobile telecommunications towers.

AMTA has also been working with the Victorian State Government, which is nearing Ministerial approval and gazettal of a statewide amendment where at present a telecommunications facility is prohibited due to height controls.



Five-year review of the Deployment Code

Throughout the year, AMTA and its MCF members have worked on a revision of the C564 Mobile Phone Base Station Deployment Industry Code as part of a scheduled five-year review. Australia's mobile network operators conduct approximately 5,000 council and community consultations on proposed new and upgraded network infrastructure each year in accordance with the Code. Ensuring that the Code is fit-for-purpose is therefore an important task. The finalised Code will be registered by the ACMA in due course.

Reform of the Commonwealth Powers and Immunities Framework

AMTA has been instrumental in advocating for necessary reforms to the Commonwealth telecommunications powers and immunities framework.

We actively engaged with the Department of Infrastructure, Transport, Regional Development, Communications and the Arts, the ACCC's Regional Mobile Infrastructure Inquiry, and the House of Representatives Inquiry to make the case for a range of reforms aiming to enhance infrastructure deployment by increasing solar panel dimensions and promoting co-location and tower sharing, all classified as low-impact facilities.

On 11 November, 2024 AMTA welcomed the announcement from the Department of Infrastructure, Transport, Regional Development, Communications and the Arts that it would be seeking feedback on a range of amendments aligned to our advocacy efforts. The proposed changes highlight our commitment to facilitating network investment and growth, ensuring networks continue to meet contemporary Australia's needs.



Key Initiatives: Spectrum

AMTA's updated Spectrum Policy Paper outlines vital future-focused strategies designed to support uninterrupted mobile data service availability and cater to Australia's ever-increasing demand for mobile data. This advocacy extends to ensuring timely renewal of spectrum licences crucial for sustained investment and planning for network operators as over 80% of spectrum licences approach expiration.

Spectrum Policy Paper

Earlier this year AMTA released the second edition of its Spectrum Policy Paper. In the previous edition AMTA had focused on the quantum of spectrum needed to support mobile data forecast growth through to 2030. In the second edition AMTA continues to advocate for sufficient quality spectrum to meet the insatiable demand for data, and also advocated for the rights of spectrum holders and for the renewal of spectrum licences to expire between 2028 and 2032.

The Spectrum Policy Paper can be downloaded [here](#).



The paper outlines seven clear policy outcomes that AMTA see as important for the mobile industry in the years ahead, including:

01. **Support mobile networks to maximise their contribution to social and economic outcomes.**
02. **Develop long-term planning horizons to ensure a pipeline of future mobile spectrum is available.**
03. **Government must ensure certainty and predictability of spectrum access to ensure network investment.**
04. **Expedite Expiring Spectrum Licence (ESL) processes to give licensees certainty over investment planning.**
05. **Protect spectrum licensees' rights.**
06. **Allocate 8 GHz of spectrum to IMT by 2030 to meet Australia's demand for data.**
07. **Allocate broad, contiguous spectrum blocks across large areas to optimise utility**



Expiring Spectrum Licences

Between 2028 and 2032, 80 percent of spectrum licences will expire. The ACMA has so far consulted on the process and timing as to how they will approach assessing spectrum if these expiring spectrum licences will be renewed, partially renewed, or not renewed.

AMTA has been advocating for renewal of spectrum licences to ensure a continuity of service for consumers and business for what they consider to be an essential service. AMTA has also been advocating for timely indication of the ACMA's intentions to ensure that mobile network operators can be relatively certain of the return on long-term network investments.

AMTA has also requested that the ACMA consider the declining Return on Invested Capital (ROIC) within the industry in setting the price for spectrum. Mobile network operators have access to a limited amount of capital and higher spectrum renewal prices will result in less capital for capacity and coverage investment.

Upper 6 GHz Spectrum

The appeal for exclusive mobile use of the upper 6 GHz band reflects AMTA's commitment to supporting technological evolution and meeting increasing data demands, safeguarding future communications infrastructure.

Key initiatives: Safety / EME Standards

Reassuring findings from the WHO review, underlining no correlation between mobile use and brain cancers, reflect AMTA's ongoing efforts to work with national and global organisations to maintain transparency in telecommunications operations, provide science-backed evidence about the safety of radio wave exposure, and the protection of public health.

ARPANSA EME report

The EME report that the public can access through the Radio Frequency National Site Archive (RFNSA) has been updated by the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA). The updated report aims to simplify the information provided to the public so that it is more readily understood by a non-technical audience. AMTA is now in the process of implementing the new report and it will replace the older report as base-station sites are upgraded or added.





Radio Frequency National Site Archive (RFNSA)

The Radio Frequency National Site Archive (RFNSA) is a data base of all mobile base station sites in Australia. It contains collective safety documentation and site compliance certificates, demonstrating industry compliance with safety standards. The RFNSA is also used to demonstrate industry compliance with the base station deployment code.

There has been a range of system updates to the RFNSA. Earlier in the year support for the storage solution for the RFNSA was withdrawn. AMTA also determined that the servers supporting the application were approaching end of life. AMTA's RFNSA platform provider, Managed Solutions Australia, was contracted to move the RFNSA from a dedicated hardware solution to a more resilient Infrastructure as a Service (IaaS) solution. This has resulted in a more scalable and reliable solution that provides improved performance.

On the back of penetration testing completed last year, restrictions were implemented to limit the access to reports within the RFNSA. Two factor authentication (2FA) has also been introduced to limit the sharing of credentials and strengthen further the protection of the valuable data stored in the RFNSA. These improved data security measures reflect AMTA's commitment to maintaining transparency in telecom operations and protecting public health.

Tony Paul of Piconet, who managed the RF Safety program for the last two decades has decided to step back from the role. AMTA wishes Tony all the best and thanks him for his decades of leadership and service in RF Safety. AMTA has insourced the role, employing Rob Myles as RF Safety Manager.

World Health Organisation (WHO) review finds no link between mobile phone use and brain cancer.

A WHO commissioned systematic review into the potential health effects of radio wave exposure found no association between phone use and head cancers.

The review was led by ARPANSA's A/Prof Ken Karipidis who said, "It was the most comprehensive and up-to-date assessment of the evidence to date."

The systematic review aligned with previous research conducted by ARPANSA, which showed that despite the increasing use of wireless technology over the last 20 years, there had been no rise in the incidence of brain cancers.

The review considered 5,000 studies published between 1994 and 2022, of which 63 were included in the final analysis.



Key Initiatives: Sustainability



MobileMuster successfully surpassed government targets this year, continuing to lead recycling efforts of mobile phones and accessories, while establishing impactful partnerships that encouraged responsible electronic waste management.

MobileMuster is the product stewardship scheme of the mobile phone industry, managed by AMTA. Certified carbon neutral by Climate Active, it provides a free recycling 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 schools activities. 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 Reduction and Waste Recycling Act 2020.

MobileMuster collected 109 tonnes of mobile phones and components, well in excess of our government

accreditation targets. We could not have achieved these outcomes without our membership contributions and partnership network.

MobileMuster's collaboration with more than 700 carrier-owned and independent mobile phone retail outlets, and hundreds of councils across Australia once again underpinned the accessibility and efficiency of the MobileMuster program. Through these partnerships, MobileMuster has thousands of sites strategically located in urban and regional areas, ensuring 91% of the population has convenient access to recycling drop-off points within 10 km of their location. Even people outside these areas can send their phone to MobileMuster free of charge.

FY24 was a strong year for social impact partnerships. MobileMuster donated \$40,000 to organisations

including The Salvation Army, DV Safe Phone and various zoos across Australia. MobileMuster also contributed to communications campaigns run by these and other partners to drive awareness of the importance of mobile phone recycling in the context of their respective social missions.

MobileMuster engaged with a range of strategic government forums and consultations as part of our longstanding advocacy for a voluntary, responsible approach to product stewardship. We contributed to the Federal Government's "Wired for Change" papers and various circular economy strategy consultations.

In each case its submissions have helped shape a regulatory framework that supports voluntary schemes, action, and enables MobileMuster to continue playing its important role.

In FY24, MobileMuster collected 109 tonnes of mobile phone components for recycling which had the equivalent benefit¹ of:



Reducing global warming by **328 tonnes** of CO₂ emissions.



Saving **461 tonnes** of mineral resources.



Planting **4,920 trees**.

RESULTS

More than

95%

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

2,100t

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,

Source: https://www.mobilemuster.com.au/wp-content/uploads/2024/11/MobileMuster-AnnualReport2024.WEB_.pdf

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

Our efforts included participating in government forums and responding to federal initiatives, such as:

- 'Wired for Change: Regulation for Small Electrical Products and Solar Photovoltaic Systems',
- Contributing to 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.

AMTA engaged with various stakeholders across both industry and government sectors, including the DCCEEW, NSW Department of Environment, and the NSW EPA, to support positive outcomes for the industry from these inquiries.

E-stewardship Consultation

In late 2022, the Minister for Environment and Water, Tanya Plibersek MP, announced a priority list indicating impending regulation for all small household electronics. The public product stewardship consultation paper, "Wired for Change," was released mid-year, with consultations closing on 23 July, 2023. The paper outlined a regulatory approach to product stewardship for solar photovoltaic (PV) systems and small electrical and electronic equipment (SEEE). AMTA's combined submissions and efforts successfully influenced the proposal to include voluntary schemes, citing MobileMuster as an exemplary model. We submitted a response on behalf of members, emphasising the importance of keeping MobileMuster voluntary and unregulated while offering suggestions on improving the Government's proposed regulatory structure.

In June 2024 DCCEEW advised that the work program for regulation of small equipment will occur on a separate extended timeframe to that of the solar panel stewardship in order to properly consider issues associated with embedded batteries.

Consultation on framework for recycled content traceability

In mid July 2023, the Government initiated a consultation for a national framework on recycled content traceability to boost demand and trust in recycled materials.

The public consultation concluded on 31 August, 2023, with AMTA submitting feedback. The submission acknowledged the commendable intent behind the framework but highlighted the considerable efforts required and questioned the specific problem the Government aims to address. The Australian Government has now developed a national framework for recycled content traceability, and Australia's environment ministers endorsed the framework on 10 November, 2023.

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.

Telstra Group Limited	Indara Digital Infrastructure Pty Ltd
Singtel-Optus Pty Ltd	Kingfisher Mobile Australia Pty Ltd
TPG Telecom Limited	Likewize Pty Ltd
Samsung Electronics Australia Pty Limited	Acquirecom Pty Ltd
Motorola Mobility Australia Pty Ltd	ParadigmOne Pty Ltd
ZTE (Australia) Pty Ltd	RF Industries Pty Ltd
Field Solutions Group Pty Ltd	Oz Mobile Pty Ltd (T/a Mobile Monster)
Numobile Pty Ltd	Mobile Network Pty Ltd
Pivotal Mobile Pty Limited	Infrastructure Logic Pty Ltd (T/a OneWiFi)
Powertec Telecommunications Pty Ltd	The Mobile Guru Pty Ltd
Woolworths Group Limited	
Ericsson Australia Pty Ltd	
Nokia Solutions and Networks Pty Ltd	
Qualcomm Int'l Inc	
Assurant Services Australia Pty Ltd	
Asurion Australia	

The list comprises all organisations that were members at any point during the FY24 period.

BOARD MEMBERS

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

AMTA TEAM

Louise Hyland, Chief Executive Officer
Brett Moorcroft, Head of Finance
Brett Perkins, Head of Operations
Chris Coughlan, Head of Spectrum and Network Infrastructure
Matt Evans, Mobile Carriers Forum Consultant
Rob Myles, RF Safety Manager
Louise Bradford, Policy Manager
Joel Murray, Marketing & Communications Manager
Matheus Lima, Channel Operations Manager - MobileMuster
Irune Penagaricano, Sustainability Manager - MobileMuster
Narelle Callender, Executive Assistant/Business Manager

The AMTA logo consists of the letters 'AMTA' in a bold, white, sans-serif font. The letters are positioned within a white rectangular area that has a wavy top edge, resembling a stylized signal or a banner. The background of the entire page is a blue-tinted aerial photograph of a residential suburb with many houses and streets.

AMTA

**Australian Mobile
Telecommunications Association Ltd**

Suite 10.01, Level 10
50 Berry Street
North Sydney NSW 2060

PO Box 1507,
North Sydney, NSW 2059

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

www.amta.org.au