

# The trusted voice of Australia's mobile industry



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# 1

## World class connectivity to power Australian life

**Brian Miller**  
AMTA Chair



### Message from the Chair

As we look toward 2030 and beyond, the Australian Mobile Telecommunications Association's vision is clear: An Australia where world-class mobile connectivity underpins every aspect of life.

In the coming decade, mobile connectivity will continue to drive innovation, enable inclusive digital participation, and power a competitive, productive and sustainable economy. By 2030, we expect 5G coverage and satellite-to-mobile technology to be ubiquitous. We will also be well on the way to launching 6G, accompanied by a new generation of mobile-enabled solutions transforming sectors from health and education to transport and agriculture.

Perhaps most notably, mobile networks will be the essential digital highways powering the AI-driven transformation that is reshaping our economy and society.

This future is only possible because of the collective strength of our members. Your commitment has delivered remarkable progress in 2025.

We are pleased to see the Australian Communications and Media Authority's (ACMA) proposal to renew the mobile spectrum licences that expire from 2028 to 2032. While this is an important step forward, securing the right renewal price and policy settings will be vital for future investment and service continuity.

AMTA has continued to champion streamlined infrastructure deployment, welcoming the low-impact facilities reforms and progressing the State and Territory planning harmonisation agenda to accelerate network rollout. We are also excited about the potential that satellite-to-mobile technology offers and look forward to working with Government on making the Universal Outdoor Mobile Obligation (UOMO) a reality. These efforts align with AMTA's strategic pillars of improving connectivity, safety, sustainability, and social impact.



The industry faces many challenges, including reduced profitability, complex regulatory settings, and the need to build and maintain public confidence in the essential services delivered by mobile networks. These challenges make AMTA's role as a strong, united voice for the sector more important than ever.

Over the past 12 months, AMTA has amplified its role as the trusted voice of industry. We worked with government to deliver regulatory clarity, advocated for fair spectrum pricing, and launched the Future of Mobile initiative, demonstrating how mobile technology is transforming everyday life.

Our leadership in EME safety standards continues to reinforce public confidence in mobile technology. Importantly, our MobileMuster program remains a global benchmark for product stewardship: Across the full program, collections reached 171 tonnes including almost 81 tonnes of mobile devices and accessories, while Expanded Program products grew to 51 tonnes.

This year also marks a significant milestone: AMTA's 30th birthday. For three decades, we have been the leading voice for the mobile industry.

In that time, mobile technology has evolved from basic voice services to high-speed broadband and now to the dawn of AI-driven applications, transforming how Australians live, work, and connect. As we celebrate this legacy, we look ahead with optimism.

The next five years will define Australia's digital trajectory, and we look forward to continuing our work to help ensure the industry and our nation continue to thrive.

Thank you to our members, Board, and the AMTA team for your support. Together, we are building the connected future that Australians deserve.

**Brian Miller**  
Chair  
Australian Mobile Telecommunications Association



## 2

# We must rise to industry challenges to protect Australia's digital future



**Louise Hyland**  
AMTA CEO

## Message from the CEO

This year has been a historic one for AMTA, as we celebrated thirty years of the mobile industry in Australia – a sector that has brought enormous innovation and economic and social benefit to our country.

Mobile networks are the backbone of our connected lives and our digital economy, relied upon by individuals, businesses, and essential services every hour of every day. No matter where you live – from Wangaratta to Woolloongabba, Albany to Adelaide, or Perth to Pambula – mobile technology has fundamentally changed our lives for the better.

The story of mobile technology over the past thirty years is, at its heart, a story of people and connection. It has enabled Australians to stay in touch with loved ones, access services and opportunities, and participate fully in modern life. From navigating safely on the road to managing health, education, and business remotely, mobile connectivity now supports every aspect of our daily experience.

With the emergence of Artificial Intelligence (AI), we also see extraordinary potential for mobile technology to make our work and personal lives more efficient and productive, freeing time to focus on what matters most. This progress is only possible because of a strong and collaborative ecosystem of stakeholders, including mobile network operators and service providers, network equipment suppliers, device manufacturers, retailers, consumer groups, government, and regulators.

Our sector's contribution to national productivity, social inclusion, innovation, and resilience is undeniable. Yet, over the past year, it has also faced one of its most challenging periods.

Recent network disruptions have prompted important questions about reliability, accountability, and the ongoing assurance of industry settings. It is appropriate that these questions are asked, as Australians deserve transparency and confidence in the networks that underpin their safety and daily lives. However, it is also vital that the conversation recognises the strength, sophistication, and integrity that underpin the broader industry.



Australia's mobile networks remain among the most advanced and reliable in the world, delivering world-class connectivity across a vast and complex geography.

Now, more than ever, the sector must rebuild trust through openness, collaboration, and continued investment. This is a time where we must reaffirm the industry's shared commitment to high standards of performance, resilience, and consumer confidence. AMTA's role is to support this process, advocating for policies that foster innovation and confidence within our sector.

The challenge and the opportunity ahead of us is to ensure that trust and investment move forward together. Australians have seen how deeply we all depend on mobile telecommunications, from everyday convenience to critical national infrastructure. With that recognition must come a collective effort to strengthen and future-proof the systems that support our economy and society. Continued investment in mobile infrastructure is not simply a commercial necessity; it is a national priority for competitiveness, safety, and inclusion.

AMTA will continue to champion this agenda, uniting industry, policymakers, and the public around a shared goal: To ensure Australia remains a global leader in mobile connectivity. Through our Future of Mobile research series,

we will continue sharing evidence that demonstrates how mobile technology underpins almost every aspect of Australian life and will be central to our future prosperity. The research will showcase how mobile networks drive economic growth, improve social outcomes, and enable innovation across every sector.

But with this enablement comes responsibility. Our industry must continue to lead on scams and security, communicate clearly and responsibly with consumers, and remain in tune with community expectations. We must also work with government to find a balanced approach to regulation and consumer safeguards that protect Australians while enabling innovation and investment.

These priorities can be advanced through consistent advocacy for a regulatory framework that encourages long-term investment, provides access to affordable spectrum, and supports planning regimes that enable the efficient deployment of mobile infrastructure. Our commitment must also extend beyond technology – demonstrating that it is not just what we say, but what we do, that defines our credibility.

In the coming decade, AMTA's role is clear: To represent our members as the trusted voice of the mobile industry; to engage proactively and constructively with government, regulators, and consumer groups; and to provide a clear vision for a mobile-connected future that benefits every Australian.

Throughout 2026 and beyond, AMTA will continue to engage constructively with stakeholders to deliver on our priorities for industry and the nation. This includes ensuring access to sufficient quality spectrum, improving planning frameworks for faster network deployment, advocating for practical policies that position our economy and society for a connected future, and supporting programs that provide refurbished mobiles to disadvantaged communities, enhancing digital inclusion across Australia.

A heartfelt thank you to the fantastic team at AMTA, to our committed members, and to the AMTA Board for your ongoing support.

There is a lot of work to be done, and so much we are determined to achieve for you and all Australians, together.

**Louise Hyland**

CEO

Australian Mobile Telecommunications Association





# 3

## Our impact



Advocacy of AMTA and industry has resulted in the Australian Communications and Media Authority indicating it will **renew spectrum licences**, rather than re-auction.



Updated National Deployment Code now **streamlines consultation** with communities and councils.



Advocacy delivered changes to the **Federal Low-Impact Facilities Determination and Telecommunications Code of Practice**, enabling our members to deploy mobile network infrastructure more efficiently.

**4500**  
**Canberra premises**

Protected from potential service disruption following our advocacy that successfully **defeated a proposed planning bill**.



Created **new industry codes** registered with the e-Safety Commissioner under the Online Safety Act to restrict children's access to pornography and other age-inappropriate content.



Launched **Future of Mobile** research series to demonstrate value of industry in connecting Australians.

**3.7 million**  
**Australians**

Engaged with Future of Mobile launch piece "A Day in the Life".

**171 tonnes**  
**of materials**

Collected and recycled through MobileMuster, including phones, accessories, modems, connected devices and other e-waste.

**37,000**  
**devices**

Blocked from use on Australian networks after being reported lost or stolen.

**776,000+**  
**Mobile Device Safety**  
**checks**

Conducted by insurers and resellers, providing confidence to buyers.

**\$180,000+**  
**in support**

Contributed to charities and not-for-profits, including donations and campaign initiatives.

**Celebrated**  
**30 years**  
**of mobile connectivity**  
**in Australia.**

4

Our strategy to deliver a connected Nation

Advocacy

Thought Leadership

Operations

Education & Training



Spectrum

Access to sufficient spectrum in a timely manner to meet future demand

AMTA



Network Infrastructure

Responsible, effective and efficient roll-out of mobile infrastructure

MCF  
Mobile Carriers Forum



Sustainability  
Device stewardship

Only government accredited product stewardship scheme under the Recycling and Waste Reduction Act 2020

MobileMuster

IMEI inquiry / blocking



Safety

Implementing EME standards

RFNSA  
Radio Frequency National Site Archive  
Electromagnetic Energy (EME)

IMEI inquiry / blocking

Prevent theft/resale of mobile devices



Social impact

Re-use mobile phones For disadvantaged Groups

Support charities and Not-for-profits



Emerging focus area

Future of Mobile

FY 25-27

Our approach reflects the challenges and opportunities facing the mobile industry as we enter a new era of connectivity. Our strategic priorities are divided into five core pillars that are integral to members and the broader mobile industry: Spectrum, Network Infrastructure, Sustainability, Safety, and Social Impact.

Our sixth pillar, the Emerging Focus Area, is reserved for strategic initiatives which change over time. Over the last few years, this pillar has focused on 5G Adoption. Now that Australia has 5G connectivity estimated to reach more than 85 per cent of urban areas, our emerging focus area is the Future of Mobile.

## 5

# Our priorities to create a connected nation



## Spectrum

- Secure renewal of Mobile Spectrum Licences on terms that will release more capital for network investment.
- Create a pathway to provide the initial spectrum bands for enabling 6G, such as the Upper 6 GHz band and the 7 – 8 GHz bands being studied by the ITU.
- Advocate for another digital dividend of low band spectrum (600 MHz) at the end of this decade to provide more mobile capacity in rural and regional areas.



## Network Infrastructure

- Streamline processes for the responsible, effective, and efficient deployment of mobile infrastructure at a Commonwealth, State and Territory level.
- Gain agreement between States and Territories to align and co-ordinate amendments to planning arrangements. AMTA has provided a blueprint for such an approach with our Model Framework for State and Territory Reform.
- Lead Commonwealth legislative reform with amendments to Schedule 3 of the Telecommunications Act 1997, providing streamlined pathways for mobile telecommunications towers that are 'low impact'.



## Sustainability

- Provide proactive advocacy aligning voluntary product stewardship with emerging regulatory expectations.
- Drive MobileMuster, in line with member and industry needs.



## Safety

- Implement Electromagnetic Energy standards.
- Strengthen and refresh the RF Safety Program.
- Continue our industry education through our annual EME Symposium.



## Social Impact

- Support charities such as DV SafePhone.
- Promote digital inclusion initiatives, including exploring opportunities to provide refurbished handsets to disadvantaged communities.



## Emerging – Future of Mobile

- Broaden awareness of the current and future use of mobile and digital technology in Australia. Illustrate the impacts of mobile technology from an economic, social, safety and environmental perspective.
- Inform policymakers about mobile and digital infrastructure policy needs to ensure this is considered as part of the broader digital economy and productivity agenda.





## 6

# Securing spectrum for a prosperous future



Mobile spectrum is the foundation of Australia's digital economy, making up the radio-frequency highways that are essential for providing mobile services. As the demand for mobile data continues to grow, mobile network operators have only three ways to meet it: Adopt newer and more efficient technologies such as 4G and 5G, which occur roughly once a decade; build additional base-station sites, which is increasingly difficult in urban areas; or add more spectrum to existing networks.

Of these, access to additional spectrum is the most immediate and effective way to meet consumers' increasing demands for data. Without it, network quality, reliability, and affordability would all be at risk.

The Australian Communications and Media Authority (ACMA) is reviewing 80% of mobile spectrum licences which are due to expire between 2028 and 2032. This process will determine how the industry invests and grows over the next decade.

## Our actions

Efficient use and renewal of existing spectrum is the best way to maintain Australia's world-class mobile performance while enabling continued innovation and coverage expansion.

Our leadership throughout this review has resulted in strong advocacy for the timely renewal of mobile spectrum licences. This will ensure continuity of service for consumers and certainty for investors. We also

welcomed the Australian Competition and Consumer Commission's (ACCC) submission, which aligned with our position by endorsing licence renewal as the best path to sustain strong competition and consumer outcomes.

This has included securing widespread media coverage on our opposition to spectrum auctions, as well as advocacy to key stakeholders and speaking on the issue at key industry events.

## Our impact

Spectrum is a valuable, finite resource which connects Australia. Due to the advocacy of AMTA and industry, the ACMA has published its preliminary view that it will renew spectrum licences, rather than re-auction. If this is ratified, it would bring immediate certainty to the industry and encourage ongoing investment in infrastructure and ensure continuity of service for consumers. Uncertainty around spectrum licence retention will immediately and deeply affect investment in infrastructure across the nation. We will continue to advocate for the best possible

outcome for customers and industry, to provide good outcomes for all Australians.

Over the next few months, we will continue to advocate for fairly-priced spectrum, and for existing providers to be offered the opportunity to renew spectrum licences. This will ensure that customers are not left paying premiums for expensive network re-configurations in the event of auctions, and network investment continues across Australia to meet the increasing demand for mobile data.

ACMA's preliminary view is that spectrum licences should be renewed.



# 7

## Building the networks which power productivity

Efficient deployment of mobile network infrastructure is one of Australia's most powerful productivity enablers. Every new tower, antenna and site upgrade strengthens national connectivity and supports economic growth. Yet, complex and inconsistent planning and regulations continue to delay investment and expansion.



### Our actions

In 2025, AMTA led coordinated advocacy across all levels of government to streamline planning, approvals, and infrastructure deployment.

At the Commonwealth level, our efforts helped deliver federal powers and immunities reforms – including the Telecommunications (Low-Impact Facilities) Amendment Determination (No. 1) 2025 and the Telecommunications Code of Practice (Installation Certificate Waivers) Amendment Instrument 2025 – enabling our members to deploy mobile network infrastructure more efficiently and seamlessly.

We also contributed to the five-year review of the Industry Code for Mobile Network Deployment. This resulted in improved consultation processes for infrastructure deployment by making them more targeted, meaningful, and efficient, and the removal of the 'precautionary approach' due to the introduction of a revised RF Safety Standard.

AMTA has continued its advocacy for reform of state and territory planning and land access legislation. This is to reduce red tape and help, rather than impede, investment in mobile network infrastructure. This included making submissions to the Sunshine Coast Council's Planning Scheme review and the QLD Productivity Commission, as well as meeting with key figures including the Western Australian Planning Minister, the Hon. John Carey, the Queensland State Planner, and representatives of the QLD Deputy Premier and Planning Minister.

Our engagement with the NSW Government and IPART influenced the Crown Land rental review. With Crown Land accounting for 41 per cent of all land in NSW, it is often the only choice for siting of new towers. With this in mind, we have made detailed submissions to advocate for fair, transparent and commercially sustainable arrangements for mobile infrastructure deployment on Crown Land throughout NSW.



Western Australian Planning Minister, the Hon. John Carey, with AMTA CEO Louise Hyland, and Mobile Carriers Forum Consultant Matt Evans.

### Our impact

These efforts have resulted in meaningful regulatory relief for mobile network operators and clearer pathways for new infrastructure deployment. Federal powers and immunities reforms provides regulatory relief and the updated national Deployment Code now streamlines consultation with communities and councils, improving transparency and trust. State-level engagement has also driven active reform discussions, paving the way for faster rollout of new coverage, particularly in regional and growth areas.

In April 2025, AMTA welcomed the decision of the ACT Parliament to defeat the Planning (Ainslie Volcanics) Amendment Bill 2025. The Bill's aim had been to revoke a

member's development approval for a telecommunications tower which would provide improvements to service and capacity relief to approximately 4500 premises. AMTA advocated for the defeat of the Bill by engaging directly with the Minister, Shadow Minister, and members of the ACT Assembly. Through infrastructure advocacy, more people in our nation's capital will ultimately be able to access better quality connection and service for many years to come.

Anticipating increasing connectivity challenges for growing communities – including critical demands such as those expected for the 2032 Olympic and Paralympic Games – AMTA will continue to work with all levels of government to deliver the mobile infrastructure Australia needs.

**ACT Bill overturned, delivering mobile services for 4500 premises.**



## 8

# Driving sustainability through stewardship



Sustainability sits at the heart of our mission to create a more responsible and circular mobile industry. Through MobileMuster, the industry's official product stewardship program, we lead national efforts to reduce waste, recover valuable materials, and promote responsible reuse and device disposal.

As Australia transitions to new environmental policy frameworks, maintaining strong, voluntary, industry-led stewardship models is vital to achieving circular economy goals efficiently and without added regulatory complexity.

## Our actions

In 2025, MobileMuster delivered outstanding environmental and social outcomes on behalf of Australia's mobile telecommunications industry, collecting and responsibly recycling 171 tonnes of material across phones, accessories, modems, connected devices and other e-waste streams. This included over 80 tonnes of mobile phones and accessories, and a 51% increase in Expanded Program (eg. wearables, modems, smart home) collections.

Re-accredited by the Australian Government under the Recycling and Waste Reduction Act, MobileMuster was formally approved for a further five years as Australia's industry-led product stewardship program for mobile phones and accessories. The program is also certified carbon neutral under the Climate Active standard and operates to the highest environmental, safety and reporting standards.

AMTA and MobileMuster also actively engaged with policymakers through submissions to the Productivity Commission's Circular Economy Inquiry, the NSW EPA, the Queensland Waste Strategy Review, and the federal Wired for Change consultations. Across each, AMTA reinforced the proven success of voluntary industry stewardship in delivering traceable, transparent, and measurable outcomes.

MobileMuster also strengthened its social impact partnerships, working with DV Safe Phone, The Reconnect Project, The Salvation Army, and participating zoos to deliver more than \$180,000 in combined donations and campaign support. These initiatives extended the reach of the program's recycling message while contributing to broader community and environmental outcomes.



## Our impact

These achievements reaffirm MobileMuster as one of Australia's leading product stewardship programs and a model for other industries. By operating to the highest environmental and safety standards, MobileMuster continues to deliver measurable results that benefit consumers, industry, and the environment.

MobileMuster recycled a total of 171 tonnes of material in FY25.



## 9

# Ensuring safety through transparency



Public confidence in mobile technology depends on transparency, scientific integrity, and strict adherence to safety standards. AMTA continues to lead efforts to ensure that the industry operates within world-class regulatory frameworks and that communities have access to accurate, evidence-based information about radiofrequency (RF) safety.

## Our actions

The Radio Frequency National Site Archive (RFNSA) continues to serve as Australia's national database for mobile base station information, providing transparency on radiofrequency (RF) safety and demonstrating industry compliance with the Industry Code C564:2025 – Mobile Phone Base Station Deployment and ARPANSA's RF Safety Standard.

The platform plays a vital role in ensuring both industry participants and communities can access accurate and current information on mobile network infrastructure. In 2025, AMTA enhanced the RFNSA platform by:

01

### Upgrading to align with updated industry code.

The RFNSA was updated in line with the updated Industry Code C564:2025 and the new ARPANSA RF Safety Standard. Improvements include modernised data management, clearer consultation workflows and integration of the new ARPANSA Environmental EME Report to provide consistent, credible public information on electromagnetic energy (EME) around base stations.

02

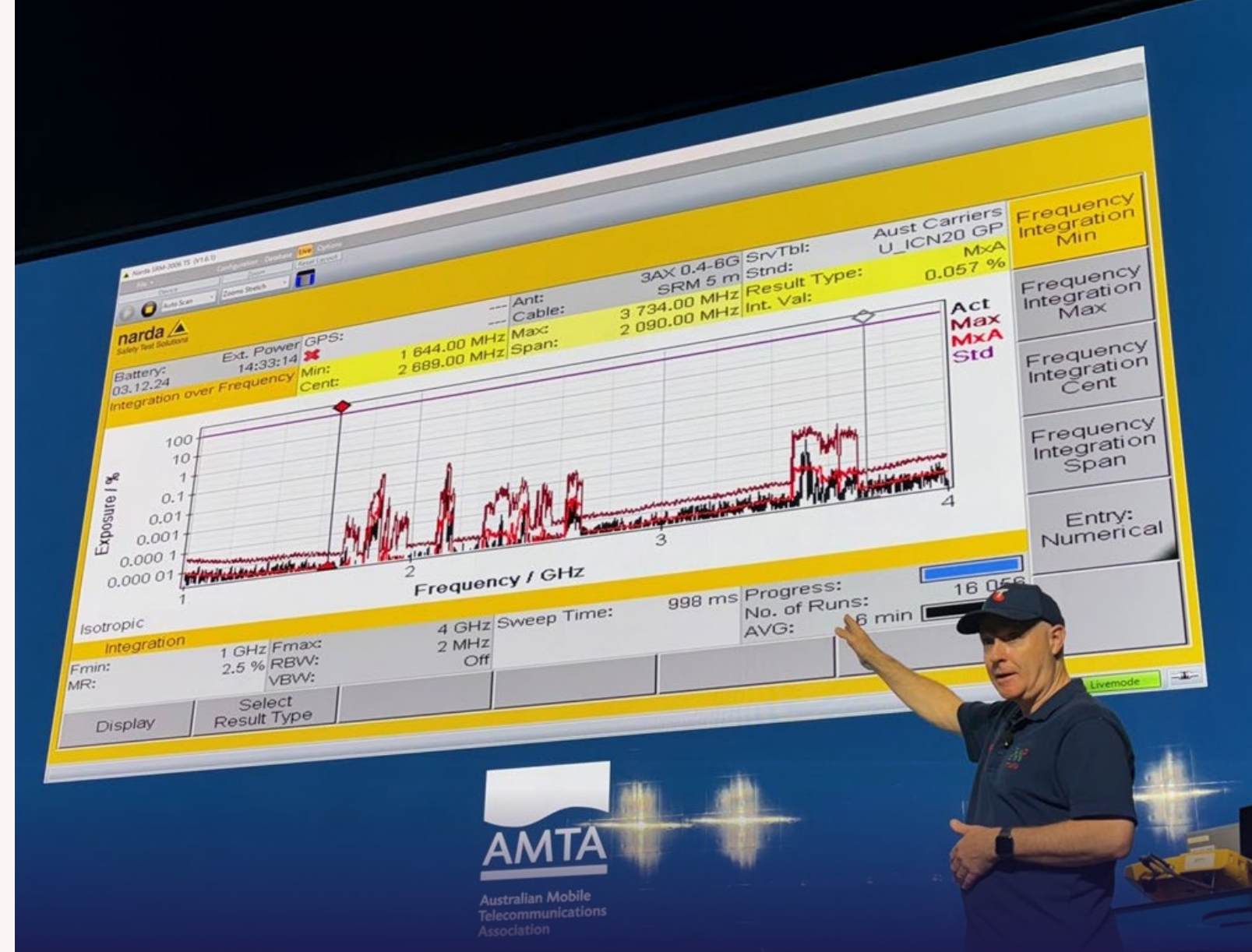
### Introduced a sustainable funding model.

The RFNSA transitioned to a subscription model to ensure continued investment, reliability, and security for this national database.

03

### Enhanced system performance and security.

Ongoing optimisation of the RFNSA's cloud infrastructure has improved responsiveness and resilience, ensuring it continues to be a trusted source of public and industry information.



Mike Wood (Telstra), Chair of the AMTA Health and Safety Committee, 2024 EME Symposium

## Our impact

These actions have strengthened the RFNSA's position as a cornerstone of safety, transparency, and compliance in Australia's mobile network framework. The platform continues to provide accessible, reliable data for regulators, industry, and the public. By engaging proactively with the global scientific community, AMTA has also helped reinforce public confidence that Australia's mobile networks operate well within internationally accepted safety limits.

We were also pleased that from August 2025, Safe Work Australia included information about working safely around radiofrequency electromagnetic radiation on its website, after many years of our advocacy on this issue.

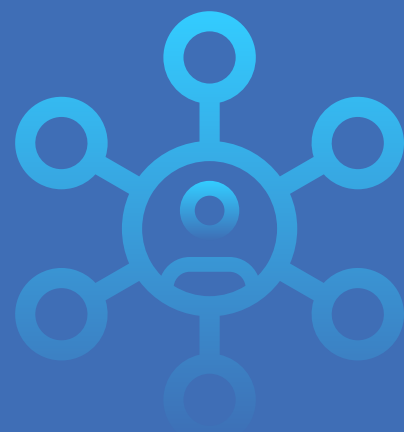
Consistent, credible public information on EME from mobile infrastructure.



# 10

## Building social impact and trust

Our social impact work ensures that mobile technology contributes positively to Australian life by protecting consumers, deterring crime, promoting safety online, and enabling equitable access to reliable information. Through targeted initiatives and collaboration with regulators, we strengthen confidence in how Australians use and benefit from mobile connectivity.



### Our actions

01

#### Mobile Device Safety Program.

AMTA continues to administer the Mobile Device Safety Program, also known as the IMEI blocking system, which prevents lost, stolen or fraudulently obtained mobile devices from being used on Australian networks. In the 12 months to 30 June 2025, approximately 37,000 devices were blocked and 5,000 unblocked, with more than 776,000 IMEI look-ups conducted by insurers and resellers. We also introduced a new subscription model to ensure the program's long-term sustainability.

02

#### Mobile Coverage Maps.

Recognising that regulators and consumer groups have consistently requested reliable comparable mobile coverage maps, earlier this year AMTA convened a national working group to align technical parameters for mobile coverage mapping. This will help deliver consistent, reliable data to regulators such as the Australian Competition and Consumer Commission (ACCC) and enhance public confidence in coverage information. The working group is making steady progress with an aim of engaging further with the Government and regulators in 2026.

03

#### Online Safety Codes.

In 2023, AMTA worked alongside a group of five other industry associations in the digital, communications, and electronics space to develop the Phase 1 draft codes to control harmful and violent content and material online. In May this year, we submitted the Phase 2 Consolidated Industry Codes of Practice for the Online Industry to the eSafety Commissioner, focusing on 'class 1C' and 'class 2' material, such as online pornography which is inappropriate for children.

These Phase 2 Codes were registered by the eSafety Commissioner on 9 September 2025, demonstrating the industry's shared commitment to safer digital environments.

### Our impact

Through these social impact initiatives, we promote trust, transparency and consumer protection. The Mobile Device Safety Program has deterred phone theft for more than 20 years, while supporting Australia's growing circular economy for refurbished devices. Meanwhile, the successful registration of the Phase 2 Online Safety Codes shows how collaboration between industry and government can deliver real-world safety outcomes for all Australians.

Submission of Phase 2 Codes registered by the eSafety Commissioner.

11

# Emerging Area: Shaping the Future of Mobile

Australia has reached a defining moment for its digital future. Mobile telecommunications is no longer a matter of convenience; it is the foundation of our economic competitiveness and social connectedness. As generative artificial intelligence becomes integrated into everyday devices, mobile technology has never been more central to how Australians live, work, and connect.

The ubiquity of this technology cannot be overstated: As of 2025, more than 95 per cent of Australians own a mobile phone, 76 per cent own a laptop, 61 per cent a tablet, and 44 per cent a wearable device. Recognising this, AMTA launched its Future of Mobile campaign in 2025 to demonstrate the essential role mobile infrastructure plays in shaping the nation's economic and social prosperity for decades to come.

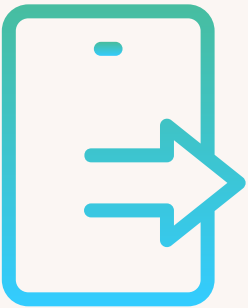
## Our actions

The Future of Mobile is AMTA's newest strategic research initiative designed to spotlight the critical role of mobile telecommunications in Australia's digital future. It aims to engage business leaders and policymakers, highlight industry priorities, and address emerging challenges and opportunities, with new content added every few months.

AMTA has partnered with Deloitte to deliver the series throughout 2025-27, comprising several shorter research outputs and messaging moments over this period. The campaign aims to raise awareness of mobile's role in powering Australia's future economy, society and AI, while providing an evidence base to advocate on key policy issues.

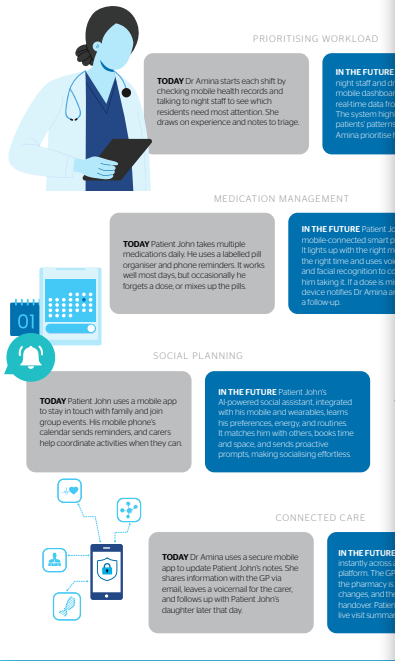
The first piece of content in the Future of Mobile series – A Day in the Life – was launched in August 2025. This consumer-focused initiative was designed to speak to mainstream audiences about the importance of mobile technology and how deeply we rely on mobile connectivity now and into the future.

The series is designed to generate insights which build understanding and shape the national conversation on mobile's role in Australia's future.



### THE FUTURE OF MOBILE | HEALTHCARE

Mobile is critical in healthcare today – from accessing records to coordinating care. In the future, real-time data, remote diagnostics and smart tools will enhance care quality and reduce pressure on the system.



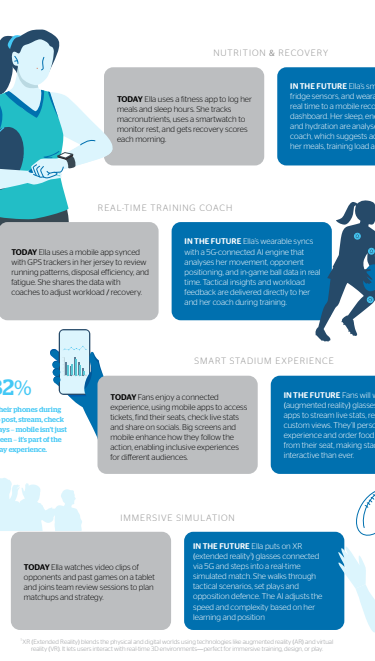
### THE FUTURE OF MOBILE | CONSTRUCTION

Mobile tech already helps workers stay connected, safe and efficient on site. By 2030, tools like 5G, AI and wearables will take this further, transforming how jobs are planned, monitored and delivered.



### THE FUTURE OF MOBILE | SPORT

Mobile tech already supports how athletes train, recover and perform. By 2030, smarter wearables and real-time data will drive even greater performance, while also changing how fans experience and consume the game.



## Our impact

Using infographics and stories from three crucial sectors – healthcare, construction, and sport – the campaign showed how mobile infrastructure is transforming real industries and real lives. It explored realistic scenarios across the healthcare, construction and sport sectors, making the often-invisible infrastructure of mobile visible by showing that investment in networks is an investment in Australia's industries, people and economy.

The campaign achieved strong national engagement, with more than 50 media outlets covering the story. To date, over 3.7 million Australians have engaged with the campaign across digital and media platforms, deepening the nation's understanding of how mobile technology underpins Australia's social and economic prosperity.

Upcoming stages of the Future of Mobile series will look at regulation with a focus on short-term wins and a broader framing of longer-term reform requirements.

Demonstrating the value of mobile technology  
in Australia now and into the future.



# 12

## Celebrating 30 years of mobile industry collaboration

This year marked a significant milestone for AMTA and the mobile telecommunications industry in Australia – three decades of innovation, collaboration, and transformation. Since its inception, AMTA has played a pivotal role in shaping the mobile landscape, advocating for policy reform, driving infrastructure development, and fostering public trust in mobile technology.

As we celebrate this legacy, we also acknowledge the challenges ahead: evolving technologies, complex regulatory environments, and the imperative to maintain public confidence in mobile services. This milestone offers a chance to reflect, reconnect, and re-energise our shared mission for the future.

To commemorate this moment, AMTA hosted a special cocktail reception on 5 June 2025 at the Museum of Contemporary Art's Harbourside Room in Sydney. The event brought together over 100 distinguished guests from across the mobile ecosystem, including network operators, infrastructure providers, policymakers, and thought leaders.

### Keynote speakers included

**Stephen Rue**  
CEO of Optus

**Bernard Salt AM**  
renowned author and demographer

**Brian Miller**  
Chair of the AMTA Board

**David Thodey AO**  
who shared his reflections  
via video message

### Host on the night

**Trent Czinner**  
Group Executive Legal & External Affairs  
and Company Secretary at TPG Telecom



A heartfelt tribute was paid to Emilio Romeo, recognising his outstanding contribution over nine years on the AMTA Board, including his leadership as Chair of the Finance, Audit and Risk Committee.

The event was a resounding success, with overwhelmingly positive feedback from attendees. It reinforced AMTA's role as a unifying force in the industry and highlighted the strength of collaboration in driving progress. The celebration also served as a launchpad for renewed engagement, inspiring members to continue shaping Australia's mobile future.

Bringing industry together to foster collaboration and shared vision.



# 13

## Advocating for a connected mobile future

As the voice of the industry, AMTA has been proactive in working with government and key departments to amplify our members’ priorities and the regulatory settings which will benefit all Australians.

This includes publishing a Federal Election Briefing paper in April containing our marquee policy ask: A unified digital economy strategy. Our statement called for a refreshed digital economy strategy to foster innovation and productivity, with a focus on maximising the benefits of 5G and planning for 6G technologies.

In July, the Productivity Commission released its interim report, and we were pleased to find that our recommendations in relation to Australia’s telecommunications regulatory framework and the need to reduce regulatory burden were included. The report proposed ongoing sector-based reviews of accumulated regulatory burden and the need for greater accountability on business costs, something on which our submission had strongly advocated.

AMTA subsequently provided a submission to the Productivity Commission Interim Report in September, recommending:

### Sector-Based Regulatory Review

AMTA urged the Government and the Productivity Commission to include telecommunications in sectoral-based, independent regulatory reviews to address cumulative regulatory burdens.

### Best Practice Models

The submission references AMTA’s own Model Framework and 5G Infrastructure Readiness Assessment as blueprints for streamlined, consistent planning and regulatory best practice.

### Outcome-Focused Targets

Instead of arbitrary numeric targets for reducing regulation, AMTA recommended a phased, milestone-driven plan developed in consultation with industry stakeholders.

### Immediate Action Areas

The submission called for urgent review of regulations affecting network deployment and augmentation, including those impacting backhaul capacity.



AMTA also contributed to the Economic Reform Roundtable, emphasising the importance of mobile connectivity in driving productivity, economic resilience, and digital adoption.

Collectively, our work reflected the industry’s priorities: Partnership with government, digital transformation, equitable access, sustainable industry practices, and regulatory consistency. AMTA will continue to advocate on these issues for the benefit of our members, the wider telecommunications sector, and all Australian consumers.

Amplifying members’ priorities and advocating for regulatory settings to benefit all Australians.



14

# Get involved with AMTA: Be part of Australia's mobile future

AMTA is proud to be the trusted voice of Australia's mobile telecommunications industry, advocating for innovation, connectivity, and progress. Whether you're a member or simply passionate about the future of mobile technology, there are many ways to stay informed, contribute, and collaborate with us.

We invite you to:



## Connect with us on LinkedIn

Stay up to date with the latest industry insights, events, and thought leadership.



## Visit our website

Go to [amta.org.au](https://amta.org.au) to explore our initiatives, access resources, and learn more about our strategic priorities.



## Join our newsletter

Receive regular updates on policy developments, sustainability efforts, infrastructure advancements, and more.

By engaging with AMTA, you'll be part of a dynamic community shaping Australia's digital future. Whether you're a policymaker, provider, innovator, or advocate, there's a place for you in our network.

# Let's build a mobile connected nation together.



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## Our members

AMTA’s members include all 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.

### Industry members

Telstra Group Limited  
Singtel-Optus Pty Ltd  
TPG Telecom Limited  
Samsung Electronics Australia Pty Limited  
Motorola Mobility Australia Pty Ltd  
ZTE (Australia) Pty Ltd  
Field Solutions Group Pty Ltd  
Pivotal Mobile Pty Limited  
Woolworths Group Limited  
Ericsson Australia Pty Ltd  
Nokia Solutions and Networks Pty Ltd  
Assurant Services Australia Pty Ltd  
Asurion Pty Ltd  
Indara Digital Infrastructure Pty Ltd  
Alchemy Telco Solutions Pty Ltd  
Likewise Pty Ltd  
Acquirecom Pty Ltd  
ParadigmOne Pty Ltd  
RF Industries Pty Ltd  
Oz Mobile Pty Ltd (T/a Mobile Monster)  
Mobile Network Pty Ltd  
Infrastructure Logic Pty Ltd (T/a OneWiFi)  
Mobile360 Engineering Services Pty Ltd

The list comprises all organisations that were members at any point during the FY25 period.

### Board members

**Brian Miller**, Telstra Group Limited  
**Trent Czinner**, TPG Telecom Limited  
**Jon Stewart**, Singtel-Optus Pty Ltd  
**Ludvig Landgren**, Ericsson Australia Pty Ltd  
**Andrew Cope**, Nokia Solutions and Networks Pty Ltd  
**Jason Horley**, Indara Digital Infrastructure Pty Ltd  
**Marc Dunn**, Samsung Electronics Australia Pty Limited  
**Praveena Raman**, Motorola Mobility Australia Pty Ltd  
**Wayne Cornell**, ZTE (Australia) Pty Ltd

### AMTA team

**Louise Hyland**, Chief Executive Officer  
**Brett Moorcroft**, Head of Finance  
**David Robb**, Head of Operations  
**Louise Bradford**, Head of Policy  
**Chris Coughlan**, Head of Spectrum and Network Infrastructure  
**Matt Evans**, Mobile Carriers Forum Consultant  
**Rob Myles**, Radio Frequency Safety Manager  
**Joel Murray**, Marketing and Communications Manager  
**Narelle Callender**, Executive Assistant and Business Manager  
**Matheus Lima**, MobileMuster Operations Manager  
**Alejandra Laclette**, Sustainability and Stewardship Manager  
**Georgia Mackie**, Administrative Assistant





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