

ATA AND AMTA PROPOSE MERGER TO ESTABLISH STRONG AND UNIFIED VOICE FOR TELECOMMUNICATIONS INDUSTRY

1 June 2026: The Australian Telecommunications Alliance (ATA) and Australian Mobile Telecommunications Association (AMTA) will seek their members' support for a merger to create a strong and unified voice for the telecommunications sector.

The proposed merger has been approved by the Boards of the respective organisations, and both the ATA and AMTA will hold general meetings to seek the approval of members.

“The proposed merger of the ATA and AMTA is an opportunity to bring together the complementary strengths, expertise and history of both organisations for the benefit of the broader telecommunications industry,” said Deena Shiff, ATA Chair, and Trent Czinner, AMTA Chair, in a joint statement.

“Together, we believe a merged organisation will provide a more coordinated and effective voice for the telecommunications sector, while recognising and building on the longstanding contributions of both organisations and their members. A united body will also put the industry in the best position to deliver for consumers, by bringing together the broad range of participants in the Australian telecoms ecosystem.”

The proposed merger is driven by the goals of delivering a strong, unified voice for the industry; strengthening advocacy for the sector; and bringing together complementary expertise and resources to strengthen engagement with consumers, government, regulators and industry stakeholders.

If approved by members, combining the membership, resources, and expertise of the two organisations would provide more effective representation for the Australian telecommunications industry, with broader capability and insight than either organisation can provide independently.

“Australia’s digital future will depend on a telecommunications sector that is connected. As technology and telecommunications continue to converge, a more unified industry voice can help support better engagement with government, stronger outcomes for consumers and a continued focus on the positive social contribution the sector can make,” said AMTA CEO, Louise Hyland.

“If the merger is approved by members, we are committed to ensuring that the expertise, programs, committees and member value of both organisations continue to be recognised and strengthened through the proposed merged organisation.”

ATA CEO Luke Coleman said the merger will help strengthen the telecommunications sector at a critical time for Australia’s digital economy and position the industry strongly for the future.

“The Australian telecommunications industry needs a strong and united voice now more than ever,” he said. “Digital infrastructure is the foundation of the modern economy – the networks, devices, and services provided by the telecommunications industry are essential to everyday life. A strong telecommunications industry is good for Australia and good for Australians, and this proposed merger will strengthen the sector’s representation.”

A merger between ATA and AMTA will establish:

- A single voice for the sector to improve advocacy with key stakeholders,
- Full coverage of regulatory, technical, and operational issues impacting telcos, equipment suppliers (inc. network technology vendors and mobile device manufacturers), and a broad range of other industry participants (inc. TowerCos, messaging and application providers, and more).
- An enhanced ability to provide expert advice on the capabilities and dependencies of Australia's critical digital infrastructure, covering fixed-line, mobile, and satellite connectivity; as well as issues related to mobile devices and other services provided by the sector.

Under the proposed merger, the current operations of AMTA will be combined under the ATA. Pending member approval, the merger will have a target completion date of June 30, 2026.

ABOUT THE AUSTRALIAN TELECOMMUNICATIONS ALLIANCE (ATA)

The Australian Telecommunications Alliance (ATA) is the peak body of the Australian telecommunications industry. We are the trusted voice at the intersection of industry, government, regulators, and consumers. Through collaboration and leadership, we shape initiatives that grow the Australian telecommunications industry, enhance connectivity for all Australians, and foster the highest standards of business behaviour.

For more details, visit www.austelco.org.au

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ABOUT AMTA

The Australian Mobile Telecommunications Association (AMTA) is the peak industry body of Australia's mobile telecommunications industry. Our purpose is to be the trusted voice of industry, promoting the adoption, monetisation and sustainability of mobile telecommunications technology for the benefit of all Australians. AMTA members include the mobile network service providers, handset manufacturers, network equipment suppliers, retail outlets and other suppliers to the industry.

For more details, visit www.AMTA.org.au

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