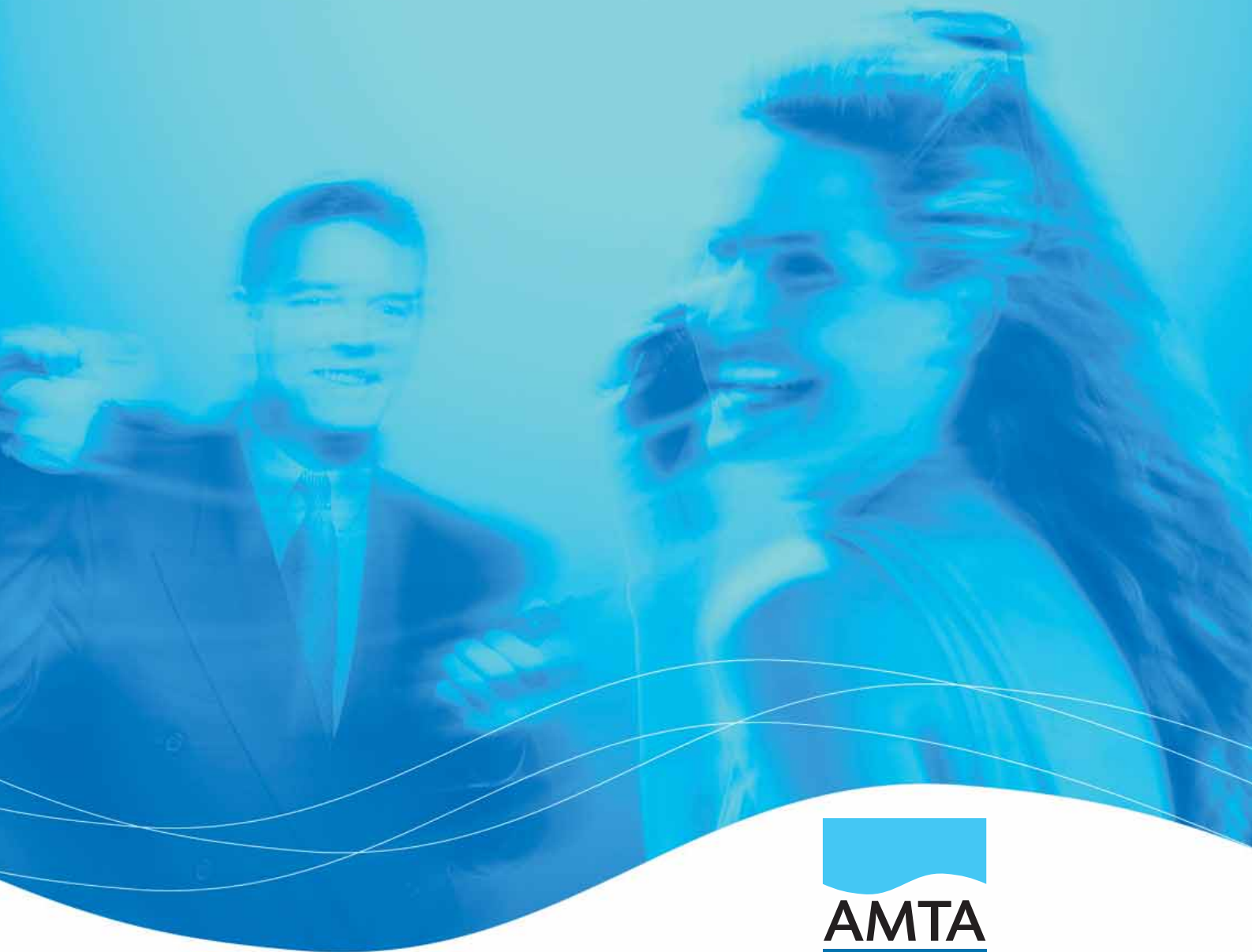


# 2005 Annual Report



**AMTA**

Australian  
Mobile Telecommunications  
Association



Australian  
Mobile Telecommunications  
Association

PO Box 4309 Manuka ACT 2603 Australia

Phone: (02) 6239 6555

Fax: (02) 6239 6577

[www.amta.org.au](http://www.amta.org.au)

ABN 98 065 814 315

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## 1 | AMTA – Statement of Purpose and Vision

The Australian Mobile Telecommunications Association (AMTA) is the peak national body representing Australia's mobile telecommunications industry.

AMTA's vision is to promote an environmentally, socially and economically responsible and successful mobile telecommunications industry in Australia.

AMTA aims to achieve its vision by:

- effective industry representation and leadership
- generating consensus on whole-of-industry issues
- improving the level of trust between the industry, its key stakeholders and the wider community
- promoting an improved understanding of the mobile telephone industry and its contribution to the Australian community.

AMTA promotes mobile telecommunications applications in Australia for the benefit of all industry participants and users. Mobile telecommunications in Australia is a major industry. It contributes more than \$6 billion a year to the Australian economy and employs nearly 34,000 people.

From small beginnings, the mobile telecommunications industry today has nearly 19 million subscribers with an estimated mobile penetration rate of more than 90%.

AMTA represents, acts and communicates on behalf of industry to key stakeholders and decision makers: governments; regulatory authorities; consumer groups; and mobile users.

AMTA's members include:

- mobile phone carriers and service providers
- handset manufacturers
- retail outlets
- network equipment suppliers and associated businesses
- specialised consultancy services

AMTA's focus is wider than the economic bottom line. Mobile phones have had a marked impact on people's lives and AMTA is committed to providing practical assistance to users through such programs as recycling, lost and stolen mobiles and consumer tips.

## 2 | Overview of the Australian Mobile Telecommunications Industry

Australia's mobile telecommunications industry has been a strong performer over the past ten years and its innovation provides a platform for continued success.

In 2004–05, the Australian mobile telecommunications industry had more than 16 million subscribers, representing approximately 81 per cent of the Australian population. It is predicted that the mobile penetration rate will exceed 94 per cent in 2005–06.

Mobile telecommunications have clearly become a part of everyday life for individuals, business and the community.

The mobile telecommunications industry is a high-revenue, high-cost industry that makes a substantial and growing contribution to the wider telecommunications industry and the Australian economy. The following indicators demonstrate this.

- Industry Gross Product (IGP) for the Carriage Service Providers sector in 2004–05 was \$6.1 billion, up from \$5.3 billion in the previous year.
  - IGP is a measure of the economic contribution of a specific industry to the economy or value added.
  - The current contribution of the mobile telecommunications sector to the economy is larger than the free-to-air television services industry and also larger than the newspaper printing and publishing industry.
- Employment in the mobile telecommunications industry is growing.
  - Approximately 33 600 people worked in the industry (on a full-time, part-time or casual basis) in 2004–05. Over the period 1999–00 to 2004–05, employment in the mobile telecommunications industry increased by 46 per cent, compared to an increase of about 38 per cent in the telecommunications industry as a whole.
  - In 2004–05, the mobile telecommunications industry paid around \$1.3 billion in wages.
  - Mobile telecommunications accounted for 30 per cent of total telecommunications employment in 2004–05. By comparison, it accounted for 27 per cent in 1998–99.
- Revenue in the mobile telecommunications industry is significant.
  - Mobile telecommunications industry revenue for 2004–05 was \$9.9 billion, and estimates suggest that it will be \$11.9 billion in 2005–06.
  - In 2004–05, mobile revenue represented 30 per cent of total telecommunications revenue.

### 3| Chair's Report 2005



Keir Preedy, Chair, AMTA.

In 2005, the mobile telephone industry in Australia continued to make a substantial and growing contribution to the telecommunications industry and the economy.

The Industry Report, commissioned by AMTA, says the Industry Gross Product for the mobile phone industry in 2004–05 was \$6.1 billion, up from \$5.3 billion in the previous year.

This report on the economic significance of the Australian mobile telecommunications industry found that its impact is greater than either the free-to-air television services industry or the newspaper printing and publishing industry. (Some of the report's key findings are on the previous page).

Over the past five years, Australia's mobile telecommunications revenue grew at an average of 17 per cent per year. Revenue for the industry in 2004–05 is approximately \$9.9 billion and it is forecast to rise to \$11.9 billion in 2005–06.

Behind the economic success of our industry, the innovation and the advances, there are people, and mobile telephony has had a profound impact on their everyday lives - their lifestyle, their productivity and the ways they interact with family, friends and workplaces.

To fulfil its vision to promote an environmentally, socially and economically responsible and successful mobile telecommunications industry in Australia, AMTA undertook a number of key programs during the year:

- **Recycling** – The mobile phone industry will reinvigorate its industry-leading recycling program by launching a new national campaign to increase public awareness of recycling and aim to boost collections of disused phones.

The new program is called "Mobilemuster"; its launch follows a major research project to study the attitudes and behaviour of consumers.

The recycling program reintroduced a levy from July 1, 2005, on its members to provide the resources to implement the program's new strategy. Over the past five years, the program has collected more than 317 tonnes of handsets, batteries and accessories. This is the equivalent of more than 1.7 million handsets and batteries.

- **Accessibility** – AMTA has developed a Good Practice Guide to help it meet the needs of people with disabilities. The Guide, which was launched at the Annual Conference in Sydney in September, is designed to encourage and assist Australia's mobile telecommunications industry to enhance and develop the accessibility of its products and services to people with disabilities.



When we consider that 20% of Australia’s population has at least one disability, there is an opportunity for the mobile phone industry to provide the best possible access for people with disabilities to mobile phones and accessories.

The Good Practice Guide offers practical suggestions that the industry can adopt in meeting the access needs of people with disabilities, as well as being the starting point for companies wishing to develop their own disability action plans.

- **Bullying** – AMTA’s guide on mobile phones and bullying – “what you need to know to get the bullies off your back “ – received widespread media coverage, including national television. The guide gives practical advice to young people if they are the victims of bullying. A companion guide gives advice to parents and teachers on how to help young victims of bullying.

The Victorian Education Department informed schools of AMTA’s tips, which led to many inquiries. AMTA presented at the NSW Police Youth Liaison Officers annual conference in Goulburn. AMTA’s consumer tips on bullying, the use of camera phones, mind your mobile spend and lost and stolen were sent to 200 Police Youth Liaison Officers throughout New South Wales by Police headquarters.

- **Federal MP briefing** – The AMTA Board hosted a dinner with the Coalition Communications and Information Technology Backbench Policy Committee at Parliament House in Canberra in March. This forum provided the Board with an opportunity to give MPs and Senators an update on the roll-out of 3G; the benefits for consumers of the new technology; the growth of market-based solutions, such as prepaids, to help customers manage their spending on mobile phones; industry plans for its recycling scheme.

The Chairman of the committee suggested that a meeting every six to nine months would be useful in updating the politicians on developments in our industry.

- **Content** – Members of AMTA and the Australian Direct Marketing Association (ADMA) are introducing new consumer safeguards to help protect young consumers from accessing inappropriate content on mobile phones. They will also implement a scheme to ensure that consumers are informed of the costs associated with premium rate mobile services and of the mechanism to cancel any subscription service.

The introduction of these new consumer safeguards is in line with the mid-year release of the Telecommunications Service Provider (Mobile Premium Services) Determination 2005 (No.1) by the Australian Communications Authority (ACA). Both ADMA, representing the mobile content providers, and AMTA, representing mobile carriage service providers, worked closely with the ACA throughout the development of the Determination to ensure the most effective regime is put in place. The industry, working in partnership with the regulator, ensured a workable outcome.

- **Mobile Carriers Forum** – Members of the MCF agreed to a number of Federal Government initiatives to improve community consultation for the deployment of mobile phone base stations. The MCF worked with the Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, and community groups on a package of initiatives to address community concerns.

The MCF acknowledged that in some cases the carriers could find better ways to communicate with communities when considering proposals to install base stations. The MCF agreed to fund with the Commonwealth a body to provide independent expert advice to communities and local governments about mobile phone base stations and health. It also will work with the Commonwealth on an independent audit of base stations by the Department of Health to assure communities that they are operating within international safety limits.

I pay tribute to my predecessor, Lynda O'Grady, who, as Chair of AMTA for 18 months, instituted and oversaw changes to AMTA's governance to ensure it was equipped to meet the needs of its members well into the future.

Finally, I acknowledge the hard work of all the AMTA staff and committee representatives and recognise the achievements that they have made on a broad range of highly relevant issues this year. My particular thanks and respect are due to AMTA CEO Graham Chalker who leads the team and embodies everything that we, as a responsible industry, stand for. Graham has chosen to retire at the end of this calendar year in order to pursue more relaxed interests. He leaves very substantial shoes to fill behind him. On behalf of the board and the industry membership I wish him all the very best for the future.

## 4| Chief Executive Officer's Report

AMTA members continue to place increasing importance on the need for the organisation to effectively manage issues that may adversely affect customer trust and the image of the industry as well as those regulatory issues that may impact on their economic viability.

AMTA's ongoing challenge is to respond to those changing member needs. A successful response will be based upon organisational capabilities, constructive relationships with key stakeholders and an ability to work with members to manage current and emerging issues.

In the past year we updated our three-year plan to reflect what has been achieved, new priorities and new action items for the next two years.

To improve our ability to meet our members' needs, AMTA has been addressing a number of organisational governance issues (including adopting a new Constitution).

We have sought to clarify and formalise the roles and responsibilities of our Committees and member funded forums. The outcome of this work will enhance the transparency and accountability of our organisation while allowing maximum operational flexibility. This work is continuing and should be completed soon. My thanks go to the Board and member representatives who have been involved in this important but difficult project.

AMTA will soon launch its new recycling program under the brand name "mobilemuster". The launch follows extensive research, which found more than twelve million handsets are kept in people's drawers and cupboards as "just in case" backups. Sixty per cent of Australians choose to keep their old mobile phones rather than recycle them and only nine per cent dispose of them in an environmentally-unfriendly way.

To fund the new recycling initiatives, the Mobile Phone Recycling Program reintroduced a levy from July 1, 2005, on its participating members.

AMTA has engaged a new staff member, who will be a dedicated resource to manage the revamped recycling scheme. Another person will be recruited to provide further assistance to run the program. This demonstrates the industry's determination to ensure the success of this world-leading program.

Last year, AMTA joined with Australia's leading social scientists in the Academy of the Social Sciences in Australia to develop a research agenda to gain a wider understanding of the social impact of mobile phones.

This year, as foreshadowed, we called for expressions of interest from researchers working in the social sciences. From twelve high-quality research proposals, four were selected to support for funding applications from the Australian Research Council Linkage Grants scheme. It is expected that the successful applicants will be announced before the end of this year.

AMTA, on behalf of its members, has played a key role this year in co-coordinating the industry working with regulators to help ensure that policy proposals are practical and workable for industry and the proposed solutions are targeted to tackle the identified problem.



L-R: Keir Preedy, AMTA; Lyn Maddock, Acting Chair, ACMA; Graham Chalker, AMTA, at AMTA's Annual Conference.

As an example, AMTA made a submission to the Australian Communications Authority's Preventing Unexpectedly High Bills (credit management) report.

Although the number of people affected by unexpected high bills is relatively small, AMTA is concerned about credit management difficulties encountered by any mobile phone user and is keen to work with government and consumers to develop practical solutions. AMTA proposed that the way forward was to review the Australian Communications Industry Forum's Credit Management Code.

This was accepted by the Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, and the review, which is underway, is expected to finish before the end of this year.

Some other highlights throughout the year are:

- **AMTA's Annual Conference** – This year's Conference in Sydney had a record number of participants with 170 people attending. Once again, a highlight of the conference was the CEO Forum with David Moffatt, Group Managing Director, Consumer and Marketing Division, Telstra; Allen Lew, Managing Director, Optus Consumer; Russell Hewitt, Chief Executive Officer, Vodafone Australia; Kevin Russell, Chief Executive Officer, Hutchison Telecoms Australia.
- **Driving** – AMTA joined with the then Deputy Prime Minister, John Anderson, and the former New South Wales Police Minister, John Watkins, for Christmas – New Year campaigns to make drivers aware of the importance of using hands-free mobiles only when conditions permit.

AMTA also responded to the findings of The George Institute at the University of Sydney, which found a driver's use of a mobile in the 10 minutes before a crash was associated with a fourfold increase in the likelihood of crashing. AMTA is preparing submissions to two Victorian Government inquiries into driver distractions and calls for banning young drivers from using hands-free mobile phones while driving.

- **Health and Safety** – AMTA's Health and Safety Committee has responded during the year to a number of studies investigating whether there are any health effects from using mobile phones.

In September, the results of the combined data from five European countries found no evidence that using a mobile phone increases the risk of acoustic neuroma in the first 10 years of mobile phone use. AMTA welcomed the new research, but emphasised that all studies need to be seen in the light of the total research effort into mobile phone safety. The study is part of the 13-nation INTERPHONE study co-ordinated by the International Agency for Research on Cancer in Lyon, France. Once completed, it is expected the INTERPHONE project and its individual national studies will have examined 1000 cases of acoustic neuroma.

AMTA supports further research, in accordance with the World Health Organisation’s research program, to advance the science in relation to mobile phones and health to ensure there is accurate information to assist people to make informed choices in relation to mobile phone technology.

- **PM’s XI** – AMTA hosted a networking event at the annual Prime Minister’s XI cricket match in Canberra. Ministerial advisers from the office of the Prime Minister, the Treasurer, the Deputy Prime Minister and the Minister for Communications, Information Technology and the Arts (DCITA) attended. The event provided an opportunity for AMTA members to talk with senior officials from the Federal Departments, including DCITA, Environment and Transport and Regional Services.

I would like to take this opportunity to thank all committee chairs and members for their dedication, enthusiasm, insight and input in developing policies and positions which have stood our organisation and industry in good stead over the past year. AMTA’s committees are our organisation’s engine room. They provide members with a mechanism to ensure the industry contributes to and shapes public policy debate by presenting a unified industry voice.

AMTA’s Board, firstly under Chair Lynda O’Grady and then Keir Preedy, has given strong strategic leadership and advice on many difficult issues for which I am most grateful. The Board works as a unit with the best interests of the industry foremost in its deliberations and has supported us in our endeavors and for this they deserve special thanks.

Finally, my thanks to the small, but dedicated AMTA team which works enthusiastically and tirelessly for the organisation and the industry. The staff has developed very strong rapport with our members and our many stakeholders so that we are seen as a highly credible and professional representative body that represents our members’ interests with integrity and passion.



L-R: Steve Wright, Hutchison; Paul Neville MP, Chairman of the Coalition Communications Policy Committee; Peter Stiffe, Vodafone, at the AMTA Board Dinner at Parliament House, Canberra.

## 5| AMTA Committees

AMTA has undergone a restructure of its corporate governance to ensure that it is accountable, transparent and structured to meet the needs of its members in promoting an environmentally, socially and economically responsible and successful mobile telecommunications industry in Australia.

To deploy AMTA's resources and capabilities efficiently and in the best interests of its members, it has three types of committees:

1. **Constitutionally-Mandated Committees** are created under the AMTA Constitution and comprise members of the AMTA Board of Directors. The Committees are: the Finance and Audit Committee, which considers AMTA's financial statements; the Remuneration and Appointments Committee, which advises the Board on Director responsibilities and standards and undertakes recruitment and remuneration for senior management.
2. **Internal Committees** are established to address and manage significant and important long-term issues for the mobile telecommunications industry. They are funded by AMTA and report to the AMTA Board. The Committees are the Policy and Strategy Steering Committee; the Health and Safety Committee; the Consumer Committee; the Lost and Stolen Committee; the Accessibility Committee.
3. **Industry Forum Committees** are established with the approval of the AMTA Board to address and manage specific and significant issues within the mobile telecommunications industry. Industry Forum Committees have specific terms of reference or charters, work programs and budgets. Although the funding arrangements for these Forum Committees are separate from AMTA, the overall financial responsibility for the Committees rests with the AMTA Board. There are two Industry Forum Committees: The Mobile Carriers Forum and Mobile Phone Recycling Program.



L-R: David Higginbottom, Telstra; Peter Stiffe, Vodafone; Lynda O'Grady, Telstra; Ken Ticehurst MP, at AMTA Board dinner at Parliament House in Canberra.



L-R: Peppi Wilson, AMTA; Simone Burford, PM's Office; Georgia-Kate Schubert, Vodafone; Michelle Curtis, Optus; Karen de Villiers, Telstra, at PM's XI Cricket Match at Manuka, Canberra.

## 6 | Policy and Strategy Steering Committee

### Chair: Georgia-Kate Schubert, Vodafone

AMTA's Policy and Strategy Steering Committee (PSSC) is responsible for identifying current, expected and potential whole-of-industry issues, and for developing strategies to enable the industry to proactively manage and respond to those issues.

The Committee comprises representatives from the Corporate Affairs, Public Policy and Government Relations areas of AMTA's member companies.

The past year has been very busy with the PSSC tackling a wide range of matters, including:

- Content
- Credit management
- M-commerce
- Contracts
- Privacy
- Gaming

### Content

The PSSC's content sub-committee, which includes representation from content providers through the Australian Direct Marketing Association (ADMA), has invested considerable time and effort over the past 18 months in ensuring a workable and practical framework for mobile content regulation.

This has included providing a comprehensive submission to the Australian Communications Authority (ACA) in response to its draft Determination, released in January 2005, and working co-operatively with the ACA to address its issues, problems and concerns.

The committee has also maintained regular dialogue with other key stakeholders, including the Australian Broadcasting Authority (ABA); the Department of Communications, Information Technology and the Arts (DCITA); the Office of the Minister for Communications; the Internet Industry Association (IIA) and the Telecommunications Industry Ombudsman (TIO).

The ACA released the Telecommunications Service Provider (Mobile Premium Services) Determination 2005 (No.1) on 29 June.

The Determination sets out high-level obligations that require Carriage Service Providers (CSPs) and content providers to introduce consumer protection measures when offering premium mobile services. It requires the industry to give practical effect to the Determination through a self-regulatory Mobile Premium Services Industry Scheme. The self-regulatory scheme must meet a number of requirements, including appropriate assessment of premium mobile content, robust access controls and age verification processes and safety measures to protect young people from any illegal activities by other chat room users. It also requires an independent escalated complaints handling body.



L-R: Kathryn Fox, Vodafone; Matt Pearce, Virgin Mobile; Van Le, Vodafone; Richard Fraser, ACMA, at AMTA's Annual Conference in Sydney.

The AMTA sub-committee prepared for the release of the Determination by drafting a self-regulatory framework to meet the requirements outlined in the (then expected) Determination.

AMTA also prepared by engaging with the Telephone Industry Services Standards Council (TISSC) to consider the TISSC operating as the escalated complaints handling body.

Since the Determination's release, AMTA has continued to be actively involved in discussions relating both to the self-regulatory framework and the escalated complaint-handling body.

## Credit Management

In April 2005, DCITA called for submissions responding to ACA recommendations on preventing 'unexpected high bills'.

In its submission, AMTA argued that many of the ACA's recommendations in the report were based on anecdotal data and were impractical, disproportionate and commercially restrictive. AMTA proposed that an appropriate way forward would be to review the Australian Communications Industry Forum (ACIF) Credit Management Code.

The Minister formally responded to the ACA and DCITA reports in early September 2005, calling for the industry to develop and implement a registered Code of Practice. ACIF had begun its review of the ACIF Credit Management Code in early May 2005. Through its representative on that committee, the AMTA sub-committee has provided considerable input on the Code's development.

The draft ACIF Credit Management Code was released for public comment in early October.

## Contracts

A sub-committee of the PSSC was formed in 2004 to consider and address various contract-related issues, including inconsistencies and uncertainties created by different State, Territory and Federal regulations.



Members were actively involved in negotiations on the recently released and widely welcomed ACIF Consumer Contracts Code that sets out the rules for the telecommunications industry about the fairness of individual contract terms and the format and presentation of contracts. The sub-committee has subsequently been working to ensure that updates to the accompanying Standard Form of Agreement (SFOA) Determination represent a practical, cost-effective and balanced response.

## Gaming

In late 2004, the New South Wales Government reported on its review of the Unlawful Gambling Act. Following lobbying with the pay TV sector and related games providers, the Government realised there were broader impacts and recommended a wider public Review. AMTA supported a collective submission with the Australian Interactive Media Industry Association (AIMIA), Australian Subscription Television and Radio Association (ASTRA), Free TV Australia and the Internet Industry Association (IIA). The submission argues that innocuous games of skill and legitimate forms of betting should not be prohibited by this legislation and the definitions should be clarified to ensure these are not caught by the legislation.

## M-Commerce

In December 2004, the Australian Securities and Investment Commission (ASIC) released a policy proposal paper (PPP): Non-cash payment facilities: ASIC Policy Proposal.

The implication of ASIC's position as outlined in its PPP was that providers of prepay services might be required to hold a Financial Services Licence and undertake a range of additional measures including disclosure requirements akin to existing requirements for financial services products.

In its written response to the paper, AMTA argued for an interpretation of existing requirements such that prepay m-commerce is not considered a financial product and is therefore outside the licensing regime.

AMTA provided a copy of its submission to all relevant government departments and followed up with senior officials from DCITA, Treasury and ASIC.

Many of the concerns raised by AMTA appear to have been unintended consequences of the proposed legislation and are being appropriately considered and addressed by ASIC as it works towards finalising its policy on non-cash payment facilities.

**AMTA Contact:** Peppi Wilson, Manager Policy

## 7 | Consumer Committee

### Chair: Michelle Curtis, Optus

The Consumer Committee responds positively and proactively to consumers' mobile phone concerns. The Committee comprises representatives from the Corporate Affairs, Public Policy and Government Relations areas of AMTA's member companies.

The main issues addressed by the Committee in the past year were:

### Consumer Information Guides

To assist in answering consumer questions and concerns, the Consumer Committee has produced and widely disseminated a range of "Consumer Tips" on subjects as diverse as mobile phone roaming, mobile etiquette and "managing your mobile spend". In addition to reviewing and updating its existing Tips, the Committee has produced a number of new tips in the past year, including:

- Mobile phone viruses. To inform consumers what viruses are, how they spread, and what can be done about them.
- Mobile phone bullying. Unfortunately, some bullies use mobile phones to send insulting, threatening or unpleasant voice, text and picture messages. AMTA has produced two guides to assist those affected – one for the child victims, and one for parents and teachers.

AMTA's bullying tips have been extremely well received with many commendations for AMTA's proactive approach. They have been widely distributed through the various educational networks.

All AMTA's tips are available on its website at [www.amta.org.au](http://www.amta.org.au) – consumer tips.



L-R: Stephanie Huf, Ericsson; Kit Morgan, Ericsson; Michelle Curtis, Optus; Simone Brandon, Hutchison, at the PM's XI cricket match at Manuka, Canberra.

### Kids' website

Acting on the suggestion of the NSW Commission for Children and Young People, AMTA is in the process of developing a website specifically aimed at young people. The new site – Str8 Talk - will contain targeted information for 10 to 18 year olds, covering subjects such as bullying, money, safety, recycling, technology and culture.

The site is expected to "go live" in early 2006.

**AMTA Contact:** Peppi Wilson, Manager Policy

## 8 | Health and Safety Committee



### Chair: Brent Gerstle, Optus

AMTA's Health and Safety Committee responds to issues regarding the health and safety of mobile telecommunications.

#### EME

The Health and Safety Committee has developed a pro-active program to respond to the 13-nation INTERPHONE studies. In early September, the results of the combined data

from five European countries, representing about 60% of the survey population, found no evidence that using a mobile phone increases the risk of acoustic neuroma in the first ten years of mobile phone use.

AMTA publicly welcomed the new research showing no link between mobile phones and brain tumours, however, it emphasised that all studies need to be seen in the light of the total research effort into mobile phone safety.

The International Agency for Research into Cancer (IARC) is expected to make an overall assessment of health effects and mobile phones in early 2007.

AMTA has provided an industry response to the various research findings released during the year, including the report of the UK National Radiological Protection Board.

#### EME and Member Communications

Daily EME Reports have been distributed to keep AMTA members up-to-date on health and safety issues making headlines in the media. The EME Quarterly Updates, which summarise the latest research findings, have been distributed this year to more than 400 members, MPs, government officials and the media.

#### Mobiles and Safe Driving

AMTA responded to the release of research by The George Institute at the University of Sydney, which found a driver's use of a mobile phone in the 10 minutes before a crash was associated with a fourfold increased likelihood of crashing. Optus, Telstra and Vodafone provided the mobile phone call records of consenting participants in the study.

AMTA said the study highlighted the need for drivers to take more precautions than just using a hands-free device when driving. AMTA reiterated its safety tips, stressing that if a call is unnecessary or considered unsafe to answer at the time, drivers should let it divert to voicemail or an answering service.

The CEO met with the Queensland Minister for Transport to discuss the issue of mobile phones and driving. The meeting was part of a series of meetings with all State Ministers or their senior officials.

AMTA will prepare submissions for two Victorian inquiries:

- The Victorian Government's discussion paper on Young Driver Safety and Graduated Licensing
- The Parliament of Victoria Road Safety Committee's inquiry into driver distraction

## Social Research Project

Last year, AMTA joined the Academy of The Social Sciences in Australia to develop a research agenda to gain a wider understanding of the social impact of mobile phones.

This year AMTA called for expressions of interest from researchers working in the social sciences. From 12 high-quality research proposals, four were selected to support for funding applications from the Australian Research Council Linkage Grants scheme. It is expected that the successful applicants will be announced before the end of this year.

**AMTA Contact:** Graham Chalker, Chief Executive Officer



**Deputy Chair, Health and Safety Committee: Dr Ken Joyner, Motorola.**

## 9 | Lost and Stolen Committee

AMTA's Lost and Stolen Committee identifies and develops short, medium and longer-term strategies to assist in the prevention of mobile phone theft. In addition, the work group utilises statistical information to monitor and report on the success of the program.

### Inter-Carrier Blocking

Over the 12 months to the end of June this year, 240,215 mobile phones were blocked with 59,506 subsequently unblocked. This represents a recovery rate of 24.7%. Since the introduction of inter-carrier blocking there have been 406,558 handsets blocked across all networks with an average 23.3% recovery rate.

### Hutchison

Hutchison is in the final stages of developing blocking functionality on its 3G network and expects to launch it in the third quarter of this year. The intention is to only block WCDMA from its network. Hutchison will share data across all carriers on a daily basis because WCDMA handsets need to be blocked on both GSM and WCDMA networks. GSM handsets need to be blocked only on GSM networks.

**AMTA Contact:** Glenn Brown, Manager Business Development



L-R: David Moffatt, Telstra; Yoshima Tamura, NEC Corporation, Japan, at AMTA's Annual Conference.



L-R: David Higginbottom, Telstra; David Quilty, Prime Minister's Office; David Havyatt, AAPT, at PM's XI cricket match in Manuka, Canberra.

## 10 | Accessibility Committee

### Chair: Bert Ciavarra, Telstra

AMTA's Accessibility Committee aims to assist members to develop the accessibility of their products and services to people with disabilities.



L-R: Louise Ingram, Nokia; Bert Ciavarra, Telstra; Clinton White, AMTA, at AMTA Conference.

### Good Practice Guide

The Australian mobile telephone industry has developed a guide to help it meet the needs of people with disabilities. AMTA Chair Keir Preedy launched the Guide in September at the AMTA Annual Conference in Sydney .

The Good Practice Guide offers practical suggestions that the industry can adopt in meeting the access needs of people with disabilities, as well as being the starting point for companies wishing to develop their own disability action plans.

The Guide was developed in consultation with disability consumer groups, with assistance from the Telecommunications and Disability Consumer Representation (TEDICORE).

The Guide talks about:

- Customer access
- Sales practices
- Billing and after-sales service
- Complaints handling
- Staff training
- Catering for the needs of the individual customer
- Technology and innovation.

### Access Web Pages

AMTA's accessibility section on the website has been overhauled. The web pages bring together a range of resources and information relevant to people with disabilities. The web pages allow users to:

- Access documents such as the Good Practice Guide
- Find out about relevant news and research
- Check out links to other useful websites, such as mobile phone company accessibility websites, or mobile phone accessories.

**AMTA Contact:** Clinton White, Policy Consultant

# 11 | Mobile Carriers Forum

**Chair: Bob Joice, Telstra**

## Tanya Stoianoff

Executive Director

The Mobile Carriers Forum (MCF) is responsible for addressing social and environmental issues within the policy, regulatory and operational environment associated with the deployment and operation of mobile phone networks. Its members are: Hutchison, Optus, Telstra and Vodafone. The MCF strives to ensure that the mobile carriers' industry addresses community and Government expectations.

Internationally, the MCF is recognised as having developed and implemented world-leading policies and management tools for carriers in addressing social, environmental and carrier co-ordination issues in deployment. The Executive Director visited similar industry forums overseas and found that Australia is at the forefront of co-operation between carriers in addressing deployment issues. A good example of this co-operation is the joint ventures between Telstra and Hutchison and Optus and Vodafone in the rollout of next generation 3G networks in Australia.

The MCF's comprehensive work agenda has required regular discussion on how industry delivers the deployment and operation of mobile phone networks as well as enhancing consultation with governments and the community.

The MCF's committees focus on key issues of concern to carriers and the community. The committees comprise regional forums, addressing co-ordinated local network rollout in each state, and national taskforces, addressing key areas such as visual amenity, EME and regulatory codes. All committees have played an important role in developing policy and co-ordinating processes for the Australian industry over the past few years.

MCF activities in 2004–05 included:

- Responding to community concerns about base station deployment and related EME issues through the provision of information and education materials to every Federal and State Member of Parliament and every Mayor in Australia. The MCF Information Kit included fact sheets, brochures, publications, DVDs and the Australian Communications Authority's Kit on Information for Communities and Councils
- Publishing an information book: "Third Generation Mobile Networks in Australia – Broadband for your Mobile Phone", which explains the many benefits and applications of 3G for the community and the business sector
- Working with the Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, her Department, the Australian Communications and Media Authority, the Australian Radiation Protection and Nuclear Safety Agency and community groups on initiatives to address community concerns about infrastructure deployment
- Reviewing the guidance materials, pro-forma documentation and management systems to assist Carriers implement the revised ACIF Code, Industry Code for the Deployment of Mobile Phone Networks



L-R: Louise Sexton, Hutchison; Phil McKiever, Telstra; Bob Joice, Telstra, at AMTA's Annual Conference in Sydney.

- Creating Guidelines for Local Councils on the Code for the Deployment of Mobile Phone Networks, which included pro-forma documents, checklists and commonly asked Questions and Answers for council staff
- Developing greater awareness at State Government level of the importance of mobile phone infrastructure to business and communities. Also, developing partnerships with State Government departments and utilities for infrastructure siting
- Providing a point of contact for community groups, councils, governments, the media and other stakeholders in addressing infrastructure deployment issues in Australia.

The MCF has earned political recognition and demonstrated its ability to develop strong relationships with Federal and State Governments while pursuing enhanced community consultation and industry co-ordination.

Local Councils have also welcomed the co-operative approach from Carriers through one voice – the MCF. The MCF's continuing work to address community and environmental issues remains a key requirement and expectation from governments and the broader community.

Finally, MCF Chairman Bob Joice, the National Council and the MCF have shown strong leadership and commitment throughout 2004–05. Their dedication to the Forum and its committees has been pivotal in the MCF's success.



Tanya Stoianoff, Executive Director, MCF.

## 12| Mobile Phone Recycling Committee



### Chair: Ramana James, Vodafone

The mobile phone industry will reinvigorate its industry-leading recycling program by launching a new national campaign to increase public awareness of the importance of recycling and aim to boost collections of disused mobile phones, batteries and accessories.

### Research

The new direction of the Mobile Phone Industry Recycling Program is based on comprehensive research undertaken on behalf of the industry in March 2005.

A survey of 900 consumers and 200 businesses undertaken on behalf of AMTA by leading research consultants, The Klein Partnership, found that 42% of respondents kept their old mobile phones – even if they did not work. A further 18% gave their old phone to a family member or friend. Just 9% threw their phones away and 4% recycled them.

One of the key findings of the research is that more than 12 million old mobile phones are kept in cupboards and drawers as “just in case” backups. While kept in the bottom drawer, the mobiles are not a threat to the environment. The challenge is to ensure that when people move house or have a spring clean they dispose of their disused mobiles and batteries in an environmentally-friendly manner.

### Mobilemuster

Part of the program’s re-invigoration is a new brand, mobilemuster, designed to be consumer friendly, memorable and easily promoted. The mobilemuster program will aim to engender support and involvement of retail outlets to act as collection centres and to engage consumers to consider the benefits of recycling and encourage them to take their disused handsets, batteries and accessories to designated collection points.

### Fully Resourced

To ensure that the new recycling program is fully resourced, a levy was reintroduced from July 1, 2005, on AMTA members to provide the funds to implement the program’s new strategy.

The evolution of the mobilemuster program is the result of AMTA’s continued commitment to developing sustainable environmental outcomes.

**AMTA Contact:** Rose Read, Manager Recycling

## 13| AMTA Board

### Chair

Lynda O'Grady – Telstra 18/11/04 - 14/4/05

Keir Preedy – Singtel Optus 14/04/05 - 24/11/05

### Deputy Chair

Keir Preedy – Singtel Optus 18/11/04 - 14/05/05

Steve Wright – Hutchison Telecoms 14/05/05 - 13/10/05

### Directors

Barry Borzillo – Ericsson Australia

Shaun Colligan – Nokia Mobile Phones Australia

David Havyatt – AAPT

Holly Kramer – Telstra from 14/05/05

David McMahon – Fone Zone

Peter Stiffe – Vodafone Australia

Andrew Volard – Motorola

Andrew Young – Alcatel

Steve Wright – Hutchison Telecoms

### Finance and Audit Committee

Steve Wright (Chair)

Barry Borzillo

Keir Preedy

### Remuneration and Appointments Committee

Steve Wright

Andrew Volard

David McMahon

### Retiring Board Members during 2005

Lynda O'Grady – Telstra

## 14 | AMTA STAFF

### **Chief Executive Officer**

Graham Chalker

### **Manager, Business Development**

Glenn Brown, Sydney

### **Manager, Office and Member Services**

Ann Wellsmore

### **Manager, Communications**

Randal Markey

### **Manager, Policy**

Peppi Wilson

### **Research Officer**

Nicholas Janzen

## MCF

### **Executive Director**

Tanya Stoianoff, Sydney

### **Communications Administration Officer**

Amy Myers, Sydney

## Mobile Phone Industry Recycling Program

### **Manager, Recycling**

Rose Read, Sydney

## 15| AMTA Members

### Carriage Service Providers

AAPT  
 Hutchison Telecoms  
 Singtel Optus  
 Telstra Corporation  
 Vodafone Australia  
 Virgin Mobile

### Manufacturers

Alcatel Australia  
 NEC Australia  
 Nokia  
 Motorola  
 Panasonic  
 Samsung  
 Sony Ericsson  
 Siemens

### Retailers

Digitone Communications  
 First Mobile  
 Fone Zone  
 Mobile Network

### Infrastructure Suppliers

Crown Castle  
 Ericsson Australia

### Support Industries

Accenture	National ICT Australia
CPS Global	NGA Software
Intelematics Australia	Paradigm.one
KPPR	RF Industries
m.Net Corporation	Secure Sentinel
	Sinclair Knight Merz



L-R: Back row: Andrew Volard, Motorola; David McMahon, Fone Zone; Andrew Young, Alcatel Australia; Peter Stiffe, Vodafone; Barry Borzillo, Ericsson Australia; Prem Chand (alternate), Nokia. Front row: David Havyatt, AAPT; Keir Preedy, Optus; Lynda O'Grady, Telstra; Steve Wright, Hutchison Telecoms. Absent: Shaun Colligan, Nokia.



Shaun Colligan, Nokia.



L-R: Steve Wright, Hutchison; Paul Neville MP; Bruce Scott MP, at AMTA Board Dinner at Parliament House, Canberra.



L-R: Udhay Mathialagan, Crown Castle Australia; Don Williams, DCITA; David Higginbottom, Telstra; Karen de Villiers, Telstra, at the PM's XI cricket match at Manuka, Canberra.



L-R: Gunela Astbrink, Policy Advisor, TEDICORE; Robert Morsillo, Telstra; John Pinnock, Telecommunications Industry Ombudsman.