



# Snapshot

AMTA's weekly update

**Australian  
Mobile Telecommunications  
Association**

Friday 21 April 2006

## [AMTA welcomes new credit management code](#)

AMTA has welcomed the registration of the new Credit Management Code by the Australian Communications and Media Authority (ACMA). AMTA CEO Chris Althaus said the industry had worked co-operatively with consumer bodies, regulators and industry representatives to draft a code that balances the needs of consumers and the industry. He said the Code would introduce a range of new rules and protections aimed at managing customer spending and avoid unexpected high bills and help those customers who experience genuine financial hardship. (View AMTA press release)

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## [AMTA meets with international manufacturers association](#)

AMTA met with Mobile Manufacturers Forum (MMF) Secretary General Michael Milligan this week to discuss an international perspective on a range of issues including health and safety, driving, and infrastructure deployment. The MMF, based in Brussels, Belgium, is a key international association of radio communications equipment manufacturers. Mr Milligan praised AMTA's contribution to the mobile telecommunications industry and labelled AMTA's programs as "world leading".

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## [AMTA tips to assist cyber bullying campaign](#)

The National Coalition Against Bullying is considering using AMTA's guides on tackling bullying as part of its national campaign. The Coalition, in conjunction with the teen magazine Girlfriend, has conducted a national survey of 13,000 girls on the incidence of cyber bullying. AMTA CEO Chris Althaus said the AMTA guides on how to tackle bullying for young victims and parents and teachers offered practical advice. The guides are based on three guiding principles about the unacceptability of bullying: if you are the victim of bullying, it is not your fault; bullying is not harmless and in some cases it can constitute criminal behaviour; and most importantly, you are not alone, there is something you can do about it. Mr Althaus said the Coalition had also expressed interest in AMTA's schools policy template, which can be used as a starting point to assist in developing a mobile phone use policy. It is adaptable to allow schools to add, delete or modify items to reflect the specific needs and standards of individual schools.

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## [Foxtel to round up mobile phones in May](#)

Foxtel is the latest business to join Mobilemuster all thanks to one of their IT staff reading the book 'Change the World for Ten Bucks', which celebrates 50 simple everyday actions everyone can do to make the world a better place. As a result of a presentation to Foxtel management the Pay TV company is now going to run internal Musters in their Sydney and Melbourne offices in early May. Staff will be encouraged to hunt down those old mobiles at home and bring them in for recycling. With about 1500 staff, there is most likely over 3,000 mobile phones tucked away in cupboards and drawers just waiting to be recycled and turned into new products.

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## [AMTA contacts ACMA to consult on Jamming](#)

AMTA has contacted ACMA following recent media reports suggesting a trial of mobile phone jamming devices. This is a highly contentious issue given the need for strict controls in relation to any such trial.

ACMA has responded to AMTA concerns regarding industry consultation on this issue with confirmation that ACMA intends to work closely with AMTA and other industry stakeholders on the issue. The issues yet to be confirmed relate to the importation of devices – currently prohibited under the Radiocommunications Act 1992 and the parameters of any experimental trial in a closed environment. AMTA expects consultation to begin in May.

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## [Do Not Call Register funding clarified](#)

DCITA's plans for industry funding of the Do Not Call Register (DNCR) is aimed at charging for access to the DNCR to enable telemarketers to comply with the new legislation (i.e. to enable them to know who NOT to call). This means that the costs will only apply to participants in the telecommunications industry to the extent that they undertake telemarketing activities.

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## [Shipment figures for March 2006](#)

The latest mobile phone shipment figures are available for viewing on AMTA's website. For the month of March 2006, a total of 650,421 handsets were imported into Australia, compared to 599,517 handsets imported for the same period in 2005. This year's figure for March includes a comparative increase of almost 90,000 GSM and 3G handsets brought into the country. (Click here to view shipment figures)

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## [MobileMuster gets a helping hand](#)

Welcome to Sandra Weine who joined AMTA this week on a short term contract as Program Coordinator, MobileMuster. Sandra will be helping Rose Read and Jill Noble support the growing number of participants who have signed up to round up mobile phones. She is based in AMTA's North Sydney office and can be contacted via email or telephone 02 8920 3555.

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