



**Australian  
Mobile Telecommunications  
Association**

# Snapshot

AMTA's weekly update

Friday 10 March 2006

## [Review of identity checks for pre-paids](#)

The Australian Communications and Media Authority this week announced a review of the way that carriers collected identity information about their pre-paid mobile phone customers. As part of the review, ACMA released a discussion paper about the quality and consistency of the data produced from identity checks. AMTA's PSSC committee will meet to discuss an industry response, which is due by April 3, to the discussion paper.

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## [GST changes to the vouchers provisions](#)

The Australian Government intends to amend the vouchers provisions contained in Division 100 of the *A New Tax System (Goods and Services Tax) Act 1999* (the GST Act) to clarify that pre-paid phone products are eligible 'vouchers' for the purpose of that Division, the Minister for Revenue and Assistant Treasurer, Mal Brough, announced this week.

The Government will amend the law to clarify that GST should be remitted on the face value at the time a voucher is redeemed (taking into account any additional consideration or refunds provided). Any subsequent increasing adjustment in relation to an unredeemed part of a voucher will also be based on this amount. This amendment will apply from 11 May 2005.

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## [MCF Embarks on WA Campaign](#)

Over the past 6 months there has been an increase in local councils adopting arbitrary buffer zone policies in their planning instruments, despite the WA MCF's efforts at lobbying local government. These policies are rendering large areas of metropolitan Perth off limits for base station deployment - many of the buffer zones relate not only to schools and childcare centres, but to residential areas as a whole. As our members know, base stations need to be sited near where people work, live and play, so the MCF is embarking on a campaign to address this issue with the State Government.

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## [AMTA comments on Consumer Consultative Forum \(CCF\)](#)

AMTA supports ACMA's review of the CCF and proposals to streamline membership to provide a more efficient and effective structure for consumer input into decision making. AMTA believes it could usefully contribute in a carefully planned and managed CCF where representatives are clearly

accountable, there is a clear feedback loop, and where expectations are properly managed. AMTA is less clear about the value of another consumer conference, but believes that the CCF could be usefully supplemented by some sort of annual event.

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#### [Education is the key for learner drivers](#)

Young drivers should be educated about distractions such as mobile phones, AMTA was quoted in the Herald Sun this week. AMTA CEO said new drivers should be educated about all distractions they faced, such as talking, outside objects, changing radio stations and CDs, and mobiles. AMTA has sent its driving safety tips to Holden, Toyota and the Federal Public Service car fleet managers for distribution to drivers.

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#### [AMTA welcomes new staff member](#)

Jill Noble, a Scottish New Zealander with more than 10 years' experience in sales and marketing, joined the AMTA team this week as Operations Channel Manager for MobileMuster. Jill reports to Rose Read, Manager of Recycling, and is working out of AMTA's North Sydney office. Her primary role is to develop and manage the mobile phone collection channels (in particular retail, government and corporate channels) and assist with the program's performance reporting.

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#### [California leads the pack](#)

AMTA's website has continued to attract global attention. For the month of February, 32,750 'hits' were recorded, including more than 10,000 originating from California, USA alone. In total, almost half of the traffic recorded on AMTA's website in February came from North America. More than 10,000 'hits' were recorded from traffic generated from Australia.

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