



**Australian  
Mobile Telecommunications  
Association**

# Snapshot

AMTA's weekly update

Friday 3 March 2006

## [Work/family project about to start](#)

A world-leading social research project on the impact of mobile phones on work and home is set to start. AMTA is a partner with the Australian National University in the three-year research project, which was awarded funding by the Australian Research Council. AMTA CEO Chris Althaus said: "The pervasive use of mobile devices has dramatically altered lifestyle, communication patterns and productivity, yet there is no systematic collection of information on these changes. This project is set to change that."

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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## [MobileMuster goes local](#)

MobileMuster is turning its focus to local governments. All local governments have been contacted and invited to help round 'em up and hand 'em in. Already more than 50 councils are either participating in MobileMuster or have indicated they want to be involved. MobileMuster Manager Rose Read says collection rates are increasing steadily since the campaign began and with the additional help of local councils through more collection points and local promotions we expect awareness of the program and collection rates to continue to grow over time.

[rose.read@amta.org.au](mailto:rose.read@amta.org.au)

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## [This week in Parliament](#)

This week's Federal parliament session was dominated by two issues – wheat and the 10 year anniversary of Mr Howard's election as PM. The week also saw further soul searching by the ALP as reflected in media comments by senior frontbencher Martin Ferguson.

AMTA took the opportunity this week to meet with MPs and Senators on both sides of politics including Shadow Communications Minister Stephen Conroy, Liberal MP Alan Cadman, new National Senator Fiona Nash and ALP members Martin Ferguson and Dick Adams. These discussions provided an update on AMTA issues with particular reference to the proactive position being taken by the industry on issues such as content, EME, mobile use while driving, the MobileMuster recycling program and of course, the opportunities presented by 3G technology. There is a lot of concern and scepticism on 3G issues which highlights the need for AMTA to prepare information on this important subject.

[chris.althaus@amta.org.au](mailto:chris.althaus@amta.org.au)

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### [ACMA warns of 'phishing' schemes](#)

The Australian Communications and Media Authority has renewed calls for consumers to take precautions against 'phishing' as part of a four-week campaign by the Australasian Consumer Fraud Taskforce to help people protect themselves from scams. ([View press release](#))

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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### [DCITA Executive Appointments](#)

Colin Lyons has recently been appointed to the position of Chief General Manager, Telecommunications. Colin will be taking up the position from March 15, with James Cameron moving to the position of CGM Arts and Sport. Simon Peeling will act in the position of CGM Broadcasting pending decisions on the restructure of the Communications Divisions.

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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### [Global mobile sales up 21% in 2005](#)

EETimes reports worldwide mobile phone sales totalled 816.6 million units in 2005, a 21 percent increase from 2004, as the leading six vendors increased their share of the market at the detriment of smaller vendors, according to market research company Gartner Inc.

[nicholas.janzen@amta.org.au](mailto:nicholas.janzen@amta.org.au)

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### [AMTA Networking Forum: Tim Smart to address members in Sydney](#)

A reminder that Senior Telecommunications Analyst for Macquarie Bank, Tim Smart, will give an hour presentation on "The Future of Telecoms: A View from the Market" on Thursday 6<sup>th</sup> April at AAPT in Sydney, from 4.30-5.30pm.

[ann.wellsmore@amta.org.au](mailto:ann.wellsmore@amta.org.au)

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### [Mobile work arrangements help boost economy and life balance](#)

The Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, and the Minister for Employment and Workplace Relations, Kevin Andrews, this week welcomed the release of the Australian Telework Advisory Committee's report. The report found mobile phones are supporting the capacity of workers to undertake home-based and remote work which has a positive influence on their work/life balance. ([View press release](#))

[randal.markey@amta.org.au](mailto:randal.markey@amta.org.au)

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### [Public concerns on driving continues](#)

There have been numerous media comments recently in relation to mobile phone use in cars. AMTA has developed a detailed commentary on the issue drawing on international research and experience. This information has been provided to both the Victorian and Queensland Governments who are investigating the issue. AMTA's strong view is that education of drivers is the key along with enforcement of current bans on hand-held mobile use (including text messaging) while driving. AMTA does not support "blanket" bans on mobile use in vehicles. The research clearly positions mobile use as

a lower order distraction, however the singling out of mobile phone use is gathering momentum.

[chris.althaus@amta.org.au](mailto:chris.althaus@amta.org.au)

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AMTA: Ph (02) 6239 6555

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

[contact@amta.org.au](mailto:contact@amta.org.au)