



# Snapshot

AMTA's weekly update

**Australian  
Mobile Telecommunications  
Association**

Friday 7 April 2006

## [AMTA wins consumer award](#)

The annual conference of the Consumers Telecommunications Network (CTN) last week recognised AMTA's tips on mobile phones and bullying with an award for consumer education initiatives. CTN Chair Robin Wilkinson thanked AMTA for all it had done for consumers and the CTN over the years "as we work towards access, availability and affordability of telecommunications services for all Australians".

AMTA Board member David Havyatt, AAPT, was recognised by CTN for leadership in resolving customer issues.

AMTA's tips are available on our website ([Click here to view AMTA's consumer tips](#)).

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## [Law Enforcement Concerns](#)

The AMTA Board has confirmed its concerns regarding the level of consultation with industry on changes to telecommunications law enforcement and security legislation currently being prepared by the Attorney-General's Department. The Board has agreed that a united industry position is essential and has asked AMTA to seek participation in this process to both understand the detail and implications of the reform package as well as providing advice on potential industry and market impacts.

AMTA believes that engagement with industry must be a key element of the Attorney-General's process to ensure a broad perspective that takes account of impacts and delivers a balanced policy outcome.

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## [AMTA Board meets in Sydney](#)

The AMTA Board met in Sydney yesterday. Issues central to the Board's agenda included consideration of the 2006/2007 work program and AMTA's longer term strategic planning approach.

The meeting was the last to be attended by Vodafone representative Peter Stiffe who tendered his resignation to the AMTA Board as he is returning to New Zealand.

AMTA Chair Holly Kramer conveyed a vote of thanks to Peter for his long term commitment and involvement with AMTA.

After the meeting Board members met with Peter and recently resigned Board member Keir Preedy from Optus to thank both for their substantial contribution to AMTA. Both Mr Preedy, who resigned in February, and Peter have been key participants in AMTA issues and heavily involved at AMTA events. AMTA acknowledges the significant role both have played in Board issues and

wishes them the very best in the future.

Mr Preedy's position on the AMTA Board has been taken by Dean Smith, General Manager of Government Affairs at Optus. Peter Stiffe has been replaced on the Board by Frances Martin, Vodafone NSW and ACT State General Manager.

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### [AMTA Conference Update](#)

Earlier this week the AMTA Conference Committee met to start planning this year's conference. Put these details in your diaries - AMTA's 2006 Conference will be held on 20 -21 September at the Sydney Convention Centre, Darling Harbour. If you would like to find out more about promotional opportunities, contact Blandina McFarland from Association and Communications Events (the conference organisers) on (02) 9922 6431 or [blandinam@acevents.com.au](mailto:blandinam@acevents.com.au)

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### [Do Not Call Register announced by Minister](#)

The Minister for Communications, Information Technology and the Arts this week announced the creation of a national, legislated Do Not Call Register. The Minister said the Register would cost \$33M, of which the telecommunications industry would contribute \$15.8M, and would be introduced as soon as possible. (View Minister's press release).

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### [AMTA meets with Minister's advisor at National ICT Industry Alliance](#)

AMTA met with key ICT stakeholders in Sydney this week to discuss a paper by DCITA that considers national priorities for the communications and IT industries. David Masters, Senior Advisor for The Hon. Senator Helen Coonan, presented a draft national ICT paper that raises a number of issues for the mobile telecommunications industry. The paper is very broad at this stage and AMTA will continue to monitor the progress of the document, with a possible meeting with the Minister later in the year. Copies of the document are available from AMTA.

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### [Local Councils answer AMTA's call and join MobileMuster](#)

A total of 139 councils from around Australia have expressed interest in the MobileMuster program, with 44 councils already actively participating in the industry's recycling scheme. New councils are joining up every day to help promote MobileMuster and set up collection points. Some councils are being pro-active in their support of the program by promoting MobileMuster through their newsletters, local press and marketing initiatives; They are setting up collection points in their public receptions, libraries and resource recovery centres as well as taking the call out to the community and recruiting local post-offices, supermarkets and businesses to help with the round up!

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### [First meeting of social research steering committee](#)

The first meeting of AMTA's steering committee to oversee the three-year research project with the Australian National University was held in Sydney this week. The project will consider the impact of mobile phones on work/life balance. The initial steering committee meeting discussed with researchers,

headed by the ANU's Professor Judy Wajcman, the industry data they require for the project. The next meeting is scheduled for May 1. The committee members are: Brent Gerstle (Optus); Brad Reed (Nokia); Ros Young (Vodafone); Linda McGregor (Telstra); Ken Joyner (Motorola); Prof Judy Wajcman (ANU); Prof Michael Bittman (UNE); Dr Paul Jones (UNSW).  
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#### [AMTA Forum well attended in Sydney](#)

Macquarie Bank analyst Gary Pinge told the AMTA Members Forum about the bank's projections for industry growth and market trends. He said the bank estimated that there had been 2 million additional mobile customers in the 12 months to December and the industry's mobile base had grown by 6.2%.  
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