



**Australian
Mobile Telecommunications
Association**

Snapshot

AMTA's weekly update

Friday 28 April 2006

[Technology showcase at Parliament House](#)

The Board of AMTA is hosting a Technology Showcase at Parliament House in Canberra on June 14. The Showcase will demonstrate to MPs and regulators the products and services offered by 3G technology. It will feature hands-on displays giving MPs the opportunity to see the latest 3G technology in action. AMTA CEO Chris Althaus said the Showcase would provide an opportunity for the industry to discuss its self-regulatory measures to provide robust and workable consumer protections while encouraging the ongoing vitality, growth and development of our industry.

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[AMTA on Swinburne brain study findings](#)

The findings of the Swinburne study into cognitive effects associated with the use of mobile phones are not consistent with previous research on brain activity. An AMTA spokesperson said some of the effects reported in the Swinburne University of Technology's Brain Sciences Institute in Melbourne study were small and well within normal variations and it was possible that the results were the consequence of chance variability or "statistical noise". The study suggested mobile phone emissions slow reaction times and impair information processing. AMTA relies on international health authorities, such as the World Health Organisation, for assessments of health and safety impacts.

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[Standard Form of Agreement \(SFOA\) Determination](#)

On 3 April 2006, the Australian Communications and Media Authority (ACMA) advised AMTA that the amended SFOA Determination would be presented to ACMA Authority members at the end of April. A copy of the final draft amendments and explanatory statement were provided to AMTA.

Although there are some concerns remaining about the new Determination, the final document represents a major win for AMTA after nearly 12 months' work. AMTA believes it also represents a win for consumers. The amended Determination represents a considerable step forward from earlier draft amendments that threatened to impose an onerous and impractical burden on suppliers that was incommensurate with the consumer risks they intended to address. Suppliers estimated the financial impact of the original proposed SFOA Determination changes to be in excess of \$700 million in a full year – without any real benefit to consumers.

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[Meeting the digital challenge](#)

AMTA supports making the two unallocated digital channels available for new digital services, including the delivery of content to mobile or handheld devices using the DVB-H Standard or similar technology, AMTA says in a submission to DCITA's discussion paper on *Meeting the Digital Challenge: Reforming Australia's Media in the Digital Age*. AMTA's submission supports a technologically-neutral approach with regulatory consistency across a range of technological platforms.

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[Queensland MCF Planning Reforms](#)

The Queensland MCF lodged a submission last year on the proposed Draft State Assessment Code in Queensland. The Queensland Government has reviewed all inputs and revised the document to deliver a simpler, more streamlined approach. The revised approach is known as the Integrated Development Assessment System Code (IDAS), rather than a State Assessment Code which may inaccurately imply that the development assessments are carried out by the State. IDAS operates under the Queensland Integrated Planning Act 1997. The Government has also drafted an Implementation Guideline mainly for use by assessment managers in local councils. The Government is also required to conduct a Regulatory Impact Statement before the Code is finalised - this includes a formal public consultation process which invites further feedback. As a key stakeholder and contributor, the MCF has been asked to provide comment. The MCF Executive Director and Queensland MCF Coordinator have met with the relevant State Government Director to explain the industry's position.

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[Mobile phone retail stores to be promoted in local press](#)

As part of the ongoing campaign to raise awareness of mobile phone recycling, MobileMuster will run a series of press advertisements in May. These will appear in selected local papers throughout Sydney and Melbourne starting from May 14. People are invited to do their bit for World Environment Day (5 June) and hand in their old mobiles at their local mobile phone retailer. AMTA's MobileMuster team is working with carriers to contact all relevant stores.

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[MMF responds to research paper on base station exposure](#)

The Mobile Manufacturers Forum (MMF) has responded to a paper by Austrian researchers on mobile phone base stations that concluded "there was a significant relation of some symptoms to measured power density; this was the highest for headaches". The MMF noted the World Health Organisation position that there are no established health hazards from radiofrequency emissions from base stations and mobile phones below the level of international safety standards. (View MMF press release)

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