



**AMTA**

# Annual Report

Australian Mobile Telecommunications Association

2008

## AMTA Contacts

### Membership

For information about AMTA or membership inquiries phone (02) 6239 6555 or see the website: [www.amta.org.au](http://www.amta.org.au)

### MobileMuster

To contact MobileMuster phone (02) 8920 3555 or see the website: [www.mobilemuster.com.au](http://www.mobilemuster.com.au)

### Mobile Carriers Forum

To contact the Mobile Carriers Forum phone (03) 9684 3419 or see the website: [www.mcf.amta.org.au](http://www.mcf.amta.org.au)



1ST Floor 35 Murray Crescent  
Griffith ACT 2603 Australia  
PO Box 4309 Manuka ACT 2603 Australia  
P: (02) 6239 6555  
F: (02) 6239 6577  
[www.amta.org.au](http://www.amta.org.au)

ABN 98 065 814 315

## List of Contents

AMTA Vision and Members	1
Chair's Report 2008	2
CEO's Report 2008	4
AMTA Policy Program	8
MobileMuster	14
Mobile Carriers Forum	20
Health & Safety	23
Accessibility	25
Lost & Stolen	26
AMTA Board	27
AMTA Staff	28

# AMTA

The Australian Mobile Telecommunications Association is the peak national body representing Australia's mobile telecommunications industry.

**AMTA's vision is to promote an environmentally, socially and economically responsible, successful and sustainable mobile telecommunications industry in Australia.**

AMTA aims to achieve its vision by:

- effective industry representation and leadership
- generating consensus on whole-of-industry issues
- improving the level of trust between the industry, related industries, key stakeholders and the wider community
- promoting an improved understanding of the mobile telecommunications industry and its contribution to the Australian community.

## AMTA Members

### Carriage Service Providers

AAPT Limited  
Crazy John's  
Hutchison Telecoms  
Singtel Optus  
Telstra Corporation  
Vodafone Australian Ltd  
Virgin Mobile

### Handset Manufacturers

i-Mate Pty Ltd  
LG Electronics Australia  
NEC Australia Pty Ltd  
Nokia  
Motorola  
Research in Motion  
Samsung  
Sony Ericsson

### Retailers

Fone Zone  
Mobile Network  
Techoni Technologies

### Infrastructure Suppliers

Alcatel -Lucent  
Ericsson Australia Pty Ltd  
Nokia Siemens Networks

### Support Industries

Aeromobile  
CPS Global Limited  
Crown Castle  
International DHL Global Forwarding  
(Australia Pty Ltd)  
KPPR  
National ICT Australia  
Paradigm.one  
RF Industries  
Risk Insure  
Sinclair Knight Merz  
Telarus  
Urbis



Louise Sexton, Chair

## Chair's Report 2008

Strong consumer growth for 3G technology in 2008 has been underpinned by substantial industry investment to extend the footprint and data capability of 3G mobile networks in Australia.

This year, 3G applications delivering faster connections and increased offerings of interactive services have grown strongly from early adopters to the wider market.

While mobile voice and SMS continue to be industry mainstays, mobile data services have emerged as an important driver of industry growth in 2007/08. Some industry analysts predict that 50% of connections next year will be 3G and 90% by 2012.

The continued adoption of mobile telecommunication services has resulted in more mobile phone subscriptions than people with 21.26 million services in Australia, according to Australian Communications and Media Authority figures.

Consumers continue to reap the benefits of competition through increased industry investment, product and service innovation and lower prices. The Australian Competition and Consumer Commission reported earlier this year that average consumer prices for retail mobile services fell by 2.3 per cent in 2006-07.

The mobile telecommunication industry's significance in Australia measured by its direct economic contribution in terms of the economic activity generated by the provision of services was \$6.47 billion in 2007.

Importantly, our industry is also a key "enabling" contributor to Australia's economic growth because its modelled indirect contribution outweighs its direct contribution. Access Economics earlier this year calculated that the industry's indirect contribution through streamlining business processes, reducing costs and increasing productivity of workers was \$7.73 billion in 2007 (See Figure 1, page 6).

The economic benefits created by the industry are far greater than the resources it draws from the economy, which contrasts with many other industries.

For ongoing growth and sustainability as a driver of productivity gains across the economy, the mobile telecommunications industry requires the continuation of consistent and integrated government policies that will facilitate, not inhibit, the adoption of innovative mobile telecommunications solutions.

AMTA remains committed to working co-operatively with all stakeholders and agencies to achieve balanced policy outcomes for consumers, industry and government. Our industry wants to ensure that the benefits of proposed policies outweigh the costs and we are not hit with regulatory overlap, duplication or complexity.

In the current economic situation, it will be very important that our industry has practical laws and regulations that do not impose overly prescriptive and unworkable burdens on business in terms of regulatory impact or engagement costs, which are commonly reflected in additional costs to consumers.

As important as the bottom line is to our \$14.5 billion industry, AMTA's charter is broader than the promotion of long-term business success. We are committed to working with the community to provide practical advice and programs to help prevent misuse and promote the safe, responsible and affordable use of mobile telecommunications.

Our industry's efforts to accept responsibility and engage with our community to maximise the beneficial impacts of mobile technology were summarised in our corporate social responsibility update, *Staying Connected*, earlier this year.

We have accepted our community responsibility to promote a sustainable industry with MobileMuster, our world-leading mobile phone recycling program, which is provided free to consumers across Australia through our members and other organisations, such as local governments.

Degraded areas of Australia are being replanted with a further 100,000 native trees as a result of MobileMuster's "Old Phones, More Trees" program, which undertook to plant a tree for each mobile phone handed in for recycling between May and June this year. In its second year, "Old Phones, More Trees", in partnership with Landcare Australia, collected more than 100,000 mobile phones, exceeding last year's figure of 75,000.

This is a win-win for the environment because it not only recovers scarce resources and trees absorb the harmful greenhouse gas carbon dioxide, it helps restore degraded landscapes around the nation.

AMTA worked closely this year with the Federal Government to produce new prepaid identity check forms to assist national security agencies. The new forms were introduced to more than 35,000 retail outlets across Australia in August. They were designed to simplify and streamline the current practices of stores being required by law to record customer ID details at the point of sale.

AMTA and its members recognise their responsibilities to work with law enforcement agencies to assist them in pursuing objectives to safeguard the community from security threats and protect citizens.

AMTA released a new guide to assist customers gain affordable and responsible access to premium SMS/MMS services. The tips on accessing premium services were designed to give consumers practical advice on the dos and don'ts of signing up and to manage their usage.

The mobile telecommunications industry works to maximise the beneficial impacts of mobile services by providing consumers with advice to assist them in choosing mobile products and services that suit their particular needs and budgets and to help them manage their usage. Consumers who want information on managing their mobiles can find a range of consumer tips on AMTA's website [www.amta.gov.au](http://www.amta.gov.au)

AMTA is responsible for a range of other industry programs that are highlighted in this Annual Report.

I wish to extend my thanks to the AMTA Board for their engagement and support during the year. In particular, I express our industry's appreciation to four retiring Board Members, whose dedicated service over a number of years has helped guide our industry. AMTA's Deputy Chair, Andrew Volard, and Board Members Hilary Mine, Shaun Colligan and Bill Zikou have stepped down this year.

Finally, I acknowledge the professionalism and diligence of our CEO, Chris Althaus, and each of the AMTA staff and thank them on behalf of the membership for their outstanding efforts again in 2008.



Chris Althaus, CEO

## CEO Report

AMTA continues to work to its strategic plan with specific programs and projects in the core areas of Economics and Industry, Social Responsibility, Environmental Responsibility and Sustainable Business Growth.

This classic triple bottom-line approach remains central to AMTA's engagement on a diverse range of policy, regulatory and operational issues.

In 2008, the much anticipated growth and development trends arising from the latest generations of mobile services and devices began to gather significant momentum.

The much debated "convergence" phenomenon has featured this year with mobile data services rapidly capturing the imagination of consumers. The industry has responded through strong competition driving enhanced consumer value and choice via an increasingly diverse range of 3G products and services.

Mobile broadband has been a star performer with huge potential to further extend the key role of mobile telecommunications in all facets of life through the union of two of the most influential technological developments of the digital age – the mobile phone and the internet.

### RADIOFREQUENCY SPECTRUM

One of the essential ingredients for the provision of mobile telecommunication services is access to radiofrequency spectrum. In essence, spectrum is the 'highway' that carries mobile services – without it service is not possible. What's more, the type and amount of radiofrequency 'highway' made available for mobile telecommunications will influence performance and service levels.

In 2008, the Australian Government and the Australian Media and Communications Authority (ACMA) announced the latest policy processes to plan and manage radiofrequency spectrum in Australia.

There is a critical need for the mobile telecommunications sector to unite and take a sustained strategic approach to spectrum management and planning. Timely access to optimum radiofrequency spectrum is a key operational imperative for the industry.

AMTA has prepared a strategy for engagement with radiofrequency spectrum policy to ensure the allocation of additional spectrum to meet the future needs of the industry, which is driven by market demand for mobile telecommunications services, including mobile broadband.

For example, global broadband subscriptions are forecast to grow strongly with current trends suggesting two thirds of all subscriptions will be mobile by 2012 (See Figure 2, page 6).

## Key Issues

### 1. Digital Dividend

When older style (analogue) TV services are shut down in 2013 some radiofrequency spectrum will become available because new digital TV needs less spectrum to operate. The digital dividend is a major opportunity to secure valuable new spectrum for the mobile sector and will be key to supporting growth opportunities for mobile services such as mobile broadband.

AMTA considers that digital dividend spectrum should not be retained as a broadcasting-only band post analogue switch off. Making digital dividend spectrum available for mobile telecommunications would further promote the economic and productivity benefits that services such as advanced wireless broadband technology can deliver across the Australian economy and community, particularly in rural and regional areas.

### 2. Mobile Carrier Spectrum licence renewal process

The Government is yet to articulate how licence renewal processes will be managed for existing carrier licences. Clearly industry has fundamental investment and commercial imperatives surrounding retention of existing spectrum licences.

AMTA's members hold a range of 15-year spectrum licences in the 800 MHz, 1800 MHz and 2100 MHz bands that are due to expire from 2013. Clearly the process the Government will follow to facilitate the re-issue of these licences is of paramount importance to industry.

Given the billions of dollars already invested by AMTA members who are reliant on this spectrum and the need to make strategic business decisions regarding future capital investments, AMTA has recommended that the Government urgently announce a policy intention to reissue spectrum licences for the spectrum used to supply mobile telecommunications services.

### 3. Specific spectrum targets – 2500MHz

The Government has announced its intention to re-plan the 2500MHz band for use by the mobile industry.

Internationally, this frequency band 2500-2690 MHz was identified for worldwide mobile technology use in 2000 by the World Radio Conference. Since then numerous administrations in Europe, North America and the Asia-Pacific have agreed to re-plan this band to support advanced mobile wireless applications such as mobile broadband.

*The US wireless industry trade body, the CTIA has published a new study that reveals the massive positive impact wireless broadband technology is having on the United States economy. The independent report, commissioned by CTIA and prepared by analyst Roger Entner as a follow-up to a 2005 Ovum Report, projects the total value of wireless broadband and mobile voice services to exceed \$427 billion by the year 2016, and additional benefits to the Gross Domestic Product of \$860 billion over the next ten years.*

FIGURE 1

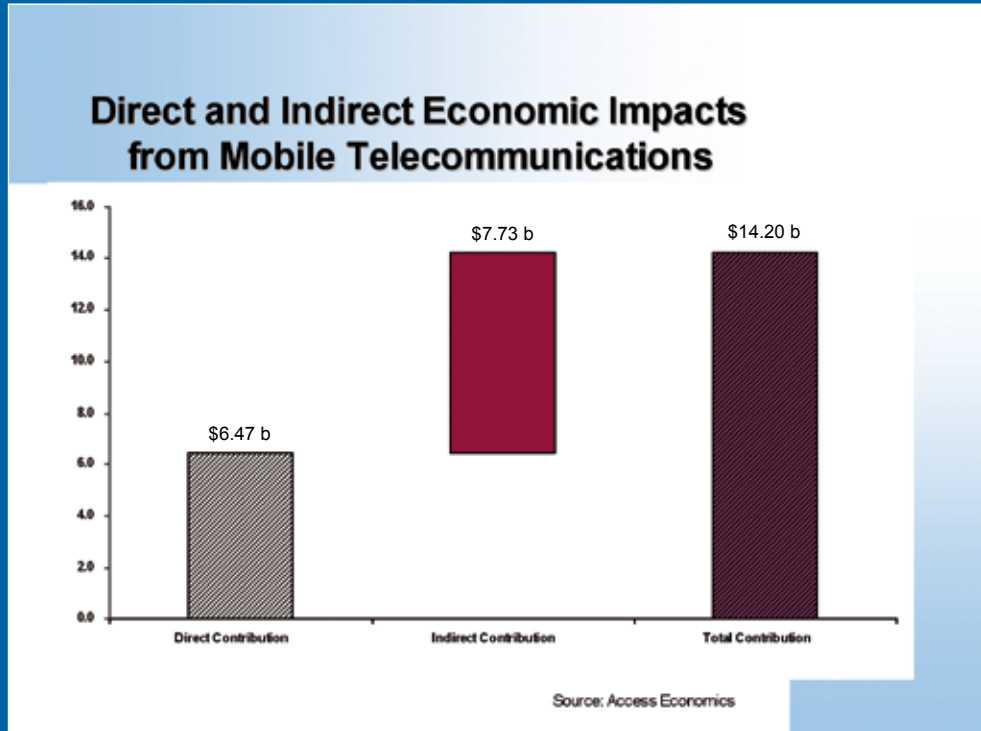
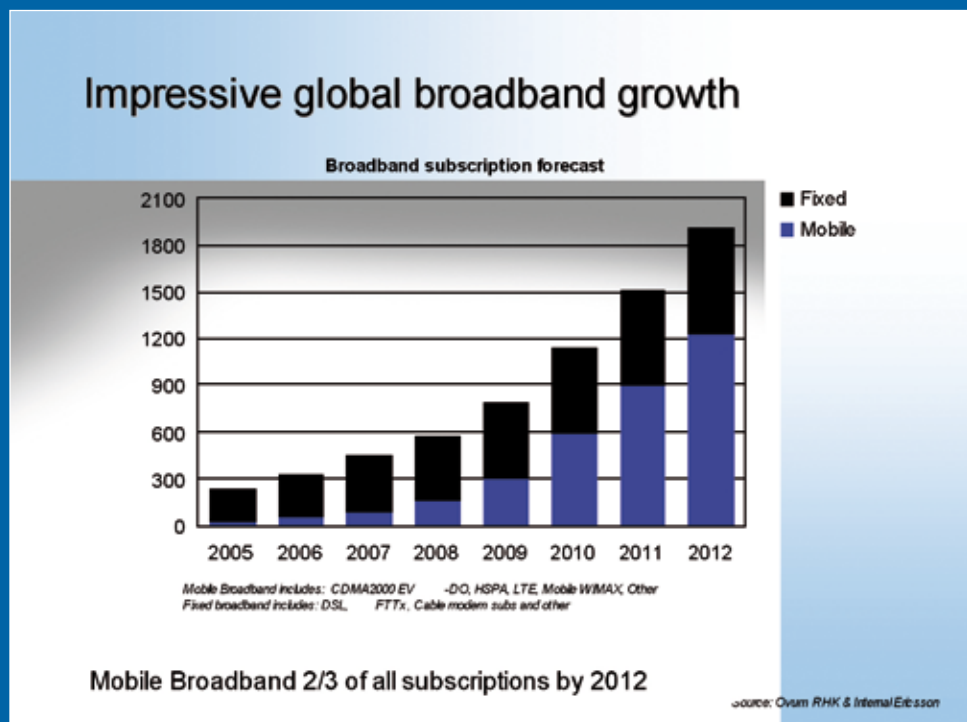


FIGURE 2



## Showcase

In 2008, AMTA held the second of its Technology Showcase events in Federal Parliament. The AMTA Showcase gives MPs, Senators and senior bureaucrats the opportunity to see the latest mobile phone technology, which streamlines business processes, reduces costs and increases the productivity of the workforce through anywhere, anytime connectivity.

This year's event featured the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, who launched AMTA's latest economic analysis by Access Economics.

The report, Australian Mobile Telecommunications Industry Economic Significance and Contribution 2008, says the mobile telecommunications industry plays a key role in the Australian economy because the enabling technology drives productivity across all sectors, which results in its indirect contribution outweighing its direct impact on the economy.

The report also suggests that rising mobile data traffic flowing from the increasing uptake of 3G mobile telecommunications will contribute an additional \$2.1 billion to Australia's economic output in 2010.

According to the ACMA's figures, 3G mobile services in operation as a percentage of the population were 23%. There are more than 4.5million 3G mobile services in Australia, a 192% increase between June 30, 2006, and June 30, 2007. Some analysts suggest 3G penetration will be 50% by the end of 2008 and 90% by 2012.

With the growing uptake of 3G technology this industry is not standing still. Innovation is producing so-called "3.5G" or enhanced 3G service which is another step in the long-term evolution of our industry.

## Conclusion

AMTA continues to work closely with its membership to design programs and projects that represent the role, characteristics and contribution of mobile telecommunication services in Australia.

AMTA pursues strong engagement with external stakeholders to ensure the policy, regulatory and operational needs of the industry are understood and reflected in outcomes.

AMTA has achieved strong results in 2008 and has a forward-looking program in place to address the challenges facing the industry via ongoing proactive and responsible industry representation.

My sincere thanks to the Board, and to all the members of the AMTA committee and council network, who are the driving force behind the achievements of the Association, and a special thankyou to the AMTA Staff for their valued input and outstanding effort during the year.

# Policy

The guiding principles of the Policy and Strategy Steering Committee (PSSC) are to consolidate and advance AMTA's position as the leading advocate for policy and strategic issues affecting the mobile telecommunications industry.

AMTA, through the PSSC, strives for leadership in promoting policy and regulatory settings that deliver:

1. Public trust and confidence in mobile products and services.
2. Robust consumer safeguards, particularly to prevent young consumers from accessing inappropriate content, and provide consumers with clear cost information.
3. Encouragement and support for the ongoing vitality, growth and development of the mobile telecommunications industry.
4. Practical laws and regulations that do not impose overly prescriptive and unworkable burdens on business in terms of regulatory impact or engagement costs, which are reflected in additional costs to consumers.

The PSSC does this by identifying current and expected whole-of-industry issues and developing strategies to enable the industry to proactively manage and respond to those issues.

The Committee comprises representatives from Corporate Affairs, Public Policy and Government Relations areas of AMTA's member companies, with increasing involvement with those with technical and operational expertise.

The past year has been busy with the PSSC tackling a diverse range of matters, including:

- Spectrum management
- Law enforcement issues, including:
  - Prepaid identification regime
  - Data retention
- Commercial and regulatory issues, including:
  - Amendments to the Trade Practices Act
  - International mobile roaming issues
- Consumer issues, including:
  - Mobile premium services
  - Mobile filtering
  - Location-based services
  - Education

## Spectrum

In 2008, the Australian Government and the Australian Media and Communications Authority (ACMA) announced the latest policy processes to plan and manage radiofrequency spectrum in Australia.

Radiofrequency spectrum is essential to the provision of mobile telecommunications services; without spectrum, there can be no mobile service. Recognising this, the PSSC has prioritised working together towards a sustained strategic approach to spectrum management and planning to ensure the allocation of additional spectrum to meet the future needs of the industry.

As part of this, AMTA submitted three papers in response to each of ACMA's discussion papers on spectrum: the Five Year Spectrum Outlook; Spectrum Management Principles; and Government Spectrum Holdings.

Further details on AMTA's position on spectrum are provided in the CEO's Report.

## Law enforcement/national security issues

AMTA is working with the Attorney-General's Department and other key policy makers to address mobile telecommunications-related national security and law enforcement issues in a proactive, practical and efficient manner in line with industry's operational environment.

AMTA recognises industry's responsibility to work with law enforcement agencies to assist them in pursuing objectives to safeguard our community from security threats and help protect our citizens.

AMTA is working on a diverse number of national security-related issues, such as pre-paid identity checks, data retention, jamming, bomb disposal, jamming in prisons and anti-money laundering.

## Regulation

The telecommunications sector responds to a range of legislation and regulation via industry codes of practice. This co-regulatory approach allows the flexibility that industry and regulators need to keep pace with the dynamics of the rapidly changing market.

AMTA provided a number of submissions in relation to new or revised regulation covering the mobile telecommunications industry in 2007/08. These included:

- The Telecommunications (Interception and Access) Amendment Bill 2007 (received Royal Assent on 6 November 2007)
- The Radiocommunications (Prohibited Devices) (Emergency Use of Electronic Counter Measures for Bomb Disposal Activities) Exemption Determination 2006
- The Telecommunications (Emergency Call Service) Determination 2002 (reduction of non-genuine mobile calls to 000 & 112)

### **Prepaid ID Check**

The Telecommunications (Service Provider – Identity Checks for Pre-Paid Public Mobile Telecommunications Services) Determination 2000 sets out the requirements for the mobile telecommunications industry in relation to the purchase of prepaid public telecommunications services in Australia.

In March 2006, ACMA released a discussion paper, "Improving Identity Check Processes for Pre-paid Mobile Services, after some stakeholders had raised concerns about the current regime. In 2007/08, AMTA developed and implemented a streamlined process for the collection of certain personal information from consumers featuring a common prepaid identity check form for use at the point-of-sale for the purchase of all prepaid mobile services including SIM cards.

Such information is required by law and the new process and forms will supply important information to law enforcement agencies. AMTA is working with the Australian Communication and Media Authority (ACMA) and law enforcement agencies to continuously improve collection, storage and retrieval of relevant information.

### **Blunn Report**

In Aug 2005, Anthony Blunn AO reported to the Government on his review of the "policy options for the regulation of access to telecommunications with a particular emphasis on new and emerging telecommunications technologies". The previous Department of Communications, IT and the Arts' discussion paper "Consideration of Telecommunications Interception and law enforcement near-term challenges" included proposals for a greater emphasis on national security and law enforcement issues.

AMTA has continued to keep a watching brief on the issues contained in both reports and developed a submission to the Government on Data Retention, in conjunction with the Communications Alliance (CA) and the Internet Industry Association (IIA), opposing an extension of data retention provisions for telecommunications industries and noting that any changes would need to be based on clear evidence that a data retention regime is necessary.

### **Bomb Disposal**

In late 2006, the draft Radiocommunications (Prohibited Devices) (Emergency Use of Electric Counter Measures for Bomb Disposal Activities) Exemption Determination 2006 was release for comment. AMTA expressed its concerns at the lack of industry consultation in the development of the draft Determination and wrote to ACMA in early 2007.

The matter was referred to the Law Enforcement Agency Committee and a review was established with AMTA and Optus on the review team. AMTA accepted its responsibility that the industry would be required to allow exemptions for the import of these types of devices for anti-terror activities and to ensure the safety of law enforcement agencies dealing with these types of instances. The use of such devices will be strictly controlled. AMTA continues to liaise with the relevant agencies on this matter.

### **Emergency Call Services (SIMless Blocking)**

The objective of the proposed change to the Telecommunications (Emergency Call Service) Determination 2002 is to minimise the number of non-genuine mobile calls to the Triple Zero and 112 emergency call service numbers.

It is recognised that non-genuine calls is a complex issue that cannot be easily mitigated through any single approach. The issue of non-genuine calls has its roots in a community behaviour problem and as such cannot be addressed solely by technical means. Any technical approach can at best lessen the impact of non-genuine calls, however, to change behaviours, an educative component would need to be considered.

The industry is working on technical options to minimise these calls and has asked the Government to implement complementary education measures.

## **Commercial and regulatory**

### **Trade Practices Act (Clarity in Pricing Bill)**

In the Spring sitting of Parliament, the Government introduced the Trade Practices Amendment (Clarity in Pricing) Bill 2008. The Bill is designed to tackle the problem of hidden fees and charges for consumer products.

AMTA provided substantial input to the Bill, with initial comment provided in response to a public consultation process in 2006 and considerable additional input in 2008.

AMTA fully supports the Bill's intent of ensuring clarity in pricing, but had serious concerns about a number of issues in early drafts of the Bill. It worked co-operatively with Government to resolve the issues in a way which would ensure the Government's objectives could be met in a workable, practical and efficient manner for the industry.

AMTA will continue to monitor the Bill as it passes through the House of Representatives.

### **International Mobile Roaming**

In June 2008, the Government announced a House of Representatives Inquiry into International Mobile Roaming. The Inquiry is considering the costs of mobile roaming and whether the prices charged to consumers are reasonable given the underlying cost of provision. It is also considering the adequacy of consumer information on costs and charges for international mobile roaming.

AMTA provided a substantial submission to the House of Representatives. AMTA argued that Australian mobile network operators are net wholesale out-payers and also wholesale price-takers. A large proportion of the final retail price for international mobile roaming is set by the overseas operator with Australian operators being price-takers when dealing with international partners (as recognised by the ACCC in a 2005 Report on International Roaming). AMTA also noted the availability of a large amount of consumer information on international roaming.

Importantly, in addition to considering the stated Terms of Reference, AMTA commented on the recent European legislative response to roaming charges within the European Union. AMTA argued that a legislative response in Australia would not only be unjustified, but would do little to bring down prices for Australian consumers.

## Consumer

### Mobile Premium Services

Over the years, AMTA has taken a proactive and leading role in the development of safeguards to protect children from inappropriate mobile content and giving consumers clear cost information on premium mobile services. This included a leading role in developing the Mobile Premium Services Industry Scheme (MPSI) and its associated Guidelines (providing the operational guidance on how to comply with the higher level requirements outlined in the MPSI Scheme). The MPSI was approved by the Australian Communications Media Authority (ACMA) in October 2006.

The Guidelines and approved Scheme then became the responsibility of Communications Alliance (CA), which agreed to act as scheme custodian. This included assuming responsibility for the Scheme's day-to-day management, including managing the necessary reviews.

AMTA has re-engaged in mobile content issues in 2008, taking a high-level interest in the Scheme's Review and working with CA to consider additional measures to address identified problems and concerns. This included jointly producing new consumer information with CA. AMTA has also produced its own Consumer Tips on Mobile Premium Services, which are available on the web.

### Mobile Filtering

AMTA is holding early discussions with the Government on its recent announcement to conduct mobile internet filtering trials.

### Location-Based Services

AMTA began developing Industry Guidelines on (passive) LBS services in 2006 with a view to setting a benchmark for the responsible provision of these emerging services. Such services include friend-finder services, anonymous chat and dating location-based services and mobile games.

Issues to manage include privacy and safety, particularly where children are likely to use the services. Work on the Guidelines resumed in 2008 and AMTA is hopeful that it will be able to move forward to finalise its draft Guidelines in early 2009.

## Education

### Consumer information guides

To assist in answering consumer questions and concerns, AMTA has produced and widely disseminated a range of "Consumer Tips" covering a range of issues including managing your mobile spend, mobile phone viruses and spam and scam.

In addition to some minor updates of existing tips, AMTA has produced some new tips in the last year and substantially revised others:

- Mobile premium SMS/MMS - to inform customers about premium services and how they can use them responsibly.
- International mobile roaming - AMTA has updated its tips on international mobile roaming to reflect some technological changes and the increasing use of data roaming.

### CCF

AMTA participates in ACMA's Consumer Consultative Forum. The group, which comprises representatives from Government, industry groups and consumer bodies, considers a range of consumer issues, including mobile communication issues.

### ACSSO

AMTA formed community partnerships with the Australian Council of State School Organisations (ACSSO), the peak council of government school parents and citizens, and the Alannah and Madeline Foundation, a national charity to keep children safe from violence.

AMTA is partnering these organisations to promote safe, friendly and caring environments in schools to help combat cyber bullying and promote young people's positive use of mobile technology.



Chris Althaus (CEO), Louise Sexton (Chair), Sen Stephen Conroy Minister for Broadband, Communications and the Digital Economy at AMTA Showcase.

# MobileMuster – Year in Review

Mobilemuster, the official recycling program of the mobile telecommunications industry, is AMTA's primary commitment to an environmentally sustainable industry, which minimises the use of resources through product stewardship. MobileMuster has continued to make good progress against its 14 objectives as listed below. Its achievements for the past 12 months include:

## Transparency

*200% increase in collections in 3 years (by end 2008)*

- Total collections of mobile phone components were 97 tonne, up 24% on previous year; the number of handsets and batteries increased by 31% to 755,200.
- Due to a substantial increase in reported mobile phone shipments (up 13% from 8.68 million to 9.77 million) the annual collection rates of net imports increased slightly to 5.5% and the annual collection rate of discarded phones was 18%.
- Consumers as of May 2008 can now post their mobile phones for free using the reply paid recycling satchels available in selected mobile phone packs and from Australia Post outlets nationwide
- Recycling through kerbside is now also available in three regions of Australia.

## Kerbside Collections

AMTA is working with recyclers and local councils to collect mobile phones using either the "day-after" kerbside collection scheme or existing schemes, offering financial assistance to promote the collections and \$2 per kg to recyclers for collecting and sorting the mobiles.

In the Hunter Region, NSW, the Hunter Resource Recovery in partnership with FM Recycling commenced its new "Lifecycle" collection system in April this year. Mobile phones are collected along with unwanted household goods, such as toys, books and clothes.

Moonee Valley City Council in Victoria ran another Renew collection this year. This is similar to Lifecycle, where unwanted household goods are collected using the standard recycling bin and are picked up the day after the normal recycling night.

On the NSW south coast, the Eurobodalla Shire Council, also accepts mobile phone components in their kerbside recycling bins. Residents are given a satchel to place their mobiles in and they place the satchel in their recycling bin with bottles and cans. The satchels are retrieved at WSN's Environmental Material Recycling Facility in Moruya and then shipped to MobileMuster for processing.

#### *Reduce handsets going to landfill by 50% in 3 years*

- Disposal to landfill of consumers' most recently replaced handsets remained steady at 4% in February 2008 (compared to March 2007). This was down from 9% in March 2005.

#### *Recycling process to meet/exceed international benchmarks & transparency of recycling processes*

- Third party recyclers comply with international environmental standards i.e. ISO 14000

#### *Quarterly publishing of collections & annual external financial & environmental audits*

- Reporting assurance - KPMG has been engaged to prepare a review report on selected key performance indicators, which will be available in late November at [www.mobilemuster.com.au](http://www.mobilemuster.com.au)

## Visibility

#### *Category leader in consumer awareness of mobile phone recycling*

- Awareness of mobile phone recycling in February 2008 was 75%, down slightly from 79% in July 2007.
- For the second year, MobileMuster implemented the Old Phones, More Trees campaign in partnership with Landcare Australia; for every handset recycled a tree will be planted - 100,000 handsets were collected between 2 May and 9 June 2008, 25,000 more than in 2007.

By the end of next year 175,000 trees will have been planted at various Landcare Australia projects across Australia.

The first 75,000 trees are being planted at 9 sites by local Landcare groups from Innisfail in Queensland; Taree, Penrith, Liverpool Plains and Murrumbidgee Catchment in New South Wales; Mentone and Framlingham in Victoria; Goolwa in South Australia; Mandurah in Western Australia. These plantings will help restore biodiversity; protect the habitat of endangered wildlife such as cassowaries and koalas; reduce soil salinity and erosion and improve water quality. Only native and site appropriate species are being planted.

As part of the Old Phone, More Trees campaign in May, MobileMuster initiated the first of two Schools' Recycling Challenges for the year. The second Schools' Recycling Challenge was launched in late September and runs until November 14, 2008.

### Schools' Recycling Challenges

Old Phones More Trees Schools' Challenge – May 2008. The challenge was open to schools in NSW, Queensland, Victoria and the ACT. Over 200 schools and classes registered for the challenge and collected nearly 1,000 kgs of mobile phone components, including nearly 4,000 handsets. Students were rewarded with prizes - backpacks, watches and stationary kits - for their efforts. St Josephs Primary School in West Kempsey, NSW, collected a massive 64kgs of old mobile phones, batteries, chargers & accessories.

National Schools Recycling Challenge – November 2008. This challenge is open to all schools across Australia. Invitations to be part of the challenge were issued in September and nearly 300 schools registered. Schools and students will once again be rewarded for their efforts. If a school collects more than 14kg they will receive 50 native saplings and classes that collect more than 9 kgs will receive a native plant for each student to grow.

- MobileMuster set a new Guinness World Record™ on the 31 May 2008 for the largest donation of used mobile phones in 24 hours with 2,590 mobile phones. The Guinness World Record attempt was held simultaneously across Westfield shopping centres in Sydney, Melbourne, Brisbane, Adelaide and Perth.

AMTA/MobileMuster was recognised for its contribution to Landcare Australia recently at the National Landcare Awards in Canberra. MobileMuster also received a Highly Commended certificate from the Public Relations Institute of Australia (PRIA) NSW

#### *Recycling information embedded within sales process*

- Manufacturers, service centres and mobile phone retailers continue to include MobileMuster recycling messages in catalogues, websites, direct marketing, television advertising, in-store promotions and other customer communications.
- A reward and recognition program for mobile phone retailers has been established to encourage staff to ask their customers to hand in their phones for recycling with every sale. Retailers have been rewarded with jelly beans, cash vouchers and Achievement Certificates. To educate and encourage staff in this role, a team of MobileMuster Ambassadors has been contracted to visit 1,250 mobile phone retailers quarterly in metropolitan NSW, VIC, QLD, ACT, SA and WA.

#### *Increased accessibility and effectiveness of collection network.*

- The number of public collection points nationwide is more than 3,200, which provides good and convenient public access to recycling facilities.
- Over half the collections in 2007/08 (52%) were received from mobile phone retailers. The largest growth by weight was also in the mobile phone retailer channel reflecting greater community participation. Satchels contributed to 4% of total collections.
- A trial to test the feasibility of reply paid mailing labels, stickers and recycling satchels was conducted in the first half of 2008. This included inserting stickers and satchels in mobile phone

packs, distributing them via mobile phone retail outlets, at events as well as in magazines such as the Australian Farm Journal and Virgin Blue's Voyeur Magazine.

As a result recycling satchels are now a permanent feature in many Samsung mobile phone packs, distributed with every sale by Simply Mobiles and are available from Australia Post outlets nationwide.

Mobile phone users can also download reply paid mailing labels from the website

#### *Expansion of collection points to include Government, and Corporate locations*

- The number of local, state and federal government locations continues to grow with local council participation increasing by 23% from 228 to 280 local councils. There are more than 700 council collection points across Australia and as a result annual local council collections increased from 1.4 tonnes in 2006-2007 to 3.8 tonnes in 2007-2008.

#### **MobileMuster Local Government Awards**

The inaugural 2007 MobileMuster Local Government Awards were presented by Tim Flannery at ALGA's National General Assembly in November 2007 to recognise the outstanding efforts by local councils in promoting and collecting mobile phones for recycling.

Four awards were presented: Best Promoter (Lake Macquarie Council); Working With Schools (Campbelltown City Council); Top Collector/Recycler (Brisbane City Council); National Excellence Awards (Brisbane City Council).

Nominations for the 2008 MobileMuster Local Government Awards close on 19 November and will be presented at the Local Government Constitutional Summit – a special National General Assembly to be held at the Melbourne Convention Centre from 8 December – 11 December 2008.

- There are 440 businesses, small and large, collecting mobiles from staff at more than 690 sites on either a permanent or short-term basis.
- Over 450 schools, universities and TAFEs are also actively involved, substantially extending the reach of mobile phone recycling to Australia's youth

## **Sustainability**

*Program to be industry managed and funded with all carriers / handset vendors to be active participants.*

- At least 85% of the industry continued to contribute financially to the program including handset manufacturers: i-Mate, LG Electronics, Motorola, Nokia, NEC, Samsung Electronics Australia, Sharp, Sony Ericsson – this group represents 85% of the market. Mobile telecommunications carriers, representing 100% of the market, are: Telstra, Optus, Vodafone, Hutchison, AAPT and Virgin Mobile; one battery importer, Force Technology, is also a contributor.

*Recycling offered free to consumers and retailers & recycling program's efforts aimed at long-term collection strategies*

- Members maintained contributions with handset levies remaining at the agreed levels of 42c per handset shipped into Australia and 13c for after-market batteries.
- The Mobile Telecommunications Industry Statement of Commitment to Mobile Phone Recycling to 2013 will be presented to the Environment Protection and Heritage Council in November 2008.

### **Mobile Telecommunications Industry Statement of Commitment to Mobile Phone Recycling**

This document outlines AMTA's and its participating members' commitments over the next five years to significantly improve community awareness and participation in mobile phone recycling.

AMTA will report annually on its performance against the key indicators listed below and will review and refine its strategies and indicators regularly in consultation with government and the community to ensure continual improvement in the performance of the program.

AMTA considers this statement of commitment as the next step along the path towards the mobile phone industry achieving its long-term vision of an environmentally sustainable industry, which minimises the use of resources through product stewardship, including the environmentally sound disposal of all mobile phones at the end of their useful life.

### **Key Performance Indicators and targets to 2013**

<b>Key Performance Indicators</b>	<b>Targets</b>
<b>Collection</b>	
Annual collection rate for discarded phones ✓	increase over 65%, up from 17%
Annual collection rate of net imports ✓	increase to more than 20%, up from 5.1%
<b>Recycling</b>	
Diversion from land fill rate ✓	maintain at more than 90%
Estimated recycling rate (i.e. materials recovered)	maintain at more than 75%
<b>Consumer Behaviour</b>	
Personal storage rate of 2 or more phones ✓	decrease to less than 18%, down from 32%
Disposal to landfill ✓	Decrease to less than 2%, down from 4%
Awareness ✓	Increase to more than 85%, up from 75%
<b>Industry Involvement</b>	
Industry participation ✓	maintain at greater than 90%

## SUMMARY OF KEY PERFORMANCE INDICATORS

Key Performance Indicators	2008/09 Targets	2007/08 Actual	2006/07 Actual	2005/06 Actual
<b>Collections</b>				
Mobile Phone Collections (tonnes)	130	97*	78	42
Annual Collection Rate, Discarded Phones	29%	18%	31%	23%
Annual Collection Rate, Net imports	7.5%	5.5%	5.1%	2.8%
Estimated Number Handsets & Batteries	1,048,000	755,200	576,640	391,000
Reported Shipments	9.5 M	9.77 M	8.68 M	8.41 M
Exports	0.86 M	0.89 M	1.05 M	1.04 M
Net Imports (units)	8.65 M	8.87 M	7.63 M	7.37 M
Net Imports (estimated tonnes)	1,729	1,775	1,526	1,474
<b>Recycling</b>				
Diversion from Landfill	Over 90%	Over 90%	Over 90%	Over 90%
Recycling Rate (est'd material recovered)	> 75%	> 75%	> 75%	> 75%
<b>Consumer Behaviour</b>				
Personal Storage Rate (% users with 2 or more handsets at home)	29%	32%	36%	38%
Disposal to Landfill Rate	< 2%	4%	5%	9%
Awareness of Mobile Phone Recycling	> 80%	75%	69%	46%
<b>Industry Participation</b>				
Manufacturers	> 90%	> 85%	> 85%	> 88%
Mobile Network Carriers	> 95%	> 95%	> 95%	> 95%

\* - The collection result for FY 07/08 does not include approximately 9 tonnes of mobiles received during the period 1/7/07 to 17/7/07. This amount was included in the FY 06/07 collection result because it was part of MobileMuster's Old Phones, New Trees initiative, where for every handset deposited at participating collection points between 21/5/07 to 30/6/07 a tree would be planted.



MobileMuster's Guinness World Record™

# Mobile Carriers Forum

The Mobile Carriers Forum (MCF), a division of AMTA, deals with the social, environmental, policy and regulatory issues related to the deployment and operation of mobile telecommunications networks in Australia.

The MCF, on behalf of its member Carriers - Telstra, Optus, Vodafone and Hutchison - strive to meet local community expectations regarding the deployment of mobile phone base stations and balances these expectations against the wider needs of the industry's customers, who own more than 21 million mobile phone subscriptions.

Effective and reliable mobile telecommunications networks require a comprehensive network of base stations deployed in the community to deliver coverage and avoid black spots and network congestion. For example, comprehensive mobile coverage is essential for emergency calls. The Australian Communications and Media Authority (ACMA) says that more than 60% of calls to the emergency number 000 are made from mobile phones.

The four mobile network carriers in Australia have an extensive network of base stations on approximately 14,800 sites across Australia.

The MCF undertakes community consultation to address local expectations for responsible network roll out programs. These include:

## Responsible network deployment

During the year, the MCF maintained contact with more than 600 City and Shire Councils across Australia and the Local Government Associations that represent the sector.

These Councils have continued to draw on MCF resources such as the MCF's "ACIF Code Consultation Guidelines for Local Government". The Guidelines help Councils become involved in the decision making and consultation processes for the location and design of "Low Impact" telecommunications facilities.

The industry's uptake and implementation of the ACIF Code has resulted in a steady decline in the number of complaints about network deployment to ACMA. The Industry has continued to build on progress from last year's ACMA Annual Report, where 31 complaints were lodged under the Code down from a peak of 137 complaints received five years ago in 2002-03.

## Co-location of network infrastructure

The carriers continued to make progress in finding co-location opportunities for deploying base stations. Across Australia, more than 50% of all base stations are now shared by the mobile carriers or other users. This is the industry's response to calls from the community for fewer towers.

The MCF is mindful that although co-location is often preferred, it does not always deliver the best visual outcome for every community. Some communities prefer a few carefully integrated low-impact facilities in their area. Given a carrier's network requirements, and through the consultation process

with local councils and communities, carriers can better determine the preferred deployment outcome for an area.

One of the MCF's key functions is to better facilitate co-ordination in deployment and network operations and respond to that through the formulation of policies that will help streamline the co-location process.

## State Government Policy

In 2008, the MCF worked with state governments in NSW, Queensland, Western Australia and Tasmania through its regional planning program to initiate statewide planning reform of defunct policy on wireless network deployment.

The regulatory arrangement that exists in Victoria is being used as the suggested model for other states to adopt. In 1999, Victoria overhauled its policy and introduced new uniform statewide planning policies to guide the assessment of telecommunications infrastructure.

## Information for Stakeholders

The MCF produces Fact Sheets relating to the deployment of mobile networks for community, government and industry stakeholders. The series of Fact Sheets has nearly doubled in 2008. Recent Fact Sheets include: "How networks work" and "Antennas on Rooftops". MCF fact sheets can be located at [www.mcf.amta.org.au](http://www.mcf.amta.org.au)

## Public Health & Safety

The MCF is committed to improving community understanding of health and safety standards that apply to mobile telecommunications networks. It also provides a system for carriers to manage the electromagnetic energy (EME) compliance of mobile phone base stations in line with Australian standards and regulations.

Base stations are designed, built and tested to comply with strict science-based guidelines, which are recognised by national and international health agencies as providing ample protection for all members of the community.

The Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) recently confirmed the safety of base stations. They found that on average the exposure level was 5000 times below the Australian safety limit. ARPANSA also noted that AM radio accounted for 91.2% of radiofrequency in the community while digital mobile phone base stations contributed only 1.4%.

A report has been developed by ARPANSA to ensure information about mobile phone base stations and levels of electromagnetic energy (EME) is provided to interested stakeholders during the consultation process. A copy of the reports, produced for all new base station installations and for upgrades of existing sites, can be accessed at the MCF National Site Archive website [www.rfnsa.com.au](http://www.rfnsa.com.au)

The international consensus of expert health bodies, such as the World Health Organisation (WHO), is there is no substantiated scientific evidence of health effects from mobile phone base stations.

People can be confident, based on expert, independent advice that there is no medical, statistical or biological basis to claim a link between health effects and mobile phone base stations.

The MCF believes an industry approach based on transparency, accountability and providing clear information on its environmental and social performance is the best way to inform and reassure the community on the role and safety of mobile phone base stations.

### **Planning the Mobile Telecommunications Network**

The four mobile network carriers who are members of the MCF – Telstra, Optus, Vodafone and Hutchison - are establishing or upgrading many hundreds of mobile network base stations each year to accommodate extra capacity on their networks or to improve coverage.

To achieve an effective operational network mobile network carriers carefully select sites for new base stations that are:

- Located at a suitable elevation
- Clear of obstructions such as buildings, trees and the natural landform
- Situated in a location where radio frequency (RF) signals would not overlap and interfere with nearby existing or proposed base stations.

To assist with this task, Carriers will use a Mobile Network Base Station Cell Planning Tool. The Tool simulates coverage from candidate locations at varying antenna elevations. The different colours reflect the strength and quality of the coverage from a proposed location to demonstrate whether the proposed base station fits neatly into the network with surrounding base stations.

### **Minimising the visual impact of base stations**

Last year, the MCF established a Design and Innovation Taskforce to improve the visual outcomes of mobile network infrastructure. The industry recognises that improved design lessens the visual impact of facilities, which in turn causes fewer concerns for local communities and facilitates the acceptance of infrastructure. The aims of the project were to identify techniques and guidelines which can be applied on an every-day basis to deployment planning and design.

Design and Innovation Taskforce recommendations are being implemented by the industry in 2008, including the use of a new Mobile Phone Base Station Design Guide. The Guide allows the carriers to:

- Assess the landscape and determine the sensitivity of the visual environment
- Identify types of facilities appropriate to the landscape context
- Identify how to reduce the visual impact of facilities through design development
- Provide a framework that allows a range of objectives to be balanced against visual outcomes.

In 2008, the Design Guide was nominated for a Planning Institute of Australia (PIA) Award for Excellence, reflecting the value it has added to the site design and planning process.

# Health & Safety

The mobile telecommunications industry complies with strict safety standards, monitors global research and informs the public of health information related to electromagnetic energy (EME) and the use of mobile phones and the deployment of mobile network infrastructure.

## New web portal

The AMTA Health and Safety Committee this year formed a partnership with leading international mobile telecommunications industry bodies to produce a new communications web portal on health issues and electromagnetic fields (EMF).

AMTA Members, in conjunction with the GSM Association (GSMA) and the Mobile Manufacturers Forum (MMF), developed the site, EMF Explained Series, to provide easy-to-read information for the public and people working in EMF-related areas to gain a better understanding of EMF and wireless issues. It can be accessed at [www.emfexplained.info](http://www.emfexplained.info)

## Interphone

The Health and Safety Committee has prepared for the release of Interphone, the biggest study undertaken to investigate any possible link between mobile phone use of up to 10 years and cancer. The long-running study brings together data from 13 nations and is expected to release its finding in 2008-09.

Interphone, although the biggest health study undertaken on the safety of mobiles, is only one study in a long line of ongoing research into the health impacts of mobile phones. No single study can provide an answer to a scientific question. This and other studies should be viewed as part of the total research effort and the World Health Organisation's health risk assessment process, which takes the whole body of science into account.

AMTA will seek to present a balanced view in providing consumers with health and safety information by relying on the expert judgement of public health authorities, including the WHO, when Interphone is released.

## Research

Accurate science-based information assists people to make informed choices about mobile technology and health.

AMTA has contracted leading scientists to undertake research projects on issues to assist the public with key safety information. The Australian Centre for RF Bioeffects Research, which is a National Health and Medical Research Council centre of research excellence, is undertaking two projects.

The first project is to study different devices in people's homes that employ radio frequency to find out if the cumulative emissions generated are within safety guidelines that provide protection for the community. AMTA has been advised that the ACRBR is analysing the results and aims to have the main findings available for the Science and Wireless event in early November.

The second ACRBR project is testing claims that driving while using a mobile is like driving while intoxicated; so far two out of 20 subjects have been tested. The researchers aim to complete testing before Christmas and supply a technical report with results by March 2009.

AMTA's two-year \$400,000 social research project, in partnership with the Australian National University, has been completed and the industry and academic participants have submitted a final report on the project to the Australian Research Council.

The project, for the first time in Australia, empirically examined the social impact of mobile technologies at work and at home. It collected nationally representative data between March and September 2007 from a sample of 2185 individuals, comprising 1905 individuals from 1435 on-line households and 280 individuals in 280 off-line households.

The project is a major contribution to evidence-based policy and is assisting policy makers, regulators, industry and consumer groups to have a more informed debate, leading to effective, informed and practical policy outcomes.

## Driving

AMTA has worked with key stakeholders to promote drivers' safe and responsible use of mobile phones.

AMTA partnered with the Federal Minister for Transport, the Australian Automobile Association, insurance companies and the National Transport Commission to promote safe driving practices.

The industry's safe driving tips, "Safety is your most important call", have been adopted by the Federal Department of Finance and Deregulation for drivers of 8,700 Federal Government fleet cars across Australia. AMTA's safety tips were used by insurance company AAMI in its national campaign against unsafe driving practices.

AMTA's safe driving tips can be viewed under Consumer Tips at [www.amta.org.au](http://www.amta.org.au)

# Accessibility

AMTA's Accessibility Committee aims to:

- Increase members' awareness of innovation, developments and trends in accessibility and disability policies, strategies, initiatives and issues arising both in Australia and overseas
- Ensure that accessibility for people with disability is part of AMTA's consideration of all issues
- Improve access to mobile services by people with disability.

Through its Accessibility Committee, AMTA has developed and published a Mobile Phone Industry Good Practice Guide: Accessibility for People with Disabilities. AMTA has also developed a range of useful information about the accessible features of mobile handsets and other devices to assist Australians with disability to choose mobile phones that meet their specific needs and budgets.

This information can be found under the Disability Access section on the AMTA website at [www.amta.org.au](http://www.amta.org.au). This includes tips and help on how to make and manage calls, and how to make physical, visual, auditory and other tasks easier.

## Hearing aids and mobile phones

AMTA has collaborated with the Federal Government's National Acoustic Laboratories (NAL) to produce a brochure on mobile phones and hearing aids. The guide gives practical advice to people with hearing aids using mobile phone 3G technology about purchasing both hearing aids and phones to get the maximum benefit and to avoid unwanted interference from their phones. The brochure represents 10 years of research and addresses 3G technology for the first time. An electronic copy of the brochure is accessible from the AMTA website at [www.amta.org.au](http://www.amta.org.au)

## Accessibility partnerships

AMTA supported an officer with the Human Rights and Equal Opportunity Commission (HREOC) to attend a meeting of a United States Federal Communications Commission (FCCC) advisory committee established to assist in revising and updating accessibility guidelines for telecommunications products and accessibility standards for electronic and information technology.

TEDICORE, an independent forum which represents the interests of people with disabilities in relation to telecommunications, provides advice to the Accessibility Committee as required.

## Lost & Stolen

AMTA, on behalf of the industry, runs a world-leading program that protects mobile phone users by blocking their handsets across all Australian networks if they are reported lost or stolen. When blocked, a handset is inoperable, preventing its misuse and minimising call costs to the owner.

The industry's anti-theft program works by detecting a mobile phone's electronic serial number, known as the International Mobile Equipment Identity (IMEI) number, then sharing this information with carriers to block handsets across all networks in Australia. This safeguard service is free to consumers.

The results of the blocking program show that it is acting as a deterrent to thieves. Also, people are more aware of the importance of protecting their mobiles from theft or loss because they contain valuable personal and business information.

Since the introduction of IMEI blocking in 2003, the figures show a falling trend in the number of phones blocked. In the twelve-month period from October 2007 there were 158,000 IMEI numbers blocked across all networks with 45,000 subsequently unblocked at the request of the owners because they had been returned.

This result represents a 0.3% increase in blocking activity compared to the same period in 2006-07 and a 25.5% reduction against activity in 2005-06. This equates to an average daily blocking rate of 432 handsets compared to 431 handsets in 2006-07.

IMEI numbers are independent of the phone number and are usually written underneath the battery or on the back of the handset. Mobile phone users can also check their 15-digit IMEI number by dialing \*#06# on their mobile handset. Mobile phone owners should make a note of their IMEI number and keep the details in a safe place.

For tips on how to keep your mobile phone safe and what to do if it is lost or stolen see Consumer Tips at [www.amta.org.au](http://www.amta.org.au)

Consumers also benefit from AMTA's web-based IMEI inquiry feature. This unique feature was developed to allow consumers to inquire on the status of any IMEI by entering the 15-digit IMEI number in the search engine. This is particularly useful when purchasing second-hand mobiles. It can be accessed at [www.amta.org.au](http://www.amta.org.au)

# AMTA Board



*Standing:* Hilary Mine (Alcatel-Lucent), Bill Zikou (Ericsson), Holly Kramer (Telstra), Shaun Colligan (Nokia), Josh Delgado (Samsung), David McMahon (Fone Zone), Chris Althaus (CEO), Frances Martin (Vodafone).  
*Seated:* Louise Sexton (Hutchison), Andrew Volard (Motorola) *Inset:* Dean Smith (Optus)

## Chair

Louise Sexton – Hutchison Telecoms

## Deputy Chair

Andrew Volard – Motorola (resigned 30 September 2008)

## Directors

Andrew Volard – Motorola (resigned 30 September 2008)    Bill Zikou – Ericsson Australia (resigned 3 November 2008)  
David McMahon – Fone Zone    Frances Martin – Vodafone Australia  
Hilary Mine – Alcatel-Lucent (resigned 20 November 2008)    Holly Kramer – Telstra Corporation  
Josh Delgado - Samsung    Louise Sexton – Hutchison Telecommunications Australia Limited  
Shaun Colligan – Nokia Mobile Phones Australia (resigned 30 June 2008)

## Finance & Audit Committee

Hilary Mine (Chair)    Dean Smith  
Frances Martin    Holly Kramer

## Remuneration & Appointments Committee

Louise Sexton    Andrew Volard    David McMahon

# AMTA Staff

## Chief Executive Officer

Chris Althaus

## Manager, Business Development

Glenn Brown

## Manager, Office and Member Services

Ann Wellsmore

## Manager, Communications

Randal Markey

## Manager, Policy

Peppi Wilson

Debra Kanak

## Mobile Phone Industry Recycling Program – MobileMuster

Rose Read, Manager, Recycling

Jill Noble, Manager, Channel Operations

John Bain, Channel Marketing Co-ordinator

Sandra Weine, Program Co-ordinator

## Mobile Carriers Forum

Matt Evans

Program Manager

Helen Greenwood

Executive Assistant



Shaun Colligan (Nokia), Matt Pearce (Virgin Mobile), Josh Delgado (Samsung), David McMahon (Fone Zone) at an AMTA Board Meeting.



Frances Martin (Vodafone), Louise Sexton (Hutchison), Bill Zikou (Ericsson) at an AMTA Board Meeting.



Lyn Maddock (ACMA), Frances Martin (Vodafone) at AMTA's Marquee at the PM's XI Cricket Match.



Brian Currie (Hutchison), Matt Pearce (Virgin Mobile), Michael Brealey (Vodafone) at AMTA's Marquee at the PM's XI Cricket Match.



Robin Wells (Adviser), Sen Jan McLucas, Chris Althaus (AMTA) at AMTA's Marquee at the PM's XI Cricket Match.



Rohan Buettel (DBCDE), Chris Cheah (ACMA) at AMTA's Marquee at the PM's XI Cricket Match.

