

Mobile Coverage Programme Discussion Paper

Submission Cover Sheet

Submission Information

This cover sheet should be attached to submissions made to the Department of Communications in relation to the Mobile Coverage Programme Discussion Paper.

Contact Details

Name of respondent:	[REDACTED]
Name of organisation:	Australian Mobile Telecommunications Association (AMTA)
Phone:	[REDACTED]
Email:	[REDACTED]
Website (if applicable):	www.amta.org.au
Date:	28 February 2014

Confidentiality and privacy

All submissions and comments, or parts thereof, will be treated as non-confidential information unless specifically requested, and acceptable reasons should accompany each request. Email disclaimers will not be considered sufficient confidentiality requests.

Respondents lodging a submission should be aware that submissions (excluding any information agreed to be treated as confidential information) will be made publicly available, including on the Department of Communications' website. Submissions and comments will be subject to freedom of information provisions. Despite a submission being identified as confidential or sensitive, submissions may be disclosed where authorised or required by law, or for the purpose of parliamentary processes.

Do you want all or parts of the submission to be treated as confidential? **Yes** **No**

If yes, identify below which parts of the submission are to be treated as confidential (and provide a reason):

If the submission contains personal information of any third party individual, indicate on this Submission Cover Sheet if that third party individual has not consented to the publication of his or her personal information:

Submission Instructions

Submissions are to be made by **5:00pm (AEST) Friday 28 February 2014**.

Where possible, submissions should be lodged electronically, preferably in Microsoft Word or other text-based formats via the email address mobilecoverage@communications.gov.au

Alternatively, submissions can be sent to the postal address below (to arrive by the due date):

The Manager
Mobile Coverage Programme
Department of Communications
GPO Box 2154
CANBERRA ACT 2615

All submissions lodged will be acknowledged by the Department of Communications by email (or by letter if no email is provided). Respondents lodging a submission who do not receive acknowledgement of their submission should contact the Department. Submissions which are not acknowledged by the Department as being received may not be considered. Respondents should be aware that emails greater than 10Mb may not be successfully delivered.

28 February 2014

Mr Philip Smurthwaite
Manager, Regional Telecommunications Policy
Mobile Coverage Programme
Department of Communications
GPO Box 2154
Canberra ACT 2615



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By email: mobilecoverage@communications.gov.au

Dear Mr Smurthwaite,

The Australian Mobile Telecommunications Association (AMTA) welcomes the Government's Mobile Coverage Programme and appreciates the significant funding that has been committed to extend mobile coverage in partnership with mobile carriers.

AMTA notes that due to the competitive issues involved, the mobile carriers are best placed to respond to Government in relation to specific questions about how the Mobile Coverage Programme can be implemented.

More generally, AMTA submits that there are several issues that currently impede the roll-out of mobile coverage to regional Australia, including:

- Complex process around local council development applications;
- High rents imposed by State Governments over crown land; and
- The cost of providing electricity supply to regional base stations.

AMTA notes that the UK Government's Mobile Infrastructure Project which includes the commitment of £150 million in funding also works closely with local authorities and communities to identify potential sites.

AMTA strongly believes that the productivity benefits offered by the mobile telecommunications industry can play an important role in rural and regional Australia by enabling e-business applications, teleworking opportunities and increasing social connectedness.

In February 2013, AMTA launched the [Mobile Nation](#) report by Deloitte Access Economics. The Report researched the economic and social impact of mobile on Australia's economy, and found that the current wave of mobile technologies will result in a productivity benefit to the Australian economy of \$11.8 billion over the period to 2025.

"The current wave of mobile technology is driving labour efficiency with 'productivity apps' and use of 'down time'; it is also increasing capital productivity: with estimated economic productivity benefits of \$11.8 billion over the next decade."¹

¹ [Mobile Nation](#), Deloitte Access Economics, February 2013.

Cisco reported that global mobile data traffic grew by 81% in 2013 and that average smartphone usage grew by 50%. Cisco predicts that global mobile data traffic will increase 11-fold between 2013 and 2018.² Ericsson forecasts that mobile subscriptions in the Asia-Pacific region will reach 4.7 billion in 2019.³

Research by the Australian Communications and Media Authority has found that mobiles are the most used communications device for 53% of Australia's adult population and Australia now has 11.19 million smartphone users.⁴

The mobile industry is committed to meeting this unrelenting growth in demand for mobile data and broadband services by investing in latest generation mobile technologies and network infrastructure across Australia. This commitment is demonstrated by the investment industry has already made in mobile networks and spectrum purchases as well as carriers' roll-out of 4G networks.

Continued mobile industry investment is essential for mobile carriers to be able to meet exponentially increasing consumer demand for mobile services, including mobile broadband.

AMTA strongly supports the Government's initiative to support industry investment in infrastructure and the expansion of mobile coverage under its proposed Mobile Coverage Programme and appreciates the Government's commitment of funding to work co-operatively with mobile carriers.

AMTA notes that the individual mobile network operators are best placed to respond to the Government directly with regard to the implementation of the Mobile Coverage Programme.

AMTA looks forward to the implementation of the Government's proposed Mobile Coverage Programme, working in close consultation with the mobile network operators.

Yours sincerely,



Chris Althaus

AMTA Chief Executive

² Cisco [Visual Networking Index: Global Mobile Data Traffic Forecast Update 2013-2018](#)

³ Ericsson Mobility Report [On the Pulse of the Networked Society](#) Nov 2013

⁴ [ACMA Communications Report 2012-213, Dec 2013](#)