



ACMAsphere

Australia's regulator for broadcasting, the internet,
radiocommunications and telecommunications

www.acma.gov.au

Issue 10 – July 2006

The opportunities and implications of new and converging technologies and applications

SPEECH BY CHRIS CHAPMAN TO THE ADVERTISING FEDERATION OF AUSTRALIA, 7 JUNE 2006

Thank you to the AFA for its invitation. It's a significant opportunity for ... me to 'present my credentials' ... to you, the professionals who deliver ever-broadening advertising services and advices to your clients, the ultimate underwriters of the commercial component of our vibrant media and broadcasting community.

I've spent a lot of my professional time in commercial television, although my path to the senior ranks of the Seven Network was not through the more typical sales stream, but through legal and business affairs and television operations ...

What I did 'get' at an early stage ... was that the broadcasters' customers/clients were not viewers ('the punters'), but advertising agencies and their clients. The aggregation of punters of different demographics and socio-economics, at different times, in sufficient



numbers and, in all the stakeholders' interests, on a sustainable basis, was the 'sprat to catch the mackerel', as my old boss at Seven, Ted Thomas used to say. What I also got ... was the need to transform the commercial free-to-air broadcasters' business models and overhaul its operational dexterity.

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New approach to consumer consultation

ACMA's new consumer consultation framework adopts a multi-strand approach, including a revised and reconstituted Consumer Consultative Forum (CCF) that brings together representatives of consumer, industry and regulatory bodies to discuss issues affecting consumers.

The new CCF is one method ACMA will use to gather consumer and community perspectives on communications issues. ACMA is looking for participants with a broad

interest in issues affecting Australian consumers of communications services, such as user organisations or academics and researchers with an interest in consumer issues.

The CCF will be supplemented by a list of specialist experts. ACMA is seeking expressions of interest from people and organisations with expertise in particular consumer-related subject areas or groups, such as people with a disability, youth, seniors, Indigenous people, people

with a low income or people in rural and remote areas.

ACMA will also continue its usual public consultative processes to seek specific input and advice on issues being considered by the Authority.

Section 59 of the *Australian Communications and Media Authority Act 2005* requires ACMA to establish a Consumer Consultative Forum to assist it to perform its functions in relation to matters affecting consumers. Similar bodies were established by ACMA's predecessor organisations. ACMA is able to, from time to time, appoint persons to the forum.

ACMA wants its new CCF to have

a balanced membership of workable size that allows representatives of key consumer sectors the opportunity to discuss issues with representatives of industry organisations, regulators and policy makers. ACMA will convene the forum twice a year and will also hold an annual consumer conference co-sponsored by the Australian Communications Industry Forum.

For more information, contact ACMA's Codes, Content and Education Branch by email to Rebecca.Symons@acma.gov.au. Expressions of interest for participation in the CCF and the specialist expert list close on 31 July 2006.