

ACMA approach to telecommunications code compliance published

ACMA recently published its approach to telecommunications code compliance, which aims to enhance the effectiveness of self-regulatory telecommunications codes and the quality of the consumer experience in telecommunications. This will be assisted by an active and credible program of compliance measures, both proactive and reactive, supported by enforcement action where necessary.

The approach is consistent with ACMA's broader Regulatory Philosophy in ensuring independence, neutrality, transparency and responsiveness in the self-regulatory space of consumer codes.

The strategy consists of a five-category compliance approach. This approach provides transparency to industry on the likely steps that ACMA will take in situations where it believes that code breaches need to be addressed.

Most compliance activity is

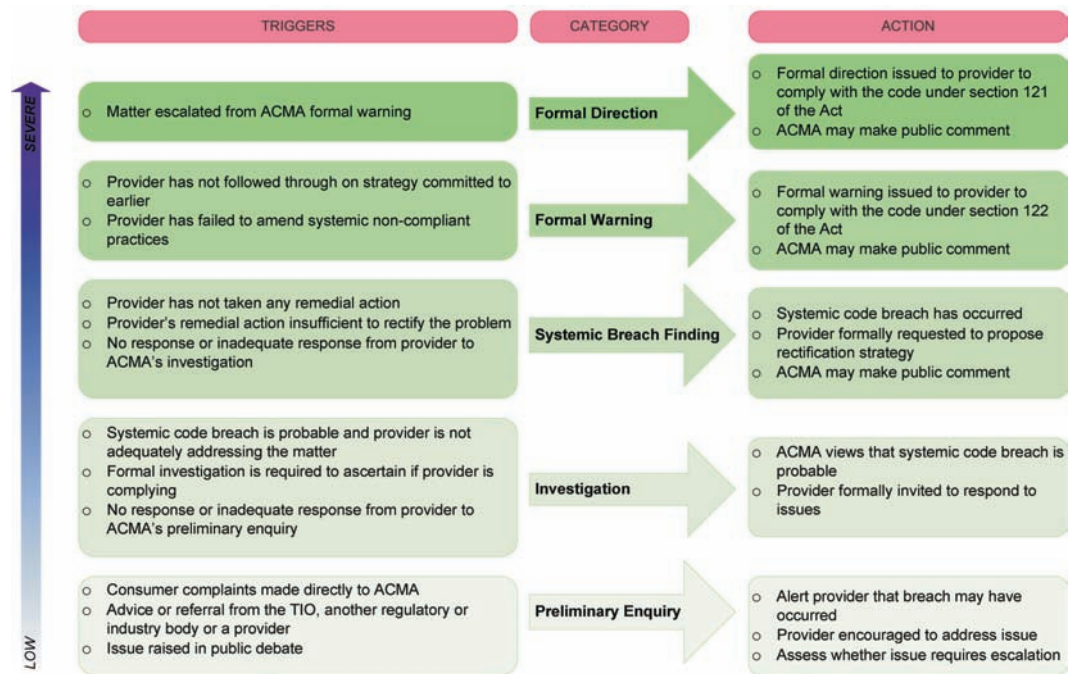
expected to occur in the early stages, which are relatively informal, with a clear focus on education and industry self-regulation. The later categories involve using legislative powers. There is a graduated use of regulatory

measures using the minimum power or intervention necessary to achieve the desired result.

ACMA retains the discretion to decide where an individual matter falls within the approach and may

decide it is appropriate to consider urgent matters at higher categories, on a case by case basis.

The diagram illustrates how the various regulatory measures may be used.



Note: Action can cease at any point if it is established that there is no code breach or the provider is adequately addressing the breach or an acceptable enforceable undertaking is obtained.

CHILDREN'S AND PRESCHOOL PROGRAMS Programs granted classification, September 2006

Program title	Series	Episode description	Program style	Program type	Country of origin	New/renewal	Class	Decision date	Applicant
<i>Dive Olly Dive</i>	1	1-26	Animation	Drama – series	Australia	New	CD	1/9/06	Yoram Gross EM TV Pty Ltd
<i>Double Trouble</i>	1	1-13	Live Action	Drama – series	Australia	New	CD	22/9/06	CAAMA Productions Pty Limited
<i>Go Go Stop</i>	4	GG54/001–GG54/065	Live Action	Light entertainment – competition/game show	Australia	New	C	27/9/06	Ambience Concept Pty Ltd
<i>Go Go Stop</i>	5	GG55/001–GG55/065	Live Action	Light entertainment – competition/game show	Australia	New	C	27/9/06	Ambience Concept Pty Ltd
<i>Gumnutz</i>	n/a	n/a	Animation	Drama – telemovie (TV)	Australia	New	CD	12/9/06	Big Pix Pty Ltd
<i>Joseph and the Coat of Many Colours</i>	n/a	n/a	Animation	Drama – other	Australia	Renewal	CD	1/9/06	Burbank Animation Studios Pty Limited
<i>Street Football</i>	n/a	n/a	Animation	Drama – other	Australia	New	CD	22/9/06	Yoram Gross EM TV Pty Ltd
<i>Totally Australia – Creative Generation</i>	n/a	n/a	Live Action	Information – documentary	Australia	New	C	26/9/06	Network TEN Pty Ltd

Class – Classification, C – C Classification, CD – C Drama, P – P Classification, PRC – Provisional C, A classification expires five years after the date it was granted or renewed.