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INDUSTRY CELEBRATES COMMUNICATIONS ALLIANCE Minister Coonan launches new industry body

Sydney, 31 August 2006 – Australia's communications industry tonight celebrates the launch of its new peak representative body – the Communications Alliance.

Communications Minister Helen Coonan will officially launch the Communications Alliance when speaking at the 13th Annual SPAN Dinner in front of 400 industry representatives at Sydney's Four Seasons Hotel.

The Communications Alliance begins operating from tomorrow after members of the Australian Communications Industry Forum (ACIF) and the Service Providers Association Inc (SPAN) approved a merger of the two organizations to form the new body.

As the most broadly representative organization in the industry's history, the Communications Alliance will offer a unified input to the planning of the next generation networks (NGN) framework for Australia.

Communications Alliance CEO, Anne Hurley, said that although the new body had its genesis in ACIF and SPAN, its contribution to the industry's future would be far greater than the sum of its parts.

"The rapid pace of change in our industry requires new strategies and different structures than those that have served us in the past," Ms Hurley said.

"We will certainly be using the successes achieved by ACIF and SPAN as our building blocks, but the Communications Alliance will have a more extensive mandate to tackle the big issues, especially in forward planning for the industry.

"Because of our broad representative membership base, we can take the lead in defining the future industry framework, complete with goals, timeframes and best practice guidelines."

About Communications Alliance

The Communications Alliance was formed in 2006 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.



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Although the Communications Alliance has its genesis in the merger of the Australian Communications Industry Forum (ACIF) and the Service Providers Association Inc (SPAN), it is a new organisation created specifically to drive the industry into the future with confidence, vitality and strength of purpose.

In pursuing its goals, the Communications Alliance offers a forum for the industry to make coherent and constructive contributions to policy development and debate.

By providing leadership on new trends and directions, the Communications Alliance fulfils a vital unifying role on behalf of the industry and its members, particularly in areas of competition, innovation and industry development.

The prime mission of the Communications Alliance is to promote the growth of the Australian communications industry and the protection of consumer interests by fostering the highest standards of business ethics and behaviour through industry self-governance.

For further information see www.commsalliance.com.au

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