



COMMUNICATIONS ALLIANCE LTD

## MEDIA RELEASE

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### **COMMUNICATIONS ALLIANCE CALLS FOR HIGHER LEVEL VISION ON AUSTRALIA'S BROADBAND FUTURE** **Election offers the chance for a more holistic view of broadband world**

**Sydney, 5 November 2007** – Communications Alliance today urged participants in the election campaign to take a more holistic view of Australia's broadband future.

Communications Alliance CEO Anne Hurley said the new parliamentary term would provide the opportunity to put in place a broadband framework that recognised the changed realities created by the convergence of telecommunications, broadcasting and information technology.

"Australia is on the verge of a new era in which broadband technologies will dramatically change the way that information is transmitted, used and consumed," Ms Hurley said.

"Therefore we can no longer restrict our thinking and our planning to fit into the old legislative and regulatory silos that were developed for a time when telcos delivered all of our communications services, media companies just produced television, radio, newspapers or magazines and computer companies just sold boxes that sat on the desktop.

"The boundaries between all of the players have been rapidly dissolving and we need our decision makers to work with the industry to devise a vision for the future that prepares Australia for the broadband world of converged technologies, networks and services."

Ms Hurley said it was encouraging to see so much public discussion about broadband but it was disappointing at a time of such exciting potential that political debate was almost entirely about various models for building network infrastructure.

"Infrastructure is important but we need to broaden the debate," Ms Hurley said. "We need commitment to the creation of the right environment for facilitating growth, innovation and competition so that customers can reap the full benefits of broadband services.

"In order to create that environment our leaders must understand the need to consult with all of the stakeholders to agree on a vision for our broadband future.



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“Government would then be able to develop a comprehensive framework of legislative and administrative measures that are purpose-built for the broadband world, not bolted on to the legacy tools of the pre-digital age.”

Ms Hurley said the development of the broadband framework should be driven by agreed policy principles. Some preliminary suggestions for those policy principles could include:

- Technological neutrality;
- Open and transparent;
- Deregulation – less regulation and more industry self-regulation;
- Removal of barriers to industry development;
- National economic growth and social well-being;
- Long-term interests of end-users;
- Promoting and preserving a competitive market environment;
- Facilitating efficient investment for industry/national economic growth and policy outcomes;
- Fostering the development of innovative services;
- International competitiveness.

### **About Communications Alliance**

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.

The prime mission of 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](http://www.commsalliance.com.au)

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