



# ACMA Regulation Update

**ATUG 2006 Conference**  
**Collaborate, Communicate, Innovate**  
**7 March 2006**

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Deputy Chair  
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## Issues

- Industry responsibility as a core principle
- Transparency as a regulatory tool



## Our Functions

- Services to industry to help them to operate efficiently
- Monitoring and regulating of industry outputs – to ensure social objectives are met.



## Our regulatory environment

In fostering an effective regulatory environment that supports a dynamic communications sector we will aim to:

- Continually re-evaluate the effectiveness of the regulatory environment to maximise its ongoing relevance within a rapidly evolving sector
- Effectively allocate and license communications while ensuring public interest objectives are met
- Help identify and remove unnecessary regulatory barriers to the delivery of communications products and services
- Regulate in as technology-neutral a manner wherever possible to enable industry to determine how products and services are provided
- Contain the direct costs of ACMA regulation and services and
- Encourage industry to take a proactive role by contributing to the regulatory framework



## Industry Responsibility

- Adaptable / copes with change
- Matched to industry processes
- Copes with complexity



## Transparency

- General and particular interventions
- Our accountability
- Industry's understanding



## ACMA Telecommunications issues

- Performance monitoring of Telstra network services in rural Australia
- VOIP: is the current regulatory framework adequate?
- Mobile communications devices: how should content be regulated?
- Telecommunications regulatory costs
- Industry participation & co-operation
- Consumer participation



## ACMA Challenges

- Rate & complexity of change
- Customer expectations
- Investment, business models
- Competitive environment (efficiency, take-up)
- Telecommunications industry boundaries and jurisdiction
- Risk management
- Future of traditional content concerns
- Improving the way ACMA operates so that it can be a “state of the art” regulator



## ACMA Approach to emerging issues

- Research on new technologies and community attitudes
- Consumer education and information resources
- Early involvement
- Testing range of regulatory powers



## ACMA Looking Forward

### Market Environment

- Continuing convergence
- Dynamic, unpredictable & varied
- Lowering of entry barriers
- “Smaller” players without resources for government relations

### Policy Considerations

- Competition
- Continuing evolution of content regulation
- Understanding policy “costs” & “consequences”
- Balancing National and Community interests



Australian Government  
Australian Communications  
and Media Authority

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

[www.acma.gov.au](http://www.acma.gov.au)

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