



Communicate, Collaborate, Innovate

Australian
Telecommunications
Users Group

Media Release

ATUG's Board met today to discuss the 2009 Telecommunications Reform Package announced this week.

The reform package is the most significant and positive change in telco sector policy in ATUG's 30 year journey towards effective competition in the long-term interests of end users of communications services.

The reforms promise to deliver on the advocacy of ATUG to promote a more competitive telecommunications industry which can deliver new and affordable services that support the long-term interests of end users.

On April 7, 2009 the Government made a number of commitments to end users to fix the communications landscape – a National Broadband Network bringing high speed broadband to all Australians and reform of the telco sector were key ones.

ATUG's Managing Director, Rosemary Sinclair said, "The reform announced this week will deliver an effective market structure and the right incentives for all players to focus on competition and customers."

"These policy decisions mean end users can look forward to a communications future with high speed, ubiquitous broadband, better value, much greater choice and better, more innovative services."

ATUG's Board welcomes the Government's commitment to the core policy that should underpin communications sector decisions - "the long term interests of end users".

Sinclair said, "Every Australian and every Australian business is affected every day by communications. Decisions taken over coming months to implement the reforms and the new network must continue to focus on the long-term interests of end users."

"This focus on the benefits to end users will drive the right outcomes as we work through the details of the new market structure for the rest of the "copper" era and as we develop the details of the wholesale only, open access fibre era of the National Broadband Network.

"ATUG represents the companies and government and community organisations that will do the transforming work needed once the National Broadband network is in place to create new jobs, to lift Australia's productivity and to grow the economy with innovations made possible by the new network and new market structure."

ATUG's Board committed to work with Government and industry, including the Government's NBN Co, on the details of these big decisions – introducing the National Broadband Network and reforming the existing telecommunications market.

ATUG will hold a national series of Focus Forums on the Telecoms Reform Package for members during October to make sure the voice of end users is heard during this important reform – details at www.atug.com.au

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