

MEDIA RELEASE



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Job creation and deregulation must be high priorities

ASTRA today congratulated Senator the Hon Mitch Fifield on his appointment as Minister for Communications and named job creation and deregulation as top priorities for the subscription television sector.

“ASTRA is delighted at the appointment of Senator Fifield as Minister and looks forward to working with him to further deregulate the broadcasting sector to create new jobs for Australians,” Chief Executive Officer, Andrew Maiden, said today.

In early September ASTRA revealed new data showing more than 8300 Australians worked in the subscription television sector, but warned that further job creation could only be assured if the Government worked to reduce regulations that stifle growth in the industry.

“While employment in subscription television has grown in recent years, the industry’s ability to create further jobs hinges on further deregulation of the broadcasting sector,” he said.

“The need to deregulate is becoming urgent with the growth of unregulated offshore television streaming services, which make little investment in local television production and create few if any jobs for Australians.

“ASTRA is confident that the Federal Government and Opposition understand this challenge and will respond with policies that support job creation in the months leading up to the next election,” Mr Maiden concluded.

ASTRA also thanked outgoing Minister for Communications, Malcolm Turnbull, for closely engaging with the sector.

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About ASTRA – The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the subscription media industry in Australia. Members include television operators, independent content companies, technology companies and the industries that support them. ASTRA members produce content seen by nearly nine million Australians. In 2014/15 members invested \$796 in local production, generating 253,000 hours of Australian content and creating jobs for 8370 Australians.