

# ABA launches service charter

Professor David Flint, ABA Chairman launched the Australian Broadcasting Authority Service Charter at a broadcasting industry reception in Melbourne on 12 November.



L-R: Professor Mark Armstrong, RMIT; Dr Patricia Edgar, Australian Children's Television Foundation; and Kerrie Henderson, ABA Member

'The Charter explains the standards of service that the clients of the ABA can expect of it. It also sets out the steps that may be taken if these standards are not met,' Professor Flint said.

'The ABA is committed to providing high quality service to all who deal with the Authority. While we always strive to



The Hon. Richard McGarvie and Professor David Flint

deliver quality service, sometimes you may wish to make a comment about your dealings with us.'

'The brochure explains the quality of service you can expect from us and how we will deal with problems or complaints we receive. If you have a problem or a complaint, please contact us. Our commitment is to try to resolve any difficulties quickly and effectively.'

In his address to the reception, Professor Flint spoke about the ABA's planning process and said the ABA expected that



L-R: Bob Greeney, ABA Director Planning; Peter Young, Australian Communications Authority; John Chessells, Handforth Strategies



L-R: Susan Pryde and Cathy Lawley, Australian Government Solicitor; and Jonquil Ritter, ABA Manager Codes and Conditions



L-R: John Corker, ABA Manager Legal; Jean Gabriel Maguy, Radio Australia; and Professor Robin Williams, RMIT



John Rimmer, ABA Member and Dr Patricia Edgar

the planning for the Melbourne radio spectrum will be completed in 1999, and licences auctioned soon after.

With respect to community standards, Professor Flint said the new system of co-regulation with broadcasters is constantly monitored and seems to work well.

'However, Members of the Authority have recently asked whether broadcasters regularly make sufficient amends for something found to be inaccurate, and which is damaging,' he said.

'Rather than a defamation action the best remedy can often be a prompt on-air explanation or clarification, or retraction, or apology - whatever is appropriate.'

'The ABA will also play a role in the co-regulation of on-line services.'

'The ABA plays a significant role in the protection and encouragement of Australian made programs for television. I think you will find that the ABA will continue to be a strong defender of Australian culture,' he said.

For your copy of *The Australian Broadcasting Authority Service Charter*, call the ABA on (02) 9334 7881, or fax on (02) 9334 7799 or e-mail: [info@aba.gov.au](mailto:info@aba.gov.au) Copies of the Charter are free.



L-R: Debra Richards, ABA Director, Program Services; Des DeCean, Austereo Limited; and Stuart Scott, Austereo MCM Entertainment; Bob Greeney, ABA Director Planning; and Tony McGinn, Austereo MCM Entertainment



Dan Pearce, Holding Redlich; Robin Wright, Online Manager Cinemedia; Deborah Sims, ABA Assistant Manager, Australian Content; and Jenifer Hooks, Cinemedia



Professor David Flint congratulating the ABA team which developed the charter:

L-R: Gareth Grainger, ABA Deputy Chairman; Belinda Mullen, Children's Television; Jonquil Ritter ABA Manager Codes and Conditions; Trish Cohen, Codes and Conditions; Cherie Harkess, Library; Giles Tanner General Manager, Policy and Programs; and Tim Dwyer, Ownership and Control.