



from relevant persons and companies for the period between 5 October 1992 (the date of commencement of the Act) and September 1999. During that period, Mr Sattler had agreements with Optus and Qantas (which were examined in some detail).

Mr Sattler and Optus

During the period 1994 to end 1999, Mr Sattler entered into agreements with Optus to promote Optus products and services.

Mr Healy (General Manager at 6PR) had been advised of the existence of Mr Sattler's agreement with Optus (but not the terms and conditions of the agreements) since 1996 when Mr Sattler's contract with 6PR was renewed and a clause relating to the Optus agreement was included in the contract. 6PR management considered that the agreements between Mr Sattler and Optus did not have any impact on 6PR and, Mr Healy did not ask to see the terms of Mr Sattler's agreement with Optus until after July/August 1999.

As a result of its agreements with Mr Sattler, Optus expected to receive positive mentions on-air from Mr Sattler from time to time about Optus products. Optus provided a range of materials to Mr Sattler for his on-air use, including advertising and promotional material, advertising scripts, media releases and talking points about issues of interest to Optus.

Mr Sattler used some of the

material provided to him by Optus on-air and conducted interviews during his program from time to time with Optus personnel.

Mr Sattler and Qantas

In 1997 Mr Sattler entered into an agreement with Qantas (renewed in 1998 and 1999) whereby he was paid to generally promote Qantas in Western Australia. 6PR management was not aware of the existence of Mr Sattler's agreement with Qantas until about July/August 1999.

Mr Healy (General Manager of 6PR) was not aware of Mr Sattler's agreements with Qantas. Both Mr Healy and staff of the promotions department at 6PR were aware, however, that Mr Sattler was receiving significant and valuable give-away prizes from Qantas. The provision of these give-away prizes ought reasonably to have raised the issue of the relationship between Mr Sattler and Qantas in the minds of Mr Healy and the Promotions Department at 6PR.

Qantas provided a range of materials to Mr Sattler for his on-air use, including promotional material on specific events and media releases and, during the term of his agreement with Qantas, Mr Sattler used some of that material on-air. Mr Sattler conducted interviews during his program from time to time with Qantas personnel.

Mr Sattler and RAMS

Mr Sattler was paid a total of about \$30,000 by RAMS over a three to four year period in recognition of his role in promoting RAMS' business in Western Australia through live reads.

Mr Sattler and John Hughes Skipper Mitsubishi

John Hughes Skipper Mitsubishi was a long-term sponsor of Mr Sattler's program. John Hughes Skipper Mitsubishi paid the repayments for a new car that Mr Sattler bought from that company in 1997. The repayments amounted to about six hundred and twenty-five dollars per month.

Breaches

The ABA found that: 6PR breached Code 2 on 6 occasions and Code 3 on 11 occasions. The breaches of Code 2 (News and Current Affairs) resulted from broadcasts by Mr Howard Sattler on 28 March 1997, 17 November 1997, 13 January 1999, 14 January 1999 and 2 February 1999 (all relating to Optus) and a broadcast on 19 January 1999 (relating to QANTAS).

The breaches of Code 3 (Advertising) resulted from broadcasts by Mr Howard Sattler on 9 October 1998 and 18 January 1999 (relating to Optus) and broadcasts on 3 August (two broadcasts), 6 August, 13 August (three broadcasts) and 20 August 1997 (three broadcasts) (all relating to RAMS Home Loans Pty Ltd).



Kerrie Henderson leaves the ABA

With the completion of the commercial radio inquiry, Kerrie Henderson has completed her term as a member of the ABA.

Ms Henderson was appointed on 17 February 1995 for five years, but her appointment was extended until the end of the Commercial Radio Inquiry.

Ms Henderson is a director of Ethica Management Group Pty Limited and consults in the area of corporate governance, ethics and cross-cultural relations. From 1994 to mid-1997, Ms Henderson was Director, Leadership Programmes with the St James Ethics Centre. Ms Henderson remains a professional associate of the Centre, consulting in cross-cultural business ethics. Before this, Ms Henderson practised as a commercial lawyer.

The appointments of Gareth Grainger, ABA Deputy Chairman and Ian Robertson, ABA Member ceased on 22 July.

