



**ABA conference
23–24 June 2004
Canberra**

**Seven reactions to the ABA
2003 conference
seven more reasons to attend
the 2004 conference:**

'There's so much happening ... this is an opportunity to catch up, to mix and meet up with customers and ABA members and staff.'

'I was impressed by the last conference ... good chance to do business and useful to find out what trends are.'

'Value for money – the networking opportunities and the program content.'

'To come away with insights I wouldn't get otherwise ... it provides a forum for different views.'

'Guaranteed professionalism ... high quality speakers and presenters. Well organised.'

'Primarily for knowledge ... for important information that I don't already know and can't find otherwise.'

'Yes – one of the best conferences I've attended ... the ABA has the ability to bring people together.'

The Australian Broadcasting Authority's conference for 2004 will be held at the Hyatt Hotel in Canberra.

Feedback from previous conferences has been very positive. The intersection of industry and policy communities has been valuable to the conference audience as well as to the members and staff of the ABA.

2004 will be a year of change for the Broadcasting Authority and for the broadcast industries:

Whatever happens to the proposal that the ABA and the Australian Communications Authority merge there will be significant changes to the composition of the Authority by the year's end. Under the Broadcasting Services Act, Members of the Authority may be re-appointed only once. Three current Members, David Flint, Michael Gordon-Smith and Ian Robertson, conclude their second terms in 2004. It will also be a year of continuing policy reviews and technological change. For example, another review of the anti-siphoning rules and Foxtel's digital launch are both anticipated.

The 2004 ABA Conference will be an important opportunity to discuss the issues raised by the changes.

Plans for the conference include sessions on:

- how are technological developments (digitisation, PVRs, new competitors, multi-platform strategies) changing relationships with audiences?
- sporting rights
- tensions between broadcasting regulation and modern corporate communications
- media bias
- the regulator's perspective

Organisers are especially excited about one of the special guests for 2004:

Dawn Airey is one of the UK's highest profile television executives. She is the Managing Director of Sky Networks, responsible for running all Sky's channels except Sky Sports. She was formerly the Director of Programmes, and then Chief Executive of Channel 5. She has a reputation as a sharp thinker and a forthright speaker. One UK newspaper described her as 'unashamedly populist', reporting that she was nicknamed 'Zulu Dawn' for her fiery character, and personally described her scheduling strategy at Channel 5 as the 'Three Fs: football, films and f***ing.'

Negotiations are under way to secure significant speakers from the new UK regulator, Ofcom, and from the FCC in the US.

The outstanding list of panellists and speakers will include Paul Thompson, DMG Radio Australia; David Leckie, Executive Director, Seven Network; Kim Williams, Chief Executive, Foxtel; and Max Uechtritz, Director of News and Current Affairs, ABC.

The 2004 conference dinner will be held in the National Press Club, and the speaker will be Richard Ackland.

Registrations for the conference can be made through the ABA's web site:

www.aba.gov.au/conf04/registration.htm

Substantial savings are available for early and group bookings.

PENCIL IN THE
DATES NOW:
23–24 JUNE 2004