

The ACMA restructure comes into effect

The latest step in the ACMA's transformation process came into effect on 1 December in the form of an organisational restructure.

'The restructure was designed to bring additional focus to several key tasks that presently face the ACMA (including digital transition for TV and radio and various telecommunications aspects of the NBN proposals) while maintaining its commitment to regulate increasingly convergent industries in a converged way,' said Chris Chapman, Chairman of the ACMA.

'I am looking forward to our new structure functioning as a powerful platform from which the ACMA can pursue its strategic goal: to make communications and media work in Australia's public interest. This is a pivotal step forward for the ACMA's aim of reaching a world-class standard of performance.'

There were four primary drivers for the ACMA restructure, including:

- > delivering on the ACMA's mandate to support the digital television transition
- > contributing to the development of the National Broadband Network (NBN) and seeking to anticipate its impact for the ACMA
- > signalling an appropriate new weighting to the role of the citizen, consistent with Federal Government initiatives
- > importantly, enabling the ACMA to continue to drive the delivery on their 'day job' in an increasingly converging environment.

The restructure sees the ACMA moving from five to six divisions, each headed up by a General Manager.

From left to right: Clare O'Reilly, Giles Tanner, Brendan Byrne, Maureen Cahill, Nerida O'Loughlin and Dianne Carlos.

Digital Transition Division General Manager Giles Tanner

This division is designed to focus on a task of critical importance to the ACMA over the next few years. It is to take carriage of all ACMA work related to the digitisation of television and digital radio broadcasting, together with the scoping and realisation of the spectrum dividend from the cessation of analog services, including planning and running re-stacking exercises and auctions. As well as handling the preparation for the likely auction of elements of the digital TV spectrum dividend, there is obvious strong logic that the division would also take on the likely major auction processes for relevant spectrum from 1.5 year spectrum license expiry and for the 2.5 GHz band.

Communications Infrastructure Division Acting General Manager Maureen Cahill

The Communications Infrastructure Division will carry forward much of the ACMA's current 'inputs to industry' work. A key focus for this division over the next three years is the implementation and operation of the Project Enterprise IT undertaking, to make the division a leading example of e-facing government services, and to drive by example the required technology-inspired 'business shift' for the ACMA. This division will bring focus to the ACMA's core 'technical' activities.

Digital Economy Division General Manager Nerida O'Loughlin

Designed to integrate the threads of the ACMA's forward-looking, future-oriented work, the Digital Economy Division will also continue the work that the ACMA has already begun on the themes of future challenges and opportunities.

The division will be fundamentally oriented toward the impact on the ACMA's activity of convergence and other changes in the policy environment—where it is anticipated that Australia's proposed NBN developments will accelerate the overall change.

Content, Consumer and Citizen Division Acting General Manager Clare O'Reilly

The Content, Consumer and Citizen Division brings into one place the bulk of the ACMA non-technical investigation work related to the interests of individuals as citizens, as consumers and as audiences for content and programs. It is important to note inclusion of the notion of the 'citizen interest'. The concept of 'citizen' aligns with the current concept of 'public interest'. The division represents a convergent grouping of the ACMA's 'social' regulation functions.

Corporate Services and Coordination Division General Manager Dianne Carlos Legal Services Division General Manager Brendan Byrne

Of the remaining two divisions, the existing Corporate Services Division will be expanded moderately to take on an enhanced coordination role as the Corporate Services and Coordination Division, while the Legal Services Division continues as a separate division retaining its present staff and responsibilities.

'I am pleased to say that there has been broad staff and management support and engagement with the restructure and I am confident that the new shape of the ACMA will sharpen our external stakeholder focus over the calendar year 2010,' Mr Chapman said. ☎

