

General Manager appointed for the Content, Consumer and Citizen Division

The ACMA has moved quickly to fill the General Manager position for the Content, Consumer and Citizen Division, which was created by the restructure implemented on 1 December last year.



Olya Booyar, General Manager, Content, Consumer and Citizen Division.

Chris Chapman, Chairman of the ACMA, ushered in the new year by announcing the appointment of Olya Booyar as General Manager of the division in early January.

Ms Booyar, who began work at the ACMA on 1 February, says her role heading a new division at the ACMA will be her greatest challenge to date.

'Although I've worked in the media and communications for more than 20 years, I don't think there's ever been a time of greater change over such shortened timeframes as we're experiencing today,' she said. 'We've moved from being almost passive recipients of a limited range of services back in the 1980s to being actively engaged as citizens and consumers in an ever-expanding range of media and communications options.'

'I hope at the ACMA I can help to better define what those changes and challenges mean for consumers and citizens and drive the ACMA's facilitation of those very changes and challenges.'

Ms Booyar brings to the ACMA extensive experience in media and communications. Having started her career in Australia as a journalist, she has risen through programming and executive management positions in radio and television to her most recent position as Deputy Director of the Classification Board.

'Olya has an excellent working knowledge of our broadcasting and online environment and its regulation, as well as a significant exposure to content-related subject matter, something which is becoming ever more germane to our activities,' said Mr Chapman.

'Olya's recent senior responsibility for important national classification matters is highly relevant to the role of the ACMA in ensuring adequate community safeguards, given the reality in that role of the diversity of opinion in the Australian community and the dedication of more and more ACMA resources to its online responsibilities.'

'I am confident Olya will bring fresh thinking, insights and energy to the ACMA as she helps develop and shape our thinking on these and other consumer/citizen matters which lie within her division.'

The arrival of Ms Booyar completes the appointment of permanent general managers for all divisions formed in the new ACMA structure. Her appointment follows the December 2009 promotion of Maureen Cahill to the position of General Manager of the Communications Infrastructure Division. ☺