

From: [Bridget Fair](#)
To: [Alana Fraser](#)
Cc: [Creina Chapman and Assistant; DL - Samantha Yorke and Assistant; DL - Autumn Field & Assistant;](#) [REDACTED]
Subject: [Section 22 of the FOI Act](#)
Date: CM: RE: Free TV Code Review - feedback from the ACMA [SEC=OFFICIAL]
Wednesday, 25 September 2024 5:13:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.jpg](#)
[1. Free TV Code Review - Revised Code marked up - 20240925.pdf](#)
[2. Code Review Statement for Free TV Website - 20240925.pdf](#)
[3. FMBARGOED Free TV Media Release - Free TV commences public consultation on Code of Practice.pdf](#)
[4. Free TV Code Review Digital Ad.png](#)

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Dear Alana

Thank you for your email. As previously advised, Free TV will be commencing public consultation on the updated Commercial Television Industry Code of Practice starting on **Monday 30 September 2024**. Please find **attached** the following documents:

1. Free TV Code – Draft Revised Code (marked-up PDF)
2. Code Review Statement for the Free TV website (live from Monday, 30 September, 12.00am)
3. Embargoed Media Release (to be issued Monday, 30 September, 8.00am)
4. Ads publicising the Code review will be placed in all major national news publications (*The Australian, The AFR, The Nightly*) and in all major state based publications (*SMH, The Age, The Advertiser, The West Australian, The Courier Mail, The Mercury*). These ads will be placed in the digital versions of these publications and available for 24 hours from 0:01 on Monday 30 September.
5. The Review will also be publicised on Free TV's social media accounts ([X](#), [LinkedIn](#) & [Facebook](#))

As requested, following the public consultation, we will provide the necessary supporting documents for registration and facilitate access to any submissions required by the ACMA. Free TV looks forward to sharing the feedback we receive, along with our findings.

Kind regards

Bridget

Bridget Fair
Chief Executive Officer

FreeTV Logo

Section 22 of the FOI Act

Suite 1, Level 2, 76 Berry Street
North Sydney NSW 2060

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www.freetv.com.au

From: Alana Fraser <Alana.Fraser@acma.gov.au>

Sent: Wednesday, 25 September 2024 3:33 PM

To: Bridget Fair [Section 22]

Cc: Creina Chapman and Assistant <CreinaChapmanandAssistant@acma.gov.au>; DL - Samantha Yorke and Assistant <DL-SamanthaYorkeandAssistant@acma.gov.au>; DL - Autumn Field & Assistant <DL-AutumnfieldandAssistant@acma.gov.au>; [REDACTED]

Section 22 of the FOI Act

Subject: RE: Free TV Code Review - feedback from the ACMA [SEC=OFFICIAL]

[CAUTION - EXTERNAL]

Thank you for the update Bridget – we look forward to receiving the revised Code hopefully later today.

As noted in my earlier email, we will publicise the consultation via our usual communications channels after the release of the draft Code, including a public statement to encourage engagement in the consultation process.

Kind regards

Alana

+61 2 6219 5177 | [REDACTED]
alana.fraser@acma.gov.au

From: Bridget Fair [Section 22]

Sent: Monday, September 23, 2024 6:04 PM

To: Alana Fraser <Alana.Fraser@acma.gov.au>

Cc: Creina Chapman and Assistant <CreinaChapmanandAssistant@acma.gov.au>; DL - Samantha Yorke and Assistant <DL-SamanthaYorkeandAssistant@acma.gov.au>; DL - Autumn Field & Assistant <DL-AutumnfieldandAssistant@acma.gov.au>; [REDACTED]

Section 22 of the FOI Act

Subject: RE: Free TV Code Review - feedback from the ACMA [SEC=OFFICIAL]

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Dear Alana

Thank you for your recent email in relation to the Code Review and congratulations on your new role at the ACMA. I look forward to working with you.

I confirm that the Code Review is well advanced and that we intend to open public consultation on 30 September. As mentioned at our meeting with Authority Member Samantha Yorke and ACMA representatives on 2 September, we will provide the ACMA a copy of the revised Code ahead of public consultation. We hope to have these documents with you on Wednesday 25 September 2024.

Section 47E of the FOI Act

Thank you for the clarity on the expected methods of informing the public of the opportunity to comment. We intend to publicise the consultation process through digital media, and other methods we mentioned at our meeting.

I look forward to engaging with you further on the review in the coming months.

Yours sincerely

Bridget Fair
Chief Executive Officer

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Section 22 of the FOI Act

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North Sydney NSW 2060

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From: Alana Fraser <Alana.Fraser@acma.gov.au>

Sent: Thursday, September 12, 2024 4:42 PM

To: Bridget Fair Section 22

Cc: Creina Chapman and Assistant <CreinaChapmanandAssistant@acma.gov.au>; DL - Samantha Yorke and Assistant <DL-SamanthaYorkeandAssistant@acma.gov.au>; DL - Autumn Field & Assistant <DL-AutumnfieldandAssistant@acma.gov.au>; [REDACTED]

Section 22 of the FOI Act

Subject: Free TV Code Review - feedback from the ACMA [SEC=OFFICIAL]

[CAUTION - EXTERNAL]

Dear Bridget

I joined the ACMA last week as the Executive Manager of the Content Safeguards Branch – I look forward to meeting you and your team as work progresses on the review of the Commercial Television Industry Code of Practice.

Thank you for meeting with ACMA member Samatha Yorke and staff last week, and for providing Free TV's position in relation to each of the issues raised by the ACMA Chair in her 5 July letter. From this conversation, we understand Free TV is well progressed in its review and will not be seeking any further views from the ACMA prior to releasing the draft code for public consultation.

Section 47E of the FOI Act

To address your question regarding the promotion of the consultation process, there are no specific requirements to use print advertising. As a general principle, public consultation should aim to maximise engagement from key stakeholders and interested parties, which in the case of a Free TV code review, should include commercial TV viewers. Noting the decline in the number of Australians accessing print publications since the last code review in 2015, the ACMA would be open to Free TV considering alternative mechanisms that promote broad community awareness and engagement, such as TV or online advertising. This would be in addition to other communications activities including website updates, regular social media posts, email/distribution lists and press releases/news articles.

As per our usual practice, the ACMA will also publicise the consultation via our routine communications channels. We will also establish a dedicated web page outlining all review activity across codes.

I trust this information has been of assistance and look forward to receiving a copy of the final consultation code and supporting materials, along with confirmation of the date for consultation.

If you require any further information or assistance, please contact [REDACTED]

Section 22 of the FOI Act

Kind regards
Alana

Alana Fraser (she/her)

Executive Manager
Content Safeguards Branch

Australian Communications and Media Authority

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acma.gov.au



The ACMA acknowledges First Nations peoples as the Traditional Owners and Custodians of Australia. We respect and celebrate First Nations peoples as the original storytellers and content creators of the lands on which we work and honour the enduring strength and commitment of Aboriginal and Torres Strait Islander peoples to the land, waters and their communities. We pay our respects to Elders past and present.



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