

Media Release
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Free TV Welcomes Michelle Rowland as Minister for Communications

Free TV members from metro, regional and rural areas have today welcomed the Government's announcement of Michelle Rowland as Minister for Communications.

Bridget Fair, Free TV CEO, said, "I have valued the consistent engagement we have had with Minister Rowland during her time as Shadow Minister and we look forward to working with her in this important portfolio.

"Minister Rowland has extensive experience as Shadow Minister and a background in communications, law, and broadcasting policy, which will be greatly valued in this role as the media industry continues to develop and change in the coming years.

"While audience viewing habits are evolving, Australian content, and trusted Australian news and information, continue to play a key part in Australian society".

In its 2022 Federal Election [Policy Manifesto](#), Free TV outlined the key policy priorities for commercial television broadcasters, including: legislating prominence of Free TV services on content distribution platforms; renewing and expanding the anti-siphoning list, reducing the broadcast spectrum tax and addressing the future of remote broadcast services.

These issues will form the basis for engagement with the Minister over the coming months, and Free TV has welcomed commitments already made by the Labor Government on some of these issues.

Free TV broadcasters are vital to providing Australian content to audiences – recent research indicates that 78% of Australians believe reliable free-to-air television services are crucial and that commercial television news is among the most trusted source of news for Australians.

Free TV broadcasters invest around \$1.5 billion each year in Australian content, broadcasting more than 25,000 hours of local programming. Commercial broadcasters make a difference to communities across the country, including regional and rural areas, where our members produce over 35 local news bulletins daily, as well as news updates.

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.