

Media Release
12 May 2025

Free TV Welcomes Minister Anika Wells to Communications Portfolio

Free TV Australia today welcomed the appointment of the Hon Anika Wells MP as Minister for Communications and Minister for Sport.

Bridget Fair, CEO of Free TV, said:

“We are delighted to welcome Minister Wells to the Communications and Sport portfolios. The Minister will have responsibility for two locally focused policy areas that are deeply connected in the lives of all Australians.”

Free, local, and universal television services are a cornerstone of our democracy and cultural identity. It ensures that all Australians—regardless of income or location—have access to trusted news, compelling local stories, and live sport. The Minister’s combined oversight of Sport and Communications presents a unique opportunity to strengthen these vital services, which millions of Australians rely on every day, free of charge.”

Fair highlighted the role of live sport in uniting Australians:

“Major sporting events are moments when the nation comes together. Whether it’s families watching a grand final or communities rallying behind our Olympic athletes, these shared experiences foster social cohesion and national pride—something only Free TV services can deliver.

“There is a clear link between free broadcast of sport and grassroots participation. When young Australians see their heroes on free TV, they’re inspired to get active, contributing to healthier communities and nurturing the next generation of sporting talent.”

Fair also outlined key areas where Free TV looks forward to working with the Minister:

- **Strengthening anti-siphoning laws** to ensure live sport remains freely accessible to all Australians, regardless of how they watch TV;
- **Removing the outdated Commercial Broadcasting Tax;**
- **Implementing prominence** laws to ensure free TV services can be easily found on all connected TVs and devices;
- **Regulating digital platforms** to ensure they pay fairly for the use of Australian news content; and
- **Supporting the viability of regional and remote broadcasting services.**

“There is important work ahead to ensure the sustainability of Australia’s commercial television sector,” Fair added.

“We look forward to working closely with Minister Wells on shared priorities—ensuring that free, universally available Australian television continues to serve the public interest in a rapidly changing media landscape.”

ENDS

For media enquiries, please contact:

Bridget Fair
Chief Executive Officer
Free TV Australia
M: 0417 260 478
E: bfair@freetv.com.au

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, WIN Network and Imparja Television.