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**Turnbull says we secure future prosperity by not being complacent,
except when it comes to media reform, says John Hartigan,
Chairman of Prime Media Group**

Malcolm Turnbull's tough talking speech about the economy to the Brisbane Club yesterday was packed full of platitudes about embracing the future and the need for reform.

Prime Media Group Chairman, John Hartigan has challenged the Minister to apply the same political toughness to his own portfolio, saying "Malcolm Turnbull reckons he can sell tough reform, but his track record in his own portfolio is woeful."

"The Minister likes to talk the talk when discussing the economy, but when it comes to tackling much needed media reform in his own portfolio, I wonder if he will walk the walk?"

Turnbull claims that being 'thoroughly Australian' means being disrespectful of authority, lacking in deference, unafraid to call it how he sees it if current practice or accepted wisdom are not cutting it, yet, since he became Minister for Communications, he has failed to do anything to address the anachronistic media legislation.

There is a serious imbalance in the market, with some media companies able to secure unfettered, unregulated and unrestricted access to Australian television audiences and advertisers via the internet.

I cannot understand how he can turn a blind eye to the abuse of market power that's going on right under his nose. When one media CEO claimed recently that regional broadcasting could shortly be irrelevant, Turnbull chose to stay mute. It seems to me that the Minister isn't particularly interested in regional Australians and regional jobs.

We, and many of our industry colleagues, have made countless representations to the Minister, and yet no significant reform to broadcasting laws has been forthcoming.

It's paradoxical that Mr Turnbull claimed in his speech at the Brisbane Club that he wants volatility and that change is his friend, not his foe, but he's running scared and seems afraid to take bold steps, face his foes and undertake what he must know is much needed and well overdue media reform.

If Turnbull is opposed to complacency and is seriously committed to entrepreneurship and innovation, then he needs to unshackle traditional media companies and abolish laws that hamper our capacity to compete."

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