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Regulatory Burdens Review
Productivity Commission
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AANA Submission – Annual Review of Regulatory Burdens on Business: Social and Economic Infrastructure Services

AANA welcomes the opportunity to respond to the above draft report (released on 26 June) and provides specific comment in relation to 4.6 Sports anti-siphoning regulations.

This submission is made on behalf of the advertising, marketing & media membership of the peak industry body of a \$30 billion domestic commercial communications industry directly involved with the majority of Australians and a major contributor to the country's social as well as economic development.

AANA provides in-principle support to the recommendation to reduce the anti-siphoning list. AANA has long considered the anti-siphoning regulations to be anti-competitive and not necessarily in the best interests of the community. AANA acknowledges there will be circumstances where broadcasting regulation can be justified to ensure community access to sporting event coverage. However, AANA considers these should preferably be managed as the exception rather than the rule.

In-principle support is also given to the Commissions' suggestions for an objective and transparent approach to determining the anti-siphoning list and a formal 'use it or lose it' mechanism.

AANA considers that a future abolition of the anti-siphoning list requires further consideration to identify and address any potential negative impacts on sporting organizations, advertisers, media and the community.

Yours sincerely

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Scott McClellan
Chief Executive Officer

27 July 2009