



PRIME MINISTER  
PARLIAMENT HOUSE  
CANBERRA ACT 2600

16<sup>th</sup> July 2012

Kim Williams, CEO  
News Limited  
2 Holt Street  
Surry Hills NSW 2010

Dear ~~Mr~~ Williams *Kim*

I write in response to your letter of 28<sup>th</sup> June 2012.

I strongly believe that a free and independent media is essential to the democratic process.

At the same time, my government is committed to ensuring that Australians have access to a diverse range of views and opinions.

I also believe that Australian media outlets should provide fair and accurate coverage of matters of public interest.

These principles remain critically important as technological change continues to transform the Australian media landscape.

It is incumbent upon Government to ensure that regulatory processes and industry structures are sufficiently strong to support the continuation of a healthy and independent media that is able to fulfil its essential democratic purpose, and to operate in the public interest.

The Government's concern for the challenges currently facing the industry and the importance of an independent media, are demonstrated by our active engagement in these crucial public policy issues through the Convergence Review and the Media Inquiry. Both these projects were undertaken independently of government and consulted on widely during the development of their recommendations.

I continue to be interested in your response to these reviews. However, your letter outlines what should not be done rather than what can be done.

~~IN CONFIDENCE~~

I therefore ask of you and your co-signatories to jointly consider whether the current regulatory settings are sufficient to support an independent, diverse and sustainable media for this country.

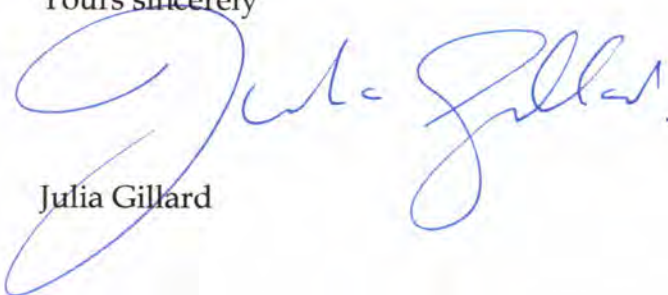
In that context I ask that you comment on:

1. What improvements, if any, can be made to the current Press Council arrangements, including ensuring citizens are able to seek appropriate redress when wronged by the media and have access to a simple and easily understood process for registering complaints?
2. How can the government appropriately protect the public interest while not stifling innovation and investment when considering significant mergers and acquisitions in the media industry? This may, for example, include consideration of measures adopted in the United States or United Kingdom to ensure consideration of the public interest in such transactions;
3. What, if any, changes should be made to existing media ownerships laws? For example, are some of the audience limitation regulations, such as the 75% audience reach rule, still warranted in the internet age? Should the "voices" model that underpins diversity laws in the Australian regulatory system be updated to take account of new platforms?
4. How can the government, on behalf of the Australian people, work with industry to ensure that Australian stories continue to be told, and to find audiences, in the face of access to an almost limitless choice of content from overseas markets via internet-enabled platforms?

As a group of industry leaders, I look forward to hearing back from you on your shared views.

I have written in the same terms to your co-signatories.

Yours sincerely



Julia Gillard