

From: Tanya Farrell  
To: [REDACTED]  
Subject: FW: TCP Code – your letter of 29 August [SEC=OFFICIAL]  
Date: Friday, 13 September 2024 3:45:36 PM  
Attachments: image001.png  
image002.png  
image003.png  
image004.png  
image005.png

From: Nerida O'Loughlin <Nerida.OLoughlin@acma.gov.au>  
Sent: Friday, September 13, 2024 2:41 PM  
To: [REDACTED]  
Cc: Cathy Rainsford <Cathy.Rainsford@acma.gov.au>; Tanya Farrell <Tanya.Farrell@acma.gov.au>; Michael Cosgrave <mcosgrave6@gmail.com>; [REDACTED] Samantha Yorke <Samantha.Yorke@acma.gov.au>; Adam Suckling <Adam.Suckling@acma.gov.au>; [REDACTED]  
Subject: RE: TCP Code – your letter of 29 August [SEC=OFFICIAL]

Dear [REDACTED]

Thank you for your correspondence and we appreciate that we did give Comms Alliance (CA) a tight timeframe across a period where the transition of CEO was occurring. That said, the response has not left us confident that CA or industry has really heard our feedback that the draft falls substantially short of what the ACMA had expected. The response also fails to provide the assurance we had sought around industry's willingness to commit to substantially uplift obligations, particularly around responsible selling.

[REDACTED]

We think the best way forward would be to arrange a senior level meeting for next week to specifically walk through our feedback on responsible selling, as an area of ongoing serious concern. The intent would be to see if we can get to a place of sufficient assurance such that we do not need to consider moving to other alternative paths. From our end, I'd propose Samantha Yorke, Adam Suckling, Cathy Rainsford and Tanya Farrell be the representatives. [REDACTED]

Regards

Nerida O'Loughlin PSM  
Chair and Agency Head

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The ACMA acknowledges First Nations peoples as the Traditional Owners and Custodians of Australia. We respect and celebrate First Nations peoples as the original storytellers and content creators of the lands on which we work and honour the enduring strength and commitment of Aboriginal and Torres Strait Islander peoples to the land, waters and their communities. We pay our respects to Elders past, present, and emerging.



Sent: Monday, September 9, 2024 11:11 AM  
To: Nerida O'Loughlin <[Nerida.OLoughlin@acma.gov.au](mailto:Nerida.OLoughlin@acma.gov.au)>  
[REDACTED] Cathy Rainsford <[Cathy.Rainsford@acma.gov.au](mailto:Cathy.Rainsford@acma.gov.au)>; Tanya Farrell <[Tanya.Farrell@acma.gov.au](mailto:Tanya.Farrell@acma.gov.au)>; Michael Cosgrave <[mcosgrave6@gmail.com](mailto:mcosgrave6@gmail.com)>  
Subject: RE: TCP Code – your letter of 29 August

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Dear Nerida,

RE: TCP Code

Thank you for your letter of 29 August. Please see attached our response.

We look forward to an early meeting with the ACMA and to working constructively with you.

Regards,

[REDACTED]



In the spirit of reconciliation the Communications Alliance acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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