



COMMUNICATIONS  
ALLIANCE LTD

## Becoming a Communications Alliance member

Membership of Communications Alliance allows you to contribute to your own destiny and to the continued growth of the communications industry in Australia.



Communications Alliance members benefit from having the opportunity to make a meaningful contribution to the future direction of the industry and to participate in governing its operation.

However, as with any organisation you join, there are not only benefits but also obligations. So when you consider membership you need to understand the full implications.

By seeking your membership of Communications Alliance, we want you to have the fullest opportunity to make an informed choice. After all, that is the core of being a Communications Alliance member – it puts you in a unique position to make informed choices about the future of your industry and your role in it.

Therefore we invite you to read the following brief explanation about the value of becoming a Communications Alliance member.

This document and the supporting material in this folder should at least give you an overview of our organisation and provide enough compelling reasons for you to take the next step towards becoming a member.



### **How to have your say in the future**

Membership of Communications Alliance is drawn from a wide cross-section of the communications industry, including service providers, vendors, consultants and suppliers as well as business and consumer groups.

Members not only have the opportunity to take part in a wide range of Communications Alliance initiatives, but to influence our direction and priorities.

By its very nature, Communications Alliance is an organisation that operates on consensus. To achieve consensus we try to involve the widest spectrum of views by harnessing the knowledge and expertise of our members. This means our members have opportunities to influence Communications Alliance outcomes at multiple levels within the process.

At the highest level, members elect the directors to the Communications Alliance Board, which sets the strategic direction of the organisation and oversees its corporate governance. Communications Alliance also draws on the membership for representatives to serve on advisory groups, reference panels and working committees. The contributions made by these representatives may involve technical input, understanding of customer needs, explanation of commercial realities or something as basic as providing a reality check.

Everyone has a voice and all contributions are given equal weight.

By their involvement in Communications Alliance, our members can feed in their ideas while the issues are still on the table for discussion. If you don't involve yourself in the decision making process, you won't have a hand in the outcome.

### **Balancing outcomes**

Within the various forums of Communications Alliance, size does not rule. When we develop new programs or propose industry initiatives, the vote of a small service provider or a consumer representative is treated exactly the same as a vote by the largest company in the industry. Each organisation only gets one vote.

In a fiercely competitive marketplace it is often harder for the smaller players to make themselves heard. As a result they can often be swamped by decisions that are driven by the opinions, priorities and preferences of the market leaders.

For the same reason, the big players can have trouble understanding the needs and views of their smaller counterparts or partners unless there is a forum where they can meet on level ground.

That's why Communications Alliance membership has value for all industry participants, big or small.

### **Your channel to government**

As the voice of the Australian communications industry, Communications Alliance is a unique conduit to government. Because we do not represent a defined commercial or political interest, Communications Alliance has high credibility within all sections of government.

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We all know that government policies and decisions can have a critical impact on all sections of our industry. For that reason many groups and individuals try to obtain maximum access to government decision makers. Many try and few succeed.

However, when Communications Alliance passes on the views of its members, government policy advisers and decision makers listen.

At all levels of government, Communications Alliance is consulted about the issues that affect the industry and our members can have their say in influencing those discussions in a manner that is not possible through other channels.

### **Forward planning and industry development**

One of the most significant areas in which Communications Alliance members can make a difference is their involvement in planning the future shape of our industry.

Convergence is having a hugely pervasive impact on the structure of the industry because all of the traditional categories are becoming blurred. Therefore many of the rules which govern the way services are provided are becoming obsolete.

As we move into the new era of converged networks, technologies and services, Communications Alliance is intent on taking a leading role in forward planning. Rather than risking a haphazard evolution, we are bringing the industry together to define the future framework, complete with goals, timeframes and best practice guidelines.

We are also constantly exploring ways of driving industry development through cooperative programs that promote the image, capabilities and achievements of Australian communications.

Our members can play an active role in this process as well as benefiting from the success of our initiatives.

### **Tapping into international developments**

Much of what happens in the Australian communications industry is determined by international technical, policy and business developments.

Individuals and companies often detect these trends too late to take appropriate measures to adjust their strategies. However Communications Alliance maintains close ties with the international bodies that set the standards which govern the adoption of new products and services around the world.

Through membership of Communications Alliance you can be in the fortunate position of knowing what is happening in the industry worldwide so you can prepare for when those changes flow through to Australia.

### **Information, education and compliance**

Keeping abreast of industry trends, policy developments and new technical or regulatory requirements is a huge challenge in today's rapidly changing business environment.

Membership of Communications Alliance allows you to keep in touch with developments as they happen – and often before they happen.

Communications Alliance feeds members a regular flow of vital information through newsletters, fact sheets, educational brochures, discussion forums and the Communications Alliance website.

In addition, Communications Alliance arranges social activities and networking functions to facilitate relationship building and encourage members to share information between one another.

Another increasingly valuable aspect of the organisation's activities is compliance. By assisting companies to understand their legal and regulatory obligations to comply with codes and standards, Communications Alliance helps members improve their performance and increase customer satisfaction.



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### **Supporting self-determination**

Communications Alliance members help determine the rules that govern how the industry operates.

However the opportunity for the industry to oversee its adherence to good business practices will remain only as long as it is effective. That's why it is imperative that Communications Alliance receives maximum support from all sections of the industry.

Without Communications Alliance, industry self-governance would give way to a regime of enforced controls.

By joining Communications Alliance, you will strengthen support for the co-operative approach, where service providers, suppliers and consumers work together to achieve practical outcomes in Australian communications.

Hopefully this overview of Communications Alliance membership will provide you with sufficient incentive to consider joining us. Of course there may be other factors that are specific to your own situation and we welcome the opportunity to discuss them with you in person.

For more information on Communications Alliance visit our website [www.commsalliance.com.au](http://www.commsalliance.com.au)

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Level 12  
75 Miller Street  
North Sydney  
NSW 2060 Australia

PO Box 444  
Milsons Point NSW 1565

T 61 2 9959 9111  
F 61 2 9954 6136  
E [info@commsalliance.com.au](mailto:info@commsalliance.com.au)

[www.commsalliance.com.au](http://www.commsalliance.com.au)