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Media Release

ASTRA CEO MOVING ON **Petra Buchanan starts search for successor for pivotal industry role**

Since 2009, Petra Buchanan has led the Australian Subscription Television and Radio Association (ASTRA) as CEO which she describes as one of the most rewarding and challenging roles of her career to date.

Buchanan has advised she will not renew her contract which ends in September, deciding instead to move on to her next role in building her impressive career. At the request of the ASTRA Board she will stay in the position for an additional six months until the end of March 2013 to manage the transition with a new, yet to be found, CEO for ASTRA.

ASTRA Chairman, The Hon Steve Bracks, AC said that during her leadership of ASTRA, Ms Buchanan pioneered significant developments in the organisation across policy and regulation as well as raising the profile and awareness around the investment and activities of the subscription TV (STV) industry.

“Petra has done an outstanding job with ASTRA and although disappointed by her decision, we understand that there are many new options for someone of her demonstrated calibre,” he said.

Ms. Buchanan has committed to stay on to find her successor and also work to deliver the industry’s annual conference which has become one of the most significant events on the STV calendar.

“My time with ASTRA has coincided with enormous change, and has been one of the most exciting roles in my 20 year career working in television, technology as well as digital industries.”

“I am pleased to have grown the reputation and influence of ASTRA at a time of great change in the media and television sector. I have achieved what I set out to do and am proud of the accomplishments made during my leadership at ASTRA,” she said.

During Ms Buchanan’s tenure she has been involved with significant policy developments and responses to Government reviews and inquiries including STV’s position and input to the Convergence Review, new legislation of captioning and issues regarding spectrum access for STV.

“I am particularly proud of the professionalism and innovations I have brought to the role and look forward to integrating my successor into the STV industry so they too can offer significant contributions,” Petra Buchanan said.

Ms Buchanan accepted the CEO position at ASTRA in September 2009 bringing with her not only a proven track record of communications and public affairs experience but strong leadership, international business expertise and highly developed skills in managing transformational change and crisis management. With over ten years experience in television across a variety of senior roles within global non-fiction entertainment company, Discovery Networks, as well as high level marketing and communications positions with UNISYS, Buchanan brought unique experience to the ASTRA appointment.

“Under Petra’s leadership ASTRA has flourished as a professional organisation and representative for the STV industry. Her accomplishments have been impressive, providing transparency of STV, the contributions and investment in local content and the successes and attributes of our industry now all have a stronger voice. And this increased profile demonstrates the credibility and relevance of STV in Australia that highlights how important ASTRA is for our market sector. We are delighted Petra will see the transition through until end of March 2013 and look forward to building on her significant contribution during her time as CEO of ASTRA,” ASTRA Chairman, The Hon Steve Bracks, AC added.

When asked what lays ahead for such as experienced executive, Ms Buchanan replied: “I thrive on challenge and enjoy the process of change so I look forward to exploring opportunities over the coming months. Who knows what career experience lies ahead, what I do know is that I love Australia and plan to remain here.”



About ASTRA

ASTRA is the peak industry body for subscription TV (STV) in Australia. The STV industry is the undisputed leader of digital broadcasting with 200 channels (including HD and Plus2) broadcast on the FOXTEL platform and channel packages offered through Telstra T-Box and Xbox360. STV platforms and channels directly employ over 7,400 people and in 2010 invested \$578.4 million into Australian content. The direct economic contribution of STV to the Australian economy is estimated to be over \$5 billion since its inception. Received by 34% of Australians through their homes and over a million more through hotels, clubs and other entertainment and business venues, STV provides 24 hour news, sport and entertainment. www.astra.org.au

For media enquiries please contact

Amanda Fry & Stuart Fyfe
6dc Pty Ltd
61 2 9280 1600
61 418 262 282
amanda@6dc.com.au