

Media Release
For Immediate Release

AANA WELCOMES NEW BOARD DIRECTOR

Wednesday, 8 May 2019 –The Australian Association of National Advertisers' (AANA) board today welcomed a new Industry Member Director, Grant Blackley, Chief Executive Officer & Managing Director of Southern Cross Austereo (SCA).

"I'm very pleased Grant will be joining the AANA board. He brings with him more than 30 years' experience leading some of the nation's top broadcasters, including five years as CEO at the Ten Network and the past four as CEO at SCA. Having his perspective at the Board table will help give us a 360 degree view of the issues impacting our industry," the AANA's Chair, Mr Matt Tapper, said.

SCA is one of Australia's largest entertainment companies with the ability to reach more than 95% of the Australian population through its radio, television and digital assets. Led by the Triple M and Hit Networks, SCA owns 78 radio stations (plus an additional 8 unique digital radio stations) across metropolitan and regional Australia.

SCA broadcasts 92 free to air TV signals in regional Australia, predominantly under the Nine Network brand, and owns Australia's leading commercial Podcast Network, PodcastOne Australia. Grant also Chairs Commercial Radio Australia and is a Director of Free TV Australia.

"I look forward to contributing to the great work the AANA board does advocating for national advertisers and, as custodians of the self-regulatory system, protecting our right to commercial free-speech," Mr Blackley said.

The announcement follows the appointments to the Board in November of Andrew Hicks, Director of Marketing, Woolworths Food Group & Supermarkets; Martin Brown, Director for eBusiness, Strategy & Marketing, Nestlé Oceania; and Lisa Ronson, Chief Marketing Officer, Coles.

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For further information:

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About the AANA: For more than 90 years the AANA has represented Australia's largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$15 billion a year. On behalf of our members, the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.

Grant Blackley's biography:



Grant is a highly experienced and well regarded media industry executive. His media industry career spans the past 30 years during which time he served in senior leadership roles at TEN Network Holdings Limited (TEN Network), finally as CEO from 2005 through to 2010. During his time with the TEN Network, Grant held key roles in media sales, digital media and multi channel program development as well as being responsible for group strategy, acquisitions and executive development programs.

Grant was appointed CEO and Managing Director of Southern Cross Austereo in May 2015. SCA is Australia's biggest entertainment company with the ability to reach more than 95% of the Australian population through its radio, television and digital assets. Led by the Triple M and Hit Networks, SCA owns 78 radio stations (plus an additional 8 unique digital radio stations) across metropolitan and regional Australia. SCA broadcasts 92 free to air TV signals in regional Australia predominantly under the Nine Network brand. SCA's premium audio and visual brands are supported by leading social media, live events, video,

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online and mobile assets that deliver national and local entertainment and news content. Using its vast expertise in creating audio content, SCA has developed a new Australian podcasting network which offers listeners compelling original audio content on demand, available exclusively through the PodcastOne website and mobile app.

Grant is Chairman of Commercial Radio Australia and a Director of Free TV Australia.