

Bush Australia Applauds Budget Initiatives

Bush Australia today commended a number of initiatives announced by the Government in the 2009-10 Budget.

The Government announced additional funding of almost \$140 million over three years to help Australians prepare for digital television switchover, along with \$185.3 million in additional funding allocated to the ABC and SBS.

In commenting on the funding towards digital television switchover, Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy, said "This funding will provide reliable, timely and helpful information on how to access those broadcasts to assist Australians to prepare for the final switchover in 2013."

Bush Australia Managing Director Daniel Todd endorsed the Government's announcement saying, "It is very positive news that the Government has thrown its full weight behind the digital switchover. We support this allocation of funds and look forward to introducing more products across our Grundig and Bush ranges to the Australian Government Accreditation Scheme."

In a boost to local television, the Government will provide the ABC with \$136.4 million in new funding over the next three years to support the ABC's plans for a digital children's television channel and a significant increase in the annual output of new Australian drama, whilst SBS will receive an additional \$20 million in Government funding over three years to enable it to provide up to 50 hours of new Australian content annually.

"This additional funding improves the digital television offering, and ensures that more analogue TV users make the switch to digital TV sooner rather than later in the lead up to the 2013 switch off," said Daniel Todd.

"Content is certainly a major factor in driving interest in digital TV. We have seen this through the attention that the launch of One HD has generated."

Whilst the Budget also focused on combating the global financial crisis and minimising the loss of Australian jobs, Bush Australia have recently welcomed two new faces to Head office.

Jacqui Hickman has assumed the newly created role of Purchasing and Marketing Assistant, whilst Andrew Dunstan will work with Sales Director Brian Rodgers in the role of Sales Coordinator.

"These are exciting times for Bush Australia as the company continues to grow despite the difficult economic climate, and it is with great pleasure that I welcome both Jacqui and Andrew to the team," said Daniel Todd.

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*"Innovation
Technology
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