

## COMPETITION AND CONSUMER ACT 2010: INQUIRY INTO DIGITAL PLATFORMS

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**LET DIGITAL PLATFORMS BE REGIONALLY CONCEIVED FIRST FOR HIGHER QUALITY HEALTH REPORTING SERVICES ACROSS THE NATIONAL AND INTERNATIONAL BOARDS.**

**RELATED DIGITAL TREATMENTS ARE IDEALLY DESIGNED TO LINK KEY INDUSTRIAL PLAYERS IN MORE BROADLY AND OPENLY DESIGNED PERFORMANCE AND EVIDENCE BASED ON THE SPOT. (SAY HELLO TO DOLLY AND PERHAPS BUY THE OTHER REVEALING DVD LATER).**

On 4<sup>th</sup> December 2017, then Treasurer, Scott Morrison, told the Australian Competition and Consumer Commission (ACCC) to hold an inquiry into digital search engines, social media platforms, and other digital content aggregation platforms (**platform services**) (sic.) and also on the state of competition in related service markets. This is explored in regional markets starting locally and legally alone at home. I am doing it for free but they used to pay me. Hilmer's National Competition Policy report (1993) appeared the first to define competition and accept the reality that one may compete for many objects besides more money. Pity his abiding common-sense insight has been drowned in all the normal lawyers' drivel since.

The ACCC appears to be an inquiry into services which wrongly addresses them as if they are likely to be best obtained, or only obtained, in the same way as by trading in land and manufactured goods. This appears to be an inquiry which applies an outdated theoretical trading paradigm conceived in markets long before the state development of any pension, health and disability care and related state or linked investment services. A suite of **regional platform and competitive service designs** are addressed attached. Any manufacturing may ideally be considered more broadly in related regional service contexts. Open these up.

**The Digital Platform Inquiry Issues Paper** states the Treasurer's **Terms of Reference** to the ACCC, direct the **Inquiry into Digital Platforms** to consider, in particular, the impact of digital platforms on the supply of news and journalistic content. It states the Inquiry will focus on the digital platforms that impact, or are likely to impact, on the supply of news and journalistic content. The issues paper also states the Inquiry may lead to a range of outcomes, including but not limited to the ones below:

- findings regarding structural, competitive behavioural issues in the relevant markets
- improved transparency for Australian consumers regarding media, advertising services, and news and journalistic content on digital platforms

See attachments on regional services re the above. Services to any land or building (place) are included. Services also may include any manufacturing or maintenance or rehabilitation treatment in the current international and other community context. This is locally addressed in key Asian and Australian waste management services, as discussed attached; as well as in relation to a key range of national news media services provided by ABC, SBS and the Fairfax press, from which I have got my daily knowledge quota since 1975. Key related purveyors of the international story are addressed later in Ramsay Centre interests.

One mainly addresses **The Digital Platform Inquiry Issues Paper** and the matters related to **'Choice and Quality'** (sic.) under the heading **Scope of the Inquiry. Does the ACCC imply by these inverted commas, that choice and quality are not real to individuals whereas the law is?** If so, the ACCC is mistaken as lack of choice and/or the perception of the choices on offer may create huge market disruptions. This is the thoughtfully productive mind at work. It created the richer home and the growing welfare state through more harmonious technological progress than was normally available in feudally related manufacturing or tribal hunter and gatherer states. Australian citizens take this welfare state for granted today, including the idea that it should support us all in need to death. It seems big enough.

At Marx pointed out, however, the generations of the past weigh like a nightmare on the minds of the living, so we have the ACCC and their legal friends as well as our ancestors to support, or not, as the case may be. The technological forces have historically been defined and constrained by military forces for secrecy and surprise in attack. This is historically allied to the increasing creation of technological and related personal risk, NOT security. This was recently shown in analyses of the causes of the global financial crisis in 2008, by international writers like McLean and Elkind, Geithner, Stiglitz, Varoufarkis, and many other highly reputable journalist practitioners in the political economy of business and nations.

The ACCC issues paper states:

*'the 'quality' of the news and journalistic content available refers to the extent to which the content produced exhibits characteristics such as objectivity and accuracy and performs functions such as analysis and investigation. Factors impacting quality might include the funds available for investment in news gathering and reporting and the level of competition between news providers.*

*In addition to choice and quality a number of related issues, such as journalistic and editorial integrity, **access to local content**, and promoting Australian culture may also be relevant to this Inquiry. **These issues will be considered to the extent that they have arisen due to the competitive impact of digital platforms on the media and advertising markets.***

The ACCC asks: **1.6. Are there any other issues relevant to the choice and quality of news and journalistic content that should be considered by the ACCC? A.** Open up regionally.

The attached reference to the **Competitive Neutrality Inquiry** addresses media quality in related regional service contexts. Powerful trade unions have long championed **local content in manufacturing**. It is far more necessary in services like news and film production, for quality housing and other service management, designed towards more broadly honest activity. Trade unions or professional and family associations under other names may attack this often and traditionally with lawyers. Their dedication to old male norms may do all a disservice today. The ACCC appears to be their legally deformed creature, addressing provider brotherhoods acting together in large and small business.

In this national context one implores Scott Morrison to don his new Prime Ministerial hat to consider the related submissions attached. Former PM, Malcolm Turnbull, established an expert panel to consider **'the intersections between the enjoyment of the freedom of religion and other human rights'** for example. One assumes this freedom and its rights ideally also depend on the duties of broader community care. They also ideally relate to personal choice and to related quality of services which may be available in Australian homes or in other institutions, supposedly based on key market trading principles or not. In this context one also addresses the **NSW government Easy and Transparent Trading Consultation Paper**, and provides practical evaluation in relation to the **Awesome Waste and Recycling Expo**. held recently at Darling Harbour and also discussed later.

The ACCC appears to take a partial approach to any matters of residence in Australia. It appears wrongly driven by past industrial development assumptions; rather than by more open regional approaches to knowledge and common sense in action and related treatment of any competitive risk or apparent injury. See related discussions attached and also based on the clear demographic data Bernard Salt recently provided to the **Future Asia Business Summit** regarding the place of Sydney in the world economy today, compared with the past and with future projections. This is the more broadly open regional and democratic, as distinct from more limited and thus old-fashioned, legal and industrial approach to which the ACCC and its lawyers mysteriously appear naturally driven. It's a brotherhood thing?

Menzies paid homage to the home and I do too. Women may work in there for free for a start, feeding and potty-training kids, for example. Living alone in retirement since 2007, I find myself a better and more appreciative housewife today than I have ever been in my life; spent in flight from this key role, only to find it. Today I have only myself to please and have a comparative lot of free time and money. Luxury indeed. I am thus sorry to be late with this free submission. I only discovered the ACCC Inquiry into Digital Platforms last Monday, as I picked up paper rubbish floating along the pavement in Glebe Pt. Road. (We have a lot of intellectually high-quality rubbish in Glebe. I like to assume God knows we're still here.)

The concept of the consumer requires unpacking in global, regional and related historical contexts to come to more reasonable conclusions. The ACCC is driven by its old and wrong theoretical perceptions on trading, and by assumed supremacy of the legal word in markets. Fred Hilmer's report, **Competition Policy (1993)**, which launched the ACCC, provided many more broadly regional and competitive platform directions, as all Australian governments recognized at the time. Then lawyers got a grip as always and ████████ everything up as usual by reverting to a trading paradigm where those bargaining are normally wrongly assumed to be in equally open and financial trading relations, or trading would not have taken place. Stop kidding and ignoring residents as the ultimate service consumers. Open up to us instead of ignoring our input outside the particular professional frames you impose on us.

This is a plea to the ACCC and all its related party brotherhoods driven with lawyers. Try more intelligent attitudes to evidence about any matter by getting more broadly grounded and cheaper input. Do so through encouragement of more open regional learning and certification of competence approaches than can be carried out behind relatively closed doors. These are explored attached in global ways which put family relations at the centre

of secret business, as they often hold each other up. As I complained as a Glebe resident, in response to the **NSW government Easy and Transparent Trading Consultation Paper**, it may be your waste, but it's all just your rubbish to me. **How can some private sector building owner or manager, for example, get away with putting a surveillance camera in a City of Sydney pocket park which has a never-ending supply of rubbish festering outside it, but no way to contact the owner of the surveillance camera? Practices with rubbish stink.**

Anissa Levy, Acting Chair and CEO of **NSW Environment Protection Authority** appears among the first to explain that China's National Sword Policy now bans an estimated 1.25 million tonnes of recyclable material which was formerly sent from Australia to China each year for reprocessing. This led global commodity prices for these materials to decline sharply. It hopefully also caused new concern and new interest in Australia and regions beyond. Open up related regional trading approaches with government as discussed attached. This flies in the teeth of the fact that professional operators often seek to use any education and training to narrow rather than to broaden the selection channels to any particular professional jobs they control or influence. They typically do so to elevate the amounts of money involved in narrower key trades. For example, in teaching a thousand undergraduates, one will find far more gifted people than in teaching 15 postgraduates, yet this is not the normally accepted view of merit. The notions of service quality and of merit are strongly affected by closed industrial institutions, often to our service detriment. Information technology is market driven and may uncritically help cement poor practice.

Australian Medicare is ideally designed instead to amass more reliable population information through diagnosis and treatment, helping doctors and other body managers to operate better. A related state and data driven approach is taken to humans in regard to protection of workers from harm, as well as in rehabilitation. The new Australian **MyHealth Record** necessarily ties all key evidence about a person's health from birth to death, to their particular body, wherever they travel throughout the nation. This is to avoid treatment risk, waste, cost and corruption of many kinds. The US market and institutional influence normally exemplified in the lawyer, all too easily wrecks our healthier, more reliable and cheaper national understanding, which includes us all individually. Our dominating US values are nuts as they remain based on the Constitutional supremacy of the market in guns, while maintaining that this improves, rather than degrades the national health and safety. This is a defence of a new Australian regional approach to data exemplified in good health care, rather than in good management of any land and housing or policing. When the ACCC records its thinking in the press, its logic is often opaque to me. It's a scary body.

In this current international and related regional and local context, one first provides the attached submissions on the **Easy and Transparent Trading Consultation Paper in the Department of Finance, Services and Innovation in NSW**. The recent **Awesome Waste and Recycling Expo** at Darling Harbour is first addressed, however, to make the related point that repealing redundant statutes is only as effective as any shared regional understanding and commitment to govern for Australia as a whole, rather than under state Constitutions and any particular and sectional public or private interest. During the 1980s,

government introduced freedom of information approaches which have been strongly resisted by lawyers and their related professional interest groups ever since.

This is written partly to provide a **regional platform** for the better treatment of media and waste services in related trading contexts which may be international, regional, and local or not. I put it to you yet again that the ACCC trading paradigm is dysfunctional and out of date because it is industrially driven by invisible historical forces entrenched in land and manufacturing, as well as in land and building and their financial management. This limits their potential to be more broadly and intelligently driven in services provided in the public, private, charitable or any other regional community sector. Try seeing the Australian people as the consumers of services which may often be provided freely in any home, government, private or charitable sector, as well as for money. The regional policy approach abhors the political party, of which law is the clumsy theoretical creature. It is then called upon like an ancient monster to take over and rule above all heads, based on the lie that it represents us.

As a child of the fifties, I find the Broadway musical, followed later by George Clooney, Matt Damon and Tom Hanks have done more to raise the global IQ than the rest of the working population with the exception of Dylan and Simon. Boos to the legal lot. Get off the stage because the legal and social analysis is wrong, expensive and champions mutual ignorance. The rubric of competition is often used by the comparatively powerful secretly, to kill it off.

See related discussions of services attached. Cheers,

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