



DEBRA RICHARDS

Director of Production Policy at Netflix

Debra has been Director of Production Policy at Netflix since September 2019, covering studio affairs, production policy and sensitive content for the Asia Pacific region. She has over 30 years communications, media & screen industry experience, previously 12 years as CEO of the Australian Subscription Television and Radio Association (ASTRA), over 13 years with Australia's broadcasting regulator, then the Australian Broadcasting Authority (& Tribunal) and most recently almost nine years as the immediate past CEO of Ausfilm, attracting major production and post production work to Australia.

Debra has been involved in most screen content policy and production industry issues in Australia during her working life as regulator, stakeholder and advocate covering local content, sports rights, copyright, digital conversion and distribution disruption.

Debra is a Vice President of the Communications and Media Law Association (CAMLA) Board; a Director of the International Institute of Communications, Australia (IICA); Deputy Chair of the Alcohol Beverage Advertising Code (ABAC) adjudication panel; a Director of Northcott, a professional member of the Australian Film Institute (AFI) and a marriage celebrant.

Debra is a Council Member of the Australian Film Television & Radio School's (AFTRS) Council and to the NSW Film & Television Advisory Committee.