



**ENVIRONMENT AND COMMUNICATIONS LEGISLATION SENATE
ENVIRONMENT AND COMMUNICATIONS LEGISLATION COMMITTEE
Broadcasting Services Amendment (Material of Local Significance) Bill 2013
PARLIAMENT HOUSE, CANBERRA
Thursday, 16 May 2013**

Question on Notice

1. Chair Senator Doug Cameron

Question:

Regarding the proposition you just put in relation to Senator Birmingham's question about return on equity – you said you were not prepared – could you take that on notice and provide the committee with a figure on return on capital for the WIN operations nationally?

Answer:

The private Bill Senator Xenophon lodged and is before the committee for consideration is *Broadcasting Services Amendment (Material of Local Significance) Bill 2013* and seeks to have Section 42A(2) added to include Regional South Australia.

WIN is the only privately owned broadcast network in Australia. It is not required under the *Corporations Act* to lodge financial returns with the corporate regulator ASIC. Our advice is that the question is not relevant to the Amendment the Committee is considering within the Private Bill.

2. Senator Xenophon

Question:

Without letting us know the revenue necessarily, because I am not so much interested in those figures, was there a percentage decline in the revenue in the six to 12 months before that for those news services in terms of local advertising? Did that decline accelerate? I would be interest to get something from you on that on notice. Again, I am not interested in the actual dollar figures. I want to get an idea of whether there was a slide.

Lancaster: Are you talking about just the news service or the entire network – the entire South Australian business?

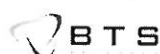
Xenophon *The revenue generally for that station and in particular the news service. Did advertising dollars decline? Did you lose some viewers as a result of consolidating that news service so that it became less local?*

Answer:

The introduction of the digital multichannels in the license areas has fragmented the viewing audience across the additional channels. Revenue has declined 2% fiscal 2011; 8% fiscall 2012 and to third quarter fiscal 2013, 9%. As discussed at the Hearing, we do not survey the market in

WIN NETWORK

Television Avenue, Mt St Thomas (Locked Bag 8800 Wollongong) NSW 2500 Australia 02 4223 4199 www.wintv.com.au ABN 43 000 737 404



terms of ratings on a day-to-day basis, we are unable to provide the information for the news service in particular..

3. Senator Xenophon:

Question:

It would be good to get an idea of how many local stories that you have done and whether there has been an uptake of local stories with the Adelaide based service of Nine News since you closed the regional service?

Answer:

Attached is our record of regional SA news stories broadcast within the Adelaide State based news bulletin and state news stories broadcast that effect South Australia.

4. Chair Senator Doug Cameron:

Question:

On notice, could you provide us with your definition of 'news' and your definition of 'local news'

Answer:

It is current events or important recent happenings broadcast for the information of a broad range of community..

NINE NEWS ADELAIDE

RIVERLAND AND SOUTH EAST COVERAGE 18/2/13 - 22/5/13

<u>DATE</u>	<u>STORY</u>	<u>LOCATION</u>	<u>DURATION</u> <i>(mins/secs)</i>	<u>SUMMARY</u>
20-Feb-13	BUSHFIRE	Naracoorte (S/E)	0.25	Bushfire burning 50km from Naracoorte.
22-Feb-13	HOUSE FIRE	Barmera (RLD)	0.23	House destroyed by fire.
02-Mar-13	SHOOTING	Mount Gambier (S/E)	0.13	Man arrested after accidentally shooting a friend.
03-Mar-13	AFL MATCH	Renmark (RLD)	0.46	Adelaide Crows played pre-season game in Riverland.
03-Mar-13	FATAL CRASH	Coonawarra (S/E)	0.26	Man killed when car hit tree.
25-Mar-13	BRAVERY MEDALS	Renmark (RLD)	1.10	Bravery medal awarded for rescue of a boy who nearly drowned near Renmark.
01-Apr-13	FATAL CRASH	Mount Gambier (S/E)	1.10	Man died when his ute rolled in the town.
01-May-13	FATAL CRASH	Mount Gambier (S/E)	0.20	Elderly woman killed after crashing into a fence.
05-May-13	JAZZ FESTIVAL	Mount Gambier (S/E)	0.27	Thousands of students participated in the Mt Gambier jazz festival.
07-May-13	FATAL CRASH	Kongorong (S/E)	0.22	Man killed in head-on collision.
07-May-13	HOSPITAL CUTS	Berri (RLD)	1.12	Patients going 15 hours without food and drink due to nursing shortages.
10-May-13	JOBS BOOST	Berri (RLD)	1.10	Manufacturing company moving from China to Riverland, creating 25 jobs.
09-May-13	LOXTON MURDER	Loxton (RLD)	0.27	Man allegedly stabbed by housemates.
11-May-13	TRUE GRIT	Waikerie (RLD)	0.26	More than 3000 people participated in a gruelling 12km obstacle course.
16-May-13	LAKE BONNEY	Millicent (S/E)	1.20	Lake Bonney to reopen - 30 years after it was closed.

18-Feb – 22 May	VARIOUS	Statewide	<p>Premier to ban gambling advertising during sport broadcasts;</p> <p>Warning about online scams targeting SA residents</p> <p>New auction laws;</p> <p>SA car registrations to be \$100 cheaper per year</p> <p>Asbestos concerns at SA schools;</p> <p>Push for South Australians to buy local</p> <p>Federal Budget fallout;</p> <p>Lymphoedema trial; State Coroner recommends new regulations for massage therapists;</p> <p>SA kids complete NAPLAN tests;</p> <p>New laws restricting distribution of degrading images;</p> <p>Diesel prices cheapest in two years</p> <p>Interest rates cut;</p> <p>SA police using new DNA technology</p> <p>Pregnant women urged to get flu shots</p> <p>Police warn of deadly drug PMA</p> <p>SA study into a cure for shortness of breath</p> <p>Warning about eating junk food while pregnant</p>
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18 – Feb – 22 May	VARIOUS	Statewide	<p>Govt admits it's over spruiked SA's "mining boom"</p> <p>SA students below national average in numeracy and literacy</p> <p>SA women still waiting after bungled mammogram tests;</p> <p>State's corruption commission appoints lead investigator</p> <p>Approval for SA major projects to be outsourced to independent panel</p> <p>New pokie laws; Adelaide researchers developing a chemotherapy pill;</p> <p>State's educators respond to Gonski review</p> <p>Alarm at number of SA kids being hospitalised for alcohol intoxication</p> <p>New education blueprint for SA</p> <p>Construction industry skills shortage</p> <p>CFS to conduct largest ever burn-off program</p> <p>SA retail sector struggling</p> <p>Deadly flu strain heading our way</p> <p>Libs promise new direction for SA</p> <p>Easter petrol prices</p> <p>Changes to P-plate laws</p> <p>SA doctors warn about dangers of breast implants</p> <p>Teachers protesting over schools funding</p> <p>New pool laws</p> <p>Community food programs axed</p>
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18 – Feb– 22 May	VARIOUS	Statewide		

Plus hundreds of other news stories generated from other parts of SA, nationally and internationally relating to politics, court matters, sport, crime, health issues, human interest stories, entertainment etc.