

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2015

Communications Portfolio

Special Broadcasting Service

Question No: 59

Program No. Special Broadcasting Service

Hansard Ref: Page 42-44, 27/5/2015

Topic: Struggle Street

Senator Dastyari, Sam asked:

Ms Kellie: We produced the show in partnership with KEO, an Australian production company. They pitched the idea to us, based on the fact that their UK partner, also called KEO, produced a similar show called Skint. They pitched to us to make an Australian version of that show.

Senator DASTYARI: When did they pitch to you?

Ms Kellie: I would have to take on notice the exact date. But some time ago.

Senator DASTYARI: It was a six-month production period?

Ms Kellie: Yes.

Senator DASTYARI: Are we talking the start of last year?

Ms Kellie: It would have been sometime in 2014, but I can take on notice the exact time...

Senator DASTYARI: We will get to that, because there are some differing views on it. But we will get to that. If it is okay with the committee, I would like to table this document, copies of which I think have been distributed. This is the television series brochure that was handed out by KEO Films as part of the recruitment process for the show. You may have to take this on notice, but how does it work at that state? Would this have just been KEO? You were talking about the partnership, and you talked about the process that was created. Was this flyer approved by SBS?

Ms Kellie: The wording and the description of the documentary was pre-agreed with us, and I will read you that wording, which was—

Mr Ebeid: We will probably need to have a look at what it is and make sure it is the same thing.

Senator DASTYARI: Wait a minute. We have three and a half hours. Is that the first time you have seen this?

Ms Kellie: This is the first time I have seen this particular flyer, but it is in keeping with—

Mr Ebeid: What we will do is we will take this on notice and see who put this together.

Senator DASTYARI: Yes, take that on notice. That is not a problem.

Answer:

The formal pitch to SBS for *Struggle Street* occurred on 11 October 2013.

The recruitment flyer was not specifically approved by SBS, but it was based on material contained in the pitch that had been cleared by SBS.