

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 80

Program No. ABC

Hansard Ref: Pages 11-12 (26/05/2011)

Topic: Response to Question on Notice 400

Senator Abetz asked:

Senator ABETZ: Thank you, and welcome to the ABC. First of all if I can go to answers that were provided to questions on notice and question number 400. I asked specifically of the minister if he could take on notice when 19 answers to questions on notice were tabled on 14 February came to his office and when the remaining 16 answers that were tabled on 16 February came to his office. I want to find out if the tardiness, with respect, is with the ABC or with the minister's office. The minister, in typical smart-aleck fashion said the answers to these questions were provided to the committee 'as soon as I was assured of the accuracy of the advice'. I will not pursue the minister again. I will ask you, Mr Scott, and the ABC to please take on notice: when did the ABC supply the draft answers to the minister's office? And, to make it absolutely clear: on what date were they supplied?

Mr Scott: We will do that. We provide our answers to the department, not the minister's office. We will provide the date that we provided it to the department.

Answer:

In regard to its responses to Questions on Notice for Supplementary Estimates October 2010, the Australian Broadcasting Corporation (ABC) provided its responses to the Department on 13 December 2010.

As is standard procedure, the ABC provided its responses to the Department, which, in due course, provides them to the Minister's Office and to the Committee Secretariat.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 81

Program No. ABC

Hansard Ref: Page 13 (26/05/2011)

Topic: Israeli and Egypt Blockade of Gaza

Senator Abetz asked:

Senator ABETZ: Senator Ludlam says—thank you very much—'that was the whole point of it, to break the blockade'. Here we have the ABC saying, 'No; the main purpose was to deliver aid', when, of course, Israel had said, 'Whatever aid you want we will take in for you.' Even the flotilla organisers acknowledge that the main aim was to break the blockade. But the ABC cannot help itself—it has to go a step further than the organisers of the blockade to try to justify this activity.

Mr Scott—another example—in relation to a question you told me at the end: 'ABC records indicate there are almost 4,000 stories related to the Israeli and Egypt blockade of Gaza.'

Then you provide me with examples. That is a disingenuous answer to a question where I was seeking information as to all the references to the Egyptian blockade and all the references to the Israeli blockade. What you have conveniently done is interpreted, put them all together and said, 'Here are 4,000 references'. You know what I meant. I will say it now, and please take it on notice: Of those 4,000, which ones only referred to the Israeli blockade, which ones only referred to the Egyptian blockade and which ones referred to both? We will have a discussion at the next Senate estimates hearings about it. From the *Hansard*, you must have known exactly what I wanted. The fact that you would not break up the figures as requested is indicative of what the raw data will disclose. But I will not make that allegation until we see figures.

Mr Scott: Some search engines were used to demonstrate that there were 4,000 stories that made references to the blockade. But, no, a story-by-story breakdown of those 4,000 stories was not done. That would be a very time-intensive process, of course.

Senator ABETZ: No. If you were to put in the search engine 'Israeli blockade', then 'Egyptian blockade' and then 'Israeli and Egyptian blockades', it should not take very long at all, I am advised. I would be obliged if you could do that, please.

Answer:

The ABC notes that not all ABC content is transcribed. This means a range of material such as unscripted and live content on radio and television is not easily searchable for these purposes. Notwithstanding this, ABC News advises that when it searched the terms: Israeli blockade; Egypt blockade and Israeli and Egyptian blockade, the following results were produced:

	Fully matching	Partially matching
Egypt blockade	150	3,403
Israeli blockade	399	8,444
Israeli and Egyptian blockade	96	1,008,795

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Of the partially matching results, it is possible many of them *may* be about the blockade, but the story or program may not have used both words. For example, stories that mention the blockade affecting the Palestinian territories but failed to mention the word “blockade”, would only be picked up in a partial result, rather than a fully matching result. For this reason, care should be taken when attempting to draw firm conclusions from this data.

It is for this reason that the ABC considers that a sample of stories (such as was provided in response to Senator Abetz’ question on notice at Additional Estimates in February 2011 (Question on Notice 32)) is a better indication of ABC’s coverage of this issue.

In order to clarify the precise nature of the ABC’s coverage of this issue, each and every ABC story that is returned in a full or partial match would need to be opened and read. The ABC considers this exercise would be onerous and a waste of finite ABC resources.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 82

Program No. ABC

Hansard Ref: Pages 14-15 (26/05/2011)

Topic: Independent Complaints Review Panel

Senator Abetz asked:

Senator ABETZ: Which you are abolishing, which is my next line of questioning. So that is a good segue, without engaging you on that. If you have a complaint after the abolition of the Independent Complaints Review Panel you go to the ACMA; is that right?

Mr Scott: That is correct.

Senator ABETZ: How much did the panel cost to run?

Mr Scott: I do not have those figures here.

Senator ABETZ: If you had over \$2 million for six episodes of *Laid*, one would have hoped that you might have had enough money to keep on with an independent complaints review panel.

Mr Scott: It was our Chairman, Maurice Newman, and our director of editorial policies, Paul Chadwick, who reviewed our complaints-handling process. We discovered we had a four-tiered process. That is not to say that, if people are unhappy with the judgments they receive from the ABC's internal processes, there should not be an external appeals mechanism. The question is whether there should be two of them. The feeling of the ABC board and the recommendations of the chairman and of the director of editorial policies was that you do not need two unconnected external appeals mechanisms. You have one that is built into the ACMA brief, and people can take issues to ACMA, if they wish.

Senator ABETZ: How long did this panel exist for? Can you take that on notice?

Mr Scott: Yes, sure.

Senator ABETZ: And the reason why it was set up in the first place?

Answer:

As at 31 May 2011, the cost of running the Independent Complaints Review Panel for the 2010-11 financial year was \$66,646.

The Australian Broadcasting Corporation (ABC) Board established the Panel in May 1991 to provide an independent, external avenue for review of complaints at a time when none existed – the Australian Broadcasting Authority (the Australian, Communications and Media Authority's predecessor) had not yet been established. The Panel's role was to review complaints alleging serious cases of bias, lack of balance and unfair treatment when complainants were not satisfied with the ABC's internal complaints handling procedures. In May 2005, the Panel's jurisdiction was extended to include serious cases of factual inaccuracy.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 83

Program No. ABC

Hansard Ref: Page 16

Topic: Right to Know Campaign - TV Costs

Senator Abetz asked:

Senator ABETZ: Last question. You are part of this coalition to get information out for the public that Fairfax and others are involved in?

Mr Scott: There was, some years ago, the Right to Know Campaign

Senator ABETZ: The Right to Know Campaign—thank you. Why has the national broadcaster confirmed that it will seek an exemption from freedom of information laws to keep secret how much taxpayers spent on the new 7.30 backdrops which were, I understand 25 flat screen TVs, with a retail price tag of \$250,000. The good thing is, I understand, they will not need set-top boxes.

Senator Conroy: That is exactly right.

Senator ABETZ: Apart from that, why would you not tell the public—

Senator Conroy: You voted for that program.

Senator ABETZ: how much you paid for those screens; or is that story wrong?

Mr Scott: I am not across the specific detail of that. But broadly speaking—we said this when we were part of the Right to Know Coalition—we are in a complex position as far as that is concerned in that, in a sense, on programming issues we find ourselves in a competitive dynamic with commercial networks. This issue has been taken up by this committee in the past—why there is not full disclosure of salaries of our on-air talent, because we felt that would put us at a competitive disadvantage.

Senator ABETZ: You told us how much the Leggo cost when you had that great—

Senator Conroy: No, I told you because I googled it for you.

Senator ABETZ: Why do you not tell us how much the flat screen TVs cost?

Mr Scott: Let me take that on notice.

Senator Conroy: It was \$49.99.

Senator ABETZ: Take it on notice; thank you.

Answer:

On 9 March 2011, the Australian Broadcasting Corporation (ABC) received a request from The Australian Newspaper seeking access to information under the *Freedom of Information Act 1982* (the FOI Act) on new 7.30 set costings.

The ABC declined to provide the material requested on the basis that documents relating to the presentation of 7.30 fall outside the scope of the FOI Act.

Under section 7(2) and Part 2 of Schedule II of the FOI Act, the ABC is exempt from the operation of the Act in relation to documents that relate “to its program material and datacasting content”. The Federal Court of Australia considered the scope of this exclusion in *Australian Broadcasting Corporation v The University of Technology, Sydney* [2006] FCA964, and decided that the exclusion applies not just to “program material” (such as scripts and tapes) but also to any

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

document that has a “direct or indirect relationship to program material”. In interpreting the meaning and scope of the exclusion, the Court held that “the repeated use of “in relation to” reinforces an intention to exempt not only the category of documents specified but also documents that relate to that category”.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 84

Program No. ABC

Hansard Ref: Pages 16-17 (26/05/2011)

Topic: New Terrestrial Transmission

Senator Fisher asked:

Senator FISHER: Transmission of TV into regional New South Wales; in particular, the service at Albury, has been raised with me by my colleague in the other place, Sussan Ley. I understand that the ABC has indicated that you are keen to get a solution for New South Wales residents just over the border because they currently receive a fair bit of Victorian content.

Mr Scott: Yes.

Senator FISHER: You have also said you will not take any action until you can get funding. Is that correct? How much is it going to cost? I understand you have also said that you need clear impetus or direction from the community before you will proceed. What will it take for you to give the New South Wales residents immediately over the border New South Wales content, and how are you going to do it and when?

Mr Pendleton: Senator, I would have to take on notice the question about how much it would cost. It would be substantial. The issue there is to do with the terrestrial transmission of television. Albury/Wodonga is serviced from transmitters that are located in the Victorian catchment area. As a result the Albury residents receive the Victorian news. So in order to achieve the distribution of New South Wales news television services into Albury you would be required to put in an additional transmission service and you would have to acquire sufficient spectrum within that footprint to achieve that. There are substantial planning issues involved in achieving that, and then substantial cost issues in establishing new terrestrial transmission services.

Senator FISHER: Are you going to do it?

Mr Pendleton: It is probably not an issue for the ABC to pursue in its own right. It is a spectrum planning issue in relation to ACMA. Those services are available through other means—online.

Mr Scott: It probably is a question for ACMA whether the spectrum is available. Then the question for government broadly will be whether the cost of distributing it using terrestrial transmission is worth it, particularly if we are moving to the era of fast broadband that will allow, say, New South Wales services to be streamed via fast broadband to households and then households to be able to take those services and show them on their television sets. That will be a cost-benefit analysis that then needs to be done on the back of the spectrum question.

Senator FISHER: Is it correct that the ABC has said that you are keen to pursue a solution?

Mr Scott: What we would like to do, ideally, is for residents of New South Wales to be able to see the New South Wales news. We would like them to be able to see the New South Wales 7.30 *Report* and any other breakout local New South Wales programming. That would be ideal.

Senator FISHER: Jolly good start, yes.

Mr Scott: We would like to see that happening and delivered free-to-air terrestrially. The questions for us are: is the spectrum available, is the money available to make that commitment to that transmission and where does that come from? The first question around the spectrum availability is one for ACMA, and the second question about the cost of delivering is one for government.

Senator FISHER: You will, on notice, provide an estimate of how much?

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Mr Scott: Yes, we will.

Answer:

There are two digital TV transmitters covering the Albury and Wodonga area on the New South Wales (NSW) and Victorian border. One transmitter, the Upper Murray, is located on Mt Baranduda in Victoria and the other transmitter, the North Albury, is located on One Tree Hill in NSW.

Upper Murray is a large transmitter, covering a wide geographical area. This service carries the Victorian ABC1 service and this is used as the source to feed into the smaller in-fill transmitter at North Albury.

North Albury is a small “in-fill” transmitter which was designed and installed to overcome some difficult reception issues for those living behind terrain and obstacles preventing reception in the area from the Upper Murray transmitter.

This transmission configuration has existed for many years and the present digital system is simply a replication of the analogue transmission network.

The ABC estimates that to provide wide area coverage of Albury from the NSW side of the border and to replicate an equivalent ABC1 service in NSW similar to that on Mt Baranduda (assuming spectrum is available from the Australian Communications and Media Authority (ACMA) would cost approximately \$700,000 per year). This assumes a suitable transmission site could be located. At the Budget Estimates hearing in May 2011, Mr Pendleton stated “those services are available through other means – online” in error. Mr Pendleton was in fact referring to the availability of the NSW services on the new free to air digital satellite service known as Viewer Access to Satellite Television (VAST). Information about VAST is available through the Government’s Digital Switchover Taskforce web site at: www.digitalready.gov.au or by calling the Digital Ready Information line on 1800 20 10 13.

ABC online (www.abc.net.au) provides comprehensive ABC news and current affairs coverage, with catch-up TV for *7.30*, *Australian Story* and *Four Corners* as well as most major News stories presented as individual segments. However, separate state ABC1 7pm News bulletins are not streamed online.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 85

Program No. ABC

Hansard Ref: Page 17 (26/05/2011)

Topic: Sydney-Based News

Senator Fisher asked:

Mr Scott: There was an issue for us that we had to work hard to resolve during the New South Wales election campaign. For that important part of the state, we wanted to be able to give them the New South Wales news. In doing so we flicked the switch for the Victorians at that time, who then received the New South Wales coverage.

Senator FISHER: Earlier you said they can access it online. Can they access it on iView?

Mr Scott: Not live. What they can access on iView is News 24 live.

Senator FISHER: Why do you not make it—

Mr Scott: It is a possibility. Let's investigate it, Senator.

Senator FISHER: Why do you not do that for those residents—

Mr Scott: I think the state-based 7.30 for would be available and maybe the Sydney-based news. I could check that for you, Senator.

Answer:

During the NSW State Election campaign, the Australian Broadcasting Corporation (ABC) made a number of changes to normal arrangements to provide access to NSW news and current affairs for those viewers in Albury who normally receive Victorian programming. Those changes included:-

- Switching the analog signal to NSW News and 7.30; and
- Providing a live simulcast of the NSW 7pm News on ABC News 24.

In addition, those viewers were able to access NSW content broadcast on 7.30 on demand via the ABC news website.

Budgetary and resourcing implications mean that the ABC is limited in the amount of content that it is able to place on iView.

Content that is made available on iView must be collected, re-coded, segmented and processed separately. At present, the ABC is unable to undertake this process for all news content, and the focus is therefore on limited national news and on national current affairs. It was felt that it was unnecessary to place State 7.30 on iView given that the program is available for viewing on demand on the program website.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 86

Program No. ABC

Hansard Ref: page 20- 21 (26/05/2011)

Topic: First-Run Indigenous Content

Senator Ludlam asked:

Senator LUDLAM: You have provided an answer—and thank you for that—to my question on notice about first-run Indigenous content right across the broadcaster.

Mr Scott: Yes.

Senator LUDLAM: The answer was fairly unimpressive, unless I am reading it incorrectly. In 2009-10 it was 19 hours, or 0.3 per cent of total programming. In the first half of 2010-11 it was 10.5 hours. So we are running at about the same average—less than half of one per cent.

Mr Scott: Yes, but more is coming. Also, there is the slate that we have in drama. We recruited Sally Riley to run this area for us in ABC television. She came from Screen Australia and she is very experienced. We are developing a series of programs, which we expect will run in prime time, that will reflect Indigenous Australia working with Indigenous filmmakers. It is part of our Reconciliation Action Plan. We are conscious of our desire to increase levels of Indigenous content and we will continue to target it over time.

Senator LUDLAM: Do you have a target?

Mr Scott: I do not have that in front of me; I will have to check that. We are continuing to review it. There are a range of programs. The one I talked about earlier called *The Straits* we are making with an Indigenous filmmaker and actor. There is another one—I think it is called *In Redfern Tonight*—where we are working with Indigenous filmmakers as well. These will both be high-profile programs on ABC1. But I agree that over the years—in part, there was a rundown of the drama levels as well—the figure has not been good enough. It is an area of priority for Kim Dalton, our director of television, and it is an area of priority for me. We recruited Sally Riley specifically for this purpose, and we are happy to continue to track and monitor the numbers.

Senator LUDLAM: I will give you a heads-up that I will ask about that next time we are here. News 24, which I think is great, is a welcome addition to what we can access.

Mr Scott: Thank you.

Answer:

ABC TV does not have a target for first run Indigenous content. However, ABC TV has commissioned some 64.5 hours of first run Indigenous programming on ABC1 , ABC2 and ABC3 over the 2010- 2011 financial year. This comprises:

- Drama 8.5 hours
- Documentary 5 hours
- Message Stick 21 hours
- Children's 30 hours
- Marngrook Footy Show 30 hours.

In addition, ABC TV will also broadcast 30 hours of NAFL in 2011.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 87

Program No: ABC

Hansard Ref: In Writing

Topic: Burnie 7ABCRR Service

Senator Colbeck asked:

- a. Has a recommendation been put to government regarding the relocation of the Burnie 7ABCRR service?
- b. If so has the government acted upon these recommendations? If not, why not?
- c. What is the cost of relocation of the 7ABCRR service?
- d. When is relocation of the expected to commence?

Answer:

The ABC progresses all of its funding requests for network extensions and alterations through Government via the Department of Broadband, Communications and the Digital Economy.

Funding requests are normally considered in the budget context. This was the case for the request for the relocation of the Burnie transmitter.

No decision has been taken by Government to relocate the 7ABCRR service at this time.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 88

Program No. ABC

Hansard Ref: In Writing

Topic: ABC24 News TV Programs

Senator Eggleston asked:

1. How long has the service been operating?
2. What is the viewing audience in percentage terms?
3. What areas is the service provided to? Is it just available in capital cities?
4. What regional cities and areas are able to receive ABC24?
5. What plans are there to extend the service to other regional areas, particularly:
 - a. the South West of WA (Bunbury to Albany;
 - b. The Pilbara, Karratha, Port Hedland
 - c. Other regional areas in Australia?
6. Is the budget adequate for your objectives?
7. What has been the impact of ABC24 on other ABC TV news services' audiences?
8. Is ABC24 available via satellite services in the Asian area?
9. If not, are there plans to provide the services in Asia?
10. What impact, if any, has the advent of ABC24 had on commercial TV including 24 hour news services, ie have ratings for Sky News dropped?
11. Is ABC TV news from ABC24 covered by any international services such a CNN / Fox / Bloomberg / BBC World Services / Al Jazeera?

Answer:

1. ABC News 24 launched on Thursday 22 July 2010.
2. In 2011, ABC News 24's consolidated weekly reach is averaging 2.1 million or 13.4% of the five city population (latest figures as at 21/6/2011 – these figures are updated each week. "Reach" counts the total number of viewers who watched at least 5 consecutive minutes of the channel). In terms of "share" rather than "reach", the average weekly share of the channel during day time (6am to 6pm) in 2011 is 1.5%. In evening prime time (6pm to midnight) it is 0.6%.
3. The channel is available across Australia on ABC Digital Terrestrial Television and on direct to home satellite (VAST) for those outside the range of normal digital terrestrial television broadcasts. Note viewers need a high definition digital television or set top box.
4. See above.
5. See above – the channel is available right across Australia.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

6. The channel is funded from savings across the rest of our operation, and there has been no additional or specific allocation of funding for ABC News 24. Additional funding would allow the ABC to increase the breadth and ambition of its coverage, particularly rolling news coverage and broadcasting from remote locations.
7. There is no identifiable pattern of ratings changes for news programming that would indicate any particular affect as a result of ABC News 24.
8. No. The ABC's only international television broadcasting is done through the provision of the Australia Network. ABC News 24 is only available as a broadcast channel in Australia.
9. There are no plans to provide the service outside Australia.
10. For similar reasons to those outlined in the answer to question 7, it is not possible to identify any direct impact on the ratings of other networks (including Sky) as a result of the introduction of ABC News 24.
11. There are no formal arrangements in place for ABC News 24 to be re-broadcast by other rolling news channels.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 89

Program No. ABC

Hansard Ref: In Writing

Topic: Audio Description Technical Trial

Senator Fifield asked:

- a. What is the status of the audio description technical trial that was recommended by the Media Access Review Final Report?
- b. When is it due to be completed?
- c. What additional or specific funding approved for the trial? If so who made the approval?
- d. What is the cost of the trial?
- e. How is the technical trial being funded?

Answer:

The Australian Broadcasting Corporation (ABC) refers to its response to the Senator's Question on Notice 171 on this issue asked at Supplementary Estimates in 2010.

The ABC notes that, to date, the government has not notified it of available funding.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 90

Program No. ABC

Hansard Ref: In Writing

Topic: ABC Website - Ramp Up

Senator Fifield asked:

- a. How many hits has the ABC website 'Ramp Up' received since it became operational?
- b. What is the expected expenditure for the 2010-11 year on the Ramp Up website?
- c. How many staff are employed to work on the Ramp Up website?

Answer:

- a. *Ramp Up* launched on 3 December 2010. For the period 3 December 2010 – 19 June 2011, *Ramp Up* has received just over 225,000 page views (Webtrends).
- b. The expected expenditure for ABC's *Ramp Up* initiative in 2010-11 is \$278,569.
- c. There are currently two staff working on *Ramp Up*.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 91

Program No. ABC

Hansard Ref: In Writing

Topic: ABC Website – The Drum

Senator Fifield asked:

- a. How many hits has the ABC website ‘The Drum’ received since it became operational?
- b. What is the expected expenditure for the 2010-11 year on the The Drum website?
- c. How many staff are employed to work on the The Drum website?

Answer:

- a. *The Drum/Unleashed/The Drum Opinion* (including *The Drum* stories with ABC News URLs) has received the following page views since launch:
 - 13 November – 31 December 2009: approximately 1 million page views
 - 1 January – 31 December 2010: approximately 27 million page views
 - 1 January - 16 June 2011: 14.9 million page views (Webtrends).
- b. Expected expenditure on *The Drum* for 2010-11 is \$675,955.
- c. There are currently four staff working on *The Drum*.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 92

Program No. ABC

Hansard Ref: In Writing

Topic: Children's Programs

Senator Fisher asked:

Recently, the children's programs formerly on ABC 1 have been transferred to ABC 3. Is this move to ensure that all children's programs are available on the one channel, and/or are there some cost savings attainable from such a move?

Answer:

On 2 May 2011, ABC1's morning children's programs moved to ABC2. The purpose of the programming change is to provide the Australian Broadcasting Corporation's pre-school audience (aged up to five years) with age-appropriate programming for 13 hours per day (from 6am-7pm), seven days per week, on digital channel ABC2 ('ABC 4 Kids). ABC 4 Kids preschool programming is also supported by a website where viewers can catch up on their favourite preschool shows, play games, choose creative activities and best of all allow carers to choose what the children can see, making it a safer and more secure environment.

From 2 May 2011, ABC1 has screened ABC News Breakfast in the morning time slot and has continued to broadcast children's programs from 3pm to 6pm each weekday.

For ABC TV's older school-aged audience, ABC3 continues to provide 15 hours of programs daily from 6am to 9pm. This is complemented by the ABC3 website which provides catch-up TV, games and much more.

This change in programming was motivated by a desire to offer an improved service to this demographic, rather than cost savings.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 93

Program No. ABC

Hansard Ref: In Writing

Topic: ABC Digital Radio

Senator Fisher asked:

Has the introduction of ABC Digital Radio had an impact on your share of the radio audience market? What were the costs attached to the creation of ABC Digital Radio?

Answer:

The Nielsen Company conducts the Radio Ratings surveys on behalf of Commercial Radio Australia (CRA). CRA is releasing limited Nielsen data to the Australian Broadcasting Corporation (ABC) on the audience for its digital stations. No data on commercial or community stations is available to us and overall market share estimates are therefore not possible.

As at the end of May 2011, the ABC has incurred costs totalling \$3.8m in establishing the capital infrastructure to support Digital Radio. This work has occurred across two main projects:

- DAB + Digital Radio Network Implementation (\$3.1m at May 2011) to implement the Government initiative for Digital Audio Broadcast services to Sydney, Melbourne, Brisbane, Adelaide and Perth.
- Digital Radio Production Infrastructure (\$0.7m at May 2011) to provide infrastructure for production and delivery.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 94

Program No. ABC

Hansard Ref: In Writing

Topic: Digital Switchover

Senator Fisher asked:

Under the digital switchover, will regional and remote viewers of the ABC be assured of receiving their High Definition local news transmission, rather than say Sydney news, in Northern Qld?

Answer:

ABC News 24 is broadcast in high definition. ABC News 24 is not location-specific to any one State or Territory and has news items from all over Australia and around the world. It is not delayed for any time zone.

ABC1 on digital television is broadcast in standard definition and has a specific State-based news bulletins at 7pm each evening. Accordingly, viewers in Northern Queensland will receive the Queensland news bulletin on ABC1.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 95

Program No. ABC

Hansard Ref: In Writing

Topic: Operating Costs of ABC 24

Senator Fisher asked:

ABC 24 channel has been operating for a while. Are you able to isolate the operating costs of this channel? Last year you indicated that this may be difficult as some of the overhead costs were already embedded in the costings of existing ABC services. Surely, as a separate channel, you can now breakdown costings to allow a proper analysis of ABC 24 and its operations i.e. akin to basic cost accounting methodologies?

Answer:

No. The Australian Broadcasting Corporation (ABC) does not measure or report its expenditure on a platform or channel basis. As a result, the total costs of operating ABC 24 News channel are intermingled with the costs of providing the broader range of ABC news and current affairs programs and services.

In the ABC's internal structure, activities are integrated whereby resources are often used for the production of content for multiple publication/distribution platforms. For example, areas that produce news content often produce content for publication on one or more of the ABC's television and radio stations, and online.

Some signal costs are also shared across channels and there are also contributions from other areas of the ABC, some of which are overheads and not directly charged. Given this structure, the ABC does not isolate all the costs for operating ABC 24 News channel.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 96

Program No. ABC

Hansard Ref: In Writing

Topic: Government Advertising

Senator Fisher asked:

- a. What communications programs has the department undertaken, or are planning to undertake FYTD?
- b. For each program, what is the total spend?

Answer:

a-b. None.

For the purposes of answering this Question on Notice, the ABC has interpreted ‘communications program’ to mean “*communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums*”, as set out in Senator Barnett’s Question on Notice 38 from Budget Estimates 2010.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 97

Program No. ABC

Hansard Ref: In Writing

Topic: Freedom of Information

Senator Fisher asked:

- a. Has the agency within the portfolio received any advice on how to respond to FOI requests?
- b. How many FOI requests has the agency received?
- c. How many have been granted or denied?
- d. How many conclusive certificates have been issued in relation to FOI requests?

Answer:

- a. The Australian Broadcasting Corporation (ABC) has not sought or received advice from any third parties on how to respond to Freedom of Information (FOI) requests. In preparing responses to requests for access to documents under the FOI Act, the ABC routinely seeks advice from the ABC's Legal Division.
- b. Between 1 July 2009 and 30 June 2010, the ABC received 17 FOI requests (including three requests for internal review).
- c. Of the 17 FOI requests:
 - one was granted in full
 - four were granted in part
 - nine were requests that were outside the scope of the FOI Act (and therefore access was refused)
 - two were refused
 - one was withdrawn.
- d. Provisions to issue conclusive certificates were repealed by the *Freedom of Information (Removal of Conclusive Certificates and Other Measures) Act 2009*.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 98

Program No. ABC

Hansard Ref: In Writing

Topic: Media Monitoring

Senator Fisher asked:

- a. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the agency in FYTD?
- b. Which agency or agencies provided these services?

Answer:

- a. For the period 1 October 2010 to 31 May 2011, the total cost of media monitoring, transcripts and press clipping services for the ABC was \$ 118,000.
- b. These services were provided to the ABC by Media Monitors.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 99

Program No. ABC

Hansard Ref: In Writing

Topic: Social Media

Senator Fisher asked:

Has there been any changes to agency social media or protocols about staff access and usage of Youtube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs since October 2010? If yes, please explain.

Answer:

Since October 2010, there have been no changes to the ABC's Use of Social Media Policy.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 100

Program No. ABC

Hansard Ref: In Writing

Topic: Contractors

Senator Fisher asked:

1. Has the agency within the portfolio ever employed Hawker Britton in any capacity or is it considering employing Hawker Britton? If yes, provide details.
2. Has the agency within the portfolio ever employed Shannon's Way in any capacity or is it considering employing Shannon's Way? If yes, provide details.
3. Has the agency within the portfolio ever employed John Utting & UMR Research Group in any capacity or is it considering employing John Utting & UMR Research Group? If yes, provide details.
4. Has the agency within the portfolio ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details.
5. Has the agency within the portfolio ever employed Cutting Edge in any capacity or is it considering employing Cutting Edge? If yes, provide details.
6. Has the agency within the portfolio ever employed Ikon Communications in any capacity or is it considering employing Ikon Communications? If yes, provide details.
7. Has the agency within the portfolio ever employed CMAX Communications in any capacity or is it considering employing CMAX Communications? If yes, provide details.
8. Has the agency within the portfolio ever employed Boston Consulting Group in any capacity or is it considering employing Boston Consulting Group? If yes, provide details.
9. Has the agency within the portfolio ever employed McKinsey & Company in any capacity or is it considering employing McKinsey & Company? If yes, provide details.

Answer:

The ABC refers to its response to Senator Birmingham's question on notice from Supplementary Budget Estimates in 2010 (q166).

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

With the exception of Cutting Edge Pty Ltd, the ABC has not used any of the above mentioned companies since October 2010. The ABC used Cutting Edge for services totalling \$1,100 in May 2011 related to the hire of broadcast equipment.

With the exception of Cutting Edge, the ABC has no current plans to use these companies in the future. Regarding Cutting Edge, ABC records show that the ABC has typically used its equipment hire services once or twice a year, and this may be expected to continue in the future. Expenditure is not expected to be significant.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 101

Program No. ABC

Hansard Ref: In Writing

Topic: Government Payments of Accounts

Senator Fisher asked:

- a. Has agencies within the portfolio paid its accounts to contractors/consultants etc in accordance with Government policy in terms of time for payment (i.e. within 30 days)? If not, why not, and what has been the timeframe for payment of accounts? Please provide a breakdown, average statistics etc as appropriate to give insight into how this issue is being approached.)
- b. For accounts not paid within 30 days, is interest being paid on overdue amounts and if so how much has been paid by the portfolio/department agency for the current financial year and the previous financial year?
- c. Where interest is being paid, what rate of interest is being paid and how is this rate determined?

Answer:

- a. The ABC's standard payment terms are 30 Days Commercial as stated on the ABC internet site under the section "Doing business with the ABC". 30 Days Commercial means 30 days after the end of the month the tax invoice was rendered. An exception to this is payments to businesses that meet the Government's definition of a "small business" in *Finance Circular 2008/10 "Procurement 30 Day Payment Policy for Small Business"*, which are paid 30 days after the date the tax invoice is rendered. (A small business is defined as having less than 20 full time equivalent employees)

Between 1 July 2010 and 31 May 2011 (inclusive) the ABC made 633 payments to consultants and contractors amounting to \$13.7m, of which 473 transactions (75 per cent) totalling \$12.7m (93 per cent) were paid on or before the due date.

Those invoices not paid by the due date were most likely paid late because the invoice was in dispute or because the supplier had not provided sufficient details to facilitate the payment by the due date (ABN, bank account details etc).

- b. The ABC does not pay interest on overdue invoices unless a tax invoice for the interest is received from a supplier. It is extremely rare for interest to be charged by a supplier as the reason for deferred payment is typically due to a mutual understanding (ie disputed charges etc). Interest paid on overdue invoices YTD is insignificant.

In rare circumstances, an invoice may be received by a business unit and there may be a time lag between it being received and it being sent to accounts payable for processing.

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

- c. Interest would theoretically be calculated in accordance with section 8AAD of the *Taxation Administration Act 1953* and would be based on the relevant daily general interest charge rate quoted for the relevant day. However, as stated above, the ABC is rarely charged interest by its suppliers. An example of how interest is to be calculated is provided in *Finance Circular 2008/10*.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 102

Program No. ABC

Hansard Ref: In Writing

Topic: Media Subscriptions

Senator Fisher asked:

- a. Do your agencies within the portfolio subscribe to pay TV (for example Foxtel)? If yes, please provide the reason why, the cost and what channels.
- b. Do your agencies within the portfolio subscribe to newspapers? If yes, please provide the reason why, the cost and what newspapers.
- c. Do your agencies within the portfolio subscribe to magazines? If yes, please provide the reason why, the cost and what magazines.

Answer:

- a. The ABC does subscribe to Pay TV. Expenditure for the period from 1 October 2010 to 31 May 2011 was \$69,000.

Foxtel is the ABC's main pay TV service provider and the most commonly subscribed package is the Business Value package which includes access to the following channels:

- Sports channels
- News Channels;
- Documentaries
- Music
- Kids and Family
- Entertainment

In addition there are some ABC subscriptions to Disney and Racing Channels though Foxtel. The ABC also holds three Austar subscriptions.

The ABC subscribes to Pay TV for a number of reasons including:

- Monitoring of other sources of News such as CNN and BBC World News for breaking stories and updates;
 - Provision of international Sports results;
 - Reviewing programming that might be suitable for the ABC to acquire;
 - Keeping up to date on emerging bands and worldwide music trends.
- b. The ABC purchases a number of newspapers, local, national and international. The ABC purchases newspapers for the following reasons:

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

- Source of information for programmes – such as topics for talkback radio, local interest stories, and items of interest;
- To keep abreast of what is happening in the Media and Entertainment industries in Australia and internationally;
- Financial market information;
- Peruse program reviews.

The ABC does not track costs of subscriptions to newspapers separately to the cost of subscriptions to magazines. The ABC purchases most of the newspapers and magazines through various newsagencies. Some subscriptions are paid six or twelve months in advance. For the period from 1 October 2010 to 31 May 2011 the ABC has spent \$520,000 on newspapers and magazines.

The newspapers the ABC purchases are the major state and national papers including the Sydney Morning Herald, The Australian, The Financial Review, Melbourne Age, and Daily Telegraph. The ABC also purchases regional and international newspapers as required.

- c. The ABC purchases some magazines. The ABC purchases magazines for the following reasons:
- Source of information for programmes – such as topics for talkback radio, local interest stories, and items of interest;
 - To keep abreast of what is happening in the Media and Entertainment industries in Australia and internationally;
 - Financial market information;
 - Peruse program reviews;
 - Industry trends – such as Accounting, IT, Legal and Broadcast.

The ABC does not track costs of subscriptions to newspapers separately to the cost of subscriptions to magazines. The ABC purchases most of the newspapers and magazines through various newsagencies. Some subscriptions are paid 6 or 12 months in advance. For the period from 1 October 2010 to 31 May 2011 the ABC has spent \$520,000 on newspapers and magazines.

The ABC does not keep records of each magazine purchased. Publications that the ABC has purchased include the following categories:

- Sports
- Families
- Food and lifestyle
- Business and finance
- Media and entertainment
- Science
- IT
- Legal

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 103

Program No. ABC

Hansard Ref: In Writing

Topic: Legal Costs

Senator Fisher asked:

- a. What sum did each portfolio agency within the portfolio spend on legal services FYTD within the department and agency? Please provide a list of each service and costs.
- b. What sum did each portfolio agency within the portfolio on legal services FYTD from the Australian Government Solicitor? Please provide a list of each service and costs.
- c. What sum did each portfolio agency within the portfolio spend on legal services FYTD from private firms? Please provide a list of each service and costs.
- d. What sum did each portfolio agency within the portfolio spend on legal services FYTD from other sources? Please provide a list of each service and costs.

Answer:

- a. The ABC spent a total of \$4.9m on internal legal services and external legal advice. This related to mainly Employment Law, Commercial Law, Media Law and Property Law.

The division of costs is as follows:

Internal legal department (incl Employee Relations department)	\$3.9m
External legal advice from private firms	\$0.7m
Other Legal services (mainly Barristers)	<u>\$0.3m</u>
Total	\$4.9m

- b. Nil.
- c. The ABC spent \$0.7m on specialist legal advice from private firms, relating to mainly Employment Law (\$0.2m), Commercial Law (\$0.1m), Media Law (\$0.2m) and Property Law (\$0.2m).
- d. The ABC spent \$0.3m on legal services from other sources (mainly barristers) relating to advice and/or court representation in relation to defamation, copyright and statutory interpretation.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 104

Program No. ABC

Hansard Ref: In Writing

Topic: Education Expenses

Senator Fisher asked:

Please detail all education expenses (i.e. in house courses and tertiary studies) for each portfolio department and agency. Include what type of course, the cost and how many participants.

Answer:

The ABC is committed to provide on-going training to staff.

External and internal educational expenses for the period 1 July 2010 to 31 May 2011 amounted to \$1.74m.

Types of training include executive coaching, radio, television and web production training, news reporting, editorial policies, OHS training, university fees reimbursement, CPA training, finance and HR internal systems training and training on various aspects of the ABC's Employment Agreement.

It is not feasible to provide the type of course, cost and number of participants within the time requested as this will require examination of numerous supporting documents. Cost per Division is set out below:

Division	Total \$000s
Radio	
Television	82
News	100
ABC Resources	73
People & Learning	131
Capital	163
Business Services	147
Other Corporate Groups	304
Innovation	11
Technology	580
Total	1,740

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 105

Program No. ABC

Hansard Ref: In Writing

Topic: Executive Coaching and Leadership Training

Senator Fisher asked:

In relation to the purchase of executive coaching and/or other leadership training services purchased by each portfolio department or any agency within the portfolio, please provide the following information FYTD:

1. Total spending on these services
2. The number of employees offered these services and their employment classification
3. The number of employees who have utilised these services and their employment classification
4. The names of all service providers engaged

For each service purchased from a provider listed under (4), please provide:

- a. The name and nature of the service purchased
- b. Whether the service is one-on-one or group based
- c. The number of employees who received the service and their employment classification
- d. The total number of hours involved for all employees
- e. The total amount spent on the service
- f. A description of the fees charged (i.e. per hour, complete package)

Where a service was provided at any location other than the department or agency's own premises, please provide:

- i. The location used
- ii. The number of employees who took part on each occasion
- iii. The total number of hours involved for all employees who took part
- iv. Any costs the department or agency's incurred to use the location

Answer:

1. A total of \$248,600 was spent on these services.
2. 36 executive and non-executive staff were offered these services by their divisional managers.
3. 24 executive level staff and 12 non executive staff utilised these services.
4. The service providers engaged by the ABC were (corporate trainers) P Nesbitt, H Armstrong, M Neave, D Woolfson, the Centre for Applied Cognitive Studies and the Australian Graduate School of Management (AGSM).
 - a. Staff participated in the Advanced Managers Program with the corporate trainers and the Accelerated Learning Laboratory at the AGSM.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

- b. Training was group-based in both programs.
- c. 22 participants attended the Advanced Managers Program and 14 participants attended the Accelerated Learning Laboratory with the AGSM.
- d. Each Advanced Managers Program participant attended a total of 96 hours of training plus ten hours executive coaching. Each AGSM participant attended 48 hours of training. A total of 3004 hours of training was provided.
- e. See response to (1) above.
- f. Fees were charged per hour for coaching and per day for facilitation with the Advanced Managers Program.

Fees were charged per course at the AGSM.

- i. Services for the Advanced Managers Program were provided at the Mercure Hotel in Sydney and the University of NSW was the venue for the AGSM.
- ii. 22 staff participated in each session at the Mercure Hotel and 14 staff participated at the University of NSW.
- iii. See response at d. (above).
- iv. Venue hire charges of \$11,000 were incurred at the Mercure Hotel in Sydney (this figure is included in the service cost response noted at (1) and referred to in (e) above). There were no charges incurred at the University of NSW.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 106

Program No. ABC

Hansard Ref: In Writing

Topic: Paid Parental Leave

Senator Fisher asked:

- a. Please list how many staff in each portfolio agency within the portfolio are eligible to receive payments under the Government's Paid Parental Leave scheme?
- b. Please list which portfolio agencies are providing its employees with payments under the Government's Paid Parental Leave scheme? Please list how many staff are in receipt of these payments.

Answer:

- a. Any employees in the Corporation who meet the criteria under the Government's Paid Parental Leave scheme are eligible to receive payments under the scheme. Eligibility for Paid Parental Leave is determined by the Family Assistance Office/Centrelink.
- b. The Corporation currently has four employees receiving payments. Apart from these four, there are a further 11 who have applied and will receive payments in the future.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 107

Program No. ABC

Hansard Ref: In Writing

Topic: Workpoint Space

Senator Fisher asked:

1. For each portfolio agency office please list the occupied workpoint space allocated per person.
2. Does this adhere to the Government's Commonwealth Property Management Guidelines (the Guidelines)?
 - I. If yes, please explain if any refurbishment was required to meet the Guidelines and what the costs were.
 - a. What savings did each portfolio agency achieve by meeting the Guidelines? Please itemise each portfolio agency separately.
 - b. How much of these savings has each portfolio agency kept? Please itemise each portfolio agency separately.
 - II. If no, please give details why it does not, including whether an exemption has been received by the Finance Minister.
 - a. What funding has been taken from each portfolio department and agency because they do not meet the Guidelines? Please itemise each portfolio department and agency separately.
 - b. Are there plans to meet the Guidelines? Please explain.

Answer:

The Commonwealth Property Management Guidelines (the Guidelines) and the workpoint occupational density target specified therein apply to *Financial Management and Accountability Act 1997* agencies. The ABC is a *Commonwealth Authorities and Companies Act 1997* (CAC) body. The Guidelines do not apply to CAC bodies.

The ABC does, where possible, seek to avoid inconsistency with the Guidelines. By way of example, the office workspace allocation at the ABC's principal operational location, the ABC Ultimo Centre in Sydney, is in the order of 12 square metres per workpoint.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 108

Program No. ABC

Hansard Ref: In Writing

Topic: Staffing

Senator Fisher asked:

- a. How many permanent staff recruited this FYTD?
- b. What classification are these staff?
- c. How many temporary positions exist or have been created this FYTD?
- d. This FYTD, how many employees have been employed on contract and what is the average length of their employment?

Answer:

- a. A total of 177 permanent staff were recruited between 21 June 2010 and 19 June 2011.
- b. The classifications of these staff are noted in the table attached.
- c. As at 19 June 2011, there are 549 temporary positions at the ABC.
- d. Between 21 June 2010 and 19 June 2011, 982 employees have been employed on contract at the ABC. The average length of employment under these contracts is 154 days.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

ATTACHMENT

PERMANENT STAFF RECRUITED			
21 Jun 2010 - 19 Jun 2011			
Staff Levels	Full Time	Part Time	Total
Administrative/Professional Band 1		1	1
Administrative/Professional Band 2	2	2	4
Administrative/Professional Band 3	4		4
Administrative/Professional Band 4	6	2	8
Administrative/Professional Band 5	7		7
Administrative/Professional Band 6	9		9
Administrative/Professional Band 7	6		6
Administrative/Professional Band 8	2		2
Administrative/Professional Band 9	1		1
Content Maker Band 2	8		8
Content Maker Band 3	7	1	8
Content Maker Band 4	10		10
Content Maker Band 5	26	2	28
Content Maker Band 6	9		9
Content Maker Band 7	7		7
Content Maker Band 8	3		3
Head Office Manager Grade 1	1		1
Senior Executive Band 1	3		3
Senior Executive Band 2	7		7
Senior Executive Band 3	1		1
Shop Assistant	2	27	29
Shop Manager Grade C	8		8
Shop Manager Grade D	1		1
Technologist Band 3	2		2
Technologist Band 5	3		3
Technologist Band 6	1		1
Technologist Band 7	4		4
Technologist Band 8	1		1
Technologist Band 9	1		1
Total	142	35	177

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 109

Program No. ABC

Hansard Ref: In Writing

Topic: Staffing - Efficiency Dividend and Budget Cuts

Senator Fisher asked:

- a. Have staffing numbers been reduced as a result of the efficiency dividend and/or other budget cuts?
- b. If so, where and at what classification?
- c. Are there any plans for staff reduction? If so, please advise details ie. reduction target, how this will be achieved, services/programs to be cut etc.
- d. What changes are underway or planned for graduate recruitment, cadetships or similar programs? If reductions are envisaged please explain including reasons, target numbers etc.

Answer:

- a. As noted in previous Senate Estimates responses, the ABC is not subject to the efficiency dividend.
- b. Not applicable.
- c. As at October 2011, recently proposed changes may result in a reduction of staff numbers within ABC Resources & ABC TV. The consultation process is continuing, and final outcomes and impact on staff are yet to be determined.
- d. There are no planned changes to graduate recruitment, cadetships or similar programs.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 110

Program No. ABC

Hansard Ref: In Writing

Topic: Hospitality and Entertainment

Senator Fisher asked:

- a. What is the agency's hospitality spend FYTD?
- b. Please detail date, location, purpose and cost of all events.
- c. What is the agency's entertainment spend FYTD?
- d. Please detail date, location, purpose and cost of all events.

Answer:

Entertainment, including entertainment related expenditures, such as Fringe Benefits Tax on such expenditure amounted to \$380,000 for the period 1 July 2010 to 31 May 2011.

The ABC is unable to provide the date, location, purpose and cost of all events within the time requested as this will require examination of supporting documentation related to more than thousands of transactions over the period in question.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 111

Program No. ABC

Hansard Ref: In Writing

Topic: ABC Presenters

Senator Birmingham asked:

Please provide details of all requests by or for ABC presenters to undertake outside work that were declined.

Answer:

ABC presenters are aware of the potential for conflicts of interest. As a result, requests made to presenters to undertake work outside the ABC may be declined immediately rather than the request(s) being referred to management for consideration. In these instances, there will be no record of the initial request. Some requests, however, are referred on to management. In these instances, some may be accepted and some may be declined. Each division manages its own approval process of outside work.

In relation to ABC's Radio Division, in 2010-11 the following formal requests were declined:

- An afternoon radio presenter declined an opportunity to moderate a forum of Wentworth candidates, organised by activist group Get Up! during the federal election campaign as it was considered it may conflict with his responsibilities, particularly during the election campaign.
- A morning radio presenter declined an opportunity to endorse a book as it was deemed an inappropriate endorsement of a commercial product.
- A presenter of a national program declined an opportunity to be a celebrity ambassador for a community awareness campaign run by a non-profit organisation as it was deemed inappropriate, given that it was funded by a commercial entity with an interest in the subject matter of the awareness campaign.
- A presenter of a national program declined an opportunity to provide testimonial on an author's upcoming book as it was outside the presenter's area of expertise.

In relation to the ABC's News Division, in 2010-11 the following formal requests were declined:

- A news reporter/presenter declined the opportunity to host a video discussion on the website of a major publishing house because of concerns that it would be seen as a marketing and promotional activity for that publishing house.
- A news reporter declined an opportunity to address a group of senior managers at a major public company about journalism, as it was felt that the nature of the request was close to constituting media training.
- A news presenter declined an opportunity to moderate a public discussion on climate change as it clashed with other commitments.
- An Australia Network news reporter declined an opportunity to provide media training to a church organisation.

Until the commencement of the 2011-12 financial year, ABC TV did not keep formal records of requests for outside work that were declined by management.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 112

Program No. ABC

Hansard Ref: In Writing

Topic: Australian Content

Senator Birmingham asked:

- a. Please detail, for each of ABC 1, ABC 2 and ABC 3, how many hours of first release Australian content have been shown over the past year.
- b. Please detail, for each of ABC 1, ABC 2 and ABC 3, how many hours of news and current affairs have been shown over the past year.
- c. Please detail, for each of ABC 1, ABC 2 and ABC 3, how many hours of sport have been shown over the past year.
- d. Please detail, for each of ABC 1, ABC 2 and ABC 3, how many hours of foreign produced content have been shown over the past year.
- e. Based on the approach outlined in Broadcasting Services Australian Content Standard, what is the drama score for all first release drama programs broadcast by the ABC overall in 2010? What is the score for all first release drama programs broadcast in prime time in 2010? How does this compare to the previous 3 years?

Answer:

All figures are provided as at 18 June 2011.

- a. For ABC1, 2755 hours of first release Australian content have been broadcast from the Sydney transmitter, including National and NSW broadcasts.

For ABC2, 800 hours of first run first run Australian content have been broadcast.

For ABC3, 280 hours of first run Australian content have been broadcast.
- b. For ABC1, 3200 hours of national and state news and current affairs content broadcast have been hours.

For ABC2, 602 hours of news and current affairs have been broadcast.

For ABC3, 111 hours of news and current affairs have been broadcast.
- c. For ABC1, 450 hours of local sporting content and 135 hours nationally transmitted sport.

For ABC2, 24 hours have been broadcast, including 16 hours of the Marngrook Football Show.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

ABC3 has not transmitted any sporting programs or sporting events.

- d. For ABC1, 580 hours of foreign content have been broadcast.

For ABC2, 505 hours of foreign produced content have been broadcast.

For ABC3, 340 hours of first run overseas content has been broadcast.

- e. Please refer to table attached.

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

Broadcast Hours & Points by Calendar Year			2007		2008		2009		2010	
Transmission Date	Program	Format Factor	Hours	Points	Hours	Points	Hours	Points	Hours	Points
Drama										
13/05/2007	Bastard Boys	4	4.00	16.00	-	-	-	-	-	-
22/05/2007	Curtin	4	1.50	6.00	-	-	-	-	-	-
7/10/2007	Rain Shadow	3	6.00	18.00	-	-	-	-	-	-
30/03/2008	East of Everything S1	3	-	-	6.00	18.00	-	-	-	-
10/05/2008	Bed Of Roses S1	3	-	-	6.00	18.00	-	-	-	-
6/07/2008	Valentines Day	4	-	-	1.50	6.00	-	-	-	-
23/02/2009	The Cut	4	-	-	-	-	6.0	24.0	-	-
14/06/2009	3 Acts of Murder	4	-	-	-	-	1.5	6.0	-	-
19/04/2009	Dirt Game	3	-	-	-	-	6.0	18.0	-	-
25/07/2009	East of Everything S2	3	-	-	-	-	7.0	21.0	-	-
22/11/2009	Samson & Delilah	4	-	-	-	-	1.5	6.0	-	-

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

10/12/2009	The New Black	2.5	-	-	1.0	2.5	-			
13/02/2010	Bed of Roses S2	3	-	-	-	8.0	24.0			
3/05/2010	I Rock	2.5	-	-	-	4.0	10.0			
7/11/2010	Rake	3	-	-	-	8.0	24.0			
14/11/2010	Sisters of War	4	-	-	-	1.5	6.0			
4/12/2010 (break 25/12/10)	Bed of Roses S3	3	-	-	-	3.0	9.0			
Total Drama Broadcast			11.50	40.00	13.50	42.00	23.0	77.5	24.5	73.0
Comedy										
5/09/2007	Summer Heights High	2.5	4.00	10.00	-	-	-			
31/10/2007	The Librarians S1	2.5	3.00	7.50	-	-	-			
9/07/2008	Hollowmen S1	2.5			3.50	8.75	-	-		
16/08/2008	Review With Myles Barlow S1	2.5	-		3.00	7.50	-	-		
3/09/2008	Very Small Business	2.5	-		3.00	7.50	-	-		

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

3/09/2008	Hollowmen S2	2.5	-	3.00	7.50	-	-
5/08/2009	Librarians S2	2.5	-	-	3.0	7.5	-
22/07/2010	Review With Myles Barlow S2	2.5	-	-	-	3.5	8.75
21/04/2010	Lowdown S1	2.5	-	-	-	4.0	10.0
13/10/2010	Librarians S3	2.5	-	-	-	4.0	10.0
Total Comedy Broadcast			7.0017.50	12.5031.25	3.07.5	11.528.8	
Children's							
My Place		2.5				13.032.5	
Dance Academy		2.5			13.032.5	13.032.5	
Total Children's Broadcast					13.032.5	26.065.0	
TOTAL FICTION HOURS & POINTS			18.5057.50	26.0073.25	39.00117.50	62.00166.75	

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 113

Program No. ABC

Hansard Ref: In Writing

Topic: Program Rights

Senator Birmingham asked:

- a. What programs has the ABC lost broadcast rights to over the last year?
- b. How does the ABC budget for purchasing broadcasting rights to foreign produced content? Has this budget changed over the past 3 years? How?

Answer:

- a. The ABC has only lost one locally produced program franchise in the last year and this was the much publicised sequel to Paper Giants.
- b. The launch of the new digital free-to-air channels has heightened the competition within the Australian acquisition market. Programs and series that most likely would have been the exclusive and uncontested property of ABC TV are now being purchased by other networks. The ABC has been outbid by other networks and “lost” the opportunity to present a number of international programs in recent months, including:

Drama

- The Borgias
- Camelot
- Downton Abbey
- Walking Dead

Comedy

- Come Fly With Me

Documentary/Factual

- 9/11: The day that changed the world
- Attenborough’s Madagascar
- Exit From the Gift Shop
- Inside the Human Body
- Metropolis
- Valentino

Increased competition for international programming has meant that the ABC has had to increase the price that we have paid for certain programming franchises in order to secure the rights over other networks.

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

Over the past 3 years, ABC1's acquisitions budget has declined in real terms from just over \$30m in 2008-09 to \$24m in the 2010-11 financial year.