

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2016

Communications Portfolio

Australian Broadcasting Corporation

Question No: 12

Australian Broadcasting Corporation

Hansard Ref: Page 95, 05/06/2016

Topic: OneABC Typeface

Senator PATERSON: Welcome, Ms Guthrie. It is my first estimates too, so I hope you will go easy on me! I was going to ask the minister about why the ABC is exempt from the efficiency dividend, but, given the time constraints, I might save that for the party room. I will start, Ms Guthrie, on the OneABC typeface. I appreciate that this would have been a decision made by your predecessor, but I would still appreciate your view on it and perhaps your colleagues' insight into the decision-making about the typeface.

For the benefit of the committee, for those who are not familiar with it, the designer of the typeface, Peter Lofgren, has described it by saying it gives:

A sense of contrast that is simultaneously austere and rich. A true sense of inclusiveness that celebrates diversity and multiculturalism. And finally that special larrikin mentality that does not take itself too seriously—which is a very impressive feat for a humble font. My first question is: how much did the font cost to design?

Ms Guthrie: I think that is a question I will have to take on notice. I do not have that figure at hand.

Senator PATERSON: I am sure Mr Pendleton could assist.

Mr Pendleton: I do not have an exact number, Senator. I would need to take it on notice. It is not a big number.

Senator PATERSON: Even a vague estimate?

Mr Pendleton: Sub-50.

Senator PATERSON: Sub-\$50,000?

Mr Pendleton: Yes. But I do not have the exact number.

Answer:

The cost associated with the design and development of the OneABC font was \$32 750 (excluding GST).