

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2016**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 116**

**Australian Broadcasting Corporation**

**Hansard Ref: Page 93, 18/10/2016**

**Topic: Novel - Celeste**

**Senator Duniam, John asked:**

**Senator DUNIAM:** It is a process question and chances are these questions will go on notice. It is not a reflection on the book or the author, but I just wondered how it is determined, out of the thousands of titles on the bookshelves in the ABC shops, that it was decided to go with that particular novel.

**Mr Sunderland:** We can take that on notice. I am not sure whether it is an ABC publication. We do have an ABC Books arm so it may be an ABC book. We will take that on notice.

**Senator DUNIAM:** That would be handy and also if there was a form of payment by the author.

**Mr Sunderland:** There would not have been but I will look into the process around that choice.

**Senator DUNIAM:** And then who made the decision for that book. That is it for me. Thank you very much.

**Answer:**

The novel *Céleste* was published under the ABC Books imprint. It is a biography of Céleste de Chabrilan, the wife of the first French Consul to Australia. The book was released into the market along with the audio book by ABC Audio and a companion CD, which was produced by the ABC's classical music label.

ABC Commercial created a combined promotion for the book, the audio book and the companion CD because of the appeal of this story to the ABC audience and as it was an effective way to promote three related products.

The author did not pay the ABC for this promotion. The ABC does not sell promotional space on its platforms and the *Australian Broadcasting Corporation Act* prohibits the ABC from taking advertising on its domestic broadcast and digital media services.

ABC is permitted under the ABC Act to run announcements about its own services and as such it can run promotions for products which carry the ABC logo.