

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2016
Communications Portfolio
Special Broadcasting Service

Question No: 81

Special Broadcasting Service

Hansard Ref: Page 41, 18/10/2016

Topic: Zela website - set-up date

Senator Dastyari asked:

Senator DASTYARI: So at this stage the Zela website still exists?

Mr Ebeid: Yes, it does.

Senator DASTYARI: It sounds like you are foreshadowing a possible closure of the site to move the content onto your regular website.

Mr Ebeid: It is not closure of the site. It is just moving the content from one page to a different part of our website. We are still covering the topics. The stories and the issues will still be there in every way.

Senator DASTYARI: What was the objective for the channel and what has changed?

Mr Ebeid: It is not a channel; it is just a web page that aggregates stories of women's sports and topics. What we have got to do is make sure that we put our very limited resources to things that our audiences are engaging with us on and what we have found is, by limiting our stories of women's sport to one area, you are then actually reducing your audience base for those stories. I think, and we think, it is important that women's sports stories are shared with a broader and wider audience. I think that is an important thing to do.

Senator DASTYARI: When did you set the site up?

Mr Ebeid: I would have to check. I think it was maybe a year ago, but I will take that on notice and come back to you.

Answer:

The Zela site was launched as a pilot in January 2016.