

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2012
Broadband, Communications and the Digital Economy Portfolio
Special Broadcasting Service Corporation

Question No: 118

Program No. SBS

Hansard Ref: Pages 90-91 (14/02/2012)

Topic: *The Promise* for sale

Senator Ryan asked:

Senator RYAN: Has SBS produced copies of *The Promise* for sale?

Mr Ebeid: Absolutely.

Senator RYAN: When were these produced? When was the contract entered into? I am happy for you to take this on notice.

Mr Ebeid: I do not know for a fact, but I imagine it would have been soon after we took delivery of the finished tape.

Senator RYAN: If this complaint had been upheld, would those have been withdrawn from sale?

Mr Ebeid: Yes.

Senator RYAN: What cost would SBS have incurred if that had occurred and you had to withdraw these from sale?

Mr Ebeid: We did not go into production until we had had our complaints review committee.

Senator RYAN: Which was last month.

Mr Ebeid: I think it was mid-to-late January.

Senator RYAN: Last month. So you did not go into production before then?

Mr Ebeid: No, and they were not for sale until after the complaints review committee. We did intentionally wait for the complaints review committee to have its findings. The DVDs went into production after that.

Senator RYAN: On notice, can you give us the number of phone calls, emails and complaints you did receive? It does not necessarily have to be formally, but you may keep a record of that.

Mr Ebeid: We do keep all those records. I am happy to provide that to you.

Answer:

The DVD financial contract was executed in January 2012. DVD replication commenced on 18 January 2012 and DVDs of *The Promise* went on sale on 8 February 2012.

SBS received a total of 124 complaints: 63 formal complaints (all written – email, letter or online form); 58 informal (50 written – email, letter or online form; 8 telephone). SBS received a total of 253 positive comments (220 written – email/letter; 33 – telephone).

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Question No: 119

Program No. SBS

Hansard Ref: Page 91 (14/02/2012)

Topic: *The Promise* funding in the UK

Senator Kroger asked:

Senator KROGER: Did SBS finance the production of the show or any part of it in the UK?

Mr Ebeid: We did not finance it. We did a presale arrangement which allows us to purchase a program a little bit cheaper. That means we have no editorial control, influence or input at all in the program. But we did obviously finance it through our licensing deal to acquire the program for broadcast.

Senator KROGER: When you say you had a presale arrangement, what is that based on?

Mr Ebeid: It is usually X thousand dollars per hour of production, and there would be a cost on the total value of the production. We would have paid very roughly in the average figure of what we pay for a normal hour of that sort of drama.

Senator KROGER: And how much was the production?

Mr Meagher: We will have to take that on notice.

Mr Ebeid: Yes. I probably would say that that is also commercial in confidence because we would not talk about what we pay for any of our productions in an environment like this, but we might be able to give that to you.

Senator KROGER: If you can, that would be good. How would it compare to other productions—other series?

Mr Ebeid: In terms of cost?

Senator KROGER: Yes.

Mr Ebeid: I checked. It was right in the middle as an average hourly cost. We are talking thousands, not tens of thousands. We are not talking a lot of money.

Senator KROGER: Since I am not involved in the media industry, could you give me an example of another production of a series that it would equate to?

Mr Ebeid: Most dramas—say a two-hour drama—might go for anywhere between about \$8,000 and \$20,000 for an acquired piece of content.

Senator KROGER: Okay. You mentioned to Senator Ryan that you have produced DVDs of the series. How many DVDs have you actually produced to date?

Mr Ebeid: That I could not tell you.

Senator KROGER: Could you take that on notice?

Mr Ebeid: I can make a note of the numbers, yes.

Senator KROGER: And I presume, then, if you organise the production of DVDs you have an estimated forecast of what profits you will make from that.

Mr Ebeid: Yes, there probably would be.

Senator KROGER: Can you provide us with that?

Mr Ebeid: Sure.

Senator KROGER: So you have no idea how many DVDs you expect to sell?

Mr Ebeid: I honestly have no idea. I have not asked that question. We do sell a lot of DVDs a year.

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Senator KROGER: I appreciate that; but, given the sensitivity of this particular production, I think it is pertinent.

Mr Ebeid: I am happy to get you the figures. Might I also add, while we are on the DVD, that the DVD is widely available around the world, including on Amazon, so it is available from many other sources as well.

Answer:

Licence fees costs are commercial-in-confidence. However SBS can confirm that it was within the normal range for a high quality drama.

Approximately 4,000 DVDs of *The Promise* have been produced to date. SBS has projected sales of 5,000 units of the DVD. Estimated forecast of profits is commercial-in-confidence.

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Question No: 120

Program No. SBS

Hansard Ref: Page 95 (14/02/2012)

Topic: Captioning Issues

Senator Fifield asked:

Senator FIFIELD: I would like to touch quickly on a captioning issue. A constituent of mine and of Senator Conroy has a wife with a hearing impairment. On 15 January SBS screened a documentary called *Lost Worlds* at 7:30 pm. Apparently, the captioning for the program was wrong—it was for another program. What procedures does SBS have in place to ensure that the captioning for those hours that SBS guarantees captioning—

CHAIR: They obviously do not tell the chief executive.

Senator FIFIELD: What steps do you take to make sure the captioning is appropriate? What steps do you take to make sure that the program is re-run and it does not happen again?

Mr Ebeid: Often some of the programs that we acquire come with the files for the captioning; they are usually purchased with the film. When it is our own program or news bulletin we have people internally to caption those programs we commission or produce in-house. For *Lost Worlds* I daresay it would have been part of the acquisition deal.

Mr Meagher: We can take that on notice and examine the particular program. Clearly, something has gone wrong in the system if they have the wrong captions.

Mr Ebeid: I suggest it may have been human error—someone putting the wrong file with the program. That is very possible, but I am happy to take that on notice.

Senator FIFIELD: Thank you. Could you also take on notice the incidence of captioning error over the last 12 months?

Mr Ebeid: Yes, it is certainly well recognised that we have had a few errors in the captioning process. We have had some technical difficulties. We are running with some quite old equipment as well. We are trying to update that equipment at the moment. So that is something we are well aware of. We need to invest some more money in that.

Answer:

In mid-December 2011, SBS implanted a new automated system for the transmission of its closed captions and subtitles. Program files are matched to the relevant closed caption or subtitle file and are queued for transmission. These merged files can only be checked in high resolution edit suites, of which SBS has only one. In the case of *Lost Worlds – A History of Ancient Briton*, the wrong closed caption file was used due to an operator error. SBS has since implemented a spot checking process using the high resolution edit suite to ensure that the correct files have been merged.

During 2011 SBS experienced problems with its closed captioning service due to a number of technical problems including ageing equipment and issues relating to the High Definition (HD) format used by SBS. The new automated system implemented in mid-December 2011 has rectified some of these problems.

SBS identified over 100 incidents of captioning error caused by ageing equipment during 2011. SBS repaired these programs to ensure that the problem would not recur in repeat broadcasts.

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Since the introduction of the automated system, SBS has identified a further 10 programs with captioning errors, and these have been repaired.

During the start-up period for the new automated system from December 2011 to February 2012, one program was transmitted with the wrong captions. As noted above, SBS has implemented a spot checking process to ensure that the correct files have been merged.

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Question No: 121

Program No. SBS

Hansard Ref: In Writing

Topic: Advertising

Senator Birmingham asked:

- a. How much has SBS spent on advertising in non-SBS media in 2010-11 and this financial year to date? Please detail by media market. Does SBS expect advertising expenditure will be within budget this year?
- b. How much has SBS spent on advertising in News Limited publications in 2010-11 and this financial year to date?
- c. How much has SBS spent on advertising in Fairfax media publications in 2010-11 and this financial year to date?

Answer:

- a. 2010-11 – \$1,904,678; financial year to date – \$1,382,385.

2010-11: NSW – \$287,261; Vic – \$137,627; Qld – \$43,507; SA – \$4,820; WA – \$21,605; National – \$1,409,857.

Financial year to date: NSW – \$214,770; Vic – \$126,937; Qld – \$13,961; National – \$1,026,718.

2010-11: Press – \$378,136; Radio – \$177,487; Magazines – \$173,697; Outdoor – \$182,578; Online – \$992,780.

Financial year to date: Press – \$336,264; Radio – \$57,667; Magazines – \$11,000; Outdoor – \$17,300; Online – \$960,155.

SBS expects advertising expenditure to be within budget this year.

- b. 2010-11 – \$407,274; financial year to date – \$252,009.
- c. 2010-11 – \$657,867; financial year to date – \$620,320.

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Question No: 122

Program No. SBS

Hansard Ref: In Writing

Topic: SBS airing of the series *The Promise*

Senator Kroger asked:

1. What percentage of fictional content is needed for a programme to be classified as fiction by the SBS?
2. Could you please detail the nature of the complaints received before and after the first part of the series was aired?
3. How many complaints were received?
4. Were complaints submitted by individuals, groups, associations or other? Please provide the breakdown of this and the dates that they were received.
5. Were the complaints made by phone or written correspondence. Please provide a breakdown.
6. Were the complaints responded to and how were they responded to?
7. What was the process the complaint committee took in considering the complaints? Were meetings held? Were minutes of the meetings taken? Please provide minutes of each meeting.
8. Please provide a copy of the *SBS Codes of Practice*.

Answer:

1. Where SBS uses the term 'fiction' to describe a program it assesses the program against the ordinary dictionary meaning of the term.
2. SBS received 20 complaints before the first episode of *The Promise* was broadcast. These covered a range of topics including the use of the term 'The Holy Land' and that the program: was anti-Semitic; stereotyped Jews and/or Israelis in a negative manner; was historically inaccurate; was unbalanced; and was biased. As these were received before the program was broadcast they were treated as informal complaints. SBS does not accept formal complaints until a program has been broadcast as SBS requires complainants to have seen the material they are complaining about and not simply have heard about it.

After the first episode went to the air at 8.30pm on 27 November 2011 until after the completion of the series (the fourth and final episode was broadcast on 18 December 2011), SBS received 63 formal complaints and 38 informal complaints.

The issues referred to were that the program: was anti-Semitic; promoted, endorsed, or reinforced inaccurate, demeaning or discriminatory stereotypes (Jews and/or Israelis); condoned, tolerated or

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encouraged discrimination or prejudice against Israel and/or Jews as a people or a religious group; was historically inaccurate; was unbalanced, one-sided, biased; sale of the DVD of *The Promise*. Some complaints also alleged that it amounted to racial vilification.

3. See 2.

4. SBS treats its complaints as confidential and does not release information about a complaint without the permission of the complainant. However as some of the complaints have been made public SBS can disclose some information.

Two of the formal complaints were submitted by organisations and one by an informal group of self-identified Jewish students. One of the organisations was the Executive Council of Australian Jewry. The other 60 formal complaints were submitted by individuals. All of the formal complaints were received after the broadcast of the first episode of *The Promise* at 8.30pm on 27 November 2011 until after the completion of the series (the fourth and final episode was broadcast on 18 December 2011).

Two informal complaints were submitted by organisations: the Executive Council of Australian Jewry; and the NSW Community Relations Commission. The remaining informal complaints were submitted by individuals. Twenty of these complaints were received before the first episode of *The Promise* was broadcast at 8.30pm on 27 November 2011. The remainder were received after the broadcast of the first episode of *The Promise* at 8.30pm on 27 November 2011 until after the completion of the series (the fourth and final episode was broadcast on 18 December 2011).

5. All of the formal complaints were submitted in writing, as required. Eight of the informal complaints were made by telephone, and the remainder were submitted in writing.

6. All of the formal complaints were responded to by the SBS Ombudsman by letter addressing the complaint (by email or post). All of the informal complaints were responded to in writing as follows: complainants who submitted a comment to the SBS Audience Relations team (by telephone or by email to the SBS comments email) were advised that their comment would be passed on to programming management as viewer feedback; complaints to the SBS Ombudsman which were assessed as informal and complaints made to SBS management were responded to by letter indicating that SBS was satisfied that any reasonable viewer appreciated the series was a fictional drama, and advising of the steps SBS had taken in response to community concerns following the first episode, that is, broadcasting a statement informing viewers of the fictional nature of the program.

7. The SBS Complaints Committee met once. No formal minutes were taken. The outcomes of the meeting were reflected in the response sent to each complainant. Prior to the meeting each member of the Committee was provided with a copy of the series, a selection of the most indicative complaints, relevant sections of the SBS Codes of Practice and a copy of the European Union Agency for Fundamental Rights 'Working Definition of Anti-Semitism'. All of the formal complaints were made available to the members of the Committee and were tabled at the meeting.

8. Attached.

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Question No: 123

Program No. SBS

Hansard Ref: In Writing

Topic: Contractors

Senator Humphries asked:

- a. How many contractors are currently employed in the department/agency?
- b. How many contractors have been under contract for a period of more than 2 years?
- c. How many contractors have been under contract for a period of more than 5 years?
- d. How many contractors have been under contract for a period of more than 10 years?
- e. Does the department/agency make a habit of employing contractors to fill positions on a permanent basis?

Answer:

People defined as working on 'Contract' are staff on executive employment contracts. The majority of SBS managers are employed on executive contracts.

- a. 225.
- b. 166.
- c. 113.
- d. 29.
- e. No.

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Question No: 124

Program No. SBS

Hansard Ref: In Writing

Topic: Efficiency Dividend

Senator Humphries asked:

- a. What is the effect of the efficiency dividend increase from 1.5 percent to 4 percent on the department/agency's budget bottom line during financial years 2012/13, 13/14, 14/15?
- b. What percentage of the department/agency's budget is designated to staffing?
- c. What is the size of the department/agency's staffing establishment? Include figures for FTE, PT, casual, contractors, and consultants.
- d. What specific strategies will the department/agency adopt to ensure continued operation within budget?
- e. Will or has consideration been made to reducing staffing compliment including contractors, and consultants?

Answer:

- a. Not applicable. SBS is not subject to the efficiency dividend.
- b. 29 percent of SBS's budget is currently allocated to staffing. The provision of SBS's television and radio broadcasting services are relatively labour intensive by nature.
- c. FTE – 847. PT – 196. Casual – 124. Contractors and consultants – 225.
- d. SBS is committed to operating within its budget and will consider specific strategies to achieve this outcome within the context of its 2012-13 budget allocation.
- e. See (d) above.

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Question No: 125

Program No. SBS

Hansard Ref: In Writing

Topic: Staffing

Senator Fisher asked:

- a. How many ongoing staff recruited this financial year to date? What classification are these staff?
- b. How many non ongoing positions exist or have been created this financial year to date? What classification are these staff?
- c. This financial year to date, how many employees have been employed on contract and what is the average length of their employment period?

Answer:

- a. 25. SBS Band 1 – 2; SBS Band 2 – 5; SBS Band 3 – 8; SBS Band 4 – 4; SBS Band 5 – 1; SBS Band 6 – 2; SBS Band 7 – 3.
- b. 60. SBS Band 1 – 6; SBS Band 2 – 11; SBS Band 3 – 28; SBS Band 4 – 5; SBS Band 5 – 6; SBS Band 6 – 1; SBS Band 7 – 3.
- c. 10. Two years.

Note: SBS is not an Australian Public Service agency and employees are not employed under the *Public Service Act 1999*. SBS does not classify staff as SES/non-SES.

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Question No: 126

Program No. SBS

Hansard Ref: In Writing

Topic: Staffing

Senator Fisher asked:

- a. How many ongoing staff left in the year 2010-11? What classification were these staff?
- b. How many non ongoing staff left in the year 2001-11? What classification were these staff?

Answer:

- a. 76. SBS Band 1 – 1; SBS Band 2 – 2; SBS Band 3 – 30; SBS Band 4 – 23; SBS Band 5 – 13; SBS Band 6 – 3; SBS Band 7 – 4.
- b. 87. SBS Band 1 – 2; SBS Band 2 – 12; SBS Band 3 – 29; SBS Band 4 – 5; SBS Band 5 – 4; SBS Band 6 – 4; SBS Band 7 – 4; Contract – 27.

Note: SBS is not an Australian Public Service agency and employees are not employed under the *Public Service Act 1999*. SBS does not classify staff as SES/non-SES.

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Question No: 127

Program No. SBS

Hansard Ref: In Writing

Topic: Staffing

Senator Fisher asked:

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.

If there are plans for staff reductions, please give the reason why these are happening.

Answer:

SBS does not have any formal plans for staff reductions; however, the agency does plan to operate as efficiently as possible.

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Question No: 128

Program No. SBS

Hansard Ref: In Writing

Topic: Efficiency Dividend

Senator Fisher asked:

How will the efficiency dividend applied in the 2011-12 Mid-Year Economic and Fiscal Outlook be implemented in your agency/department?

What percentage of your budget must be cut?

Will any staff position be cut to meet the efficiency dividend? If yes, provide details of where the positions are located, the classification, whether the position is ongoing or not.

Please list where and what spending has been reduced to meet the efficiency dividend.

Answer:

Not applicable. SBS is not subject to the efficiency dividend.

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Question No: 129

Program No. SBS

Hansard Ref: In Writing

Topic: Staffing

Senator Fisher asked:

Please list the SES positions have you in your department/agency in the years 2007-08, 2008-09, 2009-10, 2010-11 and financial year to date. Identify the different levels and how many are permanent positions.

Answer:

As SBS employees are not employed under the *Public Service Act 1999* SBS does not classify staff as SES/non-SES. SBS senior executives are persons engaged by SBS who are concerned in, or take part in, the management of SBS, other than as a director.

Staffing levels for senior executives and other officers: 2007-08 – 7; 2008-09 – 7; 2009-10 – 7; 2010-11 – 7; financial year to date – 7.

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Question No: 130

Program No. SBS

Hansard Ref: In Writing

Topic: Staffing

Senator Fisher asked:

How many graduates have been engaged this year? Where have they been placed in the department/agency? Were these empty positions or are they new positions?

List what training will be provided, the name of the provider and the cost.

Answer:

Nil.

Not applicable.

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Question No: 131

Program No. SBS

Hansard Ref: In Writing

Topic: Government Advertising

Senator Fisher asked:

- a. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
- b. For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- d. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- e. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- f. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

Not applicable.

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Question No: 132

Program No. SBS

Hansard Ref: In Writing

Topic: Hospitality and Entertainment

Senator Fisher asked:

- a. What is the Department/Agency's hospitality spend for this financial year to date? Detail date, location, purpose and cost of all events.
- b. For each Minister and Parliamentary Secretary office, please detail total hospitality spend for this financial year to date. Detail date, location, purpose and cost of each event.
- c. What is the Department's entertainment spend for this financial year to date? Detail date, location, purpose and cost of all events.
- d. For each Minister and Parliamentary Secretary office, please detail total entertainment spend for this financial year to date. Detail date, location, purpose and cost of each event.
- e. What hospitality spend is the Department/Agency's planning on spending? Detail date, location, purpose and cost of all events.
- f. For each Minister and Parliamentary Secretary office, what hospitality spend is currently being planned for? Detail date, location, purpose and cost of each event.
- g. What entertainment spend is the Department/Agency's planning on spending? Detail date, location, purpose and cost of all events.
- h. For each Minister and Parliamentary Secretary office, what entertainment spend is currently being planned for? Detail date, location, purpose and cost of each event.

Answer:

a-c. SBS has spent \$14,780 on a variety of events this financial year to date including our season launch, the launch of *The Family*, the launch of the Parliamentary Friends of SBS, the annual end of year communications industry lunch, and the SBS CQ forum event.

e-g. SBS plans on only a modest amount of spending consistent with year to date expenditure.

b-d-h. Not applicable.

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Question No: 133

Program No. SBS

Hansard Ref: In Writing

Topic: Grants

Senator Fisher asked:

Has the Department/Agency complied with interim requirements relating to the publication of discretionary grants?

Answer:

Not applicable. SBS does not make discretionary grants.

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Question No: 134

Program No. SBS

Hansard Ref: In Writing

Topic: Freedom of Information

Senator Fisher asked:

- a. Has the Department/agency received any advice on how to respond to FOI requests?
- b. What was the total cost to the department to process FOI requests for 2009-10 and 2010-11?
- c. What is the total cost to the department to process FOI requests for this financial year to date?
- d. How many FOI requests did the Department receive for the financial year 2009-10 and 2010-11? For each financial year, how many requests were denied and how many were granted? Did the department fail to meet the processing times outlined in the FOI Act for any requests? If so, how many? Do any of these requests remain outstanding?
- e. How many FOI requests has the Department received for this financial year to date? How many requests have been denied and how many have been granted? Has the department failed to meet the processing times outlined in the FOI Act for any requests? If so, how many? Do any of these requests remain outstanding?
- f. How many conclusive certificates have been issued in relation to FOI requests for this financial year to date?

Answer:

- a. SBS has regard to guidelines issued by the Office of the Australian Information Commissioner as required under s. 93A of the FOI Act. The Department of the Prime Minister and Cabinet provided FOI Guidance Notes to all departments on 28 July 2011 – http://dpmc.gov.au/foi/guidance_notes.cfm
- b. 2009-10 – \$600; 2010-11 – nil.
- c. \$1300
- d. 2009-10 – one; access granted in part; no; no. 2010-11 – nil.
- e. One; access granted in part; no; no.
- f. Not applicable.

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Question No: 135

Program No. SBS

Hansard Ref: In Writing

Topic: Consultancies

Senator Fisher asked:

- a. How many consultancies were undertaken in 2007-08, 2008-09 and 2009-10?
- b. How many consultancies have been undertaken this financial year to date? Identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the arrangement, and the method of procurement (ie. open tender, direct source, etc). Also include total value for all consultancies.
- c. How many consultancies are planned for this calendar year? Have these been published in your Annual Procurement Plan (APP) on the AusTender website and if not why not? In each case please identify the subject matter, duration, cost and method of procurement as above, and the name of the consultant if known.

Answer:

- a. SBS is a *Commonwealth Authorities and Companies Act 1997* agency and is not required to publish information about consultancies in its annual report. To compile this information would involve an unreasonable diversion of resources.
- b. SBS has spent \$1,188,574 on consultancies this financial year to date, broken down as follows (amounts paid this financial year to date).

| Consultant | Purpose of consultancy | Total \$ |
|--|---|------------------------|
| <i>Below \$10,000</i> | | |
| Various | Various | \$41,915 |
| <i>Sub total</i> | | <i>\$41,915</i> |
| <i>\$10,000–\$50,000</i> | | |
| Australasian Commercial Projects Group | Strategic advice - technical | \$49,720 |
| Commercial Radio | Radio programming strategy – digital radio | \$20,101 |
| Deloitte Tax Service | Finance, tax and other advisory services | \$44,389 |
| Fudala, Nina | HR recruitment | \$11,032 |
| Futurestep Aust | HR recruitment | \$21,000 |
| Hoop Group Pty Ltd | Strategic advice – Sales | \$15,650 |
| Impact International | HR training | \$17,654 |
| Initiative Media | Strategic advice – Sales | \$10,000 |
| Jo Scard Pty Ltd | Strategic advice – Strategy & Communication | \$21,000 |
| JRA Aust Pty Ltd | Employee opinion survey | \$10,100 |
| MBOS Consulting | Radio programming strategy – PopAsia | \$16,501 |
| Price Waterhouse | Strategic advice – Sales | \$25,500 |
| Shaun Brown | FIFA World Cup negotiations | \$23,969 |
| The Implementation Specialist Unit Trust | HR – change management program | \$14,218 |
| The Trustee for HSC & Co Consulting | Strategic advice – SBS Foundation | \$18,430 |

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| Venture Consulting | Strategic advice – FIFA World Cup | \$42,297 |
| Vital Projects Pty Ltd | Strategic advice – Marketing | \$20,000 |
| Sub total | | \$381,561 |
| Above \$50,000 | | |
| Arup Pty Ltd | Corporate cultural change project | \$114,449 |
| DEGW Asia-Pacific | Strategic advice – workplace strategy | \$82,856 |
| Deloitte Touch Tohmatsu | Industry trends, industry cost and revenue assessment strategic advice | \$200,000 |
| Grant Samuel Pty Ltd | Accommodation strategic advice | \$96,455 |
| Mindset Group Pty Ltd | Strategic advice – outsourcing | \$89,955 |
| PM-Partner Group | Project management implementation | \$181,383 |
| Sub total | | \$765,098 |
| Total | | \$1,188,574 |

c.

| Consultant | Purpose of consultancy | Total \$ |
|-----------------------|---|------------------|
| Arup Pty Ltd | Corporate cultural change project | \$70,000 |
| Mindset Group Pty Ltd | Strategic advice – outsourcing | \$100,000 |
| Ops Centre | Strategic advice – business continuity | \$40,000 |
| PM-Partner Group | Strategic advice – project management | \$40,000 |
| TBC | Strategic advice – Marketing | \$30,000 |
| TBC | Strategic advice – digital switchover restack | \$40,000 |
| TBC | Property services | \$50,000 |
| TBC | Strategic advice – workplace strategy | \$100,000 |
| TBC | Information technology services | \$100,000 |
| Total | | \$570,000 |

SBS is a *Commonwealth Authorities and Companies Act 1997* and is not required to publish an Annual Procurement Plan on the AusTender website.

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Question No: 136

Program No. SBS

Hansard Ref: In Writing

Topic: Media Monitoring

Senator Fisher asked:

What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for 2007-08, 2008-09, 2009-10 and 2010-11.

Answer:

2007-08 – \$136,254; 2008-09 – \$125,351; 2009-10 – \$133,955; 2010-11 – \$148, 081.

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Question No: 137

Program No. SBS

Hansard Ref: In Writing

Topic: Media Monitoring

Senator Fisher asked:

What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for this financial year to date?

- a. Which agency or agencies provided these services?
- b. What is the estimated budget to provide this same services for the year 2011-12?
- c. What has been spent providing these services this financial year to date?

Answer:

- a. Media Monitors; Media Link (Community Relations Commission).
- b. SBS estimates it will spend \$125,000 in 2011-12.
- c. \$95,310.

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Question No: 138

Program No. SBS

Hansard Ref: In Writing

Topic: Social Media

Senator Fisher asked:

Has there been any changes to department and agency social media or protocols about staff access and useage of Youtube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs since publication of the Australian Public Service Commission's Circular 2012/1: Revisions to the Commission's guidance on making public comment and participating online? If yes, please explain and provide copies of any advice that has been issue. If no, please explain why not.

Answer:

No. SBS is not an APS agency. SBS refreshed its Social Media Protocol at the end of 2011. The Protocol clarifies employee responsibilities when using social media. SBS's Social Media Protocol is available on its website.

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Question No: 139

Program No. SBS

Hansard Ref: In Writing

Topic: Contractors

Senator Fisher asked:

For this financial year to date:

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

Answer:

1-9. No.

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Question No: 140

Program No. SBS

Hansard Ref: In Writing

Topic: Government Payment of Accounts

Senator Fisher asked:

For this financial year to date, has the department/agency 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)

- a. 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?
- b. Where interest is being paid, what rate of interest is being paid and how is this rate determined?

Answer:

SBS is not subject to Government policy in this respect. SBS's policy in respect of contractors/consultants is generally payment in 14 days. For other payments, SBS's normal payment terms are 30 days. Payments are made in accordance with agreed terms of trade (generally 30 days or less) and SBS policy.

- a. Accounts are paid within the terms of trade. No interest is payable.
- b. Not applicable.

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Question No: 141

Program No. SBS

Hansard Ref: In Writing

Topic: Government Stationery Requirements

Senator Fisher asked:

How much was spent by each department and agency on the government (Ministers/Parliamentary Secretaries) stationery requirements in your portfolio (i.e. paper, envelopes, with compliments slips) this financial year to date?

Answer:

Not applicable.

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Question No: 142

Program No. SBS

Hansard Ref: In Writing

Topic: Media Subscriptions

Senator Fisher asked:

Does your department or agencies within your portfolio subscribe to pay TV (for example Foxtel)?

- a. If yes, please provide the reason why, the cost and what channels.
- b. What is the estimated cost for 2011-12?
- c. What is the cost for this financial year to date?

Does your department or agencies within your portfolio subscribe to newspapers?

- a. If yes, please provide the reason why, the cost and what newspapers.
- b. What is the estimated cost for 2011-12?
- c. What is the cost for this financial year to date?

Does your department or agencies within your portfolio subscribe to magazines?

- a. If yes, please provide the reason why, the cost and what magazines.
- b. What is the estimated cost for 2011-12?
- c. What is the cost for this financial year to date?

Answer:

As a news broadcaster, and as the owner of two subscription television channels broadcast on the Foxtel and Austar platforms, SBS subscribes to Foxtel (all channels) at a cost of \$800 per month.

SBS purchases newspapers and magazines in order to keep abreast of local and international industry developments and news and current affairs coverage. Estimated cost for 2011-12 is \$101,848. Cost for this financial year to date is \$52,325.

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Question No: 143

Program No. SBS

Hansard Ref: In Writing

Topic: Travel Costs

Senator Fisher asked:

For the financial year to date, please detail all travel (itemised separately) undertaken by employees of each department and agency within each portfolio. Include details of what the travel was for, what cost was spent on travel (including travel type – i.e. business airfare), accommodation, security, food, beverages (alcohol listed separately), gifts, entertainment, and all other expenses.

Are employees taking the most direct route when travelling? If not, please explain why.

Are lounge memberships provided to any employees? If yes, what lounge memberships, to how many employees and their classification, the reason for the provision of lounge membership and the cost per employee.

When SES employees travel, do any support or administrative staff (such as their Executive Assistant) travel with them? If yes, provide details of why such a staff member is needed and the costs of the support staff travel.

Answer:

- a. Total expenditure on travel undertaken by employees during the financial year to date was \$1.22 million. This includes fares, travel allowance and accommodation. A further breakdown is not available as SBS does not record this information in a way that would readily allow an answer to be provided to this question without involving an unreasonable diversion of resources. Domestic travel must be Economy class unless duration is greater than four hours. International travel must be Economy class unless approval is given for Premium Economy or Business Class by the Managing Director or unless it is part of an executive contract.
- b. Yes.
- c. Lounge membership is provided to 57 employees who are frequent travellers. SBS pays for 42 of these memberships at a cost of \$300 per annum. .
- d. No.

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Question No: 144

Program No. SBS

Hansard Ref: In Writing

Topic: Legal Costs

Senator Fisher asked:

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

Answer:

- a. The internal cost of running SBS's legal department for this financial year to date is \$714,447 (excl. GST). To provide a list of services and costs would be a very onerous task that would involve significant resources.
- b. \$1,380 (excl. GST). Unable to provide a list of services and costs as this information is commercial-in-confidence.
- c. \$218,543 (excl. GST). Unable to provide a list of services and costs as this information is commercial-in-confidence.
- d. Nil.

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Question No: 145

Program No. SBS

Hansard Ref: In Writing

Topic: Education Expenses

Senator Fisher asked:

For this financial year to date, detail all education expenses (i.e. in house courses and tertiary studies) for each portfolio department and agency. Include what type of course, the total cost, cost per participant, how many participants and the amount of study leave granted to each participant. Also include the reason for the study

Answer:

Total training costs for the financial year to date are \$17,500.

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Question No: 146

Program No. SBS

Hansard Ref: In Writing

Topic: Executive Coaching and Leadership Training

Senator Fisher asked:

In relation to executive coaching and/or other leadership training services purchased by each department/agency, please provide the following information for this financial year to date:

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, their employment classification and how much study leave each employee was granted
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. The total cost for training services was \$46,950.
2. 170. SBS Band 2 – 1; SBS Band 3 – 1; SBS Band 4 – 4; SBS Band 5 – 19; SBS Band 6 – 11; SBS Band 7 – 18; SBS Band 8 – 1; Other Staff on Contracts – 115.
3. 170. SBS Band 2 – 1; SBS Band 3 – 1; SBS Band 4 – 4; SBS Band 5 – 19; SBS Band 6 – 11; SBS Band 7 – 18; SBS Band 8 – 1; Other staff on Contracts – 115.
4.
Change First: (a) Change Management (b) Group (c) 10: SBS Band 7 – 1; SBS Band 8 – 1; Contract – 8 (d) 96 (e) \$9,950 (f) Complete package (\$9,950).

PMP Partners (a) Project Management Induction (b) Group (c) 52: SBS Band 2 – 1; SBS Band 3 – 1; SBS Band 4 – 2; SBS Band 5 – 15; SBS Band 6 – 5; SBS Band 7 – 11; Contract – 17 (d) 62 (e) \$16,000 (f) Complete package (\$16,000).

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Arup Consulting (a) Culture Project – Foundation Module (b) Group (c) 15: SBS Band 4 – 1; SBS Band 6 – 1; SBS Band 7 – 1; Contract – 12 (d) 60 (e) \$8,000 (f) Complete package (\$8,000). (i) Arup Consulting, Sydney (ii) see (c) (iii) see (d) (iv) Nil (part of the complete package).

Arup Consulting (a) Culture Project – Build Module (b) Group (c) 15: SBS Band 4 – 1; SBS Band 6 – 1; SBS Band 7 – 1; Contract – 12 (d) 60 (e) \$8,000 (d) 50 (e) \$8,000 (f) Complete package (\$8,000). (i) Arup Consulting, Sydney (ii) see (c) (iii) see (d) (iv) Nil (part of the complete package).

In house (a) Leadership Day (b) Group (c) 78: SBS Band 5 – 4; SBS Band 6 – 4; SBS Band 7 – 4; Contract – 66 (d) 680 (e) \$10,000 (including venue hire) (f) Complete package (\$10,000 – including venue hire). (i) Vibe Hotel, Rushcutters Bay, NSW (ii) see (c) (iii) see (d) (iv) \$5,000.

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Question No: 147

Program No. SBS

Hansard Ref: In Writing

Topic: Media Training

Senator Fisher asked:

In relation to media training services purchased by each department/agency, please provide the following information for this financial year to date:

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, their employment classification and how much study leave each employee was granted
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:

Nil.

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Question No: 148

Program No. SBS

Hansard Ref: In Writing

Topic: Paid Parental Leave

Senator Fisher asked:

- a. Please list how many staff in each portfolio department and agency are eligible to receive payments under the Government's Paid Parental Leave scheme?
- b. For this financial year to date list which department/agency is 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. All employees with more than 12 months service who earn less than \$150,000 per annum and are the primary care giver of the child are eligible to receive payment under the government's Paid Parental Leave Scheme. As eligibility is based on primary caring responsibility, the number of eligible staff cannot be identified.
- b. Five.

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Question No: 149

Program No. SBS

Hansard Ref: In Writing

Topic: Corporate Cars

Senator Fisher asked:

- a. How cars are owned by each department and agency in your portfolio?
- b. Where is the car/s located?
- c. What is the car/s used for?
- d. What is the cost of each car for this financial year to date?
- e. How far did each car travel this financial year to date?

Answer:

a. Nil.

b–e Not applicable.

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Question No: 150

Program No. SBS

Hansard Ref: In Writing

Topic: Taxi Costs

Senator Fisher asked:

- a. How much did each department/agency spend on taxis in 2007-08, 2008-09, 2009-10 and 2010-11? Provide a breakdown of each business group in each department/agency.
- b. How much did each department/agency spend on taxis this financial year to date? Provide a breakdown of each business group in each department/agency.

Answer:

- a. Total expenditure on taxis during 2007-08 was: News and Current Affairs – \$271,079; Television and Online Content – \$70,924; Audio and Language Content – \$65,620; Sales – \$29,513; Corporate – \$36,452; Marketing – \$40,845; Technology and Distribution – \$23,972.

Total expenditure on taxis during 2008-09 was: News and Current Affairs – \$211,410; Television and Online Content – \$81,835; Audio and Language Content – \$77,524; Sales – \$30,176; Corporate – \$43,504; Marketing – \$35,323; Technology and Distribution – \$30,293.

Total expenditure on taxis during 2009-10 was: News and Current Affairs – \$224,736; Television and Online Content – \$100,051; Audio and Language Content – \$39,540; Sales – \$70,650; Corporate – \$41,253; Marketing – \$32,288; Technology and Distribution – \$23,953.

Total expenditure on taxis during 2010-11 was: News and Current Affairs – \$230,686; Television and Online Content – \$115,303; Audio and Language Content – \$71,879; Sales – \$65,536; Corporate – \$51,484; Marketing – \$44,537; Technology and Distribution – \$33,426.

- b. News and Current Affairs – \$110,645; Television and Online Content – \$69,842; Audio and Language Content – \$44,103; Sales – \$30,064; Corporate – \$39,339; Marketing – \$23,076; Technology and Distribution – \$20,269.

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Question No: 151

Program No. SBS

Hansard Ref: In Writing

Topic: Credit Cards

Senator Fisher asked:

- a. How many staff in each department and agency have a corporate credit card? What is their classification?
- b. What action is taken if the corporate credit card is misused?
- c. How is corporate credit card use monitored?
- d. What happens if misuse of a corporate credit card is discovered?
- e. Have any instances of corporate credit card misuse have been discovered? List staff classification and what the misuse was, and the action taken.
- f. What action is taken to prevent corporate credit card misuse?

Answer:

- a. 44. Credit cards are issued to staff on the basis of business/operational needs as determined by Division heads.
- b. Under section 28B of the *Commonwealth Authorities and Companies Act 1997* it is a criminal offence to misuse a Commonwealth authority credit card. SBS will refer the matter to the Australian Federal Police.
- c. Credit card statements are acquitted and approved by the relevant financial delegate on a monthly basis.
- d. Please refer to answer under (b).
- e. No. Not applicable.
- f. All staff issued with credit cards are required to acknowledge the conditions of use on receipt of the card. Credit card statements are acquitted and approved by the relevant financial delegate on a monthly basis.

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Question No: 152

Program No. SBS

Hansard Ref: In Writing

Topic: Provision of Equipment

Senator Fisher asked:

- a. Does the department/agency provide their Ministers and/or Parliamentary Secretaries and/or their offices with any electronic equipment? If yes, provide details of what is provided, the cost and to who it is provided.
- b. What equipment is provided to department/agency staff? Please list what the equipment is, the cost, the classification of the staff receiving the equipment and the reason why.

Answer:

- a. Not applicable.
- b. SBS provides the following equipment to staff:
 - all staff have a PC (or laptop where applicable) at an average lease cost of \$600 per annum;
 - all staff have a desk telephone at a cost of approximately \$150K;
 - some staff also have a smartphone (either a Blackberry or an iPhone) at an average cost of \$900 issued in accordance with operational requirements;
 - a few management and content staff have been issued with iPads at an average cost of \$800-900.

Mobile data devices (smartphones and tablet) are issued to employees to gain mobile access to the company email system, the internet and general IT resources.

SBS provides television and radio broadcasting services and online services. A range of technical equipment is provided to relevant staff for use in their duties and in order to fulfil SBS's principle function of providing multilingual and multicultural broadcasting services that inform, educate and entertain all Australians.

In providing staff with equipment to fulfil their duties away from SBS offices, the nature and needs of individual roles are taken into account and approved by senior management.

There are well established processes in place to record which staff have been provided with what equipment and that it is returned to SBS when no longer required for their current duties. The acquisition of the equipment is in accordance with the SBS Purchasing Guidelines and value for money is a key principle in determining the equipment to be provided.

SBS is unable to advise the cost of the provision of the equipment as it would constitute an unreasonable diversion of resources.