

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 340**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

What is the current status of commitment given by Minister Conroy on 20 April 2010 at the Commsday Summit to establish an SMS emergency service for people with disabilities?

**Answer:**

The Minister has asked the Department of Broadband, Communications and the Digital Economy to address the issues associated with implementing a mobile text-based emergency service for people who are deaf or who have a hearing or speech impairment. The department is exploring short messaging service (SMS) and smartphone applications as possible options to deliver a mobile text-based emergency service.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 341**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

How much money over the forward estimates has the Government committed to the development of this SMS emergency service?

**Answer:**

The direct costs of a trial text-based emergency service for people who are deaf or who have a hearing or speech impairment is estimated to be \$122 000 (GST exclusive) and will be met from within current departmental resources.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 342**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

What is the Department's expenditure to date on the development of this SMS emergency service?

**Answer:**

As at 11 November 2011, \$23 500 (GST exclusive) has been paid under the contract.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 343**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

How many Departmental staff are working on the delivery of an SMS emergency service? Can the Department provide a breakdown by APS level?

**Answer:**

As at 11 November 2011 the departmental staff working on the delivery of a mobile text-based emergency service for people who are deaf or who have a hearing or speech impairment included:

2.2 full time equivalent Executive Level 1

0.3 full time equivalent Executive Level 2

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 344**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

When does the Department expect to deliver an SMS emergency service?

**Answer:**

The Department of Broadband, Communications and the Digital Economy expects to launch a trial mobile text-based emergency service for Australians who are deaf or who have a hearing or speech impairment in the first half of 2012.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 345**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

What are the Key Performance Indicators for the delivery of the SMS emergency service?

**Answer:**

Where possible, a trial mobile text-based emergency service for people who are deaf or who have a hearing or speech impairment will have the same performance indicators as the existing text-based emergency service for fixed lines, 106, which are available on the National Relay Service website at

**[http://www.relayservice.com.au/media/uploads/resources/NRS\\_Plan\\_\\_2010-11\\_2.pdf](http://www.relayservice.com.au/media/uploads/resources/NRS_Plan__2010-11_2.pdf).**

However, it should be noted that the service will initially be implemented on a trial basis in order to better evaluate any additional service standards that may be required for the ongoing service.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 346**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

What is the expected operating cost of the SMS emergency service?

**Answer:**

The Department of Broadband, Communications and the Digital Economy is currently exploring options for the implementation of a trial mobile text-based emergency service for people who are deaf or who have a hearing or speech impairment. The ongoing operating costs for a mobile text-based emergency service are not yet known and will be determined in evaluating the trial service.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 347**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: SMS Emergency Service**

**Senator Fifield asked:**

Which Government department or agency will have responsibility for managing the SMS emergency service?

**Answer:**

The Department of Broadband, Communications and the Digital Economy will have responsibility for managing a trial of a mobile text-based emergency service for people who are deaf or who have a hearing or speech impairment. Future management responsibility will be determined at the end of the trial, should the government decide to proceed with an ongoing service.



**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 348**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: National Cyber Security Awareness Week**

**Senator Birmingham asked:**

- a. Did the department engage an external party to promote NCSAW?
- b. Who was it?
- c. How much were they paid to promote NCSAW?
- d. Were they appointed under a tender?
- e. What services did the department tender for?
- f. Did the company have to meet payment milestones?
- g. What were the payment milestones? i.e. was it based on number of partner organisations?

**Answer:**

a-d. Refer to Austender website.

- e. The services the department tendered for were to:
  - refine the Awareness Week proposal, provided as part of the tender process, in consultation with the department and the steering committee;
  - confirm the program activities/events to be developed as part of the strategy;
  - assist the department in formulating market research briefs, liaise with the research consultancy and implement any recommendations and findings to come from the research;
  - develop and implement:
    - the final public relations strategy as agreed with the department;
    - a publicity program to garner support for the Awareness Week;
    - a comprehensive stakeholder engagement strategy providing for industry community group and government participation in the week;
    - the events and activities timetable, including events in each capital city and in regional areas, as appropriate;
    - a launch strategy, which included liaising with the media to ensure maximum coverage;

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

- stakeholder / partner engagement, liaison and management;
- publicity, events, resources, project management, evaluation, reporting; and
- any other related services as specified by the department in an Official Order.

f. Yes.

g. Milestone payments were made against delivery of agreed activities. These were not related to the number of Awareness Week partners.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 349**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: National Cyber Security Awareness Week**

**Senator Birmingham asked:**

- a. How many companies / businesses / organisations / government departments participated in NCSAW in 2011 as a result of the contractors / company's work?
- b. How does this compare to 2010?

**Answer:**

- a. A total 539 organisations, including businesses, government departments/agencies, schools, consumer groups and community organisations participated in the 2011 National Cyber Security Awareness Week (Awareness Week). The Department of Broadband, Communications and the Digital Economy and the public relations company Porter Novelli were actively and cooperatively engaged in securing Awareness Week partners. Therefore, it is not possible to provide the number of organisations that participated entirely as a result of the contractor's work.
- b. There were 156 Awareness Week partners for the 2010 Awareness Week.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 350**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: National Cyber Security Awareness Week**

**Senator Birmingham asked:**

How many of the partner organisations individually agreed to be part of NCSAW?

**Answer:**

Refer to answer from Question on Notice 349.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 351**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: National Cyber Security Awareness Week**

**Senator Birmingham asked:**

- a. How many partner organisations were not directly related to State Government departments?  
i.e. how many of the 500 plus organisations participating in NCSAW were not under the auspices of a state education department or similar organisation?
- b. How does this compare to 2010?

**Answers:**

- a. 168 partner organisations were not directly related to a state or territory school education department.
- b. In 2010, there were 155 partners not directly related to a state or territory school education department.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 352**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: National Cyber Security Awareness Week**

**Senator Birmingham asked:**

Was the Company at any stage at risk of not achieving the milestones set by the Department?

**Answer:**

It is inappropriate to comment on commercial discussions between the Department and a contractor.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 353**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: National Cyber Security Awareness Week**

**Senator Birmingham asked:**

Did AGs inflate the number of partner organisations by including the schools under state education departments to ensure that the company hired to promote NCSAW met its milestones?

**Answer:**

The Department of Broadband, Communications and the Digital Economy is responsible for the management of National Cyber Security Awareness Week, not the AG's.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 354**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: Convergence Review**

**Senator Birmingham asked:**

How much are the members of the committee being paid for sitting on the Convergence Review committee?

**Answer:**

Remuneration for the Convergence Review Committee was calculated taking into account the need to secure individuals with specific skills, knowledge, capabilities and experience to conduct such an important and complex review.



**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 355**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: Convergence Review**

**Senator Birmingham asked:**

Does the Department consider Mr Boreham's appointment to the committee a conflict of interest especially since the committee is looking at the issue of local and Australian Content production?

**Answer:**

No. The Convergence Review will be looking at complex and technical issues relating to media and communications legislation and the online environment. This requires people with suitable industry knowledge and experience gained from working within the IT, media and communications sectors.

The Terms of Reference for this review are very clear and the committee is bound to act in accordance with these. All members of the committee have been through conflicts of interest declaration processes.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 356**

**Program No. 1.2**

**Hansard Ref: In Writing**

**Topic: Convergence Review**

**Senator Birmingham asked:**

Is it appropriate for Screen Australia to be making a submission to the Convergence Review that is headed by its chair?

**Answer:**

Yes. The issue of Australian content is one of the key issues being examined by the Convergence Review and the committee welcomes the submission from Screen Australia which has been made public along with all other submissions. As previously stated, Mr Boreham will be guided by the Review's Terms of Reference.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 357**

**Program No. 1.2**

**Hansard Ref: Page 111 (18/10/2011)**

**Topic: Telehealth – target number of participants**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** Is there a target number at least for overall participants, even if you do not have a breakdown for Armidale and Kiama.

**Mr Rizvi:** I would have to take that on notice and I think we can provide you with more up-to-date figures once I can go back and check those.

**Answer:**

The target number of trial participants is 150 over the course of the trial.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2011**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 358**

**Program No. Program 1.2**

**Hansard Ref: Page 111 (18/10/2011)**

**Topic: NSW NBN Telehealth Trial**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** Okay. Will there be a variety of health professionals participating, or will it simply be a singular central health service that is participating for the other end of the service?

...

**Senator BIRMINGHAM:** What will be the formal evaluation process?

**Mr Rizvi:** I would have to take that on notice, Senator. That is subject to the detailed implementation plan that we are still negotiating with the NSW government.

**Answer:**

The trial will be delivered by the Hunter New England Local Health District, Shoalhaven Illawarra Local Health District, and the Illawarra Division of General Practice. A variety of health professionals within these organisations will participate in the trial, including dedicated telehealth care coordinators, chronic disease nurses, allied health workers, mental health nurses and psychologists. The nature of participation in the trial by general practitioners will be determined on a case by case basis.

An evaluation framework has been developed in close consultation with independent experts, who will also evaluate the trial on completion. Impacts and performance will be monitored periodically during the trial.