Question No: 49

Hansard Ref: ECA 46-47

Topic: Applications for variation of local area plans

Senator MacDonald asked:

With regard to the Sweet FM submission sent to the ACMA, provide advice on the reasons for delay in acknowledging this outstanding request.

Answer:

1. In July last year, the ACMA wrote to Sweet FM and all other radio stations with outstanding requests for technical planning work to confirm whether they still wished to pursue technical changes. Sweet FM duly responded however ACMA staff did not follow up to acknowledge their response until 23 October, which was after the issue had been initially raised at Senate Estimates. The failure to acknowledge Sweet FM promptly was an administrative oversight. The oversight was regrettable.

2. The Chairman of the ACMA followed up the matter with Senator MacDonald following the matter being raised at the recent Senate Estimate hearings, consistent with his undertaking to do so, and wrote to Senator MacDonald outlining the circumstances as indicated in paragraph 1. above.

3. The ACMA provided a substantive response to Sweet FM on 25 February 2010 outlining issues and options for the station in relation to its request.

Question No: 50

Hansard Ref: ECA 48

Topic: Free TV Australia

Senator Boswell asked:

Of the submissions received during the consultation process on the review of the code of practice, how many were from individuals and community groups?

Answer:

Free TV Australia provided the Australian Communications and Media Authority with copies of submissions it received on the review of Commercial Television Industry Code of Practice on 2 November 2009. An analysis of the material provided indicates that Free TV Australia received 1443 submissions from individuals and 30 submissions from community-based groups with the remainder coming from government agencies and industry bodies.

Question No: 51

Hansard Ref: ECA 52

Topic: Blacklist used for Internet Filtering

Senator Ludlam asked:

Can you provide a brief overview of the breakdown of material that currently lies on the black list?

Answer:

At 30 November 2009, the list of prohibited and potential prohibited content maintained in accordance with Schedule 5 to the Broadcasting Services Act 1992 comprised the following:

Actual or likely classification and description	Number of Items
MA 15+ – Violence	0
MA 15+ – Sex	0
MA 15+ – Themes	0
MA 15+ – Drug Use	0
MA 15+ – Nudity	0
MA 15+ – Language	0
R 18+ – Violence	8
R 18+ – Sex	20
R 18+ – Themes	20
R 18+ – Drug Use	4
R 18+ – Nudity	52
R 18+ – Language	0
X 18+ – Actual sexual activity	506
RC – Crime – promotion/instruction	9
RC – Cruelty – depiction	2
RC – Violence – depiction	12
RC – Paedophilia – promotion/instruction	5
RC – Child – depiction	364
RC – Bestiality – depiction	21
RC – Sexual violence – depiction	50
RC – Sexual fetish – depiction	126
RC – Sexual fantasy – depiction	41
RC – Drug use – promotion/instruction	4
RC – Crime depiction	6
RC – Violence – promotion/instruction	2
RC – Terrorist Material	1
RC – Publication	0
Cat 1 – Publication	1
Cat 2 – Publication	0
Total	1254

Question No: 52

Hansard Ref: ECA 53

Topic: URL Referrals

Senator Ludlam asked:

a) What is the ACMA's current annual budget for referrals of URLs to the Classification Board and how much do they cost per referral?
b) Do you have an order of magnitude estimate for how much it costs to make a URL assessment?

Answer:

a) The ACMA assesses URLs, or refers to them to the Classification Board for assessment, in response to complaints received. As it is not possible to predict the number or nature of complaints, it is difficult to allocate a specific annual budget for referrals of URLs to the Classification Board. For the period 1 July 2009 to 31 January 2010, total expenditure on classification fees relating to online content investigations was $131,590. Most applications for classification related to single web pages. The fee for such an application was $510.

b) Investigating an item of online content involves determining its actual or likely classification, locating and identifying the hosting service provider, recording the outcome of the investigation and notifying the complainant of the outcome. In 2008-09, the average cost to the ACMA of investigating an item of online content that was not referred to the Classification Board was approximately $173 per item. For items that were referred to the Classification Board this was $685 per item, which included the cost of the ACMA preparing and administering the referrals.

Senate Standing Committee on Environment, Communications and the Arts

Answers to Senate Estimates Questions on Notice

Additional Budget Estimates Hearings February 2010

Broadband, Communications and the Digital Economy Portfolio

Australian Communications and Media Authority

Question No: 53

Hansard Ref: ECA 55

Topic: Residence time of the material that is on the black list

Senator Ludlam asked:

a) Do you have numbers available as to the residence time of the material that is on the black list, specifically the RC portion of the black list?
b) How long is that material there for?
c) Of 1,254 URLs about half are refused classification. How many of those are new?
d) Are there any statistics or have you done any numbers on the average residence time of child sexual abuse material on a public URL of the kind that we are blocking here?

Answer:

a), b)   No. There is no automated monitoring of URLs on the list currently maintained by the ACMA and provided to filter software vendors under Schedule 5 to the *Broadcasting Services Act 1992* (BSA). The code of practice and regulatory framework under which the list is maintained do not require the residence time of individual URLs to be monitored.

c) The 30 November 2009 list of URLs maintained in accordance with Schedule 5 to the BSA contained 177 URLs relating to content that was classified or likely to be classified RC, which were not on the previous 31 August 2009 list.

d) Research conducted by the United Kingdom's Internet Watch Foundation (IWF) indicates that 81 per cent of images on commercial child sexual abuse material domains are removed within 100 days of identification and referral to law enforcement agencies.

Question No: 54

Hansard Ref: ECA 60

Topic: Restricted Access System

Senator Minchin asked:

Can you provide details on the restricted access system determination that deals with not only content which is for over 18-year-olds but also for MA15+ content?

Answer:

The ACMA's *Restricted Access Systems Declaration 2007* is available on the ACMA's web site at http://www.acma.gov.au/WEB/STANDARD/pc=PC_310905.

Question No: 55

Hansard Ref: ECA 61

Topic: Cyberbullying

Senator Wortley asked:

a) Do we have figures on the number of children and young people who are cyber bullied?
b) How are we getting the information about the programs on the ACMA website through to schools?
c) How are schools finding out about that? Is that via email? Is there a targeted person in the school? Is it through the principal?

Answer:

a) Research indicates that cyberbullying becomes more prevalent among school students in the mid-secondary years, with an average of 7 to 10 per cent of Australian students in years 4 to 9 reporting that they have been cyberbullied.[1]

An ACMA quantitative survey of more than 800 students aged 8-17 years also indicated that the incidence of cyberbullying increases with age. By the age of 16-17 years nearly one in five report having experienced some form of cyberbullying[2].

b) The Cybersmart website is promoted in all ACMA cybersafety activity. All Cybersmart materials feature the URL, and a number of online advertising campaigns have been conducted to raise awareness of the issue of cyberbullying and the resources available on the Cybersmart site. The site is extensively promoted in media interviews and at conferences, and through an active program of engagement with the broad cross section of stakeholder groups The site is also linked to from a number of high profile services, including Google, MySpace and Telstra as well as organisations such as the Alannah and Madeline Foundation and government agencies such as the Department of Broadband, Communications and the Digital Economy.

c) The ACMA also conducts a number of activities to engage directly with schools and promote its programs. For example, programs such as Cybersafety Outreach are promoted through a bi-annual mail out to every principal and school in Australia; advertisements in newspapers and education journals; targeted mail, fax and email promotion to school Heads of Departments; keynote presentations and workshops at education conferences; regular contact and promotion with key education stakeholders, peak bodies and individuals; and, provision of the ACMA's range of hardcopy cybersafety resources at all

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[1] Cross, D., Shaw, T., Hearn, L., Epstein, M., Monks, H., Lester, L., & Thomas, L. 2009. *Australian Covert Bullying Prevalence Study* (ACBPS). Child Health Promotion Research Centre, Edith Cowan University, Perth, Executive Summary, pxxiii,
http://www.deewr.gov.au/Schooling/NationalSafeSchools/Documents/covertBullyReports/Exec_20summary.pdf
[2] *Click and Connect: Young Australians' use of online social media*, ACMA, July 2009,
http://www.acma.gov.au/WEB/STANDARD/pc=PC_311797

Cybersafety Outreach events. These activities promote the full range of ACMA cybersafety programs and resources, including the successful Cybersmart Detectives game.

In 2009, 71,052 students, teachers and parents attended one of the 150 Cybersafety Outreach Professional Development workshops or one of the 693 Internet Safety Awareness presentations. These workshops and presentations address various cybersafety issues including cyberbullying, identity theft, inappropriate contact and exposure to inappropriate content.

Question No: 56

Hansard Ref: ECA 61

Topic: Cyberbullying

Senator Wortley asked:

Are you able to tell us what legislation there is already in place that would deal with perpetrators of cyberbullying and any programs that you know of that actually, particularly with young people, look at different ways of dealing with perpetrators of cyberbullying?

Answer:

The ACMA understands that, whilst there is no specific legislation targeting cyberbullying, there are elements of both Federal and State legislation that are applicable in addressing its occurrence.

Under the *Commonwealth Criminal Code Act 1995* (Cth), it is an offence to use a carriage service, which includes mobiles phones and the internet, in a way that reasonable persons would consider menacing, harassing or offensive. It is also an offence to threaten to kill or cause serious harm to another person.

Under the Commonwealth Proceeds of Crime Act 2002, where a person is convicted of an indictable offence, there is scope for the equipment used in the commission of the offence to be confiscated.

A conviction for an offence for using a carriage service to menace, harass or cause offence carries a maximum penalty of three years imprisonment, and is an indictable offence for the purposes of the Proceeds of Crime Act.

Similarly, some aspects of bullying behaviour, such as threats to kill or inflict serious injury, may constitute an offence under individual State or Territory criminal law. Defamation law may also be relevant where material is published on the internet which may damage the reputation of another. This can be through words, photographs, video or illustrations.

There are a number of programs which provide structures for addressing bullying (including cyberbullying) within the school environment. These include restorative justice frameworks, and the Method of Shared Concern[1]. This style of moderated approach is in keeping with the findings of research in this area, which highlights the negative impact that bullying behaviour (including cyberbullying) can have on both the target and perpetrator.[2]

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[1] http://www.deewr.gov.au/schooling/nationalsafeschools/pages/research.aspx
[2] Cross, D., Shaw, T., Hearn, L., Epstein, M., Monks, H., Lester, L., & Thomas, L. 2009. *Australian Covert Bullying Prevalence Study* (ACBPS). Child Health Promotion Research Centre, Edith Cowan University, Perth, p14 http://www.deewr.gov.au/Schooling/NationalSafeSchools/Documents/covertBullyReports/ACBPS%20chapter%202.pdf

The ACMA's Cybersmart website and Schools Gateway encourage the application of a holistic approach to resolving cybersafety issues, including cyberbullying. The objective of the Cybersmart program is to educate, inform and empower all users so that their online experiences are safe and positive. The ACMA's program comprises a whole-of-school approach, including the skilling of teachers in cybersafety (through attendance at professional development workshops), and providing guidance for schools in establishing acceptable use policies and clearly articulated procedures to follow should issues arise.

In addition, the ACMA has produced a number of anti-cyberbullying teaching resources, which are relevant to the target of cyberbullying, someone who may be a bystander, and also to the perpetrator of the bullying. These resources, such as *Let's Fight it Together*[3] and the forthcoming *Cybersmart Hero* program, are designed to prompt an empathetic response to the situations being depicted, and to allow in-depth exploration of the issues that are raised.

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[3] http://www.cybersmart.gov.au/LFIT.aspx

Question No: 57

Hansard Ref: ECA 63

Topic: National Harmonisation of the Radio Network

Senator Lundy asked:

What date was the strategic framework for the national harmonisation of the radio network signed off?

Answer:

At its meeting of 7 December 2009 the Council of Australian Governments (COAG) agreed to a range of measures to improve Australia's natural disaster arrangements. This included the introduction of a framework for improving the interoperability of radiocommunications equipment used by emergency services.

Question No: 58

Hansard Ref: ECA 64

Topic: Mobile Phone Jammers

Senator Lundy asked: Can you provide more information about the context and the rules that apply to mobile phone jammers? Is there a legislative framework for their use in other jurisdictions?

NB: this exchange from the transcript indicates a particular interest in the use of mobile phone jammers in prisons:

Senator LUNDY—Are mobile phone jammers used elsewhere? Are there international examples of their being used in correctional facilities?

Ms Cahill—There are. They are currently used in New Zealand in correctional facilities and in some parts of the USA. By looking at our processes and moving forward we are seeking to ensure that we stay at the forefront of planning for these sorts of issues.

Senator LUNDY—Could you take it on notice to provide more information about the context and the rules that apply. I do not know whether there is a legislative framework for their use in other jurisdictions.

Answer:

Prohibition of mobile phone jammers in Australia

Section 190 of the *Radiocommunications Act 1992* (the Act) authorises the ACMA to prohibit the operation, supply, or possession of a device that is designed:

    a.   to have an adverse effect upon radiocommunications; or

    b.   is likely to substantially disrupt or interfere with radiocommunications. [1]

It is an offence under section 189 of the Act to operate, supply or possess such a prohibited device if the persons knows, or ought to have known, it is a prohibited without a reasonable excuse.

The Mobile Phone Jammer Prohibition, made under section 190 of the Act in 1999, prohibits the operation, supply or possession of mobile phone jammers. Within the Mobile Phone Jammer Prohibition a mobile phone jammer is a device that is designed to operate within the mobile phone spectrum frequency bands 870-960 MHz or 825-845 MHz and to interfere with or disrupt or disturb radiocommunications.[2] While having some characteristics of a mobile phone jammer, devices that are designed to facilitate a mobile phone service on board an aircraft and operated for that purpose are explicitly excluded from the Mobile Phone Jammer Prohibition.

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[1] If a person possesses a device it must be for the purpose of operating or supplying the device.

[2] The Mobile Phone Jammer Prohibition is the *Notification that the Australian Communications and Media Authority prohibits the operation or supply, or possession for the purpose of operation or supply, of specified devices. A full list of the reasons for prohibiting such devices can be found in* Mobile Phone Jammer Prohibition.

Exemptions from the Act

Section 27 of the Act allows the ACMA to exempt eligible persons or agencies such as defence, law enforcement or emergency services personnel from the operation of some or all of the provisions in:

- Part 3.1 (Unlicensed radiocommunications);
- Part 4.1 (Standards and other technical regulation); and
- Part 4.2 (Offences relating to radio emission).[3]

An exemption provided by ACMA can provide for the use of unlicensed, non-standard and prohibited devices (including mobile phone jammers) in specified circumstances.[4] There is currently an exemption in place for the Australian Defence Force for the use of mobile phone jammers. The Review of Mobile Phone Jammers discussion paper released on 29 January 2010 proposes a trial of mobile phone jammers in the Lithgow Correctional Facility. To accommodate the trial the ACMA will consider whether an exemption under section 27 of Act is appropriate.

Policy on mobile phone jammers in other countries

Prohibiting mobile phone jammers such as Australia's Mobile Phone Jammer Prohibition is relatively rare. In many overseas jurisdictions such as New Zealand and the United Kingdom, jammers are illegal or unlicensed because they do not conform with general radiocommunications legislative provisions such as licensing requirements, standards and regulation relating to not causing interference.

However, some government regulators have specifically considered the issue of mobile phone jammers as a policy matter. This has generally led to public statements regarding the illegality of jammers such as has occurred in Canada http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf05958.html.

In the US, the Communications Act of 1934 and Federal Communications Commission (FCC) rules prohibit the manufacture, importation, marketing, sale or operation of mobile phone jammers as outlined in this statement: (http://www.fcc.gov/eb/Public_Notices/DA-05-1776A1.html).[5]

The Philippines regulator - the National Telecommunications Commission (NTC) - recently banned the sale, purchase, importation, possession or use of cellular phone signal-jamming devices. Exemptions may be granted on a case-to-case basis for meritorious reasons subject to strict conditions, but no applications have yet been successful. It was recently reported that two companies are under investigation for selling jammers.[6]

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[3] Part 4.1 of the Radiocommunications Act includes section 189 which provides that it is an offence to possess, supply or operate a prohibited device.

[4] The Radiocommunications Act also provides, in section 26, an exemption from Parts 3.1, 4.1 and 4.2 of that Act in relation to certain matters for members of the Defence Force and the Department of Defence. Sections 24 and 25 provides similar exemptions in relation to other matters.

[5] However, in the United States, radio frequencies and rules governing their use are divided into Federal Government and Non-Federal Government categories. These rules apply to non-Federal Government entities and Federal Government use of radio frequencies is governed by the National Telecommunications and Information Administration. So there is leeway for the Federal Government to use/permit the use of jamming devices (including on non-Federal government frequencies) for such purposes as counter improvised explosive devices (bomb) operations.

[6] TMC News, http://www.tmcnet.com/usubmit/2010/02/13/4621333.htm, Viewed 23 February 2010

Recent developments: potential use of mobile phone jammers in prisons

United Kingdom (UK): It is generally illegal to install or use mobile phone jammers in the UK. However, there have been developments recently regarding the potential deployment of mobile phone jammers in UK prisons. In a recent press statement the UK Ministry of Justice set out the measures that have been implemented to combat the illegal use and traffic of drugs and mobile phones within UK prisons. This includes the rollout of new technologies such as high-sensitivity handheld metal-detecting wands and Body Orifice Security Scanners (BOSS chairs) that detect internally concealed items such as mobile phones. Work is underway to trial mobile phone signal blocking technology, and the National Offender Management Service (NOMS) will look to roll out blockers more widely as funding becomes available (www.justice.gov.uk/news/announcement130709b.htm).

United States of America (USA):

The use of jammers in Federal prisons is not currently permitted, but the Safe Prisons Communications Bill of 2009 was introduced to the US House in January 2010. If passed into law it will amend the Federal Communications Act of 1934 (US) to allow the director of the Federal Bureau of Prisons or the chief executive officer of a state to petition the Federal Communications Commission (FCC) for a waiver to permit installation of jamming devices in a prison (or other correctional facility) for up to 10 years. This waiver can be renewed. A waiver would require:

- that there be no interference caused to communications originating and terminating outside of the prison grounds;
- cessation of operation where written notice of interference caused is received from a commercial mobile service provider;
- investigation/resolution of interference complaints before resumption of operation;
- use of devices that are FCC-approved and capable of directionalised operation;
- operation at the lowest feasible transmission power; and
- compliance with other technical standards established by the FCC.

The proposed legislation also requires the FCC to establish criteria for certification for the manufacture, sale, importation, and interstate shipment of such devices.
For more detail, the Bill can be viewed here:
http://www.govtrack.us/congress/billtext.xpd?bill=s111-251

New Zealand: The use of mobile phone jammers has been introduced into some prisons. The use of mobile phone jammers in prisons has been authorised through the use of a Memorandum of Understanding between the New Zealand Department of Corrections, Telecom and Vodafone. Prior to deployment the three parties worked together to find and evaluate solutions to the security problems faced in prisons. For each site, depending on location and site characteristics that determine interference potential, a combination of four possible types of devices are, or will be, used:

- detectors—that identify if a mobile phone is active within an area

- local blanket jammers—that block a local area
- micro cell jammers—towers that block mobile phones in parts, or all, of a prison site
- hand-held detectors—which are already in use in prisons.

The cell-phone jamming technologies complement other initiatives to manage contraband in prisons, such as single points of entry to make searching easier and increased penalties for people found with a cell-phone inside a prison (http://bit.ly/8TK2Z2).

Question No: 59

Hansard Ref: In Writing

Topic: Announcement of the appointment of Olya Booyar

Senator Abetz asked:

I refer to the ACMA media release of 20 January regarding the announcement of the appointment of Olya Booyar as General Manager of the new Content, Consumer and Citizen Division and I would request a detailed resume of Ms Booyar including:

-Education (Degree/s, University, Country, timeline);
-Employment History (with specific title, company, base, description, timeline)

Specifically, it is stated in the release that Ms Olya has 'extensive experience in media and communications". Please provide a detailed history of previous employment with regard to "media and communications". What programming positions did she hold?; What executive management position both in radio and television"; and how long did Ms Booyar hold the position as Deputy Director of the Classification Board for?

I would also request the education and employment history of Maureen Cahill who was promoted to the General Manager of Communications Infrastructure in December.

Answer:

Olya Booyar

-Education (Degree/s, University, Country, timeline);

1979 - 1981	**Graduated with honours from Sisler High School, Winnipeg, Canada**
1981 – 1984	**University of Winnipeg (Manitoba), Canada** Bachelor of Arts (Honours) with a double major in Sociology/Psychology.
1984 – 1985	**University of Manitoba, Canada** (Part) MA in Justice and Law Enforcement (Criminology).
1986	**Ukrainian Free University, Munich, Germany** Teaching Certificate, majoring in Ukrainian Language and Literature.
1996	**Australian Public Service Senior Women in Management (SWIM) Program** Ms Booyar was one of 30 professionals selected from more than 150 nominated candidates in senior management positions within the Australian Public Service to participate in intensive coursework covering areas such as leadership and change management. During the 12 months program she

undertook professional secondments with the Australian Film Commission and Optus Vision.

2001   **Commonwealth Fellowship**
Ms Booyar won one of only 12 Commonwealth Fellowships awarded by the Commonwealth Foundation, to undertake a program of learning in the United Kingdom and Uganda. She subsequently completed a research project on the relationship between language diversity and new technology.

-Employment History (with specific title, company, base, description, timeline)

11-1987 –10-1988   Publications Manager, Penrith Rugby League Club.
Responsible for the development of the publications capabilities of Penrith Marketing and for improving existing output while researching and creating new publications. This included publishing the monthly Panthers Magazine, launching a weekly Panther Sports newspaper and writing a Business Plan for an in-house Advertising Agency to support the activities of the Publication Unit.

11-1988 – 03-1990   Publications Editor, Australian Federation of Credit Unions Limited (AFCUL).
Responsible for conceiving, researching, compiling and producing a range of national publications and for coordinating the activities and resources of the Public Relations Division of the AFCUL national group of companies.

04-1990 – 01-1993   Independent editor and publisher.
Edited, sub-edited and translated a number of publications for Government agencies and other private instrumentalities including the Multicultural Education Strategic Plan 1993-97; the Anti-Racism Policy and Grievance Procedures, for the NSW Department of School Education; and the Ukrainian Ethnic Schools Curriculum, 1993-98.

02 – 09 1993   Head of the Ukrainian Language Group, SBS Radio.
As broadcaster and journalist, compiled, researched, produced and presented news, current affairs and general radio programs in the Ukrainian language.

09-1993 – 12-1995   Program Coordinator, SBS Radio.
Coordinated the planning and production of programs in the Sydney production centre. Led the Best Practice Pilot in Radio Sydney and implemented quality changes; developed the Radio Complaints Handling Procedures; co-drafted a Strategy Plan for the programming, resourcing and practical implementation of the English Language Program.

02-1996 – 06-1996   Policy Officer, Australian Film Commission (AFC).
On SWIM secondment, drafted the AFC policy submission on the

community television sector in Australia; researched global trends on community broadcasting, setting out options for the Australian market and advised the AFC on the Government initiatives in regard to Digital Broadcasting and ran workshops on Change Management.

06-1996 – 12-1996 Programming and Corporate Affairs, OPTUS Vision.
During second SWIM secondment, was responsible for finalising the terms of agreements and launching OPTUS Vision's seven Non-English Language Channels. Wrote the Codes of Practice for LocalVision, OPTUS Vision's local cable television service around Australia and re-structured LocalVision to centralise their production and management functions.

01-1997 – 02-2000 Program Manager, SBS Radio, Sydney.
Managed the news, current affairs and general programming output of almost 7,000 program hours per year from the Sydney production centre.

03-2000 – 07-2001 Business Operations Executive, SBS TV.
Drove operational initiatives to reform structures, processes and resourcing of functions within SBS Television.

08-2001 – 08-2002 General Manager, SBS TV Business Enterprises.
Developed and implemented a viable business plan for SBS Television's business units which would maximise revenue for program production.

08-2002 – 02-2005 Station Manager, SBS Radio, Sydney.
Led SBS Radio Sydney, at the time one of the two biggest cost centres in the SBS Corporation, with 180 staff and a $9 million budget. This included efficient and effective management of staff, resources and activities in all areas of program production and support as well as broadcasting, financial and technical resources necessary for the provision of high quality programs to SBS Radio's listeners.

02-2005 – 03-2007 Corporate & Community Relations Executive, SBS.
Identified, developed and implemented strategies designed to reposition SBS with its audiences and key stakeholders. Built support for SBS's role and direction among internal and external stakeholders, particularly Australia's cultural communities. Directed SBS's consultative and corporate social responsibility mechanisms including the Community Advisory Committee (CAC) and the SBS Foundation.

07-2007 – 02-2010 Deputy Director, Classification Board.
Under the Director, led the Board and manage classification processes for film, publications, online content and computer games. Built effective internal and external relationships with a range of stakeholders including government, industry and community.

02-2010 to present General Manager, Content, Consumer and Citizen Division, Australian Communications and Media Authority (ACMA)
(Description)

Specifically, it is stated in the release that Ms Olya has 'extensive experience in media and communications". Please provide a detailed history of previous employment with regard to "media and communications".

As evidenced in detail above, Ms Booyar has spent her entire working career in media and communications and has held a variety of increasingly senior positions. These have included:

- Print media reporting, interviewing writing, editing and publishing for organisations such as Penrith Panthers, the AFCUL and independently during the birth of her two children.

- Day-to-day radio journalism and program making at SBS (working simultaneously in two languages) to produce news bulletins, current affairs reports, talkback and general programming about Australia and overseas.

- Radio programming management, ranging from providing professional leadership and guidance to broadcasters and journalists in 68 languages as program coordinator to manager SBS Radio Sydney, at the time one of the largest radio stations in Australia with 180 staff including broadcasters and journalists, technicians, studio supervisors, programming librarians administration and training staff and managers.

- Television production resource management at a divisional level, including planning, resourcing and budgeting for one of five Australian television networks at SBS.

- Audience and stakeholder relations for a television and radio network.

- Executive-level policy and planning for radio and television (at SBS and Optus) , film (at the AFC) and telecommunications (at Optus).

- Media regulation and classification for film, literature and new media, which involved both practical classification of films, print media and games and Internet content – including material provided by the ACMA, Australian Customs and state and territory police – as well as executive-level leadership, policy articulation and implementation and interaction with the film, magazine publishing and online media industries.

- For the past two years, Ms Booyar has been the executive President of the International Association of Women in Radio and Television (IAWRT), an international organisation with a global membership of professional women actively engaged in the production and

management of programs in the electronic media and sharing development skills between North and South.

What programming positions did she hold?

As detailed above, Ms Booyar's programming expertise spans the spectrum from front-line program maker and journalist (including program planning, formatting, production and presentation, including on-air talk-back and outside broadcasting) to program management, including a Senior Executive Service position as Station Manager of a professional radio network broadcasting (at the time) to more than a million listeners across Australia.

In addition, Ms Booyar began her journalism career in the print media as reporter, photographer, editor and publisher.

What executive management position both in radio and television and how long did Ms Booyar hold the position as Deputy Director of the Classification Board for?

Ms Booyar has been a member of the Commonwealth Government Senior Executive Service (SES) since 2001. She has held positions designated as executive management since 2001 as Business Operations Executive in SBS TV, General Manager, SBS TV Business Enterprises, Station Manager in SBS Radio, Corporate & Communications Executive in the SBS Corporation and Deputy Director of the Classification Board, a position to which she was appointed on the recommendation of the then Attorney General Phillip Ruddock in July 2007. She resigned from that appointment in January to take up her current role at the ACMA.

Maureen Cahill

Ms Cahill holds a Bachelor of Arts Degree from the Australian National University and an Advanced Certificate in Management from the Canberra Institute of Technology.

Employment History

Australian Communications and Media Authority

February 2009 – November 2009
A/g General Manager – Convergence and Coordination Division (SES Band 2)
September 2008- January 2009
Executive Manager – Project Spectrum (SES Band 1)
February 2006 – August 2008
Executive Manager – Strategy and Coordination Branch (SES Band 1)
July 2005- February 2006
A/g General Manager Transition, (SES Band 2) ACMA

Australian Communications Authority

February – July 2005
A/g Senior Executive Manager Radiocommunications (SES Band 2) ACA
February 2002-February 2005
Executive Manager, Communications Operations and Service Group (COSG) (SES Band 1)
October 2001- February 2002
A/g Executive Manager Corporate Management Group (SES Band 1)
July 1999 – October 2001
 Manager, Corporate Governance Team, Corporate Management Group
June 1998 – June 1999
 Projects Manager, Corporate Management Group, Australian Communications Authority.

Spectrum Management Agency

July 93 - to April 1997
Assistant Manager Corporate

Department of Transport and Communications

December 1991 - July 1993
Assistant Manager Radio Communications Division

February 1981- November 1989
Prior to joining the Department of Transport and Communications Ms Cahill worked with the Departments of Transport and Aviation and the Civil Aviation Authority (CAA).

Question No: 60

Hansard Ref: In Writing

Topic: Portfolio staffing - ACMA

Senator Fisher asked:

a) What is the total expenditure on staffing for the Department and for all portfolio agencies? What is the SES and non-SES breakdown?

b) What are the current staffing levels for SES and non-SES officers? What is the breakdown by location?

c) What have been the changes in average staffing levels since November 2007? Why have these changes occurred? What have been the Budgetary implications?

d) In the case of reductions in staff numbers, how have these reductions been absorbed by the Department? What functions have been sacrificed and why?

e) Has there been a target for staff reductions to achieve savings? What is that target and what strategy is being implemented to achieve this?

f) Have any voluntary or involuntary redundancies been offered to staff? If so, how have staff been identified for such offers? Are there such plans for the future?

Answer:

a) Total expenditure on staffing for the period 19/10/09 to 8/2/10 (the period since Supplementary Budget Estimates in October 2009) is $18.177m. The SES component represents $1.445m and the non SES component represents $16.732m.

b) Staffing levels @ 8/2/10

	Location					
	Melbourne	*Canberra*	*Sydney*	*Brisbane*	*Hobart*	*Total*
SES	6	8	8	0	0	22
Non-SES	226.30	205.25	138.77	13	2	585.32
Total	**232.30**	**213.25**	**146.77**	**13**	**2**	**607.32**

c) The average staffing level (ASL) has increased from November 2007 to January 2010 by 31 ASL. The increased budgetary implications have been met by new policy proposal funding the ACMA received during this period.

d) na

e) No

f) i)   Yes
   ii)   Redundancies offered due to regional office closures and restructuring due to changing business needs in general

iii)   No.

Question No: 61

Hansard Ref: In Writing

Topic: Portfolio Staffing - ACMA

Senator Barnett asked:

a) How many permanent staff recruited since the supplementary budget estimates?
b) What level are these staff?
c) How many temporary positions exist or have been created since budget estimates?
d) Since supplementary budget estimates, how many employees have been employed on contract and what is the average length of their employment period?

Answer:

a) 31 permanent (ongoing) staff recruited in period 19/10/09 to 8/2/10 inclusive

b)

Classification	No
ACMA 4	5
ACMA 5	6
ACMA 6	8
EL 1	8
El 2	2
Principal Lawyer	1
SES 2	1
Total	**31**

c) 29 temporary (non-ongoing) positions currently filled and 6 in the process of being filled (advertised)

d) 16 temporary (non-ongoing) employees employed for an average of 6.8 months

Question No: 62

Hansard Ref: In Writing

Topic: Portfolio Staffing (efficiency dividend/budget cuts) - ACMA

Senator Barnett asked:

a) Have staffing numbers been reduced as a result of the efficiency dividend and/or other budget cuts?
b) If so, where and at what level?
c) 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.
d) What changes are underway or planned for graduate recruitment, cadetships or similar programs? If reductions are envisaged please explain including reasons, target numbers etc.

Answer:

a) No
b) na
c) No
d) No changes