

**Senate Standing Committee on Environment, Communications and the Arts**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2009**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 83**

**Hansard Ref: ECA 21**

**Topic: Remuneration - Kerry O'Brien**

**Senator MacDonald asked:**

Can you provide details of the remuneration paid to Kerry O'Brien including salary and allowances.

**Answer:**

The ABC believes that publicly releasing information about employment contracts places the Corporation at a distinct commercial and operational disadvantage. We operate in a highly competitive environment and the disclosure of salaries would severely hamper our ability to attract and retain on-air talent.

The ABC has, since its incorporation in 1983, adhered to a firm policy of not revealing the remuneration of its senior talent. This policy has been maintained and enforced by a succession of ABC Boards.

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**Question No: 84**

**Hansard Ref: ECA 23**

**Topic: ABC Radio Transmission – North West Tasmania**

**Senator Parry asked:**

Could you provide details of complaints received by the ABC regarding radio reception difficulties in the Wynyard-Somerset area of Tasmania.

**Answer:**

In the past year (since 1 November 2008), the ABC Reception Advice Line has received three customer enquiries regarding ABC Local Radio serving the Wynyard and Somerset regions in Tasmania.

There may have been a number of other complaints received by local ABC switchboards, which may not have been transferred to the ABC Reception Advice Line.

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**Question No: 85**

**Hansard Ref: ECA 26**

**Topic: ABC Radio Transmission – Flinders Island**

**Senator Bushby asked:**

Could you provide details of complaints received by the ABC regarding radio reception difficulties on Flinders Island.

**Answer:**

In the past year, the ABC Reception Advice Line has received 2 calls from an audience member on Flinders Island. One call was to advise of a problem and the second call was to advise that the situation had been corrected.

There may have been a number of other complaints received by local ABC switchboards, which may not have been transferred to the ABC Reception Advice line.

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**Question No: 86**

**Hansard Ref: ECA 27**

**Topic: Video clip of 'The Chasers'**

**Senator Fielding asked:**

Did the ABC complain to the President of the Senate about a video clip I took of 'The Chasers' in the Senate and ask for it to be removed from my website?

**Answer:**

The ABC did not complain to the President of the Senate about the video clip on the Senator's website. The ABC has also been advised that the Chaser team did not lodge a complaint.

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**Question No: 87**

**Hansard Ref: ECA 28/30**

**Topic: Correction of incorrect report issues by United Nations on the AM program**

**Senator Abetz asked:**

With regard to Budget Estimates Question on Notice 137 from Senator Troeth, on what date did the ABC release the outcome of its investigation? Could you also check that the correction was not made on air and that the correction was made as an editor's note on 22 May.

**Answer:**

The investigation was finalised on 22 May 2009, and the correction was made as an editor's note on that day.

The outcome of the investigation was published on 16 June 2009.

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**Question No: 88**

**Hansard Ref: ECA 30/31**

**Topic: On-air corrections**

**Senator Abetz asked:**

Can the ABC advise how many on-air corrections have been undertaken in 2006, 2007 and 2008, and what the issues were, especially regarding Israel.

**Answer:**

As advised in Question on Notice 86 from the February 2009 Estimates, the ABC broadcast 16 on-air apologies or corrections in the period 1 January 2007 to 31 December 2008, about issues that arose from complaints. (6 in 2007, 10 in 2008). One on-air correction and apology, broadcast in 2008, related to Israel. The table attached to answer 86 provided the detail about the issues.

In 2006, the ABC broadcast 11 on air corrections, three of which related to Israel.

Correction and apologies do not necessarily arise from complaints. Some are identified through the normal editorial processes, and would be corrected in later editions of the particular program or later in live programming when appropriate. Data on such corrections is not routinely collected.

Similarly, the majority of upheld complaints do not merit on-air correction.

The issues are summarised below.

- 612 ABC Brisbane – Evenings (21 February 2006) – Presenter’s endorsement of caller’s view about a rugby union player. The presenter corrected the statement on air the following evening.
- ABC Central Victoria – Breakfast (14 March 2006) – Complaint about a discussion of an alleged assault, without acknowledgement that it was an allegation. The presenter clarified this the following day.
- ABC Classic FM – New Music Up Late (13 May 2006) - lack of attribution of a composition. The ABC made an on air apology and correction.
- ABC NewsRadio (6 January 2006) – Reference to the Palestinian territories as “Palestine” in a report regarding attacks on UN staff. The story was corrected in time for the next bulletin.

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- *The 7.30 Report* (19 July 2006) - A viewer complained that a story relating to Southern Lebanese trying to escape Israeli military forces incorrectly contained footage of an Israeli woman grieving to illustrate the plight of the Lebanese. The ABC acknowledged the error and apologised for the inadvertent use of footage from Israel in the context of Lebanon. A clarification was aired on *The 7.30 Report* on the following evening.
- *Behind the News* (25 July 2006) – Complaints that the report ‘Israel Bombing’ was simplistic and provided an account of the background to the Lebanon conflict which was slanted against Israel. Two additional viewers also complained that activity sheets on the program’s website were selective, and incorporated the same elements of bias.

While noting that the intention was to communicate a complex situation to a young audience, the ABC acknowledged that balance and impartiality requirements were not met. *Behind the News* broadcast an apology on Tuesday 8 August, and a statement was posted on the program website.

- Stateline (NSW) (17 March 2006) – Complaint that a report about a protest meeting of the Bega Valley Shire tourist industry stated an incorrect location of the meeting. A clarification was issued during the following week's program.
- Radio National – News (4 April 2006) – Complaint about a statement that the former Minister for Aboriginal and Torres Strait Islander Policy had resigned over the ‘Winegate’ affair. The error was corrected in two subsequent bulletins on the same day (and online).
- ABC News Online, and Radio National and 720 ABC Perth – News (27 April 2006) - Complaint about an inaccuracy in two radio *News* reports and an *ABC News Online* article, regarding a farmers’ rally at Cunderdin in support of the current wheat export system. The reports incorrectly stated that Wilson Tuckey MP was not in favour of retaining the single-desk system. An apology and retraction in the *News* on Radio National on 28 April and on ABC Local Radio on 1 May. The online news story was also corrected.
- *7pm Television News* (14 August 2006) – complaints that during a report that Commonwealth Bank shares had fallen, it was not disclosed that the fall was due to shares going exdividend. The presenter issued an apology and corrected the error in the bulletin the following day.
- *PM* (5 September 2006) – Complaint that a report on a call for advertising bans incorrectly stated that the Australian Association for National Advertisers had adopted a voluntary code for advertising to children “last month”. The code was adopted in 2004. The ABC broadcast a correction on *PM* the following day and amended the online transcript accordingly.

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**Question No: 89**

**Hansard Ref: ECA 31**

**Topic: Correction – Lords of the Forest**

**Senator Abetz asked:**

What action, if any, was taken by the ABC to discipline the person who backdated the correction on the website by three months to make it look like a timely correction? Who was responsible for taking that action? What was the name of the person involved?

**Answer:**

The ABC has investigated this matter and it appears that the person who entered the correction on the program website made a simple data entry error. The ABC has no record of who made the entry.

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**Question No: 90**

**Hansard Ref: ECA 32/33/34**

**Topic: Report of off the record discussions – Mr Brissenden**

**Senator Abetz asked:**

Did the ABC investigate how an incorrect date and month found its way onto Mr Brissenden's notes? What action or counselling was undertaken against, with or for Mr Brissenden in relation to this episode? Are you able to provide a copy of Mr Brissenden's notes? Did *Media Watch* ever run a segment on this report? Has the ABC ever published the actual date of the dinner?

**Answer:**

The ABC investigated all aspects of the story, including the issue of how an error was made in reporting the date of the dinner. This was set out on *The 7.30 Report* website at the time, and the public was invited to comment. That statement is still available at:

<http://www.abc.net.au/7.30/content/2007/s2012931.htm>

Mr Brissenden was involved in a series of editorial discussions following the story. The ABC's investigation found that his actions arose from a complex and disputed set of circumstances, and that he had made an editorial judgement in a professional and appropriate manner, in consultation with other senior editors. Accordingly, disciplinary action was not appropriate. However, the Corporation did put in place more detailed and nuanced guidelines for reporters and editors.

Mr Brissenden, like all ABC editorial staff, is responsible for the material he publishes. His background notes, papers and other research material are not publicly available.

The day after the original story was run, which said the meeting was held in March, the ABC ran a series of stories reporting that the correct date of the dinner was actually in June (see for example at <http://www.abc.net.au/pm/content/2007/s2006133.htm>.) Mr Brissenden also acknowledged that he had the date wrong on *The 7.30 Report* the next night.

*Media Watch* covered the issue of the dilemmas faced by reporters and media companies in Episode 26, on 27 August 2007, entitled "Rules of keeping secrets" (see <http://www.abc.net.au/mediawatch/transcripts/s2016918.htm>).

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**Question No: 91**

**Hansard Ref: ECA 37**

**Topic: Animation of *Bananas in Pyjamas* (1)**

**Senator Birmingham asked:**

What is the production cost of the one commissioned animated series? Could you indicate those components of the costs relating to the offshore production versus those components relating to onshore activities.

**Answer:**

The series will comprise 104 episodes of 12 minutes each and will be produced with a budget of \$10.4 million. At least 50 per cent of the budget will be spent in Australia on pre-production (including scripts, voices, character designs, location designs, storyboards, etc) and post-production (including vision editing, sound mixing, music composition and song recording, etc). The balance will be expended overseas on animation through compositing.

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**Question No: 92**

**Hansard Ref: ECA 37**

**Topic: Animation of *Bananas in Pyjamas* (2)**

**Senator Fielding/Birmingham asked:**

Could you advise why the ABC has not chosen someone in Australia to provide the animation? Does the ABC still consider *Bananas in Pyjamas* Australian content and if so, why? If the animation is offshore, what, if any, part of the production is onshore?

**Answer:**

The ABC decided to produce the animation series off-shore because of lower production costs and a reduced level of ABC investment as a result of investment provided by the Singapore Government.

The ABC considers the animated series Australian Content. All creative and conceptual work occurs within Australia. The Producer and Director of the series are Australian and all pre-production (including scripts, voices, character designs, location designs and storyboards) and post-production (including vision editing, sound mixing, music composition and song recording) work is being undertaken by Australians. The only functions being undertaken overseas by a non-Australian crew are animation through compositing.

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**Question No: 93**

**Hansard Ref: ECA 38**

**Topic: Animation of *Bananas in Pyjamas* (3)**

**Senator Birmingham asked:**

Does the animated series meet ACMA's Australian content requirements for commercial broadcasters?

**Answer:**

Yes, the series meets ACMA's definition of Australian content.

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**Question No: 94**

**Hansard Ref: ECA 38**

**Topic: Budget Estimates QON 163 – hours of Australian content**

**Senator Birmingham asked:**

In the table for ABC1 first run broadcast hours that you provided in relation to QON 163, the Australian content first run-hours figure has decreased from 150 in the 2008-09 estimate to 135 hours in the 2009-10 estimate. However, the 2009-10 budget estimate has gone up from \$8.1 million in 2008-09 to \$26.7 million for 2009-10. Can you advise if the \$26.7 million then includes production costs for ABC3, and if not, could you provide production volumes or total costs for ABC1 specific material only.

**Answer:**

ABC TV does not break down the total cost each year for ABC1, ABC2 and online content as we do not assign budget in this way. The Senator is correct in assuming that the production costs do include the cost of producing all content on all platforms, hence the increased cost for 2009-10 as it includes ABC3.

The original Senate question asked Television to detail the cost of investment by genre/financial year with the Australian Content hours broadcast each year. Television reports on spend that funds all Australian Content produced or commissioned (including all free to air and online channels).

Television also reports on Broadcast hours only for each channel without an associated actual cost of the channel. This is because the broadcast hours each financial year could be made up of produced or commissioned hours from a number of previous years, due to the length of the production process. Consequently, partnering together the broadcast hours with the cost per financial year of producing all hours (including online) is not an accurate reflection of the cost of broadcast.

The attached table shows this as the first run hours were relatively stagnant from 06/07 to 07/08, yet the cost increased dramatically. The increased hours are not seen on air until the 08/09 first run hours increase of approximately 400 hours.

Television has provided a more appropriate estimate of Broadcast hours in 2009/10 (with ABC3) and includes ABC2 in the previous financial years (see attached). This does not, however, effectively reflect the total cost, as the total cost includes online content which is not easily quantified.

**Australian Content Total Cost with ABC 1,2 and ABC3 First Run and Repeat Broadcast Hours**

Sourced via Television Production Plans & Financial Control

\* Total Cost (Actual Cash + Labour) - \$ Millions

Genre	0910 Est			0809 Est			0708			0607			0506			0405		
	Total Cost \$ Millions	Australian Content First Run Hours includes ABC3	Australian Content Repeated Hours includes ABC3	Total Cost \$ Millions	Australian Content First Run Hours	Australian Content Repeated Hours	Total Cost \$ Millions	Australian Content First Run Hours	Australian Content Repeated Hours	Total Cost \$ Millions	Australian Content First Run Hours	Australian Content Repeated Hours	Total Cost \$ Millions	Australian Content First Run Hours	Australian Content Repeated Hours	Total Cost \$ Millions	Australian Content First Run Hours	Australian Content Repeated Hours
News and Current Affairs	\$110.7	2,050	455	\$110.7	1,939	526	\$105.4	1,530	1,093	\$102.8	1,435	1,552	\$99.8	1,019	234	\$91.8	970	231
Arts, Entertainment & Comedy	\$38.8	1,110	565	\$35.2	1,152	821	\$35.6	1,187	778	\$33.8	1,218	780	\$29.5	866	447	\$35.6	976	328
Drama	\$18.2	31	300	\$12.9	14	492	\$9.6	16	107	\$10.6	7	39	\$4.5	16	111	\$8.8	3	160
Factual (Inc Sport and Documentaries)	\$37.8	551	1,616	\$39.9	728	798	\$41.1	623	1,520	\$42.4	809	2,408	\$41.8	459	331	\$43.5	450	323
Children's and Education	\$27.6	450	2,517	\$8.1	154	765	\$9.6	159	715	\$5.2	111	746	\$7.7	107	625	\$6.9	76	643
<b>Total</b>	<b>\$233.2</b>	<b>4,191</b>	<b>5,453</b>	<b>\$206.8</b>	<b>3,987</b>	<b>3,402</b>	<b>\$201.4</b>	<b>3,515</b>	<b>4,213</b>	<b>\$194.8</b>	<b>3,580</b>	<b>5,525</b>	<b>\$183.2</b>	<b>2,467</b>	<b>1,748</b>	<b>\$186.6</b>	<b>2,475</b>	<b>1,685</b>

ABC1, 2 and 3 First Run and Repeat Broadcast Hours

Genre	0910							0809						0708						0607						0506		0405		
	ABC1 Australian Content First Run Hours	ABC2 Australian Content First Run Hours	ABC3 Australian Content First Run Hours	Total First Run	ABC1 Australian Content Repeated Hours	ABC2 Australian Content Repeated Hours	ABC3 Australian Content Repeated Hours	Total Repeated Hours	ABC1 Australian Content First Run Hours	ABC2 Australian Content First Run Hours	Total First Run	ABC1 Australian Content Repeated Hours	ABC2 Australian Content Repeated Hours	Total Repeated Hours	ABC1 Australian Content First Run Hours	ABC2 Australian Content First Run Hours	Total First Run	ABC1 Australian Content Repeated Hours	ABC2 Australian Content Repeated Hours	Total Repeated Hours	ABC1 Australian Content First Run Hours	ABC2 Australian Content First Run Hours	Total First Run	ABC1 Australian Content Repeated Hours	ABC2 Australian Content Repeated Hours	Total Repeated Hours	ABC1 Australian Content First Run Hours	ABC1 Australian Content Repeated Hours	ABC1 Australian Content First Run Hours	ABC1 Australian Content Repeated Hours
Arts/Culture	80	15		95	70.0	50.0		120.0	87	22	109	66	112	178	96	16	112	101	147	248	98	3	101	111	133	244	81	74	76	102
Comedy	8.5	6		14.5	25.0	20.0		45	18	6	24	23	25	48	11	0	11	3	4	7	1	0	1	20	3	23	4	30	8	14
Entertainment	970	30		1000	200	200		400	965	54	1019	260	335	595	987	77	1064	135	388	523	1057	59	1116	112	401	513	781	343	892	212
<b>Movies</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>10</b>	<b>10</b>		<b>20</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>7</b>	<b>9</b>	<b>2</b>	<b>7</b>	<b>9</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>8</b>
<b>Total Arts, Ent and Comedy</b>	<b>1058.5</b>	<b>51</b>	<b>0</b>	<b>1109.5</b>	<b>295</b>	<b>270</b>	<b>0</b>	<b>565</b>	<b>1070</b>	<b>82</b>	<b>1152</b>	<b>349</b>	<b>472</b>	<b>821</b>	<b>1094</b>	<b>93</b>	<b>1187</b>	<b>239</b>	<b>539</b>	<b>778</b>	<b>1156</b>	<b>62</b>	<b>1218</b>	<b>243</b>	<b>537</b>	<b>780</b>	<b>866</b>	<b>447</b>	<b>976</b>	<b>328</b>
Current Affairs	800	30		830	300	150		450	813	99	912	292	213	505	791	204	995	302	765	1067	807	145	952	287	1239	1526	661	234	617	231
News	380	840		1220	0	5		5	393	634	1027	0	21	21	366	169	535	0	26	26	365	118	483	0	26	26	358	0	353	0
<b>Total News &amp; Current Affairs</b>	<b>1180</b>	<b>870</b>	<b>0</b>	<b>2050</b>	<b>300</b>	<b>155</b>	<b>0</b>	<b>455</b>	<b>1206</b>	<b>733</b>	<b>1939</b>	<b>292</b>	<b>234</b>	<b>526</b>	<b>1157</b>	<b>373</b>	<b>1530</b>	<b>302</b>	<b>791</b>	<b>1093</b>	<b>1172</b>	<b>263</b>	<b>1435</b>	<b>287</b>	<b>1265</b>	<b>1552</b>	<b>1019</b>	<b>234</b>	<b>970</b>	<b>231</b>
Drama (Includes Narrative Comedy)	25.5	5		30.5	300	0		300	14	0	14	351	141	492	16	0	16	40	67	107	7	0	7	39	0	39	16	111	3	160
Education	35	0		35	100	0		100	37	0	37	111	0	111	36	1	37	98	22	120	35	0	35	97	34	131	25	129	8	163
Childrens	100	10		110	400	500		900	112	5	117	364	290	654	104	18	122	426	169	595	76	0	76	432	183	615	82	496	68	480
<b>Total Children's and Education</b>	<b>135</b>	<b>10</b>	<b>0</b>	<b>145</b>	<b>500</b>	<b>500</b>	<b>0</b>	<b>1000</b>	<b>149</b>	<b>5</b>	<b>154</b>	<b>475</b>	<b>290</b>	<b>765</b>	<b>140</b>	<b>19</b>	<b>159</b>	<b>524</b>	<b>191</b>	<b>715</b>	<b>111</b>	<b>0</b>	<b>111</b>	<b>529</b>	<b>217</b>	<b>746</b>	<b>107</b>	<b>625</b>	<b>76</b>	<b>643</b>
Factual	160	5		165	200	60		260	158	82	240	214	154	368	157	15	172	175	541	716	156	2	158	167	683	850	136	79	120	72
Indigenous	20	0		20	45	10	1019	1074	17	0	17	42	23	65	20	1	21	45	33	78	22	0	22	40	48	88	23	43	18	47
Natural History	8	0		8	20	2		22	2	0	2	25	4	29	2	0	2	18	22	40	4	0	4	11	23	34	5	15	9	10
Religion/Ethics	20	0		20	15	5		20	17	0	17	10	32	42	23	0	23	11	42	53	19	0	19	9	55	64	16	14	12	27
Science/Tech	15	0		15	20	5		25	15	1	16	25	21	46	17	2	19	18	72	90	16	4	20	21	90	111	13	21	12	23
Sport	244	20		264	50	0		50	254	134	388	51	0	51	243	91	334	71	157	228	284	242	526	87	758	845	234	50	227	56
Documentary	55	4		59	140	25		165	46	2	48	139	58	197	44	8	52	139	176	315	57	3	60	120	296	416	32	109	52	88
<b>Total Factual including Docs and Sport</b>	<b>522</b>	<b>29</b>	<b>0</b>	<b>551</b>	<b>490</b>	<b>107</b>	<b>1019</b>	<b>1616</b>	<b>509</b>	<b>219</b>	<b>728</b>	<b>506</b>	<b>292</b>	<b>798</b>	<b>506</b>	<b>117</b>	<b>623</b>	<b>477</b>	<b>1043</b>	<b>1520</b>	<b>558</b>	<b>251</b>	<b>809</b>	<b>455</b>	<b>1953</b>	<b>2408</b>	<b>459</b>	<b>331</b>	<b>450</b>	<b>323</b>
<b>All Genres - Total</b>	<b>2921</b>	<b>965</b>	<b>0</b>	<b>3886</b>	<b>1895</b>	<b>1042</b>	<b>1019</b>	<b>3956</b>	<b>2950</b>	<b>1039</b>	<b>3989</b>	<b>1973</b>	<b>1435</b>	<b>3408</b>	<b>2915</b>	<b>609</b>	<b>3524</b>	<b>1584</b>	<b>2638</b>	<b>4222</b>	<b>3004</b>	<b>578</b>	<b>3582</b>	<b>1558</b>	<b>3972</b>	<b>5530</b>	<b>2467</b>	<b>1762</b>	<b>2475</b>	<b>1693</b>

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**Question No: 95**

**Hansard Ref: ECA 40**

**Topic: Budget Estimates QON 162 – ABC Program Complaints**

**Senator Birmingham asked:**

In response to QON 162, the ABC stated that 4,847 issues were investigated, of which 650 were upheld. What proportion of those relate to television versus radio. Please provide extra detail on the nature of those issues.

**Answer:**

A single complaint to the ABC can include more than one complaint issue.

Of the 650 complaint issues that were upheld by Audience and Consumer Affairs (excluding issues related to the 'Make a Realistic Wish Foundation' sketch), 389 were in relation to News content, 122 related to Television content and 118 related to Radio content. The remaining 21 upheld complaint issues related to other divisions within the ABC.

Programs which generated the greatest number of upheld issues were: *7.00 News* (123), *ABC News Online* (71), *Lateline* (50), *Bringing Up Baby* (38), News bulletins across various Radio services (38), *The 7.30 Report* (24), and *AM* (24).

Of the 650 issues upheld, 477 were upheld on grounds of factual inaccuracy, 47 were upheld for failure to meet complaint handling requirements, 45 were upheld for inappropriate content, 26 were upheld for unfair treatment, 13 were upheld for lack of balance, 12 were upheld for bias and 11 were upheld for incidental advertising. The remaining 19 issues were upheld on a range of other grounds.

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**Question No: 96**

**Hansard Ref: ECA 40**

**Topic: ABC program complaints - corrections**

**Senator Birmingham asked:**

Under the ABC processes, are all complaints that are upheld corrected on the website? Under what circumstances would a complaint that was upheld not be corrected in some way, shape or form?

**Answer:**

ABC News aims to correct errors in an appropriate and timely manner. Where the original content is carried on the News website, the usual practice is to correct the error there and/or add an editor's note. The News Division also aims to put all corrections on its Corrections and Clarifications website, which it created in 2008.

This is the note at the top of the page:

*ABC News is committed to correcting significant errors when they occur. Individual program sites and news stories carry their own corrections and clarifications, but this site aggregates these in one place. Errors are sometimes brought to our attention by audience members. If you wish to draw our attention to errors, go to our [contact page](#).*

Complaints can be upheld for reasons other than inaccuracy. Particular content may not have complied with the Editorial Policies, but it may not be something that needs to be 'corrected'. In such a case, the upheld complaint would not necessarily feature on the news corrections page. However, all upheld complaints are summarised on the Audience and Consumer Affairs website, at <http://www.abc.net.au/contact/upheld.htm>.

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**Question No: 97**

**Hansard Ref: ECA 42**

**Topic: Appearances by the Prime Minister on *The Insiders*, *The 7.30 Report* and *Lateline***

**Senator Birmingham asked:**

During the current calendar years, how many times has the Prime Minister been asked to appear on *The Insiders*, *the 7.30 Report* and *Lateline*? How many times has the Prime Minister appeared on these programs?

**Answer:**

Program producers do not keep records on the number of times particular politicians, including the Prime Minister, are approached to appear on the program, as approaches are often made informally based on developing stories.

During 2009 (until 2 November), the Prime Minister appeared 9 times on *The 7.30 Report* and once on *Lateline*. He has not appeared on *Insiders*.

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**Question No: 98**

**Hansard Ref: ECA 43**

**Topic: Appearances by political parties on *The 7.30 Report***

**Senator Fielding asked:**

Could the ABC advise, party by party, who has appeared on *7.30 Report* since the election of the current Labor Government.

**Answer:**

Since the election of the Labor Government until 2 November 2009, the following number of interviews were conducted:

Government:	85
Opposition:	29
Greens:	1
Independents:	2
Family First:	1

The list of interviewees, party by party, is attached.

**Federal MPs interviewed on the 7.30 Report between 24 November 2007 and 2 November 2009**

26/11/2007 – Alexander Downer, Outgoing Liberal Minister for Foreign Affairs

27/11/2007 – Kevin Rudd, Labor Prime Minister-Elect

29/11/2007 – Brendan Nelson, Liberal Leader of the Opposition

03/12/2007 – Wayne Swan, Labor Treasurer

6/12/2007 – Julia Gillard, Labor Deputy Prime Minister

14/01/2008 - Wayne Swan, Labor Treasurer

17/01/2008 – Stephen Smith, Labor Minister for Foreign Affairs

21/01/2008 – Anthony Albanese, Labor Minister for Infrastructure, Transport and Regional Development

24/01/2008 – Lindsay Tanner, Labor Minister for Finance and Deregulation

28/01/2008 – Alexander Downer, Former Liberal Minister for Foreign Affairs

04/02/2008 – Kevin Rudd, Labor Prime Minister

05/02/2008 – Brendan Nelson, Liberal Leader of the Opposition

11/02/2008 - Julia Gillard, Labor Deputy Prime Minister

13/02/2008 – Jenny Macklin, Labor Minister for Indigenous Affairs

25/02/2008 - Wayne Swan, Labor Treasurer

26/02/2008 – Penny Wong, Labor Minister for Climate Change and Water

03/03/2008 - Kevin Rudd, Labor Prime Minister

06/03/2008 – Malcolm Turnbull, Liberal Shadow Treasurer

13/03/2008 - Julia Gillard, Labor Deputy Prime Minister

20/03/2008 – Nicola Roxan, Labor Minister for Health

27/03/2008 - Kevin Rudd, Labor Prime Minister

08/04/2008 - Tanya Plibersek, Labor Minister for Housing

09/04/2008 - Wayne Swan, Labor Treasurer

15/04/2008 - Brendan Nelson, Liberal Leader of the Opposition

17/04/2008 – Martin Ferguson, Labor Minister for Energy and Resources

21/04/2008 - Kevin Rudd, Labor Prime Minister

28/04/2008 - Malcolm Turnbull, Liberal Shadow Treasurer

30/04/2008 – Robert McClelland, Labor Attorney-General

07/05/2008 - Lindsay Tanner, Labor Minister for Finance and Deregulation

12/05/2008 - Nicola Roxon, Labor Minister for Health

13/05/2008 - Malcolm Turnbull, Liberal Shadow Treasurer

13/05/2008 - Wayne Swan, Labor Treasurer

19/05/2008 - Kevin Rudd, Labor Prime Minister

28/05/2008 - Wayne Swan, Labor Treasurer

04/06/2008 - Lindsay Tanner, Labor Minister for Finance and Deregulation

11/06/2008 - Nicola Roxon, Labor Minister for Health

16/06/2008 - Kevin Rudd, Labor Prime Minister

23/06/2008 - Stephen Smith, Labor Minister for Foreign Affairs

24/06/2008 – Greg Hunt, Liberal Climate Change Spokesman

30/06/2008 - Lindsay Tanner, Labor Minister for Finance and Deregulation

03/07/2008 - Kevin Rudd, Labor Prime Minister

16/07/2008 - Kevin Rudd, Labor Prime Minister

29/07/2008 – Chris Evans, Labor Minister for Immigration and Citizenship

30/07/2008 - Brendan nelson, Liberal Leader of the Opposition

06/08/2008 – Paul Keating, Former Labor Prime Minister

19/08/2008 - Stephen Smith, Labor Minister for Foreign Affairs

25/08/2008 – Senate panel featuring : Family First Senator Steve Fielding, Greens Leader Senator Bob Brown and Senator Nick Xenophon, Independent

28/08/2008 - Kevin Rudd, Labor Prime Minister

02/09/2008 - Malcolm Turnbull, Liberal Shadow Treasurer

03/09/2008 - Wayne Swan, Labor Treasurer

11/09/2008 – Joel Fitzgibbon, Labor Minister for Defence

16/09/2008 – Malcolm Turnbull, Liberal Leader of the Opposition

01/10/2008 - Kevin Rudd, Labor Prime Minister

07/10/2008 - Malcolm Turnbull, Liberal Leader of the Opposition

09/10/2008 - Kevin Rudd, Labor Prime Minister

21/10/2008 - Wayne Swan, Labor Treasurer

22/10/2008 - Malcolm Turnbull, Liberal Leader of the Opposition

23/10/2008 - Jenny Macklin, Labor Minister for Indigenous Affairs

30/10/2008 - Kevin Rudd, Labor Prime Minister

05/11/2008 - Wayne Swan, Labor Treasurer

12/11/2008 - Wayne Swan, Labor Treasurer

26/11/2008 - Wayne Swan, Labor Treasurer

09/12/2008 – Barnaby Joyce, Nationals Senate Leader

10/12/2008 – Julia Gillard, Labor Deputy Prime Minister

11/12/2008 - Kevin Rudd, Labor Prime Minister

12/12/2008 - Malcolm Turnbull, Liberal Leader of the Opposition

05/01/2009 – Peter Garrett, Labor Minister for the Environment

19/01/2009 - Wayne Swan, Labor Treasurer

22/01/2009 - Lindsay Tanner, Labor Minister for Finance and Deregulation

27/01/2009 – Julia Gillard, Labor Acting Prime Minister

02/02/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

03/02/2009 - Kevin Rudd, Labor Prime Minister

04/02/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

12/02/2009 - Nick Xenophon, Independent Senator

19/02/2009 - Stephen Smith, Labor Minister for Foreign Affairs

23/02/2009 - Penny Wong, Labor Minister for Climate Change and Water

24/02/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

04/03/2009 - Kevin Rudd, Labor Prime Minister

09/03/2009 – Julia Gillard, Labor Deputy Prime Minister

11/03/2009 - Lindsay Tanner, Labor Minister for Finance and Deregulation

17/03/2009 - Barnaby Joyce, Nationals Senate Leader

02/04/2009 - Paul Keating, Former Labor Prime Minister

06/04/2009 - Stephen Smith, Labor Minister for Foreign Affairs

07/04/2009 - Kevin Rudd, Labor Prime Minister

15/04/2009 – Julia Gillard, Labor Deputy Prime Minister

21/04/2009 - Wayne Swan, Labor Treasurer

04/05/2009 - Penny Wong, Labor Minister for Climate Change and Water

12/05/2009 – Joe Hockey, Liberal Shadow Treasurer

13/05/2009 - Kevin Rudd, Labor Prime Minister

19/05/2009 - Joe Hockey, Liberal Shadow Treasurer

20/05/2009 - Lindsay Tanner, Labor Minister for Finance and Deregulation

26/05/2009 - Jenny Macklin, Labor Minister for Indigenous Affairs

03/06/2009 - Wayne Swan, Labor Treasurer

04/06/2009 - Kevin Rudd, Labor Prime Minister

09/06/2009 – Chris Bowen, Labor Minister for Financial Services, Superannuation and Corporate Law

11/06/2009 - Julia Gillard, Labor Deputy Prime Minister

22/06/2009 - Kevin Rudd, Labor Prime Minister

22/06/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

24/06/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

08/07/2009 - Julia Gillard, Labor Acting Prime Minister

20/07/2009 - Stephen Smith, Labor Minister for Foreign Affairs

27/07/2009 – Tony Abbott, Liberal Party Frontbencher

28/07/2009 - Lindsay Tanner, Labor Minister for Finance and Deregulation

04/08/2009 - Tony Abbott, Liberal Party Frontbencher

10/08/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

11/08/2009 - Penny Wong, Labor Minister for Climate Change and Water

12/08/2009 - Robert McClelland, Labor Attorney-General

18/08/2009 - Peter Garrett, Labor Minister for the Environment

01/09/2009 - Julia Gillard, Labor Acting Prime Minister

02/09/2009 - Wayne Swan, Labor Treasurer

10/09/2009 - Kevin Rudd, Labor Prime Minister

23/09/2009 – Paul Keating, Former Labor Prime Minister

06/10/2009 - Malcolm Turnbull, Liberal Leader of the Opposition

08/10/2009 - Tony Abbott, Liberal Party Frontbencher

19/10/2009 - Penny Wong, Labor Minister for Climate Change and Water

21/10/2009 – Chris Evans, Labor Minister for Immigration and Citizenship

22/10/2009 - Kevin Rudd, Labor Prime Minister

28/10/2009 - Stephen Smith, Labor Minister for Foreign Affairs

02/11/2009 - Kevin Rudd, Labor Prime Minister

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**Question No: 99**

**Hansard Ref: ECA 43**

**Topic: ABC iView service - traffic**

**Senator Ludlam asked:**

Could the ABC provide some data on how many people access iView?

**Answer:**

In October 2009, ABC iView recorded 286,000 visitors and 1.054 million visits. These were the highest figures recorded to date.

A 'visitor' is defined as an individual computer, not as a person, because more than one person may use the same computer and one person may use more than one computer. One visitor can generate multiple visits to a site, which can include a series of actions when the website is entered.

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**Question No: 100**

**Hansard Ref: ECA 43**

**Topic: ABC iView service - costs**

**Senator Ludlam asked:**

What are the costs to the ABC of putting that content online; is it a significant additional cost?

**Answer:**

The budget for iView in the 2009/2010 financial year totals \$1.33 million. This includes staffing costs, rights clearance and acquisitions, platform development, video encoding and general operational costs.

Based on iView content as a percentage of the overall ABC online content, the ABC estimates that an additional \$1.6 million will be incurred in 2009/10 to deliver the content to audiences.

The cost of delivering iView content, similarly to other ABC content, will increase further as audiences grow.

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**Question No: 101**

**Hansard Ref: ECA 47/48**

**Topic: Noise volume of ABC promotions**

**Senator Ludlam asked:**

Can you advise whether announcements or promotions on ABC TV and radio are broadcast at higher volumes than the programming?

**Answer:**

All ABC programming, including announcements and promotions, is produced at the same audio level. The ABC also employs audio compression and limiting, so that a broadcast does not exceed a certain audio level.

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**Question No: 102**

**Hansard Ref: Written**

**Topic: ABC Regional Broadband Hubs**

**Senator Minchin asked:**

Can the ABC provide an update on the regional Broadband Hubs budget measure?

**Answer:**

In the May Budget, the ABC was allocated a total of \$15.3m over three years for the Regional Broadband Content Initiative (“regional hubs”). This initiative is now called ABC Open.

ABC Open aims to increase the multimedia content on ABC sites relevant to Australians living in regional and remote areas, with an emphasis on developing ways for regional Australians to create their own content. ABC Open supports the evolution of the ABC’s 51 regional radio stations into ABC regional multimedia centres.

As advised in Question on Notice 149 from the May Budget Estimates, the 2009/10 budget for ABC Open is \$2.5 million. Expenditure to date has been the appointment of a part-time Project Manager to work on project implementation and a part-time web developer. Further expenditure is expected to occur from early 2010 with the recruitment of 12 producers and 5 State online editors, as provided for in the first year’s budget.

Over the three years, ABC Open will recruit more than 50 people based throughout regional Australia.

The Minister, together with the ABC Chairman and ABC Managing Director, launched ABC Open on 4 February 2010 at Parliament House. The national callout for ABC Open producers commenced with the launch.

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**Question No: 103**

**Hansard Ref: Written**

**Topic: Advertising of ABC products**

**Senator Minchin asked:**

Has the time spent advertising ABC programs and products (including ABC shop services) increased? How much broadcast time per day is self-advertising?

**Answer:**

The time spent promoting ABC programs and products on ABC1 has largely decreased over the past five years. The following figures (made up of interstitials, program announcements and community service announcements, with interstitials making up the majority of hours) show the broadcast hours:

2008/09 – 234 hours (0.64 hours per day on average)  
2007/08 – 211 hours (0.57 hours per day on average)  
2006/07 – 244 hours (0.67 hours per day on average)  
2005/06 – 349 hours (0.96 hours per day on average)  
2004/05 – 358 hours (0.98 hours per day on average)

Promotional time for ABC programs and products on ABC Radio networks differs from station to station. There are four national networks, and 60 local radio stations, and self-promotion and cross-promotion of other ABC services differs across the networks and stations.

ABC Radio has a commitment to allocate a minimum of 20 per cent of scheduled promotional spots to cross-promote other ABC services including ABC products. For example, on Local Radio, approximately one in four promotional spots per hour is used to cross-promote other ABC services. The level of cross-promotion material in live flow programming is unable to be measured.

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**Question No: 104**

**Hansard Ref: Written**

**Topic: ABC Satellite broadcasting**

**Senator Minchin asked:**

When the suppression order relating to the Tony Mokbel Trial is lifted will satellite viewers actually be able to see all interstate broadcasts of the ABC News again?

**Answer:**

Remote area satellite viewers were able to view ABC interstate News bulletins from 30 September 2009, following the lifting of the suppression order.

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**Question No: 105**

**Hansard Ref: Written**

**Topic: ABC Digital Switchover**

**Senator Minchin asked:**

Going forward and in relation to the digital switchover – will multi-state broadcasts be available?

**Answer:**

The ABC is committed to providing remote area viewers with the same ABC services other Australians enjoy.

The satellite service announced on 5 January 2010 will carry the same multi-state ABC broadcasts as are currently available via terrestrial services.