

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM27

Outcome 1, Output 4.3

National Australia Day Council – broadcast of Australian of the Year Awards ceremony

Hansard Page: F&PA 98

Senator Faulkner asked: Does that mean that, because of these sorts of arrangements, the ABC is not in the hunt?

Answer:

The National Australia Day Council (NADC) relies upon a substantial level of sponsorship to carry out its programmes. To attract sponsorship, the NADC must be able to guarantee exposure for sponsors, particularly during its flagship event, the Australian of the Year Awards ceremony. As the Australian Broadcasting Corporation (ABC) cannot carry commercial recognition of sponsors of the Awards and Australia Day programmes, use of the ABC as media partner would effectively (in the absence of substantial non-sponsorship private sector patronage) require the NADC's activities to be funded entirely by government.

The ABC was approached by the NADC to include items in its programming as part of the Council's campaign to enhance the meaning of Australia Day. The ABC declined to be involved unless all costs were borne by the NADC.