

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN FEDERAL POLICE

Question No. 33

Senator Brandis asked the following question at the hearing on 26 May 2011:

Senator BRANDIS: Channel 9 is the broadcaster with whom Mr Denton's production company has its contract for this show. Does that mean that Channel 9 has been given in effect a monopoly as a result of these arrangements to broadcast these programs—what you call, 'community information'?

Mr Negus: We would have to pay for them on other networks—

Senator BRANDIS: Do you?

Mr Negus: We do, but we have a very limited budget in the context of those public messaging and community service announcements that we provide.

Senator BRANDIS: All television stations have a market share, obviously, a percentage of the ratings. Because you are getting it free in consideration of your participation in this program from Channel 9, does that mean that you reduce the buy on other television stations because you are getting it free on Channel 9?

Mr Negus: It would mean that we were able to get more messages out more frequently. If Channel 9 is doing it for free, it means that we can put more [of the AFP's budget for community announcements] into the other networks.

Senator BRANDIS: Is that right? So you have not reduced—

Mr Negus: We are talking hypothetically here, Senator, because again I do not have our schedule of communications in front of me for the next year.

Senator BRANDIS: I would like you to take that on notice.

Mr Negus: All I am saying to you is that it would be common sense to understand that if you are getting one network providing a service to you for free, then you are able to do more in other areas.

Senator BRANDIS: Or you might abate what you are doing in other areas because you are getting it free from one. Which is it?

Mr Negus: That is an operational decision that I will make.

Senator BRANDIS: What is it?

Mr Negus: I have not made it yet. I am talking about it being in the future here. We have got a capacity to put far more messaging out there into the community, important things like saving children and about missing persons.

Senator BRANDIS: Sure, but the draw upon the \$500,000 has not begun yet.

Mr Negus: No.

The answer to the honourable senator's question is as follows:

As at 14 June 2011, the AFP's anticipated 2011/2012 schedule for televised Community Service Announcement (CSA's) was as follows:

National Missing Persons Week	July 31-August 6, 2011
International Missing Children's Day	May 25, 2012

In relation to both campaigns, there is no anticipated financial outlay for the placement of advertising spots. Community Service Announcements are run by all commercial television networks, free of charge. The only potential cost incurred by the AFP is a service fee (approximately \$1,300 per campaign) to the federal government media buying agency, Universal McCann, who negotiates CSA placements with relevant commercial networks.