

WORLD FOCUS

What Year is it? Missing in Childhood The Gender Gap Report State of the World Mothers

NATIONAL FOCUS

Speech by ABC's Donald McDonald

Commitment to Women's Safety in South Australia

Petro Georgiou MP and Judy Moylan MP demanding major changes to asylum seeker treatment

2005 Human Rights Medal and Awards officially open

Parents still ignored in a Budget stuck in a time warp

CURRENT RESEARCH

Survey of Employee Attitudes to Industrial Relations Reform

Australian Political Influence Survey

The National Values Framework for Values Education in Australian Schools from the Values Education Study

world

What year is it?

2005 is the International Year of Microcredit.

It was back in 1998 that the United Nations declared that 2005 should be a special occasion for giving impetus to microcredit programs throughout the world.

In making this declaration, the UN invited Governments, all concerned nongovernmental organisations, the private sector, and the media to highlight and give enhanced recognition to the role of microcredit in the eradication of poverty.

Microcredit has the power to change the lives of people and revitalise communities, dramatically.

Currently, microentrepreneurs use loans as small as \$100 to grow thriving businesses and, in turn, provide for their families leading to strong and flourishing local economies.

The Year of Microcredit 2005, calls for building inclusive financial sectors and strengthening the powerful, but often untapped, entrepreneurial spirit existing in communities around the world.

Statement by UN Secretary General, Kofi Annan:

"The great challenge before us is to address the constraints that exclude people from full participation in the financial sector. The International Year of Microcredit offers a pivotal opportunity for the international community to engage in a shared commitment to meet this challenge.

Together, we can and must build inclusive financial sectors that help people improve their lives."

Missing in childhood

Across the globe, in 2003 some 10.6 million children died before they reached the age of 5. Most of these deaths could have been prevented.

The Gender Gap Report

The Forum has undertaken this study to facilitate the work of governments, aid agencies and NGOs by providing a benchmarking tool to assess the size of the gender gap, ranking countries according to the level of advancement of their female population.

The Gender Gap Report quantifies the size of the gender gap in 58 countries, including all 30 OECD countries and 28 other emerging markets. The study measures the extent to which women have achieved full equality with men in five critical areas:

- economic participation
- economic opportunity
- political empowerment
- educational attainment
- health and well-being

The study uses a large number of hard data indicators from international organizations as well as qualitative information from the Forum's own Executive Opinion Survey to create the rankings.

"Countries can identify their strengths and weaknesses in an area that is of critical importance for development. They can also learn from the experiences of other countries in promoting the equality of women and men," said Augusto Lopez-Claros,

Chief Economist of the World Economic Forum and Director of the Global Competitiveness Programme.

The annual Survey, conducted by the World Economic Forum's Global Competitiveness Programme, polled close to 9,000 business leaders in 104 economies worldwide in 2004. The survey questionnaire is designed to capture a broad range of factors central to creating a healthy business environment, including labour practices, the quality of the country's educational system, its infrastructure and general level of institutional development.

The survey also provides rare information on issues such as childcare availability and cost, the impact of maternity laws on the hiring of women, the prevalence of private sector employment of women and wage inequality.

State of the World Mothers

In commemoration of Mother's Day 2005, Save the Children published its fifth annual State of the World's Mothers report for 2004. By focusing on the tens of millions of girls who become mothers when they are themselves still children, this report helps to bring attention to the enormous, often life-and-death challenges faced by young mothers and their children. It suggests actions required to help girls who are at risk of early motherhood. It also recommends programmatic and policy solutions that have been successful both in helping girls to postpone marriage and childbirth and in providing health and education services for child mothers and their babies.

Key Findings of the Children Having Children Report:

1. Early motherhood is often a death sentence for a girl and her baby.
2. Throughout the developing world, alarming numbers of children are having children, with tragic consequences.
3. If they survive, young mothers and their babies face enormous health risks.
4. Limited education can be both a cause and an effect of child motherhood.
5. Young mothers often struggle economically, and their children are likely to repeat the cycle of poverty.

Children Having Children:

A Snapshot

- 1 in every 10 births worldwide is to a mother who is still herself a child.

Complications from pregnancy and childbirth are the leading cause of death for young women aged 15 to 19 in the developing world.

Girls in their teens are twice as likely to die from pregnancy and childbirth-related causes compared with older women.

Research suggests that very young mothers – aged 10 to 14 – have maternal mortality rates *five times* higher than women aged 20 to 24.

Babies born to girls in their teens face a risk of dying before age 1 that is 50 percent higher than babies born to women in their twenties.

Worldwide, an estimated 70,000 girls and 1 million infants born to young mothers die each year due to complications from pregnancy and childbirth.

Educated girls tend to marry later, have fewer children, and raise healthier, better nourished children.

115 million primary school-aged children worldwide are not now in school, 60 percent of them girls.

Birth rates for teenage girls in the United States have declined in recent years, but they remain much higher than in any other industrialized country.

Executive Summary: [Children Having Children Report](#)

State of the World Mothers 2004



Children Having Children Report

Save the Children is the leading independent non-profit relief and development organization working for children in the United States and in more than 40

countries around the world. Our mission is to create lasting, positive change in the lives of children in need.

Save the Children is a member of the International Save the Children Alliance, comprising 29 Save the Children national organizations working in more than 100 countries to ensure the well-being of children everywhere.

Source: <http://www.savethechildren.org>

Children Having Children

Around the world, tens of millions of girls marry and have babies while they are still children themselves. When girls become mothers before they are physically and emotionally ready, the results are often tragic: many girls die in childbirth, even greater numbers of their babies die, and young mothers and babies who do survive often struggle to overcome poor health, limited education and grinding poverty.

This year's *State of the World's Mothers* report, focusing on the widespread problem of children having children, identifies 50 perilous places where the problem is particularly severe. The first-ever *Early Motherhood Risk Ranking* (see page 17) analyzes countries where child motherhood is most common and where the consequences are most devastating. It tells us where girls are most at risk of marrying young and having

babies too young. It also tells where the greatest percentages of babies born to child mothers are dying before they reach their first birthday.

The stories of these girls speak volumes:

- Safa in Egypt becomes the second wife of a 60-year-old man when she is 17. Her husband and his first wife expect her to do the majority of the work around the house and do not provide enough nutritious food. She becomes pregnant, but receives no pre-natal care. She loses that baby, and quickly becomes pregnant again.
- Ganga in Nepal has three children by the time she is 18. She never attended school. She cannot afford nutritious food or a decent house to live in. Her last childbirth was especially difficult and she still feels weak all the time. “I am busy all day with my household work and children,” she says. “I have enormous awful days in my life.”
- Abeba in Ethiopia marries at age 7, begins having sex at 9, and becomes a widow at 12. She discovers she is pregnant, but loses the baby after a difficult labor. “I do not want to remarry,” she says. “I do not want any man to come near me.”

Research from dozens of countries around the world points to enormous, often life-and-death challenges commonly faced by young mothers and their children.

Key Findings

1. Early motherhood is often a death sentence for a girl and her baby. Both are at great risk of dying as a result of complications during pregnancy and childbirth. Babies born to girls in their teens face a risk of dying before age 1 that is 50 percent higher than babies born to women in their twenties. Worldwide, over 1 million girls and their babies each year do not survive pregnancy and childbirth. Zeroing in on mothers aged 14 and under, available data suggest these mothers face the greatest risks. Research from Bangladesh suggests that very young mothers (aged 10 to 14) may face *five times* the risk of maternal mortality compared to mothers aged 20 to 24.

2. Throughout the developing world, alarming numbers of children are having children, with tragic consequences. Our *Early Motherhood Risk Ranking*, analyzing the problem in 50 developing Children Having Children: A Snapshot

1 in every 10 births worldwide is to a mother who is still herself a child.

Complications from pregnancy and childbirth are the leading cause of death for young women aged 15 to 19 in the developing world.

Girls in their teens are twice as likely to die from pregnancy and

childbirth-related causes compared with older women.

Research suggests that very young mothers – aged 10 to 14 – have maternal mortality rates *five times* higher than women aged 20 to 24.

Babies born to girls in their teens face a risk of dying before age 1 that is 50 percent higher than babies born to women in their twenties.

Worldwide, an estimated 70,000 girls and 1 million infants born to young mothers die each year due to complications from pregnancy and childbirth.

Educated girls tend to marry later, have fewer children, and raise healthier, better nourished children.

115 million primary school-aged children worldwide are not now in school, 60 percent of them girls.

Birth rates for teenage girls in the United States have declined in recent years, but they remain much higher than in any other industrialized country.

Executive Summary

SAVE THE CHILDREN 5

countries, found that more than 1 in 4 girls aged 15 to 19 are married, more than 1 in 10 girls in this age group will give birth in a given year, and nearly 1 in 9 babies born to these young mothers will die within the first year of life. Girls in sub-Saharan African countries tend to have the highest rates of early marriage and early

motherhood as well as the highest mortality rates for young mothers and their babies. Countries outside of Africa where risks to young mothers are especially high include Afghanistan in Central Asia, Bangladesh and Nepal in South Asia, Yemen in the Middle East, and Guatemala, Haiti and Nicaragua in Latin America.

3. If they survive, young mothers and their babies face enormous health risks. When a young woman's body is not physically mature enough to deliver a baby safely, obstructed labor is common, and can result in painful disabilities. Babies born to teen mothers are more likely to be premature and low birth weight. And young married girls are at greater risk of contracting HIV/AIDS than boys their own age, which puts their babies at risk of being born with the disease.

4. Limited education can be both a cause and an effect of child motherhood. Girls who are not attending school are more likely to become mothers at a dangerously early age, and girls in school who marry young or become pregnant usually leave school. Young uneducated mothers and their children are at a severe disadvantage. When mothers lack education, they are more likely to be poor, to get pregnant more often, to have higher rates of child and maternal mortality, to be less knowledgeable about family planning and HIV/AIDS

and to be less prepared to look after the health, wellbeing and educational prospects of their children.

5. Young mothers often struggle economically, and their children are likely to repeat the cycle of poverty. The relationship between poverty and early motherhood is mutually reinforcing – the poorest women are most likely to have children while young, and those having children while young are likely to remain in poverty. The consequences of poverty for the children in terms of nutrition, health care and educational opportunities are profound. These children are likely to

Ten Highest-Risk Countries for Children

Having Children

1 Niger

2 Liberia

2 Mali

4 Chad

5 Afghanistan

5 Uganda

7 Malawi

8 Guinea

9 Mozambique

10 Central African Republic

Risk

Rank Country

In the 10 highest-risk countries, on average, nearly half of all girls (48 percent) aged 15 to 19 are married, more than 1 in 6 girls in this age group will give birth in a given year, and at least 1 out of 7 children born to teenage mothers dies within the first year of life. An estimated 13,000 adolescent girls die each year of complications from pregnancy and childbirth in these 10 countries. For the complete *Early Motherhood Risk Ranking* for 50 countries along with additional analysis, see pages 16 and 17.

STATE OF THE WORLD'S MOTHERS 6 THERS 2004

be poor when they grow up, and to perpetuate the downward cycle of children having children.

6. In the industrialized world, the United States has by far the highest rate of early motherhood.

Although the adolescent birth rate in the United States has fallen over the past decade, it is still significantly higher than other industrialized nations – about two-and-a-half times that of the United Kingdom, more than 10 times that of the Netherlands or Japan, and over 17 times the birth rate of the Republic of Korea. States with large rural populations, above-average poverty rates and lower-than-average education levels have the worst records for children having children. These include:

Arizona, Arkansas, Mississippi, New Mexico and Texas.

Recommendations to Save the Lives of

Young Mothers and their Children

The key findings point to specific interventions and investments to encourage girls to stay in school and delay motherhood until they are both emotionally and physically ready to give birth and raise children. These strategies give girls opportunities and services tailored to their unique needs and aspirations. They make it more likely that girls who become pregnant will safely deliver a healthy baby and raise children successfully. They also encourage families, communities and governments to support roles and responsibilities for girls that protect their health and development.

1. Help more girls go to school and stay in school.

One of the most effective ways to help girls in poor countries who are at risk of becoming mothers at a dangerously early age is to focus on girls' education.

Increased investments are needed to help more girls go to school and stay in school, and to encourage families and communities to value the education of girls. Both formal education and non-formal training give girls knowledge, self-confidence, practical skills and hope for a bright future. These are all powerful tools that can help them delay marriage and child-bearing to a time that is healthier and more economically secure for them and their babies.

2. Tailor health services to the special needs of newly married girls and young first-time mothers. Newly married girls and young first-time mothers need health services that are designed to meet their special needs, taking into consideration the unique risks they face, their limited knowledge and experience, and their social isolation. Successful programs around the world are reaching out to newly married girls and helping them to delay first births by providing family planning information and services. Other programs serve those who do become pregnant, giving both young mothers and their babies a better chance to survive and thrive.

3. Give girls better income-earning options to help them to delay marriage and motherhood. When teenage girls are able to earn money, they have greater control over their future. They have more options when it comes to delaying marriage and childbirth, higher status within the family, and improved ability to provide for themselves and their children. Girls and young women with some schooling are clearly at an advantage with regard to economic opportunities, but even those with little formal education can learn vocational skills that will help them, and their children, to improve their livelihoods and avoid harmful or

exploitative work.

4. Support efforts to change societal attitudes

towards the role of girls. Governments and nongovernmental organizations (NGOs) are having some success in increasing awareness of the harm caused by early motherhood and in changing opinions about the value of girls. While progress is slow, there is some encouraging evidence that communities are moving away from the traditional view of daughters as an economic liability and a potential source of shame for a family if they are not married at a young age.

5. Work to improve laws regarding minimum

age at marriage and to enforce existing laws.

Governments can do much more to strengthen and better enforce laws concerning the minimum legal age of marriage. They also can do a better job of enforcing laws to ensure marriage is entered into only with free and full consent. Governments and NGOs, working together, can help raise awareness of existing laws at the community level and generate social support for their enforcement.

6. Urge the U. S. administration and Congress to

support girls' education in the United States and around the world. Because education is one of the best ways to create lasting, positive change for children everywhere – and to help girls delay motherhood until

they are emotionally and physically ready to become parents – Save the Children is working through the Basic Education Coalition to guarantee education for all the world’s children. As a first step, the United States should commit \$1 billion to global basic education by the year 2006. To help address these issues in poor areas of the United States, the U.S. government should fully fund two important programs: 21st Century Community Learning Centers and the Rural Education Achievement Program (REAP). In addition, the U.S. government should increase support for child survival and maternal health programs, including family planning, to meet the needs of young mothers in developing countries while also helping save the lives of 4 million infants who die each year of preventable or treatable causes before they are one month old.

The 2004 *Mothers’ Index*:

Sweden Tops List, Niger Ranks Last, United States Ranks 10th

Save the Children’s fifth annual *Mothers’ Index* compares the well-being of mothers and children in 119 countries. The *Index* uses six indicators measuring the status of women: lifetime risk of maternal mortality, use of modern contraception, births attended by trained personnel, prevalence of anemia among pregnant women, female literacy and participation of

women in national government; and four indicators covering the well-being of children: infant mortality, nutritional status, primary school enrollment and access to safe water.

The *Mothers' Index* also provides information on an additional 45 countries for which sufficient data existed to present findings on women's indicators or children's indicators, but not both. When these are included, the total comes to 164 countries.

Sweden, Denmark and Finland top the rankings this year.

The top 10 countries, in general, attain very high scores for mothers' and children's health and educational status. Niger ranked last among the 119 countries surveyed, as it did last year. The 10 bottom-ranked countries – all but one from sub-Saharan Africa – are a reverse image of the top 10, performing poorly on all indicators. The United States places 10th this year.

Conditions for mothers and their children in these bottom 10 countries are devastating. On average, 1 in 12 mothers will die in her lifetime from pregnancy-related causes. One in 8 children dies before its first birthday, and 1 in 9 children suffers from malnutrition.

Besides its latest *Mothers' Index*, Save the Children also has documented important regional trends among countries included in all five reports issued since May 2000. Among the major positive trends over the past five years:

- Several Latin American countries – including Costa Rica, Chile and Cuba – are approaching the industrialized countries on indicators of women’s and children’s well-being, such as percent of births attended by trained personnel, use of modern contraception, female literacy, primary school enrollment and women in national government positions.

- Countries in Central and Eastern European and the Commonwealth of Independent States have made important gains in improving the health status of women, led by countries such as the Czech Republic, Moldova and Uzbekistan. The Czech Republic also shows a reduction in the infant mortality rate over all five years.

See Appendix for *The 2004 Mothers’ Index* and Country

national

Address to National Press Club by Donald McDonald, Chairman of the Australian Broadcasting Corporation (ABC)

ADDRESS TO NATIONAL PRESS CLUB BY DONALD McDONALD CHAIRMAN,
AUSTRALIAN BROADCASTING CORPORATION

June 1, 2005

When I last stood at this lectern in January 2002, the ABC was at a turning point; the Board was deeply involved in the search for a new Managing Director. Three years ago, the ABC was itself the

subject of the news. There were absurdist elements; I was defamed for six days running by a

commercial radio commentator simply because I was too recalcitrant to appoint his nominee as Managing Director.

What a difference in a little over three years; the ABC is confident, forward looking and has never been more highly valued by the Australian people.

This has been achieved by strong management focussed on the essentials of service delivery with a style of leadership that does not draw attention to itself, but provides the circumstances in which quality can be created throughout the organisation. Not such a crazy idea, really.

THROUGH AUSTRALIAN EYES

I said the ABC is highly valued by Australians.

If you were to ask most Australians what the ABC means to them, what it stands for, just about everyone has an idea.

The answer depends on who you ask, what part of the country, and at what hour of the day or night.

For some of the people who talk or write to me, their ABC is a particular regional radio station, for others their ABC is the weekend television schedule, for others it is the evenings on Radio National, or it is the website abc.net.au, or it is News Radio at the crack of dawn, or for others it is ABC Classic FM in the car cocooning them from the traffic. For my grandsons, their ABC is Grandpa's ABC which for them means children's television and, interestingly, "The New Inventors" and "Supervolcano" (although they are also experts about Nickelodeon). For one of my oldest friends, his ABC is his local ABC shop.

The fact that people's ideas about the ABC identity are even contradictory makes them no less valid.

It is a diversity that we celebrate.

The point is that the ABC matters a great deal to the people of Australia.

You can take the pulse of the nation through the ABC and the breadth of its involvement in daily life helps keep that pulse rate healthy.

For the sheer range of audiences reached, the richness of ideas, and the styles of programming available across so many platforms - no other institution in the country approaches its impact.

A TALE OF TWO BALANCE SHEETS

People understand and appreciate the cultural benefits provided by the ABC. But there's sometimes a reluctance to admit that what it delivers is worth far more than what it costs.

The ABC has been examining its future sustainability. While some commentators are fixated by last night's television schedule, we have been thinking as much about 2010 as about 2005, and imagining the services that people will want from us in 2015.

Across the country there is a lively debate about the right investment for future infrastructure.

While the ABC is clearly part of the nation's cultural infrastructure, it too has some physical infrastructure needs of its own.

In recent decades we have often sought to justify cultural organisations in terms of economic or "industrial" benefits. Implicit in this approach is a division between the social or the cultural benefits and the economic - but is it not a false division?

Really there are more links than differences. The economic proposition does not always trump the cultural one.

I reflected on this recently in the wake of James Strong's review of Australia's symphony orchestras. His report noted that the orchestras "serve as global symbols of affluence, economic prosperity and cultural endurance, helping to make our cities desirable places in which to invest, live and work."

That's cultural value for you!

Of course the sincerity of this sentiment was only slightly vitiated by the fact that the report also recommended reductions in the number of musicians of several orchestras for financial reasons.

One backbencher, unfortunately anonymous, responded by saying "They are totally uneconomic. They are also what Australians think of as part of a civilised society".

To be fair to James Strong he'd been told there was to be no more money, but thanks to the reaction of that anonymous backbencher and others like him sense and sensibility have prevailed and more money plus some necessary reforms will ensure the continuation of those orchestras. Had the outcome been otherwise what a commentary it would have been that a smaller, poorer society of sixty years ago had found the money to create these orchestras and ours had not.

If you need a grass roots manifestation of the essential nature of the ABC's service, you need to look no further than our local services.

Local reporters, producers, presenters, program makers who are part of their communities. They know what is useful and relevant to their audiences, and they deliver it every day.

Unlike the syndicated and centralised competition, they don't need a script to "localise" what they have to say. They only have to look out the window, to talk to the callers, to take a drive around town.

During that period when the needs of the economy and society seemed to be often at odds with one another, and only one of them could win, when both businesses and government services left the country towns behind, did the ABC go with the flow?

No.

This essential service was not for turning its back. ABC Radio stayed. When the railway stations disappeared, when the banks or the post office vanished - you could still count on ABC Radio.

Useful. Relevant. Essential.

And over the past five years the ABC has expanded its local services. New programs and new studios to service more of the population.

What I'd like to propose is that when we're thinking of future infrastructure investments, the ABC be part of the consideration. It has an essential service to deliver.

The ABC has its Charter to guide it. Yet it is also guided by external research, asking Australians just what they want from the ABC.

They tell us, in non-Charter language, what they expect - and those expectations pretty much match that Charter.

The four main asks of the ABC are:

- * a regional presence, along the lines of the Federal system
- * news and current affairs - independent of government, independent of commerce
- * the fostering of Australian identity, and a sense of ourselves in relation to the world
- * and innovation.

I'll talk a little about each of these, and what challenges the ABC faces in keeping faith with public expectations.

What today's ABC most often says is: "We want you to find us useful, we want to give you value for money."

So how do we do that:

What production models work for the Corporation? In an all-digital ABC what skills do the program making force need?

What is the most agile, flexible, responsive infrastructure for the ABC, that will enable it to adapt most readily to changes in media use?

These are not just lights, camera, action questions - they extend across all the platforms. What to keep and what to move beyond?

ON THE TABLE - CHANGING MEDIA STRUCTURES

The ABC's reason for being, its values, responsibilities and culture are very distinct - but the language and laws of business don't make distinctions between public and commercial broadcasting.

The rules of the game apply to all of us. If there is a shift in the industry - regulatory, policy, technological - we are all affected by it.

The changes taking place in the Senate are likely to see a number of legislative initiatives.

One of those pieces of legislation, which paradoxically goes to the heart of the public interest, yet attracts little public attention, involves reform of media ownership legislation.

There can be few issues of greater import for the democratic process than the structure of the media, since it is the point at which the political process and the electorate intersect.

The form these changes will take is not yet known, but it may produce a flurry of mergers and acquisitions, and result in more consolidation within an already narrow market.

It also has the potential to introduce foreign players into the Australian media; global competition of a new intensity. Those foreign players may include moguls who are household names and some who most of us don't yet know. They may also include cashed-up public broadcasters from Europe whose resources make those of the ABC look derisory.

Where will the Australian public broadcaster, the ABC, fit into all this rearrangement of commercial media?

Media ownership is a difficult, conflict-of-interest issue for any Government. They don't need my advice. I would simply like to say: keep the ABC at the front of your minds when these changes are being considered.

If we are looking for a means to maintain diversity of voices - always a difficult proposition to guarantee when competition is so fierce - the ABC is part of the solution, a big part of the solution.

Don't make it an afterthought.

DIGITAL RADIO AND TELEVISION POLICY

The future changes are not limited to ownership; more technological change is upon us.

While we wait for the digital television market to mature, the ABC - and the other networks - must contend with the problem of simultaneous presence in both analogue and digital.

Government policy required all broadcasters to make huge investments in digital television equipment without the public understanding why. And while we wait for the public to catch up and make their own investments in digital television, our once new equipment is already on the path to obsolescence.

It would appear that analogue switch-off date will not be, as planned, in three years' time, but more likely five at least. And so we continue to broadcast in both analogue and digital, at considerable transmission cost, using funds that the public might have enjoyed more if spent on programming.

The ABC has sought to use its digital capability for the benefit of the public. It launched multichannel digital television - first via niche channels, and now with a much more cost-effective general channel - ABC2. At the risk of being boring I would point out that the second channel has been launched without additional funding.

ABC2 should be one of the services that helps attract consumers to digital television, encouraging them to purchase a digital set or more modestly a set-top box. However, as a service, ABC2 would be even more useful to the viewers if it were not subject to severe restriction as to the sort of programming it can put to air - the so called genre restrictions.

For reasons that doubtless made sense to the Parliament at the time, the programming that the ABC is permitted to carry on ABC2 is confined to a range of specific genres, such as the arts or history or

regional matters. All of these genres are things you'd expect the ABC to put on its second

channel, because they are areas of programming in which the ABC excels. However, that can't disguise the fact that the list of permitted genres does not include a great many other types of television in which the ABC also excels: such as national news and current affairs; or comedy; or national sport; or drama.

The ABC is Australia's national, public, independent news network, and yet it is simply not allowed to offer Australians greater convenience and choice by broadcasting national news and current affairs on its second channel.

FIVE YEARS OF NEW MEDIA

Radio was once a new media; television too and the internet. And why did the ABC move into each of these?

Because there was an accurate prediction that the public would be going there for their entertainment, their information, their education. The ABC Charter may lay out those goals, but it doesn't specify the medium through which they must be delivered.

And that's why the ABC has been actively exploring new media over the past five years.

The case for the ABC as the principal innovator within the Australian electronic media grows stronger every day. It is at the leading edge of the new technologies.

You might imagine that radio, being the very foundation upon which the ABC was built, its oldest media form, might be the most susceptible to the trap of tradition.

You would be wrong.

Recently I sat in on an inspirational Digital Future forum put together for radio program makers and also for some television producers. Throughout the forum, I witnessed nothing less than a renewal of the ABC mandate through new media.

There was an understanding that, important though it is, funding is not the answer to every problem the ABC might encounter.

That kind of thinking is taking place right across the Corporation and has been for the last decade.

Nine years ago, ABC Online was a new territory and responsibility, and it had to be done within the existing level of funding.

What I would like people to understand about innovation at the ABC today is that there are no institutional or cultural barriers within that prevent it.

All the potential of digital technology has given rise to a burst of creative energy.

The ABC must exploit the new technology on the cheap so that it remains useful and relevant.

The days of television's dominance as the most popular cultural form may be ending. The drift is on. That's true not just for public television, but true for

commercial television as well. Young people in particular are increasingly using other technologies for their entertainment and information, not to the exclusion of television or radio, but in addition to those media.

And that's why the ABC has not been standing still for the past five years. It's been a dynamic presence at the ever shifting frontier of new media.

The aim of this innovation, as always, is to offer Australians more options, to explore and exploit the potential of the technology, to position the ABC so that it remains useful and relevant.

It has been developing and refining interactive television prototypes, through programs such as Long Way to the Top. Cross-media television such as Fat Cow Motel.

In digital radio, it has been active in all the trials taking place, both interested in and able to offer additional services - should the opportunity present itself. At the moment, it has 3 digital radio services dig, digJAZZ and digCOUNTRY.

Each is currently available via the internet, and preparing for the day they can be heard on digital airwaves.

In broadband -whose potential Australia has only begun to exploit - it has been creating a vehicle for documentaries, short films, news, information and entertainment programming.

A wealth of young creative Australian talent has found support through ABC Online, their work placed on one of the nation's most respected and popular websites, and with the imprimatur of the ABC behind them. The power of a major "brand".

The ABC is there in podcasting as well. Though it was only introduced in around August last year, the ABC has also already been experimenting with it - because people are embracing it so rapidly.

Just as we've grown accustomed to the continuing ascendancy of the "second screen" of computers and the internet, now there is the third screen, the mobile phone.

People apparently want to receive all sorts of programming on their mobile phones. To me, that's a sign that they really do need help, but it is the public preference - and it is to the public that the public broadcaster should defer.

Throughout all these innovative activities, the project remains the same. Inform, educate, and entertain - no matter what the platform.

This is not bandwagon jumping, but bandwagon testing - the Corporation making sure once again, that it is relevant and useful.

Taking the ABC as a whole, there are today more listeners, more viewers, more visitors - people from every walk of life, of every age, and from every part of the country - than at anytime in the past.

Is it possible to maintain those record audiences? Yes, as long as each of the services we offer is useful to a significant number of people.

Here's a fundamental point.

Fragmentation of the audience holds no fears for the ABC. After all, the ABC's radio audience was first "fragmented" years ago; most parts of the country have at least four ABC radio services - local, Radio National, ABC Classic FM, Triple J and shortly most will also have the much admired NewsRadio. Add to that the internet radio services I've already referred to and the emerging podcasting and you have an extraordinary range of choices. The range of television choices is just opening up.

The ABC has no need to try to hold its audience in one place; we go to whatever platform they choose with whatever programming they want.

Commercial television needs to hold the audiences in one place; we have quite the opposite driver - to be of use to people wherever and however they want us.

For both television and radio, a huge shift in the traditional relationship between broadcaster and audience is underway. Our content, but at a time of your choosing, in the format of your choice.

In the battle for relevance, it will never be enough to just hold the line. The ABC has to reinvent and reimagine itself to ensure that its presence within Australian life is kept alive - not in the same way, but with the same results.

BROADBAND COMPETITION

There are other significant and difficult decisions that will be made about the sort of communications environment we want in Australia, and they too will impact on the ABC.

Last week a friend of mine went shopping for a new computer for home. They showed him a new Apple Mac with a screen as big as a television on which they told him he will be able to watch internet television. They were right. But what sort of broadband competition will be permitted, and what sort of content will be provided?

Particularly through new technologies like ADSL2+ which have the capacity to carry a torrent of traditional television programming. Will the content suppliers effectively be broadcasters? And will they be subject to the same sort of regulation as the existing broadcasters?

In September 2000, the then Minister for Communications, Information Technology and the Arts, Senator Alston, made a determination that radio and television programs carried over the Internet do not constitute broadcasting, providing they don't use broadcasting spectrum. Therefore, broadcasting regulation does not apply to such services.

New generation broadband systems, such as ADSL2+, will soon provide enough bandwidth for Internet television to be feasible.

Taken together, these legislative and technological developments mean that the way is now clear for telcos and Internet Service Providers to offer traditional television fare through broadband connexions.

As a traditional television broadcaster, the ABC cannot afford to sit back and watch.

The Corporation is up for whatever challenges there are, and has the capacity to transform those challenges into opportunities.

The only challenge beyond its powers is the external challenge of funding.

TRIENNIAL FUNDING - LET THE DEBATE BEGIN

Now there are those who feel you can always have a conversation about funding for the ABC secure in the knowledge that nothing new will ever be said.

All in all, it would be as nice for the ABC not to have to talk about funding as it would be for you not to have to listen to it. But that's not the situation we're in.

In an ideal world, there might be a ten year settlement on funding, like that enjoyed by the BBC.

That is an arrangement that might be tempting purely for the kind of soothing silence on the subject it makes possible.

In 1988 the ABC, for the first time, received a triennial funding settlement designed to both give it security and improve its planning ability.

Since that time, five triennial funding submissions have been presented by the ABC to Governments, both Liberal and Labor.

Five times the ABC has requested additional funds for various activities - continuing and new.

Five times the ABC has been denied those requests, either in full or in part.

I think there's a pattern emerging here.

And I don't know whether it's because I've been watching too many episodes of Little Britain but I keep imagining these submissions arriving at some lonely desk in Treasury and getting that forlorn response - "Computer says No".

After a losing streak like this, you might think it naïve to consider it's still possible to gain the funds needed.

Three years ago, the ABC Board, convinced as it was that the ABC was both efficient and effective yet insufficiently funded to fulfil its Charter duties, commissioned the Macquarie Bank to rigorously test that assumption.

Macquarie Bank found this assumption to be true. Their report accompanied the last triennial funding submission in 2002 and drew exactly no official comment. The Macquarie Review might not have existed: The Computer said No".

Perhaps the fatal flaw in that review was that it was perceived to have been commissioned and paid for by the ABC.

So it was in November 2003 the Board, still confident that the ABC was insufficiently funded, requested a Funding Adequacy Review to be commissioned by the Department of Communications. It has been suggested that this was naive.

No we are not naive. No one would go into this review with more confidence or conviction than the ABC Board.

A NEW UNDERSTANDING

I have yet to encounter anyone who wants less from the ABC. It is not just our corporate aims and aspirations that exceed our means.

The wishes of the public exceed our means. The great legislative moments for the ABC, those turning points where its foundation documents were created, were achieved because of bipartisan support.

In 1932, when the ABC was brought into being, the legislation had been drafted by a Labor government, but its successor, a Liberal government, enacted it.

In 1983, with the passing of the ABC Act which set out its Charter, the ABC ended its years as a Commission to become a Corporation. On that occasion the legislation had been drafted by a Liberal government yet was enacted by its successor, a Labor government.

If I believe in the possibility of bipartisan Parliamentary support for the ABC at crucial points in its history, it is because the evidence of a common faith in the ABC resides there in those documents.

Once again, the ABC is at a turning point, brought about by the dramatic communication changes already discussed. And ideally, the past can provide an example for the present and the future.

In its formative years at least, each time the ABC shifted up a gear by introducing a new service, its funding would follow and match the new requirement.

In the Thirties, cricket broadcasts rapidly boosted licence sales, and funding increased.

In 1947, when its news service was upgraded to become fully independent, funding shifted from a reliance on the licence fee to Parliamentary appropriation, and funding rose.

ABC Television, begun on a shoestring in 1956, was such a success after a year that ABC General Manager Sir Charles Moses noted, "even the Treasury was prepared to provide money."

If there has been bipartisan Parliamentary support for the ABC at these crucial points in its history there has also been something approaching bipartisan animosity. There has been remarkably little comment passed about the Keating Plan of 1994 to substantially dismantle the ABC and refashion it in an image more pleasing to him.

Keating's plan is described in Don Watson's under-read memoir "Recollections of a Bleeding Heart".

Watson recalls the plan:

"...the government would sack both (David) Hill (the Managing Director) and the board, keep the Chair Mark Armstrong in some role and appoint an Interim Review Board to examine the roles, structure and potential of the ABC, particularly with a view to the new information technology. We would give so much of a revolution as it needed"

Watson goes on to relate that a former Channel 4 executive was brought out from London to Canberra with a view to him heading an Interim Board of the ABC. The ABC restructure was to "complement" a film production plan that Keating had developed with Rupert Murdoch; it was to be part of the Creative Nation cultural statement.

Watson continues:

"(Keating) remained enthusiastic about the plan for the ABC. But it never happened. It needed more thought and planning than anyone had time to give it. And to announce something so drastic might have meant delivering the cultural policy into a media storm. Afterwards, new political imperatives prevailed. Afterwards, no-one wanted to hear the word culture again"

All this may seem like ancient history, but it is a reminder that risks to the ABC can come from unexpected sources. Imagine what a Latham Government might have done to the ABC !

There have been numerous reviews of the ABC. None of this means that the ABC is intractable. In the nine years that I have been associated with it the ABC has made enormous strides technologically, structurally and creatively.

What I'd like you to understand is that at today's ABC, all the pieces are in place to create tomorrow's ABC; to contend with the future. That is, all the pieces except one.

Funding. Which is where we come back to the Funding Adequacy Review and the next Triennial Funding Submission.

Given this - the rethinking that's been happening at the ABC, given it has the talent, the will, the skills, the ambition and the quality, given the level of public use and regard for the ABC - now at the highest point in its history - given this, what can we do but be optimistic.

Here is a quotation:

"I wish the ABC well, I thank it for the contribution that it's made to building the Australian identity, to the stimulation of lively controversial debate, the role it's played in shaping and challenging attitudes and very particularly the role that it's played in nurturing and understanding of different facets of the way of life of our fascinating and lovely country."

That's the Prime Minister, John Howard at the opening of the ABC Ultimo Centre in November 2002.

The Prime Minister went on to say:

"I'm not a typical consumer of the ABC, I'm a regular consumer. I'm not an uncritical consumer, but I'm always an interested consumer, and while ever you have an interesting product, you will continue to command attention, and you'll continue to command support."

THE LOCAL

The ABC is currently a Federal structure, built around localism in radio and, to a lesser but nevertheless important extent, in television. There are now some sixty stations in sixty different parts of the country.

Wherever the population is, there's an ABC.

The sixty stations are a crucial part of the ABC infrastructure.

Localism has been a point of distinctiveness for the ABC, and it will only become more important, not less, as the commercial media companies merge and consolidate.

They largely vacated that field long ago, retreated from localism because it is an expensive activity.

Instead of the local, they centralise and syndicate - it is an infinitely more economic proposition.

And it may transpire that for the ABC too, this becomes the economic proposition to which it too must ultimately conform, because it might have no choice. I hope that day never comes; it won't while I am Chairman.

But it should be clearly understood that the ABC's federal structure with major centres of television and radio activity in every capital city and the extraordinary local radio network are extremely expensive to maintain.

TELEVISION AT FIFTY

Next year will be the fiftieth birthday of Australian television.

What is the largest issue ABC Television has traditionally had to contend with? The limitations of the schedule. That between 6.30pm and 10.30pm - four brief hours in which the majority of Australians can watch television - it must satisfy not just the broadest, but the most articulate group of constituencies in the nation.

Many are able to nominate exactly what should be seen in those hours.

One of the great things about the ABC being so central to Australian life is that as its Chairman, just about everyone is willing give you advice on how you could do better.

But the mass audience for television is being replaced by masses of audiences. In such a climate, how is the ABC to service the next generation of audiences?

The ABC is at work at so many points in the culture. They all add up to a "critical mass", without which the ABC would not have the presence it does within contemporary life. It works both the margins and the mainstream.

Here's another quote, this time Ray Martin talking to Monica Attard:

"I can bring on the Prime Minister as Kerry O'Brien had him on Monday night and I can see 100,000 people turn off the moment he comes on." It was a balanced sort of remark though. He went on to

say: - "Not just John Howard, but Paul Keating beforehand."

That's a commercial news judgment. The ABC is able to have a different news emphasis.

Without doubt, the ABC provides a comprehensive service that includes some of the finest news and current affairs in the world. It is certainly the most admired news service in Australia.

When Medecins Sans Frontieres recently refunded tsunami donations, they reminded us all that there are plenty of issues in the world that warrant our attention, but do not always attract interest

across the board "because the media isn't there". But the ABC is there. I believe the ABC

distinguishes itself by ensuring, unhindered by commercial consequences, that its reporting informs Australians about current events - whether they are on the other side of the street, on the other side of the country, or the other side of the world.

The extraordinary number of foreign correspondents maintained by the ABC means that we can see much of the world through Australian eyes.

In my nine years as Chairman I have been passionate about maintaining and then extending the ABC's international services.

Radio Australia celebrated its 60th anniversary last year with a further increase in its shortwave broadcasting capacity to Asia.

In television, the ABC's Asia Pacific TV service has succeeded where two prior services failed. It is now rebroadcast on more than 150 pay TV platforms in 39 countries, reaching a rapidly growing audience with its mix of news, current affairs, education, lifestyle, drama and sport.

The ABC provides a news service that is sometimes irritatingly independent. But independence is not a choice for the ABC; it is required under the legislation.

When you consider the paradox for the ABC - editorial independence from, but financial dependence upon Government - it seems as though a conflict of interest has been built into its very foundation.

But the ABC lives with it. It makes it work because it has to work and because governments, on behalf of the people, let it work.

For a body whose statutory independence is warranted within its legislation, there's no point in the ABC dancing to any tune other than the public interest.

To regard an Opposition as an ally would be dangerous; to offer preferential treatment to a Government would be naïve. And to lose its way through anticipatory censorship would be a folly.

The ABC has no permanent allies; it has only permanent interests, those of the public.

When part of your main business is the accountability business, including to the Government which provides your funding, there will always be doubts and differences and dissent. But there is no challenge to the underlying principle of independence.

Without it, the ABC shouldn't exist.

In voting to create the ABC, the Parliament helped create and build a young nation, and they built a great public institution that went on to serve generation after generation throughout the last century.

Today we're seeking the opportunity for a renewed and reimagined ABC to move ahead, an ABC set to make that legacy live on.

If we don't succeed, there are no winners and losers in this. It would be a defeat for everyone - for citizenship, for creativity, and for the public good.

When we look back on this era, I think we will see that the ABC was remade for the 21st century not just for the new and temporary challenges but for the old and enduring ones.

How can it continue to be a trusted, credible force in the asking and explaining business?

What contribution can it make to a thoughtful, imaginative, and creative Australian life, to the expression of Australian identity?

Does it scrutinise and put to the test all the orthodoxies - not just a selection - that shape our lives?

Is it the place where local interests meet the national and the international? Does it help us understand not just our people, but our region and our place in the world - through Australian eyes?

Does it help understanding, or add to our resentments? What can it add to our intellectual and creative capital?

If we can satisfy all these questions, the ABC will remain integral to any agenda we have for a good society.

A public good, providing a sense of who we are, a sense of continuity and stability. It is part of a tradition, but we don't preserve a tradition for tradition's sake, we do preserve it because it is still useful and relevant.

Though its expression has changed, the purpose of the ABC remains true to the words that introduced it to the nation via radio in 1932:

"This service, the ABC, now belongs to you. We are your trustees. It is a service that is not run for profit, but purely in the interests of every section of the community."

In all our interests it remains - an essential service.

Source ABC

Commitment to Women's Safety in South Australia

The Minister for the Status of Women Hon Stephanie Key MP was pleased to launch the State Government's new strategy, *Our Commitment to Women's Safety in South Australia* on 8 March 2005 as part of International Women's Day activities.

Our Commitment to Women's Safety in South Australia sets out the State Government's strategy for tackling this violence, the initiatives to be taken over the next 6 months and a framework for responding to violence against women in South Australia over the next five years.

Excerpt of the Report: *Our Commitment to Women's Safety in South Australia*

Excerpt from

Our Commitment to Women's Safety in South Australia

March 2005

We need A WOMEN'S SAFETY STRATEGY

Women experience violence in public places, at work and at home. As part of its commitment to a safer community, the South Australian Government believes that we need a more strategic and comprehensive approach to violence against women, to make the best use of resources and to guide our future action.

The Rann Labor Government believes that:

- All forms of violence against women are unacceptable
- All forms of violence including the threat of violence against women are fundamental violations of human rights • Women have the right to be safe from violence and to live free from the fear of violence
- Women have the right to live in a safe community that promotes and supports their health and well-being.

These principles underpin our decision making:

- The safety, health and well being of women, children and young people subjected to violence must be the first priority in every response
- Violence against women requires a range of responses that recognise women's diversity, unique backgrounds and experiences
- Those who use violence against women must accept responsibility for their acts
- The promotion of gender and racial equity underpins all responses to violence against women
- The prevention of violence against women requires strong government and community leadership and commitment
- Acts of criminal violence against women must be treated as such
- Responses to violence against Indigenous women will be informed by the principles detailed in *The Rekindling Family*

Relationship – Framework for Action

- Access and equity in services and support for rural women will be addressed in the development of initiatives and programs
- Programs developed to respond to violence against women should be evidence based and subject to continuous quality evaluation.

A DEFINITION

Violence against women is a human rights issue. The United Nations Convention on the Elimination of all Forms of Violence against Women (1993) defines violence against women as:

Any act of gender-based violence that results in, or is likely to result in physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life.

THE HARD TRUTH ABOUT VIOLENCE against women

- 57% of Australian women experience at least one violent incident in a lifetime and 29% experience physical or sexual violence by age 16.
- Indigenous women are ten times more likely to be murdered and 45 times more likely to experience family violence than non-Indigenous women.

- The annual cost to the Australian community of violence against women was estimated by Access Economics in 2004 at \$8.1 billion.
- Homicide data show that 60% of Australian women who are murdered are murdered by an intimate partner.
- An Australian study found that 7.5% of women born in non-English speaking countries had experienced violence by their partner during the course of their relationship.
- Overseas studies have found that women with disabilities

For the entire Report see: [Our Commitment to Women's Safety in South Australia](#)

Two Private Member's Bills by Petro Georgiou MP and Judy Moylan MP demanding major changes to asylum seeker treatment and mandatory detention

Judy Moylan MP sent out this email in response to the thousands of thank-you emails she has already received from around Australia:

"It is very important that people who are concerned contact their local Federal Member, the Prime Minister and the Opposition Leader.

I deeply appreciate the hundreds of thoughtful, heartfelt letters from people supporting changes to mandatory detention.

Many of you have made representations to your Federal Member of Parliament and the leadership, both Government and Opposition.

After the events of yesterday's Party Room meeting it was agreed that there will be further talks with the Prime Minister to see if an accommodation can be reached before the introduction of the Private Member's Bills on 20th June. The Prime Minister has publicly acknowledged that "the policy should be administered in a speedier, more flexible, more humane way".

Once again, I believe that the greatest chance for success rests in the weight of public opinion and anything you can do to encourage others to make their views known will be very helpful.

We continue to stress that the Bills do not undermine the integrity of the Government's policy of border protection. Detention remains in a targeted manner with a maximum 90 days detention, without a court decision to the contrary.

It is disingenuous of those claiming that the enactment of these Bills will allow a flood of unlawful arrivals to breach our borders. Unlawful arrivals reached a

crescendo in 2001 with the arrival of 1221 boat people, nine years after the Labor Party introduced the mandatory detention policy.

The Government's border protection policies have been the most successful deterrent. These include interdiction of people smugglers in their countries of origin and cooperation between regional neighbours. Furthermore, the United Nations has reported a 50% contraction of refugees worldwide since 1992.

Once again thank you for your commitment to a more humane policy.

Kind Regards,
Judi Moylan MP

Transcript of the ABC interview with Judy Moyland [TV Program Transcript](#)

Liberal backbenchers want detention policies changed

Australian Broadcasting Corporation

TV PROGRAM TRANSCRIPT

Broadcast: 24/05/2005

Liberal backbenchers want detention policies changed

Reporter: Judy Moylan

KERRY O'BRIEN: These headline cases have leant some strength to the so far discreet attempts by a small group of activists on the Federal Government backbench to force substantial change to controversial mandatory detention policies which have seen asylum seekers locked up, in some instances, indefinitely. Those rebel MPs were emboldened to go public today when Melbourne Liberal Petro Georgio signalled to the Liberal Party room in Canberra that he would introduce two private members' bills which would see almost all detainees living in the community within 12 months of arrival, and force greater accountability on the Immigration Department. Late today I spoke with former Howard minister Judy Moylan, who supported Mr Georgio in the party room.

KERRY O'BRIEN: Judi Moylan, for a Government member, it's a measure of last resort to try to change government policy this way. Why are you doing it?

JUDI MOYLAN, LIBERAL BACKBENCHER: Well, it's certainly a serious matter, Kerry, and the reason I'm doing it is because the policy in relation to mandatory detention for asylum seekers has caused a lot of heartache, and

it doesn't, it doesn't promote human dignity.

KERRY O'BRIEN: It's as simple as that?

JUDI MOYLAN: Yeah, well, it's been a very difficult time. It's a difficult issue for Government, I recognise that. We have a responsibility to have an orderly migration program, but a system that causes, adds to the trauma of people fleeing from regimes that we have spoken out about and, in fact, sent our soldiers to liberate people in some of those countries, when they come here seeking asylum, we then add to the trauma by putting them in detention for indeterminable periods of time, and that's the aspect of this legislation that concerns me deeply.

KERRY O'BRIEN: So more important than the Government's views about queue jumping?

JUDI MOYLAN: Well, look, as I said, it's a difficult issue for Government. We all understand that. They have a responsibility to the public to have an orderly migration program, but I think that can be achieved with a few sensible amendments to the existing policy.

KERRY O'BRIEN: Well, let's work through the major changes that you're proposing in the private members bill. You would get rid of temporary protection visas altogether, so as soon as a detainee is granted refugee status they're automatically here permanently, they're given permanence residence, that's so?

JUDI MOYLAN: That is correct. There are two aspects to the bill. One is a compassionate act, which deals with temporary protection visa holders. If people are found to be genuine asylum seekers, genuine refugees, then they would get permanent residency in Australia. Otherwise, they can't resume their lives. They've had a terrible upheaval, and we believe that the compassionate and responsible thing to do is to allow them to get on with their lives. The other aspect is to deal with people held in detention for long periods of time, and providing they are not a threat to the public or they are not likely to abscond, then we believe that if they've been in detention for 12 months, they should be able to be released pending a determination as to whether they are genuine refugees or not.

KERRY O'BRIEN: But you would start putting more onus on the department to establish its position, to justify its position in keeping people in detention even after 90 days, is that so?

JUDI MOYLAN: Correct. What we'd like to see is a more transparent, accountable system with an independent assessment by a member of the judiciary.

KERRY O'BRIEN: And if a court does give its imprimatur to somebody being kept in mandatory detention beyond 12 months that would automatically be reviewed every three months from then on?

JUDI MOYLAN: Correct.

KERRY O'BRIEN: So there's an onus on the department to continue to establish its justification for keeping a person in detention.

JUDI MOYLAN: That is correct. They would have to apply each 90 days if they wish to keep people beyond that period of time.

KERRY O'BRIEN: So what is it that you would seek to achieve with children in detention?

JUDI MOYLAN: Well, another part of the act of compassion, the first bill, is to release all children from detention with their families.

KERRY O'BRIEN: So if a mother and child arrived in Australia by boat as asylum seekers, as soon as their identities could be established and those immediate security checks made, as far as you're concerned, they should be released into the community?

JUDI MOYLAN: Correct, and the department would have 90 days maximum to determine that before it went to an independent member of the judiciary to decide that matter.

KERRY O'BRIEN: Now, there are only four Liberal MPs, as far as I'm aware, supporting this move so far. You've had ample time to persuade others. Doesn't it bother you that you seem to be well out of step with your own party on this?

JUDI MOYLAN: Well, I think there are more people that are concerned about aspects of this policy, and as I said it really fails the test of human dignity, in my view, to keep people locked up for indeterminate periods of time with no charges against them, and we've seen all the reports that come out of the impact that's had on people in long-term detention. I believe there are other members who share concerns about it and who consider this a matter of conscience.

KERRY O'BRIEN: So if, as you firmly believe, there are other Liberal MPs who have similar concerns to yourself, you would expect, when the crunch comes and your bill comes up for debate and voting in the Parliament, they will stand up as a matter of moral courage?

JUDI MOYLAN: I think that there are a number that will stand up and indicate that they have concerns with the policy as it currently stands.

KERRY O'BRIEN: Mental health professionals, amongst others, have expressed serious concern about the impact on the mental health of detainees of these long periods of detention. Do you accept their view, do you agree with them? Does that concern you?

JUDI MOYLAN: I think there've been enough reports by credible people and enough anecdotal evidence also from credible organisations working within the detention centres with refugees that we have to, it deserves our attention, and it deserves an open debate on whether this is a desirable policy to continue, and what I would like to see is an open and full debate. I mean, when you think about it, in this Parliament, I've been very proud to be associated with a number of debates that go to matters of conscience, where it involves the preservation of human life and the preservation of human dignity, and I see no reason why a matter of this gravity shouldn't be treated in the same way.

KERRY O'BRIEN: Do you get a sense fundamentally that the system's out of hand?

JUDI MOYLAN: I think the system needs greater clarity, greater transparency, more accountability, and I think the decisions about whether detainees are removed from detention needs to have an independent assessment.

KERRY O'BRIEN: Do you expect the Opposition to support you in a vote on your bill?

JUDI MOYLAN: I suspect there are members of the Opposition who won't support the bill, but there will be members of the Opposition who will. I think, again, this is an issue that I think does concern a lot of people. It is a conscience issue for the reasons I've outlined, in terms of what's happening to people in long-term detention, and I suspect there will be support for it across the political spectrum, as there is in the public.

KERRY O'BRIEN: Judi Moylan, thanks very much for talking with us.

JUDI MOYLAN: Thanks, Kerry.

Source: <http://www.abc.net.au/7.30/content/2005/s1376203.htm>

Article by Petro Georgiou , published in The Age: **Five steps to a more compassionate policy**

Five steps to a more compassionate policy

The Age
Opinion
By Petro Georgiou
February 18, 2005

For humanitarian and practical reasons, we should exhibit more tolerance.

Australia is a big, generous nation. Among our best traditions are compassion, tolerance and justice. These are exemplified in our policies towards refugees whom we select overseas and bring for permanent settlement. To asylum seekers and refugees who come uninvited, however, our response has been harsh. I have been deeply concerned that vulnerable men, women and children have been harmed by tough policies that were introduced because of the fear that vast numbers of people without valid claims to our protection would land on our shores.

The fear of a flood of bogus asylum seekers has not been realised. The atmosphere of crisis that saw the introduction of severe measures has passed. Yet two groups of people continue to be particularly affected by policies implemented during the past decade. One is asylum seekers in detention, of whom there are now only several hundred. The other is the approximately 7000 people who were individually assessed as being refugees and released to live in the community, but who have only temporary permission to stay. I believe there are strong humanitarian and practical grounds for an act of compassion towards both groups.

First, asylum seekers in detention should be released into the community while their applications for refugee status are assessed, except for those who pose a risk on health or security grounds or who are likely to abscond. Second, we should allow those who have been found to be refugees and who are living in the community on temporary protection visas, to remain permanently.

Some argue that boat arrivals have ceased because of our mandatory detention policy and that if we were to relax that policy there would be a flood of unauthorised arrivals. But the evidence does not demonstrate this connection. Very few unauthorised people arrived in the decade before the Keating government introduced mandatory detention in 1992. The greatest number of arrivals (4175 people) occurred in 1999-2000 after the policy was well established.

Mandatory detention did not deter unauthorised arrivals. The factors that have been primarily responsible for stopping the flow of boats and refugees include the changed political situation in Afghanistan and Iraq, and the actions of Australia and regional states to combat people smugglers.

Mandatory detention is also supported by some as being necessary to prevent asylum seekers absconding while their applications are being assessed. But international and Australian experience suggests that we don't need to detain everyone who arrives without a visa to achieve this objective: we can assess whether and for how long individuals need to be detained on a case-by-case basis. If

we have determined that an asylum seeker is healthy, not a danger to the public and is unlikely to abscond while their application is being assessed, there is no good reason why they cannot be released promptly into the community until their status is determined. Release can be subject to monitoring conditions to keep track of them.

There is an equally compelling case for an act of compassion towards the people who were found to be refugees and granted permission to live in Australia, but only temporarily: they should be allowed to remain here permanently.

The system of Temporary Protection Visas (TPVs) was introduced in 1999 to deter refugees from seeking asylum in Australia by granting them permission to stay for only three years, and by denying them significant rights such as family reunion. It now seems clear that many refugees who hold TPVs will continue to live in anxiety and fear of being returned to places of great insecurity, still separated from their families.

Finally, I believe we must change the system that allows people to be kept in detention indefinitely if they are not eligible for visas but cannot be deported because no other country will take them.

Such is the situation of Muhammed (Peter) Qasim who is in his seventh year of detention. Qasim and the Department of Immigration disagree about some facts of his case, but what is not in dispute is that Qasim is detained with no indication of when, if ever, he may be released, although he is neither a convicted criminal nor is he alleged to be a danger to the Australian public.

In a democracy committed to the protection of human rights, the executive's power to deprive people of liberty should not be as unconstrained as it is at present.

In summary, I believe we should implement the following measures:

- While their applications for protection visas are being assessed, all detained asylum seekers should be released into the community unless it is necessary to detain someone because, for example, there is a real risk they will abscond.
- Replace the mandatory detention of all unauthorised asylum seekers with a targeted detention system under which we detain people if necessary on specified grounds such as a threat to national security, public health and safety, or likelihood of the applicant absconding. The necessity for detention should be subject to review by an independent authority.
- Allow the refugees who are on temporary protection visas to remain permanently and resume our traditional policy of granting permanent residency to those whom we determine are refugees.
- Appoint an independent person or panel to review the cases of long-term immigration detainees and determine whether it is necessary to detain them.

- Establish guidelines setting out grounds for detention and provide that decisions about detention should be subject to review by a judicial or other independent body.

Petro Georgiou is the federal Liberal member for Kooyong.

2005 Human Rights Medal and Awards officially open

The President of the Human Rights and Equal Opportunity Commission, John von Doussa QC, has announced today that the annual Human Rights Medal and Awards are officially open for nominations.

You can help the Commission acknowledge the outstanding contributions of our 'local champions' by entering yourself or nominating someone for these prestigious awards.

To enter you don't have to be famous or your efforts well-known - just someone who works everyday without fuss or fanfare to promote and protect human rights and overcome discrimination in Australia.

Last year's winners comprised a range of individuals and organisations covering issues including Indigenous employment and rights, female prisoners, refugees and asylum seekers, mental health and people trafficking.

The Human Rights Medal recognises the achievements of an individual who has made an outstanding contribution to the promotion and protection of human rights in Australia. Last years winners were Dick Estens, founder of Moree's Aboriginal Employment Strategy and Deborah Kilroy, founder of the women's prison support service Sisters Inside.

Human Rights Awards are also presented to an individual or an organisation that has made significant contributions in the areas of Law, the Community, Print Media, Television, Radio or Arts Non-Fiction.

Entering yourself, another person or an organisation in the Human Rights Medal and Awards is easy! Simply download the entry form from the Commission's website at: www.humanrights.gov.au/hr_awards/

Alternatively, you can phone (02) 9284 9618 or email hrawards@humanrights.gov.au for more information.

Entries for the awards close Friday, 30 September 2005.

Research

Survey of Employee Attitudes to Industrial Relations Reform

A new national survey shows public opinion is against the Federal Government's plans for radical changes to workplace relations.

ACTU Secretary Greg Combet said: "With seven out of ten working people (69%) believing the changes will create more fear in the workplace, the Prime Minister is wrong to dismiss the results of this opinion poll and does so at his own political peril.

The survey shows Government plans for major changes to workplace relations are severely out of step with the opinion of ordinary working people.

The poll found:

- 62% believe wages will be reduced under the Government's workplace changes.
- 64% believe the changes will reduce job security.
- 69% believe the Government's changes will create more fear in the workplace.
- 55% support a union campaign against the industrial relations changes.

The survey was conducted from 23- 26 May by MarketMetrics Research, a Melbourne-based independent research company, with 600 interviews of employed persons only—self-employed and employers were not interviewed.

The sample comprised a national random selection of households proportional to the population distribution across all states and capital cities. A survey of 600 provides results that are—at the 95% confidence level - subject to a sampling variation of 2-4%.

The survey probed the attitudes of employees to the main changes proposed by the Government, which include:

- Abolishing protection from unfair dismissal
- Removing conditions from the award safety net
- Limiting the ability of workers to collectively bargain with their employer
- Changing the way minimum wages are set so there are smaller pay increases in future
- Moving employees from awards and collective agreements onto individual contracts
- Reducing the role of the independent Industrial Relations Commission.

The Government's proposals are a massive attack on the basic rights of working Australians and the poll shows they are completely at odds with the expectations of the working public.

Working families are struggling to keep their heads above water and they know that any changes that reduce their job security or put downward pressure on their wages and conditions will only make their life harder." (Source: ACTU)

Poll results

Australian Political Influence Survey

A study of elected officials in Australia and what most influences their opinion was undertaken in March 2005 by Parker & Partners (P&P). P&P is a public affairs firm in Asia Pacific. It comprises a team of specialists in the public affairs disciplines of government relations and lobbying; media management; and issues and crisis management.

Parker & Partners conducted a public affairs survey that asked 60 Australian politicians what most influenced their political and policy decision-making processes.

The results and key findings are contained within this document. This is the first of many influence surveys to be conducted globally to compare and contrast different influence touch points globally.

P&P's Australian Political Influence Survey focuses on three key questions asked of 60 Australian all-party political decision-makers from both state and Federal governments.

The results offer, for the first time, concrete insights into the types of activities and approaches that Australian and international organisations should consider when seeking to engage with government on various policy issues, commercial opportunities or issues of concern.

Australian Political Influence Survey

A study of elected officials in Australia and what most influences their opinion

March 2005

Three key findings become clear on analysing the data:

- Australian politicians are most influenced by media and their constituents. This survey demonstrates that involving a politician's local community and using their local paper as a 'pressure point' are two critical ways to most influence their thinking and behaviour.

- The most effective communications tools for convincing government are direct, active engagement and the provision of timely and accurate data. Both are by far the most effective way to communicate a point

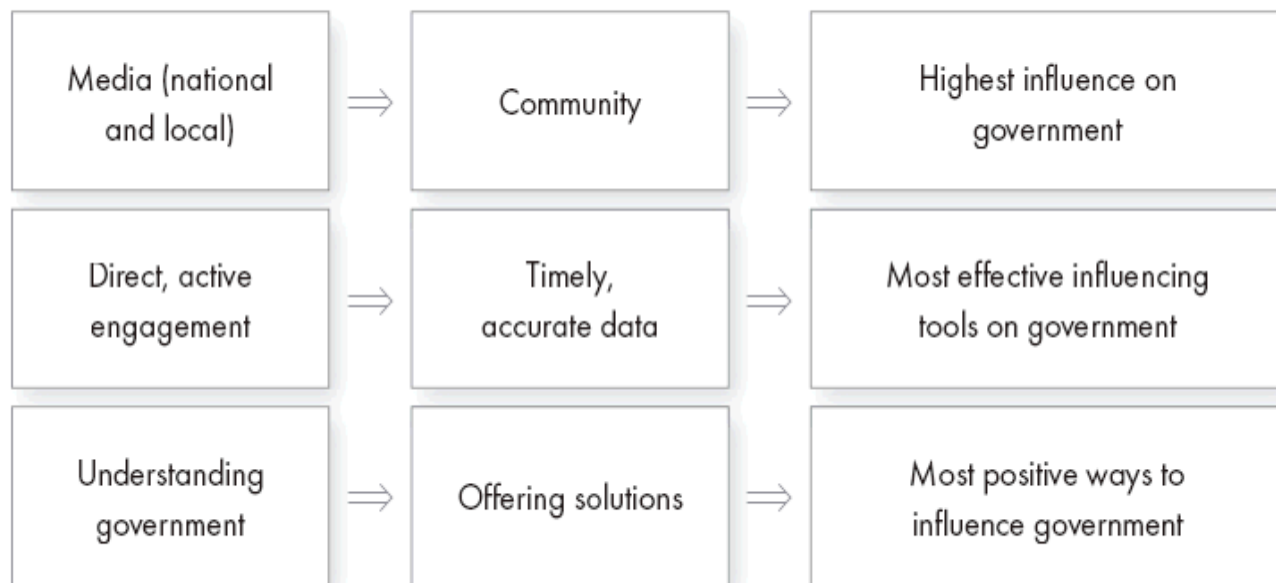
- significantly more "highly effective" than commissioning research and opinion polling or simply relying on political 'contacts' to make your case informally.

- Failing to understand how government processes work and being too overt in your approach are their two biggest bugbears.

Understanding the ‘game’ and being subtle, friendly and armed with solutions will have significantly greater influence.

These findings can be summarised as follows:

These findings can be summarised as follows:



Of particular interest is the breakdown in each category between what is classified as “highly influential” as opposed to simply “influential”, or “highly negative” and “negative” – the detail of which is explored in the main component of this report. For example, ■ 36% of politicians said their local community and constituents were highly influential on their political and policy thinking.

■ 33% nominated local and national media as highly influential.

■ Yet only 16% of politicians said opinion polling was highly influential.

As with any campaign, there is no “one size fits all”, and in many cases, a combination of communications activities will be required to secure a client’s commercial and/or policy objectives. However this research provides some valuable initial insights into what works best when working with government.

The key statistics of this survey reveal:

■ 36% of government decision makers indicate their local constituents or the local community is highly influential on them.

■ Only 16% of decision makers indicated research and opinion polling was highly influential on them, and 28% specifically indicated it was not very influential or the least influential on them.

■ 43% of decision makers acknowledge that the direct approach is a highly effective influencing tool.

■ 36% of decision makers find data and credible economic information a highly effective influencing tool.

■ 67% of decision makers find a pushy or aggressive approach a highly negative influence.

■ 61% of decision makers find overtly commercial goals to be a negative influence, and a further 18% find it highly negative.

■ 49% of decision makers find a lack of understanding of how government makes decisions a highly negative influence, and a further 41% find it negative.

■ In contrast, 69% of decision makers find the offering of solutions by an individual or organisation to have a highly positive influence, and a further 30% find it positive.

■ 33% of government decision makers indicate national and local media is highly influential on them.

■ 23% of decision makers indicated private organisations, business or industry was highly influential – the third most “highly influential” but significantly less than the influence wielded by the community and media

Methodology

Parker & Partners undertook a public affairs survey with a mixture of Federal and state government parliamentarians.

The objectives of the survey were to:

■ Provide insights and understanding into what influences decision makers in terms of political thinking and policy making, the most effective tools of communication and engagement, and the approaches which would have positive or negative effects on decision makers; and ■ Use the results to provide useful information to Parker & Partners’ clients – organisations and businesses seeking to engage with government in the most effective manner.

The survey was conducted in two stages:

STAGE ONE - INTERVIEWS WITH GOVERNMENT OFFICIALS

Over 60 interviews with:

- A mixture of 60 Australian Federal and state parliamentarians.



STAGE TWO – SURVEY ANALYSIS

Recording and analysis of the survey data including:

- Collation, analysis and reporting; and
- Comparison of the data.

General survey information:

- Survey questions were designed so that they could test political influence across a range of different countries regardless of differences in respective political systems. As the basis for the first comparative survey questions were kept relatively simple.
- In order to ensure accurate and personal responses to the client questionnaire, all interviews were conducted either in person, over the telephone or by return fax/email.
- The survey was commenced against the context of a Federal election, with respondents particularly attuned to what influences them.
- P&P is obliged to guarantee anonymity to each of the interviewees to ensure the responses reflected true sentiments about influence.

Survey findings

National and local media / local constituents or community:

A total of 89 per cent of respondents indicated that national and local media was influential on their political thinking and policy making, and 88 per cent indicated the same for local constituents and the community.

More revealingly, within those respondents, 36 per cent indicated local constituents and the community are “highly influential”, and 33 per cent of respondents nominated national and local media as “highly influential” – around 10 per cent more than those who selected political individuals and organisations, or private organisations and business, and more than 20 per cent more than research and opinion polling.

These results are not surprising given our electoral system and its correlation to established geographic areas, and therefore our parliamentarians’ primary concerns. In any communications campaign, engaging the community, either directly, or through the media, will be influential on Australian decisionmakers, and managed well, will help achieve the desired outcome.

Private organisations, business or industry:

A total of 84 per cent of respondents indicated that private organisations, business or industry representations were “influential” to them, with 23 per cent of these being highly influential.

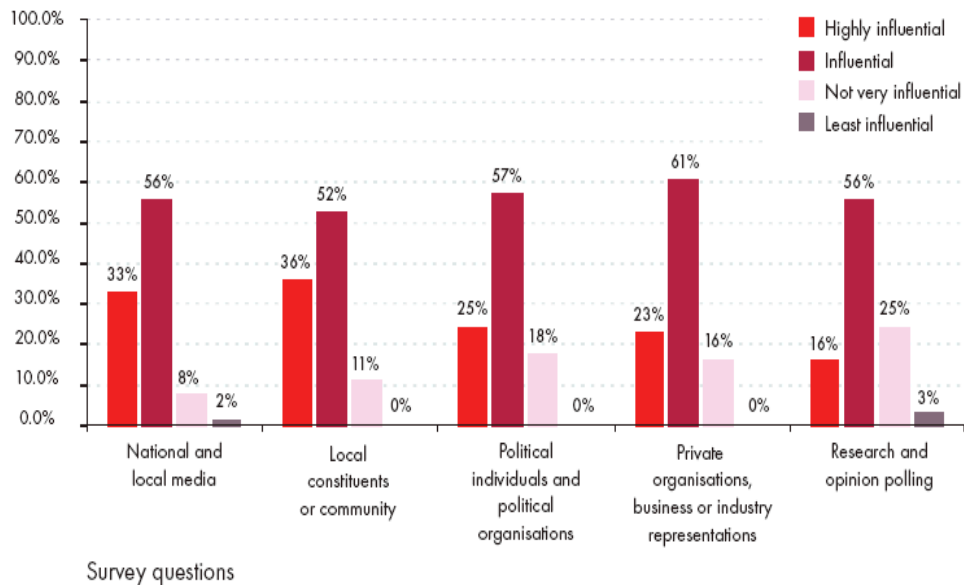
Governments will pay particular attention to an organisation’s or industry’s concerns if they feel the issue at hand has the potential to affect large numbers of Australians – either as a votewinner or vote-loser.

From a campaign perspective, this illustrates the important role a high profile ‘third-party’ organisation – often an industry association or

Question 1: Influences on political thinking and policy-making

Question 1: Influences on political thinking and policy-making

CHART Q1 Australia: Influential / not very influential comparison of political thinking and policy making



National and local media / local constituents or community:

A total of 89 per cent of respondents indicated that national and local media was influential on their political thinking and policy making, and 88 per cent indicated the same for local constituents and the community.

More revealingly, within those respondents, 36 per cent indicated local constituents and the community are “highly influential”, and 33 per cent of respondents nominated national and local media as “highly influential” – around 10 per cent more than those who selected political individuals and organisations, or private organisations and business, and more than 20 per cent more than research and opinion polling.

These results are not surprising given our electoral system and its correlation to established geographic areas, and therefore our parliamentarians’ primary concerns. In any communications campaign, engaging the community, either directly, or through the media, will be influential on Australian decisionmakers, and managed well, will help achieve the desired outcome.

Private organisations, business or industry:

A total of 84 per cent of respondents indicated that private organisations, business or industry representations were “influential” to them, with 23 per cent of these

being highly influential. Governments will pay particular attention to an organisation's or industry's concerns if they feel the issue at hand has the potential to affect large numbers of Australians – either as a votewinner or vote-loser.

From a campaign perspective, this illustrates the important role a high profile 'third-party' organisation – often an industry association or special interest group – can play in facilitating government relations and lobbying objectives.

Political individuals and organisations:

The survey revealed that the importance of engaging with thought-leaders within political parties as a key part of a communications campaign should not be underestimated, as the party political process remains key to policy development in government.

25 per cent said political individuals/ organisations were “highly influential” and a total of 82 per cent indicated they had influence.

For organisations seeking to engage with government, these kinds of party political processes could include committee presentations and submissions, individual meetings and briefings, interaction at party political conventions and related business programs, and targeted fundraising.

Research and opinion polling:

Somewhat surprisingly, research and opinion polling attracted the least support within this survey question, with nearly 30 per cent of decision makers indicating it was “not influential”.

From a campaign point of view it is clear that whilst raw data can help in developing an argument, skills in broader campaign messaging are required to convince decisionmakers to support a particular objective.

What it means for our clients:

In the Australian political system, the 'raw nerve'

continues to be the electorate – the voters

who determine which party will be elected to

government. For this reason alone, organisations

seeking to influence government should ensure

they consider the use of the media – both

national and local – to promote their cause.

Where appropriate, a 'grass roots' campaign utilising members of the local community will also be highly effective. Against the context of an approaching election, this strategy can be further fine-tuned to apply pressure to the marginal seats that each political party is so desperate to win.

Despite the overwhelming influence of media and the community, a lengthy and effective government relations campaign is likely to incorporate most, if not all the identified influences in varying degrees.

8

The information contained in this report is proprietary and cannot be used in any form of reproduction

without the express permission of Parker & Partners and Ogilvy PR Worldwide. All rights reserved.

The direct approach:

91 per cent of respondents indicated "the direct approach" or face-to-face was effective in influencing a government decision maker.

43 per cent said it was highly influential, the highest response in this section of the survey.

The high level of support for "the direct approach" is evidence of Australian

governments' high regard for open-ness and interaction with the broader Australian community – again, no doubt inextricably linked to the electoral accountability our parliamentarians are subjected to through our system of compulsory and regular voting.

If an organisation has an issue it wishes the government to address, it should not shy away from finding a means to engage face-to-face with government. In other words, don't take no for an answer.

Credible data and economic information:

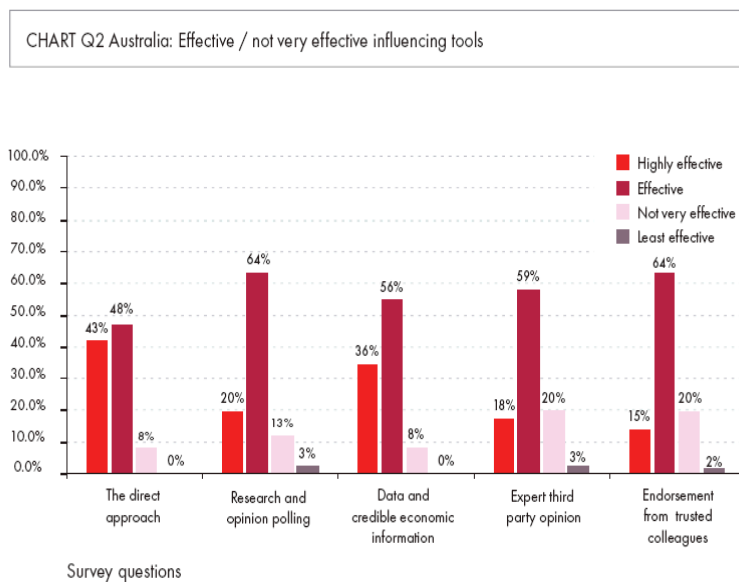
The survey results show that a key part of an organisation's engagement with government should include the provision of "data and credible economic information". Australian government decision-makers seek this information as the basis for making a sound public policy decision.

An organisation which can provide credible and compelling data to support its case will find it easier to convince government of the need for reform or change. The regular supply of this kind of reliable information will work well

to cement strong and ongoing relationships with government.

92 per cent of respondents indicated “data and credible economic information” was an effective tool to influence a decision maker, with 36 per cent classifying it as “highly effective”.

Question 2: The most effective tools that influence a decision maker



The direct approach:

91 per cent of respondents indicated “the direct approach” or face-to-face was effective in influencing a government decision maker. 43 per cent said it was highly influential, the highest response in this section of the survey.

The high level of support for “the direct approach” is evidence of Australian

governments' high regard for open-ness and interaction with the broader Australian community – again, no doubt inextricably linked to the electoral accountability our parliamentarians are subjected to through our system of compulsory and regular voting.

If an organisation has an issue it wishes the government to address, it should not shy away from finding a means to engage face-to-face with government. In other words, don't take no for an answer.

Credible data and economic information:

The survey results show that a key part of an organisation's engagement with government should include the provision of "data and credible economic information". Australian government decision-makers seek this information as the basis for making a sound public policy decision.

An organisation which can provide credible and compelling data to support its case will find it easier to convince government of the need for reform or change. The regular supply of this kind of reliable information will work well

to cement strong and ongoing relationships with government.

92 per cent of respondents indicated “data and credible economic information” was an effective tool to influence a decision maker, with 36 per cent classifying it as “highly effective”.

Research and opinion polling: 9

This is in stark contrast to the provision of “research and opinion polling” – quite a different type of information, and one which government decision makers have indicated they are more sceptical of, given the nature of research and opinion polling is that the questions and subject areas can be more easily manipulated by the initiator to achieve a predetermined ‘desirable’ result.

84 per cent of respondents indicated “research and opinion polling” was an “effective” tool of influence but of these only 20 per cent deemed it “highly effective” – only a little over half as many as those who identified credible data and economic information as “highly effective”.

This was somewhat unexpected given the survey was undertaken against the context

of a Federal election and at a time when governments are usually more highly sensitive to opinion polls.

Third-party expert opinion and endorsement from trusted colleagues:

The relatively low level of support for “expert third party opinion” and “endorsement from trusted colleagues” illustrates the robust nature of public policy development in Australia and should be welcomed by Australian organisations.

Government influencers are more willing to engage in open and constructive debate using credible data as its base for reform, than purely relying on the say-so of an expert or a colleague.

Nevertheless, there are times within public policy campaigns when experts and parliamentary colleagues can be used beneficially, although usually towards the end of a successful positioning and communications campaign where that ‘little extra support’ is what helps guarantee success.

The new Senate arrangements at a Federal

level commencing 1 July 2005, will likely see an increase in the power of the backbench and party room forums in terms of influence.

What it means for our clients:

As identified in question one, a successful communications campaign in Australia can be expected to draw on most if not all of the identified tools of communication.

The nature of the tools revealed to be effective reflects the reality of one-on-one interaction with government decision-makers.

For example, the direct approach to a political decision-maker should involve the presentation of reliable third party opinions and credible data and information, supported by a public campaign involving opinion polls and related media, as well as lobbying of indirect influencers i.e. people who will in turn influence the key decision-maker.

10

The information contained in this report is proprietary and cannot be used in any form of reproduction

without the express permission of Parker & Partners and Ogilvy PR Worldwide. All rights reserved.

Aggressive approach:

Although Australian government decision makers welcome the opportunity to engage with the broader Australian community, there are undoubtedly “rules” for successful engagement.

More than 67 per cent of respondents indicated that a pushy or aggressive approach was a “highly negative” influence on them and a further 28 per cent indicated it would have a “negative” influence.

Gone are the days when government relations and lobbying was best achieved by a ‘gentle nudge’, ‘a word in the Minister’s ear’ or a ‘reminder’ of how that parliamentarian achieved his or her seat, or for that matter, threats of possible repercussions if a certain course of action is not taken.

Lack of understanding of how government makes decisions:

Similarly, a lack of understanding of how government makes decisions will also have a negative effect on an organisation’s ability to influence government.

Just over 90 per cent rated a lack of understanding of government as a negative

impact, with 49 per cent classifying it as

“highly negative”.

Understanding how government works, what

its priorities and concerns are, and the kinds

of issues and messages that will resonate

with key government decision makers is

imperative for a successful communications and

government relations campaign. Organisations

are recommended to seek advice on these

important matters if they are unsure of where

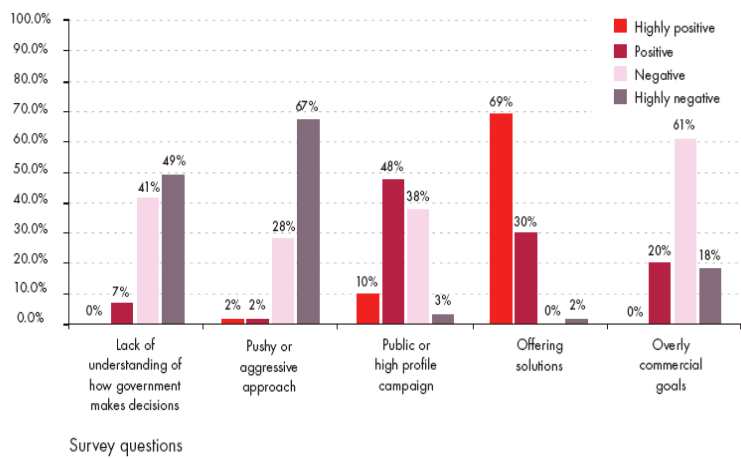
their own objectives fit against a government’s

broader agenda.

Question 3: Ability to influence a decision maker

Question 3: Ability to influence a decision maker

CHART Q3 Australia: Positive / negative effect on ones ability to influence decision makers



Aggressive approach:

Although Australian government decision makers welcome the opportunity to engage with the broader Australian community, there are undoubtedly “rules” for successful engagement.

More than 67 per cent of respondents indicated that a pushy or aggressive approach was a “highly negative” influence on them and a further 28 per cent indicated it would have a “negative” influence.

Gone are the days when government relations and lobbying was best achieved by a ‘gentle nudge’, ‘a word in the Minister’s ear’ or a ‘reminder’ of how that parliamentarian achieved his or her seat, or for that matter, threats of possible repercussions if a certain course of action is not taken.

Lack of understanding of how government makes decisions:

Similarly, a lack of understanding of how government makes decisions will also have a negative effect on an organisation’s ability to influence government.

Just over 90 per cent rated a lack of understanding of government as a negative

impact, with 49 per cent classifying it as “highly negative”.

Understanding how government works, what its priorities and concerns are, and the kinds of issues and messages that will resonate with key government decision makers is imperative for a successful communications and government relations campaign. Organisations are recommended to seek advice on these important matters if they are unsure of where their own objectives fit against a government’s broader agenda.

Offering solutions: 11

Perhaps illustrating the ‘maturity’ of Australian public policy development, government decision-makers respond particularly well to organisations or individuals that “offer solutions” to a problem. 69 per cent believe that organisations offering solutions to a problem will have a “highly positive” effect on the success of their campaign, and a further 30 per cent suggested it was “positive”.

In the past lobbying has focused on criticising (or ‘whingeing’ about) the status quo. A far

more effective means for an organisation to achieve reform is to not only identify and articulate the problem, but to also devise and offer a solution to that problem.

Ideally the 'solution' will be backed up by credible data as well as have support from broader industry or community interests.

Public or high profile:

Reflecting the results of Question 1 of the survey, well over half of all respondents indicated that a high profile or public campaign has a positive effect on them. This is undoubtedly linked to the fact a high profile campaign, by necessity, will utilise media – and in doing so, have an impact upon a particular community or the broader Australian electorate.

Although not always appropriate for every government relations strategy, the findings demonstrate the importance of not overlooking broader positioning and communications activities in achieving an organisation's government relations objectives. A public 'face' for a campaign – someone whom the community respects and/or will identify with,

can also be a highly effective campaign tool.

Overtly commercial goals:

Ultimately it must be remembered that governments have a responsibility to govern for all their citizens, not just a handful of individuals.

So too, organisations must realise that their own commercial objectives may not necessarily reflect the government's broader policy agenda.

79 per cent of interviewees stated that overtly commercial goals had a "negative" effect on one's ability to influence a decision maker and 18 per cent indicated this to be "highly negative".

A key challenge for any government relations campaign is to identify how well the issue reflects the government's priorities and concerns, and to develop appropriate messaging accordingly.

What it means for our clients:

In Australia, the priority for engagement with government is to understand how government processes work, and to offer some kind of alternative, or solution, to the challenge your organisation has.

A high profile public campaign to accompany an organisation's dealings with influencers is likely to have a more positive than negative effect and therefore should be carefully considered as an adjunct to the campaign.

Regardless of the merits of the issue, organisations should not expect the government to automatically adopt their specific commercial objectives as a broader government position.

This is where the value of a strategic communications campaign will come to the fore.

12

The information contained in this report is proprietary and cannot be used in any form of reproduction

without the express permission of Parker & Partners and Ogilvy PR Worldwide. All rights reserved.

The success of the survey and its recorded findings has provided us with a body of useful research,

which shows the kinds of activities that can influence government officials in the following areas:

- Political thinking and policy making;
- Effective tools that influence a decision maker;
- Positive and negative influences on a decision maker.

This information assists in effective engagement with government on behalf of our clients

and enables us to address their government relations challenges with sound, professional

communications and public affairs advice.

The next step for this research is to work with the worldwide Ogilvy Public Relations offices in

Brussels, Washington DC, Moscow, Beijing, Tokyo and London to broaden the global body of

research that OPR can draw upon.

Category

Q1: Influences on political thinking

and policy making

HIGHLY

INFLUENTIAL

INFLUENTIAL

NOT VERY

INFLUENTIAL

LEAST

INFLUENTIAL

National and local media 33% 56% 8% 2%

Local constituents or community 36% 52% 11% 0.0%

Political individuals or organisations 25% 57% 18% 0.0%

Business or industry 23% 61% 16% 0.0%

Research and opinion polling 16% 56% 25% 3%

Q2: Effective tools that influence

a decision maker

HIGHLY

EFFECTIVE

EFFECTIVE

NOT VERY

EFFECTIVE

LEAST

EFFECTIVE

Direct approach 43% 47% 8% 0%

Research and opinion polling 20% 64% 13% 3%

Data and credible economic information 36% 56% 8% 0%

Expert third party opinion 18% 59% 20% 3%

Endorsement from trusted colleagues 15% 64% 20% 2%

Q3: Ability to influence a decision maker

HIGHLY

NEGATIVE

NEGATIVE POSITIVE

HIGHLY

POSITIVE

Lack of understanding of government decision making 49% 41% 7% 0%

Pushy or aggressive approach 67% 28% 2% 2%

Public or high profile campaign 3% 38% 47% 10%

Offering solutions 2% 0% 29% 69%

Commercial goals 18% 61% 20% 0%

Parker & Partners results summary

Parker & Partners Australian survey

Conclusion

CANBERRA

Ground Floor, Boeing House

55 Blackall Street

Barton ACT 2600

Tel: +61 2 6273 0585

Fax: +61 2 6273 0595

canberra@p-p.com.au

SYDNEY

Level 24, Tower 2, Darling Park

201 Sussex Street,

Sydney NSW 2000

Tel: +61 2 8281 3288

Fax: +61 2 8281 3289

sydney@p-p.com.au

MELBOURNE

Singleton, Ogilvy & Mather

208-212 Park Street

South Melbourne 3205

Tel: +61 3 9696 6333

Fax: +61 3 9696 4019

melbourne@p-p.com.au

The National Values Framework for Values Education in Australian Schools

The National Framework for Values Education in Australian Schools was developed from the Values Education Study 2003 and national consultation of the Draft Framework.

The National Framework was agreed to and endorsed by all the state and territory Ministers of Education and then distributed to all Australian schools in February 2005.

The Framework recognises the values education policies and programmes already in place in education authorities and Australian schools. It also recognises that there is a significant history of values education in government and non-government schools drawing on a range of philosophies, beliefs and traditions.

The National Framework for Values Education in Australian Schools sets out:

- an underpinning vision for improved values education in Australian schools;
- eight Guiding Principles to support schools in implementing values education;
- key elements and approaches providing practical guidance to schools in implementing values education; and
- nine Values for Australian Schooling that emerged from Australian school communities and from the National Goals for Schooling in Australia in the Twenty-First Century.

To view the poster that will be displayed in schools see: **[Values for Australian Schools - poster](#)**

At http://www.dest.gov.au/ministers/nelson/9_point_values_with_flag_only.pdf

National Values Forum 2 & 3 May 2005

One hundred and thirty participants representing all States and Territories systems and sectors, a range of Australian schools and representatives of principals, parents and subject associations attended the National Values Education Forum at the National Museum in Canberra.

The forum was opened by the Hon Dr Brendan Nelson, MP, Minister for Education, Science and Training. Keynote speakers were Susan Pascoe, Director of the Catholic Education Commission of Victoria who provided the context for values education and Professor Terence Lovat who spoke about the links between values education and Quality Teaching and the teacher's capacity to make a difference.

Speeches of **[Professor Lovat & Susan Pascoe](#)**

Ms Susan Pascoe, the Director of the Catholic Education Commission of Victoria was the keynote speaker for the National Values Education Forum. She began her address by stating that in May 2005 we cannot afford the narrow comfort of focussing solely on the values we developed ourselves for Australian schools - as good as they are. Instead we need to consider them in the light of local and global realities and the social, geopolitical and technological environments in which we live. How does an Australian experience these realities?

2005 National Values Education Forum

National Museum of Australia

2 May 2005

Values Education: Setting the Context

Susan Pascoe

Executive Director, Catholic Education Commission of

Victoria (CECV)

1.1 The world in which we live

The twenty first century has opened with a series of arresting events which have shaken our core values and beliefs. The attack on the Twin Towers in New York City on September 11th 2001 confirmed terrorism as the modus operandi of some aggressors and robbed us of the comfort of homeland security. Later terrorist attacks in Madrid, and closer to home in Bali and Jakarta, underlined the scale of this silent network and its deadly force. We began the century on a high with the 'millennium bug' relegated to the realms of techno-nerd paranoia and a Mexican wave of celebrations across the globe. Commitments by major industrialised nations to poverty alleviation in less developed countries put the globe on a small first step to a fairer share of its bounty.

It is beyond the scale of this paper to undertake a full geopolitical analysis which would draw attention to ongoing tensions in Africa and Northern Asia, the scourge of disease in many parts of the world and the continuing need for the more affluent to address poverty reduction with the less affluent. The destruction of the Boxing Day tsunami which

claimed some 300,000 lives and wrought devastation in our neighbours' back yards, drew an unprecedented response of compassionate concern from the Australian community and highlighted the degree to which we understand our lives and fates are interconnected with the human family in the region.

On a smaller scale, the technology of the global village allowed us to sit in our lounge rooms in April this year and observed the different deaths

2

of Terri Schiavo in a hospital in Florida and Pope John Paul II in his apartment in Vatican City. The ethical debates on rights to life and death were aired universally.

I am beginning this paper with a broad brush to illustrate the value laden environment in which we live and the need to continually reassess our ethical response. If technology allows Terri Schiavo to remain alive, should she? If our neighbours suffer a devastating natural disaster, what should be our response? If poverty and disease afflict other parts of the world, are we in any way responsible for their alleviation? And if our silent enemy uses terrorist tactics against us, how should we protect ourselves?

My role is to set the context for the forum and to canvass some of the issues. My own view is that in May 2005 we cannot afford the narrow comfort of focussing solely on the values we developed ourselves for Australian schools – as good as they are. Instead we need to consider them in the light of local and global realities and the social, geopolitical

and technological environments in which we live. How does an Australian experience these realities?

1.2 Being an Aussie

The birth of Australian democracy was arguably the most peaceful in the world. There were no revolutions and the Eureka Stockade was a rebellion generated as much by miners' rights as by the lofty ideals of the Ballarat Reform League. While we have little to be proud of in our first piece of legislation, the White Australia Policy, we have since the post war migration waves of the second half of the twentieth century shown ourselves to be amongst the most welcoming and inclusive nations on earth. We enjoy a respected judicial system, stable governments and electoral processes which are scrutinised to ensure they are fair and transparent. While our current period of prosperity has not been equally shared by all, the standard of living for most Australians is rising. This is not a triumphalist note of self-congratulation, but a recognition of the robust institutions and cohesive communities we enjoy.

Australia has a system of government and non-government schools which provide choice and diversity. All schools operate within the framework of the 1999 *Common and Agreed Goals for Australian Schools* (the Adelaide Declaration) and all are expected to teach democratic values.

All schools receive partial or full government funding and all are

3

accountable for the appropriate expenditure of that funding and for the effectiveness of their educational programs.

Given our history and current circumstances, what kind of values should Australian schools teach? Can we expect all schools to teach common values? Where do we begin this complex task?

2.0 Where do we begin?

The Australian Government's *National Framework for Values Education in Australian Schools* (Australia, 2005) is an outstanding initiative which builds on the *National Goals* (MCEETYA, 1999) and complements earlier initiatives such as the *Discovering Democracy* Project (Australia, 1997). As argued earlier, we need to locate the values in the *National Framework* (outlined in Attachment 1) in a broader local and international context if we are to maximize the learning benefit to students. Our global interdependence is recorded daily in economic and security treaties with neighbours, cross-national environmental tensions related to water usage and air quality and markets which transcend national boundaries and the Gross Domestic Product quantum of many countries. And the spectre of terrorism lives within us.

Business as usual won't do. We need to attend to our own Australian *Values Framework* as well as imbue in students an understanding of universal values and intercultural and interfaith understanding. What better place to start than the United Nation's *Universal Declaration of Human Rights* (UN, 1948)

Wrought from the wreckage of World War 11, this declaration sought to affirm fundamental and common human rights and freedoms and to lay the groundwork for a more peaceful world. Time does not permit a full

examination of its thirty articles. However, even a cursory look at Articles 1, 3 and 7 will illustrate the degree to which the values in our Australian framework are derived from these universal values.

Article 1

All human beings are born free and equal in dignity and rights.

They are endowed with reason and conscience and should act

towards one another in a spirit of brotherhood.

Article 2

4

Everyone has the right to life, liberty and security of person.

Article 7

All are equal before the law and are entitled without any

discrimination to equal protection of the law.

While the values in the *National Framework* are written in accessible language, the congruence with the values in the *Universal Declaration* is clear. For example, the values of a fair go and freedom can be related to all three articles cited above.

As we are preparing students for the reality of globally connected lives it is essential to relate our own values to a more universal values set.

Recent efforts in Victoria to embed these disposition and values in the curriculum will be discussed below.

Another means of ensuring our values achieve the dual goals of social cohesion and global connectedness is to consider them in light of the report to UNESCO of the International Commission on Education for the

Twenty-first Century, *Learning: The Treasure Within* (Delors, 1996).

There is a timeless quality to this report which argues that learning should be organised around four pillars:

Learning to know

Learning to do

Learning to be and

Learning to live together.

All of the values in the Australian framework can be related to these four pillars. It is important that we stretch ourselves beyond our shoreline to international education initiatives such as the Delors Report as they provide a common and comprehensive basis for dialogue and understanding. Common ground is important in considering the role that education can play in promoting intercultural and interfaith understanding and thereby contributing to initiatives to combat the threat of terrorism.

A shared understanding of and commitment to our own values is an important place to start. From there we can enter into dialogue.

Maximum benefit will be gained from dialogue when we have some knowledge of the culture or faith we are encountering.

At the recent conference of the Australian National Commission for UNESCO, *Education for Shared Values and for Intercultural and*

5

Interfaith Understanding, delegates from 51 countries put the position that education has a role to play in the immediate and long-term process of building peace and intercultural and interfaith understanding. In doing

so the conference recognised the roles of families, other cultural and religious institutions, governments, the business community, NGOs and the media. Educators do not work in isolation but we do have privileged access to the next generation and the capacity to work toward more harmonious futures.

The report of the UNESCO conference (UNESCO, 2005) called on education systems (amongst other strategies) to incorporate common and agreed values into curricula and to prepare education content capable of promoting intercultural and interfaith understanding. It made reference to the necessity of preparing and supporting teachers for values teaching and the need for quality teaching resources. In light of these calls to action, it is pleasing to see that Australia has gone a long way to meeting these recommendations and that this second DEST forum is providing a valuable educational experience for teachers.

This discussion on starting points has made reference to international initiatives and to Australia's National Goals for schooling. It is also instructive to note the understanding of MCEETYA1 at its July 2002 meeting when it endorsed a values education study that education is as much about building character as it is about equipping students with specific skills, and that parents expect schools to help students understand and develop personal and social responsibilities.²

Similar understandings were contained in the 1994 report of the Civics Expert Group, *Whereas the People...* (Macintyre, 2004) This report argued that civics and citizenship education was as essential a foundation

in Australian schooling as literacy and numeracy and that effective teaching in the area would depend as much on good curriculum and teaching materials as on the structures and practices in the school and the dispositions and actions of teachers. Like citizenship education, character building is as much modelled as taught.

The program of professional development and materials development that sprung from the report of the Civics Expert Group lasted for a decade under the rubric of *Discovering Democracy*. There are online and print resources from this extensive materials development exercise which can

1 MCEETYA is the Ministerial Council for Education, Employment, Training and Youth Affairs.

2 Cited in *National Framework for Values in Australian Schools*, (Commonwealth of Australia, 2005)

6

be used by teachers working to instil the nine *Values for Australian*

*Schooling*³. The principles explicit in the program are those relating to:-

- Democratic decision-making and popular sovereignty
- Government accountability
- Civility, truth-telling and respect for the law
- The value of individual and collective initiative and effort and
- Concern for the welfare, rights and dignity of all people.

These principles are supported by values such as tolerance, acceptance of cultural diversity, respect for others and freedom of speech, religion and association – all contained within the nine *Values for Australian Schooling*. *Discovering Democracy* provides a strong foundation for

teachers work in values education.

3.0 How do systems respond?

The support of all Ministers at MCEETYA in 2002 for the Values Education Study provides the foundation for systemic responses. While the development of the *National Framework* has been lead by the Australian Government, it builds on MCEETYA's Goals and was developed through national consultative processes. Some systems may encourage schools to implement the national framework under the auspices of the Australian Government's Values Education Programme⁴ while others may introduce initiatives of their own. Arguably the values base of the curriculum in Western Australia and the recent moves to assess students in years 3, 7 and 10 (Pascoe, 2005) in the social domain exceeds the scope of the Values Education Program.

In a similar move the recently launched *Victorian Essential Learning Standards* (VCAA5, 2005) argues that all students need to develop capacities to:

- Manage themselves as individuals and in relation to others
- Understand the world in which they live and
- act effectively in that world. (Overview p4)

To prepare students for a modern, globalised world the VCAA curriculum pays as much attention to processes of physical, personal and social development as traditional disciplines and interdisciplinary capacities. (See attachment 2) The learning principles – learning for all, pursuit of excellence, engagement and effort, respect for evidence and

3 Print materials including *Discovering Democracy* kits and readers were sent to schools during the

development period and online materials can be assessed at www.curriculum.edu.au/democracy

4 This program has a budget of \$29.7m over four years for a range of initiatives.

5 VCAA is the Victorian Curriculum and Assessment Authority

7

openness of mind – mirror many of the values in the *National*

Framework. Curricula such as the VELS and the WA Curriculum

Framework make it easy for teachers to implement values as part of the process of learning.

Two ways that systems can encourage the teaching and attainment of values is to evaluate programs in school reviews and to provide assessment in the area. School reviews can and should move beyond those areas which are directly measurable to ensure schools are attaining their missions⁶. System wide assessment has begun in Civics and Citizenship including assessing citizenship dispositions and skills⁷. At a future conference (Pascoe, 2005) I will argue that sufficient robust and innovative research has been done in Australia on assessment in the social domain for us to consider systemic and school applications.

4.0 How do Schools Respond?

There is a baseline requirement for schools' work in values education and that is the prominent display of the poster of the nine *Values for Australian Schooling*. It is anticipated that most schools will avail themselves of the funding to conduct local forums to consider the place of

values in school policies and practices. In addition some schools will have already tendered in clusters for generous funding in the Values Education Good Practice Schools Project to demonstrate how values education is core to education provision in their school.

As the *National Framework* notes in its introduction, there is a significant history of values education in government and non-government in Australia. One noteworthy project is the *Harmony through Understanding Project* conducted across Jewish, Islamic, Catholic, Government and other non-government schools in Melbourne. The project brings students face to face to get to know one another and to discuss their cultural and religious differences. It has been conducted successfully for a number of years and is lauded by all those involved as increasing intercultural and interfaith understanding and providing an opportunity for students to move from their comfort zone to get to know 'the other'.

6 A clear account of how one school measured the attainment of its Mission Statement is given in a

paper by Michael Chaney to the Association of Heads of Independent Schools in Australia (AHISA) in

2002

7 This is conducted under the auspices of MCEETYA's Performance Measurement and Reporting

Taskforce and administered on a sample basis to students in years 6 and 10.

8

A good account of values education approaches in a range of different schools is contained in the Australian College of Educators' 2002

Yearbook *Values in Education*. Amongst the descriptions, Principal Christine Cawsey describes principles of learning at Rooty Hill High School in New South Wales which predate and predict the *Australian Values*; Paul Forgasz surveys the literature on teaching values in Jewish schools; and Salah Salman, Principal of King Khalid College in Melbourne provides an Islamic perspective. One can make the judgement that all these schools could integrate the *Australian Values* with ease. Indeed, as they are 'values literate', they are already a step ahead.

Other schools will need to review their vision and mission statements, audit their curriculum for opportunities for explicit values teaching where appropriate and plan for extra curricular opportunities for students to learn or demonstrate values dispositions and behaviours. This might sound daunting but all schools are teaching values already – there is no such thing as a value free or value neutral school. Neutrality is in itself a value. This exercise asks schools to check that the values they are imparting are the ones they value.

5.0 How do teachers respond?

The nine *Values for Australian Schooling* are a mix of democratic virtues, ethical dispositions, personal attributes and learning principles. As such some will lend themselves to explicit modelling in classrooms and others will require cross-curricular and whole school approaches. Some teachers could feel ill-equipped to respond and professional development will be required. It is a truism that values are caught and not taught.

While initial learning can happen in formal settings, changes in behaviour usually require opportunities for students to spontaneously demonstrate the attainment of an attribute in a real or simulated situation. Such opportunities will need to be carefully planned and teachers will require some guidance. It would be helpful if the learnings from the 'Good Practice' schools can feed into this process.

School structures and organisation and teacher attitudes and behaviours will be as influential as learning opportunities. Unequal learning opportunities, inconsistent discipline, lack of follow up on absenteeism or lack of pastoral care will all speak volumes to students about the real values in the school. Conversely, teachers knowing students' names and asking after their wellbeing, applying consistent consequences to misdemeanours, correcting work in a timely fashion and providing

9

constructive feedback also implicitly demonstrate the values in the school. School leaders and teachers will need to ensure that they model the values they espouse.

Conclusion

This paper has argued that the *Values for Australian Schooling* are being implemented at a point in history when we are facing uncertainty and change. As such the values anchor us to those beliefs and behaviours we share in Australia and which help provide social cohesion. They provide the starting point for future Australians to embrace the opportunities of engagement with our neighbours, and life in interdependent global

economic, technological, social and environmental orders. This values initiative will be strengthened by reference to universal values and rights and to international efforts to promote dialogue, intercultural and interfaith understanding and peace. Our students deserve no less.

10

Bibliography

Australian College of Educators, (2002) *Values in Education: College Yearbook 2002* (ed S. Pascoe.) ACE, Canberra.

Chaney, M (2002) *The Importance of Corporate Planning in School Governance*. Paper delivered to AHISA Chair of Governing Bodies Conference

Civics Expert Group, (1994) *Whereas the People...*

Commonwealth of Australia (1997) *Discovering Democracy* DEST. Canberra.

Commonwealth of Australia (2005), *National Framework for Values Education in Australian Schools*, DEST. Canberra.

Delors, J (1996) *Learning: The Treasure Within* Report to UNESCO of the International Commission on Education for the Twenty-first Century. UNESCO Publishing. Paris.

MCEETYA (1999) *The Adelaide Declaration on National Goals for Schooling in the Twenty-first Century*, MCEETYA. Melbourne.

Pascoe, S (2005 forthcoming) *Assessing Social Competence: Can and Should we be Assessing in the Social Domain?* Curriculum Corporation Conference, June 2005. Brisbane.

United Nations (1948) *Universal Declaration of Human Rights*. Geneva.

UNESCO (2005) Report of Conference on *Education for Shared Values and for Intercultural and Interfaith Understanding* Australian National Commission for UNESCO. Canberra.

VCAA, (2005) *Victorian Essential Learning Standards* VCAA, Melbourne.

Source: National Values Education at <http://www.valueseducation.edu.au/values/default.asp?id=8753>