

The Values Deficit:

How the ABC fails to deliver Australia's message around the world

Submission to the Senate Inquiry into Public Diplomacy

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1.0 Introduction

The Institute of Public Affairs was invited by the Senate's Standing Committee on Foreign Affairs, Defence and Trade to make a submission to its inquiry into the nature and conduct of Australia's public diplomacy. The Institute has produced this submission detailing its views on any proposed 'Public Diplomacy' program developed by the Australian Government, how it should be provided and mechanisms to ensure that it achieves its stated goal.

2.0 Public Diplomacy

The invitation to produce a submission to the inquiry deliberately avoided defining public diplomacy. For the purposes of this submission public diplomacy is broadly defined as efforts by the Government to communicate through word and deed Australia's national interest to other countries and societies. The Institute believes that Australia's attitude should be resolute and firm.

This correlates strongly with the description in the Australian Government's 1997 White Paper 'In the National Interest'. It described public diplomacy as 'a diplomacy which operates in that area of intersection between the soft realm of image and the hard edge of a country's economic and political interests'.¹

3.0 Australian Values

Central to achieving this goal is identifying and promoting Australian values. The Government has previously stated that Australia's 'national interest cannot be pursued without regard to the values of the Australian community'.

Australian values and those that make our society a success are also those that we should wish for the rest of the world. We should wish in our interest and theirs for them to enjoy the prosperity, harmony and cohesion our society enjoys. Our aim should be for these values to spread globally.

Identifying common values is a challenge. Australian society is diverse. This diversity is a strength. It does not mean that there are not common values that unite our society.

Since the election of the Howard Government two White Papers have been developed on Australia's foreign and trade policy. These are the first two White Papers on foreign and trade policy in Australia's history.

Throughout the White Papers there are threads of common values held by Australians. There was no single reference to stated values that could form the basis of Australian foreign and trade policy.²

Following an analysis of the two White Papers there are three common banners that Australia's values fall under, including:

1. **Liberal Democracy**, including political, social and economic freedom, the rule of law, democratic elections, the separation of powers and an independent and predictable judiciary.³
2. **Human Rights**, including tolerance of others, equal opportunity, the dignity of the individual, freedom of association and free speech.⁴
3. **Free Markets**, including limited Government involvement in the economy, free enterprise and trade, property rights and as low as possible taxation.⁵

These are, not coincidentally, the values which inform the research of the Institute of Public Affairs.

Further, the validity of these values is buttressed by their wide political support. With little deviation, they have been broadly held by the current and previous Federal Governments. The breadth is in their interpretation. In developing the analysis in Section 6 the original intention was to reference these values against Australia's major political parties.⁶ The universality of these values became apparent when the analysis showed limited divergence between the major political parties. All of Australia's major political parties supported these, or an interpretation of these values, consistently.

It should be acknowledged that contemporary minority political parties do not share all or parts of these values. This is no doubt why they are on the political fringe and remain minority political parties. The electoral success these values have brought mainstream parties are a clear indication of their broad community support.

4.0 Promoting Australian Values

Australia should not be afraid to state unequivocally in the belief and superiority of these values. As stated above, Australia's support for them should be resolute and firm.

Our firm belief in them is not out of a desire for conquest or social, political or economic imperialism. Our firm support for them should be because they provide the framework for a society that allows each person on this earth to lead their own life. This is something we wish for ourselves and we should wish for others.

Societies formed in opposition to one or more of these values have always failed to achieve this goal. Failure to recognise these values' importance to the establishment and maintenance of societies is to turn a blind eye to history.

The 20th Century was a testament to the failures of societies that did not adopt these values. Instead of enjoy-

ing stability, dignity and prosperity they suffered under tyranny, injustice, servitude and scarcity. The failure to achieve prosperity through control ensured those societies brought conflict to Australia and her allies. They also ensured our prosperity was stifled.

It also became trendy to believe that these values are not universal, do not suit or are not the ambition of each society. This is ignorant. History shows that every time people have a choice to accept liberal democracy, human rights and a free market they are willing. They vote with their feet. Sadly sometimes they sacrifice to achieve it. This is the spirit of refugees who drown on makeshift rafts in the Gulf of Mexico fleeing Cuba for the United States. Similarly it is the spirit of North Koreans who risk imprisonment, torture and death fleeing North Korea through China for South Korea or Japan. To the author's knowledge there are no cases of persons dying to get away from the United States, South Korea or Japan for Cuba and North Korea. It is also the spirit of people who defied threats of death to vote in Iraq's free elections.

We also cannot be afraid to promote the package deal. Liberal democracy, human rights and free markets are also intrinsically intertwined. They are mutually supportive and cannot fully exist without each other. They are the framework for Australia's success as a nation to date. We should wish their export in the interests of Australia and its adopted society.

They promote the interest of adopting societies by promoting the same benefits they have provided Australia, stability, dignity, prosperity and unleashing the maximum potential of the individual to benefit of themselves and society as a whole.

Their success with these values also meets Australia's national interest. Liberal democracies that respect human rights and have free economies promote their own, but also international, stability. This includes political, social and economic stability. They are less likely to go to war against other countries and aim to achieve challenges through diplomatic means.

Finally, we believe in these values and their exporting because the alternatives are undesirable for Australia's national interest and the interest of their adopting society. All of Australia's current and past enemies have opposed one or more of these values.

5.0 Delivering Australia's Values message

The role of promoting our values is also a challenge to our values. Government cannot be separate from promoting these values internationally. Yet when Governments abuse their authority they normally use it to corrupt society. The challenge is to deliver this message while ensuring that the delivery programs and mechanisms are not used to corrupt society.

This does not mean that the mechanism for their delivery need to be 'independent'. In fact it is not possible. The traditional definition of independence is independent from Government. If a program is funded by Government it cannot be independent. The best it can achieve is to be neutral of partisan interference. It is for this reason that the ABC cannot be independent, at best only neutral of partisan political interference.

The only form of independence available is when a good or service is accountable to the most democratic institution in our society, the free market. When a good or service is responsible to the market it is directly accountable to the people and not institutional interests.

In fact the mechanism developed to promote Australia's values should be far from independent. It should see its role to firmly and persuasively promote Australia's values. Its role should not be to question them.

To date much of Australia's 'soft power' has been the responsibility of the Australian Broadcasting Corporation (The ABC), particularly through such programs as 'Radio Australia' that is broadcast throughout the region. Unfortunately, their record raises questions about the ABC's capacity to promote Australia's values.

6.0 The ABC's record on Australian values

The ABC has played an important role in Australia's development. Under the ABC Charter it is charged with numerous responsibilities. Relevant to the promotion of public diplomacy, the ABC has responsibility to:

transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will ... encourage awareness of Australia and an international understanding of Australian attitudes on world affairs.⁷

Yet, if the ABC is responsible for the promotion of Australia's values internationally it must demonstrate a capacity to support them. The following is an analysis of

the ABC's record in supporting the values of liberal democracy, human rights and free markets. The results are concerning should the ABC be charged with defending Australia's values.

The author completed analysis of segments on the ABC's two leading daily current affairs news programs, *Lateline* and the *7.30 Report*.⁸ The transcripts were drawn from the final three months of 2006. Transcripts were identified of segments that directly related to:

- Liberal Democracy in the context of the institutions that support it in Australia and externally;
- Human Rights and abuses by the Australian or other Governments toward individuals; and
- Free Markets and their operation, including limitations placed on it by Governments.

Stories were limited to those in Australia and internationally. These limitations were provided to ensure that appropriate transcripts could be identified and appropriate analysis conducted.

The results are not promising. Segments were ranked according to 'Pro-Values', 'Anti-Values' or 'Value Neutral'.⁹

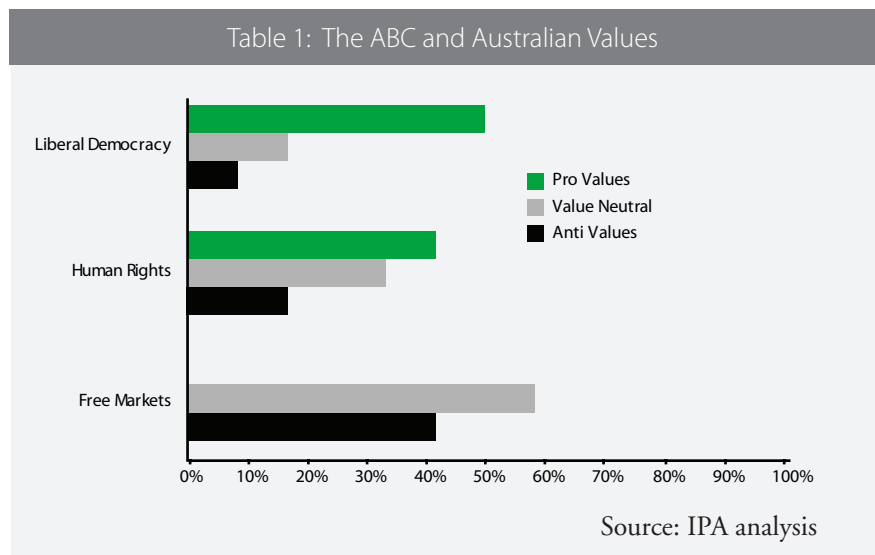
The results in Table 1 show a picture of the ABC largely impartial and, at times, opposed to Australian values. Of the segments that dealt with these three topics, they were characterised as being on the balance either exhibiting pro-, anti-, or neutral towards these values. It is notable that no segment displayed a clearly pro-Free Market attitude.

Details of issues that arose from the segments follow.

6.1 The ABC and Liberal Democracy

Of the stories analysed, the only stories that were essentially pro Australian values were those that discussed liberal democracy, with a significant percentage of stories in support of positions that were supportive of liberal democracy.

Only one segment was identified as being anti liberal democracy. The segment 'Military tightens grip on Fiji' recognises almost entirely value neutral statements and



interviews. Conversely it makes limited statements in favour of liberal democracy.

In the segment selected persons interviewed also demonstrated a greater preference for stability than liberal democracy. Apart from introductory statements by *Lateline* host, Tony Jones, and the reporter, Sean Dorney, the remaining comments were neutral or anti liberal democracy. In fact of the five people interviewed for the story only one person made statements that were neutral. Their quotes appear in Table 2.

The Fiji coup is an interesting event to study in this context. Prior to the coup transcripts showed support for liberal democracy in the comments of the reporters and persons interviewed. Yet following the coup the attitude mellowed to a general acceptance of the new Fijian administration despite its failure to be elected by the people.

The day prior to the 'Military tightens grip on Fiji' the segment 'Bainimarama tightens grip over Fiji' was generally neutral to the legitimacy of the unelected Government from interviewed persons within Fiji. Persons interviewed from outside Fiji were strong in their criticism of the military takeover. There was also recognition of the Fijian High Court's ongoing commitment to uphold the Constitution.

Yet of the two non-Fijian, non-Government sources interviewed, one commented about a concern for their economic interest; the other stated their preference for stability over democracy.

Table 2: 'Military tightens grip on Fiji', *Lateline*, 07/12/2006

Anti-Liberal Democracy Quotes	Liberal Democracy Neutral Quotes	Pro Liberal Democracy Quotes
<p>Jona Senilagakali, Fiji Interim PM: 'It's an illegal takeover to clean up the mess of a much bigger illegal activity of the previous government. Democracy may be alright for certain places in the world, but I don't think the type of democracy Fiji needs is different from the type of democracy both Australia and New Zealand enjoys'</p> <p>Commodore Frank Bainmarama, Fijian Military Commander: 'Tomorrow the advertisement for positions in the caretaker government will be in the print media. I appeal to those of you who have the welfare of the nation at heart to come forward and be part of this rebuilding process'</p> <p>Lt Col Jim Koroi, Incoming Fijian Police Commissioner: 'I think the transition was very peaceful'</p> <p>Bill Gibson, Fiji Garment Industry: 'I would ask the politicians to consider that and consider their well being when looking into the political power struggles of which those people have no part'</p>	<p>Moses Driver, Fmr Fijian Deputy Police Commissioner: 'I'm going to go on some holiday'</p>	<p><i>None</i></p>

Source: <http://www.abc.net.au/lateline/content/2006/s1806855.htm>

6.2 The ABC and Human Rights

The ABC's position on human rights was more balanced, with many segments considered pro and neutral to Australian values. However there was an increase in the number of stories that were categorised as being anti Australian values.

It is probably surprising that segments could be considered anti human rights. However when segments are on industrial relations and the right of each individual to pursue their own destiny without the interference of Government, the ABC takes a different tone. The ABC seems comfortable promoting speculative claims and exceptions to demonstrate trends, in addition to sourcing quotes from known opponents and vested interests. A transcript excerpt from a *Lateline* interview on AWAs demonstrates this clearly:

TRANSCRIPT: Millionth AWA sparks fresh IR debate

(Reporter) Greg Jennett: Disability worker Bob Raven is the one millionth person to take out an Australian Workplace Agreement. The Prime Minister wasn't going to let the milestone go unnoticed.

Prime Minister John Howard: Are you finding the working arrangement satisfactory? Flexible?

Bob Raven: I couldn't fault it.

G Jennett: AWAs have been available since 1997, but it's since his Work-Choices regime that came into force six months ago that Mr Howard says they have really taken off.

J Howard: Something like 117,000 have been signed over the last six months and the month of September saw something like 27,000 AWAs signed.

G Jennett: But in Hobart, David Hurd was in no mood to celebrate.

David Hurd: I went into panic mode. I wasn't sleeping, I was very grouchy.

G Jennett: The petrol station attendant knocked back an agreement, claiming it would have slashed his

hourly rate by up to \$7 an hour.

D Hurd: I stood to lose \$190 per week. That I could not do in my budget.

G Jennett: The Office of Workplace Services investigated and found the service station operator had done nothing wrong.

Sharan Burrow: So it might be legal, but it's morally bankrupt and how on earth can working Australians stay afloat if that is how companies behave using John Howard's industrial relations laws?

G Jennett: The million AWAs John Howard celebrates aren't all current. Unions claim the number in operation is probably closer to half a million and still less than five per cent of the workforce. If Kim Beazley gets his way, it will be even fewer this time next year.

Leader of the Opposition Kim Beazley: How he can boast about a million of those things escapes me, but he's got 12 months to run on them and then we are going to change the system to a fair system.

Full transcript available at: <http://www.abc.net.au/Lateline/content/2006/s1756645.htm>

This transcript demonstrates a clear lack of balance. Nominal recognition is given to an individual's right to negotiate their own terms and conditions, including its benefits. Conversely critics are given free rein to bash individual workplace agreements. Little effort is made to highlight their vested interest in opposing the human right to defend an individual's choice to negotiate their own arrangements free from overbearing Government.

The segment 'SA drivers to face smoking fines'¹⁰ is even more supportive of interventionist Government into the private lives of individuals. The segment reports on the South Australian Government's fines issued to persons who smoke in cars with children. Of course the human rights implications of this story are complex. However there is no sense of understanding of the complexity of the human rights implications for both the child and the smoker. Only nominal recognition is provided for the individual who owns the car's right to smoke in the car and their choice to smoke in the first place. Where such comments are made, through the reading of a statement from industry, they are immediately followed by an opponent's comments. This is hardly a structure for fair consideration of both sides of the argument.

Where the ABC is forthright in their support for human rights is mostly related to violence perpetuated by Government. The segment 'Growing evidence China executions based on unfair trials'¹¹ is clear and unambiguous. Only introductory and observational comments are neutral to human rights. It is a shame the ABC could not be so supportive of Australian's human rights to be free from the injustices of Government as well.

6.3 The ABC and Free Markets

The ABC's position toward free markets is most concerning. Not a single story was pro values. A majority were deemed value neutral with only slightly less deemed anti values. On analysing the transcripts it is not hard to see why. Critics of the ABC may not be surprised, but on this author's analysis, none of the surveyed transcripts indicated an attitude supportive of free markets. Statements, persons interviewed and sections of segments were supportive of free markets, but they were not the majority section of these segments.

Segments on a free market in media drew particular criticism and stories were framed with a tone, structure and a cacophony of critics to suggest that a free market in media and its consequences were essentially negative. An example includes the 18th of October 2006 segment excerpt:

TRANSCRIPT: Coonan plays down media carve up concerns

(Reporter) Narda Gilmore: It may have been the final hurdle, but when the new media laws passed Parliament there was little fanfare.

Communications Minister Helen Coonan: It is a bad hair day.

N Gilmore: Many are convinced the takeover frenzy has begun.

Senator Andrew Murray: You have fewer competitors, you have lessening of democracy. It's as simple as that.

Senator Barnaby Joyce: This was the reason we looked for stronger cross media ownership laws.

Full transcript available at: <http://www.abc.net.au/Lateline/content/2006/s1768268.htm>

The story continues for some time with the same tone and structure. A liberalised media marketplace is essentially negative. Comments included are highly speculative and presumptions are made that individual Australians will lose due to free markets. These comments include both those of the presenter and reporter, but also the persons selected for interview that fuel this speculation. The evidence to support this position is questionable and, again, highly speculative. It also does not take into account long term and speculative benefits, such as the growth and benefits of the media market.

This segment is not alone. A similar story on media deregulation and foreign investment ran strong speculative concerns about foreign owners of business and any moves to make businesses more profitable. There is also a tendency to reinforce existing prejudices that foreign

capital and foreign direct investment is taking advantage of Australians. The comments are speculative, but not balanced out with speculative comments about the benefits of foreign capital and foreign direct investment. There is also a tendency to criticise the Government when it allows the free market to operate. The below excerpt highlights this well:

TRANSCRIPT: Media shake-up sparks concern over foreign investment surge

(Reporter) Greg Hoy: It's not just private equity that's targeting local companies. According to Credit Suisse Equities, proposed exemptions from capital gains tax for foreign holdings in Australian companies are fuelling foreign interest. Just about every mining and energy stock, says Credit Suisse, is now a strategic target for foreign capital, much to the concern of some analysts.

(Southern Cross Equities) Charlie Aitken: I think Australians should be concerned we're giving away decades of free cashflow, cashflow that should be reinvested in Australian growth, and I don't think there's enough debate or thought going into what we are doing with that cashflow and how we are giving it away.

G Hoy: In just 10 years, the number of cars in China is expected to grow from 24 million to 140 million. The global hunger for steel will lead an expected 20 per cent surge in mining and energy exports next year, driving an otherwise lacklustre Australian economy into trade surplus. As the Australian resources boom helps build the emerging megacities of India, China and other nations, it's simultaneously arousing the appetite of those nations for a slice of Australia's mining action.

(WA Chamber of Minerals and Energy) David Parker: Whether it's been United States investment into the alumina and oil and gas sector, whether it's been Japanese investment into the iron ore and oil and gas sector, whether in fact it's been European investment into the base metals market and indeed now Chinese and Indian investment into the broader resources sector, WA has truly been a globally facing jurisdiction.

C Aitken: The corporate action is generally happening in the stocks that have only just started producing so we actually don't know their cashflow potential. I think the cashflow potential is much larger than the market thinks and obviously these foreign corporate raiders, they're not buying these stocks because they think they're expensive, they're buying them because they think it's cheap.

G Hoy: Sold, Excel Coal, Hardman Resources, rumoured targets Monaro Resources, Oxiana, Newcrest, Alumina, varying in price from \$1 billion to \$7 billion; just how much of a bargain are they?

C Aitken: The most recent example would be Port-

man Mining, where Cleveland Clift out of America have bid for Portman Mining about a year ago. After that, iron ore prices went up 100 per cent in contract negotiations. And I believe they paid for their acquisition price in two years cashflow from Portman Mining. That means they bought a 30 year mine life asset for just two years cashflow.

G Hoy: So if Australian investment funds can't help, who will? The watchdog for foreign takeovers in Australia is the Foreign Investment Review Board, overseen by the office of the Federal Treasurer, where our request for an interview on the analysts' concerns was declined. The same request was then put to the Federal Opposition.

(Opposition Resources Spokesman) Martin Ferguson: We should have a major discussion about where we go in terms of the Foreign Investment Review Board and national interest test, what's a fair return for the development of our resources, not just for this generation but for future generations and also whether or not in consideration of those issues, in some instance, it would be better to retain a stronger sense of local ownership, because some of these overseas companies are not interested in some of the downstream processing objectives that we want to achieve in Australia.

G Hoy: The Treasurer has rarely invoked the national interest criterion to reject foreign investments.

Associate Professor Richard Leaver: My suspicion is that if this kind of issue gets before the Treasurer, that they will look first and foremost at the impact on exports rather than the question of who owns it. And as I say, there's a presumption behind the firm that foreign investment is a good thing.

Full transcript available at: <http://www.abc.net.au/7.30/content/2006/s1768266.htm>

6.4 The role of the ABC to promote Australian Values

Such an analysis should rightly be considered within the context of the ABC's current role to promote Australian values to Australians. This is not specifically identified in the ABC's Charter; though it could be interpreted in the reference that the ABC is responsible for broadcasting 'programs that contribute to a sense of national identity'.¹²

However this does not mean that a lapse in support for Australian values should go unnoticed. Values are an important demonstration of the framework for our society and the values that also provide the framework for the institutions that support it. The ABC has demonstrated a lacklustre support for these values. How can it achieve

its obligations to contribute to a sense of national identity when it does not share Australian values?

However, as highlighted earlier in this submission, the ABC, in its Charter, has a responsibility to ‘encourage awareness of Australia and an international understanding of Australian attitudes on world affairs’.¹³ Currently the ABC broadcasts the ‘Australia Network’.

The Australian Network is an international satellite channel. According to its website it is broadcast to 10.2 million homes in 41 countries across the region.¹⁴ Current Affairs and News, particularly *Lateline* and *Lateline Business*, are part of its current scheduling.¹⁵ Therefore the programs sampled are directly relevant to the ABC’s current failure to promote Australia’s values in its broadcasts to the region.

If the Australian Government does decide to promote Australian values through a public diplomacy program it should consider the values that the ABC currently projects in its programming to determine its capacity and preparedness to stand up for them. From the above sample analysis it is clear that the ABC is limited in its support for these values, surprisingly neutral and on occasions not supportive.

7.0 Checks and Balances

As stated earlier, the communication of these values by Government also presents risks to these values. Any programs must ensure that they are not directed by Government, but have clear guidelines to preserve and promote these values in any programs and communications.

It cannot be inseparable, but must try to be separate from day-to-day Government agendas, and must be supportive of values. It cannot be utilised to target at Australian citizens. It must be used to promote the values we hold dear and our way of life externally.

The best way to achieve this is to ensure that a representative panel exists to govern and be responsible to ensure that these values are central to all programs and communications.

In the reference for the Inquiry the role of the private sector in public diplomacy was raised. The private sector, including business and NGOs, can make an invaluable contribution to oversight.

The tests applied to groups and their participation should be rigorous. There should be an unashamed test of the individual and organisation’s history and preparedness to defend these values.

Governments and Oppositions have an important role in this matter to ensure oversight. However their role should be limited to avoid allegations and actual abuse for political gain.

It should also be noted that the private sector already plays an important role in public diplomacy. Business promoting Australia’s national interest is limited. It promotes our national interest domestically by providing opportunities for Australians everyday. It promotes our national interest internationally by embarrassing the inability of societies opposed to our values in achieving material prosperity. Equally NGOs often demonstrate a commitment to Australian polity, society and charity in Australia and internationally.

7.0 Concluding Remarks

Public diplomacy is a challenge for Government. It is particularly difficult for Governments in countries where pluralism, diversity and freedom are prevalent. These realities ensure there is a diversity of views on what is in the national interest.

Yet, in Australia there are common themes in our values. They are shared broadly amongst the Australian community. They face limited opposition.

Contemporary academic thinking does not believe in the supremacy of one set of values or one culture. Yet we live in an age where our society and our values are often criticised from within and from external sources.

French socialist and philosopher, Jean-François Revel, famously once said ‘clearly, a civilization that feels guilty for everything it is and does will lack the energy and conviction to defend itself.’

We cannot believe that they are not important and adjustable to appease opponents to them. If we wish to maintain our way of life in Australia, and hope for it to spread to others, we must remain committed to the values of liberal democracy, human rights and free markets. We must also actively assist in spreading them. This is in our national interest.

We must assertively and firmly present our values to the world. How and whom delivers them remains an open question. Other submissions will likely deal with this matter in greater detail. However, as this submission has addressed, questions should be asked about the capacity of our ABC to promote these values.

8.0 Methodology for Analysis

The author conducted an analysis of segments on *Lateline* and the *7.30 Report* for October, November and December of 2006.¹⁶

Each program had a number of segments. A methodology was developed for the analysis.

In total 569 segment transcripts were analysed. 209 were analysed from the *7.30 Report*. 360 were analysed from *Lateline*. These segments were broken down into:

7:30 Report		
October	November	December
66	71	72

Lateline		
October	November	December
153	165	42

Of these segment transcripts 34 were analysed as having entirely or predominantly discussed:

- Liberal Democracy in the context of the institutions that support it in Australia and externally (9 segment transcripts);
- Human Rights and abuses by the Australian or other Governments toward individuals (11 segment transcripts); and
- Free Markets and their operation, including limitations placed on it by Governments (14 segment transcripts).

Segments were identified for analysis based on whether they were entirely or predominantly discussing an issue that directly related to liberal democracy, human rights or free markets. Casual reference did not satisfy their inclusion. This posed a challenge as stories that were about any of those subject matters can be broadly interpreted. By way of example a human rights story could cover the illegal killing of innocent people in China to a suburban murder. Both stories relate to a human rights violation.

It was deemed that by interpreting stories broadly it would leave too much discretion to the individuals involved in the analysis. It would also undermine any concerns about the prejudice they exerted in selecting segments for inclusion.

Each program covers a wide range of subject matter. Examples of segments that were not included were defence, arts and culture, science and medicine. It was deemed necessary to keep the number of definitions to the above description to ensure that the author's bias and prejudice did not influence outcomes.

Additionally, segments that were entirely interviews between an interviewer and interviewee were excluded. This

was deemed necessary as they could not accurately reflect the values of the ABC and how segments are constructed in the editing process. Additionally satirical sketches, notably the weekly Clarke and Dawe sketches on the *7.30 Report*, were excluded from analysis. They were interpreted in their intention, to be humorous.

Each segment was assessed based on the number of speakers who spoke for, against or were neutral for Australia's values. Where a speaker spoke for more than one value the values they supported most were deemed to recognise their status.

Structure of each segment was also considered. This analysis was based on the number of paragraphs and their order. By way of example, this included where persons were interviewed and immediately followed by another person also interviewed to refute or contradict the immediate person interviewed prior.

Each segment was then rated and its position was quantified based on the overall structure, comments and speaker for or against Australian values. An example from each category appears below:

Segment Rating	Liberal Democracy	Human Rights	Free Markets
Program	<i>Lateline</i>	<i>7:30 Report</i>	<i>Lateline</i>
Segment Title	Bainimarama tightens grip over Fiji	Qld police face violent arrest claims	Coonan plays down media carve up concerns
Date	06/12/2006	30/10/2006	18/10/2006
Paragraphs for Values	7	12	4
Paragraphs against Values	3	4	16
Value-neutral paragraphs	10	13	19
Speakers for values	4	2	2
Speakers against values	3	1	8
Value-neutral Speakers	3	2	4
Pro-quotes followed by anti-quotes	1	1	0
Anti-quotes followed by pro-quotes	0	0	1
Overall Ranking	Value Neutral	Pro Values	Anti-Values

References

1. DFAT, “In the National Interest” (White Paper), 1997, <http://www.dfat.gov.au/ini/ch5.html>
2. In ‘Advancing the National Interest: Australia’s Foreign and Trade Policy White Paper’ (2003) there was a statement that ‘Australians value tolerance, perseverance and mateship’. For the purposes of this submission these have been interpreted as values of Australians, not the basis of Australia’s values for foreign policy.
3. DFAT, “Advancing the National Interest: Australia’s Foreign and Trade Policy White Paper”, 2003, pvii, <http://www.dfat.gov.au/ani/index.html>
4. DFAT, 2003, pvii and DFAT, 1997, <http://www.dfat.gov.au/ini/overview.html>
5. DFAT, 2003, pvii
6. The Liberal Party of Australia, the Nationals and the Australian Labor Party
7. ABC Charter, <http://www.abc.net.au/corp/pubs/ABCcharter.htm>. The Charter also specifies that it has responsibility to keep Australians living abroad abreast of current events and attitudes of Australia. This is not inseparable, however it is the general intention of this submission that the aim of public diplomacy is about improving Australia’s standing and values in other societies over improving Australia’s standing and values amongst expatriate Australians.
8. Transcripts sourced at <http://www.abc.net.au/7.30> and <http://www.abc.net.au/lateline>.
9. Full details of the methodology can be found in Section 8 of this submission.
10. <http://www.abc.net.au/lateline/content/2006/s1790642.htm>
11. <http://www.abc.net.au/lateline/content/2006/s1769266.htm>
12. <http://www.abc.net.au/corp/pubs/ABCcharter.htm>
13. <http://www.abc.net.au/corp/pubs/ABCcharter.htm>
14. <http://australiannetwork.com/about/>
15. http://australiannetwork.com/guide/programs_az.htm
16. Transcripts sourced at <http://www.abc.net.au/7.30> and <http://www.abc.net.au/lateline>