

s47F

From: Grant Blackley s47F
Sent: Tuesday, 12 November 2019 3:27 PM
To: Mrdak, Mike
Cc: s22 Grant Blackley
Subject: RE: Private & Confidential [SEC=UNCLASSIFIED]

Mike,

I trust you are well. Detailed below is a top level overview of the market and on-going trading.

Advertising markets continue to be very challenging and this continues to impact on the performance of our television assets. The weak performance I outlined to you for July and August has continued into September and October with advertising revenue for the 4 months s47G compared to the prior year. Given the fixed costs in our business this s47G has a proportionately greater impact at the EBITDA line which is s47G.

Pleasingly we have completed the outsourcing of our transmission services to Broadcast Australia which became effective in early September and we will commence the migration of our television playout to the National Playout Centre early in the new year. Both of these initiatives will streamline our operations to provide greater efficiencies.

It is also well documented that rural communities are struggling - due to the on-going impact of the drought and now major fires ravaging local communities. Nevertheless, at times like this SCA is ensuring we continue to support communities with 24 hour emergency, news and weather updates – which is vital for these regions. These services naturally extend to our vast radio network.

Finally, I am keen to understand your view on the Minister's current perception of the market and possible legislative changes. Unfortunately the economics remain challenging and doubtful for the future sustainability of services.

Kind regards,

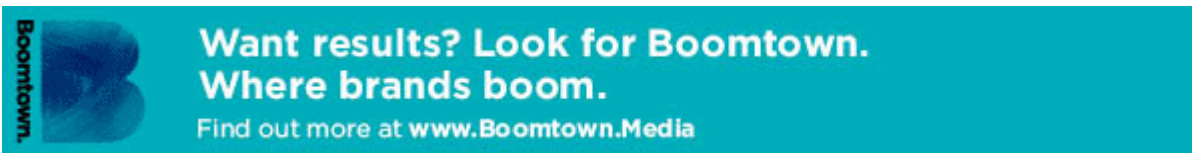
Grant Blackley

Grant Blackley
CEO

Southern Cross Austereo

s47F





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From: Mrdak, Mike <Mike.Mrdak@communications.gov.au>
Sent: Friday, 13 September 2019 10:05 AM
To: Grant Blackley s47F
Subject: RE: Private & Confidential [SEC=UNCLASSIFIED]

Grant – thank you for the update. Will reflect confidentially as update in discussion with the Minister.

Regards
mike

UNCLASSIFIED

From: Grant Blackley s47F
Sent: Thursday, 12 September 2019 10:21 PM
To: Mrdak, Mike <Mike.Mrdak@communications.gov.au>
Cc: s47F
Subject: Private & Confidential

Dear Mike,

I thought it was timely to provide a brief confidential update regarding the performance of our TV assets in most recent months.

As I am sure you are aware the market remains very tough and trading is both short and below last year. In fact, our revenues were s47G in July and August s47G.

In regard to our EBITDA we delivered a s47G over the two months in our fiscal year to date. That said, as you are aware we continue to adjust our operating model and most recently centralized traffic into Coffs Harbour resulting in a loss of 20 roles. This has resulted in a provision being taken in August with underlying EBITDA back s47G.

We have also taken the decision to outsource our Transmission Services to BA - and will cutover our TV Payout to the NPC shortly. Both actions will result in a more efficient model - avoidance of substantial future capex - but does result in higher on-going operating costs moving forward.

I expect to have updated SMI Data next week which will confirm how far the National market is back. On an overall basis - We expect that SCA has either held or more likely gained share. Therefore, the market will be back at least 7.5% over the last few months taking into account both local and national revenues.

In summary, SCA continues to leverage every aspect of our business to create a more effective and efficient operating model. That said, we have no levers left to pull unless we further reduce overall staff (in local markets) or local news services.

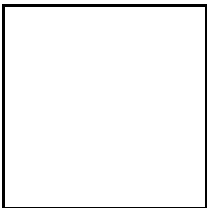
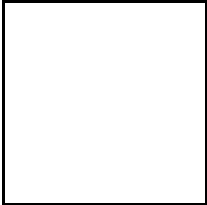
Kind regards,

Grant Blackley

Grant Blackley
CEO

Southern Cross Austereo

s47F



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From: Mrdak, Mike
Sent: Thursday, 12 December 2019 10:35 AM
To: Ian Audsley
Subject: RE: [SEC=UNCLASSIFIED]

Security Classification: UNCLASSIFIED

Thank you Ian – very much appreciated.

Sorry will not be continuing to work with you and the industry on sorting out the issues

Best wishes for Christmas and the new year

Regards
mike

UNCLASSIFIED

From: Ian Audsley s47F
Sent: Thursday, 12 December 2019 8:50 AM
To: Mrdak, Mike <Mike.Mrdak@communications.gov.au>
Subject:

Dear Mike,

I read with some dismay that you are leaving the department. I have met few people in government or the public service of your calibre.

My sincere thanks for your commitment to solving the issues facing regional commercial television and I extend my very best wishes to you and your family in whatever you do next.

Ian

IAN AUDSLEY
CHIEF EXECUTIVE OFFICER

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s47F

Subject: Meeting : Mike Mrdak / Ian Audslev. CEO. Prime Media Group s22

Location: s47F

Start: Fri 22/02/2019 9:00 AM
End: Fri 22/02/2019 9:45 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Mrdak, Mike
Required Attendees: 'Ian Audsley'; s22

Categories: External



UNCLASSIFIEDdada



s47F [Redacted]

Subject: Meeting with Regional Broadcasters - Ian Audsley, Grant Blackley & Andrew Lancaster (via phone) [SEC=UNCLASSIFIED]
Location: Room - s47F [Redacted]
Start: Fri 24/05/2019 3:00 PM
End: Fri 24/05/2019 3:45 PM
Recurrence: (none)
Meeting Status: Meeting organizer
Organizer: Mrdak, Mike
Required Attendees: s22 [Redacted]
Resources: s47F [Redacted]
Categories: External
Security Classification: UNCLASSIFIED

UNCLASSIFIED

s22 [Redacted]

UNCLASSIFIED

s47F

Subject: Meeting : Mike Mrdak s22 [REDACTED] Ian Audsley, CEO, Prime Media Group
[SEC=UNCLASSIFIED]

Location: s47F [REDACTED]

Start: Tue 10/09/2019 10:00 AM
End: Tue 10/09/2019 10:30 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Mrdak, Mike
Required Attendees: Mrdak, Mike; 'Ian Audsley'; s22 [REDACTED]
Optional Attendees: Andrew Lancaster

Categories: External

Security Classification: UNCLASSIFIED

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s47F

From: Grant Blackley s47F
Sent: Friday, 13 September 2019 10:05 AM
To: Mrdak, Mike
Subject: [SPAM] Automatic reply: Private & Confidential [SEC=UNCLASSIFIED]

Thank you for your email. s47F .

Please contact my EA - s47F

Kind regards,
Grant



Australian Government

Department of Communications and the Arts

Secretary

PDR ID: EC19-001159

Mr Ian Audsley
CEO
Prime Media Group
363 Antill St
WATSON ACT 2602


Dear Mr Audsley

Invitation to the symposium on choice and quality of news and journalism

On behalf of the Minister for Communications, Cyber Safety and the Arts, the Hon Paul Fletcher MP, I would like to invite you to the symposium on choice and quality of news and journalism.

The purpose of the symposium is to engage key media leaders on the provision of quality news and journalism on a range of media and platforms by exploring:

- the state of news markets (including in particular in regional Australia), the issues affecting their ability to continue, invest and evolve, along with lessons from overseas markets
- industry views of innovative ideas and approaches that are showing signs of success in responding to the changes in markets
- sector views regarding the role of Government, industry and philanthropy in supporting research, sustainability, innovation and the production of local news and public interest journalism.

The discussion will assist the Government as it considers the recommendations of the ACCC's Inquiry into Digital Platforms. In particular, it is intended to inform the Government's consideration of recommendation 10 of the Inquiry that the Regional and Small Publishers Jobs and Innovation Package should be replaced with a targeted grants program that supports the production of original local and regional journalism, including that related to local government and local courts. I encourage you to read Chapter 6 of the Inquiry to further familiarise yourself with the issues associated with that recommendation.

This symposium will be held on Wednesday 6 November 2019, at the conference centre located in Charles Sturt University's Wagga Wagga campus, commencing at 10:00am. I ask that you RSVP to Mike Makin, First Assistant Secretary (A/g) Content Division at mike.makin@communications.gov.au by 18 October 2019.

Yours sincerely


Mike Mrdak AO

4 October 2019



Australian Government

Department of Communications and the Arts

Secretary

PDR ID: EC19-001159

Mr Grant Blackley
Acting Chair
Free TV
44 Avenue Road
MOSMAN NSW 2088


Dear Mr Blackley

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Yours sincerely


Mike Mrdak AO

4 October 2019



Australian Government

Department of Communications and the Arts

Secretary

PDR ID: EC19-001159

Mr Andrew Lancaster
CEO
WIN Corporation
Locked Bag 8800
WOLLONGONG NSW 2500


Dear Mr Lancaster

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On behalf of the Minister for Communications, Cyber Safety and the Arts, the Hon Paul Fletcher MP, I would like to invite you to the symposium on choice and quality of news and journalism.

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Yours sincerely


Mike Mrdak AO

4 October 2019

s22 - irrelevant material



From: Ian Audsley s47F
Sent: Tuesday, 29 January 2019 10:56 AM
To: Mrdak, Mike <Mike.Mrdak@communications.gov.au>
Subject: RE: Wednesday's meeting [SEC=UNCLASSIFIED]

Thanks Mike,

If we are meeting in Sydney, I have good opportunity this Thursday and Friday as I can move internal meetings. If we are meeting in Canberra I could do Monday 4 Feb or any day the following week.

Please let me know your preference.

Best wishes

Ian

IAN AUDSLEY
CHIEF EXECUTIVE OFFICER



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[Redacted contact information]

www.primemedia.com.au

From: Mrdak, Mike <Mike.Mrdak@communications.gov.au>
Sent: Friday, 25 January 2019 10:24 PM
To: Ian Audsley s47F
Subject: RE: Wednesday's meeting [SEC=UNCLASSIFIED]

UNCLASSIFIED

Ian – sorry for delay in replying. Good to meet you and look forward to working through options and advice for Government.

Happy to set up a discussion – let me know how you are placed for a discussion perhaps late next week.

Regards
mike

From: Ian Audsley s47F
Sent: Friday, 25 January 2019 9:57 AM
To: Mrdak, Mike <Mike.Mrdak@communications.gov.au>
Subject: Wednesday's meeting

Dear Mike,

It was terrific having your contribution at the meeting with the Minister on Wednesday. Thanks so much. The respective regional TV CEO's have since asked me to manage discussions and the necessary work from here.

I will certainly take steps to follow the advice given by the Minister, but my key reason for writing is to say that I'm available at any time to meet with you (in Canberra or Sydney) to commence the exploration of opportunities that will prevent a 'sunset' of our sector.

I look forward to hearing from you.

Best wishes

Ian

IAN AUDSLEY
CHIEF EXECUTIVE OFFICER

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From: Mrdak, Mike
Sent: Tuesday, 26 March 2019 11:29 AM
To: Ian Audsley
Subject: Re: private & confidential

Thanks Ian. Appreciate the advice.
look forward to next discussion

Regards
Mike

Sent from my iPhone

On 26 Mar 2019, at 8:43 am, Ian Audsley s47F wrote:

Hi Mike

s47F

s47G

I look forward to our next meeting, by which time s47F

Best wishes

Ian

IAN AUDSLEY
CHIEF EXECUTIVE OFFICER

<image001.png>

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s22

From: Ian Audsley s47F
Sent: Thursday, 6 June 2019 4:50 PM
To: Mrdak, Mike; s22
Subject: Additional information
Attachments: Additional information Dept Comms 6619.pdf Attachment exempt in full - s47

Good afternoon,

Please find attached additional information we discussed at the end of our last meeting in Canberra. We have endeavoured to make it easy to understand, but accept that we might miss the mark from time to time.

In that regard, please feel free to contact me for clarification on, or additions to any of the information.

I'm pleased to advise also that we have secured a meeting with the minister on Tuesday 18 July.

Best wishes


Ian


IAN AUDSLEY
CHIEF EXECUTIVE OFFICER

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From: Mrdak, Mike
Sent: Friday, 13 September 2019 10:05 AM
To: Grant Blackley
Cc: s47F
Subject: RE: Private & Confidential [SEC=UNCLASSIFIED]

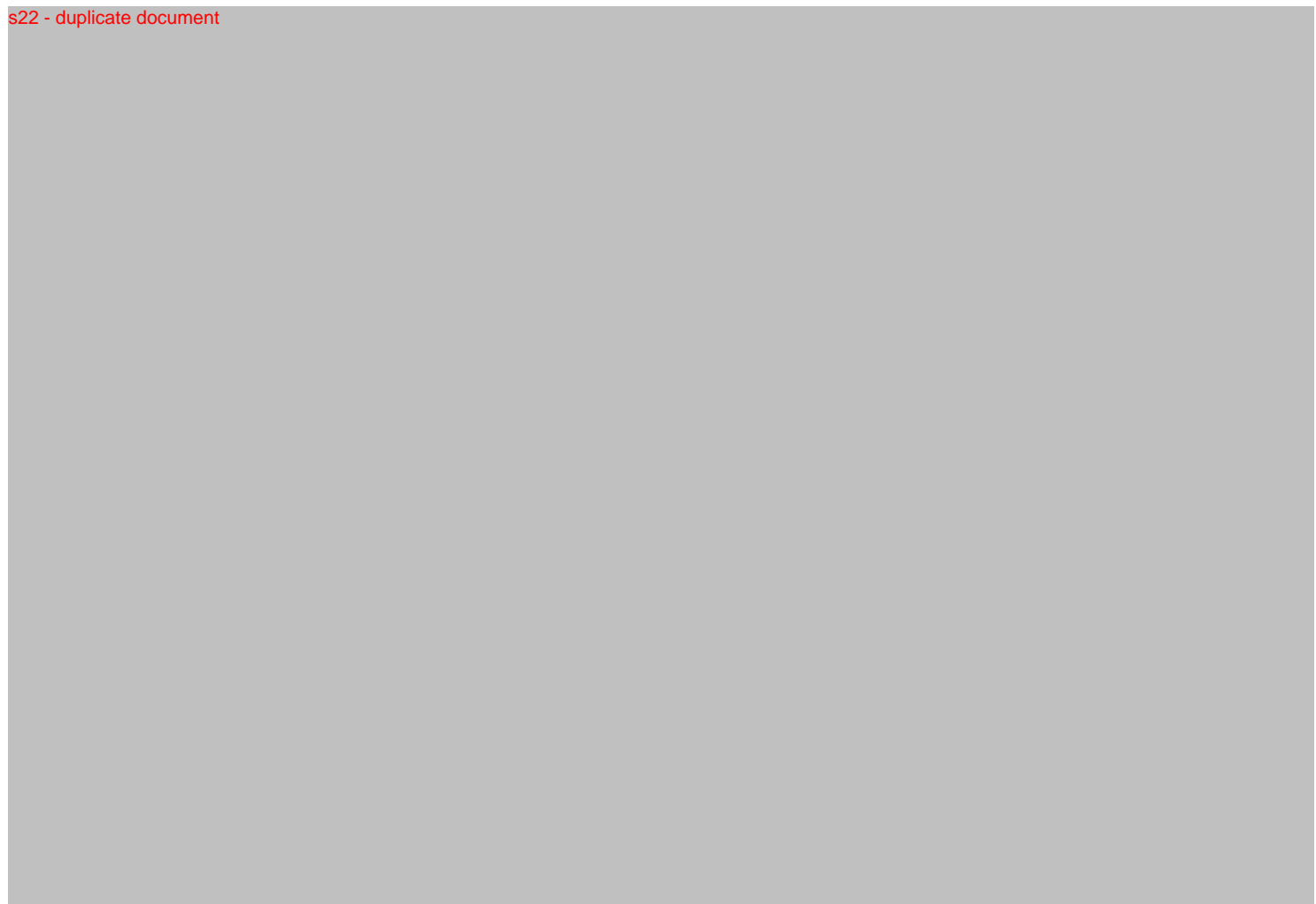
Security Classification: UNCLASSIFIED

Grant – thank you for the update. Will reflect confidentially as update in discussion with the Minister.

Regards
mike

UNCLASSIFIED

s22 - duplicate document



s47F [Redacted]

Subject: Meeting : Mike Mrdak / Ian Audslev. CEO. Prime Media Group [Redacted] s22 and s47F

Location: [Redacted] s22 and s47F

Start: Fri 22/02/2019 9:00 AM

End: Fri 22/02/2019 9:45 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Mrdak, Mike

Required Attendees: 'Ian Audsley'; [Redacted] s22

Categories: External



UNCLASSIFIEDdada



s47F

Subject: Minister meeting with Grant Blackley, Southern Cross Austereo

Start: Wed 5/06/2019 2:30 PM

End: Wed 5/06/2019 3:00 PM

Recurrence: (none)

Organizer: Mrdak, Mike

s47F

Subject: Meeting : Mike Mrdak s22 / Ian Audsley, CEO, Prime Media Group
[SEC=UNCLASSIFIED]

Location: s22 and s47F

Start: Tue 10/09/2019 10:00 AM
End: Tue 10/09/2019 10:30 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Mrdak, Mike
Required Attendees: Mrdak, Mike; 'Ian Audsley'; s22
Optional Attendees: Andrew Lancaster

Categories: External

Security Classification: UNCLASSIFIED

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