

## Index

- ABC, xxxii  
*Media Watch*, 142  
 radio broadcasting of parliament, 73  
 radio youth network Triple J, 277
- Abetz, Eric, 161, 269
- accessibility, xxix
- accountability, 20, 25, 84, 230, 232  
 information flow and, 37  
 in the public service, 49
- ACT government, 235, *see also* Stanhope, Jon  
 ‘Canberra Connect’, 238  
 Chief Minister’s Talkback, 245  
 Community Cabinet, 249
- ACTU-ALP Accord, 55
- ACTV v Commonwealth*, 28
- advertising, regulation of, 39
- Advertising Standards Council, 33
- advocacy, 164, 256, 257–8
- Akerman, Piers, 87, 141
- Albrechtsen, Janet, 142
- Allan, Tim, 107
- Althusser, Louis, 217
- Amnesty International, 281
- Anderson, Lori, 163
- aNiMaLS, 9, 134
- Animals II, 10
- ANSTO campaign, 121, 125
- Anti-Cancer Councils, 190
- anti-terrorism advertising, 212–14, 224, 225, 226  
 effectiveness of, 224–6
- anti-terrorism legislation, 78, 169
- APLA Limited v Legal Services Commissioner (NSW)*, 274
- Aristotle, 140, 145, 146, 155
- Assisted Passage Scheme to Australia, 185
- Association of Australian National Advertisers, 184
- Association of Non-English Speaking  
 Background Women of Australia, 267
- Association of Women’s Organisations  
 Conference, 268
- Atkins, Dennis, 132
- Atkinson, Joe, 92
- Attorney-General’s Department, 12, 212
- Auditor-General, 20, 45  
 advertising guidelines, 33, 195, 204, 242
- Australia  
 citizens and online communication,  
 176–8  
 compulsory voting, 174  
 Constitution, 28, 68  
 e-government, 166  
 evaluation of government communication,  
 232–4  
 federal system, xxv, 6  
 geographical distances, xxv  
 government advertising in, 181–203  
 government communication online,  
 161–80  
 innovation in government communication,  
 229–54  
 national belonging, 216–22, 223  
 national identity, 262  
 service delivery by the voluntary sector, 10,  
 255  
 social marketing, 190  
 use of ICT, 162–4
- Australia – A Different Light campaign, 210
- Australia Institute survey, 258–61
- Australia Post, 27
- Australian Aluminium Council, 57
- Australian Broadcasting Authority, 25
- Australian Broadcasting Tribunal, 190
- Australian Capital Television v The Commonwealth*, 272

- Australian Chamber of Commerce and Industry, xxxiii, 52, 56  
 Australian Chamber of Manufacturers, 190  
 Australian Council of Trade Unions, 23, 55, 199, 200  
 Australian Democrats, 60, 164, 170, 171  
 Australian Dried Fruits Board, 118  
 Australian Electoral Commission, 60, 278, 281, 282  
 Australian Government Advertising Service, 122  
 Australian Government Communications Unit, mission statement, 287  
 Australian Government Information Management Office, 167  
 Australian Government Liaison Service, 135  
 Australian Industry Greenhouse Network, 58  
 Australian Industry Group, 56  
 Australian Labor Party, 109  
   *see* Labor Party  
 Australian Law Reform Commission, 240  
 Australian Made campaign, 192  
 Australian Manufacturing Council, 190  
 Australian National Audit Office, 13  
 Australian National Travel Association, 118  
 Australian Public Service Code of Conduct, 40  
 Australian Public Service values, 37  
 Australian Taxation Office, 265  
 Australian Tourist Commission, 209  
 Australian Wheat Board, 58, 83  
 Australians for Fairer Taxation, 57
- Ballina Shire Council, 29  
*Ballina Shire Council v Ringland*, 31  
 Barnes, Jill, 193  
 Barnett, Steven, 107  
 Barns, Greg, 11  
 Barry, Paul, 51  
 Bartlett, Andrew, 170, 174  
 Bartos, Stephen, 223  
 BBC, 105  
   Charter Renewal, 106  
   Neil Report, 106  
 Be Alert, Not Alarmed television ads, 225  
 Beattie, Peter, 230, 245  
 Beazley, Kim, 109, 149  
 behavioural persuasion, 121  
 Bell, Stephen, 53  
 Benaud, Richie, 210  
 Benn, Tony, 101  
 Bernays, Edward L., 117, 140  
 bicentennial advertising campaign, 193–4  
 Billig, Michael, 217  
 Bishop, Patrick, 163  
 Bjelke-Petersen, J., 30  
 Bjelke-Petersen government, 20, 25  
*Bjelke-Petersen v Warburton*, 31  
 Blair, Tony, 101–8  
   media interviews, 105  
   spin, 104, 286  
 blogging, 170  
 Blumer, Jay, 139  
 Board of Taxation, 265  
 Bolt, Andrew, 142  
 Bonney, Bill, 114, 141  
 Boorstin, Daniel, 97  
 Bosch, Henry, 56  
 Boulton, Adam, 84  
 Bracks, Steve, 245  
 Braestrup, Peter, 82  
 Brand Architecture International, 209  
 Brand Australia campaign, 209  
 branding, 26, 50  
 Brennan J, 68  
 Brett, Judith, 135, 153  
 Broadcasting Services Act 1992, 223  
 Brogden, John, 87, 88  
 Brown, Gordon, 102, 103, 108  
 Brown, John, 192  
 Brown Melhuish Fishlock, 212, 218, 224, 225  
 Burke, John M., 117  
 Burke, Peter, 117  
 Burson Marsteller, 126  
 Bush administration, 91  
 Bush, George W., 147  
 business  
   business associations, 55, 56, 57  
   business confidence, 61  
   business–government communication, 51–62  
   lobbying of governments, 55–9  
   power of, 52, 53  
   relations with government, 52–5  
 Business and Professional Women's Association, 267  
 Business Coalition for Tax Reform, 57  
 business communications, regulation of, 60  
 Business Council of Australia, 52, 56  
 Buy Australian campaigns, 60, 191
- Calwell, Arthur, 148, 151  
 Campbell, Alastair, 93, 94, 101, 106, 123  
   spin, 7, 102, 104, 108  
 Campbell, Ian, 269  
 Canada  
   Adscam, 22, 128  
   government–NGO relationships, 269  
   GST advertising, 196  
 capacity-building, 266  
 capital strike, 54  
 Capling, Ann, 164  
 Carr, Bob, 80, 245  
 Carson, Lyn, 234, 252  
 Casey, R.G., 118  
 caveat emptor, 32  
 censorship, 27, 69

Cambridge University Press

978-0-521-68171-1 - Government Communication in Australia

Edited by Sally Young

Index

[More information](#)

## 338 | INDEX

- Central Advertising System, 287  
 Central Office of Information, 100  
 Chalmers, Rob, 7  
 charities and political activity, 264–6  
 Charities Definition Inquiry, 264, 265  
 Chen, Peter, 161–80, 285, 286  
 Chesterman, Michael, 274  
 Chifley, Prime Minister Ben, 119  
 children overboard affair, 8, 12, 153  
 chilling effect, 28  
 Chomsky, Noam, 114, 138  
 Churchill, Winston, 150  
 Cicero, 155  
 citizens  
   active citizenship, 230, 250–2  
   citizen engagement, 270–83  
   citizen participation, xxiv, 250–2  
   citizen–government communication, 286  
   engagement with politics, xxiv, 38, 180, 230  
   and online communication, 176–8  
   relationship with government, 167–9  
   right to information, 113  
 citizens' juries, 247, 252  
 civic advocacy groups, 164  
 Clean Up Australia campaign, 202  
 Clift, Steven, 163  
 Coalition (Liberal–National), xxiv, 8, 9, 20, 54,  
   55, 59, 60, 62, 195, 212, 223, 281  
 Coalition of Activist Lesbians–Australia, 267  
 Cocker, Joe, 196  
 Coleman, Patrick, 271, 280  
 Coleman, Stephen, 161  
 Combe, David, 60  
*Combat v Commonwealth*, 23, 24, 31  
 common law, 28, 29, 31  
 Commonwealth Advertising Division, 184  
 Commonwealth Department of  
   Information, 184  
 communication  
   between government and citizens, two-way,  
     41, 52, 96, 231, 232, 233  
   and democracy, xxiii, xxxii, 289  
   and the public interest, 39–41  
 communications, regulation of, 43–5  
 Community Cabinets, 249–50, 254  
 Community Education and Information  
   Programme, 13  
 community engagement, 233, 234  
 community groups, xxix, 164  
 consent, 121  
   manufacture of, 114, 117, 130, 138  
 consultation, 41, 169, 234, 245–9  
 Coombs, H.C., 288  
 Coombs Royal Commission, 14, 119, 288  
 Copeland, Gary, 218  
 Copeman, Charles, 54  
 Corbett, Roger, 54  
 corporatism, 55  
 Costello, Peter, 264  
 Craig, Geoffrey, 86  
 Crawford, Robert, 184  
 de Crespigny, Robert, 55  
 Croll, John, 11  
 Cromwell, Oliver, 150  
 cronyism, 42  
 Crosby, Lynton, 94, 108, 135, 136, 141  
 C-Span network, 74  
 Curtin, John, 81  
 customer service, 38, 41–2  
 cyberactivism, 164  
 cynicism, 35, 42, 62, 72, 92  
 Davies, Julie-Anne, 86  
 Davis, Aeron, 4, 5, 82  
 Davis, Glyn, 249, 253, 254  
 Deacon, David, 3–5, 18, 115  
 deception, 144, 145  
 defamation, 28–31  
 Demand and Value Methodology, 166  
 democracy, xxiii, 143  
   communication and, xxiii, xxxii  
   crisis of, xxvi  
   deliberative, 96  
   dissent and, 269  
   and freedom of speech, 272, 274  
   information and, 37, 49  
   participatory, 161  
   representation of disadvantaged groups, 258  
   representative, xxiii, 65, 137, 139, 289  
   spin and, 130–43  
   the press and, 68  
   use of taxpayers' funds, 43  
 democratic deficits, 165  
 democratic participation, 95, 107, 143  
 Department of Defence, 12  
 Department of Health and Aged Care, 122  
   media campaigns, 125  
 Department of Homeland Security (USA), 214  
 Department of Industry and Commerce, 191  
 Department of Prime Minister and  
   Cabinet, 128  
 departmental public affairs sections, 11–14, 17,  
   18, 45, 82  
 Devine, Miranda, 141  
 digital broadcasting policy, 75  
 dissent, xxix, 261–3, 285  
 Dodson, Louise, 12, 16  
 dog-whistle politics, 109, 141, 153, 154, 155  
 Duffy, Michael, 141  
 Dugdale, Annie, 180  
*Durant v Greiner*, 31  
 Economic Planning Advisory Council, 55  
 e-democracy, 177, 179  
 Edwards, Meredith, 246, 249, 253  
 e-government, 165–7, 179

- focus on services, 167
  - ministers and, 168
  - uptake of, 177
- election campaigns, xxiii, 96, 280–2
  - advertising during, 36
  - marketing techniques in, 115
  - spin and, 133
- elections, 5, 32
  - electoral principles, 24
- Electoral and Administrative Review Commission, 44
- Electoral and Referendum Amendment Act (No. 1) 2001, 278
- Elliott, John, 54
- Ellis, Bob, 133
- Empire Marketing Board, 118
  - government communication in, 93–109
  - government–NGO relationships, 269
- engagement, 234
- Environment Australia, 11
- environmental awareness campaigns, 48
- environmental NGOs, 269
- e-politics, consumers of, 176
- equity, 39, 50
- Errington, Wayne, 10, 11, 47
- ethics, 91
- executive government, xxx
  - centralisation of, 55
  - and online communication, 164–5
  - relationship with citizens, 167–9
- Fair Trading Acts, 32
- fairness, 39, 50
- favouritism, 42
- fear, 12, 157
- Ferris, Senator Jeannie, 278
- Fickling, David, 223
- Finch, Lynette, 199
- Fiske, John, 217
- Fitzgerald Inquiry, 20, 43
- Flew, Terry, 164
- fourth estate, 66, 67–70, 76, 78
- framing, 154
- Frangopoulos, Angelos, 75
- Franklin, Bob, 5, 98
- Frantzich, Stephen E., 76
- Fraser government
  - Advance Australia campaign, 190
  - Ministerial Committee on Government Communications, 16
- Free TV Australia, 33
- freedom of information, 43, 240–2
  - exceptions and exemptions, xxvii, 241
- freedom of political communication, 22, 28, 68, 157, 270
  - importance of, 272
  - law and cases, 272–5
  - limitations of, 270, 273
- Freudenberg, Graham, 133, 148, 151
- Gaber, Ivor, 123
- Gandy, Oscar H., 3
- Gans, Herbert, 79
- Gavan Anderson, 58
- Gelber, Katharine, 270–83, 285
- general practitioners, 126
- Gerard, Robert, 54, 55
- Gerson, Michael, 147
- Gibson, Rachel, 161–80, 285, 286
- Gilligan, Andrew, 105, 106
- Gleeson CJ, 23, 280
- Glover, Dennis, xxxii, 133, 144–57
- Golding, Peter, 3–5, 18, 115
- Gomery Commission of Inquiry, 22, 128, 288
- good governance, 37, 43
- Goodrem, Delta, 47, 210
- Goss, Wayne, 132
- government, xxix, 222–4
  - challenges in communication, xxxi–xxxii
  - citizens engaging with, 270–83
  - community expectations of, 39
  - coordination of information management, 14–17
  - e-government, 165–7, 179
  - limitation of debate, 260
  - relations with business, 52–5
  - relationship with citizens, 167–9
- government advertising, 36, 47, 222–4, 285
  - 1899 to 1969, 182–5
  - authorisation tags, 223
  - bicentennial campaign, 193–4
  - ‘Buy Australian’ campaigns, 191
  - community service, 202
  - content and substance of, 26–31
  - cost of, 14, 184, 202, 205
  - defamation law and, 28–31
  - for economic promotion, 120
  - effectiveness of, 206–7, 208, 211, 218, 224–6
  - features of community service and social marketing, 202
  - formal authorisation of, 24–6
  - functions of, 234
  - Grim Reaper advertisement, 188, 206–7
  - GST advertising, 196–7, 205
  - guidelines for, 44, 195, 204, 242
  - history of, 181–203
  - immigration campaigns, 181, 185
  - impact of censorship, 27
  - industrial relations advertising, 199–201
  - ‘Life. Be in it’ campaign, 187–8
  - Medicare advertising, 197–9
  - and national belonging, 216–22
  - national security campaigns, 212–14
  - obscenity law and, 26–8
  - ‘partisan’ campaigns, 194–201
  - political matter, 25

- government advertising (*cont.*)  
 post-1970s, 185–201  
 promotional campaigns, 190–4  
 as public communication, 204–26  
 and public debate, 216–22  
 purposes of, 184, 204, 205  
 quit smoking campaigns, 188–90  
 road safety campaigns, 188, 208–9, 226  
 social marketing, 185–90, 201, 202  
 tagging of, 25, 26  
 tourism campaigns, 192–3, 209–11  
 wartime advertising, 182  
 ‘Working Nation’ campaign, 194–5  
 government ‘branding’, 26  
 government communication  
 access to leaders, 243–5  
 aspects of, 286  
 Auditor-General guidelines on, 33  
 authorisation of expenditure, 24  
 benefits of, 230  
 broadcasting of parliament, 239–40  
 business and, 51–62  
 challenges in, xxxi–xxxii, 231  
 citizen participation, 250–2  
 Community Cabinets, 249–50, 254  
 consultation, 245–9  
 court rulings on, 31  
 critical theory of, 97–9, 100  
 current initiatives in, 229–32  
 customer service and, 41–2  
 departmental public affairs sections, 11–14  
 effectiveness of, 42  
 and election campaigning, 96  
 evaluation of, 232–4  
 freedom of information, 240–2  
 innovations in, 229–54  
 internal, 238  
 and the internet, 285  
 internet websites, 235–9  
 the law and, 34  
 legal controls on, 22  
 management of, 108  
 as a measure of democracy, 289  
 New Labour’s approach, 108  
 new methods of, 248–9  
 online, 161–80  
 politicisation of, 102  
 professionalisation of, 103  
 as propaganda, 97–9  
 provision of information, 234–5  
 public information campaigns, 120,  
 124–8  
 public perception of, 95  
 publicly necessary information, 96  
 purposes of, 96  
 reasons for, 229  
 ‘report cards’, 235  
 reviews of processes, 288  
 service-wide coordination of, 48  
 state of, 289  
 targeting of, 242–3  
 targeting young people, 243  
 theory and practice, xxiii–xxxiv, 11  
 truth in, 31–3  
 types of, 20–1  
 unregulated nature of, 43  
 in the UK, 97, 99–101  
 government communication units, 16, 122,  
 127, 287, 288  
 regulation of, 43–5  
 types of, 47–9  
 role of, 17, 124  
 in the UK, 93–109  
 Government Information Unit, 135  
 government internet portal, 238  
 Government Members’ Secretariat, 10, 11,  
 135  
 government public relations, 129  
 conceptual frameworks on, 113–16  
 functional and structural framework for,  
 119–21  
 history of, 117–19  
 institutional framework, 121–3  
 media management, 123–4  
 outsourcing of, 125  
 professionalisation of, 119  
 types of, 120–1  
 Goward, Pru, 267  
 Grattan, Michelle, 9, 12, 81, 90, 196  
 spin, 9, 92  
 Greece, rhetoric in, 137, 142, 156  
 Greens, 164, 170, 173  
 Greiner, Nick, 32, 80  
 Grey Worldwide, 208  
 Grim Reaper advertisement, 187, 188, 206–7  
 Grubb, Sir Kenneth, 129  
 GST, 14, 24  
 advertising, 196–7  
 Guidelines for Australian Government  
 Information Activities, 122  
 Gummow J, 280  
 gun buy-back scheme, 127  
 Gurevitch, Michael, 139  
  
 Habermas, Jurgen, 97, 98, 100  
 Hage, Ghassan, 216  
 Hall, Stuart, 101  
 Hampton, Ross, 8  
 Hansard, online access, 75, 163, 239  
 Hanson, Pauline, 151, 275–8  
 Harris, Robert, 100  
 Harris, Tony, 196  
 Harrison, Kim, 125  
 Hart, Phillip, 252

Cambridge University Press

978-0-521-68171-1 - Government Communication in Australia

Edited by Sally Young

Index

[More information](#)

- Hartz-Karp, Janette, 234, 253  
Hawke, Bob, 55  
Hawke government, 55, 134  
    'Buy Australian' campaign, 191  
    National Media Liaison Service, 9  
    tourism advertising, 192  
Hayden, Bill, 135  
Hayne J, 280  
Head, Brian, 36–50  
*Healy v Askin*, 30, 31  
Help Protect Australia from Terrorism  
    campaign, 212, 216, 218, 224  
Henderson, Gerard, 51  
Hendy, Peter, 54  
Herman, Edward S., 114, 138  
High Court  
    defamation, 28  
    freedom of information, 242  
    freedom of political communication, 270,  
    274  
    industrial relations advertising, 200  
    preferential voting, 281  
Hill & Knowlton, 126  
Hitler, Adolf, 150  
Hobsbawm, Eric, 117  
Hogan, Paul, 192  
Hoggart, Simon, 79  
Holmes, Charles H., 118  
House of Representatives Standing Committee  
    on Community Affairs, 257  
Howard government, 135  
    appointments to MCGC, 16  
    control of information, 12  
    control over political communication, 12  
    funding of women's organisations, 267  
    Government Communications Unit, 16  
    Government Members Secretariat, 10  
    GST advertising, 196  
    industrial relations advertising, 199–201  
    industrial relations reform, 60, 133  
    media advisers, 7  
    media units, 9  
    monitoring of news, 11  
    non-government organisations, 262  
    public information campaigns, 5, 13, 20  
    'Strengthening Medicare' ads, 197  
    targeted communication, 242  
    WorkChoices package, 23  
Howard, John, 61, 83, 84, 135  
    contact with the public, 243  
    guidelines on government advertising, 195  
    information management, 135, 141  
    media appearances, 243  
    monitoring of news media, 123  
    news management, 90  
    relations with business associations, 57  
    speeches, 153, 154, 244  
    spin, 108  
    spin doctors, 135  
    talkback radio, 245  
    view on interest groups, 261  
    website, 238  
    'Working Nation' ads, 195  
Human Rights Council of Australia, 269  
Humphreys, Brian, 12  
Hunt, Simon, 275–8  
Hunter, Bill, 195  
Hutton inquiry, 106  
Huxley, Gervas, 118  
identity politics, 101  
lemma, Morris, 235, 245  
immigration advertising campaigns, 181, 182,  
185  
Imperial Economic Committee, 118  
incumbency, advantages of, 14, 19, 83, 182,  
193, 204  
Industrial Design Council of Australia, 191  
industrial relations advertising, 22–4, 199–201  
Industries Assistance Commission, 59  
Industry Commission Inquiry into Charitable  
    Organisations, 257  
inequalities, 284  
information  
    access to, 78, 116  
    choice of, 10  
    democracy and, 49  
    forms of provision, 234–5  
    legal rights to, 42  
    management of, 3, 14–17, 141, 284  
information and communication  
    technologies, 132, 161, 163  
    for administrative modernisation, 173, 179  
    adoption of, 162–4  
    barriers to use of, 174–5  
    for breaking down barriers, 173  
    and peer pressure and expectations, 173  
    and political parties, 173  
    use in Australia, 162–4  
Information Coordination Branch, 122  
information programs around rights,  
    entitlements and obligations, 120  
information society, 45, 230  
Ingham, Bernard, 99, 100  
Inglis, Ken, xxvi  
insecurity, 157  
Institute of Public Affairs, 263–4  
internet, 75–8  
    access to, 76, 161, 176, 180  
    government websites, 235–9  
    webcasting of parliament, 75–8, 169  
interpellation, 217–18  
IPR Shandwick, 126  
Irwin, Steve, 210

- Jackson Wells Morris, 126  
 Jakubowicz, Andrew, 216  
 Johns, Gary, 263  
 Johnson, Dennis, 143  
 Johnson, Lyndon, 150  
 Johnson-Cartee, Karen, 218  
 Johnston, Jane, 125  
 Joint Standing Committee on Electoral Matters, 281, 282  
 Jones, Nicholas, 84  
 journalism, public relations and, 114  
 journalists, 85  
   disclosures to, 85–8  
   objectivity, 86  
   political, 85  
   politicians and, 85–8, 91, 92  
   relationship with prime ministers, 81  
   and their sources, 79, 80, 85, 92  
 Jowell, Tessa, 108  
 judiciary, xxxi
- Keating Labor government  
   business and, 61  
   ‘Working Nation’ campaign, 194  
 Keating, Paul, 73, 86, 123, 135  
   speeches, 149, 151  
 Kelly, David, 105, 107  
 Kemp, Senator Rod, 9  
 Kennedy, John F., 146, 150  
   Berlin speech, 147, 150  
   inaugural speech, 147  
 Kenny, Sue, 256  
 Kinnock, Neil, 101  
 Kirby J., 23, 24, 200, 280  
 knowledge as power, 95  
 Kunczik, Michael, 68  
 Kurtz, Howard, 84, 90
- Labor Party, xxiv, 8, 9, 10, 13, 14, 17, 22, 26,  
 28, 30, 54, 55, 58–9, 60, 80, 81, 85, 109,  
 115, 123, 127, 133, 148, 149, 151, 174,  
 175, 191, 194, 195, 200, 202, 203, 209,  
 210, 245, 281  
 Lakoff, George, 20  
*Lange v Australian Broadcasting Corporation*, 28,  
 31, 272  
 Langer, Albert, 272, 280–2  
 language, power and consensus, 139  
 Lasswell, Harold D., 182  
 Latham, Mark, 26, 85, 109, 175  
 law, government communication and, 34  
 Lazarsfeld, Paul F., 185  
 Le Bon, Gustave, 117  
 leaders, access to, 243–5  
 Lee, Chin-Chuan, 82  
 Lee, Ivy, 117  
 legislation, titles of, 20
- Let’s Look Out for Australia campaign, 212,  
 216, 218  
 Leverhulme, Lord, 206  
 Liberal Party, 9, 10, 11, 14, 16, 17, 28, 30, 54,  
 55, 59, 61, 87, 88, 108, 127, 135, 154,  
 155, 195, 211, 261, 275, 281  
   ‘Working Nation’ ads, 195  
 Life. Be In It. campaign, 187–8, 202  
 Lilleker, Darren, 96  
 Lincoln, Abraham, 147, 149  
 Lindblom, Charles, 53  
 Lippmann, Walter, 117  
 Livingstone, Ken, 101  
 Lloyd, Clem, 7, 8, 11  
 Lloyd, John, 106  
 lobbying, 54, 55–9, 255–69  
   attempts to limit dissent, 263  
   charities and political activity, 264–6  
   government responses to, 60–1  
   Institute of Public Affairs, 263–4  
   limits to, 59–60  
   women’s organisations, 266–9  
 lobbyists, 58, 60  
 local government, xxxi, 230  
 Locke, John, 144  
 Louw, Eric, 98  
 loyalty, 216  
 Lucy, Richard, 17  
 Lumb, Martin, 54  
 Lusoli, Wainer, 161–80, 285, 286  
 Lyons, Mark, 256, 261
- M & C Saatchi, 210, 211  
 Machiavelli, Niccolo, 140, 144  
 Maddison, Sarah, 255–69, 285, 286  
 Magarey, Kirsty, 163, 164  
 Magnum Opus, 225  
 Mair, Peter, 288  
 Mandelson, Peter, 94, 101, 123  
 manufacture of consent, 114, 117, 130, 138  
 market research, 38  
 marketing, 38  
   in election campaigns, 115  
   government investment in, 14, 36  
   political, 99, 120, 139  
   relationship marketing, 38  
   social marketing, 38, 44, 181  
   style and context of public sector, 47  
   techniques of, 39  
 Marsh, Ian, 53  
 Martin, Paul, 22  
*Martyn v Australian Consolidated Press*, 30  
 Matthews, Christopher, 134  
 Matthews, Trevor, 56  
 McCann-Erickson, 14  
*McClure v AEC*, 28  
 McCurry, Mike, 84, 86

- McHugh J, 23, 24, 280  
 McKellar, Michael, 122, 128  
 McKenna, Regis, 38, 50  
 McKnight, David, 109  
 McManus, John, 80  
 McNair, Brian, xxxiii, 93–109, 128, 138, 285, 286  
   PR state, 285  
 media  
   commercial news media, 80  
   role of, xxvi, 3, 66, 165  
 media advisers, 18, 132  
 media companies, 61  
 media–government relations, xxvii  
 media management, 72, 142  
 media minders, 6–8  
 media proprietors, power of, 124  
 media units, 8–11  
 Medicare, 126, 127, 197–9  
 Meikle, Graham, 164  
 Mendes, Philip, 264  
 Menzies government, 184  
 Menzies, Robert, 81  
 Mill, John Stuart, 69, 137  
 Mills, Stephen, 134, 245  
 Milton, John, 144  
 Minchin, Senator Nick, 196  
 Ministerial Committee on Government  
   Communications, 16, 22, 122, 127, 128, 287  
   influence of the Office of the Prime Minister, 16  
   membership, 16  
 Ministerial Committee on Government  
   Information and Advertising, 122  
 Ministerial Media Group, 9  
 ministerial responsibility, 33  
 Ministerial Roundtables, 267  
 Miskin, Sara, 54  
 Mojo, 192  
 Moloney, Kevin, 4  
 Moore, Jo, 89, 105, 107  
 Moore, Tony, 55  
 Moorhouse, T. E., 118  
 Morgan, Hugh, 56  
 Morris, Dick, 115  
 Morris, Grahame, 123  
 Morris, Rachel, 80  
 Murdoch, Rupert, xxvi, 61, 100, 102  
  
 National Advisory Council on AIDS, 206  
 National Agenda for Women's Grants  
   Program, 267  
 national belonging, 222, 223  
 National Centre for Social and Economic  
   Modelling, 268  
 National Council of Women Australia, 267  
  
 National Economic Summit, 55, 56  
 national identity, 262  
 National Media Liaison Service  
   (the aNiMaLS), 9, 134, 135  
 National Office of the Information  
   Economy, 164  
 National Party, 20, 28, 281  
 National Roundtable of Nonprofit  
   Organisations, 266  
 National Rural Women's Coalition, 268  
 national security advertising, 212–14  
 National Tobacco Campaign, 26, 190  
 nationalism, 101, 218  
*Nationwide News Pty Ltd v Wills*, 272  
 New Labour, 101–8  
 New Machine Men, 134  
 Newman, Senator Jocelyn, 267  
 news, strategies for managing, 88–90  
 newspapers, printing of parliamentary  
   speeches, 66  
 Nimmo, Dan, xxvii  
 non-government organisations, xxix, 114, 255, 285  
   attempts to silence, 261–3  
   barriers to getting messages heard, 259  
   communication with governments, 256  
   contact with politicians, 258  
   corporate model of organisation, 266  
   environmental, 269  
   government funding for, 257, 261  
   importance of, 257  
   lack of interest by governments, 260, 261  
   legitimacy of, 261, 262, 263  
   limitation of political communication by, 264  
   main audiences of, 258  
   methods used to communicate, 258–61  
   representation for disadvantaged groups, 257  
   representative status of, 261  
   resources of, 260  
   women's organisations, 266–9  
 non-profit organisations, marketing and, 187  
 Noonan, Peggy, 147, 154  
 normalisation, 162  
 Norman, Greg, 193  
 Northern Territory  
   Community Cabinet, 250  
   MARVIN online tool, 238  
   truth in political advertising, 32  
 Nossal, Richard, 164  
 NSW government  
   Communication Handbook, 242  
   Community Cabinet, 250  
   consultation, 247  
   e-government, 167  
   government website, 238  
   GovLink, 238  
   'The Classroom' website, 243



- NT government  
 Community Engagement Division, 242, 247  
 Women's Forums, 242  
 Nutt, Tony, 17
- O'Brien, Kerry, 7, 90  
 O'Faircheallaigh, Ciaran, 253  
 O'Leary, Tony, 135, 136, 141  
 O'Reilly, David, 85  
 Oakes, Laurie, 51  
 Osborne, Peter, 84  
 OECD, 231, 252  
 Office of Government Information and Advertising, 122  
 Office of the Prime Minister, 9, 11, 16, 17  
 Office for the Status of Women, 267, 268  
 Office for Women, 268  
 Omnicom, 210  
 On Line Opinion website, 164  
 One Nation Party, 275  
 online communication, citizens and, 176–8  
 openness, 43, 78, 104  
 Orr, Graeme, xxxii, 34, 223  
 Orwell, George, 139, 156  
 outsourcing, 125, 232
- Pacific Asia Travel Association, 211  
 Packer, Kerry, 51  
 Paine, Tom, 69  
 Pantsdown, Pauline, 271, 275–8  
 Parker & Partners, 58  
 parliament, xxvi, xxxi, 30  
   broadcasting of, 72–8, 239–40, 286  
   digital technologies, 163  
   e-petitions, 163, 169  
   internet webcasting of, 75–8  
   IT facilities, 175  
   online communication, 169–73  
   public access to, 65, 75, 239, 240  
   Question Time, 73  
   relationship with the media, 67, 71  
   televising of, 65–75, 78  
   webcasting of, 169  
   website, 239  
 Parliament House, 76, 85, 239  
 Parliamentary Education Office, 239  
 Parliamentary Proceedings Broadcasting Act 1946, 73  
 partnership approaches, 41, 50  
 Pasquarelli, John, 151  
 Paterson, Mark, 54  
 Peacock, Andrew, 191  
 Pearson, Christopher, 141  
 permanent campaigning, xxvii, 115, 120, 129  
   spin doctors and, 20, 131  
 Permanent Secretary of Government Communications (UK), 108
- persuasion, 97, 140, 203  
 Pharmaceutical Benefits Scheme, 126  
 Phillipps, Richard, 7, 8  
 Phillips, Ruth, 268  
 Phillis, Bob, 107  
 Phillis Review, 108, 128, 288  
 Philo, Greg, 102  
 Plato, 144, 145  
 policy advocates, 256  
 policy-making process, 165, 167, 230, 253, 266  
 political advertising, 32, 33  
 political communication, 71  
   and democracy, 274  
   freedom of, 22, 28, 68, 270, 272–5  
   government control over, 12  
   institutionalisation of, 97  
   nature of, xxiv  
   professionalisation of, 97, 104  
 political expression, difficulty in defining, 280  
 political journalism, 71  
 political language, 156  
 political parties, 43, 54  
   advertising, 194  
   and business, 54, 59  
   business leaders and, 59  
   donations to, 59, 60  
   role of, 165  
   spin and, 92, 133  
 political speech, 144–57  
 political speech in public spaces, 279–80  
 political speeches  
   characteristics of 'great' speeches, 145–6  
   poll driven nature of, 154  
 politicians  
   email, 172  
   IT skills, 175  
   journalists and, 79–92  
   need for publicity, 79  
   online communication, 169–73  
   relationships with journalists, 86, 87, 91  
   use of databases, 172  
   use of ICT, 163, 173–5  
 PR state, 3–18, 46, 114, 125, 129, 284, 285  
   features of, 6, 11, 18  
   institutionalisation of government PR, 115, 116  
 preferential voting, 280  
 Prescott, John, 102  
 press, 67–70  
   institutionalisation of, 69–70  
 press secretaries, 6, 7, 83, 118, 132  
 privatisation, 60, 100, 204  
 promotional advertising campaigns, 190–4  
 propaganda, 115, 116, 120, 129, 182  
 protest, xxix, 285  
 public choice theory, 262, 266

- public health campaigns, 48, 226  
 public information campaigns, 16, 22, 26, 35,  
   59, 124–8  
 public opinion and democracy, 69, 117  
 public relations  
   companies' pro bono work, 48, 114, 214  
   growth of the industry, 119  
   professionalisation of, 98  
 Public Relations Institute of Australia, 113  
 public relations, journalism and, 114  
 public service, xxx  
   'excellence' awards, 48  
   code of conduct, 40  
   culture of fear in, 12  
   ethics, 46, 47, 49  
   and government communications, 36–50  
   organisational culture, 46  
   politicisation of, 45–7, 49, 120  
   responsiveness to ministers, 46  
   values, 20, 35, 37  
*Public Service Act 1999*, 37, 40  
 public sphere, 96, 97
- Queensland Electoral and Administrative  
 Review Commission, 20
- Queensland government, 82  
 Charter for Community Engagement, 234  
 citizen engagement strategies, 230, 253  
 Community Cabinet, 249  
 Community Engagement Division, 246  
 consultation, 246  
 e-democracy, 163  
 e-government, 168  
 Fitzgerald Inquiry, 20  
 GENERATE website, 243  
 Indigenous communities, 243  
 targeted communication, 242  
 youth jury on political engagement, 168
- Queensland Supreme Court, 277
- Queensland Unlimited, 25
- Question Time, 73, 239
- Quintillian, 155
- Quit (anti-smoking) ads, 187  
 quit smoking campaigns, 188–90
- Ramsey, Alan, 142, 148, 149, 156
- Ranger, Terence, 117
- Ravenhill, John, 53
- Ray, Senator Robert, 9
- Reagan, Ronald, 147
- Reddel, Tim, 253
- Reeves, George, 67, 71
- regulation of advertising 39  
   *see* advertising, regulation of
- regulatory agencies, communication  
 activities, 48
- Reith, Peter, 8, 58
- relationship marketing, 38
- representatives  
 email, 172  
 individual websites, 170  
 IT skills, 175  
 online communication, 169–73  
 use of databases, 172  
 use of ICT, 173–5
- reputation, 46, 98
- Reynolds, Siimon, 188
- rhetoric, 131, 140, 156, 157, 229  
 populist, 152  
 techniques of, 155
- Richardson, Graham, 58
- road safety campaigns, 188, 208–9, 226
- Romans, 145
- Roskam, John, 263
- Rove, Karl, 94
- Royal Commission on Australian Government  
 Administration, 14, 119, 288
- Royce Communications, 126
- RSPCA, 269
- Ruddock, Phillip, 224
- Rural Women's Coalition, 267
- safety campaigns, 25
- Sampson, Anthony, 106
- Savage, Shelly, 79–92
- Sawer, Marian, 262, 267
- Say No to Domestic Violence campaign, 25
- Scammell, Margaret, 115, 139, 143
- Schultz, Julianne, xxxiii, 65–78, 285, 286
- Schumpeter, Joseph, 137
- secrecy, 43, 87, 113, 285
- Security4Women, 268
- self-censorship, 28, 46
- Senate Select Committee investigating a Certain  
 Maritime Incident, 12
- Seneca, 144
- Shakespeare, William, 150, 154
- Shaw, Eric, 102
- Sherry, Senator Nick, 9
- Short, Clare, 94, 102
- Siewart, Senator Rachel, 171
- Simons, Margaret, 84
- Sinclair, John, xxxii, 204–26
- Singleton, John, 191, 195
- Skinner, Quentin, 155
- Sky News Active, 73, 75
- Smith, Rosaleen, 232
- Snowden, Warren, 174
- social marketing, 38, 44
- social movements, 61, 101
- Social Research Centre, 176
- social welfare agencies' informational  
 marketing, 48
- Sommerville, Ian, 4

- Sophists, 140, 286  
 Sorensen, Ted, 146, 147, 150  
 soundbites, 71, 97, 154  
 South Australian government  
   Community Cabinet, 250  
   truth in political advertising, 32  
 sovereignty, 137, 273  
 Speakes, Larry, 81  
 speechwriters, 133, 144–57  
 Spigelman, Chief Justice Jim, 84  
 spin, 20, 47, 88–91, 123, 286  
   antidemocratic uses, 141  
   cultural phenomenon, 95  
   demonisation of, 94, 95, 103, 105, 139  
   limits of, 91–2  
   power of, 91  
   practical problems with, 140–2  
   techniques and technologies of, 131, 134, 143  
   in the UK, 99, 128, 286  
   usefulness of, 137–40  
 spin doctors, 7, 81, 82, 88, 93, 113  
   definition, 137  
   democracy and, 130–43  
   ministerial employees, 132  
   in the UK, 103  
 Stanhope, Jon, 78, 169, 230, 245  
 Stanley, Peter, 182  
 state and territory governments, 230  
*State of NSW v Bardolph*, 22, 31  
 state parliaments' communication  
   initiatives, 240  
 Stockwell, Stephen, 130–43, 285, 286  
 Stott-Despoja, Senator Natasha, 171  
 Strengthening Medicare ads, 197–9  
 Suich, Max, 134  
 Sullivan, John, 76  
 Summers, Anne, 142  
  
 tagging of advertisements, 25, 26, 212, 223  
 talkback radio, 245  
 Tallents, Sir Stephen, 118  
*Tampa*, 12, 153, 154  
 Task Force on Departmental Information, 119, 121  
 Task Force on Youth Homelessness, 246  
 Tasmanian Gay and Lesbian Rights Group, 255  
 technological change, 72, 75  
 television advertising, 13  
 Terrill, Greg, 17, 116, 119, 120  
   departmental public affairs units, 14  
   information and propaganda, 116  
   public information campaigns, 13  
 Textor, Mark, 135, 136  
 Thatcher Government, 4  
 Thatcher, Margaret, 99, 101, 108  
   spin, 99, 100  
  
*The Thick of It*, 93  
*Theophanous v Herald and Weekly Times*, 28, 31  
 think-tanks, 263  
 Thompson, Jack, 191  
 Thucydides, 145  
 Tiffen, Rodney, 18, 79–92  
 Tilley, Elspeth, 223  
 tourism advertising campaigns, xxxiii, 192–3, 209–11  
 Tourism Australia, 209, 210, 226  
 Toynbee, Polly, 107  
*Trade Practices Act 1974* (Cth), 32  
 trade unions, 54, 55  
 transparency, 60, 90, 129  
 Transport Accident Commission, 188, 208–9  
 trust, 35, 43, 180  
   journalism and, 86, 87  
   loss of, 107, 230  
 Turnbull Fox Phillips, 126  
 Turnbull, Noel, xxxiii, 113–29, 140, 286  
 Turnbull Porter Novell, 126  
 tyranny of distance, 163, 174  
  
 Unchain My Heart advertisements, 196–7  
 USA  
   anti-terrorism advertising, 212, 214, 224, 225  
   marketing and political activity, 115  
  
 van Onselen, Peter, 10, 11  
 Victoria  
   e-government, 166  
   government advertising, 204  
   government website, 238  
   Neighbourhood Renewal program, 247  
   quit smoking campaign, 188  
   regional sittings of parliament, 240  
   road safety campaigns, 188, 208  
   virtual tour of Parliament House, 240  
 voting, xxiv, 280  
  
 Ward, Ian, 45, 119  
   PR state, xxxiii, 3–18, 82, 115  
 Ward, Stephen, 161–80, 285, 286  
 Warhaft, Sally, 148  
 Warhurst, John, 51–62  
 Waterford, Jack, 123  
 Watson, Don, 124, 133, 148, 151, 156  
 weapons of mass destruction, 105  
 Weller, Patrick, xxvi, 8  
 West, Andrew, 80  
 Western Australia, 250–2  
   consultation, 253  
   *Dialogue with the City*, 250, 253  
   e-government, 168  
   quit smoking campaign, 190  
 whistleblowers, 43

- White, Sally, 85  
 Whitlam, Gough, 'It's Time' speech, 133  
 Whitlam government, 135  
   advertising contracts, 210  
   appointment of press secretaries, 7  
 Whybin TBWA, 210  
 Wilderness Society, 255, 269  
 Williams, Armstrong, 91  
 Williamson, John, 191  
 Wilson, Helen, 114, 141  
 Women's Electoral Lobby, 255, 267  
 women's organisations, 266–9  
 WomenSpeak Network, 268  
 Woolcock, Geoff, 253  
 WorkChoices package, 23  
 Working Nation advertising campaign, 194–5  
 World Bank, 165  
 Wyndham City Council, 235, 246  
*Yes, Minister*, 93  
 Younane, Stephanie, xxxii, 204–26  
 Young, Graham, 164  
 Young, Hugo, 100  
 young people, 243  
 Young, Sally, xxiii–xxxiv, 14, 181–203, 205,  
   229–54, 289  
 Young Women's Christian Association,  
   267  
 Zappalà, Gianni, 262  
 Zawawi, Clara, 125  
 Zemon Davis, Natalie, 117