

Defence and the Media: The Story or the Truth?

by

Trevor J Thomas
Editor-in-Chief
ADBR

Australian Defence Business Review

The National Defence Industry & Homeland Security Reporter

Vol 24: Nos 1/2 of 2005

Print Post Approved - No. PP248831100029-ISSN1033-2898



Coming to Australia

The RAAF's air combat capability is being advanced by five critical upgrade projects

This Edition: Tsunami challenges highlight military lift deficiencies; 'Fine-tuning' set to change frequency of next Defence Capability Plan; Threat responses keep coming in the absence of another Defence White Paper; Cold War hot-ups over spoils of Sea 4000

Introduction

- **Conscious of riding instructions from Ross - outline essential facts before detail/analysis.**
- **Objective - to explore the nature, and the objectives, of several national interest groups that have strong interests in defence, consider the level of their interest on defence policy and assess the most appropriate means and mechanisms for interactions with such groups. I have defence media.**
- **Big task, so stick with the three cores areas of the scope, and give about five minutes to each:**

- **1 - What is the nature, and objectives, of the more important defence media in Australia?**
- **2 - How do these groups usually interact with defence decision-makers and defence operators?**
- **3 - What are the dangers and the opportunities that flow from defence interaction with specialist media?**
- **Just a little about ADBR's publishing activities so you know where we are coming from.**

ADBR Magazine

- Published monthly (10-12)
- National & I/N Circulation
- www.adbr.com
- defence-data.com (UK)
- Small staff, mostly non-defence
- Strategic planner writers
- Some contributors
- Independent editorial
- Subs + Advertising

- Motto: High value-added analysis & commentary

This Edition

ADBR

COPYRIGHT WARNING: This electronic edition of ADBR may only be used for single-user/infrequent corporate use. Reproduction for further internal, or external distribution is strictly prohibited.

THE NATIONAL DEFENCE INDUSTRY & HOMELAND SECURITY REPORTER

Australian Defence Business Review | Vol 24: Nos 1/2 of 2005

Australian Defence Business Review
(ADBR) magazine is published up to 12 times annually, with additional monthly 'Newscaster' (ADBR Entrepreneur) supplements by Business Communications Group
A Division of Co-operative Ventures
Australia Pty Ltd, ABN 23 038 646 244
PO Box 290, Mawson ACT 2607 Australia
Telephone: +61 (0)2 6260 5944
Facsimile: +61 (0)2 6260 3977
Email: bookcom@ozemail.com.au
Internet: www.adbr.com.au

ADBR Management
Editor in Chief: Trevor J Thomas
Telephone: 041 269 2399
Caroline Newkirk, Shane McMahon
Telephone: +61 (0)2 6260 4855

Average Distribution
ADBR sustains an average print run exceeding 2000 copies per edition (RCP Bureau, 27 January 2002), supplemented by extensive electronic distribution through direct subscription, CD-ROM and the www.adbr.com.au website.

Advertising
Enquiries: Lisa Falbo
Telephone: +61 (0)2 6260 4855
Facsimile: +61 (0)2 6260 3977

Subscriptions
Via domestic Print Post or international Air Mail to all overseas destinations:

Australia.....	\$495
New Zealand (PNC).....	\$415
All Other Overseas.....	\$450
Electronic/CD Subscription.....	\$495

Mail subscriptions to:
PO Box 290, Mawson ACT 2607 Australia
(10% discount for subscription agents)

Contributors
Correspondents/Analysts are invited to submit articles for publishing when framed in relation to the advertised publishing activities. Material should be emailed directly to ADBR for consideration, along with any related photographs in either the paper or format.

Reprints
Authority for reprints or electronic copy posting of articles appearing in ADBR should be forwarded to the publishers. All material appearing in ADBR is subject to copyright ©2005. Reproduction in whole or part is not permitted without expressed written permission or licence agreement.

Australian Defence Business Review
is a private sector initiative which aims to improve two-way communication between industry and the Australian Defence Organisation in support of national objectives of Defence 'self reliance'. As such, the publishers accept sole responsibility for the contents of this publication, which may in no way be taken to represent the views of the Department of Defence, the Australian Defence Force or any other agency of the Commonwealth of Australia.

Cover shot: Rendered image of 'Thales' new visual database showing project Air 5077 'Weapon' at WAC, special about to refer from a project Air 5402 Airbus A330 MRTT RANGE COURTESY OF THALES TRAINING & SIMULATION

Editorial
The Thomas Perspective 6

Events
What's Happening in Defence Industry 6

Cover Story
Building Tomorrow's Air Force: Roadmapping Australia's New Air Combat Capability 18

Avalon Air Show Features
Five Critical RAAF Projects for the Future
Winnings Still Coming for F-35 Industry Plan
Dampened Vision Yields Little for Land 125
Prospects Improve for Serious UK-Australia Defence Collaboration Outcomes 21

Industry 'Battleground'
Cold War Hot-up over Project Sea 4000
ASDFCON (Strategic Materiel) Released
Delay to Next Anzac' Frigate Support Tender
Work Starts on Project 'Protector' Fleet
New Twist for Critical Infrastructure Plan
ACT Firms Out in Force at Avalon 2005
EW Landscape Now Settled for Australia
Aussie Military Ideas for US Testing Program
ANAD Cuts into Army Performance Claims
First HUG 2.2 Units Handed Over to RAAF
Howard Nudges Closer to Singapore Defence
First of the 'Armadale' Patrol Boats Named
Canberra CBR Equipment Demonstrated
US to Upgrade all of its Chinook Helicopters
Infrastructure Contracting Panel Settled
F-111 Compensation Package Sorted
New Tigers Toughen-up Australian Army 40

First-tuning set to change next DCP: New defence projects are coming thick & fast from the DMO, but Government says it's running out of money p9

No Defence White Paper for 2005: The Minister for Defence doesn't see the value in stopping current work to portificate on new security threats p10

RPDE focuses on current capability: A new experiment to bring Defence & industry closer together is still only looking at current military deficiencies p13

Avalon Air Show 2005 Feature: A lot more is going on in the RAAF to ensure a smooth transition to a combat force built around the joint strike fighter p21

FIRST with Defence e-News
www.diar.com

ADBR-Entrepreneur

- Published monthly (8-10)
 - E-distribution to ADBR list
 - Focused on DMO reform +
 - Procurement efficiencies
 - Statistical research/tables
 - Auditor-General (ANAO)
 - Other Defence studies
 - O/seas research material
-
- **Motto: military forces should have the best equipment possible/efficiently procured**

ADBR Entrepreneur

THE NATIONAL DEFENCE PROCUREMENT E-REPORTER - SERIES B/1 - MARCH 2005

Can talk of joint future warfighting resolve land warfare doctrine oversights?

A new Auditor-General's report looking into the robustness of the nation's current 'land warfare' doctrine, has drawn attention to continuing deficiencies in the Australian Army's current management of capability, and most particularly, long running deficiencies in key trades, ammunition shortages, equipment shortages and serviceability issues, along with the impact of undertaking and supporting higher tempo operations. Also uncovered during the audit, were a number of questions relating to the 'Hardening and Networking the Army' warfighting assurance model, including allegations of immaturity within many of the model's fundamental supporting concepts.

As delegates take their seats in Canberra mid-April at a landmark conference to discuss Joint Future Warfighting, it is perhaps pertinent that the Australian National Audit Office (ANAO) has given visibility to the question of whether talk of future warfighting concepts is perhaps premature in the light of audit observations that key questions underpinning the development of current warfighting concepts remain to be satisfactorily addressed.

As part of its February 2005 review of 'Army Capability Assurance Processes', the audit office sought to observe the Army's progress in shifting from a capability development process based on available weapons platforms, to one that has adopted a concept-led/capability based approach to modernisation. The thrust of this latter approach was said by the ANAO to have been embodied in the 2002 publication, 'Land Warfare Doctrine: The Fundamentals of Land Warfare'.

Sustaining the combat force: The Army has progressed efforts to raise a comprehensive 'Combat Force Sustainment Model' with an eye to achieving alignment with the Defence 2000 White Paper's requirement to deploy a brigade for extended periods, whilst maintaining a battalion for deployment elsewhere. The 2002/03 Defence Annual report first noted the intent of military

authorities to develop an Army sustainment model for planned integration with both a combat force sustainment model, and a (then) yet to be developed Training Force sustainment model.

Defence portfolio Budget statements in 2004/05 further indicated that while the Army sustainment model remained under development, in certain key aspects it had been overtaken by work on a new concept, referred to as 'Hardening and Networking the Army' (HNA).

Three roads to a better Army: Noting that current doctrine (vide the *Fundamentals of Land Warfare*) is currently under review, the Auditor-General observed the concept-led/capability approach to Army modernisation nevertheless focused on the utilisation of warfighting concepts within a joint and, increasingly, coalition environment to guide the development and application of military capabilities. The new approach, it said, leverages three planning horizons: the 'Army-in-Being' (AIB); the 'Objective Force' (OBF); and the 'Army-After-Next' (AAN).

In short, the AIB aims to deliver a sustainable combat force over the next five years, whilst positioning the total force to transition to the OBF vision. Although the recent consumption of project Land 125 may have adjusted elements of this latter outcome, the OBF is not disputed as providing the focus for land capability development over the next 10 to 20 years. The AAN focuses on 20-30 years in the future. Within its context for achieving the OBF & AAN, Army has set two key milestones: 2012 for HNA; and 2020 for the OBF. Implementing HNA naturally secures a pathway to the 2020 OBF.

Still, changes in Australia's strategic environment since the 2000 White Paper - combined with 'lessons learnt' from various overseas operations - are said to have intervened to change the Army's view of capabilities needed for successful future operations. The thrust of these were first considered by the Chief of Army's Senior Advisors Committee (CASAC) in December of 2003, when their integration with the HNA model is said by the ANAO to have identified that for the Army to meet the Government's strategic guidance, it needed to be

ADBR-Entrepreneur (ADBR-E) is a research-based email Newsletter aiming to provide ideas for expanding opportunities for Australian industry to support the development and procurement of Australian Defence Force capability, and inject innovation into national defence procurement systems. The e-Newsletter is published ten times a year, and is only available by direct subscription, either individually for \$3375 per annum, or as an add-on information service for existing subscribers to Australian Defence Business Review (ADBR) magazine. **ADBR-E** is compiled from best practice material sourced from the Australian defence-industry community, and edited by Trevor J Thomas for the publishers, Business Communications Group. Telephone: +61 (0)2 6260 5944, Facsimile: +61 (0)2 6260 3977 or Email: busicom@ozemail.com.au. (C) 2004 All rights reserved.

DIAR.com

- **Weekly e-Newsletter - www.diar.com**
 - **What's happening in the defence business space**
 - **All relevant releases (except product)**
 - **Both ADoD/Industry**
 - **Aust, selected O/seas**
 - **Reports/studies**
 - **Some whispers**
 - **Global distribution**
 - **Corporates/libraries**
-
- **Motto: all the previous weeks defence-industry news in a concise, and 10-minute read format**



WHAT ABOUT THE OTHERS

- **Not short of publications covering defence**
- **Daily press: AFR, Australian, SMH, Age +**
- **Local magazines: Bulletin**
- **Specialist magazines**
 - **ADBR, ADM, APDR**
- **Enthusiast magazines**
 - **Defence Today, Contact,+**
 - **Austn Aviation +++**
- **Specialist newsletters**
 - **ADBR-E, Intelligencer**
- **Overseas - Janes, Armed Forces, ++**
- **Then there is National TV & Radio - Impact?**

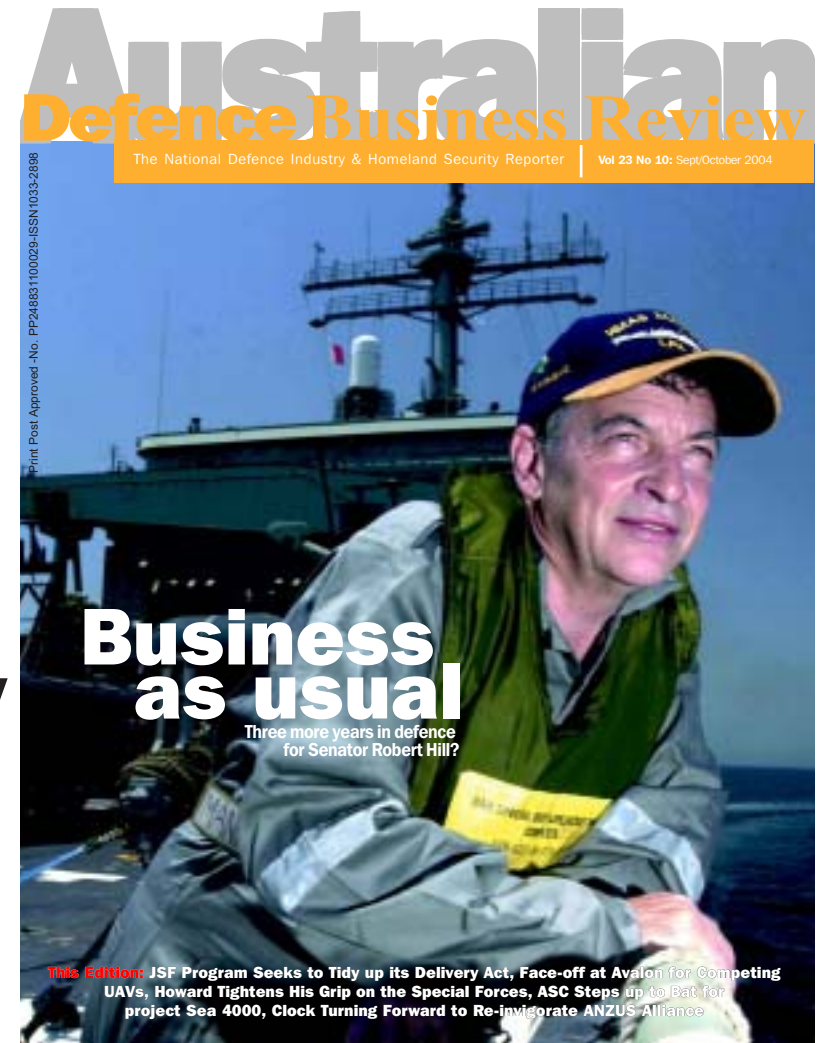
1 - NATURE and OBJECTIVES

- Subscriptions=circulation
- Circulation=advertising
- Tight editorial direction from principal editor/owner
- Conscious of duty to inform
- Eye on building market share
- Publish stories (truth?)
- Information or advertorial
- Quest to influence
- Balance ??
- Market economy realities/monopsonist purchaser
- No El Jazeera's here (except Govt funded ABC?)



2 - INTERACTIONS WITH DECISION MAKERS

- Yes, there is a system
- Formal
 - Ascendancy of Doorstops
 - Less PCs/Parliament Q&As
 - Less formal interview
- Informal
 - Informal I/V or OTR chat
 - Parliamentary Press Gallery
 - Industry Conferences
 - Private functions/dinners
 - Personal contact-Minister
 - Reputation/Trust-Minders



3A - OPPORTUNITIES FROM INTERACTION

- Truth subject to spin?
- Healthy scepticism is good
- Contestability of ideas
- Builds informed public debate
- Politicians to explain actions
- Military to justify behaviour
- Remember our core values
- Winning hearts & minds
- Accuracy versus error
- Transparency in government
- More informed society
- Stronger democracy



3B - DANGERS FROM INTERACTION

- **Probably all of the previous slide, but negative side**
- **Attempts to manage the news (embedded forces?)**
- **Pressure for suppression of bad news**
- **Unfounded expectations re good news promotion**
- **Less incentive to check misrepresentation**
- **Risk of capture by one or other warring factions**
- **Short-cutting of legitimate tools to build consensus**
- **Risk of limited debate/less informed Executive**
- **Likely poor decision-making costs public more**
- **All sums up to bad government**

CONCLUSIONS

- **Split Defence media (includes electronic)**
 - **Daily reporters - shoot the Govt**
 - **Specialists - shoot Defence/still wounds the Govt**
- **Reporting leans on the conservative side**
- **Not all reporters well informed on the defence side**
- **Power to frustrate the winning of hearts and minds**
- **Undoubted impact on voter confidence**
- **Gets attention, as still basically a contest of ideas**
- **Coalition will never fight a single enemy again?**
- **Future campaigns will engage the enemy & media**
- **That's why the new ADoD Joint Operations Concept contains a group for 'Media Operations'**

Australian Defence Business Review

The National Defence Industry & Homeland Security Reporter

Vol 23 Nos 8/9: July/August 2004

Print Post Approved - No. PP24683100029 - ISSN 1033-2898



Military airpower 2004

Air Chief focuses RAAF assets
fair and squarely on the ground

This Edition: Aerospace Plan Confused by Dual Air 9000 Helicopter Choice, Beazley Still
Feeling His Way Back into Defence, Homeland Security Market Valued at \$650m, **PLUS**
ADBR's exclusive 'Future of Australian Airpower Strategy and Projects Report

QUESTIONS?

ADBR

AUSTRALIAN DEFENCE BUSINESS REVIEW

