



# Content Plan

2020-22



**Pictured:** Yumi Stynes

**Cover (L-R):** Tony Armstrong,  
Kitty Flanagan, Craig Reucassel  
and Nakkiah Lui



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# content



## Opening statement

For the past 90 years the ABC has been one of the nation's most trusted and valued institutions<sup>1</sup>.

This has never been more important than the past two years as the world has been impacted by a global pandemic. We have always been integral to the lives of Australians, but over this period have recorded some of our largest audiences in history.

The values that have been at the heart of the ABC since 1932 – outstanding journalism, hosting conversations that matter, delivering compelling content that is distinctive, high-quality and Australian – ensures the ABC will remain strong, relevant and essential to future generations.

Although the media landscape has changed significantly since the ABC was founded, our purpose and the community's need for public broadcasting services continues.

Our job at the ABC is to keep moving with Australia and responding to what matters to Australians. We must ensure our content is relevant and available to our audiences wherever they are, whenever they want it, and in the form that best suits them.

We connect Australians. We unite them in moments that matter and offer solace and observation in times of sadness.

In times of crisis, we provide a lifeline. We proudly celebrate Australian people and moments.

Through our international services, we present a uniquely Australian perspective to the world and promote Australian values and culture.



This Content Plan provides an update of our creative ambitions. It articulates how we will deliver services for all Australians and make distinctive content with impact. It shows how we will build and reflect our cultural identity by looking and sounding like contemporary Australia, encouraging creativity and pushing boundaries in the ways we tell stories.

As you read this refreshed plan, you will see the depth and breadth of our programs and services. Join us as we share what it means to be Australian.

From *Conversations* that profile amazing Australians, to meeting the *Muster Dogs* on farms in rural Australia. From the solemnity of Anzac Day to the celebration of *One Night Stand*. From *Mystery Road: Origin* to travelling the *Back Roads* and investigating the issues and covering the stories that matter to you.

The ABC is and always will be, Yours, Australia.

Gaven Morris  
**Director of News**

Judith Whelan  
**Director of Regional & Local**

Michael Carrington  
**Director of Entertainment & Specialist**

Leisa Bacon  
**Director of Audiences**

1. Source: ABC: Corporate Tracking, 2020 & 2021; Roy Morgan: State of the Nation 31, August 2019

## Who we are

**We are the home of Australian Stories  
– accessible, bold, creative.**

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*Pictured: Shaun Micallef hosts *Shaun Micallef's Mad As Hell**

## Why we exist

Since 1932 we've told stories, sparked discussions and delivered experiences guided by the principles enshrined in our Charter.

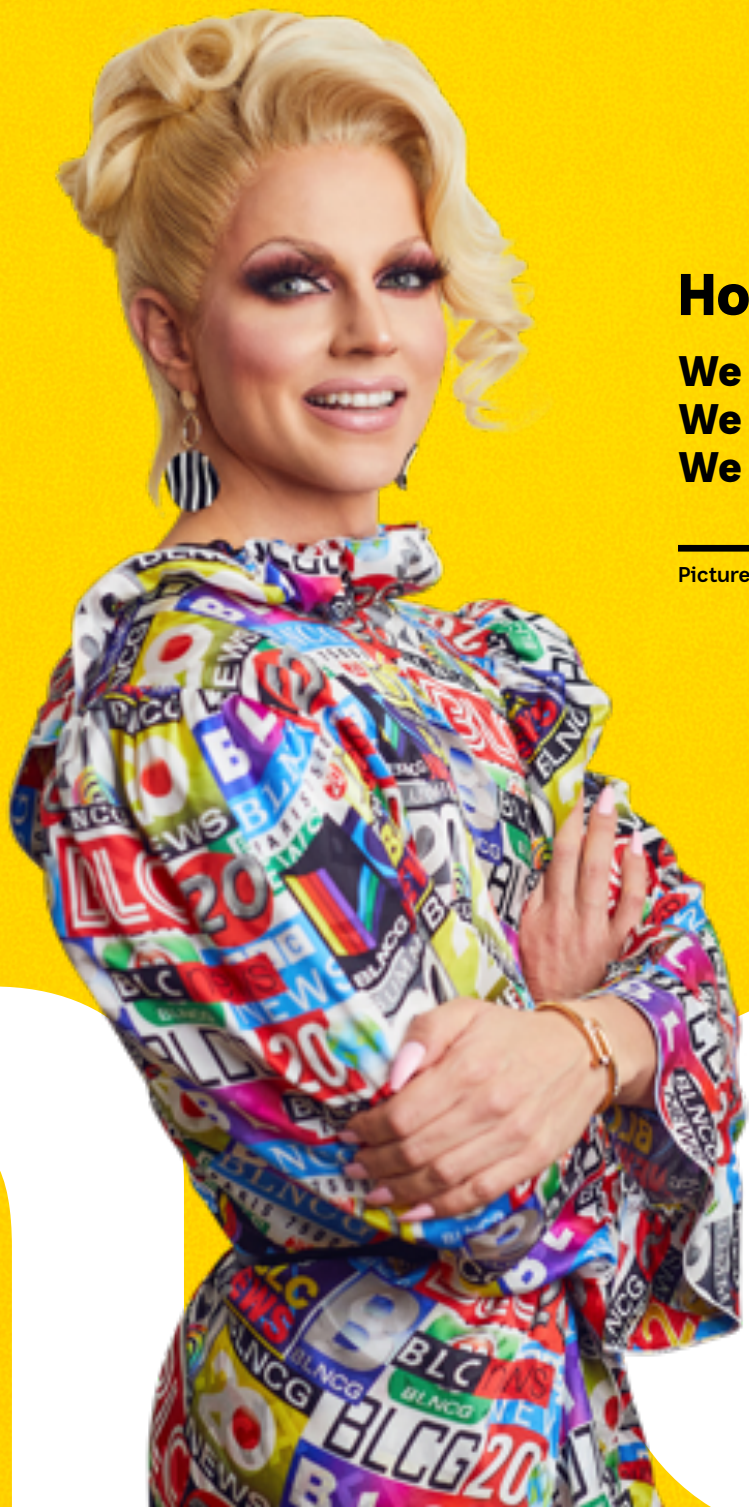
### These are to:

- be independent and innovative
- be widely appealing and specialised
- inform, entertain and educate
- encourage and promote the performing arts in Australia
- contribute to a sense of national identity
- reflect the cultural diversity of the Australian community
- encourage an international understanding of Australia.

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**Pictured:** Kiya from *Play School*





## How we do it

**We speak with honesty, without fear or favour.  
We are bold and courageous, ambitious and accessible.  
We are Yours, Australia.**

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Pictured: Courtney Act host of *One Plus One*

# HOW



## The changing landscape

**The first release of the ABC Content Plan 2020–22 spoke to the evolution of Australia, the media landscape and the ABC’s response to this.**

Since then, significant local and global events including bushfires, floods and COVID-19 have deeply affected Australian lives.

These events accelerated audience adoption of digital services for critical information and comfort,<sup>2</sup> driving strong growth in ABC’s digital products including ABC News, ABC iview, ABC listen and ABC Kids.<sup>3</sup>

For the medium and longer term, these trends give insight into what Australians truly value in media, the role of ‘made for broadcast’ media in a digital landscape and the ABC’s critical functions in times of challenge and change.

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**Pictured:** Costa Georgiadis host of *Gardening Australia*

2. Source: Deloitte: Media Consumer Survey 2021: Australian digital entertainment audience preferences (tenth edition), 2021
3. Source: ABC: COVID-19 Audience Research, 2021

## Crisis impacts

**During recent crises, the ABC's mission to inform, entertain and educate has had a more urgent and tightly-prioritised focus, with resources quickly pivoted to areas of heightened need.**

During the COVID-19 pandemic Australians increased their use of online and broadcast media as they sought a deeper understanding of the pandemic and services that could support their lives and give them relief.<sup>3</sup>

ABC News online and TV became key daily sources of trusted information with live COVID media conferences, explainers, analysis and interviews with epidemiologists and experts working on the frontline of the pandemic.

The impact of this was demonstrated in 2021, with the ABC seeing the biggest news audiences in its history,<sup>4</sup> reaching an average of 50% of the Australian population aged 2+ monthly. This included strong usage of online video and audio including the *Coronacast* podcast.

However, worryingly the social media misinformation crisis continued, with two-thirds (66%) of people who encountered COVID-19 misinformation finding this on social media.<sup>5</sup> Adding to this, trust in institutions and media continued to decrease in Australia and globally.<sup>6</sup>

All of this reinforces the importance of the ABC's mission to deliver news and information that is timely, objective and independent. In March 2021, 78% of Australians trusted the information provided by the ABC. This was significantly higher than comparable media organisations.<sup>7</sup>

With children in lockdown and home-schooling there was a 50% increase in use of online learning and education services in Australia, outpacing increases in other online services including groceries (up 43%) and general shopping (up 40%).<sup>8</sup> The ABC responded with increased educational content on ABC Education, ABC iview, ABC Kids and ABC ME.

The important role of media to uplift and comfort was demonstrated by strong audience engagement with ABC entertainment including *Fisk*, *Old People's Home for Four Year Olds*, *Love on the Spectrum* and *Hard Quiz*.<sup>9</sup>

The increased scale and severity of the 2019–20 bushfire season saw ABC Online, Radio and TV emergency coverage critical to Australian lives and communities as they prepared for, weathered and continue to rebuild after these disasters.<sup>10</sup>

In the future heatwaves, bushfires and flooding are expected to become more frequent and intense,<sup>11</sup> so the ABC will continue to invest in emergency content and technology to support the lives and survival of Australians and their communities.<sup>12</sup>

3. Source: ABC: COVID-19 Audience Research, 2021

4. Source: ABC Media Centre: ABC achieves record news audience, 2021

5. Source: University of Canberra News & Media research centre: COVID-19: Australian news and misinformation, 2021

6. Source: Edelman: Trust Barometer 2021 Mid-year Update: A World in Trauma Australian Edition, 2021

7. Source: ABC Corporate Tracking, 2020 & 2021

8. Source: World Economic Forum: The COVID-19 pandemic has changed education forever. This is how, 2020; Telsyte Australian Digital Consumer Study, 2021

9. Source: OzTAM, OzTAM VPM & RegionalTAM data, 2020

10. Source: ABC: The ABC Bushfire Impact Research 2019/2020, 2020

11. Source: The Royal Commission into National Natural Disaster Arrangements Report, 2020

12. Source: ABC Media Centre: ABC adds to Emergency Broadcasting in readiness for 2021/2022 season, 2021



# A growing and diverse population

## Australia's population is:<sup>13</sup>

- **growing** – While border closures have reduced net migration and emigration in the short term, Australia's population has grown by 3.7 million people in the past 10 years to 25 million and is forecast to grow to 29.9 million people by 2030.
- **increasingly diverse** – 26% of Australians (>6 million people) were born overseas, 2.8% identify as Aboriginal or Torres Strait Islander, 21% of Australians speak a language other than English at home (with Mandarin the most common) and 18% have a disability.
- **spreading into the outer suburbs and beyond** – By 2056 it's projected that in our capital cities, the outer suburban population will have more than doubled (with modest growth in other areas). COVID-19 also saw some Australians take the opportunity to consider alternative living arrangements by moving to fast-growing regional cities and smaller communities.<sup>14</sup>
- **shifting their work and commuting patterns** – New habits have emerged from the COVID-19 pandemic, which forced up to 40% of workers to work from home.<sup>15</sup>

## This means:

- **there are more people to reach.**
- **we must form new relationships with people** who haven't traditionally grown up with the ABC.
- **we must ensure audiences of all abilities can engage with our media** through capabilities like captions, transcripts, audio descriptions, sign-language and accessible websites and apps.
- **we'll need to continually evolve** to be relevant and accessible to the changing make-up, movement patterns and life rhythms of Australia.

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**Pictured:** ABC Newsreader Karina Carvalho

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13. Source: ABS: Population Projections Series B, Nov 2018; ABS: Population, Dec 2018; ABS Disability, Ageing and Carers, Australia: Summary of Findings, 2018

14. Source: The Conversation: Has COVID really caused an exodus from our cities? In fact, moving to the regions is nothing new, 2021

15. Source: Productivity Commission: Working from home, Research paper, 2021



## The explosion of technology

### How Australians source media continues to become increasingly digital and on-demand with:

- **digital device ownership and usage up** – In 2020 there were on average 19.7 digital media devices in each Australian household (up 4% from 2019), with 34% of Australians accessing the ABC weekly via our apps and websites (up from 24% in 2017).<sup>16</sup> In 2021, one in three (33%) Australians said they had learned to use new technology since the start of the COVID-19 pandemic and 34% said lockdowns and restrictions had accelerated their adoption of online services.<sup>17</sup>
- **on-demand media now mass** – In 2021 72% of Australians aged 18–75 claim to use a video on demand (VOD) service weekly (up from 64% in 2020), Apple News is used by 26% of Australians aged 18+ (~5.2 million people) each month (with ABC the #1 News provider) and total monthly podcast usage is forecast to grow from 37% to 52% by 2025.<sup>18</sup>
- **broadcast TV down** – While there was a slight uplift in broadcast TV consumption over 2020 driven by the COVID-19 pandemic and 2019–20 bushfires, in 2021 the previous declining trend returned for ABC TV and ABC TV Plus.<sup>19</sup> In 2021 15% of all video consumed on ABC iview came from live streaming, highlighting how audiences are transitioning live viewing from broadcast TV to online.<sup>20</sup> We also note increasing audience usage of live video streaming on platforms such as Facebook, YouTube, Instagram and Twitch.

### This means:

- **we must develop, commission, produce and distribute content in ways that work for audiences** and how they use an increasing number of broadcast and digital platforms. We need to be where they are as well as build strong distribution channels of our own.
- **we need to continue to rebalance our content investment** to align with how audiences use online on-demand and live streaming services.

**Pictured:** Sarah Ferguson

16. Source: ABC: Corporate Tracking, 2020 & 2021; Telsyte: Australian Digital Consumer Study, 2021

17. Source: Telsyte: Australian Digital Consumer Study, 2021

18. Source: ABC VOD Study, 2021; Edison: Infinite Dial Australia, 2021; ABC: Our Audience, 2021; Apple: Internal Data, 2021; Nielsen: Digital Media Ratings, Monthly Total, People 18+, Jan–Aug 2021

19. Source: ABC: Corporate Tracking, 2020 & 2021

20. Source: OzTAM: VPM, 2020 & 2021; ABC: COVID-19 Audience Research, 2021



## Media globalisation and fragmentation

### How Australians source content is becoming more fragmented and global with:

- **more global media players going directly to Australian audiences every year** – This includes Google, Facebook, Netflix, Spotify, Amazon, Paramount, Apple and Disney.
- **more Australians using these global platforms** – In 2021 49% of Australians claim to use Netflix each week, 80% of Australian VOD viewing time is spent on paid services<sup>21</sup> and Australian households have an average of 3.1 subscription VOD services (up from 2.8 in 2020).<sup>22</sup> There are 13.5 million streaming audio subscriptions (up 31% from June 2020).<sup>23</sup> Facebook and YouTube reach 71% of the Australian population aged 2+ each month and Google reaches 81%.<sup>24</sup>
- **global and local players investing in local content** – With Amazon Prime, Disney, Netflix and Stan spending a combined \$153 million on commissioning Australian content in 2019–20,<sup>25</sup> growing their local content teams and announcing plans to further increase output (e.g. Stan’s target of 30 original local productions per year by 2025).<sup>26</sup>
- **online players broadening their content offers and evolving their platforms** to retain audiences through key verticals such as Australian sport with Stan Sport and Kayo Sport (Foxtel) and talk podcasting with Spotify.

### This means:

- **Australian content is not enough**, to differentiate from global players **we need to be distinctive and compelling**.
- to allow people to find and engage with our content **we’ll need an increased focus on building content relationships and brands**.
- that ensuring our content **contributes to ‘a sense of national identity’ and ‘supports the Australian media production sector’** is as important as ever.

21. Source: ABC: VOD Study, August 2021

22. Source: Telstye: Australian Subscription Entertainment Study, 2021

23. Source: Telstye: Australian Subscription Entertainment Study, 2021

24. Source: Nielsen: Digital Media Ratings, Monthly Total, Ppl 2+, Jan–Aug 2021

25. Source: Australian Communication and Media Authority: Spending by Subscription Video on Demand Providers 2019–20

26. Source: Australian Financial Review: Streaming players invest \$270 million in Aussie content, August 2021; ABC: VOD Market Study, October 2021

## Our ongoing purpose

Although the landscape has changed significantly, the ABC's purpose and the community's need for public broadcasting services remains essential.

### We will continue to:

- **Inform** – by helping people stay up-to-date, understand and act on the stories that matter to them.
- **Entertain** – in ways that are distinctive, relatable and uniquely Australian.
- **Educate, inspire and explain** – by exploring the world we live in and our place in it.
- **Make a difference** – by promoting positive change for individuals and society as a whole.
- **Connect the nation** – by celebrating and reflecting on the things that bring us together.

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Pictured: Chief elections analyst Antony Green

# purpose

# Inform

## We'll help people stay up-to-date, understand and act on the stories that matter to them by:

- working with people and communities to identify and share the stories, concerns and topics that matter to them
- objectively reporting on issues and events as they happen, focusing on stories that are vital for strong communities and a healthy democratic society
- investigating and holding institutions, organisations and governments to account in the public interest
- helping people understand why stories are important and what they mean
- hosting diverse perspectives and healthy debate.

## For example

### What matters to you, matters to us

The ABC is committed to serving Australians wherever they reside.

To enable this, we've embedded reporters around the nation in communities beyond our stations and bureaux.

In 2022 we're expanding this to more groups and locations so we can report in partnership with those communities on the issues that matter to them.

When big stories happen overseas, our coverage is in-depth and nuanced, with stories told through the eyes of our foreign correspondents.

We also continue to develop in-language online news services (Chinese/Bahasa Indonesian/Tok Pisin) and broadcast news and current affairs to the Pacific via Radio Australia.

### Australia Votes 2022

There will be a federal election in 2022 and ABC News is committed to covering the issues that matter to voters right across Australia.

A series of projects will see us in your community, finding out what you need to know, and explaining how the election is relevant to your life with solutions-focused stories. *Vote Compass* will return to help all Australians explore how their views align with those of the candidates.

Those new to politics will find explainers, interactive tools and on-demand digital content available to better understand the policies and what's happening on the campaign trail.

During the campaign *Insiders* will extend to 90 minutes, bringing you more of the best political analysis in Australia, led by host David Speers.

Leigh Sales and the 7.30 team will also focus on the campaign, and on election night Australia's leading elections number-cruncher Antony Green and our panel of experts will guide us through the implications as the results unfold.

The ABC News website and app will provide the audience with a unique live election experience with up-to-the-minute results, seat-by-seat analysis and an opportunity for audiences to ask their burning questions about the political process.

### Pacific Beat, Pacific Review and Wantok

ABC Radio Australia's news and current affairs programs continue to deep dive into the stories that matter for audiences across the Pacific region.

Together, these shows offer comprehensive news coverage that has never been more important given the impacts of the COVID-induced economic downturn and the effects this has had on local media.

## Entertain

### We'll entertain in ways that are distinctive, relatable and uniquely Australian by:

- creating compelling, authentic and relatable drama, comedy and entertainment
- making people feel, laugh and cry
- enriching people's lives through music and art
- discovering, promoting and celebrating Australian artists, musicians and creators
- exploring new ways to tell and share stories made possible by our audience's embrace of new technology.

### For example

#### Preppers

A new comedy series, starring the multi-talented Nakkiah Lui, *Preppers* delves into the crazy world of people preparing for the end of days.

Written by Lui and Gabriel Dowrick and directed by Steven McGregor (*Black Comedy*), *Preppers* follows Charlie (Nakkiah Lui), a young Aboriginal woman who, after suffering her own personal cataclysmic event, finds herself at the centre of a mismatched community of 'preppers' planning for the apocalypse at Eden 2.

Joining her are Jack Charles, Chum Ehelepola, Ursula Yovich, Erin Jean Norvill, Meyne Wyatt, and Aaron McGrath.

#### DIG: The Ring In (Podcast)

It was Australia's dodgiest horse race and one of the racing industry's darkest days. In 1984 a bunch of crooks hatched a plot to defraud racing bookmakers of millions of dollars.

The plan involved gangsters, a hapless horse trainer, a bucket of hair dye and two horses.

To this day, the 'Fine Cotton affair' remains the biggest scandal in horse racing this country has ever seen.

36 years after the race was run, *DIG: The Ring In* tells this rollicking tale full of larger-than-life characters, colourful racing identities, comedy and tragedy.

#### Blak Out on triple j

From old unk singing round the fire to the lil cuzzo spitting fire, this show serves more heat than nan's curried sausages!

For the mob, by the mob, triple j's *Blak Out* is a weekly radio program hosted by Yuin rapper Nooky.

It celebrates the finest in First Nations music and culture both past and present – spinning tracks from the best emerging talent alongside greats like Uncle Archie Roach.

Having hosted the 2021 National Indigenous Music Awards, *Blak Out* has quickly cemented its place as a home for Indigenous excellence.

#### More Australian children's content

In 2022 ABC KIDS & ABC ME will feature even more Australian titles! Breakout 'Australian Phenomenon' *Bluey* returns to audience acclaim with new episodes of the hilarious and heart-warming life in the Heeler family.

Exquisite new ABC Kids series *Beep & Mort* will launch and returning favourites like *Play School* and *Kangaroo Beach* (S2) will continue to delight pre-schoolers.

Comedy and animation binges will be delivered to older kids with new titles *Born to Spy*, *The PM's Daughter*, *Built to Survive* and *Maverix* alongside favourites *Strange Chores* (S2) and *100% Wolf* (S2).

## Educate, inspire and explain

### We'll explore and explain the world we live in and our place in it by:

- helping make sense of the political, economic and social forces and trends changing our world
- giving carers and educators content that explains childhood development, stimulates learning experiences and enhances everyday life skills, underpinned by education curriculums and learning frameworks
- helping Australians share and enjoy the art, creativity and heritage that connects us
- covering developments and inspiring curiosity in science, health and technology and explaining how they're relevant to our daily lives
- examining the ethical questions we face today and the diversity of Australian faiths and beliefs
- celebrating the people and cultures – past, present and emerging – that shape us
- showcasing Australia's unique landscapes, flora and fauna.

### For example

#### Space 22

Every word counts in a conversation that can save a life. Are you OK? But how do you even begin if you can't find the words to describe what you're thinking or feeling.

Just as nature or a piece of music can say something in ways that defy description, creativity and art have the power to reach into realms that are beyond words.

Working with The Black Dog Institute, *Space 22* explores the impact of art and creativity on mental illness through a unique art-based program. Can art change lives?

#### Question Everything

In a world dominated by fake stories, false claims, scams, frauds and outright lies, *Question Everything* dissects the news, sorting the real from the rumours, separating fact from fiction and flattening conspiracy theories back down to Earth. Hosted by Jan Fran and Wil Anderson and from the team behind Gruen, it features a revolving panel of new and emerging comedians, supporting the next generation of comedic talent.

#### Stuff the British Stole (Podcast, S2)

Throughout its reign, the British Empire stole a lot of stuff. Today those objects are housed in genteel institutions across the UK and the world and usually come with polite plaques.

In Series 2 of the acclaimed podcast *Stuff the British Stole*, Marc Fennell continues his quest to tell the not-so-polite history behind those objects.

In each episode, a stolen object is your guide on a global adventure through the wild and entertaining tales that illuminate stories of politics, violence, survival, justice and reconciliation.

#### Southern Ocean Live

Australia's Southern Ocean is a wild and dramatic place full of charismatic creatures.

On Victoria's Philip Island, hosts Hamish McDonald, Dr Ann Jones and expert guests will bring you rich stories that highlight the diverse and fragile nature of Australia's coastlines.

From one of the biggest mass migrations of spider crabs in Port Phillip Bay, to the largest gathering of courting giant cuttlefish in the Spencer Gulf, *Southern Ocean Live* will feature exciting marine events that only happen for a few nights of the year around the Winter solstice.

## Make a difference

### We'll promote positive change for individuals and society as a whole by:

- sparking national conversations on important issues and events that matter to audiences and communities
- helping people understand and respond to choices and challenges in their lives and their communities
- championing the diversity of Australian voices and opinion
- giving back to our communities.

### For example:

#### Old People's Home for Teenagers

There is a loneliness epidemic in Australia and the two groups it's affecting most are older people and teens.

From the makers of the multi award-winning series *Old People's Home for Four Year Olds* comes the new ground-breaking intergenerational experiment *Old People's Home for Teenagers*.

Can older people help our teenagers build resilience and change their ageist views on older people? Can teenagers bring back a sense of purpose into the lives of our older adults and improve their overall mental and physical health?

#### Sistas, Let's Talk (Podcast)

A weekly pan-Pacific show specifically designed for women on ABC Radio Australia, podcast and Facebook.

*Sistas, Let's Talk* features the voices and stories of Pacific women across the region and covers traditional cultural practices and their impact on women and families, women's participation in politics and public life, reproductive rights and access to health care alongside lighter topics such as decolonising Pacific women's hair.

#### Ms Represented

Annabel Crabb looks at Australia's landmark move to give women the vote, the right to be elected and the 150 years since.

*Ms Represented* visits events like the 1894 South Australian parliamentary vote in which a strategic blunder gave SA women the right to vote and the secret deal cut by male legislators in 1996 that barred women from accessing the abortion drug RU486 for nearly a decade before it was undone by an unprecedented cross-party group of women.

But the heart of the series is the women themselves. Proud, angry, determined, sad, hilarious; they speak about their lives in politics with rare candour.

#### Innies + Outies (Podcast)

In 2022, the ABC will continue to invest in the diversity of Australian stories in all forms.

This includes the *Innies + Outies* podcast featuring the coming out, and sometimes staying in, stories of Australia's LGBTQIA+ community while exploring the broader themes of sexual identity.

It'll be supported in February by the launch of the ABCQueer newsletter and the ongoing ABCQueer Instagram account.

#### Rebuilding Mallacoota

After a devastating 2020 summer bushfire almost wiped them off the face of the Earth, can a band of citizens from a deeply divided community overcome their differences and seize control of their own destiny to save their town from dying?

From the award-winning team behind *Aftermath*, *Rebuilding Mallacoota* is a compelling documentary series that chronicles a real-life experiment in self-determination taking place in the bushfire-ravaged Victorian coastal community of Mallacoota.



## Connect the Nation

### We'll celebrate and reflect on the things that bring us together by:

- hosting and covering Australia's unique and diverse events, places, communities and people
- observing events of national importance
- bridging the vastness of the Australian continent, its cultures and communities by presenting on the ground from 56 local bureaux across Australia.

### For example

#### ABC 90th Anniversary

To celebrate the ABC's 90th anniversary in 2022, we are inviting all Australians to reflect on and be inspired by their connection to the national broadcaster.

Kicking off with our New Year's Eve broadcast we'll have special events and programs throughout the year on TV, Radio and Online.

This includes a national live event on July 1st showcasing the most memorable programs, people, places and events of the past 90 years.

#### triple j's The Hottest 100

*The Hottest 100* is the biggest music campaign of its type in the world, capturing the imagination of young Australians every summer when triple j collates millions of votes and counts down the greatest 100 songs of the year.

*The Hottest 100* is a cultural behemoth with 39% of Australians 16+ engaging with it in some way in 2021 and an estimated 2.9 million people listening live.<sup>27</sup> On *The Hottest Weekend*, Double J joins in for the retro countdown of the Hottest 100 of 20 years before.

27. Source: ABC: triple j's Hottest 100 Audience Survey, February 2021

The success of *The Hottest 100* is mirrored in the growing audience for ABC Classic's own poll *The Classic 100*, now 20 years old and drawing record participation.

#### ABC SPORT

Few things bring Australians together like sport and in 2022 we are continuing to build a home for it with ABC SPORT.

Our revised online offer keeps Australians up to date with the biggest local and overseas events, through stories, stats, video and audio both live and on-demand. We'll continue to turn the spotlight on the increasingly diverse modern sporting landscape, tell stories about everyday people doing inspirational things via great sports documentaries and encourage participation in sports and fitness.

Our audio offers will give local and international audiences access to the best of Australian sporting fixtures, commentary and analysis.

#### Mardi Gras 2022

The Sydney Gay & Lesbian Mardi Gras Parade returns to the ABC in 2022, giving more Australians the opportunity to take part in this significant cultural event and celebrate the diversity of Australian communities.

In 2022 the ABC will also continue to showcase LGBTQI+ content on triple j, ABC iview, ABC News, ABC Radio around the country and through ABCQueer.

#### Movin' to the Country (S2)

Australians are moving to the country faster than you can order a soy latte to go with your smashed avo.

In *Movin' to the Country* you'll meet the entrepreneurs and innovators who are embracing new opportunities in some of the most beautiful regions across Australia.

The series showcases the beauty our country has to offer and celebrates the liveability and appeal of regional Australia.



## Priorities for 2021–22

**So that the ABC remains strong, relevant and essential to future generations we will prioritise delivering public broadcasting services that:**

### **Are relevant for all Australians**

We'll make the stories we tell and the way we tell them accessible and valuable to key growing audience groups.

### **Deliver public benefit with impact**

We'll deliver distinctive, public benefit content that engages mass audiences, builds national conversations and creates meaningful change.

### **Look and sound like contemporary Australia**

We'll increase the diversity of our content and the people making it, so our stories, people and organisation truly reflect the breadth of modern day Australia.

### **Are creative, push boundaries and take risks**

We innovate and pioneer, our Charter demands it of us. We'll put creativity and exploration at the heart of everything we do.

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**Pictured:** Jan Fran and Wil Anderson

## Be relevant for all Australians

**We'll make the stories we tell and the way we tell them accessible and valuable for all Australians by focusing on important, growing audience groups:**

**We'll continue to serve our most engaged audiences:**

- children aged 2–12
- adults aged >55.

**While focusing on content that can engage:**

- adults aged <55
- culturally diverse families
- Australia's growing suburban population.

**We'll also seek targeted ways to be more relevant to:**

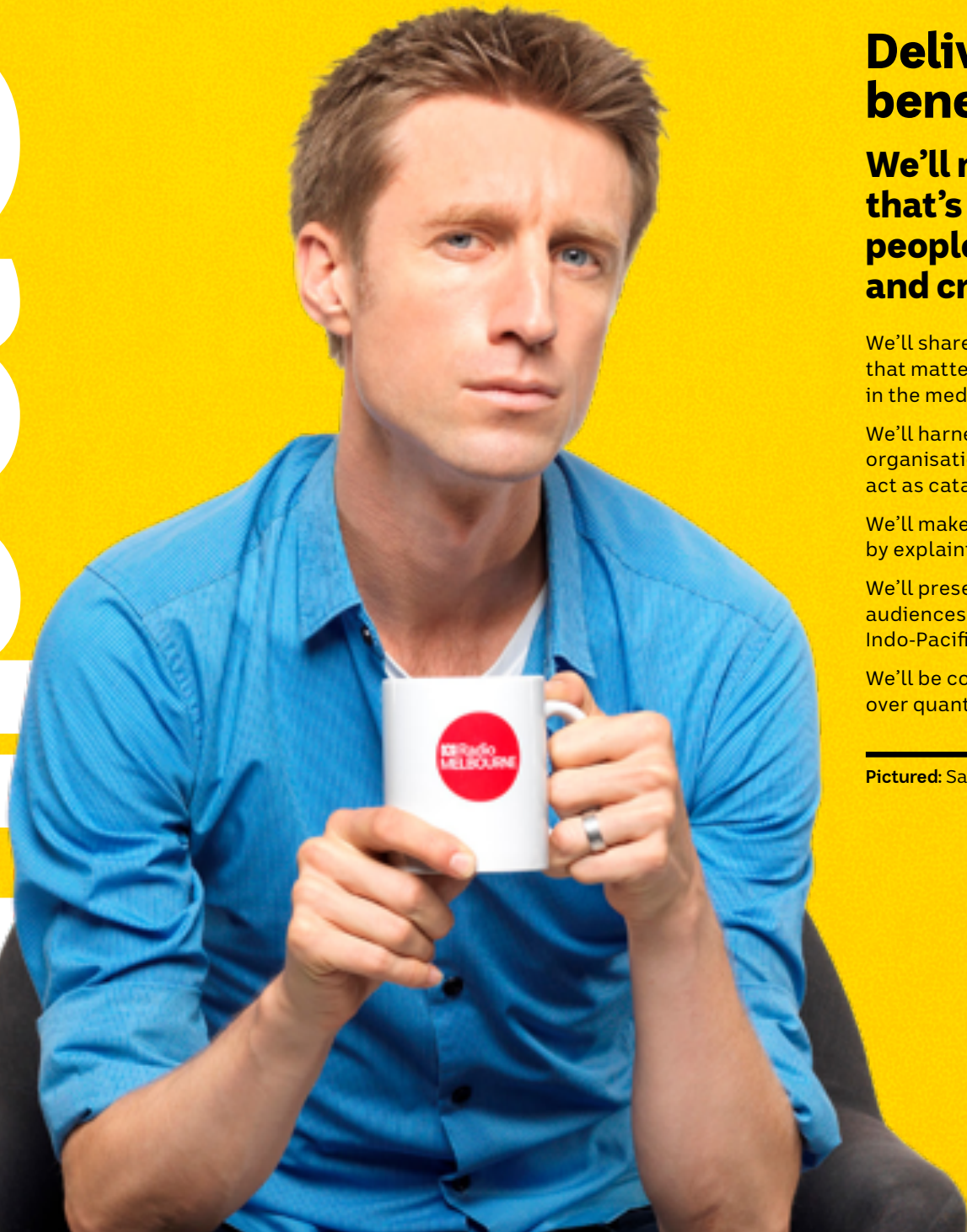
- young adults aged 18–29
- older teens aged 12–17.

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**Pictured:** Christine Anu

all au... lia

Impact



## **Deliver public benefit with impact**

**We'll make distinctive content that's broader, reaches more people, connects more communities and creates meaningful change.**

We'll share stories and spark discussion about things that matter to audiences and communities that others in the media sector won't.

We'll harness all our platforms and partner with grassroots organisations to build these into national conversations that act as catalysts for positive change.

We'll make the complex and the unfamiliar accessible by explaining them simply and clearly.

We'll present Australian perspectives to international audiences across the globe, with a particular focus on the Indo-Pacific region.

We'll be compelling and entertaining and focus on quality over quantity.

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**Pictured:** Sammy J

## Look and sound like contemporary Australia

### We'll increase the diversity of our content and the people making it so we're engaging to more Australians

We'll share stories that authentically reflect more people's lives, perspectives and experiences.

We'll increase the representation of different age groups, cultural and socio-economic backgrounds, disability and people from every part of the country.

By doing so, more people will be able to see themselves in the ABC and engage with it.

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*Pictured: Bluey*



## Be creative, push boundaries and take risks

### We'll make creativity and exploration the heart of what we do

We know nothing is off the table if it's distinctive and valuable for our audiences.

We'll try new things responsibly, comfortable in the knowledge that not everything will work.

We'll learn by doing.

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**Pictured:** Namila Benson, *Art Works*

# take risks



Pictured: *Fierce Girls*



# Our Content

## **Our Content**

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# Our content

**This section lays out the ambitions and strateg at focus on targeted audiences and formats.**

For each team and targeted area, we highlight key content and initiatives. Where relevant we present these in quadrants to show the content focus and mix.

## How to read these quadrants:

- Content in every quadrant will deliver value and public benefit to audiences.
- Content in the 'Broad' and 'Distinctive and large impact' quadrants are expected to appeal to larger and broader audiences.
- Content in the 'Distinctive and large impact' quadrant is expected to deliver strong real-world impact.
- Content in the 'Focused' quadrant is aimed at meeting the needs of a particular audience.
- Content in the 'High public benefit' quadrant is expected to deliver a public benefit that's independent of audience size (e.g. triple j Unearthed).
- For each team, the spread of content across these quadrants is different, based on their aims.
- To meet our priorities, we balance the ABC's portfolio with a spread of content across each quadrant.

## Broad

## Distinctive and Large Impact

## Focused

## High Public Benefit



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Pictured: Leigh Sales

# News

**Independent and free, ABC News is our nation's most trusted source of news and information.**

**We report in the public interest, holding power to account and helping Australians understand the complex world we live in.**

**Our reporting is relevant, approachable, of the highest quality and reflects the diversity of the community.**

**It's available anywhere, anytime, on the devices and platforms our audiences love – whether owned and operated by us, or by others.**



# News

## Our ambitions

- Tell stories and cover news events that are relevant to Australians, their interests and their lives.
- Be Australia's most trusted source of information for Australian communities, listening and collaborating to explain the topics and issues that matter to them every day.
- Produce impactful journalism on behalf of citizens and in the public interest.
- Look, sound and represent the full diversity of Australia so that everyone can see and hear themselves and their perspectives in our stories.
- Engage Australians in the important conversations they care about and that shape the community around them.
- Objectively and accurately report on events using accessible and clear language and storytelling.
- Deliver our journalism in ways that suit Australian lifestyles and habits.

## How we'll do this

- Deliver high-quality, independent journalism that earns the trust of audiences by being accurate, objective and impartial.
- Approach our journalism bravely, honestly and ethically, and seek constantly to improve it.
- Continue to pursue diversity in all its forms in our workforce.
- In our journalism and coverage, include the widest range of valid perspectives in proportion to reflect the breadth of contemporary Australia.

- Align our editorial values to the interests and concerns of more Australians through the stories we cover and commission, the perspectives we reflect, the style and tone of our reporting and the services we provide.
- Embed in more communities to increase the variety of stories we tell and to cover the issues and events other media organisations aren't focusing on.
- Speak simply and clearly using everyday language and provide explanations and context that make sense of complex stories.
- Highlight solutions and provide information that audiences can use.
- Change the way we work to create content that is more easily accessible to Australians whenever and wherever they seek their news and information.

## Our highlights

### What matters to you, matters to us

The ABC is committed to serving Australians wherever they reside. To enable this, we've embedded reporters around the nation in communities beyond our stations and bureaux.

In 2022 we're expanding this to more groups and locations so we can report in partnership with those communities on the issues that matter to them. When big stories happen overseas, our coverage is in-depth and nuanced, with stories told through the eyes of our foreign correspondents.

We also continue to develop in-language online news services (Chinese/Bahasa Indonesian/Tok Pisin) and broadcast news and current affairs to the Pacific via Radio Australia.

### Australia Votes 2022

There will be a federal election in 2022 and ABC News is committed to covering the issues that matter to voters right across Australia.

A series of projects will see us in your community, finding out what you need to know, and explaining how the election is relevant to your life with solutions-focused stories. *Vote Compass* will return to help all Australians explore how their views align with those of the candidates.

Those new to politics will find explainers, interactive tools and on-demand digital content available to better understand the policies and what's happening on the campaign trail.

During the campaign *Insiders* will extend to 90 minutes, bringing you more of the best political analysis in Australia, led by host David Speers.

Leigh Sales and the 7.30 team will also focus on the campaign, and on election night Australia's leading elections number-cruncher Antony Green and our panel of experts will guide us through the implications as the results unfold.

The ABC News website and app will provide the audience with a unique live election experience with up-to-the-minute results, seat-by-seat analysis and an opportunity for audiences to ask their burning questions about the political process.

### The Bright Side

We know the news can often be gloomy and that 'news avoidance' is on the rise. We are committed to tackling this with a 'solutions-based journalism' approach that looks at the steps individuals and communities can take to tackle big issues.

*The Bright Side* project, driven by AM host Sabra Lane, is highlighting positive, constructive stories for our audience with a newsletter, video on demand for social platforms and dedicated sections on ABC iview, the ABC News website and ABC listen.



## An On-Demand Future

Australians are shifting more to on-demand platforms and ABC News is responding.

Our reporting teams have implemented innovative ways to ensure programs and segments that air on TV and Radio, like *China Tonight*, also work brilliantly on-demand. ABC News TV and the Audio News and Current Affairs teams are producing more short-form stories to be surfaced in highly-personalised News Streams that are in development for ABC iView and ABC listen.

We are also continuing our push into podcast production, with new commissions like *ABC News Daily* and returning favourites like the *If You're Listening* franchise.

We are creating more stories that can be used across multiple platforms, including third-party platforms where we reach people who are not habitual ABC News users.

## ABC SPORT online

Few things bring Australians together like sport and in 2022 we're continuing to build a new online home for ABC SPORT.

This will help Australians stay up to date with the biggest local and overseas events as they are happening, through stories, stats, video and audio both live and on-demand. Smart conversations about sport will be at the core of the offering.

We'll also be turning the spotlight on community and women's sport and stories about ordinary people doing inspirational things around the nation.

ABC SPORT online will be a home for our great sports documentaries and will also feature the best of ABC Grandstand.

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**Left top:** Chief elections analyst Antony Green

**Left centre:** *China, If You're Listening*

**Left bottom:** Kyle Harley shooting Creightons Creek fire



## From our team

"News is as exciting and engaging as ever.

What we're doing is delivering it in a way that's more conversational, more accessible, more constructive, and available on-demand."

**Tracey Kirkland**  
Continuous News Editor,  
News Channel



"We have added depth to our coverage by forging relationships with diverse outer-metropolitan communities who have often felt unseen.

The result has been original and consequential journalism that has challenged stereotypes and created new audiences."

**Mridula Amin**  
Parramatta News Bureau

# Our content

## Broad

ABC Capital City Facebook (x 8)  
ABC News In-depth YouTube  
ABC News TV Flow Programming (Video)  
ABC News YouTube  
Australian Story  
Exposed  
Foreign Correspondent  
News Breakfast  
News Stream (Audio)  
Newsmail (AM and PM)  
One Plus One

PM (Audio)  
This Week (Audio)  
TRACE (Audio)  
Weekend Breakfast  
Weekend Reads Newsletter

## Distinctive and Large Impact

7.30  
7pm News  
ABC News App  
ABC News Website  
AM (Audio)  
Audio Flash Briefings  
Australia Talks  
Coronacast (Audio)  
Four Corners  
Insiders  
National News Bulletins (Audio)  
The Signal (Audio)  
The World Today

## Focused

...If You're Listening (Audio)  
ABC News at Noon  
ABC News Facebook account  
ABC News Instagram  
ABC News Twitter  
Afternoon Briefing (Video)  
Capital Hill  
Close of Business  
Friday Briefing  
NewsRadio Flow Programming (Audio)

Offsiders  
Planet America  
Politics Newsletter  
The Brief  
The Business  
The Drum  
The World (Audio / Video)  
The World This Week (Audio / Video)  
Your Money Explained Newsletter

## High Public Benefit

ABC News Regional  
Behind The News  
BTN Newsbreak  
China Tonight (S2)  
Ms Represented (Podcast)  
National Press Club  
Pacific Beat  
Parliament (Audio / Video)  
Q&A  
Radio Australia

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Pictured: Ali Clark

# Regional & Local

**Regional & Local teams connect with communities across the country, sharing their stories and covering the issues that are important to local audiences.**

**Our content gives audiences a better understanding of the diverse country in which we live, and celebrates and strengthens the communities, people and places of Australia.**



# Regional & Local

## Our ambitions

- **Everyday for Everyone.** Be part of the everyday lives of Australians in every community by providing our audience with day-to-day content that is relevant to them, when and where they are looking for it.
- **Connect and Engage with Communities.** Be the first choice for Australians looking to connect with their communities of shared geography, identity and interest.
- **Celebrate and Strengthen Communities.** Bring audiences together through coverage of significant events. Build understanding through shared experiences and ideas that engage our audiences' hearts and minds. Strengthen communities through content that builds resilience and supports informed decision making about issues that matter to them.

## How we'll do this

- Broaden our audience by reaching more people on digital platforms while maintaining our loyal audience on Radio and TV.
- Provide audiences with more content that is relevant to their lives, so we become an essential part of their daily routine.
- Provide a personalised experience for audiences so they can better connect with the content that is relevant to them.
- Collaborate with teams across the ABC to deliver online content that is practical and useful for our audiences' lives.

- Share the stories and experiences of diverse voices. Increase the diversity of our staff, our presenters and guests, our topics and stories.
- Continue to bring together national and international audiences around our common interests, including the big, shared moments of New Year's Eve, Australia Day and ANZAC Day.
- Use external partnerships to engage with non-traditional ABC audiences and tap into alternative distribution methods.
- Support strong and resilient Australian communities through our content and activities, including the emergency broadcasting work undertaken by our teams.

## Our highlights

### ABC Emergency (Online)

The ABC continues to be there for audiences in times of disaster. The new ABC Emergency website expands the range of information available to audiences during a disaster, featuring details of active incidents and live mapping of emergencies across the country.

The site also connects Australians to their nearest ABC Radio station and to advice for recovering from an event such as the *After the Disaster* podcast.

### Innies + Outies (Podcast)

In 2022, the ABC will continue to invest in the diversity of Australian stories in all forms. This includes the *Innies + Outies* podcast featuring the coming out, and sometimes staying in, stories of Australia's LGBTQIA+ community while exploring the broader themes of sexual identity.

It'll be supported in February by the launch of the ABCQueer newsletter and the ongoing ABCQueer Instagram account.

### Distinctive regional stories

Australians are moving to the country faster than you can order a soy latte to go with your smashed avo. In *Movin' to the Country* you'll meet the entrepreneurs and innovators who are embracing new opportunities in some of the most beautiful regions across Australia.

While *Muster Dogs* follows five farmers from across Australia who are each given a Kelpie puppy from the same litter to train up as a muster dog. Both programs showcase the beauty our country has to offer and celebrates the liveability and appeal of regional Australia.

### Community Connection

Our teams on the ground in the eight capital cities and 50 regional locations are connecting directly with audiences through dozens of events like the *Hello* outside broadcasts and pop-up newsrooms.

They're taking our radio stations into communities, giving audiences the chance to meet presenters, putting local issues on the agenda and delivering community outcomes through partnerships and supporting community organisations (e.g. the ABC Gives Christmas Appeal).

This is backed up by our range of curated, conversational and hyper-local newsletters for local audiences – with 20 covering local news for regional and capital city audiences, and four covering specialist topics, including ABC EVERYDAY.



## ABC SPORT

There's nowhere more passionate about sport than Australia and nothing brings us together quite like a big sporting moment.

In 2022 you'll hear all the big moments of the Aussie Rules, Rugby League, Cricket on ABC SPORT and WNBL on ABTC TV and ABC iView.

Plus the recently launched ABC SPORT newsletter gives people the analysis of what's happening in the world of sport, with behind the scenes insight and a touch of humour.

**Left top:** L-R, Kristy O'Brien, Craig Quartermaine and Halina Baczkowski from *Movin' to the Country*  
**Left centre:** *Innies + Outies*  
**Left bottom:** *Muster Dogs*



**"We tell the stories that matter to regional and rural communities and hold decision makers to account on behalf of our audience.**

It's our privilege to be able to dig deep into issues that shape life in the regions and share those stories with the rest of Australia."

**Katherine Sullivan**  
National Rural Affairs Reporter



## From our team

**"The Kimberley team's recent work has ranged from a complex investigation that resulted in the arrest of a Broome sex offender who'd been on the run overseas for nine years, to a rescued Brahman calf who thinks he's a dog and enjoys daily swims at a local beach.**

**We're the Kimberley community's first and best source for what they want and need to know each day, and Australia's window onto our region's amazing landscape, people and stories."**

**Sam Tomlin**  
ABC Kimberley Chief of Staff



**"Gardening Australia has grown an audience for over three decades by telling stories with a can-do approach.**

**Our audiences want to see, feel and connect with the practical part of the stories we share.**

**We engage individuals, families and communities with ideas to step out and grow closer to nature."**

**Costa Georgiadis**  
Gardening Australia Presenter

# Our content

## Broad

ABC Capital City Afternoons (x8)  
ABC Capital City Nightlife  
ABC Capital City Saturday Breakfast (x8)  
ABC Capital City Sunday Mornings (x8)  
ABC Everyday  
Gardening Australia  
Grandstand Cricket  
Movin' To The Country (S2)  
Muster Dogs  
NYE 2021

## Distinctive and Large Impact

ABC Capital City Breakfast (x8)  
ABC Capital City Drive (x8)  
ABC Capital City Facebook (x8)  
ABC Capital City Mornings (x8)  
ABC Regional Breakfast (x41)  
ABC Regional Facebook (x41)  
ANZAC Day  
Back Roads  
ABC Emergency (Audio / Online)  
Digital Features

## Focused

ABC Australia Instagram  
ABC Capital City Evenings – Mon to Thurs (x7)  
ABC Capital City Evenings – Weekends  
ABC Capital City Overnights  
ABC Capital City Twitter accounts (x8)  
ABC EVERYDAY Instagram and Facebook  
ABC Regional Mornings (x17)  
ABC Regional Newsletter Expansion  
ABC Saturday Night Country  
ABC SPORT Facebook & Instagram  
ABC Statewide Drive (x10)  
ABC Weather Obsessed Facebook  
Additional on-demand audio including Country Hour (x7) and Grandstand (x4)  
Australian Women's Open Golf  
Best of Grandstand Podcast  
Bludging on the Blindside  
Can You Be More Pacific  
Chopsticks or Fork  
Golden Guitars 2022  
Grandstand AFL and NRL programs  
Grandstand state programs  
James Valentine Headroom (Podcast)  
Local Radio Weekend DAB+ Programs  
Offsiders  
Roy & HG Dodging Armageddon  
Summer Grandstand  
Tastes Like Home  
That Pacific Sports Show  
The Conversation Hour (Vic)  
The Sammy J Snack Pack (Podcast)

## High Public Benefit

Hello' Community Engagement series  
ABC Capital City Instagram (x8)  
ABC Emergency Facebook and Twitter  
ABC Queer Instagram & Newsletter  
After the Disaster (Podcast)  
Air Force 100: Commemorating 100 years of the Royal Australian Airforce  
Australia All Over  
Australia Day Live  
Australia Wide  
Australian of the Year Awards  
Census 2021 – Why we Count  
Charles Perkins Oration 2021  
Citizenship and Flag Raising Ceremony  
Country Hour (x7)  
Farmer of the Year  
Governor General's Australia Day Message  
Indigenous Seasonal Weather  
Innies + Outies (Podcast)  
International Day of People with Disability Regional Storyteller  
January 26  
Landline  
Operation Overlord  
Playing it Forward: Women's State of Origin  
Remote Schools Media Literacy Program  
State Election Coverage  
Strong Women  
Tall Poppy  
The Art of Remembrance  
WugulOra Morning Ceremony  
You Little Ripper (Podcast)



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**Pictured:** Rachel Griffiths from  
Total Control (S2)

# Entertainment & Specialist

**Entertainment & Specialist's output is unique, with a diversity of format, tone, and subject. We aim to inspire audiences in many different ways, reflect our culture and community and empower Australians to contribute to our national identity.**

**Our teams cover the following genres:**

**Factual & Culture**

**Drama, Entertainment, Comedy & Indigenous**

**Music & Creative Development**

**Children's**



---

Pictured: Miriam Margoyles

# Factual & Culture



# Factual & Culture

## Our ambitions

- Connect with broad and specialist audiences by consistently producing high quality and distinctive content featuring Australian voices, places and stories across a variety of broadcast and online platforms.
- Create real-world impact by igniting national conversations and actions around topics of social and cultural significance.
- Provide reliable, trusted and factually rich content.
- Reflect contemporary Australia in our audio, video and online content, with diversity front and centre.
- Spark curiosity in our audiences with distinctive, intelligent and innovative content that enriches their lives.
- Be recognised as the broadcast home of the Arts, helping audiences grow a deeper understanding and connection to it.

## How we'll do this

- Continue to build a compelling high-end factual and specialist slate (across history, natural history, science, religion & ethics and arts) that informs, educates and inspires national conversations.
- Support and develop our ABC experts as the trusted sources of specialist information, particularly in science, arts, and religion & ethics.
- Deliver high quality investigative narrative journalism through our documentaries, podcasts and programs.
- Create impact campaigns that provide tools and resources to help grow community relationships and inspire change.

**Left top:** JoAnne Bousianis-Sellick presents *Tiny Oz*

**Left centre:** Natalie Bassingthwaight brings us *Space 22*

**Left bottom:** *Southern Ocean Live*

- Grow ABC Education audiences by providing relevant educational content mapped to the curriculum.
- Prioritise diversity in our content and workforce by actioning our Diversity and Inclusion Plan.
- Tell stories that are entertaining and informative, timely and memorable. Offer an alternative, new or surprising perspective on subjects familiar and unfamiliar.
- Be innovative, inspiring and creative with our ideas and execution.
- Deliver an integrated online strategy that builds on the success of our specialist online content and podcasts.
- Curate a diverse mix of new and returning brands, ABC iView and ABC listen drivers and specialist and culturally significant content.
- Grow stronger partnerships across the ABC to amplify our content to audiences.
- Continue to work with Australia's leading creatives to deliver blue chip, award winning content.
- Nurture and support the local production industry to ensure we attract the best talent and ideas and support a long-term and sustainable industry.
- Strengthen our partnerships with cultural and education institutions and screen funding agencies.

## Our highlights

### Old People's Home for Teenagers

There is a loneliness epidemic in Australia and the two groups it's affecting most are older people and teens. From the makers of the multi award-winning series *Old People's Home for Four Year Olds* comes the new ground-breaking intergenerational experiment *Old People's Home for Teenagers*.

Can older people help our teenagers build resilience and change their ageist views on older people? Can teenagers bring back a sense of purpose into the lives of our older adults and improve their overall mental and physical health?



## Stuff the British Stole (Audio, S2)

Throughout its reign, the British Empire stole a lot of stuff. Today those objects are housed in genteel institutions across the UK and the world and usually come with polite plaques.

In Series 2 of the acclaimed podcast *Stuff the British Stole*, Marc Fennell continues his quest to tell the not-so-polite history behind those objects.

In each episode, a stolen object is your guide on a global adventure through the wild and entertaining tales that illuminate stories of politics, violence, survival, justice and reconciliation.

## Tiny Oz

Host Jimmy Rees and miniature artist JoAnne Bousianis-Sellick take us on a journey across our continent in a way we've never experienced before – through extraordinary makers and crafts people who are building itchy bitsy versions of the towns and cities of Australia.

Each episode travels to a different part of the country to recreate in three-dimensional form a meaningful historical event. The result will be exquisite dioramas full of mind-bending, miniscule detail and a fascinating perspective of our cultural history.

## DIG: The Ring In (Podcast)

It was Australia's dodgiest horse race and one of the racing industry's darkest days. In 1984 a bunch of crooks hatched a plot to defraud racing bookmakers of millions of dollars. The plan involved gangsters, a hapless horse trainer, a bucket of hair dye and two horses.

To this day, the 'Fine Cotton affair' remains the biggest scandal in horse racing this country has ever seen. 36 years after the race was run, *DIG: The Ring In* tells this rollicking tale full of larger-than-life characters, colourful racing identities, comedy and tragedy.

## Space 22

Every word counts in a conversation that can save a life. Are you OK? But how do you even begin if you can't find the words to describe what you're thinking or feeling.

Just as nature or a piece of music can say something in ways that defy description, creativity and art have the power to reach into realms that are beyond words.

Working with The Black Dog Institute, *Space 22* explores the impact of art and creativity on mental illness through a unique art-based program. Can art change lives?



## From our team

**"As the largest commissioner of factual content in Australia, we work both with internal teams and with the best of the independent sector to create distinctive and compelling programs across Arts, History, Natural History, Science, Religion and Ethics and Contemporary genres."**

**The role of the public broadcaster has never been more important in sharing Australian stories and connecting with our audiences."**

**Jen Collins**  
Head of Factual and Culture



**"In difficult times, we turn to art for understanding, comfort, beauty, and inspiration."**

**Be it strolling through a gallery, losing yourself in the theatre, or spending a few hours deep in a good book, art connects us all to a sense of shared humanity."**

**By telling the stories of Australian art, creativity, and imagination, the ABC provides a place where all Australians can come together to consider and celebrate our culture in all its diversity."**

**Edwina Throsby,**  
Managing Editor Arts

## Southern Ocean Live

Australia's Southern Ocean is a wild and dramatic place full of charismatic creatures.

On Victoria's Philip Island, hosts Hamish McDonald, Dr Ann Jones and expert guests will bring you rich stories that highlight the diverse and fragile nature of Australia's coastlines.

From one of the biggest mass migrations of spider crabs in Port Phillip Bay, to the largest gathering of courting giant cuttlefish in the Spencer Gulf, *Southern Ocean Live* will feature exciting marine events that only happen for a few nights of the year around the Winter solstice.



**"It's an exciting time for audio. Live radio is still remarkably strong, and at the same time we're seeing strong growth in podcast listening, with audiences embracing new voices, distinctive formats and the opportunity to connect with the world and each other in new ways."**

**Cath Dwyer**  
Manager RN

# Our content

## Broad

Backburning: Midnight Oil  
Back in Time For The Corner Shop  
Blueprint for Living (Audio)  
Books that Made Us  
Conversations (Audio)  
DIG: The Ring In (Audio)  
Family Court Murders  
Gloriavale  
Ithaka: A Fight To Free Julian Assange  
Inside The Opera House  
Life Matters (Audio)

Meet The Penguins  
Miriam Margolyes: Australia Unmasked  
Old People's Home For Teenagers  
Outback Ringer (S2)  
Revenge: My Dad the Nazi Killer  
Restoration Australia  
Stuff The British Stole  
The ABC Of.....  
The Black Hand  
Tiny Oz  
The Pineapple Project (Audio)  
The Way We Wore (WT)  
Whiteley on Trial

## Distinctive and Large Impact

All In The Mind (Audio)  
Background Briefing (Audio)  
Coronacast (Audio)  
Eagles Eye (WT)  
Flyways: The Untold Story of Migratory Birds  
Ladies, We Need To Talk (Audio)  
Late Night Live (Audio)  
Queerstralia  
RN Breakfast (Audio)  
RN Drive (Audio)

Rebuilding Mallacoota  
Southern Ocean Live  
Space 22  
The Exhibitionists (Know My Name)  
The School that Tried to End Racism  
Tim Winton's Ningaloo (Make a difference)  
Unravel True Crime (Audio)

## Focused

ABC Comedy Presents (Audio)  
Anatomy Of A String Quartet  
Bangarra's World  
Bronwyn Oliver: The Shadows Within  
Carbon: An Unauthorised Biography  
Catalyst  
Compass  
Cosmic Vertigo (Audio)  
Cracking Covid  
Designing A Legacy (S2)  
Girl Like You  
Going Country  
Great Moments in Science (Audio)  
I'm Wanita  
Knowing The Score  
Palazzo Di Cozzo

Parental As Anything (Audio)  
Rap It Up  
River  
Stackorama  
Step Into Paradise  
The China Century  
The Makers of Modern Australia (W/T)  
The Modern Mind  
The Poles Revealed Antarctica and Arctic (Australian Treasures 2)  
The Pop Test (Audio)  
The Returned  
Under Cover  
Walking Man

## High Public Benefit

Art Works  
Away! (Audio)  
Between The Lines (Audio)  
Big Deal  
Big Ideas (Video/Audio)  
Boyer Lectures (Audio)  
Counterpoint (Audio)  
Days Like These (Audio)  
Download This Show (Audio)  
Earshot (Audio)  
Fierce Girls (Audio)  
Future Tense (Audio)  
God Forbid (Audio)  
Life Matters (Audio)  
My Name Is Gulpilil  
Nature Track (Audio)  
Ockham's Razor (Audio)

Off Track (Audio)  
Rear Vision (Audio)  
Religion & Ethics Report (Audio)  
RN Music Show (Audio)  
RN Presents (Audio)  
Saturday Extra (Audio)  
Science Friction (Audio)  
Short and Curly (Audio)  
Soul Search (Audio)  
Speaking Out (Audio)  
Stop Everything! (Audio)  
Sunday Extra (Audio)  
The Art Show (Audio)  
The Book Show (Audio)  
The Bookshelf (Audio)  
The Health Report (Audio)

The History Listen (Audio)  
The Law Report (Audio)  
The Minefield (Audio)  
The Money (Audio)  
The Party Room (Audio)  
The Philosopher's Zone (Audio)  
The Science Show (Audio)  
The Screen Show (Audio)  
The Stage Show (Audio)  
This Working Life (Audio)  
Undercover  
What The Duck?! (Audio)  
Word Up (Audio)

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Pictured: Deborah Mailman  
from *Total Control* (S2)

# Drama, Entertainment, Comedy & Indigenous





# Drama, Entertainment, Comedy & Indigenous

## Our ambitions

- Create high quality content that attracts new, mass and unique audiences to the ABC.
- Start national conversations and bring positive social change through content that taps into the emotional and makes people feel.
- Be distinctive, bold and ground-breaking in our choice of stories and how we tell them. Know what works, but don't be formulaic. Have this recognised via audience engagement, industry awards, critical acclaim and global impact.
- Tell stories that anticipate the zeitgeist, are entertaining and have cultural currency, relevance and authenticity.
- Ensure the lives and experiences of Australia's diverse and Indigenous communities are valued and authentically reflected in the stories we tell.
- Develop and support the next generation of diverse creatives and talent. Be a cradle of creativity for all Australia.
- Cultivate and strengthen the production sector outside of NSW/VIC production hub to maximize leverage and diversity of storytelling.

## How we'll do this

- Commission projects with distinct online release strategies to attract new, mass and unique audiences to the ABC.

---

**Left top:** *Preppers*

**Left bottom:** Mark Coles Smith from *Mystery Road: Origins*



- Enact our Diversity and Inclusion Commissioning Guidelines for Screen Content.
- Establish pathways with clear content outcomes for emerging CALD content makers.
- Commission content that supports and develops new creative voices both in front of and behind the camera.
- Continue to commission content that not only reflects Indigenous viewpoints, but also places Indigenous creatives in key editorial roles on those projects.
- Develop and maintain international partnerships with broadcasters, studios and distributors to maximise leverage and increase global recognition for Australian content.

## Our highlights

### Total Control (S2)

Applauded by critics and embraced by audiences, season two of *Total Control* sees both Alex (Deborah Mailman) and Rachel (Rachel Griffiths) find themselves treading different political paths.

After being dumped by her own party, Rachel relies on strategist Nick Pearce (Alex Dimitriades) to guide her political ambitions, while Alex finds herself surrounded by a new team, led by her brother Charlie (Rob Collins). Reprising their roles are Wes Patten, Anthony Hayes, William McInnes, Huw Higginson and Lisa Flanagan.



## Preppers

A new comedy series, starring the multi-talented Nakkiah Lui, *Preppers* delves into the crazy world of people preparing for the end of days.

Written by Lui and Gabriel Dowrick and directed by Steven McGregor (*Black Comedy*), *Preppers* follows Charlie (Nakkiah Lui), a young Aboriginal woman who, after suffering her own personal cataclysmic event, finds herself at the centre of a mismatched community of ‘preppers’ planning for the apocalypse at Eden 2. Joining her are Jack Charles, Chum Ehelepola, Ursula Yovich, Erin Jean Norvill, Meyne Wyatt, and Aaron McGrath

## Ms Represented

Annabel Crabb looks at Australia’s landmark move to give women the vote, the right to be elected and the 150 years since.

*Ms Represented* visits events like the 1894 South Australian parliamentary vote in which a strategic blunder gave SA women the right to vote and the secret deal cut by male legislators in 1996 that barred women from accessing the abortion drug RU486 for nearly a decade before it was undone by an unprecedented cross-party group of women.

But the heart of the series is the women themselves. Proud, angry, determined, sad, hilarious; they speak about their lives in politics with rare candour.

## Question Everything

In a world dominated by fake stories, false claims, scams, frauds and outright lies, *Question Everything* dissects the news, sorting the real from the rumours, separating fact from fiction and flattening conspiracy theories back down to Earth.

Hosted by Jan Fran and Wil Anderson and from the team behind *Gruen*, it features a revolving panel of new and emerging comedians, supporting the next generation of comedic talent.

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Left top: Annabel Crabb from *Ms Represented*

Left bottom: *Question Everything*



## Our team

“In all our content we first and foremost want to entertain and surprise audiences, but it’s really important to me and my team that we engage them emotionally – that’s how you change hearts and minds.

We are constantly looking for ways to defy expectations of our content and the ABC”.

Sally Riley  
Head of Drama, Comedy & Indigenous



“Our remit is enshrined in the charter, to inform and entertain all Australians, and that is lens through which we view decisions, with audience at the centre.

We also want reflect modern Australia and show audiences something they’ve never seen before, to be surprised.”

Nick Hayden  
Head of Entertainment



“For over 30 years, ABC Indigenous has stoked a growing fire – championing new voices, exploring new ideas, and bravely challenging deep seated stereotypes about our community.

We must ensure each piece of content we make pushes and evolves the conversations being had about Indigenous Australia.

We proudly place ourselves on the bleeding edge of these conversations, always setting the bar higher and higher.”

Kelrick Martin  
Head of Indigenous



# Our content

## Broad

Aftertaste (S2)  
Barons  
Fisk (S2)  
Frayed (S2)  
Hard Quiz  
Jack Irish (S3)  
Julia Zemiro's Home Delivery (S9)  
Preppers  
Question Everything  
Rosehaven (S5)  
Sammy J

Savage River  
Shaun Micallef's Mad as Hell  
Significant Others  
Stories From Oz  
Summer Love  
Superwog (S2)  
Troppo  
Win The Week

## Distinctive and Large Impact

Gruen  
Here Out West  
Ms Represented with Annabel Crabb  
Mystery Road (S3)  
NAIDOC Week  
FIRES  
The Newsreader  
The Weekly (S8)  
The Yearly 2021  
Tomorrow Tonight (S2)  
Total Control (S2)  
You Can't Ask That (S7)

## Focused

ABC Comedy Presents  
Dark Emu  
Melbourne Comedy Festival  
Simply The Jest  
The Pop Test

## High Public Benefit

ABC Indigenous social accounts (Facebook, YouTube, Instagram)  
AWAYE!

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**Pictured:** Bryce and Ebony from  
Breakfast on triplej

# Music & Creative Development





# Music & Creative Development

## Our ambitions

- Give young Australians a voice.
- Make people's lives better through music.
- Make life better for musicians.
- Nurture the relationship with our audience, which allows us to connect, share, grow and be curious together.
- Prioritise Australian music, live performance and culture through all of our networks and content, using large-scale campaigns around events to bring new audiences and build engagement.
- Support the Australian music and cultural industries with content that has impact. By doing so launch the careers of Australian artists, help their music find audiences and give them a career trajectory.
- Continue to develop, champion and amplify young and diverse on-air and digital talent, across Music and the rest of the ABC.

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Left top: Nooky, *Blak Out*

Left middle: People power through *Requestival*

Left bottom: *Classic Choir*



## How we'll do this

- Be with our audience, wherever they live.
- Continuously experiment with ideas, formats and executions for audiences across platforms, with a focus on digital content.
- Invest in the development of content ideas for 18–29-year-olds; working alongside others in the ABC to grow young audiences.
- Continue audio strategy planning across the whole ABC, looking at traditional linear opportunities' vs new online platforms and resourcing.
- Increase our social video content across platforms.
- Support personalisation projects for ABC and triple j digital products.
- Continue to develop the triple j Unearthed website to best serve artist communities and new audiences.
- Continue to involve the audience in our network content, through interactivity, social media and campaigns.

## Our highlights

### Blak Out on triple j

From old unk singing round the fire to the lil cuzzo spitting fire, this show serves more heat than nan's curried sausages!

For the mob, by the mob, triple j's *Blak Out* is a weekly radio program hosted by Yuin rapper Nooky. It celebrates the finest in First Nations music and culture both past and present – spinning tracks from the best emerging talent alongside greats like Uncle Archie Roach.

Having hosted the 2021 National Indigenous Music Awards, *Blak Out* has quickly cemented its place as a home for Indigenous excellence.

## ABC 90 for 90

The ABC began with music. On 1 July 1932, Isador Goodman and the National Broadcasting Symphony Orchestra performed live to inaugurate the newly established national broadcaster.

Now, 90 years on, we mark an enormous cultural and artistic legacy. In 2022 iconic ABC presenter Margaret Throsby will host a weekly show of 90 concerts for 90 years featuring significant orchestras and distinguished performers.

July 2022 will mark another historic moment when ABC Classic will take audiences to the Sydney Opera House to simulcast with ABC TV and ABC iView the Sydney Symphony Orchestra's 90th birthday concert under the baton of new Chief Conductor Simone Young.

## triple j's The Hottest 100

*The Hottest 100* is the biggest music campaign of its type in the world, capturing the imagination of young Australians every summer when triple j collates millions of votes and counts down the greatest 100 songs of the year.

*The Hottest 100* is a cultural behemoth with 39% of Australians 16+ engaging with it in some way in 2021 and an estimated 2.9 million people listening live.

On *The Hottest Weekend*, Double J joins in for the retro countdown of the Hottest 100 of 20 years before.

The success of *The Hottest 100* is mirrored in the growing audience for ABC Classic's own poll *The Classic 100*, now 20 years old and drawing record participation.

## ABC Classic Choir

The ABC *Classic Choir* is a major annual project bringing together thousands of Australians in song and celebration for the festive season.

A specially commissioned piece captures the mood of comfort and joy, giving voice to our shared experiences. All are welcome: from the experienced singer to those who just love to hum a tune in the shower.

Through intensive on air and online rehearsals, our Classic choristers are transported into a unique virtual experience culminating in a deeply satisfying online performance that's widely viewed and shared.

For 2021 well-loved singer-songwriter Katie Noonan will put her talents to the task of penning the 2021 carol "All is love".

## triple j Unearthed High

*Unearthed High* is a national talent search for Australia's best high school aged band or artist.

The campaign has built over a decade and now receives over a thousand entries each year with five finalists profiled and given airplay on triple j. Previous winners include The Teenage Joans, Kian, Gretta Ray, Japanese Wallpaper and Stonefield.

The campaign also includes an Indigenous Initiative, giving one Indigenous high school act a prize of mentorship, management support and an APRA/AMCOS Songmaker workshop at their school.



## Our team

"ABC Classic is the home of classical music in Australia, where all are welcome to seek inspiration and delight, connection, and comfort, in the embrace of a thousand years of glorious music."

Joe Gelonesi, Content Manager,  
ABC Classic & ABC Jazz



"triple j is unashamedly for young Australians. We're their voice, their guide, their community."

At triple j we look to build connections with 18-24yr old Australians through a shared love of music, and to equip them for life by covering the issues that matter to them."

Laura McAuliffe  
Manager triple j, Hack, Unearthed



"Double J knows that music doesn't grow up just because you do."

Our 30-50yr old audience respect irreverence and still get a buzz from discovering the best new music.

At Double J we go deep on music history and celebrate the songs and artists that remind you of the best times of your life."

Ryan Egan  
A/Manager Double J, rage,  
ABC Country

# Our content

## Broad

- Double J Hottest 100
- Like A Version
- Science with Dr Karl
- triple j Breakfast
- triple j Drive
- triple j Gowghts
- triple j Mornings/Lunch

## Distinctive and Large Impact

- Ausmusic Month
- Classic 100
- Classic Choir
- Hottest 100
- triple j Hack
- triple j News
- Double J 50 Best

## Focused

- Bang On
- Double J Arvos
- Double J Mornings
- Jazz Mornings
- Saturday Night Country
- Take 5
- The J Files
- The Set
- triple j The Hook Up
- triple j Home & Hosed
- Rage

## High Public Benefit

- Classic Breakfast
- Classic Concerts
- Classic Drive
- Live at the Wireless (triple j and Double J)
- The Music Show
- triple j Blak Out
- triple j Unearthed

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**Pictured:** Cassandra Helmot  
from *The PM's Daughter*

# Children's



# Children's

## Our ambitions

- Entertain and connect with the 4.4 million Australian children and their families.
- Inspire and guide children to:
  - develop their own sense of identity and unlock their talents and interests as they grow into future Australians
  - make their way through the big and small transitions of childhood
  - build a passion for Australian stories, music, theatre, film, artists, and performers seen through an Australian lens and told in an Australian voice
  - connect across cities and regions and with the global village
  - speak up and participate within their communities
  - foster respectful, inclusive communities within their own lives.
- Work with passionate, driven content creators to tell stories for kids that:
  - are bold, brave and take creative risks
  - unearth the Australian talent of the future and foster a diverse community of actors, performers, musicians, and content makers
  - experiment with new formats and approaches designed for the digital platforms where children are
  - build beloved Australian brands that connect with children all over the globe.

### How we'll do this

- Deliver free and universal access to content across the suite of ABC Children's TV, iview and digital video platforms and ABC Children's audio services.
- Deliver a diverse slate from a representative cross-section of Australian creatives that reflects childhood in a positive and inspiring manner.
- Create meaningful impact campaigns for priority Children's programs and initiatives with trusted Australian community partners.
- Continue to work across all Australian communities – metro, regional and rural in all states and territories and with under-represented groups.
- Increase the volume of multi-lingual content across our children's content to better reflect the lived experiences within Australian communities.
- Provide a workplace and culture that encourages creative risk-taking, ensuring cultural and personal safety to facilitate and foster the exploration of new ideas.
- Increase focus on recruiting Indigenous, people living with disability, and culturally diverse staff to represent talent and experience from a wide array of backgrounds.
- Deliver 50/50 gender representation and meet the targets set in ABC Diversity and Inclusion and Reconciliation Action Plans on all productions.



Left top: *First Day*

Left bottom: *Bluey* (S3)



## Our highlights

### More Australian children's content

In 2022 ABC KIDS & ABC ME will feature even more Australian titles! Breakout 'Australian Phenomenon' *Bluey* returns to audience acclaim with new episodes of the hilarious and heart-warming life in the Heeler family.

Exquisite new ABC Kids series *Beep & Mort* will launch and returning favourites like *Play School* and *Kangaroo Beach* (S2) will continue to delight pre-schoolers. Comedy and animation binges will be delivered to older kids with new titles *Born to Spy*, *The PM's Daughter*, *Built to Survive* and *Maverix* alongside favourites *Strange Chores* (S2) and *100% Wolf* (S2).

### ABC KIDS Listen Music Fund

ABC Kids listen continues to work with artists from diverse backgrounds with the Kids Listen Music Fund.

Working with independent artists we will craft tracks around themes including bilingual classic songs, Indigenous lullabies, emotional intelligence and inclusion.

In 2021 we featured the work of Emma Donovan, Emily Wurrumurra, Loren Ryan and Kee'ahn.

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**Left top:** *Crazy Fun Park*

**Left centre:** *Beep and Mort*

**Left bottom:** *Maverix*

### Early childhood resources

As the trusted source on early childhood development, ABC Kids Early Education will continue to create and publish resources that keep parents up to date on the latest childhood research and studies and provide early childhood workers with practical and fun exercises that can be used in centres around the country.

### Industry development initiative

In 2022 ABC Children's welcomes Blaise Borrer as one of the inaugural recipients of the Bus Stop Films Pathways Initiative to support filmmakers living with a disability.

The team will also continue *Chat with Children's* sessions that create open dialogues with emerging and mid-career creatives.





## Our team

“ABC Children’s programs have shaped Australian children’s sense of themselves since the very beginning of broadcasting.

Children’s programming has always been an essential part of the fabric of the ABC, and we are now serving 4th and 5th generations of viewers and listeners who have grown up with the ABC by their side.

Our current mission builds on that impressive heritage with Australia’s most sought after creators and producers to help us deliver programs that support children along the epic journey of childhood from the cradle to the braces.”

**Libbie Doherty**  
Head of Children’s



“Welcome to a world of imagination and playfulness! Here at ABC Children’s we get to ignite our curiosity each and every day through our work with Australian children. Aussie kids are eclectic and energetic and whimsical, and the best bosses we could ever have!

They challenge us to think outside the square, to be honest with them and to take flight on fantastical wonderful journeys without endings.

And when we get it right, in turn, we help shape the cultural and intellectual world of a generation of Australians. What an honour”

**Mary Ellen Mullane**  
Managing Editor, Children’s Commissions



“Radio and audio content has always held an element of magic to me; theatre of the mind can transport you to any place, any time.

And with a child’s imagination, the sky’s the limit. From kid-friendly STEM to playing music to make you move, our role is to make kids and parent’s lives a bit better.

To be able to create radio like this with no agenda is an absolute pleasure.”

**Matt Smith**  
Music Director, ABC Kids Listen

## Our content

### Pre-School (2–6 yrs)

**Beep and Mort**  
**Bluey (S3)**  
**Ginger and the Vegesaur**  
**Imagine This (Audio)**  
**Kangaroo Beach (S2)**  
**Kangaroo Beach Summer Special**  
**Little J & Big Cuz (S3)**  
**Little Yarns (Audio)**  
**News Time (Audio)**  
**Noisy by Nature (Audio)**  
**Pacific Playtime (Audio)**  
**Play School**  
**Soundwalks (Audio)**  
**Story Salad (Audio)**  
**The Reef**

### Childrens (7–12 yrs)

**Born to Spy**  
**Built to Survive**  
**Childrens NYE**  
**Crazy Fun Park**  
**Good Game Spawn Point**  
**It’s a Jungle Out Here!**  
**Kaleidoscope Gugu naGogo**  
**Kaleidoscope Namaste Yoga**  
**Kaleidoscope Viv’s Silly Mango**  
**Kaleidoscope Yaz Queens**  
**Maverix**  
**Mikki vs the World (S2)**  
**Strange Chores (S2)**  
**The Deep (S4)**  
**The PM’s Daughter**

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**Pictured:** Rose Matafeo  
from Starstruck

# Targeted Initiatives

**Acquisitions**  
**Content Ideas Lab**  
**Education**  
**International**





# Acquisitions

## Our ambitions

- To complement our video commissions on broadcast TV and ABC iview, by sourcing high quality and unique local and international content with broad audience reach or specialist focus.
- To secure content of mass appeal to deliver large audiences for the ABC, enabling greater discovery of our commissioned content on our broadcast schedules and on ABC iview.
- To secure titles that attract new audiences, retain core audiences and increase audience's frequency of viewing with the ABC.
- To build an inventory of content that support topics highlighted in commissions and increase the discoverability of content on ABC iview.
- Bolster Australian content hours, including Australian movies and new and iconic series.

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Left top: *Doctor Who*

Left bottom: Rose Matafeo from *Starstruck*

## How we'll do this

- Deliver a broad range of high-quality content that shines a light on stories from Australia and around the world.
- Secure content to attract mass audiences and content that reflects diverse stories, cultures, and perspectives from both Australia and around the world.
- Spot and secure that must-see programs that will offer fresh perspectives and have people talking.

Source specifically targeted local and international content that complements commissioned titles and broadens the audience experience.

## Our content

Documentary  
Factual entertainment  
Comedy  
Drama  
Children's

# Content Ideas Lab

## Our ambitions

- Focus on new and underserved audiences.
- Imagine what the ABC needs to look like now and into the future.
- Experiment and learn with a focus on action and outcomes.
- Make content collaboratively to ensure it is inclusive and relevant.
- Create, publish and share content that is useful, appealing and has lasting value.
- Create content that reflects the diverse moods of our audience to build enjoyment and resilience.
- Engage and involve the audience in telling stories. Connect personal experience with expertise to create content that is relatable and credible.
- Start conversations with audiences and create spaces that allow them to breathe over time and build, slowly.

## How we'll do this

- Identify, facilitate and support collaboration across the ABC, such as for the ABC 90th in 2022. Bring teams together to work in a way that is positive and productive with demonstrable audience benefit.

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**Left top:** Storybox, photo by Tim Levy

**Left bottom:** Leonardo Sunshine, TikTok

- Pursue strategic opportunities that speak to future audience needs. Use research, design, and partnerships to drive content innovation.
- Use pilots and experiments to learn about what new and underserved audiences want. Trial new online content formats, distribution methods and product offerings.

## Our highlights

### Connected car

While radio still dominates and remains the most accessible and varied form of continuous listening in cars, its place on dashboards is at risk.

We know that audiences appreciate the ease of radio but are also turning towards on-demand audio as they upgrade their car technology.

Content Ideas Lab and Product & Content Technology combined the best of radio and on-demand to create the Car Stream pilot in 2022. We will partner with Regional & Local, News, RN and music teams to continue to experiment with modular audio into 2022.

### Future Video Discovery

What does the ABC mean to tweens and teens? Australians aged 10-17 have strong associations with ABC Kids and News content.

There is a widening gap as tweens and teens age out of Kids content in an increasingly competitive media landscape, and an opportunity to engage this audience through other genres, such as gaming.

In 2022 we will test a new format to reach this audience, partnering with triple j and ABC Children's.



### Next Generation Creatives

This initiative provides opportunities for young (Australians aged 18-35) digital creators to work with our Content teams, and for our Content teams to work with talent who are experts at presenting content for online audiences.

It forges new and alternative pathways for diverse, uniquely skilled talent to work at the ABC, creating new and alternative pathways for diverse, young audiences to find our content.

In 2022 we will partner with external creative organisations, setup an incubator model to experiment and find what ABC content can work on emerging platforms, and grow internal capability in short-form, presenter-led content production.

### The Collaborations Fund

Commissioning innovative digital-first content that help support implementation of the corporate plan and connect with harder to reach audience groups (Australians aged 18-39, working families, CALD or Indigenous).

For the Australia Talks collaboration, the ABC Children’s team were funded to produce a video series called *Big Kids, Little Talk*.

In 2022 this fund will support big and small collaborations, allowing ABC teams to test new approaches to reach new audiences

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**Left top:** Teagan Taylor, *ToastieTalks*  
**Left Centre:** Kurt Fearnley, *Little Kids BigTalk*  
**Left bottom:** Felicia Foxx and Dorreen Manganini, ABCQueer



### From our team

“What will tomorrow’s audiences need from the ABC? And where does the ABC need to be to connect with them?”

We partner with ABC teams to move fast to explore emerging platforms and content opportunities, testing strategy to learn where we need to be tomorrow”

**Arul Baskaran**  
Strategic Lead



“On a basic level our goal is to help the ABC and content teams imagine what the future looks like for their content and the audience.

CIL is facilitating the big thinking, research and experimenting that teams just don’t have the capacity for in their day to day.

We create opportunities where we can collectively innovate and push the boundaries.”

**Chloe Brice**  
Innovation Producer

# Education

## Our ambitions

- To continue to ensure Australians, of all ages, have access to high-quality, trusted Australian content in formal and informal educational settings, whether that be the home, school, university or the workplace.
- To be the trusted source and first-choice destination of students, educators and parents for inspirational, innovative and delightful educational content.
- Enhance and build upon outstanding early childhood educational programming and resources for children, their carers and parents.
- Reinforce ABC Education as the premier destination for outstanding educational content for primary and secondary school settings across broadcast and online.
- Build content partnerships with key galleries, libraries, museums and not-for-profit groups, to deliver high-quality and uniquely Australian content to educational audiences that reflects the diversity of the arts and sciences and strengthens connections with these communities.
- Inform Australians about issues affecting educators, students and the schools sector.
- Transform ABC Education platforms to deliver audience-focused, dynamic, easily accessible and personalised services that meet audiences' needs the expectations.

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**Left:** Max Tucker from *Old and Rare Trades*

## How we'll do this

- Provide Early Childhood Educators with a single entry through the ABC Kids Early Education Site connecting content and resources from the ABC Kids ecosystem, including ABC Kids TV, ABC iview, ABC Kids Listen, and the ABC Kids App.
- Utilise social media as the primary platform for promotion of new teaching and learning resources via the ABC Kids Community platform.
- Create original, inspiring and contemporary short-form educational video content mapped to the Australian Curriculum in consultation with educational stakeholders with a focus on Literacy, Numeracy, Humanities, Science and Maths and Media Literacy.
- Continue to deliver Behind the News, Australia's only news program for children, and develop content for the early secondary age-group that sparks curiosity and prompts civic discourse so that teens are engaged with the world around them.
- Draw upon and repurpose existing ABC content from its factual and culture, news and regional and local slates for classroom settings, ensuring teachers have support for using such content in the classroom. This will be enabled through regular communication with commissioning processes to identify educationally relevant content.
- Continue to provide specific educational programming on linear channels to ensure equity of access to high-quality commissioned and acquired educational programs and materials.





- Through *Heywire* and *Heywire Takeover* we will equip young high school students in rural, regional and metro Australia with storytelling and leadership skills and ensure their voices are heard on the ABC. We will also develop media literacy of rural and regional high school students through the remote schools program.
- Use education impact campaigns to seek and create original content collaborations with the galleries, libraries, archives and museums sector for factual content.
- Continue to adapt our educational tools, programs and activities to ensure that Australians access these types of resources in the ways they need and expect.

## Our highlights

### Mini-Lessons

A series of 18 x 10 minute lessons around literacy, numeracy and science produced in partnership with the Department of Education NSW and Department of Education Victoria.

Created over a six-week period in response to the COVID-19 pandemic, these lessons are an education portal favourite with parents, teachers and students alike.

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**Left top:** Mrs Carmeli from *Mini-Lessons*

**Left middle:** Media literacy, *Use the News*

**Left bottom:** Financial literacy, *My Five Cents*

### Media Literacy

We will continue to work with ABC News, ABC Regional & Local, national and international partners to create content for Media Literacy Week.

These resources help students and teachers fight threats such as “fake news”, underlining the commitment by the public broadcaster to inform and educate people by fostering social inclusion, trust and understanding in the world around them.

### Old and Rare Trades

Celebrate old and rare trades and the talented makers and artisans keeping them alive. Come and meet some inspiring people sharing their skills at the Lost Trades Fair in Bendigo, Victoria.

Explore the ancient art of blacksmithing. Learn about making rope, wooden barrels, furniture and toys. Discover fermentation, a special process for preserving food. We also meet the next generation of children and grandchildren learning these old trades.

### Creating a Nation: Modern Immigration Stories

Since World War II, more than 10 million people have crossed the seas to settle in Australia.

Today, around half of Australia’s population was either born overseas or has a parent born overseas.

From British child migrants to Russian émigrés and Vietnamese refugees to Afghan asylum seekers, Australia is a nation of migrants. This collection of videos tells those stories.



## From our team

“The COVID-19 pandemic shone a spotlight on the richness of educational content that the ABC creates for teachers and students.

ABC Education proved to be an indispensable resource when thousands of families and schools around the country were faced with unprecedented periods of remote learning – a period which required access to high quality, trusted, Australian educational resources.

The partnerships forged with the education departments and with the teaching profession resulted in some of the most innovative approaches to online learning materials.”

**Annabel Astbury**  
Head, Education



“Making learning resources that work brilliantly in the classroom comes with a plethora of creative challenges! Students come to our content via teachers (who are time poor).

We are one of many resources available. Relatable references and contemporary designs are key hooks. Our presentation of complex concepts needs to strike the right balance. Resources must be simple, useful, AND exciting and inspiring. The tone and voices used must resonate.

Our creative partnerships with content and production specialists are crucial. Schools have such a disparate range of devices and teaching environments.

There are multiple modes to consider (working as a class, in groups, individually).

Interactives need to work on projectors (plus desktops, laptops, and tablets). We experiment with new formats such as our interactive lessons to meet these needs. We also strive to make interactives as accessible as possible.”

**Amy Nelson**  
Senior Producer and Content Strategist, ABC Education

## Our content

**Mini-Lessons**  
**Creating A Nation**  
**Child Convicts**

**Video Showcases for:**  
**Fight For Planet A**  
**Magical Land of Oz**  
**The Australian Dream**  
**The School That Tried to End Racism**  
**Big Deal**  
**Archie Roach**  
**Poetry with Paul Kelly.**

**Collaborations with:**  
**BTN to produce short explainers on topical news / history concepts.**

**Content partnerships with galleries, libraries, archives, and museums across the country including:**  
**National Maritime Museum**  
**Sydney Living Museums**  
**Department of Education NSW**  
**Department of Education VIC.**

**Articles to support educators and parents**





# International

## Our ambitions

- Be the leading trusted, Australian media voice in the Indo-Pacific region, providing audiences with a unique Australian perspective on local and global issues in news, current affairs, education and entertainment.
- Build a bridge of understanding between the Pacific and Asia to enable the populations in those two distinct regions to learn more about one another
- Have a particular focus on Pacific audiences, telling the stories of the region that matter to the region, using Pacific voices and perspectives.
- Service the Chinese diaspora across the Indo-Pacific with in-language content.
- Provide Vietnamese subtitled content and expand in-language capacity where resources permit to further language groups.
- Deliver content and services which target markets of high geostrategic interest to Australia such as India.
- Collaborate with media across the Indo-Pacific to create content and to build in-country capacity and greater knowledge, expertise and awareness of these countries and cultures within the ABC.
- Ensure our international services provide a valued daily media source for Australians living and travelling abroad in line with Charter requirements.
- Reinforce Australia's place in the Indo-Pacific.

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**Left top:** *China Tonight*

**Left bottom:** *Island Music*



- Increase media literacy and build capacity within communities in the Pacific to be able to tell their own stories.
- Bring stories from these regions back to Australians on ABC domestic channels.

## How we'll do this

- Curate and create content which reflects the rich diversity of the Indo-Pacific region, and which highlights the diversity of Australia's population and our unique characteristics and perspectives.
- Showcase Indigenous Australia to international audiences.
- Grow audiences on ABC Australia and on ABC Australia iView by reviewing and focussing the content offer to meet refined strategic aims and maximise return on investment.
- Grow ABC Radio Australia audiences, including via ABC Radio Australia's Facebook presence, increasing the breadth and depth of bespoke Pacific content around the defined content pillars of news and current affairs, sport, music, women's issues and kids.
- Collaborate across the ABC, investing in content creation with Regional & Local, News and Entertainment & Specialist for Pacific audiences and more broadly for audiences across the Indo-Pacific, including expatriate Australians.
- Participate in multilateral activities with the Asia Pacific Broadcasting Union, the DG7 and other international fora championing best practice public interest journalism, free and independent media and the ABC as a proponent of this.
- Create and distribute compelling in-language content in simplified Chinese, Bahasa Indonesian, Tok Pisin, Vietnamese, and other Indo Pacific languages where resources permit.



- Offer a unique voice with an Australian accent – laconic, intelligent, sunny, but unafraid to pursue the stories that matter – and examine Australia’s past, present and future with a critical eye. We will have a particular focus on our First Nations people.
- Deliver news and current affairs with an Australian focus and provide family entertainment, culture, and children’s and adult education.
- Use sport as a tool to engage and entertain audience, particularly in the Pacific, and rigorously pursue coverage of women’s sport in an equitable balance with men’s sport.

## Our highlights

### Pacific focus

Our focus on the Pacific is reflective of Australia’s national interest. Countries in this region face developmental, environmental, economic and political challenges many of which have been amplified by the impacts of the COVID 19 pandemic.

We will focus on creating unique high value Pacific focussed sports content for radio (*Can You Be More Pacific*), TV (*That Pacific Sport Show*) and digital.

Our news and current affair coverage such as *Pacific Beat*, *Pacific Review*, *Wantok* and *China Tonight* will dive deep into the stories that matter for audiences across the region.

We will also harness the ABC’s institutional strengths in, factual, kids, women’s issues, music and entertainment to create high quality and value content.

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**Left top:** *That Pacific Sports Show*  
**Left middle:** *Sistas Lets Talk*  
**Left bottom:** *A League of Her Own*

### Sistas Lets Talk (Radio)

A weekly pan-Pacific show specifically designed for women on ABC Radio Australia, podcast and Facebook.

*Sistas, Let’s Talk* features the voices and stories of Pacific women across the region and covers traditional cultural practices and their impact on women and families, women’s participation in politics and public life, reproductive rights and access to health care alongside lighter topics such as decolonising Pacific women’s hair.

### NRL and NRLW

With almost 50% of players in the national competition of Pacific Island heritage, we are in a unique position to take the ABC’s outstanding NRL and NRLW coverage to audiences across the region.

### Digital storytelling

The ABC International Strategy digital team will focus on creating digital content which engages peoples across the region, in particular younger digital first audiences.

We will continue to create content through our Learn English stream.

We will tell stories about travel, health, lifestyle, arts, culture which builds a greater understanding of Australia amongst Chinese audiences in the diaspora across the region through our Weibo and WeChat channels.



## From our team

“Australia shares deep historical and cultural ties with people of the Pacific region. In 2022 these relationships are more important than ever, in the context of the Covid 19 pandemic and the shifting landscape internationally.

ABC Radio Australia has a strong and enduring presence in the Pacific region, and in 2022 we have ambitious aspirations for growth in awareness and audience numbers.

2022 will see a continued emphasis on public interest journalism and communication with a focus on public health and gender equality.

We will continue to build on the success of our high-quality Sports, News, Kids and Music content. Our ongoing commitment to diversity will be demonstrated by increasing the number of voices from the Pacific region and Timor Leste on air and behind the scenes in production roles.”

**Ilaria Walker,**  
Audience Content Expert, International Strategy



“We strive to tell compelling stories that are relevant to the Chinese speaking audiences across our region, reflecting multi-cultural nature of the Australian population.

With continued collaboration with teams across the ABC, we distribute the best of the ABC’s lifestyle content internationally in Chinese language across social media platforms Weibo and WeChat.

We are inspired to build connections and a greater understanding of Australia amongst Chinese audiences in the diaspora across the Indo-pacific region.

In 2022, the focus on lifestyle remains unchanged as we explore exciting and original content around migrant experiences, community lives, and new possibilities of living amid the pandemic.”

**Grace (Fang Juan) Feng**  
Audience Content Expert International Strategy

## Our content

**Pacific Beat, Wantok, Pacific Review (Audio)**  
**Can You Be More Pacific (Audio)**  
**That Pacific Sports Show**  
**Sistas Let’s Talk (Audio)**  
**Pacific Playtime (Audio)**  
**Island Music (Audio)**  
**ABC Radio Australia Facebook**  
**ABC Australia Weibo**  
**ABC Australia We Chat**  
**ABC Australia Learn English**  
**ABC Australia Learn English Facebook**

# What we value and how we work

**To complement the specific guidelines our teams use to make decisions, we've described some universal qualities we look for in content. We've also described how we will work and measure success to meet our priorities.**

## We value content that is

### **Relatable and approachable**

We tell stories about the things that Australians care about and the issues and events that matter to them. We help people connect with these stories by speaking clearly, embracing feeling and using personal experience, drama and humour.

### **A constructive part of the community**

We're part of communities across Australia and work with them to tell their stories and share their perspectives. We do more than just report events and raise issues, we help people and communities understand them, know what's being done about them and the practical things they can do themselves

### **Distinctive and Australian**

We tell stories for and about everything that's uniquely Australian – our people, places and communities. We raise and discuss the things that others won't.

We do so with depth, rigour and lasting relevance.

### **Bold and compelling**

We know that no treatment is off the table if it makes our stories compelling, surprising, entertaining and valuable for our audiences.

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**Pictured:** Julia Zemiro



# When we work we

## Start with audience

We focus on our priority audiences. In every discussion we ask ‘Who is this for?’, ‘How will it be relevant?’ and ‘What does the data or audience insight tell us?’

## Consider platform

We make content for platforms our audience use. We balance making content that works across multiple platforms with content designed for specific platforms and their audiences.

## Build destinations and brands

We make complementary content to build destinations and brands that help audiences to discover content and build habits. We do this with enough variety to keep audiences interested.

## Make it returnable

We craft narratives and connect content to make audiences return across episodes, series and seasons and move across our platforms. Ultimately, we look to build lifelong relationships with Australians.

## Rally around returning events

We use existing events (e.g. *New Year’s Eve*) and make new ones (e.g. *ABC 90th Anniversary*) to unite and engage people.

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**Pictured:** Dr Karl

## Blur genres

Some of our biggest and most distinctive content blurs genres intentionally. When we connect public benefit to entertainment, more people connect with it. (e.g. *Comedy & News Question Everything*, *Art & Human Interest – Books that Made Us*).

## Partner and collaborate

We work with teams across the ABC to tell stories that are broader, reach more people and build conversations. We work with grass roots organisations and cultural institutions to increase social impact.

## Are creative and grounded

We experiment and try new things, but don’t discard what works. We learn from our past and trends here and overseas, but are never formulaic.

## Consider our content mix

Content doesn’t exist in a vacuum. To balance our content mix, we ask:

- What is unique about this content? Are we avoiding unnecessary duplication and over-servicing of a particular audience?
- What aspects of the content might have universal or broader appeal? How can we maximise this while creating a distinctively ABC offer?
- If we are focusing on a targeted audience, are we creating content for Australians we wouldn’t normally reach?
- Can we connect this to other ABC content to tell a more compelling story overall?
- Is there similar or adjacent content that will help us to create broadcast schedules and online platforms that are habit building for our audiences?



# Measuring success

## We measure success against each of our four priorities<sup>28</sup>

### Relevant for all Australians

We determine how relevant and essential our portfolio of content is by continually assessing where our audience gaps lie and tracking the awareness, reach and engagement of our content (individual and collective) across all audience segments. In 2021, more than 68% of Australians engaged with the ABC each week, which is an increase compared to 2020.

### Deliver public benefit with impact

We understand the extent of the impact and public benefit our content delivers by monitoring the real-world impacts on the behaviours and attitudes of Australians. In 2021, 76% of Australians feel the ABC has a positive impact on Australian Society.

### Look and sound like contemporary Australia

We monitor the diversity of talent used in the story selection, curation, creation, performance and presentation of our content as well as audience perceptions of diversity, balance and inclusion to ensure we truly look and sound like contemporary Australia.

In 2021, 78% of Australians feel that the ABC is doing a good job at being distinctively Australian and contributing to Australia's national identity, and 77% feel that the ABC is doing a good job at producing and sharing programs that reflect the diversity of the Australian community.

### Creative, push boundaries and take risks

We measure the quality and distinctiveness of our content in meeting audience needs and expectations and ensure that we remain innovative in our approach to creating extraordinary experiences.

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**Pictured:** Wil Anderson

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28. Source: ABC: Corporate Tracking, 2020 & 2021; Roy Morgan: State of the Nation 31, August 2019



