

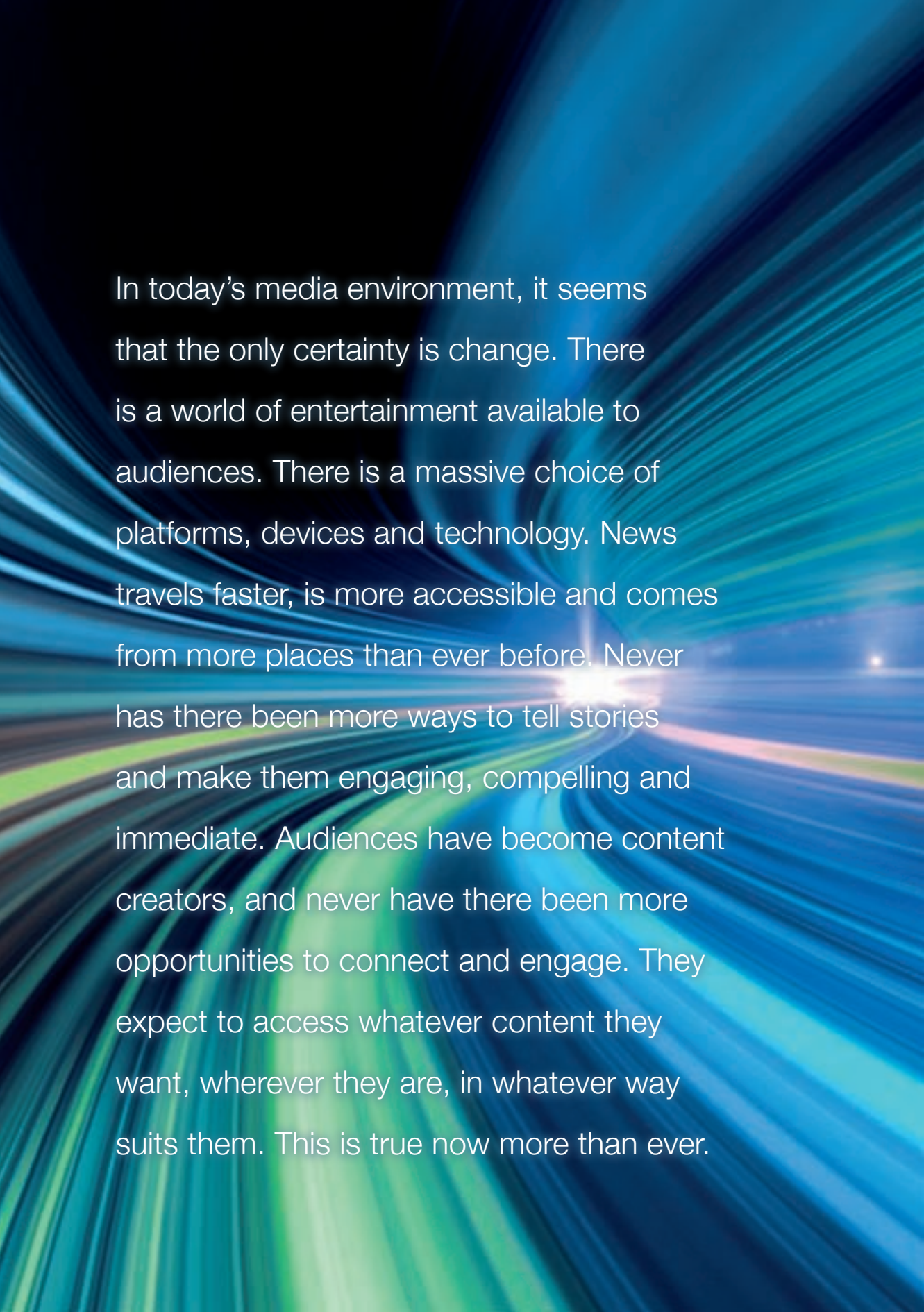


ABC  
Australian  
Broadcasting  
Corporation

Annual  
Report  
2012

# NOW MORE THAN EVER





In today's media environment, it seems that the only certainty is change. There is a world of entertainment available to audiences. There is a massive choice of platforms, devices and technology. News travels faster, is more accessible and comes from more places than ever before. Never has there been more ways to tell stories and make them engaging, compelling and immediate. Audiences have become content creators, and never have there been more opportunities to connect and engage. They expect to access whatever content they want, wherever they are, in whatever way suits them. This is true now more than ever.

NOW  
MORE  
THAN  
EVER



**Now more than ever, Australians want to ensure that Australian voices and Australian stories are being heard.**

The increased accessibility of content from around the world means that the global can easily overwhelm the local. The ABC delivers that strong local voice and clear Australian perspective.

**Now more than ever, Australians need a trusted and authoritative voice in the crowded news market.**

There is a seemingly limitless stream of global news and information, and news is available everywhere and is being collected by everyone. The ABC continues to be the leading source of independent, trusted and authoritative news and information.

**Now more than ever, young people are a significant part of the global media environment—both as creators and consumers of content.**

Audiences need entertaining and educational children’s content, and a safe environment which enables and encourages collaboration. The ABC continues to provide high-quality children’s content for all Australians, available all the time and on-demand.

**Now more than ever, audiences have the power to choose what they see and read, from where and when.**

The ABC is leading the way as an innovator, evolving into a multi-channel, multiplatform broadcaster that places the audience at the centre of all it does.





**James Spigelman** AC QC  
Chairman



**ABC**  
Australian  
Broadcasting  
Corporation

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007

GPO Box 9994  
Sydney NSW 2001

Tel. +61 2 8333 5135  
Fax. +61 2 8333 2967  
abc.net.au

5 October 2012

Senator the Hon Stephen Conroy  
Minister for Broadband, Communications  
and the Digital Economy  
Parliament House  
Canberra ACT 2600

Dear Minister,

The Board of the Australian Broadcasting Corporation is pleased to present the Annual Report for the year ended 30 June 2012.

The Report is prepared in accordance with the requirements of the *Commonwealth Authorities and Companies Act 1997* and the *Australian Broadcasting Corporation Act 1983*, and was approved by a resolution of the Board on 6 September 2012.

It provides a comprehensive review of the ABC's performance in relation to its legislative mandate and as a diversified media enterprise operating within a fast-evolving industry environment. This year's editorial theme of the report—*Now more than ever*—highlights the role of the ABC and its relationship with audiences in a converged media environment.

Yours sincerely

A handwritten signature in black ink, appearing to read 'James Spigelman', written over a light grey rectangular background.

James Spigelman AC QC  
Chairman



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# Vision and Values

Providing content and services of the highest quality lies at the heart of the ABC's public purpose.

## The ABC's Vision

is to be a trusted and innovative media organisation, enriching the lives of all Australians and presenting Australian perspectives to the world.

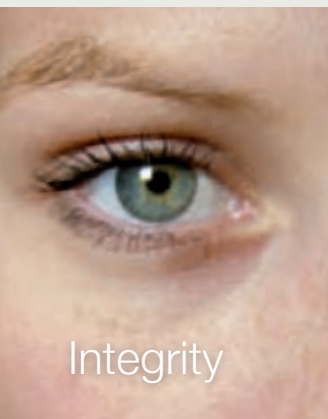
## Our Role

is to uphold the ABC's Charter by connecting with audiences through distinctive content that informs, educates and entertains.

## Our Values

The ABC is a truly independent media organisation for all Australians. Our values are the foundation of how we work.

# About



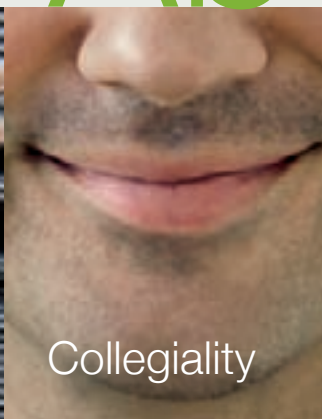
Integrity

We act with trustworthiness, honesty and fairness. We deliver on our commitments and are accountable.



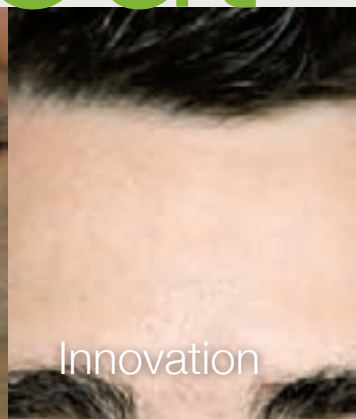
Respect

We treat our audiences and each other with consideration and dignity. We embrace diversity.



Collegiality

We work together willingly. We cooperate and share in the ABC's challenges and successes.



Innovation

We foster creativity and distinctiveness. We encourage new thinking and strive to achieve quality in all that we do.

As Australia's primary public broadcaster, the ABC strives to provide high-quality programming, independent news and information, and content that enriches Australian communities.

# the ABC

## **Corporate overview**

- ABC Vision and Values
- Snapshot of ABC services
- Roles and responsibilities of the Board
- ABC Board of Directors
- Board Directors' statement
- ABC Executive
- Outlook for the year ahead
- ABC strategic objectives



# Snapshot of ABC services

The ABC delivers a wide range of services across multiple platforms.

## ABC Radio

- Four national radio networks, comprising ABC Radio National, ABC Classic FM, triple j and ABC NewsRadio (on the Parliamentary and News Network)
- ABC Local Radio, comprising nine metropolitan radio stations, in capital cities and Newcastle, New South Wales, and 51 regional radio stations throughout Australia
- 11 digital radio channels in each mainland capital city, including simulcasts of the four national networks and metropolitan Local Radio services, as well as digital-only services ABC Dig Music, ABC Jazz, ABC Country, ABC Grandstand, triple j Unearthed and ABC Extra, a special events channel
- All digital radio services are streamed online. ABC Dig Music and ABC Jazz are also available on free-to-air digital and subscription television services. The four national networks and some Local Radio services are available via digital satellite subscription services.

## ABC Online and other platforms

- abc.net.au, providing content available via streaming, podcasting, vodcasting, video-on-demand and content uniquely designed for broadband delivery
- ABC services are also available via SMS, 3G and other wireless devices including a range of smartphones and tablets.



## ABC Television

- ABC1, the ABC's primary television channel, available in analog format from 268 transmitters, and digital format from 354 transmitters
- ABC2, content for a younger adult demographic between 7pm and 2am running on the ABC's second free-to-air digital television channel
- ABC4Kids, content for pre-schoolers between 6am and 7pm, also running on the ABC's second free-to-air digital television channel
- ABC3, a dedicated digital children's channel
- ABC News 24
- iview, an internet-only catch-up television service
- Local television in each State and Territory.



## ABC International

- Radio Australia, an international radio and online service broadcasting in eight languages by shortwave, satellite and terrestrial rebroadcast arrangements to Asia and the Pacific
- Australia Network, an international television and online service, broadcasting via satellite and rebroadcast arrangements to 46 nations in Asia and the Pacific
- ABC International Projects, assisting media organisations internationally with strategic advice, training, mentoring and technical support.



## ABC Commercial

- ABC Retail, owning and managing 54 ABC Shops and licensing 106 ABC Centres throughout Australia. It provides a Customer Delivery Service that processes orders via phone, fax, mail and online through ABC Shop Online ([www.abcshop.com.au](http://www.abcshop.com.au))
- ABC Publishing, managing magazines and books. It manages a stable of lifestyle and children's magazines as well as a list of adults' and children's books
- ABC Sales and Distribution, responsible for DVD, Content Sales (including international and digital sales), Licensing, Events, Library and Non-Theatrics Sales
- ABC Music and Music Publishing, releasing children's, country, classical and contemporary music from Australian artists including recordings by the Australian symphony orchestras. The group also represents a number of Australian composers and promotes Australian music compositions and performances.
- ABC Digital, developing online and mobile applications.





- ABC international bureaux and news correspondents
- ABC office

**Transmission information**

- **Radio**  
ABC Radio (Appendix 17)  
Radio Australia (Appendix 18)
- **Television**  
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Australia Network (Appendix 18)
- ▼ **Online**



The ABC operates from 60 locations around Australia and 12 overseas bureaux.







# NOW MORE THAN EVER

The ABC continues to provide content which informs, educates and entertains, and which is universally and freely available. The ABC's goal of being available to everyone, everywhere, everyday is important now more than ever.

ABC services reached an estimated 71% of all Australians each week via Television, Radio and Online.

# Snapshot of the ABC in 2011–12

- Radio** **8 784 radio hours** were broadcast on each ABC Radio network and station.  
**ABC Radio had a five-city weekly metropolitan reach of 4.4 million** (see page 35).
- Television** **Total ABC Television (ABC1, ABC2, ABC4Kids, ABC3 and ABC News 24) had a five-city weekly metropolitan reach of 9.4 million or 61% and weekly regional reach of 4.4 million or 63.6%** (see page 43).  
**ABC1 had a five-city weekly metropolitan reach of 7.2 million or 46.2% and weekly regional reach of 3.4 million or 48%** (see page 45).  
**ABC1 broadcast 930 hours of first-release Australian television content during prime-time** (see page 45).  
**The ABC's digital television services were available to 97.97% of Australia's population from 354 transmitter locations** (see page 87).  
**Weeknight 7pm News on ABC1 averaged an audience of 903 000 people in metropolitan areas** (see page 58).
- Online** **ABC Online had a monthly reach of 3.7 million internet users** (see page 65).  
**69 million podcasts were downloaded** (see page 65).  
**ABC news and current affairs websites reached an average of 1.7 million internet users each month** (see page 60).
- International** **Radio Australia programming available through local rebroadcasts in Asia and the Pacific, shortwave broadcasts, satellite services and 20 24-hour FM relays** (see page 68).  
**Australia Network television available in 46 countries, reaching an estimated 31.2 million homes** (see page 66).
- Commercial** **The ABC operated 54 ABC Shops and 106 ABC Centres throughout Australia** (see page 74).  
**ABC Commercial generated \$5.5 million net profit in 2011–12 which was returned to programming** (see page 73).
- Community satisfaction** **86% of Australians continued to believe the ABC provides a valuable service to the community** (see page 33).  
**66% of Australians believed the ABC is efficient and well-managed** (see page 33).
- Financial** **The ABC had total revenues of \$1 170 million from ordinary activities, with \$1 242 million in total assets** (see page 156).




# ABC Board of Directors

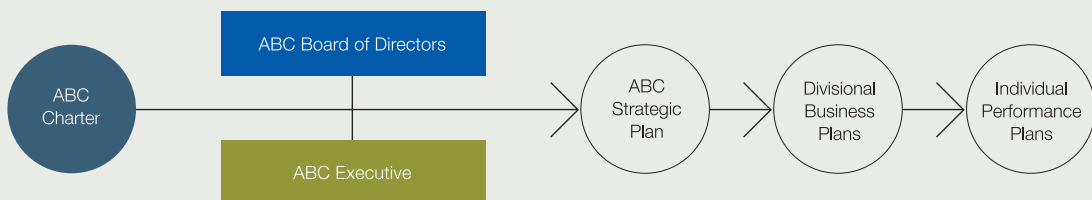
## Role and responsibilities of the Board

THE ROLE AND RESPONSIBILITIES of the ABC Board derive from the *Australian Broadcasting Corporation Act 1983* ("ABC Act"). Section 8 of the ABC Act requires the Board to ensure the functions of the Corporation are performed efficiently and with the maximum benefit to the people of Australia, while maintaining the ABC's independence and integrity. It is required to ensure that the gathering and presentation of news and information is accurate and impartial according to the recognised standards of objective journalism; to develop codes of practice relating to programming matters; ensure compliance with the ABC Act and other relevant legislation; and to consider matters of Government policy relevant to the functions of the Corporation when requested to do so by the Minister. The ABC Act also requires the Board to prepare corporate plans for the ABC and to notify the Minister of any matters likely to cause significant deviation from those plans.

In addition, individual Directors are required to meet objective standards of care and good faith, as set out in the *Commonwealth Authorities and Companies Act 1997*.

Directors are required to observe the ABC Board Protocol, first adopted in September 2004, which sets out their responsibilities and rights. They are required to provide a declaration of interests upon their appointment, which is updated as necessary. At each meeting, Directors are asked if they wish to declare a material personal interest in any items on the agenda. Induction processes are in place for new Board members and online training is available through provision of the Directors' Manual and Corporate Governance in Australia modules from CCH Australia Limited. Other professional development for Directors is provided as required.

The ABC Charter and Duties of the Board are set out in Appendix 1 (see page 206). 





### James Spigelman AC QC

Appointed Chairman for a five-year term from 1 April 2012.

James Spigelman was the Chief Justice and Lieutenant-Governor of New South Wales from 1998 to 2011. Between 1980 and 1998 he practised as a barrister in Sydney and was appointed QC in 1986. Between 1972 and 1976 he served as Senior Adviser and Principal Private Secretary to the Prime Minister of Australia and as Permanent Secretary of the Commonwealth Government's Department of the Media. From 1976 to 1979 he was a member of Australian Law Reform Commission.

Mr Spigelman has served on the Boards and as Chair of a number of cultural and educational institutions including: Chair of the National Library of Australia between 2010 and 2012, Member of the Board of the Australian Film Finance Corporation between 1988 and 1992 (Chairman between 1990 and 1992), Member of the Board of the Art Gallery of New South Wales between 1980 and 1988 (Deputy Chairman between 1983 and 1988), and as President of the Museum of Applied Arts and Sciences between 1995 and 1998. He was awarded the Companion of the Order of Australia (AC) for services to law and to the community in bringing about changes in attitudes to the administration of justice for a more fair and equitable society, and to the support of visual arts.

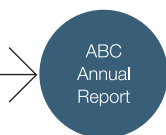
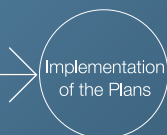


### Mark Scott AO

Appointed Managing Director for a five-year term from 5 July 2006; re-appointed for a further five-year term from 5 July 2011.

Prior to his appointment as ABC Managing Director, Mark Scott held a variety of editorial and executive positions with John Fairfax Publications. From 2003 to 2005 he was Editor-in-Chief, Metropolitan newspapers, and during 2005 became Editor-in-Chief of Metropolitan, Regional and Community newspapers. From November 2005 he was Editorial Director, with responsibility for the management and editorial direction of the newspaper divisions and websites along with the editorial and commercial performance of the Fairfax newspaper magazine division.

Mark Scott holds a Bachelor of Arts, Diploma in Education and a Master of Arts in Government from the University of Sydney. During 1992–93, he completed a Masters in Public Administration at Harvard University. In 2011, he was appointed an Officer of the Order of Australia in the Queen's Birthday Honours for distinguished service to media and communications, and to the community through advisory and governance roles with a range of social justice and educational bodies.





### **Steven Skala AO**

Appointed a Director for a five-year term from 6 October 2005; re-appointed for a further five-year term from 24 November 2010.

Steven Skala is Vice Chairman, Australia and New Zealand, of Deutsche Bank AG. He is Chairman of Wilson HTM Investment Group Limited, and Hexima Limited. Mr Skala is Vice President of the Board of the Walter & Eliza Hall Institute of Medical Research, Deputy Chairman of the General Sir John Monash Foundation and a Director of the Centre for Independent Studies.

Mr Skala serves as a Member of the International Council of the Museum of Modern Art (MoMA) in New York, the Advisory Council of the Australian Innovation Research Centre and the Grievance Tribunal of Cricket Australia. He is a past Chairman of Film Australia Limited and the Australian Centre for Contemporary Art, a former director of Max Capital Group Limited, the Channel Ten Group, The King Island Company Limited and The Australian Ballet, and a former Trustee of the Sir Zelman Cowen Foundation for Medical Research. He holds degrees in Arts, Laws (Hons) and Civil Laws. Between 1985 and 2004 he was a Partner and Head of the Corporate and Commercial Practice of Arnold Bloch Leibler, Solicitors. In 2010 he was appointed an Officer of the Order of Australia for service to the arts, education, business and commerce.



### **Professor Julianne Schultz AM FAHA**

Appointed a Director for a five-year term from 27 March 2009.

Julianne Schultz AM chairs the Queensland Design Council and the reference group for the National Cultural Policy and is a member of the board of the Grattan Institute. Her Doctorate from the University of Sydney explored the changing relationship between the media and politics and the role of journalists. She is the author of more than 20 books including *Reviving the Fourth Estate* (Cambridge Uni Press), *Steel City Blues* (Penguin), and *Not Just Another Business* (Pluto). She is the founding editor of *Griffith REVIEW*, the literary and current affairs quarterly published by Griffith University.

Professor Schultz began her career as a reporter with the ABC and *The Australian Financial Review*. She has held senior roles at the *Courier Mail* and the ABC, worked as media columnist and journalism educator. She was the founding Director of the Australian Centre for Independent Journalism at the University of Technology, Sydney.

In 2009, she was appointed a Member of the Order of Australia for service to the community as a journalist, writer, editor and academic, to fostering debate on issues affecting society, and to professional ethics and accountability.



### **Cheryl Bart AO**

Appointed a Director for a five-year term from 3 June 2010.

Cheryl Bart is a lawyer and company director. She is Chairman of ANZ Trustees Ltd, the South Australian Film Corporation, the Adelaide Film Festival, Foundation for Alcohol Research & Education and the Environment Protection Authority of South Australia.

Her other current directorship positions include Spark Infrastructure Ltd, ETSA Utilities, Audio Pixel Holdings Ltd and the Local Organising Committee Asian Cup 2015 Ltd. Previously, Ms Bart was a Director of the Economic Development Board (SA), Sydney Ports Corporation, the Australian Sports Foundation, Soccer Australia, Basketball Australia, William Buckland Foundation and the Defence Industries Advisory Board.

In 2009, Ms Bart was awarded the Order of Australia in the Australia Day Honours. She was awarded the Australian Geographic “Spirit of Adventure” award in 2008 as the first mother/daughter team to have successfully climbed the “Seven Summits”.

## Jane Bennett

Appointed a Director for a five-year term from 30 June 2011.

Jane Bennett is the former Managing Director of Ashgrove Cheese, a family owned and run business in Tasmania.

In 1996, she became President of the Tasmanian Rural Industry Training Board, and was later appointed to the Executive Committee of the Tasmanian Farmers and Graziers Association. Ms Bennett currently chairs the Food Industry Advisory Council in Tasmania and is a Board Member of the Brand Tasmania Council.

Her other directorships include the Australian Farm Institute, Tasmanian Ports Corporation and two of Tasmania's Regional Water and Sewerage Corporations, Ben Lomond Water and Onstream.

Ms Bennett was the 1994 Tasmanian Rural Achiever of the Year, the 1997 ABC Radio Australian Rural Woman of the Year and the 1998 Young Australian of the Year (Regional Development category). In 2010, she was named Tasmanian Telstra Business Woman of the Year.

## Dr Fiona Stanley AC FAAS FASSA

Appointed a Director for a five-year term from 30 June 2011.

Fiona Stanley was a Professor in the School of Paediatrics and Child Health and the University of Western Australia. She is the founding Director of the Telethon Institute for Child Health Research and Chair of the Australian Research Alliance for Children and Youth.

In 2003, Dr Stanley was named Australian of the Year. In 2004, she was honoured as a "National Living Treasure" by the National Trust. She is the UNICEF Australia Ambassador for Early Childhood Development and a member of the Prime Minister's Science, Engineering and Innovation Council. She has more than 300 published papers in scientific journals.

In 1996, Dr Stanley was appointed a companion of the Order of Australia in the Queen's Birthday Honours for service to maternal and child health research, and for her contributions to improving Aboriginal and community health.

## Retiring Directors



### Maurice Newman AC

Appointed Chairman for a five-year term which ended on 31 December 2011.



### Michael Lynch CBE AM

Appointed a Director for a five-year term from 27 March 2009. Mr Lynch resigned from the Board effective 30 September 2011.

# Board Directors' statement



THE 30<sup>th</sup> OF JUNE 2012 marks the culmination of 80 years of broadcasting by the ABC. Throughout that period, as today, the ABC has enriched the lives of all Australians. It was established on a bipartisan basis at the height of the Great Depression. The proposal to create the ABC was first put forward by a Labor government, and after it fell, the proposal was carried into effect by the succeeding Coalition government in 1932. Similarly, the proposal by a Coalition government to modernise the ABC's legislative foundation and create the Corporation that exists today, was carried into effect by the succeeding Labor government in 1983.

## A 20-year transformation

The last two decades are particularly striking. Over the period between 1990–91 and 2010–11, the ABC significantly expanded the services it provided to the Australian community, and did so with fewer staff and less funding. In 1990–91, the inflation-adjusted funding available to the ABC, excluding the separately-funded transmission costs, was \$856.4 million with a full-time equivalent staffing level in excess of 6 000. By 2010–11, the ABC's real funding had been reduced to \$762.5 million and the full-time equivalent staff to 4 600.

Expansion of broadcasting services over this period was dramatic, from one analog television channel at the commencement of the period to the end with that channel, ABC1, on both analog and digital together with three additional digital channels, ABC2/ABC4Kids, ABC3 and ABC News 24. Similarly in Radio at the commencement of the period there were local radio stations in 55 locations with Radio National and ABC FM serving 90% of the population, and triple j accessible in nine cities only. By the end of the period, local radio was available in 60 locations, and Radio National, ABC Classic FM and triple j were available nationwide, as was the new service ABC NewsRadio. Furthermore, the stations were available on digital radio in Adelaide, Brisbane, Melbourne, Perth and Sydney, as well as five digital-only services including ABC Dig Music, ABC Jazz, ABC Country and triple j Unearthed.



However, the transformation was not only quantitative, but qualitative. The speed and radical change in the technology of broadcasting and communications has transformed audience expectations and capacities. The ABC has been at the forefront of meeting those expectations and liberating those capacities. In radio service delivery, podcasting became widely available. In television, it pioneered vodcasting services and subsequently the online catch-up service, iView.

Early in the two-decade transformation, the ABC began offering services on websites. By the end of the period there were hundreds of websites providing text, audio and visual services both nationwide on ABC Online and in local regional radio service areas through ABC Open. Furthermore, many ABC radio and television services were available on mobile smart phone and tablet devices, including both iOS and Android systems. Finally, ABC radio and television programs extended their capacity for interaction with their audiences by the use of social media.

All of this was achieved with fewer resources and fewer staff. Much of it was funded by internal efficiencies and reallocation of resources. No additional funding was provided for the content costs of ABC2, the delivery costs of online services, the content of digital radio and, perhaps most dramatically, the creation of ABC News 24. Over recent years, some \$20 million in savings were identified by an internal Production Review, and applied to these new services. To give only one example of the efficiencies that have been made, television news studios that only a few years ago required 14 people, now require only four. The search for further backroom efficiencies continued throughout the 2011–12 year.

## The digital dimension

Digital technology has transformed the way Australian citizens use media. The ABC is determined to adapt its practices and services to ensure that its television, radio and associated text content is accessible to all Australians in the format and on the platforms which they demand. The validity and quality of the ABC's online and mobile content is manifest in the usage statistics found elsewhere in this Report. Furthermore, the transformation of the expectations of Australians—from passive recipients of programs into active interlocutors with content creators—continues to expand. To give only one example, in 2011–12 triple j exceeded the landmark of having 500 000 Facebook friends. This is an extraordinary figure in a market the size of Australia.

These achievements were recognised on 28 June 2012 when the Senate of the Parliament of the Commonwealth of Australia adopted the following resolution:

“That the Senate—

(a) notes:

- (i) the online presence of the Australian Broadcasting Corporation (ABC) provides important competition in news and current affairs content, and
- (ii) the ABC is accountable to its Charter, its board and the Parliament;

(b) rejects any suggestion that the ABC should not be competing in the online environment; and

(c) supports unequivocally the right of the ABC to provide a strong online presence.”

Prior to the adoption of this resolution, the Government received the Report of the Convergence Review, the response to which is still awaited at the date of this Report. The Review recommended an amendment of the ABC Charter to reflect current digital services. The Review acknowledged that online content provides Australians with opportunities for greater interaction with content and provides forums to exchange views.

The ABC supports the amendment of its Charter to recognise its provision of digital media services. However, the dynamic nature of the digital world and of the audience expectations it creates, would not permit, as the Convergence Review appears to envisage, digital services to be frozen at a particular point in time.

### The independence of public broadcasting

One of the key recommendations of the Convergence Review was the establishment of a new industry-led regulator to oversee journalistic standards on all platforms. This would replace the Press Council and the powers of the Australian Communications and Media Authority in relation to broadcast news standards. The Review recommended that the ABC and SBS would not be subject to this new regulator.

This recommendation rejected the proposal of the prior Report of the Independent Inquiry into the Media and Media Regulation by the Honourable R. Finkelstein QC. It was disappointing that this prior inquiry, upon which the Convergence Review was asked to report, had recommended that the ABC should be subject to the media standards regulator which that inquiry had proposed. This is particularly so because, when the earlier inquiry had sought the assistance of the Corporation, it expressly affirmed that it was not investigating the standards or behaviour of the ABC. Accordingly, the Corporation had no opportunity of making any submission to the inquiry on this issue. It was pleasing that the Convergence Review accepted the distinctive position of the two public broadcasters.

That position, a clear manifestation of the significance of the independence of public broadcasting, had also earlier been accepted by the Australian Law Reform Commission in its report on a new National Classification Scheme. That Commission expressly relied on the special governance and accountability arrangements of the ABC and SBS.

There are fundamental differences in the accountability systems applicable to the ABC (and SBS) and other media organisations:

- other media are not subject to the duties and obligations imposed on the ABC by statute including by its statutory Charter
- other media are not subject to an independent, public and transparent process for the appointment of members of their Board of Directors
- other media are not required to disclose their internal communications by reason of the *Freedom of Information Act 1982*
- other media are not subject to Parliamentary scrutiny, for example by the Senate Estimates Committee process
- other media have not adopted, and are not subject to, detailed editorial policies of the kind developed and continually refined by the ABC
- other media have not adopted a complaints handling process of the detail and systematic character adopted by the ABC
- other media corporations are free to choose their own auditors, whereas the ABC is required to be audited by the independent Australian National Audit Office. The ABC is also subject to the Finance Minister's Orders which impose more stringent requirements on the Corporation's financial statements in a number of respects, for example an obligation to report land, and plant and equipment at fair value in the balance sheet and greater disclosure of commitments and contingencies.

The cumulative effect of these governance and accountability arrangements is such that any appeal to a so-called 'level playing field' with respect to media regulation by subjecting the ABC to regulation applicable to other media organisations is fundamentally misconceived.

## Board Directors

For the first half of the year the subject of this Report, the Chair of the Board of Directors was Maurice Newman AC. For the third quarter, director Steven Skala AO served as Acting Chairman while for the last quarter, The Honourable James Spigelman AC QC occupied the office.

Having first served as a Director for several years between December 2000 and June 2004, Maurice Newman was appointed Chairman for a term of five years on 1 January 2007, expiring on 31 December 2011. His significant contribution to the activities of the ABC were formally acknowledged by Board Resolution.

Michael Lynch CBE AM was appointed for five years on 27 March 2009. He resigned on 30 September 2011 in order to take up a prestigious full-time position overseas. His contribution to the ABC was also acknowledged by the Board.

The Board has throughout the year maintained an active oversight role across ABC operations and accountabilities, to ensure the ABC performs efficiently and with maximum benefit to the people of Australia as required under Section 8 of the ABC Act. ■

James Spigelman AC QC

Mark Scott AO

Steven Skala AO

Professor Julianne Schultz AM FAHA

Cheryl Bart AO

Jane Bennett

Dr Fiona Stanley AC FAAS FASSA

## Maurice Newman AC

Maurice Newman AC retired as Chairman of the ABC on 31 December 2011 after serving a five-year term which commenced in 2007.

The Board would like to record its appreciation for Mr Newman's considerable contribution to the ABC. As Chairman, he led the argument for the Corporation, persuading Parliament to enlarge the public dividend provided by the ABC through new Australian drama and children's television and the regional Australia initiative, ABC Open. As a result, the ABC received the most substantial injection of new funds since its incorporation in 1983 in the 2009–12 triennial funding agreement.

Mr Newman presided over a period of significant innovation as the ABC responded to increasing digitisation, convergence and fragmentation of the media landscape.

Innovative services such as ABC News 24, ABC3, ABC iview and ABC digital radio significantly enriched the means through which the ABC fulfilled its Charter during Mr Newman's term as Chairman.

# ABC Executive



## **Kate Dundas**

### **Director of Radio**

Kate Dundas was appointed Director of Radio in March 2009. Previously Kate held numerous senior roles in ABC Radio, including Head of National Networks. She was also the ABC's Director of People and Learning for 18 months prior to being appointed to lead ABC Radio. In addition to her ABC career, Kate has worked in public and communications policy areas in both State and Federal governments and held two senior management roles in the New South Wales Premier's Department.

Kate has a Bachelor of Arts in Communications (focused on radio and television) from Charles Sturt University.



## **Kim Dalton OAM**

### **Director of Television**

Kim Dalton has been the ABC's Director of Television since March 2006. He was previously Chief Executive of the Australian Film Commission. Other roles have included Manager of Acquisitions and Development for Beyond International Limited, General Manager of the Australian Children's Television Foundation, Investment Manager for the Australian Film Finance Corporation and principal of his own production company, Warner Dalton Pty Ltd.

Kim graduated from the Flinders University Drama School and has a postgraduate Diploma in Arts Administration.

In June 2007, Kim was awarded a Medal of the Order of Australia for service to the film and television industry.



## **Kate Torney**

### **Director of News**

Kate Torney was appointed Director of News in April 2009. Before that, Kate was Head of Asia Pacific News. Kate has worked as a radio and television news and current affairs reporter and producer, a bureau chief, an executive producer and news editor. In 2001, she teamed with Barrie Cassidy to launch *Insiders*, the ABC's flagship weekly national affairs program. She was also involved in establishing *Offsiders*, *Inside Business*, *Newshour* (for Australia Network) and *ABC News Breakfast*. Under Kate's leadership ABC News launched ABC News 24, the nation's first free-to-air 24-hour television news channel.

Kate has a Bachelor of Arts (Media Studies) from the Royal Melbourne Institute of Technology.



## Angela Clark

### Director of Innovation

Angela Clark joined the ABC as Director of Innovation in March 2012. She is an experienced media executive, serving as CEO of Macquarie Radio Network between 2004 and 2009. Angela was the founder and Director of Streetcorner.com.au and Everymap.com.au.

She holds a Bachelor of Arts (Honours) in Politics, Philosophy and Economics from the University of Oxford.



## Lynley Marshall

### Director of ABC Commercial

Lynley Marshall was appointed Director of ABC Commercial in February 2007 to develop the ABC's commercial business and pursue new business opportunities in the digital media environment. She joined the ABC in 2000 as Director of New Media and Digital Services where she was responsible for the integrated delivery of the ABC's digital content and multi-channel services.

Before joining the ABC, Lynley held a number of executive positions in new media, radio and television in New Zealand. She has an Executive MBA from the University of Auckland.

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## Michael McCluskey

### Acting Director of ABC International (April and June 2012)

Mike McCluskey was appointed Chief Executive, Radio Australia in May 2010. He has held a range of executive roles at the ABC, including New South Wales State Director and Manager Local Radio Newcastle.

Mike holds a Bachelor of Science (Wool and Pastoral) from the University of NSW, and a PhD (Media Communications) from the University of Newcastle.

## Bruce Dover

### Acting Director of ABC International (May 2012)

Bruce Dover has been the Chief Executive Officer of Australia Network since August 2007 and has extensive experience as a journalist, editor and business executive, including senior appointments in print, television and digital media. Bruce has also held executive positions with News Corporation and CNN and in 1986 he received the Graham Perkin Award as Australian Journalist of the Year (jointly awarded).





## David Pendleton

### Chief Operating Officer

David Pendleton is the ABC's Chief Operating Officer (COO). He is a Director and was the inaugural Chairman of MediaHub Australia.

He joined the ABC as General Manager of Group Audit in 1996, becoming General Manager of Financial Operations and Accounting, and later Head of Finance. In 2002, he was appointed Director of Finance and Support Services, which was re-named Director of Business Services in 2003. He was appointed COO in 2004.

Before joining the ABC, David held senior management positions in the New South Wales public sector in the Roads and Traffic Authority and State Super Investment and Management Corporation.

David holds a Bachelor of Business (Accounting) from the University of Technology Sydney, is a Fellow of the Financial Services Institute of Australia and a Fellow of CPA Australia.



## Ursula Groves

### Director of People and Learning

Ursula Groves joined the ABC in July 2008 as Head of People Development and was appointed Director of People and Learning in May 2009. Ursula has extensive experience in senior human resources and organisational development roles in the manufacturing and public education sectors.

Ursula has a Bachelor of Science and a Bachelor of Arts from Monash University, a Diploma of Education from the University of Melbourne and a Graduate Diploma of Organisation Behaviour from Swinburne University.



## Michael Millett

### Director of Corporate Affairs

Michael Millett joined the ABC as Director of Communications in February 2009. His Division, now called Corporate Affairs, is responsible for public affairs, governance, corporate strategy, internal and external communications, the State and Territory Directors and management of the Managing Director's Office and Board Secretariat.

Michael's shift to the national broadcaster came after a long career in print journalism. For the previous two years he was deputy editor of the Sydney Morning Herald. In a 20-year stint with the Herald, Michael served as a political correspondent, Canberra bureau chief, North Asia correspondent based in Tokyo, senior writer and news editor.

## Paul Chadwick

### Director of Editorial Policies

Paul Chadwick joined the ABC as the inaugural Director of Editorial Policies in January 2007. A journalist and lawyer, he was the first Privacy Commissioner of Victoria (2001–06). He ran the Victorian operations of the non-profit Communications Law Centre for eight years and was a member of the Brennan Committee that revised the Australian Journalists' Association Code of Ethics in the 1990s. In 1997, he received the Walkley Award for Most Outstanding Contribution to Journalism.

Paul holds a Bachelor of Law (Honours) from the University of Melbourne and is admitted as a barrister and solicitor of the Victorian Supreme Court and federal courts.

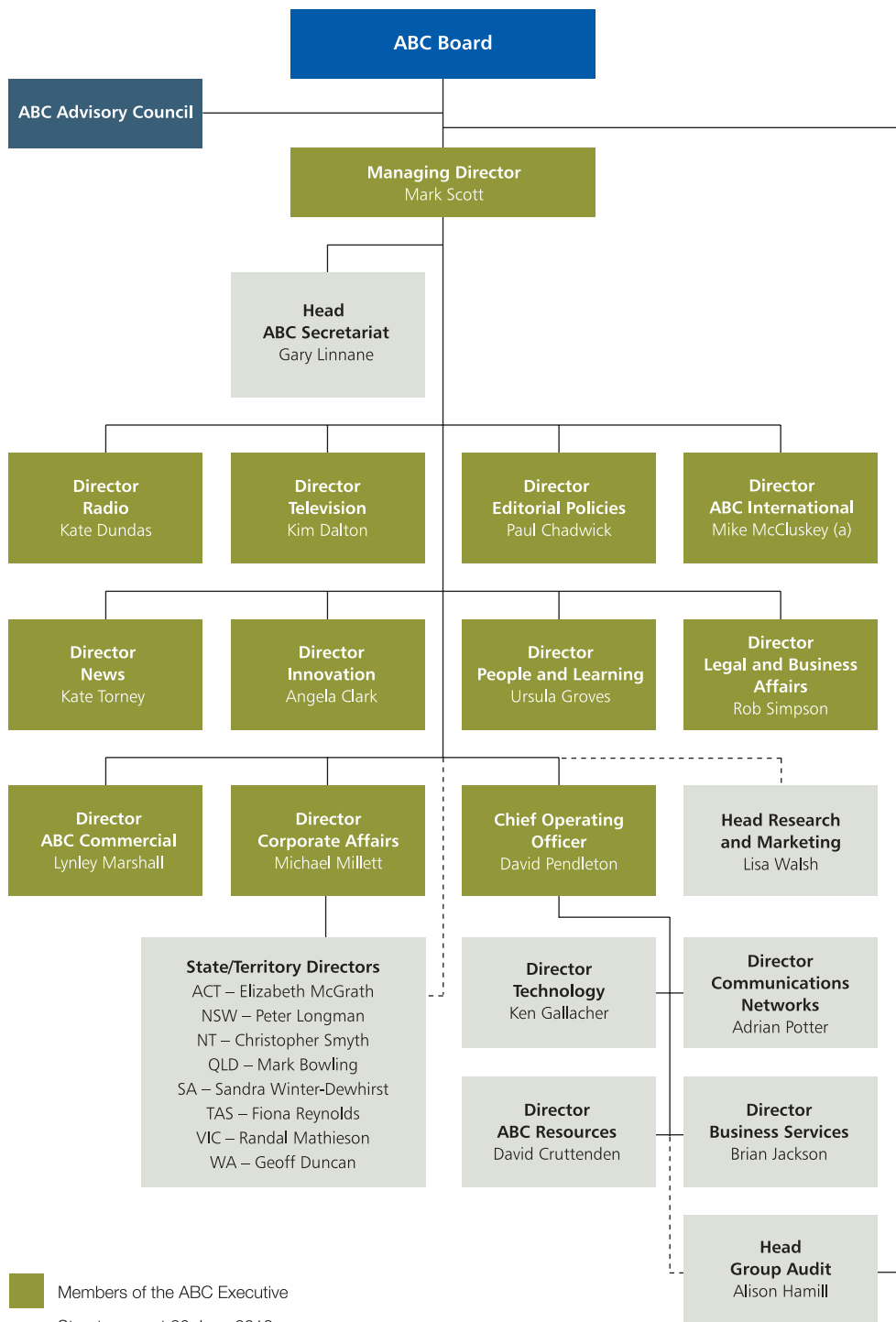
## Rob Simpson

### Director of Legal and Business Affairs

Rob Simpson joined the ABC as Director of Legal in August 2007. Prior to that he was a partner at law firms Gilbert + Tobin and Baker & McKenzie. He has also had extensive experience as a corporate lawyer and member of management teams, including as the first General Counsel of Optus.

Rob holds degrees in Arts and Law (Honours) from the University of Sydney.

# ABC divisional structure



# The year ahead

AS THE CORPORATION ENTERS its eighty-first year, long-predicted challenges to traditional media business models are making their most formidable impact. To cut costs in the face of declining revenue from advertising and subscriptions, commercial news media are reducing the size of their newsrooms. Similar challenges to traditional broadcasting models are expected to emerge as the decade progresses.

In this evolving and fragmenting environment, the ABC must continue to adapt its output and guarantee that all Australians have access to diverse, high-quality and independent services on the platforms of greatest relevance to them.

## **Cross-divisional and multiplatform strategies**

The Corporation will achieve this in a number of ways. Having formed a new Audience Strategy Group in early 2012 to ensure better cross-divisional coordination of its content, the ABC will develop a Corporation-wide audience strategy, including non-ratings audience engagement and content assessment metrics to improve the quality, impact and distinctiveness of its content.

It will also seek to unify its currently disparate divisional approaches to online and mobile services into a single Corporation-wide strategy.

Consistent with these approaches, the ABC will continue to develop multiplatform content initiatives that affirm its industry leadership and innovation, including increasing integration of social media into the television experience and tailoring services for mobile platforms. It will appropriately resource technological infrastructure that supports the development of such multiplatform services.

## **A converged international media service**

The Corporation will also take up the opportunity, created by the Government's announcement in December 2011 that the ABC would be given permanent responsibility for the operation of Australia's international television service, Australia Network, to establish a converged media service that better meets the needs of current and emerging audiences in Asia and the Pacific.

In 2012–13, the Corporation will begin combining Australia Network's television operation with Radio Australia and the ABC's extensive news operations and online and digital expertise.

The converged service will initially be based on television and radio broadcasts, supported by online and mobile services. Over time, however, it is likely that changes in the media usage in the region will require greater focus on digital platforms, as traditional satellite television and radio broadcasting become less effective means of reaching target audiences.

## **Reconciliation**

The ABC will also pursue new strategies to attract and retain Aboriginal and Torres Strait Islander staff, in line with the employment targets set out in the Corporation's *Reconciliation Action Plan 2009–2012* (RAP). As the current RAP will expire at the end of October 2012, the ABC will develop and commit to a new, three-year Plan that builds on the achievements and seeks to rectify the failures of the initial RAP.

## **Efficiency and effectiveness**

Throughout the coming year, the ABC will continue to review its business models to ensure efficiency and effectiveness. Savings identified through these processes will be directed towards content priorities.

## **Triennial funding**

The ABC triennial funding agreement 2009–12 came to an end on 30 June 2012. In the May 2012 Federal Budget, the Government did not announce a new triennial agreement. Consideration of the ABC's funding requirements was deferred by one year to allow the process to take account of the outcomes of the Convergence Review. Accordingly, the ABC will make a submission to Government in late 2012 in relation to its funding over the three years from 1 July 2013 to 30 June 2016. The submission will seek the funding necessary to ensure the ABC's sustainability and adaptability so that it can continue to provide Australians with access to independent news, cultural production and quality local content on the platforms of their choice. ■

# Strategic objectives

The ABC's strategic direction in 2011–12 was guided by the *ABC Strategic Plan 2010–13*.

The Plan is framed around the following six strategic goals:

## Being **audience focused**

To provide a range of media experiences to meet the needs and expectations of diverse audiences.

## Being **high quality**

To consistently deliver content which reflects the ABC's commitment to quality, independence and high editorial standards.

## Being **innovative**

To pursue new ideas, opportunities and partnerships, and grow our capabilities for the future.

## Being **values based**


To demonstrate ABC Values in every aspect of our work.

## Being **efficient**

To maximise the efficient and effective use of resources.

## Being **responsible**

To be visible and active in the community, setting high standards of social, environmental and regulatory responsibility.

The ABC's performance against these goals is reported at page 107. 





## Reporting the ABC's performance

The ABC strives to maintain the highest standards in every aspect of its operations. The Board and the Executive set those standards in the ABC's Values, its Strategic Plan and in its divisional business planning; Government sets them when funding is granted; and most significantly, audiences set them every time they turn to the ABC to be informed, engaged and entertained. The remainder of this report demonstrates the ABC's performance on all of those levels.



# Audience

The ABC premiered a range of high-quality drama series in 2011–12.



NOW  
MORE  
THAN  
EVER

Australians place a high value in content that recognises and reinforces Australian identity, character and cultural diversity. Audiences consistently demand content which expresses the culture of the nation.

The ABC continues to deliver a strong local voice and clear Australian perspective, premiering a range of critically-acclaimed Australian drama in 2011–12. The drama series *The Slap* featured a unique examination of the culturally diverse nature of modern Australia.

The series achieved a consolidated audience of 1.2 million across both ABC1 and ABC2. The total streaming plays via iView and the website was 1 million.

The quality of the ABC's 2011–12 Australian output was recognised at the Australian Academy of Cinema and Television Arts (AACTA) awards and the Logie awards, with *The Slap*, *Paper Giants*, *My Place*, *Sisters of War* and *Angry Boys* all winning awards.



Now more than ever, Australians have access to a world of entertainment from around the globe. Audiences rely on the ABC to ensure that Australian stories are told and Australian voices are heard.

# experiences

## Content performance

Audience trends

Radio

Television

News

Online

International audiences

Consumer experiences

2

# Audience trends

The ABC measures community perceptions and beliefs about the value of the Corporation's contribution to society through the annual Newspoll *ABC Appreciation Survey*.

THE ABC'S COMBINED national audience reach across television, radio and online was estimated to be 71% in 2012 (down from 74% in 2011).<sup>1</sup> This small contraction in overall consumption of ABC services can be explained by increased competition for adult television audiences aged under 50.

## Community satisfaction

The annual Newspoll *ABC Appreciation Survey*<sup>2</sup> provides insights into community perceptions and beliefs about the value of the ABC's contribution to Australian society. The 2012 survey was conducted nationally, by telephone, among a random sample of 1 908 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted using the same methodology since its inception in 1998.

Overall the 2012 survey finds little change in community opinion compared to the previous year. A large majority of Australians believe the ABC performs a valuable role, and a large majority believe it provides quality content, and that it is doing a good job satisfying its charter obligations.

The respondents were asked about their views on the quality of ABC Television, ABC Radio and ABC Online. Consistent with previous surveys, a large majority (78%) believe the quality of programming on ABC television is 'good', while significantly fewer (49%) believe this about commercial television.

Overall for ABC Radio, 61% of Australians believe the quality of programming on ABC Radio is 'good'. For commercial radio, approximately half (53%) of the population believes it offers good quality programming, similar to the previous year. Community perceptions about the quality of ABC and commercial radio are far closer than they are for television, reflecting the far more fragmented and niche radio market, where audiences have a very wide choice of stations to listen to.

<sup>1</sup> Newspoll, *ABC Awareness and Usage Survey*, June 2010, 2011 and 2012, in combination with ratings data, total 18 years and over population.

<sup>2</sup> Newspoll, *ABC Appreciation Survey*, June 2012, national random sample (n=1 908) conducted by telephone, people aged 14 years and over.

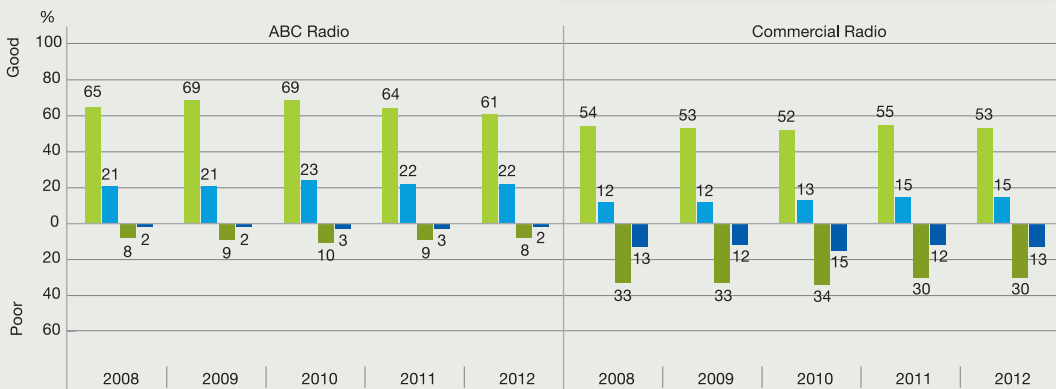
## Quality of programming

Independent research from Newspoll provides an overview of community attitudes and opinions about the ABC.

### Radio

**More Australians believe the quality of ABC Radio programming is good compared to commercial radio.**

#### Radio: Quality of programming



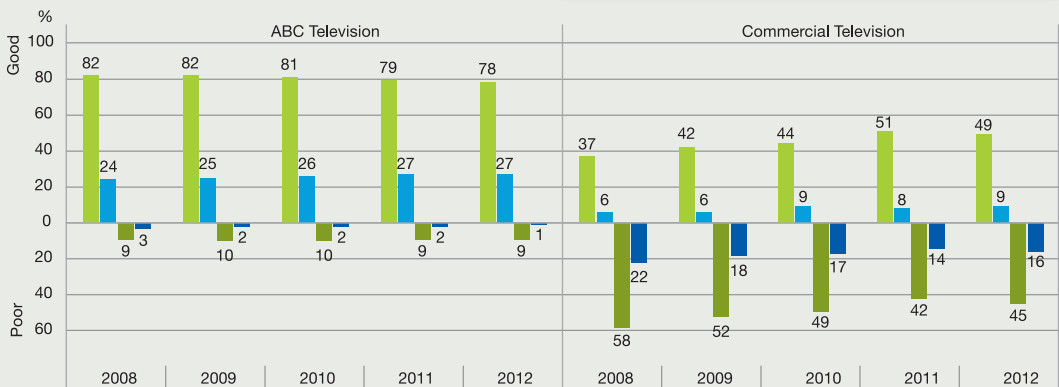
Based on a total sample aged 14 years and over. "Don't Know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2012.

■ Total Good    ■ Total Poor  
■ Very Good    ■ Very Poor

### Television

**78% of Australians believe the quality of programming on ABC Television is good.**

#### Television: Quality of programming



Based on a total sample aged 14 years and over. "Don't Know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2012.

■ Total Good    ■ Total Poor  
■ Very Good    ■ Very Poor



Nine in ten ABC Online users believe the quality of content on ABC websites is 'good', including one in three who say the quality of ABC websites is 'very good'. Among frequent ABC Online users, the results are even more positive, with 95% of those who use the site at least once a week saying the quality of content is 'good', and 44% of this group saying the quality is 'very good'.

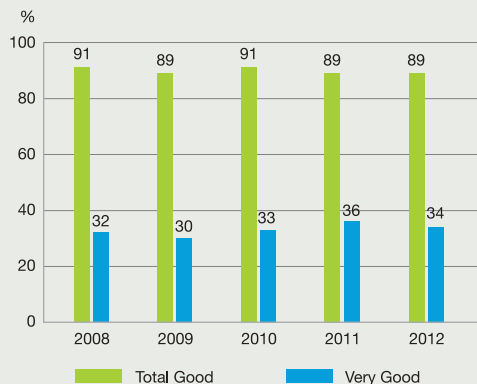
The *ABC Appreciation Survey* explores public perceptions about the ABC's performance in relation to specific aspects of the Corporation's Charter. The majority of Australians remain of the view that the ABC is doing 'a good job' fulfilling its various Charter obligations. Compared with previous years, the level of positive sentiment has decreased to some degree on most dimensions due to an increase in neutral opinions rather than an increase in negative sentiment.

Community perceptions about the coverage of country news and information remain far more favourable for the ABC than for commercial media among both people in capital cities and people in country or regional areas. Around 80% of Australians believe that the ABC does a 'good job' covering country and regional issues compared with 46% for commercial media. ■

## Online

**Nine in ten ABC Online users believe the quality of content on abc.net.au is good.**

**ABC Online: Quality of content**

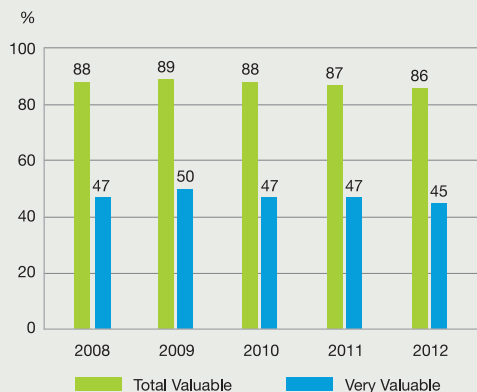


Based on those aged 14 years and over who ever visit the website. Does not include "Don't Know" or "Poor" responses. Source: Newspoll, ABC Appreciation Survey 2012.

## Value

**86% of Australians believe the ABC provides a valuable service to the community.**

**Overall value of the ABC**



Based on a total sample aged 14 years and over. "Don't Know" and "Not Valuable" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2012.

## Community Satisfaction

### Measures of community satisfaction

	2011–12	2010–11	2009–10	2008–09	2007–08
<b>Providing a quality service:</b>					
% of people who believe the ABC provides quality programming					
Television	<b>78</b>	79	82	82	81
Radio	<b>61</b>	64	69	65	64
Online (among ABC Online users)	<b>89</b>	89	89	91	88
<hr/>					
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	<b>80</b>	81	82	83	81
<hr/>					
<b>Providing a valuable service:</b>					
% of people who value the ABC and its services to the community	<b>86</b>	87	88	89	88
<hr/>					
<b>Meeting the ABC's Charter obligations:</b>					
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	<b>83</b>	83	84	86	84
<hr/>					
% of people who believe the ABC reflects the cultural diversity of the Australian community	<b>80</b>	81	80	83	80
<hr/>					
% of people who consider the ABC:					
• encourages and promotes Australian performing arts such as music and drama	<b>79</b>	79	78	83	82
• provides programs of an educational nature	<b>82</b>	84	86	88	86
• achieves a good balance between programs of wide appeal and specialised interest	<b>82</b>	83	85	86	83
<hr/>					
% of people who perceive the ABC to be innovative	<b>72</b>	75	74	75	73
<hr/>					
<b>Providing an efficient service:</b>					
% of people who believe the ABC is efficient and well managed	<b>66</b>	70	73	72	69

Source: Newspoll, ABC Appreciation Survey 2012.

# Radio

ABC Local Radio

triple j

ABC Radio National

ABC Classic FM

ABC NewsRadio

ABC digital radio

ABC Open

ABC Radio offers a diverse selection of content across its national and local networks and a range of digital platforms.

IN 2011–12, ABC RADIO built on its strong performances from the previous year. Average weekly reach in the five-city metropolitan markets for ABC Radio was a record 4.4 million people in 2011–12, up 4 000 listeners from 2010–11. Audience share remained steady at 23.6%.<sup>3</sup> The majority of Australians consider that the quality of programming on ABC Radio is good.<sup>4</sup>

## Local Radio

The ABC has a network of 60 Local Radio stations—nine metropolitan and 51 regional—which broadcast to, and engage with, local communities around Australia. In 2011–12, ABC Local Radio’s five-city metropolitan average weekly reach was 2.2 million, down from 2.3 million in 2010–11.<sup>5</sup> Audience share was 10.7%, down from 11.3% in 2010–11. Podcast downloads of Local Radio content increased 47%, up from 7 million in 2010–11 to 10.4 million in 2011–12.<sup>6</sup> Among the most popular downloads was *Conversations* with Richard Fidler, with 4.1 million podcasts in 2011–12 (up 52% from the 2.7 million podcasts downloaded in 2010–11).<sup>7</sup>

In March 2012, ABC Local Radio in Queensland provided extensive coverage of the state election campaign. ABC Rockhampton’s *Morning* program set up an election telephone hotline for listeners to leave comments about what they want for their community. The program broadcast from the marginal seat of Keppel, focusing on the issues and challenges in the region. ABC Mackay’s *Morning* program hosted a special broadcast from Airlie Beach in the marginal seat of Whitsunday.

<sup>3</sup> Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

<sup>4</sup> Newspoll, *ABC Appreciation Survey*, 2012.

<sup>5</sup> Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

<sup>6</sup> Note: Additional filters applied to podcast counts as of January 2012 to remove multiple requests for a single file from the same device

<sup>7</sup> WebTrends

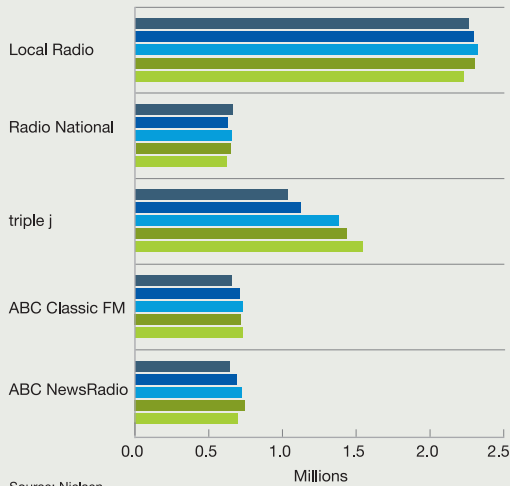
## Reach

ABC Radio's average weekly reach was steady at 4.4 million people.

### ABC Radio: Average weekly reach

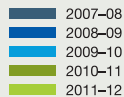
"Reach" measures the total number of people who have listened to ABC Radio over a specified timeframe.

(Five-city metropolitan market)



Source: Nielsen.

\* Due to the severe floods in Queensland in 2011, Survey 1 was not conducted in Brisbane. Radio share for Brisbane in 2010-11 is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This impacts on the five-city metro results for 2010-11.



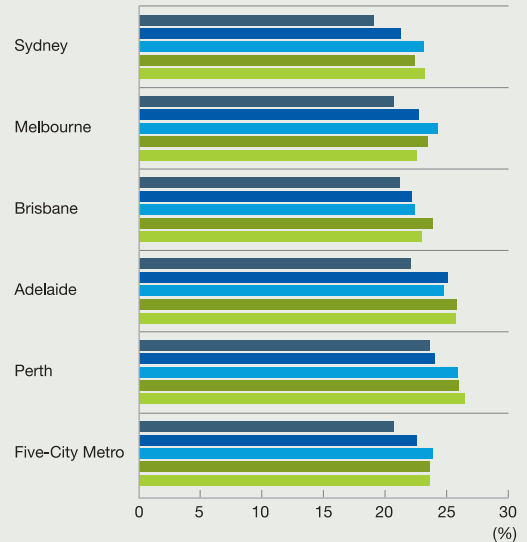
## Share

ABC Radio had a 23.6% share of the five-city metropolitan market.

### ABC Radio: Aggregate audience share

"Share" measures the percentage of the audience who have listened to ABC Radio within a specified timeframe. It is reported as a percentage of the actual listening audience, not the total population.

(Five-city metropolitan market)



Source: Nielsen.

\* Due to the severe floods in Queensland in 2011, Survey 1 was not conducted in Brisbane. Radio share for Brisbane in 2010-11 is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This impacts on the five-city metro results for 2010-11.

The 70<sup>th</sup> anniversary of the bombing of Darwin on 19 February 1942 was marked by ABC Local Radio in the Northern Territory and around the country. ABC Darwin broadcast live from the cenotaph on The Esplanade and developed pod tours of eight sites of significance as seen through the eyes of survivors.

Sport was a major part of programming on Local Radio and ABC Grandstand digital in 2011-12. ABC Grandstand broadcast live all games in the new Twenty20 Big Bash cricket competition, provided full coverage of the annual Tour Down Under cycling event in Adelaide, and live commentary of the Australian Open Tennis in Melbourne.

In February 2012, ABC Grandstand digital expanded from commentary of events into a rolling Friday to Monday sports station with the introduction of a new *Breakfast* program. The program features interviews, talkback, music and social media interaction. Audiences can tune in to receive local, national and international sports news, results and previews.

### triple j

triple j is the ABC's national youth network, targeting 18-24 year olds. 2011-12 was another successful year for triple j. The network's five-city metropolitan average weekly reach among people aged ten and



*Mellissa and Ciara from Mansfield Secondary College participated in a workshop run by ABC Open Goulburn Valley.*

Now more than ever, Australians have the ability to shape the media landscape. The ABC is providing opportunities for Australians to learn about and engage with digital media.

Audiences are no longer just passive consumers of content, with more and more people creating and sharing their own unique stories and perspectives. For 80 years the ABC has sought to make the media as accessible as possible to as many people as possible, regardless of their location or socio-economic situation.

The ABC is bringing this philosophy to the new world of user-generated news and media so that digital participation is open to everyone.

As part of the ABC Open project, which provides opportunities for regional audiences to generate and share content on the ABC, the ABC has conducted over 1 860 free digital literacy workshops.

Over 4 200 people have participated in workshops across regional Australia, learning about video calling, social media, photography using smartphones, film-making and a range of other tools for capturing and distributing content.

over increased 7.5% from 1.4 million people in 2010–11 to a record 1.5 million. Audience share increased to 5.8% (from 5.2% in 2010–11).<sup>8</sup> triple j is among the ABC's top podcast producers, with 9.8 million podcasts downloaded in 2011–12 (up 8% from 9 million in 2010–11). *New Music* programs continued to be among the most popular ABC podcast downloads, with 3.1 million downloads in 2011–12.<sup>9</sup>

In 2011–12, triple j progressed its objective to be available anywhere, anytime and on any device regularly used by young Australians, by launching new online and digital services and engaging with the latest trends in content delivery.

A new triple j app was launched in September 2011 enabling users to stream triple j live, catch up with the latest content on-demand, interact with presenters through social media, find track names, and watch YouTube videos.

<sup>8</sup> Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

<sup>9</sup> Note: Additional filters applied to podcast counts as of January 2012 to remove multiple requests for a single file from the same device.

In an Australian first the ABC launched a new digital radio station devoted to 100% new Australian music. triple j Unearthed began in October 2011, playing music sourced from the triplejUnearthed.com website. triple j Unearthed is the only dedicated Australian music radio station playing music solely from unsigned and independent Australian artists, including those from regional Australia. It harnesses the triplejUnearthed.com online community of over 30 000 artists and 250 000 users—a site that has become an integral music discovery service for not only music consumers but also the Australian music industry with successes including Art vs Science, Boy & Bear, Washington, Stonefield, and The Jezabels.

triple j has also led the way in delivering listeners more ways to discover music and enjoy their favourite triple j tracks, launching into online jukebox networks Spotify and Rdio. Spotify came to Australia in May 2012 and the triple j app allows listeners to hear triple j feature albums, the newest tracks on Hitlist, every past year's *Hottest 100* tracks, and read current music news. triple j on Rdio gives listeners access to presenter playlists, Hitlist tracks and past *Hottest 100* playlists.

These new platforms build on and extend triple j's website, which features free tracks, podcasts, photo galleries, videos and blogs from presenters.

On 16 May 2012, the triple j Facebook page hit half a million Facebook "likes" making it one of the biggest Australian sites on social media.

An annual event in the triple j calendar is One Night Stand, a free community event held in a different regional town each year. triple j's One Night Stand concert in Dalby, Queensland on 2 June 2012 was affected by extreme wet weather. triple j broadcast ten hours of live radio and three live concert sets from the Dalby Showgrounds before the show was cancelled for safety reasons.

## Radio National

Radio National is a national network broadcasting approximately 60 distinct programs each week, ranging across science, books and publishing, religion, social history, the arts and current affairs.

Radio National's five-city metropolitan average weekly reach was 618 000 in 2011–12, down from 642 000 in 2010–11. Audience share remained steady at 2.4% (2.5% in 2010–11).<sup>10</sup> Podcast downloads increased 6%, up from 22.8 million in 2010–11 to 24.2 million in 2011–12.<sup>11</sup>

On 23 January 2012, a new Radio National schedule commenced. Its launch followed an extensive process of review and listener and staff feedback. At the core of the new schedule is Radio National's commitment to specialist programming and thought-provoking analysis of ideas and events in Australia and around the world.

Features of the new schedule include:

- A new late *Drive* program and an extended *Breakfast* program
- More specialisation and fewer repeats
- The commissioning of new programs across genre gaps
- A renewed emphasis on arts and culture
- Maintenance of radio drama and a stronger commitment to radio features
- A greater capacity to react to major conversation points from Australia and around the world, with a stronger emphasis on flexible presentation throughout the day.

The new schedule sees the return of the *Media Report* and a *Religion and Ethics Report*, new programs on food, the outdoors, popular culture and a new weekday music program.

<sup>10</sup> Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

<sup>11</sup> Note: Additional filters applied to podcast counts as of January 2012 to remove multiple requests for a single file from the same device.



In November 2011, the ABC publicly released the draft Radio National schedule which attracted some comments about a perceived decrease in arts programming and specialisation. The 2012 schedule delivers an increase of approximately 10 hours per week of first-run arts content including performance, arts journalism and music. It also delivers a 14% (25 hours) increase from 2011 in the overall quantity of original content broadcast each week on the network, reducing the level of repeat content.

Along with the new schedule, a new on-air and visual identity was introduced to help the network more successfully engage with its audience. The new tagline “Your World Unfolding” was introduced, the Radio National website was refreshed and all online touch points (Facebook, Twitter, iTunes) were overhauled.

On the evening of 23 January 2012, Radio National's *Big Ideas* was the first radio broadcast from the new ABC South Bank studios in Brisbane, Queensland.

In 2011–12, Radio National featured content from arts festivals around the country.

*The Music Show* broadcast live from the Perth International Festival with performers and guests including I Fagolini, Ryan Adams and Bonnie Prince Billy.

In March 2012, *Books & Arts Daily* broadcast live from the Adelaide Festival and *The Music Show* broadcast live from the Speakers Corner Stage at the 2012 WOMAdelaide Festival.

During May 2012, Radio National broadcast live from the Sydney Writers' Festival, and several presenters featured in the Festival program, including Waleed Aly, Robbie Buck, Michael Cathcart, Sarah Kanowski, Robyn Williams, Philip Adams, Fenella Kernebone, Richard Aedy, Marc Fennell and Lynne Malcolm.

## ABC Classic FM

ABC Classic FM is Australia's national classical music network, with a strong commitment to supporting and presenting Australian music performance. ABC Classic FM's five-city metropolitan average weekly reach increased 1.5% to 730 000 in 2011–12, from 719 000 in 2010–11. Audience share remained steady at 3.0% (2.9% in 2010–11).<sup>12</sup>

In 2011–12, ABC Classic FM continued to improve audience access to its content, launching a redesigned website providing easier navigation and access to detailed music listings. It provides a gateway to micro-sites for events, activities and partnerships, an event diary for audiences to post details about their own concerts and activities and a more accessible grouping of podcasts and on-demand content.

In October 2011, ABC Classic FM opened the voting lines for the *Classic 100* listener survey on the theme of music composed since 1900. A two week on-air, newsletter and social media campaign plus online teasers and quizzes saw 32 000 votes cast through the online voting system.

In 2012, ABC Classic FM introduced *Midday* (12 noon–1pm) with Margaret Throsby interviewing special guests about their life and work and featuring music chosen by the guests. A new extended *Mornings* program was introduced from 9 am to 12 noon, hosted by Christopher Lawrence.

ABC Classic FM broadcast more *BBC Proms* concerts this year than ever before. Over six weeks, 72 concerts from this world renowned classical music festival were for the first time broadcast within days of their London performances. As well as the finest orchestras and soloists from around the world, highlights included a mass choral performance of Havergal Brian's symphony *The Gothic*, and the perennially popular *Last Night of the Proms* which featured Lang Lang playing Liszt. Australian

<sup>12</sup> Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

performers in this Prom season included Tim Minchin, Caroline O'Connor, and the Spaghetti Western Orchestra.

*Midday* presenter, Margaret Throsby and Live Music Producer, Lucas Burns travelled to England and Europe with the Australian Chamber Orchestra (ACO), recording three concerts in Vienna, London and Amsterdam, broadcast in December and January.

### ABC NewsRadio

ABC NewsRadio is Australia's only national, continuous news radio network, delivering factual, independent and opinion-free coverage of news. The network also provides live broadcasts of the proceedings of federal Parliament during sitting weeks. ABC NewsRadio's five-city metropolitan average weekly reach was 699 000 in 2011–12, down from 751 000 in 2010–11. Audience share remained steady at 1.7% (1.8% in 2010–11).<sup>13</sup>

<sup>13</sup> Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

In 2011–12, ABC NewsRadio continued to strengthen its position as an authoritative single destination for the latest news and real-time event coverage from across Australia and the world. ABC NewsRadio strengthened its collaboration with ABC News and other ABC networks and made its content available across more platforms, including through social media.

ABC NewsRadio provided comprehensive coverage of fast-moving stories of national importance including the Qantas industrial dispute, the Commonwealth Heads of Government Meeting in Perth, the visits of the Queen and US President Obama to Australia, emergency flood situations in NSW, Victoria and Queensland and the Federal ALP Leadership challenge.

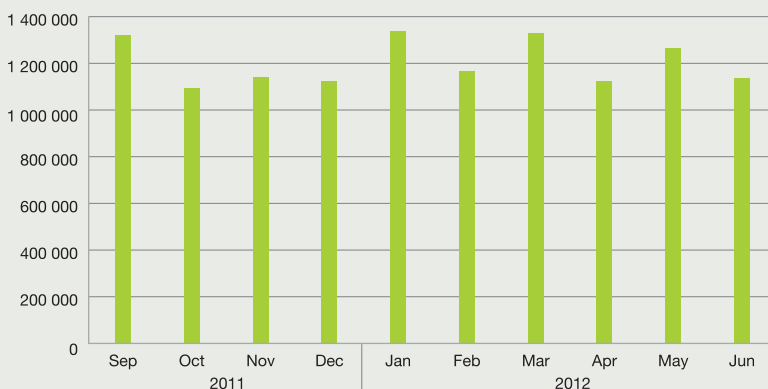
On 24 March 2012, ABC NewsRadio's Sandy Aloisi co-presented the Queensland election night with 612 ABC Brisbane's *Morning* presenter Steve Austin from the foyer of the new ABC Brisbane building. Steve Chase hosted a special 'morning after' breakfast with Marius Benson, looking at all the ramifications of the result.

## Reach

"Reach" measures the total number of people who have visited an ABC radio website over a specified timeframe.

**ABC Radio Online reached an average of 1.2 million users each month.**

ABC Radio websites: Monthly audience reach



Source: Nielsen Online Ratings, Australia, People aged 2 years and over.

Note: As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

ABC NewsRadio's *Inside America*, presented by John Barron, continued to look at the political landscape in the USA in the lead up to the next USA election. In 2012, John Barron also began presenting *Planet America* on ABC News 24.

In 2012, ABC NewsRadio introduced a strong, fresh line-up on air which includes Sandy Aloisi hosting *Breakfast* alongside political reporter Marius Benson, and Glen Bartholomew presenting *Drive*.

ABC NewsRadio also expanded its range of online content through its daily audio files of the best interviews, podcasts of *Inside America*, *Weekend Half-Time* and a selection of Parliamentary coverage, along with new podcast-only content.

### ABC Digital Radio

In 2011–12, the ABC expanded the reach of its digital radio services with the commencement of a technical trial in Canberra in conjunction with the Australian Communications and Media Authority and Commercial Radio Australia. Five ABC digital radio services were rolled out between September and October 2011. The trial delivers digital broadcasts of Local Radio's 666 ABC Canberra, Radio National and the digital-only services ABC Jazz, ABC Grandstand Digital and triple j Unearthed.

The digital platform continues to provide audiences with access to new and different services that might otherwise not be accommodated in radio schedules. In 2011–12, the ABC Extra digital radio special events "pop-up" station hosted *ABC NAIDOC*, presenting a week-long service dedicated to Indigenous issues, history, music and culture. The station hosted the entire countdown of the *Hottest 100 Australian Albums of All Time*, as voted by triple j listeners, as well as *ABC Adelaide Writers' Week*, *ABC Sydney Writers' Festival*, *ABC ANZAC Day* and *ABC Jimmy Little*. For the third year, ABC Classic FM presented *ABC Classic Season*, a collection of specially chosen traditional and eclectic festive music.

### ABC Open

ABC Open is a unique initiative which provides regional communities with the opportunity to develop digital media skills and to use them to share personal stories from regional and rural Australia across ABC platforms.

The ABC Open site hosts, curates and aggregates special projects and content which can also be accessed through other ABC platforms and websites. ABC Open projects are also distributed across social networks and other platforms including Facebook, Flickr, YouTube, Twitter, mobile phones and digital television.

On 16 September 2011, ABC Open celebrated its first anniversary. To mark the occasion, a *1 year in* micro-site was developed to showcase some of the story and content highlights contributed and produced as part of the project's first year.

In 2011–12, ABC Open finalised the recruitment of 50 ABC Open producers across Australia and commenced ten new projects, bringing ABC Open's total number of national and regional multimedia projects to 29 since its inception. More than 14 000 contributions from community groups, organisations and individuals in regional Australia were received during the year. The projects included music videos, short films, audio slideshows, guest blogs and digital photographs.

ABC Open producers held in excess of 1 860 workshops teaching basic digital literacy to over 4 200 participants in regional communities across the country, and worked intensively with many individual contributors. In addition to online instructional pieces covering a range of digital skills, ABC Open has produced a suite of video tutorials which are hosted on the ABC Open channel on the Vimeo platform.

ABC Open has held 151 marketing events, exhibitions, screenings and related activities across regional Australia to a combined audience estimated to be over 60 000 people.



Thirty-six young Australians travelled to Canberra in 2012 for the annual Heywire youth summit, where they engaged in five days of discussion and project idea pitching.

Now more than ever, the global can easily overwhelm the local. The ABC gives a voice to Australians in rural and regional areas.

The ABC's annual *Heywire* competition calls for stories from young people living in regional Australia about their lives and their communities. Each year, the top 40 entrants attend the *Heywire Regional Youth Summit* in Canberra to develop ideas to improve life for young people in their communities.

There is no doubt that the Youth Summit has an impact. An idea that

was developed at the 2011 Summit was submitted to the federal parliamentary inquiry into "fly-in, fly-out" workforce practices. The plan to attract and retain families in rural and regional communities near mining centres was developed by five *Heywire* winners concerned about the impact of "fly-in, fly-out" work on their communities.

To mark the anniversary of the Queensland Floods in December 2011, ABC Open launched *Aftermath*, an interactive online documentary of the personal stories of people from communities affected by natural disasters. *Aftermath* has featured as an exhibition at the Queensland Museum and the Queensland State Library.

Contributions to ABC Open have featured on the ABC Open website, ABC Local Radio and ABC Local online, Radio National, triple j and triplejUnearthed.com, ABC Grandstand online, ABC television's *rage*, *iview*, ABC1, ABC News 24, Australia Network, ABC News Online and the Environment, Science and Arts portals.

In September 2011, ABC Open content began screening regularly on ABC News 24, Mondays to Thursdays at 8.56 pm. A second daily segment at 9.57 am was introduced in November and additional content has appeared weekly on the ABC News 24 *Weekend Breakfast* program since May 2012. ■

# Television

ABC1

ABC2

ABC4Kids

ABC3


Multiplatform

The ABC delivers five commercial-free, free-to-air services across four digital television channels.

THE STRONG WAVES of change which have emerged in the media industry in recent years gathered pace in 2011–12. These disruptive forces continue to challenge broadcasters to adapt and respond so as to remain relevant and compelling to audiences. Increasing viewer choice has led to further audience fragmentation which in turn requires the media to find new ways of communicating with and reaching viewers.

The expansion of the free-to-air television platform, increased demand from subscription television and the continued emergence of Internet Protocol Television (IPTV) has greatly increased competition for premium content, placing upward pressure on programming costs.

ABC television content is broadcast on five services across four channels:

- ABC1—the Corporation’s primary channel. As well as digital transmission, ABC1 continues to be available in analog format from 268 transmitters;
- ABC2—a digital service comprising two distinct schedules:
  - ABC2—content for a younger adult demographic between 7pm and 2am; and
  - ABC4Kids—content for pre-schoolers between 6am and 7pm.
- ABC3—a dedicated digital children’s channel; and
- ABC News 24 (see page 58). 

The majority of viewers still watch ABC television across these four broadcast television channels, however Australians are increasingly consuming television content online using various devices. It is estimated that 15% of Australian homes now have at least one tablet device.<sup>14</sup>

In response, the ABC has sought to utilise changes in technology and viewer behaviour as opportunities to refresh and extend its relationship with its audiences. The ABC’s iView service is now Australia’s leading online catch-up service and is available on multiple platforms.<sup>15</sup>

<sup>14</sup> Nielsen Australian Multi Screen Report, Q1 2012.

<sup>15</sup> Nielsen Online Consumer Report, February 2012.



The percentage of homes in the five-city metropolitan market with at least one personal video recording (PVR) device (with a hard drive) increased to 52% in June 2012 (from 42% in June 2011).<sup>16</sup> Live viewing continues to be the dominant form of viewing for total households in 2011–12, with time-shifted viewing comprising only 8% of total viewing (up from 6% in 2010–11).<sup>17</sup>

Access to digital television continued to increase, with 96% of metropolitan households capable of receiving digital television (from 90% in 2011).<sup>18</sup> The same trends are evident in regional Australia, with digital penetration rates increasing to 98% (from 94% in 2010–11).<sup>19</sup> Regional Victoria, regional Queensland and regional southern New South Wales have now completed the full digital switchover, with 100% of households capable of accessing digital television in these areas. Tasmania is scheduled to switchover in the first half of 2013, with Regional Western Australia following in the second half of 2013. The digital switchover for metropolitan areas is scheduled to commence in 2013 (see page 86). ■■

All free-to-air television broadcasters in Australia operate digital-only multi-channels in addition to their “primary” channel, which continues to be available from some analog transmitters. In 2011–12, the migration of audiences to these digital multi-channels continued. Digital channels now comprise 30% of total free-to-air-television share, compared with 24% in 2010–11. While the primary channels have experienced a decrease in audience and share, both total television viewing and total free-to-air television viewing have increased slightly, up 1% each compared to 2010–11.<sup>20</sup>

16 OzTAM metropolitan TAM panels, 11 June 2011 and 16 June 2012.

17 OzTAM metropolitan consolidated data, 2011–12

18 OzTAM metropolitan TAM panels, 11 June 2011 and 16 June 2012.

19 Regional TAM Panel Incidence, Period 6, 2012.

20 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

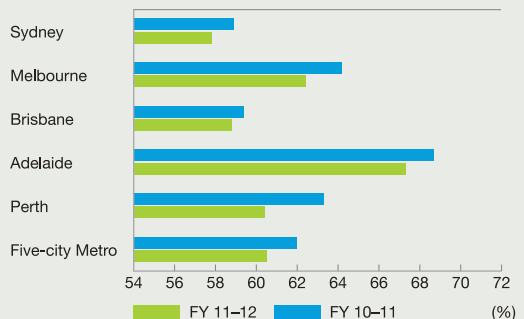
## Reach

“Reach” measures the total number of people who have watched ABC Television over a specified timeframe. It is expressed below as a percentage of the total population.

### Metropolitan

**ABC Television's average weekly reach was 9.4 million people, or 61% of the five-city metropolitan market.**

**ABC Television: Average weekly metropolitan reach**  
(Total ABC, 24-hour, 5 minute consecutive viewing)

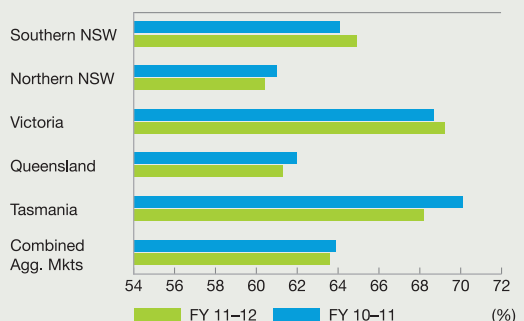


Source: OzTAM metropolitan consolidated data.

### Regional

**ABC Television's average weekly reach was 4.4 million people, or 64% of the regional market.**

**ABC Television: Average weekly regional reach**  
(Total ABC, 24 hour, 5 minute consecutive viewing)



Source: Regional TAM consolidated data.

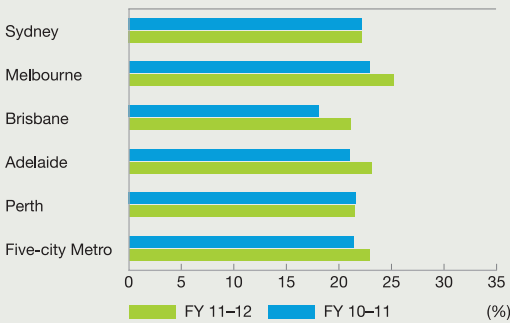
## Day-time share

“Day-time share” measures the percentage of the audience who have watched ABC Television between 6 am and 6 pm. It is reported as a percentage of the actual viewing audience, not the total population.

### Metropolitan

**ABC Television had a 22.9% day-time free-to-air share of the five-city metropolitan market.**

**ABC Television: Metropolitan day-time share**  
(Total ABC, free-to-air-audience, 6 am – 6 pm)



Source: OzTAM metropolitan consolidated data.

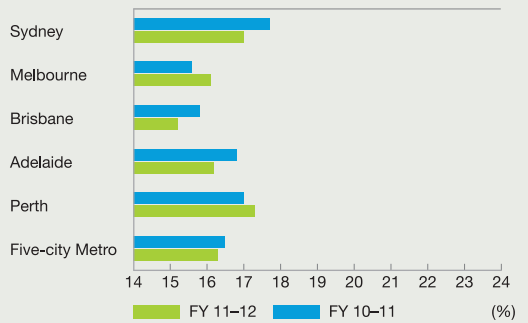
## Prime-time share

“Prime-time share” measures the percentage of the audience who have watched ABC Television between 6 pm and midnight. It is reported as a percentage of the actual viewing audience, not the total population.

### Metropolitan

**ABC Television had a 16.3% prime-time free-to-air share of the five-city metropolitan market.**

**ABC Television: Metropolitan prime-time share**  
(Total ABC, free-to-air-audience, 6 pm – midnight)

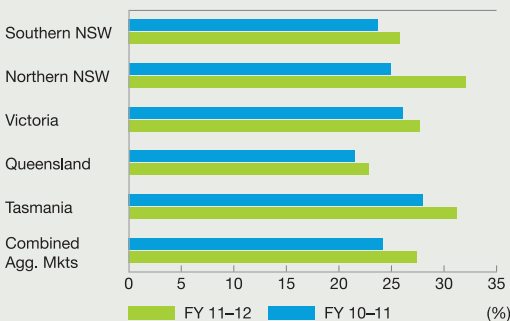


Source: OzTAM metropolitan consolidated data.

## Regional

**ABC Television had a 27.4% day-time free-to-air share of the regional market.**

**ABC Television: Regional day-time share**  
(Total ABC, free-to-air-audience, 6 am – 6 pm)

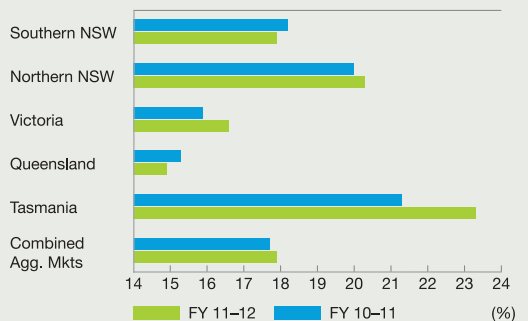


Source: Regional TAM consolidated data.

## Regional

**ABC Television had a 17.9% prime-time free-to-air share of the regional market.**

**ABC Television: Regional prime-time share**  
(Total ABC, free-to-air-audience, 6 pm – midnight)



Source: Regional TAM consolidated data.

## First-release and repeat content

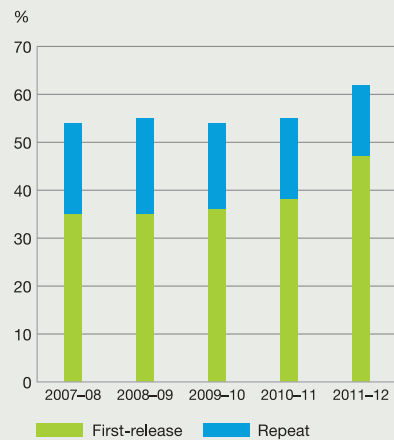
The number of hours of first-release television broadcast reflects the ABC's investment in original, ABC content.

### 6 am to midnight

**Over 75% of Australian-made content shown on ABC1 from 6am to midnight was first-release.**

#### ABC1, Australian first-release and repeat content

(Percentage of hours broadcast—6 am to midnight)



In 2011–12, the total ABC metropolitan average weekly reach was 9.4 million people, or 61% of the five-city metropolitan population. This is steady compared to 2010–11 (9.4 million, or 62%).<sup>21</sup>

In 2011–12, the ABC's total share of the free-to-air metropolitan audience during day-time increased to 22.9% (from 21.4% in 2010–11).<sup>22</sup> Share during prime-time was 16.3% (a decrease from 16.5% in 2010–11).<sup>23</sup>

In the aggregated regional markets and Tasmania, total ABC regional average weekly reach in 2011–12 was steady at 4.4 million people or 63.6% of the regional population (4.4 million, or 63.9% in 2010–11).<sup>24</sup>

Total regional share during the daytime increased to 27.4%, up from 24.2% in 2010–11. Regional share during prime-time also increased, up from 17.7% in 2010–11 to 17.9% in 2011–12.<sup>25</sup>

### ABC1

ABC1 is the ABC's primary television channel. ABC1's average weekly metropolitan reach in 2011–12 was 7.2 million people, or 46.2% of the five-city metropolitan population. This represents a decrease from 8 million people, or 52.7% of the five-city metropolitan population in 2010–11.<sup>26</sup>

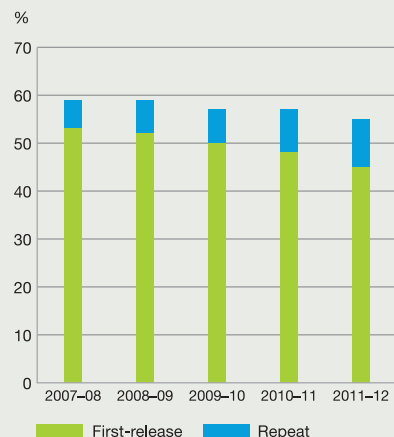
The primary channel experienced a decrease in metropolitan prime-time free-to-air share, down to 12.3% in 2011–12 from 13.4% in 2010–11. ABC1's metropolitan day-time share also experienced a decline during 2011–12, delivering a share of 5.3% in 2011–12, down from 8.1% in 2010–11.<sup>27</sup>

### 6 pm to midnight

**45% of all content broadcast on ABC1 during prime-time was Australian, first-release content.**

#### ABC1, Australian first-release and repeat content

(Percentage of hours broadcast—6 pm to midnight)



<sup>21</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12. (Total ABC includes ABC1, ABC2, ABC3 and ABC News 24).

<sup>22</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

<sup>23</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

<sup>24</sup> Regional TAM consolidated data, 2010–11 and 2011–12.

<sup>25</sup> Regional TAM consolidated data, 2010–11 and 2011–12.

<sup>26</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

<sup>27</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

ABC1's regional average weekly reach in 2011–12 was 3.4 million people, or 48.0% of the regional population. This is down from the 2010–11 average weekly regional reach of 3.7 million people, or 54.1% of the regional population.<sup>28</sup>

In 2011–12, ABC1 experienced a decline in regional free-to-air audience share in both prime-time (12.8%, down from 13.9% in 2010–11) and day-time (6.1%, down from 9.4% in 2010–11).<sup>29</sup>

In 2011–12, a number of iconic ABC1 programs reached significant milestones, reflecting the quality, reputation and strong audience support for the programs over the years. In 2011, *Four Corners* celebrated its 50<sup>th</sup> birthday whilst *At The Movies* with Margaret Pomeranz and David Stratton reached 25 years on television. Also in 2012, *rage* celebrated its silver jubilee and *Foreign Correspondent* marked its 20<sup>th</sup> anniversary.

ABC1's flagship news and current affairs programs continue to underpin the channel's schedule and sustain ABC1's relationship of trust and credibility with audiences. Eighty per cent of Australians surveyed believe the ABC is balanced and even-handed when reporting news and current affairs.<sup>30</sup> Programs and features such as the award winning *Four Corners* story "A Bloody Business", as well as its features in 2012 on people smuggling and Gina Rinehart, all had an impact.

2011–12 saw the return of distinctive Australian drama to the ABC1 schedule, with the investment of increased drama funding in the 2009–12 triennium funding round continuing to pay dividends. Since the beginning of that triennium, the volume of drama on ABC1 has increased from 14 hours (in 2008–09) to 66 hours in 2011–12. Across ABC Television, 71 hours of first-run Australian drama were broadcast, with a further 21 hours of children's drama.

28 Regional TAM consolidated data, 2010–11 and 2011–12.

29 Regional TAM consolidated data, 2010–11 and 2011–12.

30 Newspan, *ABC Awareness and Usage Survey*, 2012.

The television adaptation of Christos Tsiolkas' novel *The Slap* was one of the ABC's most popular series in 2011–12. *The Slap* achieved a national average audience of 1.2 million and an additional 267 000 on ABC2.<sup>31</sup> It was one of the most viewed programs on ABC iView with 721 000 plays, an average of 90 000 plays per episode.<sup>32</sup> The program received five AACTA Awards and two Logie Awards.

*Miss Fisher's Murder Mysteries* debuted with a national series average audience of 1.4 million on ABC1.<sup>33</sup> The series recorded a total of 716 000 plays on ABC iView (an average of 55 000 plays per episode).<sup>34</sup>

*The Straits* was a project that highlighted Australia's cultural and regional diversity whilst the Indigenous telemovie *Mabo* marked the 20<sup>th</sup> anniversary of the historic High Court land rights decision. *Mabo* achieved a national audience of 904 000 viewers<sup>35</sup> and 33 000 plays on iView.<sup>36</sup> The ABC's first-ever Indigenous Australian drama *Redfern Now*, went into production in May 2012.

Documentary features included *Leaky Boat* and *I Can Change Your Mind About Climate Change*, as well as the special *Then The Wind Changed*, which marked the three-year anniversary of the Black Saturday bushfires. *Wide Open Road, Australia: The Time Traveller's Guide*, and *Australia On Trial* looked at recent Australian history and *Country Town Rescue* and *Two on the Great Divide* examined rural and regional Australia. The documentary slate also featured sport-related programming, including *Race to London* and *Sporting Nation*.

ABC1's comedy line-up included a number of Australian productions, including *At Home With Julia*, *Woodley* and *Outland*.

31 OzTAM and Regional TAM consolidated data, 2011.

32 WebTrends, 2011 (iView website only).

33 OzTAM and Regional TAM consolidated data, 2012

34 WebTrends Feb–June 2012. From March 2012 ABC iView measured against multiple platforms.

35 OzTAM and Regional TAM consolidated data, June 2012.

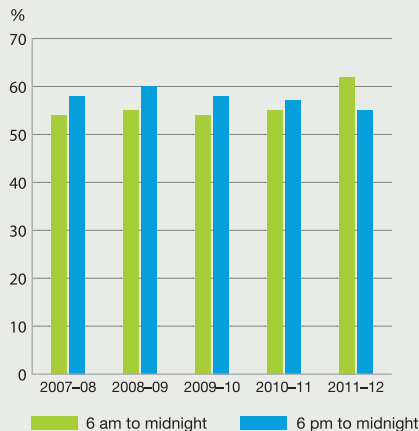
36 WebTrends, June 2012.

## Australian content

Broadcasting Australian content informs, educates and entertains audiences, and helps to contribute to a sense of national identity.

**62% of content broadcast on ABC1 between 6 am and midnight was Australian-made.**

**ABC1: Australian content**  
(Percentage of hours broadcast)



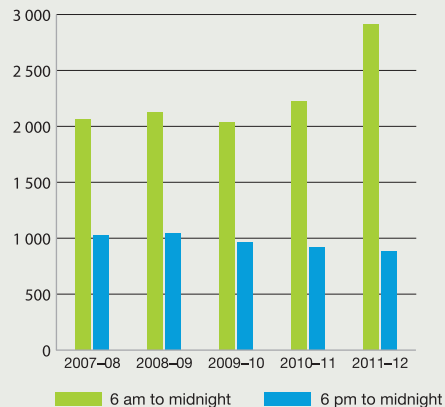
Notes: This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

## ABC-commissioned content

The ABC commissions internal productions and co-productions. This is an investment in Australian television content, made by Australians.

**ABC1 broadcast 2 912 hours of first-release television content, commissioned by the ABC.**

**ABC1: ABC-commissioned programs**  
(First-release, hours broadcast)



Notes: ABC internal productions and co-productions; excludes pre-purchased programs (including many documentaries and children's drama programs). This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

In entertainment programming, *Spicks and Specks* concluded in November 2011 with a national audience of 2.4 million viewers for the series finale, making it the top ABC1 program of 2011-12. The final series achieved a national average audience of 1.5 million on ABC1<sup>37</sup> and recorded 235 000 plays via ABC iView.<sup>38</sup> *The Gruen Transfer* consistently achieved audiences over 1.1 million viewers every week<sup>39</sup> and evolved into *Gruen Planet*.

ABC1's prime-time arts programming is unique in Australia and featured *Mrs Carey's Concert*, which was the highest rating arts documentary with 735 000 viewers.<sup>40</sup> It also received the AACTA Award for Best Feature Length Documentary and a Logie Award nomination for Most Outstanding Factual Program.

<sup>37</sup> OzTAM and Regional TAM consolidated data, July-Nov 2011.

<sup>38</sup> WebTrends, July-November 2011 (view website only).

<sup>39</sup> OzTAM consolidated data, Aug-Sept 2011.

<sup>40</sup> OzTAM and Regional TAM consolidated data, 2011.

In 2011-12, the ABC carried coverage of a range of regional sports, including the Western Australian Football League, the South Australian National Football League and AFL Victoria. Coverage was also provided of the New South Wales Rugby Union Shute Shield.

In 2011-12, the ABC continued to be the only broadcaster in Australia with a focus and commitment to the coverage of women's sport. During the year the ABC carried coverage of the Women's National Basketball League (WNBL), the Women's Football League (Westfield W-League), the national women's cricket team (the Southern Stars), the national women's basketball team (the Opals) and the women's national football team (the Matildas).

Coverage of ANZAC Day marches on ABC1 and ABC News 24 in 2012 reached 1.5 million viewers across the five metropolitan capital cities.<sup>41</sup>

<sup>41</sup> OzTAM, five-city Metro, 25 April 2012, consolidated data 5 mins consecutive reach.



## Top ABC Programs

### Top ABC1 Programs\* (2011–12) by peak episode—Metropolitan

	Program	Average Audience	FTA Share %
1	Spicks and Specks Finale	1 718 000	32.7
2	Doc Martin	1 601 000	39.8
3	Midsomer Murders	1 381 000	26.5
4	The Gruen Transfer	1 346 000	28.3
5	New Tricks	1 338 000	31.6
6	Gruen Planet	1 231 000	25.8
7	At Home with Julia	1 180 000	27.3
8	Grand Designs	1 141 000	26.0
9	ABC News	1 127 000	19.7
10	Australian Story	1 127 000	19.5
11	Death in Paradise	1 127 000	27.0
12	Miss Fisher's Murder Mysteries	1 099 000	24.8
13	Four Corners	1 070 000	19.6
14	The Slap	1 028 000	20.4
15	The Diamond Queen	1 028 000	17.1
16	Silent Witness	988 000	20.0
17	The Hamster Wheel	987 000	23.1
18	Upstairs Downstairs	984 000	21.4
19	Randling	981 000	17.3
20	Grand Designs Revisited	974 000	17.5

Source: OzTAM metropolitan consolidated data 2011–12

### Top ABC1 Programs\* (2011–12) by peak episode—Regional

	Program	Average Audience	FTA Share %
1	Doc Martin	709 000	37.5
2	Spicks and Specks Finale	672 000	29.3
3	New Tricks	644 000	30.8
4	Midsomer Murders	566 000	25.5
5	Grand Designs	539 000	25.1
6	Death in Paradise	523 000	25.7
7	ABC News	500 000	25.3
8	The Gruen Transfer	487 000	22.9
9	Miss Fisher's Murder Mysteries	469 000	21.5
10	Australia: The Time Traveller's Guide	453 000	18.3
11	Australian Story	446 000	18.9
12	Upstairs Downstairs	446 000	22.0
13	The Diamond Queen	435 000	16.0
14	Gruen Planet	434 000	19.6
15	Four Corners	433 000	17.8
16	Two on the Great Divide	429 000	16.7
17	Edinburgh Military Tattoo 2011	429 000	32.7
18	Grand Designs Revisited	418 000	16.5
19	Gardening Australia	415 000	22.1
20	Silent Witness	406 000	17.8

Source: Regional TAM consolidated data 2011–12.

\* Note: Highlighted programs are Australian content.

## ABC1: Genre mix

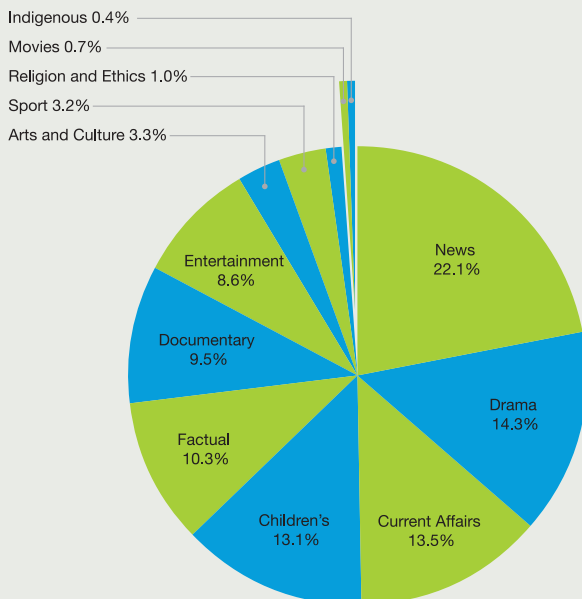
Broadcasting content across a range of genres demonstrates that the ABC provided programs of both wide appeal and specialised interest.

**ABC1 broadcasts content across 12 diverse genres.**

**Notes:** This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

### ABC1: Genre Mix

(Percentage of hours broadcast 6 am – midnight, excluding interstitial material)



2

## ABC2: Genre mix

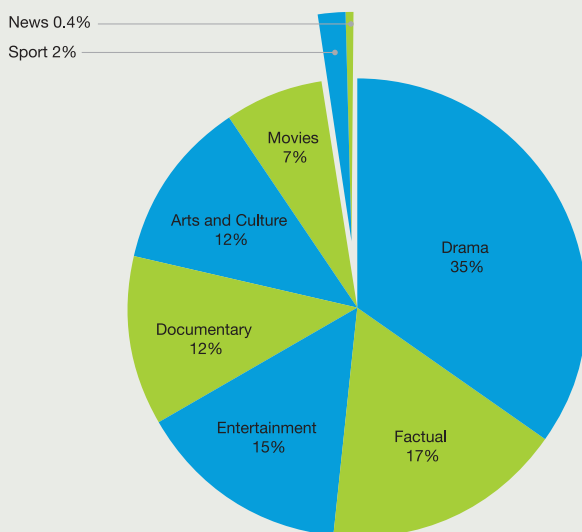
A diverse genre mix demonstrates that the ABC provided programs of both wide appeal and specialised interest.

**35% of broadcast hours on ABC2 is dedicated to drama content.**

**Notes:** ABC4Kids operates as a separate service on ABC2 between 6am and 7pm, broadcasting programming for pre-schoolers. This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. The ABC2 transmission hours, schedule and content varied in this reporting period and should not be used as a direct comparison to previous years. The end transmission time for ABC2 of 2 am may vary, on average transmission closes at 2 am. These statistics are calculated until transmission closes.

### ABC2 7pm – 2am: Genre Mix

(Percentage of hours broadcast, excluding interstitial material)



At least half of ABC1's top 20 programs in 2011–12 in both metropolitan and regional markets were Australian.

## ABC2

The ABC provides two television services on its second free-to-air digital television channel.

Content on ABC2 from 7 pm to 2 am is focused on youth audiences, culture, comedy and entertainment. Daytime content is programming for pre-schoolers (see ABC4Kids below).

ABC2's prime-time free-to-air share in metropolitan areas increased to 2.5% in 2011–12 (from 1.9% in 2010–11).<sup>42</sup>

In 2011–12, ABC2 continued to focus on content which addressed issues of interest to younger Australians. Continuing series *Good Game* increased its ratings in 2012, was one of the most played programs on iview, and its website was one of the most visited amongst ABC television sites.<sup>43</sup>

In June 2012, ABC2 debuted *Dumb, Drunk & Racist* to a national audience of 433 000 viewers.<sup>44</sup> During June 2012, the series recorded 88 000 plays via ABC iview.<sup>45</sup> *Kitchen Cabinet*, hosted by Annabel Crabb was another programming highlight on ABC2. The series premiered on ABC2 in February 2012 and achieved a national series average audience of 237 000 viewers<sup>46</sup> and recorded 190 000 plays on ABC iview.<sup>47</sup>

The original comedy series *twentysomething* received two AACTA Award nominations, including for Best Television Comedy Series. Amongst ABC2's commissioned programming was the indigenous AFL program, *The Marngrook Footy Show*, which has reached its sixth season.

42 OzTAM Metropolitan Consolidated Data 2010–11, 2011–12.

43 WebTrends 2011–12.

44 OzTAM and Regional TAM consolidated data, 2012.

45 WebTrends, June 2012. From March 2012 ABC iview measured against multiple platforms.

46 OzTAM and Regional TAM consolidated data, 2012.

47 WebTrends, February–April 2012. From March 2012 ABC iview measured against multiple platforms.


In September 2011, a dedicated documentary timeslot, *Sunday Best*, was introduced at 8.30 pm on Sundays. *Sunday Best* has included a range of documentary features since its launch.

Arts programming on ABC2 featured ABC2 Live presentations of the *Sydney Theatre Company's Debt-Defying Acts! The Wharf Revue* and *Sydney Dance Company's 2 One Another*, as well as the comedic arts series about film, *The Bazura Project*. In April 2012, ABC2 launched *The Roast*, a two-minute news satire broadcast each weeknight. The program offers development opportunities for young comedy writers.

## ABC4Kids

In 2011–12, ABC4Kids continued to be the highest ranking service during the day among children aged 0–4 years. Amongst children in that age group, ABC4Kids increased its average weekly reach in metropolitan markets to 629 000 or 61.7% (an increase from 537 000 or 54% in 2010–11).<sup>48</sup> ABC4Kids increased its free-to-air day-time share of children aged 0–4 years in metropolitan markets to 62.1%, up from 41.7% in 2010–11. Popular Australian programs on ABC4Kids in 2011–12 included *Giggle and Hoot*, *Play School*, *Bananas in Pyjamas* and *Justine Clarke: Songs to Make You Smile*.<sup>49</sup>

Australian content constituted 24.3% of the total broadcast hours on ABC4Kids in 2011–12.<sup>50</sup>

Children were able to access ABC4Kids content beyond the broadcasting schedule. The ABC4Kids website also recorded strong growth and the site received an Australian Interactive Media Industry Association (AIMIA) award for Best Children's Website. The *Play School* Art Maker app was launched in late 2011 and has proved highly successful with strong take-up and positive feedback from the audience (see page 63). 

48 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

49 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

50 Comparison data for previous years is not available due to variations in ABC4Kids schedule hours.



# NOW MORE THAN EVER

Now more than ever, Australians are concerned about what children are being exposed to in the media and are seeking safe, fun and educational children’s content. The ABC can be trusted to provide entertaining content that is suited to children’s needs.

*The Play School Art Maker app connects the iconic ABC children’s television program with the latest interactive technology.*



The ABC is the leading children’s broadcaster in Australia. Approximately 31 hours of children’s content is broadcast each weekday on ABC1 and digital channels ABC2 and ABC3. This programming is supported by a rich variety of online content including catch-up video, games, blogs and message boards, that both children and parents can enjoy.

The *Play School Art Maker* app, released in November 2011, is just one example of traditional television content taking on a new life on a digital platform. Kids can express themselves and play by making their own pictures and movies with Big Ted, Little Ted, Jemima and Humpty, as well as a huge collection of handmade *Play School* objects. At the end of June 2012, the app had been downloaded over 126 000 times.

## ABC3

ABC3 broadcasts dedicated programming for children aged 6–15 years. In 2011–12, ABC3 continued to be the number one ranked channel during the day among children aged between five and 12.

ABC3 achieved a free-to-air share of the metropolitan day-time market of 28.2% among children 5–12 years (25.5% in 2010–11).<sup>51</sup> In regional markets, ABC3's day-time share for that age group was 33.8%, up from 29.5% in 2010–11.<sup>52</sup> ABC3 also increased its share of the 6 pm–9 pm market among children aged 5–12 years with a metropolitan share of 9.7%, up from 8.4% in 2010–11.<sup>53</sup> ABC3's share of the regional market in this age group in the 6 pm–9 pm period was 15.7% in 2011–12, up from 12.8% in 2010–11.<sup>54</sup>

In 2011–12, ABC3's average weekly reach among children aged 5–12 years in metropolitan markets was 631 000, or 42.8% of children aged 5–12. This is an increase from 618 000, or 42.4% in 2010–11.<sup>55</sup>

In regional areas, ABC3's average weekly reach among children aged 5–12 years was 347 000 or 49.5%. This is an increase from 322 000, or 46.0% in 2010–11.<sup>56</sup>

In 2011–12, 50% of ABC3's total broadcast hours (5 490 hours) was Australian content.

In 2011–12, ABC3 continued to deliver content across a wide range of genres. This included drama (*My Place, Dance Academy*), comedy (*Mal.com, You're Skitting Me*), animation (*Horace in Slow Motion*), reality-comedy (*Splatalot!, Prank Patrol Road Trip*), factual (*Adventure Quest*—co-produced with CCTV of China), news and current affairs (*News on 3, BTN Extra*), gaming (*Good Game Spawn Point*), music (*Stay Tuned*), documentary (*Dancing Down Under*), Indigenous (*Move it Mobstyle, Us Mob*), and sport, (*Rush TV*).

<sup>51</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

<sup>52</sup> Regional TAM consolidated data, 2010–11.

<sup>53</sup> OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

<sup>54</sup> Regional TAM consolidated data, 2010–11 and 2011–12.

<sup>55</sup> OzTAM metropolitan consolidated data 2010–11 and 2011–12.

<sup>56</sup> Regional TAM consolidated data, 2010–11 and 2011–12.

ABC3's content offering is enhanced through its website, which features program streaming, games and a range of user-generated content initiatives, which have attracted over 5 000 mixed media submissions.

## Multiplatform

In 2011–12, the worldwide trend towards mobile and online consumption of media content continued. The ABC has responded to these shifts, developing and rolling out a range of online and mobile offerings. These offerings further enhance audiences' ability to access and enjoy the Corporation's content.

### *Online content associated with on-air programs*

In 2011–12, audiences looked to deepen their engagement with the ABC's television programming through companion websites and online program enhancements. There was an average of 1.7 million visitors per month to ABC TV online in 2011–12, an increase of 8% from 2010–11. The number of visits also increased by 6% to an average of 2.7 million each month.<sup>57</sup>

The most visited program websites in 2011–12 included programs such as *Gardening Australia*, *At The Movies* and *Good Game*. The *Catalyst*, *rage* and *Q&A* websites also achieved consistently high visits across the year.

Programs with strong broadcast audiences extended their popularity through their websites. The *Angry Boys* website was the top program website in July 2011 and *The Slap* website performed very strongly in late 2011. Both programs were successful first-release Australian broadcast content (see page 46).

Similarly, in 2012, the websites for *Miss Fisher's Murder Mysteries* and *Dumb, Drunk & Racist* have been among the most visited websites.<sup>58</sup>

<sup>57</sup> WebTrends.

<sup>58</sup> WebTrends.

In a new initiative, teaching materials have been incorporated into several program websites, with the websites for *Mabo* and *Miss Fisher's Murder Mysteries* featuring downloadable pages which teachers and students can use to understand more about both the historical and fictional context of programs.

In March 2012, the ABC4Kids portal won the AIMIA for Best Children's Website. The most visited children's television websites included *Dance Academy*, *Prank Patrol* and *Bananas in Pyjamas*.<sup>59</sup>

59 WebTrends.

*iview*

ABC *iview* is Australia's most popular on-demand or catch-up television service, with 48% of online Australians aged 16 years and over having accessed ABC television content via *iview*.<sup>60</sup>

The *iview* website recorded 942 000 monthly visitors in 2011–12, an increase of 27% from 740 000 in 2010–11.<sup>61</sup> *iview* on iPad recorded 157 000 monthly active users in 2011–12, an increase of 166% from 59 000 in 2010–11.<sup>62</sup> In June 2012, *iview* measured a record 9.1 million program plays across all platforms.<sup>63</sup>

60 Nielsen Online Consumer Report, February 2012.

61 WebTrends.

62 Flurry, 2011–12.

63 WebTrends.

## Visitors and visits

“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC *iview*, identified by cookies. “Visits” measures the number of sessions on *iview*.

The average monthly visits to ABC *iview* increased to 3.2 million.

ABC *iview* website: Monthly visitors and visits



Source: WebTrends.



ABC iview continues to expand the number of ways it can be accessed. In addition to its presence on internet-enabled televisions, set-top boxes and iPad, iview is now also available on leading consumer electronic devices including Microsoft Xbox LIVE gaming consoles and WD TV media centres. In June 2012, ABC iview released an app to extend the service to iPhone and iPod Touch devices, enabling viewing over 3G connections.

The most viewed program on the iview website in 2011–12 was *The Slap* with 721 000 plays.<sup>64</sup> Other popular dramas included *Crownies* and *Miss Fisher's Murder Mysteries*. Popular news and current affairs programs included the ABC News 24 Live Stream and *Four Corners*. Factual programs such as the *Sunday Best* documentaries and *Australian Story* were popular on iview, together with entertainment programs *QI*, *Good Game* and *The Gruen Transfer*. The long-running children's program *Play School* was the most viewed program on tablet devices, recording 1.5 million plays via iview and *Play School* Art Maker app.<sup>65</sup> Other popular children's programs on iview included *Play School*, *Peppa Pig*, *Octonauts* and *Dance Academy*.<sup>66</sup>

#### *ABC television content on mobile devices*

In line with the ABC's strategy of engaging with audiences in the way most suitable for them, access to ABC television program sites via mobile devices grew considerably in the last year. As at June 2012 approximately 18% of ABC television site visits were from a mobile device (up from 8% in mid 2011).<sup>67</sup>

In 2011–12, a number of new apps were launched which enhance audiences' experience of ABC television content, including the *Play School* Art Maker app for iPad, the *Four Corners* 50 Years app for iPad and the *Good Game* app for iPad (see page 63). ■■

<sup>64</sup> WebTrends, 2011 (iview website only)

<sup>65</sup> WebTrends, from March 2012.

<sup>66</sup> WebTrends.

<sup>67</sup> WebTrends.

#### *Social television*

The ABC is increasingly incorporating social media into the development and delivery of its programs and products. Q&A has a well-established reputation for making effective use of social media to encourage and enhance audience engagement. Facebook and Twitter are also being used as effective marketing tools for new programs, particularly on ABC2, where online presence and social media are very relevant to the target audience. In its upgrade of the online ABC television guide, the Corporation added social media links in addition to enhanced program pages and extended synopses.

The ABC continues to seek new ways of reaching its audiences and has performed strongly in utilising social media to further unlock the value of its programming investments. To this end, the Corporation has been developing a dual-screen application designed to allow audience interaction with online content directly linked to programs as they are broadcast, as well as allowing viewers to connect socially with others. ■

News and current affairs  
on radio

News and current affairs  
on television

News and current affairs  
online

Audiences  
continue to rely  
on the ABC  
as a uniquely  
independent  
and authoritative  
source of news  
and information.

WITH AUSTRALIAN AUDIENCES increasingly faced with a changing media landscape, the ABC's news services have remained relevant, reliable and accurate, providing comprehensive coverage of local, regional, national and international events and issues. In 2011–12, 80% of Australians believed the ABC is balanced and even-handed when reporting news and current affairs.<sup>68</sup>

A continuing trend in consumer behaviour in 2011–12 was the fragmentation of free-to-air television audiences across digital channels. Audiences for news and current affairs programs on ABC1 declined in 2011–12, while audiences for ABC News 24 increased. In 2011–12, viewers were able to watch many ABC news and current affairs programs on ABC News 24.

In 2011–12, the ABC provided coverage of major national and international stories, including the shutdown of Qantas operations, President Obama's Australian visit, the Queensland state election and the Queen's Diamond Jubilee.

The ABC's ability to deliver in-depth and extended coverage of breaking stories to its audiences across a range of platforms was on show during the ALP leadership crisis in early 2012. The ABC's coverage of the leadership crisis was extensive from the moment Kevin Rudd announced his resignation as Foreign Minister on 22 February 2012. Live, in-depth reporting and analysis was available across ABC1, ABC News 24, a dedicated online portal, and ABC radio.

Alongside the coverage of unfolding events, ABC News broke a series of exclusive and agenda setting stories throughout the year, including the first images of the Costa Concordia vessel, *Four Corners'* exclusive report on conditions inside Australian detention centres and its investigation into people smuggling, and a series of exclusive reports on 7.30 about abuse concerns within the Australian Defence Force.

<sup>68</sup> Newspan ABC Awareness and Usage Survey, 2012

### Cross-Division Reporting of News

The ABC has been at the forefront of the broadcast industry in embracing new technologies and new platforms. At the same time, online and mobile platforms have continued to expand, and ABC News 24 has quickly established itself as Australia's leading 24-hour news channel.

In response to ongoing changes in technology and consumer behaviour, the ABC has examined its news gathering processes to ensure they are fit for purpose in an evolving news environment. In 2011–12, a comprehensive review process involving news management, staff and specialist consultants was undertaken, and a series of practical and comprehensive recommendations were developed. The recommendations from the news gathering project will be considered and implemented over the next few years.

During the year the News Division also undertook a significant restructure of the reporting of business, finance and economic news. Key programming across ABC1, ABC News 24 and the Australia Network was reviewed, in order to improve coordination across platforms and in particular to create an improved online business site.

### John Bean, Paul Lockyer and Gary Ticehurst

The ABC's normal news gathering activities were overshadowed in 2011 by the tragic death of three highly-skilled and widely admired colleagues—cameraman John Bean, journalist Paul Lockyer, and helicopter pilot Gary Ticehurst. The three were killed when the ABC's helicopter crashed near Lake Eyre on 18 August 2011. While the primary focus in the immediate days after the crash was support and assistance to the families of John, Paul and Gary, the ABC also put in place a series of processes to provide ongoing counselling and support to all staff affected by this tragedy.



Photo: John Bean

*John Bean, Gary Ticehurst and Paul Lockyer at Lake Eyre.*



The ABC has correspondents based in 12 international bureaux.

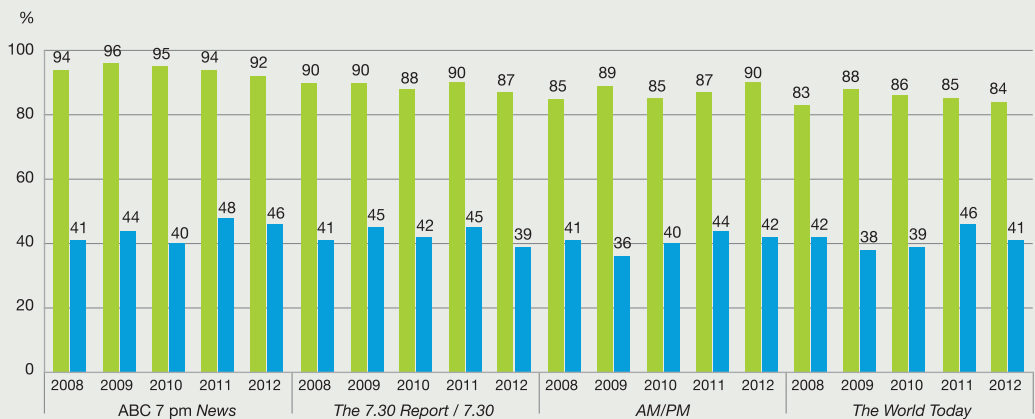
## Balance

Independent research from Newspoll provides an overview of community attitudes and opinions about the ABC.

**92% of Australians believe the ABC 7 pm News does a good job of being balanced and even-handed.**

### Balance: news and current affairs programs

(Percentage who believe program does a good job of being balanced and even-handed)



Based on those aged 14 years and over who ever watch/listen to the respective program. Does not include 'Don't Know' or 'Poor' responses.  
Source: Newspoll, ABC Appreciation Survey 2012.

■ Total Good Job  
■ Very Good Job

## News and current affairs on radio

The ABC provides a comprehensive range of news, current affairs and analysis across its radio networks, online and through digital radio.

The morning *News*, broadcast Monday to Sunday at 7.45 am on Local Radio, had an average weekly reach of one million listeners in the five-city metropolitan market, down 6% on 2010-11.<sup>69</sup>

The *AM* program, broadcast on Local Radio and Radio National, reached an average of 1.4 million listeners each week in the five-city metropolitan markets, down 3% on 2010-11.<sup>70</sup>

## News and current affairs on television

ABC News 24 continued to build on its early strengths and in 2011-12 was Australia's leading 24-hour news channel.

In 2011-12, ABC News 24 increased its average weekly reach in metropolitan areas, recording reach of two million people, or 13.1% of the metropolitan population (up from 1.8 million and 11.8% in 2010-11).<sup>71</sup> Reach also increased in regional areas, with ABC News 24 achieving an average weekly reach of 1.2 million people, or 17.2% of the regional population (up from 985 000 or 14.3% in 2010-11).<sup>72</sup> In 2011-12, ABC News 24 achieved a metropolitan free-to-air day-time share of 2.3%, up from 2.0% in 2010-11. ABC News 24's prime-time free-to-air share was 0.8% (0.7% in 2010-11).<sup>73</sup> The top programs on ABC News 24 in 2011-12 included coverage of *The Queen's Diamond Jubilee*, ANZAC Day events and *Queensland Votes 2012*.<sup>74</sup>

ABC News 24 is streamed live via ABC News Online and ABC iView. There were 687 000 streams of the service on iView in 2011-12 and 2.6 million streams via the program website.<sup>75</sup>

*ABC News Breakfast* is broadcast each weekday on ABC1 and ABC News 24. In 2011-12, *ABC News Breakfast* reached an average of 650 000 viewers on ABC1 and ABC News 24 every week, a 21% increase on 2011 (May-June).<sup>76</sup>

On ABC1, the 7 pm weeknights broadcast of *ABC News* in the five-city metropolitan markets recorded an average audience of 903 000, a decline of 8% compared to 2010-11.<sup>77</sup> The Sunday edition of *ABC News* declined by 5% to an average 785 000 viewers in 2011-12.<sup>78</sup> The Saturday evening broadcast averaged 863 000 viewers in 2011-12, a decline of 6% compared to 2010-11.<sup>79</sup>

The average five-city audience for the national edition of 7.30 (Monday to Thursday) on ABC1 was 645 000, a decline of 3% compared to the 2011 average of 662 000 (7 March – 30 June 2011).<sup>80</sup>

*Four Corners* achieved an average audience of 705 000 on ABC1 across the five-city metropolitan markets, a decline of 3% on the previous year.<sup>81</sup> On 25 June 2012, the episode "Gina Rinehart – The Power of One" achieved an average audience of 1.1 million viewers in metropolitan areas, the highest average audience for the program in 2011-12.<sup>82</sup>

69 Nielsen radio surveys, five-city metropolitan, 2011-12 and 2010-11.

70 Nielsen radio surveys, five-city metropolitan, 2011-12 and 2010-11.

71 OzTAM metropolitan consolidated data, 2010-11 and 2011-12 (2010 data available from 1 August 2010).

72 Regional TAM consolidated data 2010-11 and 2011-12 (2010 data available from 1 August 2010).

73 OzTAM metropolitan consolidated data, 2010-11 and 2011-12 (2010 data available from 1 August 2010).

74 OzTAM metropolitan consolidated data, 1 October 2011 – 30 June 2012.

75 WebTrends, August 2011–June 2012, includes international and domestic plays via the ABC News 24 site.

76 OzTAM metropolitan consolidated data (reach based on 5 minute consecutive viewing, ABC1 and ABC News 24), 1 May–25 June 2011 and 2011-12.

77 OzTAM metropolitan consolidated data, 2010-11 and 2011-12.

78 OzTAM metropolitan consolidated data, 2010-11 and 2011-12.

79 OzTAM metropolitan consolidated data, 2010-11 and 2011-12.

80 OzTAM metropolitan consolidated data, 7 March–30 June 2011 and 2011-12.

81 OzTAM metropolitan consolidated data, 2010-11 and 2011-12.

82 OzTAM metropolitan consolidated data, 2010-11 and 2011-12.



The Four Corners 50 Years app for iPad.

Now more than ever, Australians need free and universal access to high quality news and current affairs. The ABC's *Four Corners* sets the benchmark for quality investigative journalism in Australia.

For 50 years *Four Corners* has exposed scandals, triggered inquiries, fired debate, confronted taboos and explored social trends and sub-cultures—a walk through 50 years of *Four Corners* is a walk through Australian history.

To mark this event, the ABC launched a range of media-rich content including a free *Four Corners* 50 Years app for iPad, featuring over 70 documentaries and an extensive archive of interviews and background material.

A dedicated website was also launched, showcasing the key stories, people and events that the program has covered over the past 50 years, providing a living archive to five decades of reporting.

In 2011, as in 1961, *Four Corners* still gives audiences the kind of stories that resonate in their lives, that awaken public interest and bring about changes in the community and opinions that in many cases ultimately contribute to change in public policy and the law. At the end of June 2012, the app had been downloaded over 42 000 times.

The structure and presentation of *Foreign Correspondent*, currently celebrating its 20<sup>th</sup> year on-air, was refreshed during the year to allow for a more limited series of regular programs and the creation of longer, hour-long special editions throughout the year. In 2011–12, *Foreign Correspondent* averaged 562 00 viewers in metropolitan areas, a decline of 6% from 2010–11. The episode “The Real Great Escape” broadcast on 29 May 2012 achieved the highest average audience for the program in 2011–12, recording 738 000 viewers.<sup>83</sup>

83 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

Audiences for *Insiders* on ABC1 declined by 14% in 2011–12 to 189 000 in metropolitan areas.<sup>84</sup> *Lateline* experienced a 12% decrease in average audience, to 208 000.<sup>85</sup> *Lateline Business* was re-launched as *The Business* on 30 January 2012. The average audience for the program in 2011–12 was 110 000, down 3% on the 2010–11 average.<sup>86</sup>

84 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

85 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

86 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

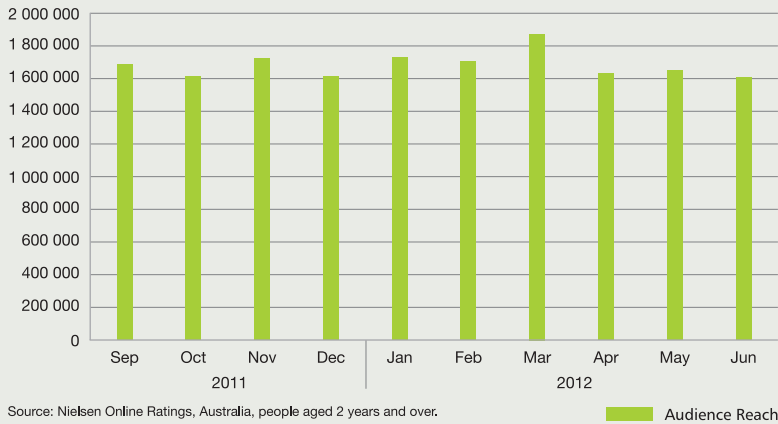


## Reach

“Reach” measures the total number of people who have visited an ABC news or current affairs website over a specified timeframe.

ABC news and current affairs online reached an average **1.7 million** users each month.

ABC news and current affairs websites: Monthly reach



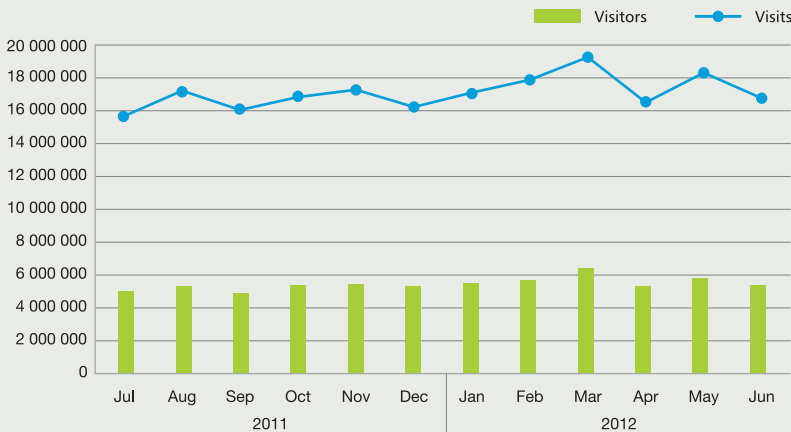
Source: Nielsen Online Ratings, Australia, people aged 2 years and over.  
 Note: As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

## Visitors and visits

“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC news and current affairs websites, identified by cookies. “Visits” measures the number of sessions on those sites.

Each month, ABC news and current affairs websites averaged **17 million** visits and **5.5 million** visitors.

ABC news and current affairs websites: Monthly visitors and visits



Source: WebTrends.



Mark Willacy in Futaba, Japan, reporting on the aftermath of the Japanese tsunami.

In 2011–12, the average metropolitan audience for *Australian Story* was 803 000, a decline of 8% from 2010–11. The program achieved a metropolitan audience of more than 1 million people on three occasions in 2011–12. Part 1 of “Her Hour Upon the Stage” achieved the highest audience for the program in 2011–12 with 1.1 million viewers.<sup>87</sup>

### News and current affairs online

There has been a growth in the range and style of innovative, in-depth journalism content online. In particular, ABC News is increasingly using new techniques to present extended content online. For example, the *Japanese Tsunami—One Year On* project used “before and after” sliders to provide worldwide audiences with a dramatic visualisation of the rebuilding efforts in Japan after the devastating tsunami and earthquake in 2010.

Throughout the year, the ABC has focussed on extending the reach and impact of ABC news using popular social media platforms, such as Facebook and YouTube. The ABC’s Twitter account, @abcnews, which is used to alert followers to significant ABC news content across a range of platforms, is now the biggest mainstream Australian news Twitter account (in terms of followers).

In 2011–12, ABC news and current affairs websites reached an average 1.7 million users each month from September 2011–June 2012.<sup>88</sup> The sites attracted an average of 5.5 million domestic and international visitors each month, down 30% on 2010–11. The number of visits was also down 12%, to an average 17.1 million a month.<sup>89</sup> The previous year’s results include a record 25 million visitors to ABC News and Current Affairs Online in March 2011, driven by interest in the ABC’s coverage of the Japanese Tsunami. ■

87 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

88 Nielsen Online Ratings, Australia, people aged 2 years and over. As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

89 Webtrends.

# Online

abc.net.au

Continuing growth of mobile

Social platforms

New projects

Improving digital delivery

ABC audiences are increasingly consuming content online and exploring new opportunities for sharing and contributing content.

ABC ONLINE REACHED an average 3.7 million users each month between September 2011 and June 2012.<sup>90</sup> There was an average of 13 million domestic and international visitors each month to ABC Online, a decrease of 7% from 2010–11.<sup>91</sup> Visits in 2011–12 increased 3% to an average 35 million a month (from 34 million in 2010–11).<sup>92</sup> For an explanation of “visits” and “visitors”, see page 65. 

## abc.net.au

abc.net.au is one of the cornerstones of the ABC’s relationship with its audiences, providing a range of ABC content and services including program sites, the catch-up television service iView, live radio streaming, podcasts, news, opinion and analysis, blogs, ABC Children, ABC Shop Online as well as links to the ABC’s presence on social media platforms. The overall growth and success of abc.net.au is the responsibility of the Innovation Division, in cooperation with the News, Television, Radio, International and Commercial Divisions.

In 2011–12, the ABC extended the availability of its iView service, launching iView for iPhone in June 2012. The iPhone is the latest platform to secure its own version of the iView player, which can already be accessed on newer internet-connected TVs, set-top boxes, video streamers and games consoles.

## Continuing growth of mobile

In 2011–12, the ABC continued to design and deliver smartphone and tablet experiences which complement existing content delivery. To develop these offerings, the ABC followed global trends, identifying audience shifts and implementing strategies to ensure the Corporation remains relevant to Australian audiences in the years to come.

<sup>90</sup> Nielsen Online Ratings, Australia, people aged two years and over. As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

<sup>91</sup> The previous year’s results include a record 25 million visitors to ABC News and Current Affairs Online in March 2011, driven by interest in the ABC’s coverage of the Japanese Tsunami.


<sup>92</sup> WebTrends.

In June 2012, approximately 19% of weekly visits to abc.net.au came from a smartphone or tablet, up from 7% in June 2011.<sup>93</sup> To address this shift in audience behaviour the ABC is exploring ways to improve the browsing experience for abc.net.au on smartphones and tablets. This includes the development of tools which detect the kind of smart phone or tablet that is being used and deliver an optimised service tailored to that device, and the creation of interface guidelines for designing mobile-friendly websites. These projects are in development and the ABC is assessing this work via pilot programs using key content from ABC News Online.

A number of new applications for mobile devices were launched in 2011–12 including:

- **ABC app for Android**—released in May 2012, the app addresses the need to improve the ABC’s offering to the growing number of audience members using Android devices. The app features the latest news stories, live streaming of ABC News 24, and live streaming of all of the ABC’s national radio networks, the metropolitan Local Radio stations and the Radio Australia services.
- **Play School Art Maker app for iPad**—released in November 2011, the app is designed for 2–6 year olds and encourages imagination and creativity through pictures, animated movies and story slideshows using the popular *Play School* toys and hand-made craft items from the iconic television series.
- **Four Corners 50 Years app for iPad**—released in December 2011, the app provides access to more than 70 hours of investigative journalism from the past 50 years of *Four Corners* programming.
- **Good Game app for iPhone**—launched in April 2012, this app immediately reached the iTunes top ten. The app has attracted over 31 000 reviews (compared to only 500 reviews submitted to the website in one year).

- **iview app for iPhone**—launched in June 2012, the iview app for iPhone delivers iview’s complete catch-up television offering, including programs from ABC1, ABC2, ABC3 and ABC4Kids, the ABC News 24 live stream and ABC iview exclusives.

For further information regarding multiplatform television content refer to page 52. 

## Social platforms

Social media was again a focus for the ABC in 2011–12. As well as providing new opportunities for consuming content, social media offers new ways for the ABC to increase audience awareness of content. Research conducted by Screen Australia in 2012 shows the growing influence of social media on viewing choices, with 30% of those surveyed reporting that they often read social media posts regarding content before deciding what to watch.<sup>94</sup> Half of those posted comments back once they had viewed that content. The ABC’s content strategy aims to keep pace with these growing audience trends and preferences.

In 2011–12, the ABC’s Facebook presence continued to build, with ABC Australia now the 8<sup>th</sup> largest media page in Australia (measured by number of fans),<sup>95</sup> and is the second largest Australian account in any genre on Google+. The Corporation has renewed its partnership agreement with YouTube and is focussed on more regularly sharing ABC content across social media platforms.

Social media platforms also enable active “pushing” of content to audiences. In June 2012, the ABC launched a trial ABC Science social reader app on Facebook. The app operates on the principle of “frictionless sharing” whereby if a user opts-in, the app will post activity to the user’s Facebook friends each time the user interacts with ABC Science content. By alerting the user’s friends to ABC content, the potential reach of the ABC’s content and services are being extended in new ways. The trial will continue for six months.

93 WebTrends.

94 Screen Australia *What to Watch?*, 2012.

95 Social Bakers, *Top Aussie Facebook Pages*, May 2012.

Social media continues to offer the ABC new opportunities to gain feedback, undertake research and build ongoing relationships with audiences.

## New projects

### *ABC Education Portal*

In December 2011, the Government announced funding for a new online education portal to be developed by the ABC and Education Services Australia (ESA). The portal will feature a rich media library of archival and contemporary ABC content which is aligned to the Australian Curriculum (the Curriculum is currently in a process of phased-development and implementation). The portal will also offer a range of interactive learning projects and services which demonstrate the potential for high-bandwidth digital delivery to students, teachers and parents at home and in schools across Australia. The portal represents an opportunity for the ABC to further develop its online presence and audience reach and also fulfill its Charter obligations in new, innovative ways. The project is expected to soft-launch in October 2012, with the full site to be launched in early 2013.

### *Wikimedia Commons*


In March 2012, the ABC partnered with Wikimedia Commons and Creative Commons Australia to create an Australian-first by releasing video content from the ABC archives directly to Wikimedia Commons. It is the first time that an Australian broadcaster—commercial or public—has donated video footage directly to Wikimedia, making it available to the general public under a Creative Commons licence.

Twenty three individual video items were contributed to Wikimedia Commons and ABC content was featured on 60 Wikipedia pages. Over 2.4 million page views were generated to ABC content on Wikimedia Commons between March and May 2012.<sup>96</sup>

### *80 Days That Changed Our Lives*

On 21 March 2012, the Corporation launched a rich media website *80 Days That Changed Our Lives*, to help celebrate the 80<sup>th</sup> birthday of the ABC. The site presents a wealth of archival material setting out the audio-visual history of Australian news, current affairs, documentaries, entertainment, education and sport since 1932 when the ABC made its first broadcast. The site also allows users to share their own memories and photographs of the featured days, enhancing user interaction. The site recorded over 300 000 views.<sup>97</sup>

### *Enhancing emergencies coverage*

In 2011–12, the ABC implemented two new initiatives relating to its coverage of emergencies which provide the audience with new ways to receive and explore content. Information about the ABC's new emergencies page (<http://www.abc.net.au/news/emergency>) and the *Mapping Emergencies* trial web portal are provided at page 137. 

## Improving digital delivery

### *Content Delivery Network*

As audience demand for online video content grows, the ABC must adapt and find new ways to distribute content online in an efficient and cost-effective manner. In 2011–12, the growing popularity of services such as iView and the streaming of ABC News 24 placed increased demands on the ABC's content delivery networks. The ABC tendered for its content delivery network services and entered a two year contract in July 2011.

With the successful completion of Phase 1 of a new web content management system (WCMS) designed to improve website publishing, planning has begun for the next stage of the project. The WCMS provides a more robust way to produce, manage and deliver online content. The new WCMS will improve the functionality of ABC Online, creating better audience experiences. The project is central to the ABC's

<sup>96</sup> Wikimedia page view data.

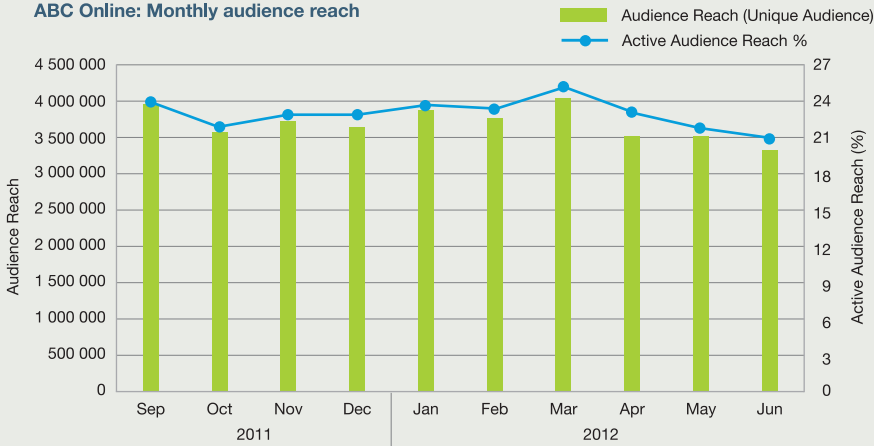
<sup>97</sup> Webtrends statistics from launch on 21 March 2012 to the end of the campaign on 26 May 2012.

## Reach

“Reach” measures the total number of people who have visited abc.net.au over a specified timeframe.

ABC Online reached an average **3.7 million** unique users each month.

ABC Online: Monthly audience reach



Source: Nielsen Online Ratings, Australia, people ages two and over. Note: As of September 2011, Nielsen Online Ratings changes data collection methodology. Comparative results are not available.

## Visitors and visits

“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC Online, identified by cookies. “Visits” measures the number of sessions on ABC Online.

Each month, the ABC averaged **35 million** visits to abc.net.au.

ABC Online: Monthly visitors and visits



Source: WebTrends.

future strategic direction. As audiences take up smart phone and tablet technologies as well as increasingly internet-connected televisions, the ABC aims to deliver digital content in a range of sizes and formats. A contemporary, robust enterprise level WCMS will drive improved multi-platform content delivery.

An efficient WCMS provides the opportunity to take advantage of the ABC's strong cross-platform positions to create a range of solutions accessible for all divisions in web development and that can be expanded over time. ■



# International audiences

Australia Network

Radio Australia

International Development

Asia Pacific News Centre

International Relations

ABC International facilitates cross-cultural communication, encourages awareness of Australia and builds regional partnerships.

THE ABC BROADCASTS to millions of people in Asia and the Pacific through Radio Australia and the Australia Network, supported by news and analysis from the ABC's Asia Pacific News Centre.

On 7 November 2011, the Federal Government announced that the tender process for the provision of the Australia Network service had been terminated. On 5 December 2011, the Government further announced that the service would become “a permanent feature” of the ABC. The terms and conditions under which the ABC will operate Australia Network on a perpetual basis have not been finalised.

## Australia Network

Australia Network is Australia's international television and online service. Australia Network is available in an estimated 31.2 million homes in 46 countries across Asia, the Pacific and the Indian sub-continent.

The service supports Australia's global role by providing trusted and impartial news and information, as well as showcasing the best of Australian culture, talent and innovation to an Asia-Pacific audience. It strives to accurately portray the nation as a democratic, culturally diverse, environmentally sensitive, successful trading nation. Timely consular information is provided on-air and online for Australians overseas who find themselves in emergency situations.

Australia Network distinguishes itself among international television competitors as a multi-genre provider that offers the best of Australian children's educational content, English-language learning, lifestyle, drama, documentary and news and current affairs. The programming strategy in the past year was aimed at improving its relevance to the target audience of Asia-Pacific “internationalists”, by increasing output of Australian-made, accessible programming which presents an attractive window on Australian life, culture and business.



Programs commissioned in 2011–12 included:

- A new series of *My Australia*, which looks at Australia through the eyes of young people from the Asia-Pacific region. The program enlisted international visitors, including students, as participants in a diverse range of activities in order to learn more about Australia, meet the locals and engage in social and cultural life. Ten episodes were commissioned. This program also features its own Facebook page, designed to broaden participation and interest from Australia Network's younger audience.
- A series of short pieces called *My Australian Impressions* featuring guests interviewed on *My Australia*, in which they reveal additional insights on their experiences in Australia and what they have learned.

- A further 15 episodes of the popular English Language Learning series *English Bites*. Episodes have also been made available through the English Language Learning website, Australia Network's viewer "Watch Now", and the "Learning English with Australia Network" Facebook page.
- A further five episodes of *Pacific Pulse* were produced, including some user-contributed content, new stories shot locally and repeats of popular stories.

In addition to its television service, Australia Network has an online presence. Programs produced by Australia Network continue to be popular with audiences through the network's website, with 4.7 million downloads of video content in 2011–12, an increase of one million from 2010–11.<sup>98</sup>

98 WebTrends.

Media markets across the globe are undergoing rapid change as audiences make greater use of digital platforms. In response to these trends, Australia Network has continued to diversify its digital presence with the launch of an iPhone application. The app provides news and sport, a television guide, nine Radio Australia streams and popular Australia Network video content (including English Language Learning and emergency push notifications).

In 2011–12, Australian Network also launched its web-based “Watch Now” catch-up service, delivering greater access to the network’s programming. Since February 2012, over 2 500 hours of content has been viewed on the service.<sup>99</sup>

Australia Network has also sought to enhance its audience engagement through increasing use of social media including Facebook, Twitter and YouTube. A new Sina Weibo (a social media platform based in China) page was created, targeted at a Chinese-speaking audience.

Measurement of Pan-Asian viewership of international channels is limited to the Synovate PAX Cable and Satellite Survey. Audiences increased in six markets in this survey period: Jakarta, Manila, Hong Kong, Bangkok, Singapore and Kuala Lumpur. Decreases in audience numbers were recorded in Taipei, Seoul and India. Compared to 2010–11, audiences increased 85% in Hong Kong; 27% in Kuala Lumpur; and 17% in Jakarta.<sup>100</sup>

Australia Network maintained its position in a very competitive environment by adding 21 new rebroadcasting partners, taking the total number of partners to 667.<sup>101</sup>

## Radio Australia

Radio Australia provides content to Asia in six languages: English, Chinese (Mandarin), Indonesian, Vietnamese, Cambodian (Khmer) and Burmese, as well as English, Pidgin (Tok Pisin) and French for the Pacific. These services are available across a number of platforms, including FM transmitters, rebroadcasts over local Asian stations, shortwave, satellite and digital platforms.

In 2011–12, Radio Australia increased audience reach in markets with 24-hour FM transmitters. A 2011 Intermedia survey reported that the network’s weekly reach in Cambodia grew from 700 000 (7% of total population) to 1.1 million (11% of total population) between June 2010 and September 2011. As at September 2011, Radio Australia was ranked third in weekly reach for international broadcasts in Khmer behind Radio Free Asia (RFA) and Voice of America (VOA), and remains the most listened-to English broadcaster in Cambodia.<sup>102</sup>

A 2012 Intermedia survey in Papua New Guinea reported that Radio Australia achieved 18% weekly reach in PNG from the survey sample (aged 15+) through a combination of FM and short wave radio.<sup>103</sup> Radio Australia provided local audiences in Papua New Guinea with coverage of major stories, including the sinking of the Rabaul Queen in February 2012. Radio Australia provided up-to-date information and breaking news to the community affected by the tragedy.

Radio Australia continued to expand its 24-hour FM network in the Pacific in the last 12 months. Radio Australia is now available in Pohnpei, the capital of the Federated States of Micronesia, and in Majuro, the capital of the Republic of Marshall Islands.

99 WebTrends.

100 Synovate PAX Cable and Satellite Survey, 2010–11 and 2011–12.

101 In 2010–11, the number of rebroadcasting partners was reported as ‘over 660’. This figure included three rebroadcast partners which had been double counted and three direct-to-home users incorrectly classified as rebroadcasters. Nine rebroadcast partnerships ended in 2011–12.

102 *InterMedia National Survey Cambodia* 2011.

103 *Citizen Access to Information in Papua New Guinea: ABC/NBC National Study*, 18 June 2012.

In June 2012, Radio Australia recommenced 24-hour FM broadcasts in Fiji. New 24-hour FM frequencies in Suva, Nadi and Labassa have been switched on after successful discussions with authorities in Fiji that reviewed the forced closure of the network's 24-hour FM transmissions on 15 April 2009.

During 2011–12, Radio Australia continued its transformation into a multi-platform, multi-language content provider. On 29 February 2012, Radio Australia launched a new multi-language website comprising ten sites, with eight languages and nine audio streams. Designed to offer audiences across Asia and the Pacific the ability to consume content and interact with content makers in eight Radio Australia languages, the new sites provide greater immediacy in the coverage of breaking news, major stories, activities and events as they happen in Asia, the Pacific and Australia.

As well as a variety of audio and video across eight languages, Radio Australia's website includes: geo-targeted pages that allow audiences in each market to receive Radio Australia online content in the language of their choice; a range of tools to allow audiences to join the discussion; a new mobile website; and Radio Australia content on a variety of social media applications.

The new website was accompanied by a dedicated social media strategy, which contributed to significant increases in Mandarin audience interaction through Sina Weibo.

In 2011–12, Radio Australia achieved significant cost savings through the strategic reduction of shortwave services to particular areas. The result of this strategy ended a 10-year association with Radio Taiwan International who had provided short wave transmission facilities into South East Asia and China. The funds saved from ending this service were redeployed into increasing digital and online services. In 2011–12 this included restructuring the network from a traditional, language-based model to a digitally-focused structure.

Coverage of major events in the Pacific included extensive broadcasting of the Pacific Games from New Caledonia and highlights from the Fest' Napuan music festival in Vanuatu. Pacific Break, Radio Australia's Pacific-wide competition seeking the best unsigned original music brought the winners, BSQ, a four piece band from Fiji, to Vanuatu to perform and experience live music at Fest' Napuan.

Major issues including the political crises in Papua New Guinea, the funeral of the King of Tonga and the first visit of the Australian Foreign Minister to Fiji since the coup have all featured in Radio Australia content.

## International Development

ABC International Development offers assistance in the form of strategic advice, training and mentoring, technical support and secondments to support the development of robust media institutions in the Asia-Pacific region. It is a self-funding enterprise with 34 staff (including 13 locally-engaged staff) based in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu and Australia.

The core goals of these activities are to support communications for development in partner countries, and increase the demand for good governance. These goals align with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for ABC International Development.



## NOW MORE THAN EVER



*Radio Australia's Caroline LaFargue interviews Tony from Guadalcanal at the 2012 Festival of Pacific Arts.*

Now more than ever, audiences are personalising their media consumption.

Audiences expect to be able to shift programs to the device most convenient to them and to watch or listen at a time of their choosing.

These trends are particularly dominant across Asia. In late 2011, there were an estimated 2.9 billion mobile phone subscriptions—73.9 subscriptions per 100 people—in Asia and the Pacific.

The ABC's international broadcasting services, Radio Australia and Australia Network, are responding positively to these changes, realigning their services for fragmented audiences that expect to consume content on a range of different devices.

In February 2012, Radio Australia launched new multi-lingual web and social media services. As well as continuing to offer high quality news and current affairs radio programs in eight languages, the new web services encourage the sharing, participation and collaboration of stories. The website uses the latest location detection technology to tailor content to suit the user's location and language.

Radio Australia is today a multi-channel, multi-platform and multilingual service, with nine new audio channels for radio and online, broadcasting 24 hours a day.

During 2011–12, ABC International Development continued to advocate the benefits of "Communication for Development" (C4D) in delivering assistance to developing countries. This approach considers how individuals and organisations with access to information and the opportunity to voice views and opinions can influence the decisions that affect their lives.

The group has also improved the way it monitors and evaluates its work. Development projects now include a research component as a standard feature. This establishes base-line data against which future results

and the effectiveness of the group's work can be measured.

In 2011–12, ABC International Development continued major programs with Papua New Guinea's National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations across the Solomon Islands, three of Cambodia's Provincial Departments of Information as well as the Pacific Media Assistance Scheme, which is a long-term program to support the media in 14 Pacific countries.

## Asia Pacific News Centre

The Asia Pacific News Centre (APNC) provides Australia Network and Radio Australia with on-air and online news and analysis, tailored for international audiences in Asia and the Pacific. This ensures alignment with the objectives of the international networks and reinforces Australia's place in the region.

Located in Melbourne, the APNC is a multi-platform operation that generates television, radio and digital content and is managed by the ABC's News Division. The APNC has 55 editorial staff, including many who speak Asian languages. This is the largest concentration of Australian journalists focused on the Asia-Pacific region.

During 2011–12, the APNC significantly expanded its digital output and as a result, secured an increase in online traffic, including through YouTube, Facebook and Twitter. The APNC also provided specialist regional commentators to ABC News 24, ABC NewsRadio and News Online.

Original on-the-ground reportage included editions of *Newsline* with Jim Middleton presented from the Boao Forum for Asia conference on Energy, Resources and Sustainable Development (Perth, Western Australia), the Commonwealth Heads of Government Meeting (Perth, Western Australia), the East Asia Summit (Bali) and the historic by-elections in Burma (Rangoon). Correspondents in Beijing, New Delhi and Jakarta undertook extensive field coverage including coverage of the leadership crisis in Papua New Guinea.

The APNC's Melbourne-based video journalists undertook assignments to Afghanistan, East Timor, Cambodia, Indonesia, Tonga and the Solomon Islands. The APNC also provided coverage of the Pacific Games, the Fiji floods and the 10<sup>th</sup> anniversary of independence in East Timor.

## International Relations

The ABC's International Relations department facilitates interaction between the ABC and public broadcasters and broadcasting associations around the world. Through these relationships the ABC aims to raise the profile of public broadcasting, support and help other broadcasters in the region and to participate in the policy debate on matters relevant to public broadcasters.

ABC International represented the ABC at various key regional conferences in 2011–12, including: the Asia-Pacific Broadcasting Union's (ABU) General Assembly in New Delhi; Group of 6 in Canada; the RadioAsia conference in Jakarta; the Cable & Satellite Broadcasting Association of Asia (CASBAA) conference in Hong Kong; the Media Partners Asia Pay Television Operators Summit in Bali; and the Asia-Pacific Institute for Broadcast Development's Asia Media Summit in Bangkok. In addition, the ABC hosted the Commonwealth Broadcasting Association's 29<sup>th</sup> General Conference, which brought together 150 senior media professionals in Brisbane's South Bank precinct.

ABC International facilitated visits from international media organisations from China, Indonesia, Thailand, Korea, India, Vietnam, Hong Kong, Egypt, Tunisia, Singapore, Mongolia, Malaysia, Kenya, Nigeria, Jamaica, Canada and Sweden. ■



# Consumer experiences

Financial performance

ABC Retail

ABC Digital

ABC Music

ABC Publishing

ABC Sales and Distribution

ABC Commercial manages a range of media businesses delivering products and services to the global marketplace. Revenue earned is returned to the Corporation for investment in the production of ABC content.

ABC COMMERCIAL OPERATES a range of businesses which create, licence and market products and services related to ABC programming and Charter activities. ABC Commercial is responsible for the development of new revenue streams for the Corporation, with a particular focus on the fast-expanding digital market.

## Financial performance

In 2011–12, ABC Commercial achieved a net result including interest revenue of \$5.5 million, a decrease of \$2.4 million from 2010–11. This result reflects the adverse impacts of the economic environment on the retail, DVD, CD and publishing markets, the general downturn in retail, and technology-driven structural shifts.

Retail activities, including DVD sales, are a critical part of the ABC's Commercial business. On average, over the last five years, Retail and DVD sales have constituted 74.5% of ABC Commercial gross revenue. However, these industry sectors are currently experiencing both cyclical and structural change, which is placing downward pressure on sales. The impact of this downturn is reflected in the revenue performance of ABC Commercial in recent years. In the wider context, ABC Retail activities have performed comparatively well and have not declined to the same degree as other retail businesses.

ABC Commercial has continued to invest in and grow its digital business, with a range of measures to develop new revenue streams in growth markets. This activity reflects the division's strategic focus on addressing the structural shift in ABC Commercial's traditional markets.

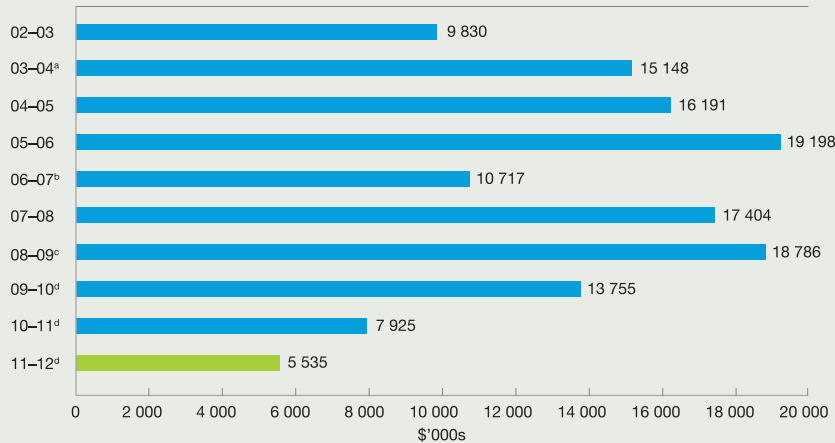
The division has continued the development of a variety of digital offerings, ABC Shop Online and differentiated exclusive ABC Shop product ranges, which have all delivered strong growth.

## Contribution to revenue

A proportion of the ABC's funding comes from its commercial activities.

**ABC Commercial contributed \$5.5 million to ABC net revenue.**

### ABC Commercial: Contribution to ABC net revenue



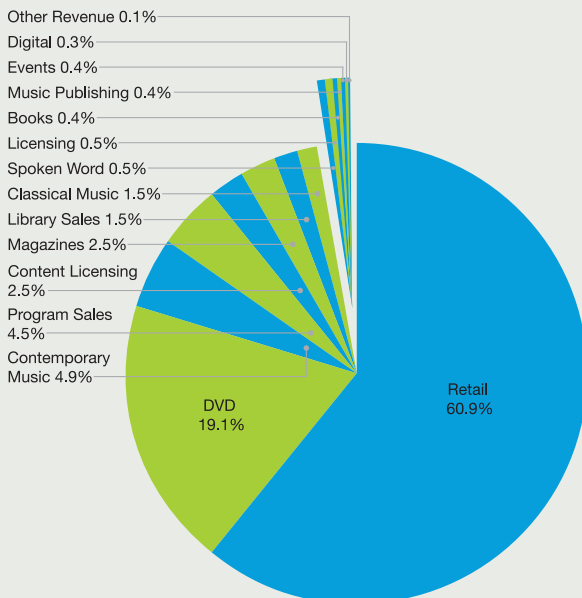
- a. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.
- b. Excludes Screenrights.
- c. Excludes ABC Resource Hire and includes interest.
- d. Includes interest.

## Revenue by activity

The ABC generates revenue from a wide range of business activities.

**60.9% of ABC's Commercial's revenue came from its retail business.**

### ABC Commercial: Gross revenue by activity



The year saw strong growth from ABC Commercial's digital products, including ABC Music's digital sales, reflecting the strong response of audiences to digital music platforms. ABC Publishing saw an increase in market share, outperforming the domestic book and magazine markets in what continued to be a challenging year for the publishing industry. Despite a general downturn, ABC Retail experienced strong comparative growth over the second half of the financial year.

## ABC Retail

Despite a general decline in the retail sector, ABC Retail experienced strong comparative growth in top line sales of 2.4 % over the second half of the past year.

ABC Retail's strategy of transitioning from a DVD/CD-based product range to a broader product range continues to deliver improved results. The transition is based around key brand extension into merchandising, toys and apparel and an overall extension of the children's range. Toys and general merchandise has risen from 8% to 14% as a total of all ABC Retail sales year on year, contributing to a 1.1% rise in gross margin.

ABC Retail has continued to expand its footprint with a focus on the growing contribution of ABC Shop Online. At the end of the financial year, ABC Retail had 160 outlets trading throughout Australia, encompassing 54 ABC Shops and ABC Shop Online as well as 106 ABC Centres.

In 2011–12, ABC Retail opened two new ABC Shops—Doncaster in New South Wales and Mackay in Queensland—and five existing shops underwent refurbishment. Shop construction incorporate environmentally-friendly and sustainable fixtures and fittings. Two ABC Shops were closed—South Yarra in Victoria and Chatswood in New South Wales.

The links between ABC Commercial products, ABC Retail and ABC programming were evidenced through 262 local promotions across ABC Shops and

Centres nationally. The most successful of these were the appearances of Jimmy Giggle from *Giggle and Hoot* and Chris Lilley from *Angry Boys*, which drew up to 1 800 fans per event.

The ABC continues to invest in and improve the ABC Shop Online platform to deliver a better service to consumers. A total rebuild of the platform has been undertaken and further improvements to search and shopping functionality are currently in development.

The ABC Shop's loyalty program, ABC ViP, continued to grow and had registered more than 270 000 members at 30 June 2012.

## ABC Digital

ABC Commercial's Digital Business saw strong growth during the year. The business continued to develop and successfully launch a number of new digital products and apps, with a particular focus on the pre-school and primary school educational market.

ABC Reading Eggs (published in partnership with Pascall Press) continued to be the strongest performing digital product along with the *Spicks and Specks* Quiz iPhone app. This year saw the launch of a new extension to ABC Reading Eggs—ABC Reading Eggspress, developed for children aged 7–10 years.

Reading Eggspress is designed to build reading and comprehension skills using a range of learning resources, lessons, motivational games, e-books and a comprehensive reporting system that create a unique learning environment.

An iPhone app was launched for *Angry Boys* as well as three iOS apps for *Bananas in Pyjamas*.

## ABC Music

ABC Music continued to experience strong growth in digital content sales as well as the extension of its global digital distribution network.


ABC Music's solid performance for the year reflects the growth of digital content coupled with the sustained sales of physical product which continues to resonate strongly with the ABC customer-audience.

ABC Music iTunes sales continued to grow during the year, further cementing this channel as a significant revenue stream and distribution platform.

In 2011–12, the ABC Music website was rebuilt to better showcase the roster of artists and the catalogue of content. Also last year, ABC Music's social media footprint and databases grew significantly through the expansion of its Facebook site and Twitter channel and through triple j's Hottest 100 Facebook page, which now has 47 000 "Likes".

During the year, ABC Music released 238 titles—101 ABC Classics, 105 ABC Contemporary and 32 ABC for Kids titles. Many of these releases achieved top 20 places in the Australian Recording Industry Association (ARIA) charts including *triple j's Hottest 100 Volume 19* (CD and DVD), *triple j's Like a Version Volume 7*, *Hit Country 2011*, *Rewiggled*, *Play School's 45<sup>th</sup> Anniversary Collection*, Chopin's *Nocturnes* and Bach's *Brandenburg Concertos*.

The bestselling release for ABC Music was *triple j's Hottest 100 Volume 18*, surpassing platinum status with sales in excess of 100 000 units to date. *Like a Version Volume 7* also surpassed platinum status selling more than 70 000 units, doubling the previous year's sales. ABC Music's ABC for Kids label continued as the number one selling label for children in Australia.

The success of the business was recognised through five ARIA Awards from 17 nominations across nine categories (see Appendix 15).  The Wiggles' *Ukulele Baby!* won the ARIA Award for Best Children's Album. This is the 10<sup>th</sup> ARIA Award for the Wiggles who were also inducted into the ARIA Hall of Fame.

## ABC Publishing

During the year ABC Books published approximately 90 new titles in print form and approximately 90 new titles in eBook format. Best-selling releases included *A Generous Helping* published with Madonna King and ABC Local Radio Brisbane, *Lake Eyre* by Paul Lockyer, *What's Your Dog Telling You?* by Martin McKenna, and *Simply the Best* by Valli Little. Children's titles included *The Fartionary* by Andy Jones, *Hoot's Lullaby* and *Gigglemobile* by Giggle and Hoot.

During the year, ABC Publishing partnered with Read How You Want to produce a number of large print editions of ABC Books for the visually impaired, including the *Boyer Lectures 2011–Geraldine Brooks*, *Great Australian Flood Stories* by Ian Mannix and *Australian Story* by Graham Bauer.

ABC Magazines reached onto new platforms to extend the reach of existing products. *ABC Gardening Australia*, *ABC delicious.* and *ABC Limelight* magazines were launched digitally via the online magazine platform Zinio, enabling readers to access the magazines on PCs, laptops, tablets and mobile devices. *ABC Limelight* magazine also launched the 100 Best Classical Recordings app in November 2011. In partnership with ABC Grandstand, ABC Magazines successfully launched the *ABC Football* magazine during the year. The new magazine, edited by Gerard Whateley, met with good sales and reviews and ABC Magazines plans to publish a second issue for the 2012–13 season.

In the Audit Bureau of Circulation report for June – December 2011, *ABC delicious.* magazine was audited at 120 704 copies. It continued to maintain its presence internationally with magazines published in the United Kingdom and in the Netherlands collectively selling just fewer than two million copies during the year.

*Gardening Australia* magazine was audited at 81 094 copies, retaining its spot as the gardening category leader with a market share of 48%.

## ABC Sales and Distribution

In 2011–12, ABC Sales and Distribution made organisational changes to integrate the digital sales and international sales teams, bringing an international focus to sales of ABC content across platforms. In addition, the iTunes business was linked to the DVD business to maximise the home entertainment offering within Australia.

The ABC's iTunes presence expanded during the year, with the ABC label experiencing a total iTunes growth of almost 100% over the 12-month period. The most successful genre was pre-school content under the ABC for Kids label. A new partnership with the US-based online streaming service, Hulu, further increased the reach of ABC content.

Against the continuing decline of the domestic DVD market—down 7% in the year to 30 April 2012—the ABC DVD catalogue grew by 1%, gaining market share in its core genres. This result was offset by a decline in overall sales of the BBC catalogue.

ABC Sales and Distribution continued to explore the potential offered by digital distribution platforms through sales of key titles to Hulu. Sales included *The Librarians*, *Very Small Business* and *Catalyst*. More than one million views have been achieved since launch in October 2011. Other new digital sales included an ABC for Kids package to the online streaming service Quickflix, a 200-hour output deal to Telstra T-Box, and a large entertainment package to Fetch TV on Optus.

ABC for Kids has continued to perform well, growing its market share in DVDs in 2011–12 to 48%. A number of significant pre-school catalogues were either secured or renewed for both DVD and digital distribution during the year including *The Wiggles*, *The Octonauts*, *Jim Henson's Pajanimals* and *Sesame Street*.

A continuing focus for the ABC for Kids brand has been the development of an ABC for Kids for Parents Facebook page featuring links to ABC parenting sites in addition to information about home entertainment and book releases, event information and licensed merchandise. This site has grown to more than 34 000 “Likes”.

ABC for Kids events were held across shopping centres, community festivals and key community events with more than 75 000 children around Australia enjoying ABC for Kids characters, including The WotWots, Miffy, Postman Pat and ABC Music's Teddy Rock. A number of ABC Events concerts also entertained children throughout the year, including Play School, Charlie and Lola and the new Bananas in Pyjamas live show.

Other key titles released under the ABC home entertainment label during the year on both DVD and digital platforms included *Angry Boys*, *Miss Fisher Regrets*, *Crownies* and *Being Human Series 4*. Strong documentary releases on DVD included *Wide Open Road*, *Australia – Time Travellers Guide* and the *Lake Eyre Commemorative Edition*.

ABC program sales to domestic and international broadcast and digital partners were strong during the year. A record 20 titles were released at the key Marché International des Programmes des Télévision (MIPTV) market in April 2012 and a number of sales were made to both traditional and digital broadcasters, including *Outland*, *Art&Soul* and *twentysomething* in Europe and *Skin Deep*, *Big Blue*, *The Nutcracker* and *Cup of Dreams* in the United States. Asian markets performed well this year led by sales of *Poh's Kitchen Series 2* to Discovery Channel Asia. Format sales included commissions for *Review* and *New Inventors*.

A new *Four Corners* output deal was also concluded with SMH.TV—a Fairfax online video streaming service and more than 120 hours of *Australian Story* was sold domestically to the Bio Channel.



2

*Hootabelle joined the Giggie and Hoot Goodnight Hour in 2012. ABC Commercial developed and released a range of Hootabelle-themed products for ABC Shops and ABC Shop Online.*

Now more than ever, the ABC is looking for ways to extend the life of its content investments through commercial offerings in ABC Shops and online.

The ABC has long been the leading and dominant broadcaster of children's content. From *Play School*, to *Mr Squiggle* through to *Giggie and Hoot* today, ABC Commercial has brought these iconic characters to life with books, toys, pyjamas and more. Together with DVDs and digital downloads, which allow children to watch the programs whenever they want and as many times as they want, these products enhance children's engagement with and enjoyment of the content well after its original broadcast.

2012 marked the arrival of Hootabelle, who has joined *Giggie and Hoot* as Hoot's best owl pal. To celebrate her arrival, every ABC Shop hosted a special day of Giggie and Hoots on 9 June 2012, featuring Hootabelle storytelling, Giggie, Hoot and Hootabelle colouring-in activities and Hoot-tastic giveaways.

A range of Hootabelle books, toys and clothes was also released into ABC Shops and ABC Shop Online.

This year major sales of footage were made to SBS and into pay television commissioned productions including the *Tough Nuts* series and the *Who We Are* series, as well as a wide range of other productions locally and internationally.

ABC Events continued to bring live, compelling entertainment to Australian audiences, promoting a diverse slate of concerts, performances and expos including the final Gardening Australia expo in Sydney, the Spicks and Speck-tacular national tour and QI Live with Stephen Fry.

Excellent sales were delivered during the year from *Giggie and Hoot* merchandise and ABC Licensing,

together with the Division's other business units, successfully delivered a range of new ABC-branded merchandise. This included a major extension of the apparel and sleepwear ranges, general plush toy line, interactive plush toys, luggage and accessories. The *Giggie and Hoot* brand was successfully licensed to other retailers including Target, Myer and Toys R Us.

New *Play School* apparel and toys were launched in mid-2012 through ABC Shops and Centres and continue to be popular with consumers. ABC for Kids also saw new products developed for launch through ABC Shops in mid-2012, such as baby wear and premium wooden toys. ■





# Running

ABC News presenter  
Kim Landers in the  
ABC studio.



**NOW  
MORE  
THAN  
EVER**

Audiences need to know who to turn to for news and current affairs which they can trust.

The ABC stands alone as a provider of reliable, independent and balanced news and current affairs. In 2012, ABC News provided extensive rolling coverage of the ALP leadership contest across radio, television, online and social media.

The ABC's coverage of the leadership crisis was extensive from the moment Kevin Rudd announced his resignation as Foreign Minister on 22 February. Millions of Australians turned to the ABC for timely, accurate and authoritative coverage and explanation of developments.

Now more than ever, information is available everywhere and is being collected and shared by everyone. The ABC is a credible and authoritative guide in the crowded news market.

### Systems and services performance

- Editorial standards
- Infrastructure and operations
- ABC people
- Corporate functions

3

# the ABC


*The ABC's live coverage of the ALP leadership crisis provided real-time updates across all ABC platforms.*



# Editorial standards

The *ABC Editorial Policies* are the principles and standards which are applied across the Corporation to maintain high-quality output and performance.

CONSISTENT AND RIGOROUS editorial standards are critical to the ABC's ability to meet its legislative obligations and public expectations. The *ABC Editorial Policies* are the ABC's leading standards and a day-to-day reference for makers of content for radio, television, online and print. They give practical shape to statutory obligations in the *Australian Broadcasting Corporation Act 1983*, in particular the obligations to: provide services of a high standard; maintain independence and integrity; and ensure that the gathering and presentation of news and information is accurate and impartial according to the recognised standards of objective journalism. The *ABC Editorial Policies* set out the ABC's self-regulatory standards and how the Corporation enforces them. They are also the source for the *ABC Code of Practice*, which the ABC notifies to the Australian Communications and Media Authority (ACMA).

The *ABC Editorial Policies* are applied throughout the Corporation and are overseen by the Director of Editorial Policies. The Director's four main functions are: to advise, verify, and review in relation to compliance with the *ABC Editorial Policies* generally, and to oversee the ABC's central audience liaison and complaints handling system. Information regarding audience contacts and complaints handling is available at page 104. 

## Advise

The Director of Editorial Policies advises the Managing Director and other Directors on the interpretation of the *ABC Editorial Policies* in order to ensure clarity and consistency. The content areas have their own editorial policy specialists who deal with day-to-day queries, following the longstanding procedure for upward referral.

The Director of Editorial Policies chairs the Editorial Policies Group (EPG), comprising Division's editorial advisers, ABC complaints handlers and the Director of Legal. The EPG meets monthly to share information and advice about issues that arise across the various Divisions of the ABC in order to improve the clarity and consistency of the *ABC Editorial Policies* and their application.

## Verify

Quality Assurance projects are designed and implemented periodically to assess whether the ABC is meeting the high standards it sets for itself.

Following the completion of three significant Quality Assurance projects in 2010–11, Editorial Policies undertook no Quality Assurance projects in 2011–12.

ABC News commissioned an independent Quality Assurance project in early 2012 which assessed the comprehensiveness, independence and impartiality of ABC News 24 content relating to poker machine reform.

The review found that ABC News 24's coverage met the editorial standards for impartiality, but also provided a range of recommendations and suggestions to improve and strengthen coverage of key issues.

## Review

### *Policy review*

Ongoing review and revision of the *ABC Editorial Policies* and *ABC Code of Practice* ensures the standards stay up-to-date and effective in a fast-changing media environment.

The Editorial Policies Division undertakes regular consultation with the ABC's content-making Divisions, including through issues papers and targeted consultations. Through this process the ABC seeks to identify areas of the policies or Code that require amendment and assesses whether additional Guidance Notes or policies are required.

Guidance Notes underpin and explain the application of the *ABC Editorial Policies*. Guidance Notes are developed through the cross-divisional EPG and are authorised by the Managing Director. Amendments to the *ABC Editorial Policies* or *ABC Code of Practice* must be approved by the ABC Board.

In 2011–12, the following Guidance Notes were issued or revised:

- Consulting ABC Legal and handling external requests for access to contentious program material (1 September 2011, revised 18 June 2012);
- Free and discounted products, services or facilities (7 September 2011);
- Managing external funding in broadcast television (29 September 2011, revised 5 October 2011);
- Corrective actions (12 December 2011);
- Fair opportunity to respond (12 December 2011);
- Queensland election 2012 (1 February 2012);
- Suicide and self-harm (1 June 2012);
- Secret recording devices in news, current affairs and other factual content (revised 18 June 2012).

### *Community research into use of coarse language*

Part 7 of the *ABC Editorial Policies* addresses "Harm and Offence" and requires the ABC to consider community standards. The assessment and quantification of community standards is a complex task and is greatly assisted by research into public attitudes. The ABC commissioned Urbis Pty Ltd to undertake research into the attitudes of Australians towards the use of coarse language in the media, with particular emphasis on television, radio and online. In October 2011, the ABC released the results of the research.

The findings covered a range of topics including who should be responsible for protecting children and the attitude of respondents to the ABC's performance in this area.

- Children were consistently identified as a group particularly in need of protection from the use of coarse language in the media.
- While many research participants indicated that parents or guardians have the primary role in regulating children's viewing, a similarly high proportion considered the responsibility to be shared between parents/guardians and the broadcaster.
- For adults, views about who should be responsible for managing exposure to coarse language differ according to the platform. For radio and television, responsibility is considered to be shared by the individual and the broadcaster. For online content, primary responsibility is considered to lie with the individual concerned.
- The ABC is held in high regard.
- Compared with other television networks, the ABC was considered to have the highest standards and to be in the least need of improvement.

- Research participants were less certain about making comparisons between radio networks. Of those who did identify a network, triple j was generally seen as the station with the most programs containing coarse language and as most in need of improvement—although many thought triple j should be a free and independent environment where higher levels of coarse language may exist.
- ABC Local Radio and ABC Radio National were identified as having the highest standards in regulating coarse language.

The findings of the Urbis report align with the ABC’s experience of audience feedback about coarse language in content. These issues are specifically dealt with in the *ABC Editorial Policies* and *ABC Code of Practice* and guidance notes, which seek to minimise harm and offence by:

- requiring content makers to ensure content is justified by the editorial context;
- providing classification and other information to allow audiences to make informed decisions about what they watch, hear or read;
- requiring that appropriate steps be taken to mitigate any harm if inadvertent or unexpected actions, audio or images in live content cause harm or offence; and
- avoiding the unjustified use of stereotypes or discriminatory content that could be seen as condoning or encouraging prejudice.

The ABC also has a specific Guidance Note on “Coarse or Offensive Language on Radio” that emphasises the unacceptability of language which—without sufficient editorial context—disparages, demeans or reinforces stereotypes on the basis of, for example, race, religious or cultural beliefs, mental or physical characteristics, gender or sexual preference.

#### *Election Coverage Review*

When an election is called in any Australian jurisdiction, the ABC convenes an Election Coverage Review Committee (ECRC) to administer the free time election broadcasts system, under which the ABC broadcasts announcements by eligible political parties, and to monitor coverage to ensure adherence to standards.

The ECRC is chaired by the Director of Editorial Policies.

The ECRC monitors the amount of coverage given to candidates and party officials (share-of-voice data) across ABC platforms to ensure that ABC standards are upheld. This data assists the ABC in ensuring that election coverage meets requirements. Share-of-voice data is not intended to be a definitive measure of impartiality.

The Director of Editorial Policies also administers the ABC’s allocation of free broadcast time to political parties during election campaigns. Under this arrangement, the ABC makes allocations of free broadcast time on ABC Radio and Television during Federal, State and Territory election campaigns for party political purposes.

A state election was held in Queensland on 24 March 2012.

#### *Use of Social Media*

Social media such as Facebook, YouTube and Twitter are third-party platforms for ABC content, and ABC staff use social media for official and private purposes.

In November 2009, the ABC published a *Use of Social Media* policy. That policy assists the Corporation in managing and minimising the risks of social media usage, whilst acknowledging the beneficial contribution that these additional distribution channels can make to the Corporation’s activities.





Former Foreign Correspondent reporter Tony Jones in Sarajevo.

3

Now more than ever, facts are available without analysis. The ABC provides a trusted local perspective, delivering insight into international events through Australian eyes.

For 20 years, *Foreign Correspondent* has been covering the world and telling the story behind the stories. The program consistently explores the issues and locations that are rarely touched by every day news and current affairs.

From humble beginnings in 1992 in a rusting tin shed at the ABC television studios at Gore Hill, *Foreign Correspondent* has covered extraordinary and dramatic global change.

To explore the way our world has evolved during these years, *Foreign Correspondent* alumni Tony Jones and Jennifer Byrne returned to the program for special assignments, revisiting their reporting on Yugoslavia and the dot.com boom.

What hasn't changed over the decades is the commitment to quality. Some 1 594 individual ABC original stories have been reported thus far, plus interviews and buy-ins from other broadcasters and independent producers.

In September 2011, the *Use of Social Media* policy was revised in light of the introduction of the revised *ABC Editorial Policies* earlier in 2011. Revisions were also made to clarify that the ABC is not editorially responsible for content posted on personal accounts which may be referred to in ABC content, and to more clearly distinguish personal accounts from official ABC accounts.

The four essential standards expected of ABC staff and contractors remain the same:

1. Do not mix the professional and the personal in ways likely to bring the ABC into disrepute.
2. Do not undermine your effectiveness at work.
3. Do not imply ABC endorsement of your personal views.
4. Do not disclose confidential information obtained through work. ■



# Infrastructure and operations

The Operations Group provides and maintains many of the critical resources needed to ensure the effective and efficient operation of the ABC's core business.

## Technology

IN 2011–12, THE ABC continued the implementation of critical technology projects, including improvements to broadcast and online Content Management Systems and Tapeless News systems. The technical fit-out of the new ABC premises in Brisbane, which was officially opened in April 2012, was also completed during the reporting period.

Following the adoption of the Information, Communication and Technology (ICT) Strategy in 2010–11, the ABC implemented a number of initiatives to improve planning and management of the Corporation's technology environment. The Strategy is aimed at enhancing audience participation and interaction, enriching content creation and re-use, streamlining work processes and improving the ABC's ability to quickly adapt work processes and systems (hardware and software) in response to the changing technology environment.

In 2011–12, this work included enhanced network performance for ABC regional locations, delivery of improved cost-effectiveness in the use of ABC mobile devices and the creation of an Enterprise ICT Architecture framework to develop business functionality. Work was also undertaken on a staged implementation of a broadcast technology support model which was developed in response to recent changes in broadcast technology.

The ABC has continued the use of "virtualisation" software in order to reduce the amount of computer server hardware that is required. The program is part of a long-term plan which commenced in 2008–09, and will assist in reducing energy consumption, as well as improving the speed to commission new services.

Since 2008–09, over 300 systems have been virtualised. The ABC estimates that the virtualisation has resulted in a significant reduction in capital costs, as well as lower energy costs.

## ABC Distribution and Transmission Network Performance 2011 –12

	No. of Transmitters (See Note 2)	Broadcast Australia Transmission Network (See Note 3)			Total Network Availability (See Note 4)		Total "On-Air" Availability (See Note 5)	
		Target	2011–12	2010–11	2011–12	2010–11	2011–12	2010–11
		%	%	%	%	%	%	%
<b>ABC Service</b>								
ABC Local Radio	242	99.79	99.82	99.72	97.65	97.29	99.69	99.63
triple j	58	99.82	99.92	99.84	91.86	93.08	99.78	99.81
ABC Radio National	257	99.74	99.80	99.79	98.55	97.68	99.70	99.70
ABC Classic FM	68	99.83	99.90	99.84	92.73	93.43	99.77	99.79
ABC NewsRadio	13	99.89	99.96	99.90	99.52	99.48	99.87	99.86
NewsRadio Extension	62	99.83	99.92	99.90	95.99	99.13	99.81	99.83
Digital (DAB) Radio	5	99.98	100.00	100.00	99.83	99.15	99.97	99.98
Analog Television	374	99.75	99.81	99.79	98.51	97.41	99.73	99.74
Digital Television	353	99.77	99.88	99.89	98.60	97.83	99.80	99.81
<b>State</b> (Analog TV & Radio only)								
NSW	250	99.80	99.87	99.84	98.53	95.93	99.74	99.82
NT	54	99.71	99.59	99.28	99.33	98.79	99.48	99.13
QLD	248	99.76	99.81	99.77	98.43	97.42	99.74	99.64
SA	60	99.80	99.81	99.81	99.15	94.44	99.73	99.78
TAS	82	99.81	99.81	99.81	97.48	97.53	99.71	99.78
VIC	77	99.83	99.84	99.81	91.64	95.57	99.71	99.79
WA	179	99.75	99.85	99.79	98.87	98.67	99.75	99.72

### Notes:

- ABC Distribution Network** (included contracted service providers): The ABC distribution network ensures programs are delivered from ABC studio to transmitters throughout Australia. Program distribution is achieved through the use of satellite and terrestrial fibre and copper networks provided by various telecommunications carriers. The above results represent the aggregated performance of the telecommunications carriers over the period as reported by the ABC's transmission network operator.
- No. of Transmitters:** The number of transmitters includes both Analog and Digital Television and Radio. If a transmitter was operational during the period for one or more days it is included within the report.
- Broadcast Australia Transmission Network** (ABC Transmission Provider): The transmission network performance is reported by Broadcast Australia as a contracted deliverable and is measured against the Service Level Agreement (SLA) for each service, network or sub national network. The data is regularly reviewed and authenticated by the ABC as detailed in contract management plans.
- Total Network Availability** shows the impact of all outages on the overall network: This reflects all faults across the transmission networks regardless of severity or cause or whether

subject to an SLA or not. The vast majority of these faults are services not meeting full specification such as lower transmission power as agreed by the ABC on a case by case basis.

- Total "On-Air" Availability:** The figures show "off-air" occurrences where no service was provided due to faults and / or maintenance activity. It is important to note that the majority of maintenance activity is undertaken at night so as to lessen the impact on audiences.

### General Comments

During the period the total number of analog television transmission services declined compared to the previous year due to the conversion of Analog Television to Digital Television. Overall most networks performed in line with expectations, however there has been a slight downwards trend in the overall On Air performance of the triple j and Classic FM radio networks. Rather than have a service off air completely with no signal to the audience, the ABC agreed to operate services below specification whilst the issues were corrected by the supplier.

The figures reported above relate to ABC transmission services under direct contract. The ABC has no control over ABC television and radio services retransmitted under Sections 212 or 212A of the *Broadcasting Services Act 1992*.

## ABC Broadcasting Coverage

as at June 2012

### Proportion of the population able to receive transmissions from ABC broadcasting services.

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
ABC Local Radio	99.38	99.70	99.81	99.60	98.69	99.67	99.34	81.44
triple j	95.47	97.40	98.06	93.78	89.27	94.97	95.81	67.43
ABC Radio National	98.69	99.28	99.51	98.29	96.51	99.59	99.19	82.32
ABC Classic FM	95.96	97.79	98.13	94.94	90.06	95.24	95.81	67.43
ABC NewsRadio	93.79	93.88	94.76	92.57	92.93	97.57	95.05	71.92
Digital Radio	55.77	49.86	70.99	40.58	75.47	73.56	0	0
Domestic Shortwave	0.82	0	0	0	0.03	0.14	0	74.31
Analog Television	81.18	82.75	81.12	67.75	96.68	85.81	95.15	79.86
Digital Television (includes ABC Digital and ABC Jazz)	97.97	98.54	99.19	97.21	96.71	98.94	97.04	74.05

### Proportion of the population able to receive ABC digital television transmissions.

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
<b>2011–12</b>	<b>97.97%</b>	<b>98.54%</b>	<b>99.19%</b>	<b>97.21%</b>	<b>96.71%</b>	<b>98.94%</b>	<b>97.04%</b>	<b>74.05%</b>
2010–11	97.93%	98.54%	99.18%	97.02%	96.71%	98.94%	97.04%	74.05%

### Transmission and distribution of ABC services

In 2011–12, the conversion to digital television continued, with switchover occurring in regional Queensland in December 2011 and southern New South Wales in June 2012.

The ABC digital terrestrial television transmission network now reaches 97.97% of the population. In December 2011, the ABC completed the restack of the Albany digital television service in Western Australia, a process which involves changes to transmission frequencies and in some cases, transmission infrastructure. Planning is under way for the next stage of restack for services across regional Western Australia, South Australia and


New South Wales. The restack is a Government initiative, designed to migrate television broadcast services to lower frequencies in order to create a section of vacant spectrum suitable for use by other services.

The ABC undertook planning to upgrade radio transmission sites and studios to ensure compatibility with the Viewer Access Satellite Television (VAST) service. The VAST service provides for reception of free-to-air television services in areas where there is no adequate terrestrial reception. This work is required to facilitate the continued availability of ABC radio services in non-metropolitan areas following the closure of the Aurora satellite service in December 2013.

Planning also commenced for the transition to electronic news gathering (ENG) equipment capable of operating in alternative spectrum bands. The Government has decided to change spectrum arrangements in the 2.5 GHz band. This spectrum is used by the ABC and other free-to-air television broadcasters for ENG. The Government has provided funding to help the ABC acquire the equipment it needs to operate its ENG services in different spectrum bands.

A new communications link was established between the ABC's Ultimo centre and the Optus satellite uplink site at Belrose, New South Wales. This has enhanced the Corporation's disaster recovery capability.

In October 2011, the ABC commenced digital broadcast of 666 ABC Canberra, ABC Radio National, ABC Jazz, triple j Unearthed and ABC Grandstand as part of a DAB+ digital radio broadcasting trial in Canberra.

The ABC deployed temporary emergency transmission and satellite reception equipment to ensure the continuity of services during emergency events in 2011–12 (see page 137). 

### **Production facilities**

MediaHub is the digital play-out centre for the ABC's television presentation. Based in Ingelburn in western Sydney, MediaHub has the capability to deliver the ABC's multi-channels, with local state and territory breakout capability, and the ability to handle multiple live broadcasts. MediaHub continues to deliver significant improvements in television on-air delivery, with overall faults-per-hour of content broadcast lower than at any time in the ABC's television history. The Corporation continues to migrate services to more efficient formats while monitoring performance through comprehensive fault reporting mechanisms.

The ABC operates on a service delivery model for the provision of production resources required for the creation of content. In 2011–12, over one million labour hours were supplied in support of national, local and regional news and other program content. This contributed to the creation of over 600 hours of national and local sport, arts, entertainment and information programs, such as *Gruen Planet*, *Randling*, *The Marngrook Footy Show*, *The Hamster Wheel* and *Miss Fisher's Murder Mysteries*. Outside Broadcast services were provided for coverage of the Australian Women's Golf Open, ANZAC Day, the WNBL, the W-League, the Queensland state election and Q&A programs broadcast from regional centres around Australia.

In 2011–12, the extensive resources of the ABC's archives were utilised in support of a range of ABC activities, including the *Fifty Years of Four Corners* documentary and celebrations, the *80 Days that Changed the World* website and the ABC's 80<sup>th</sup> birthday website and exhibition.

Available labour and facilities spare capacity was sold to the market, generating a net return of \$1.8 million (a decrease of \$0.7 million from 2010–11). The decline in revenue was primarily due to the cessation of ABC coverage of West Australian Football League matches and an overall decline in available capacity for external hire.

### **Brisbane accommodation project**

On 9 January 2012, the ABC went live to air from its new premises in Brisbane's South Bank for the first time, with radio and television news bulletins.

On 19 April 2012, the building was officially opened by the Governor-General of Australia. The new building is a state-of-the-art media hub located in Brisbane's cultural precinct and will accommodate all ABC Brisbane staff and facilities, including program output areas and transmission functions. The building supports all current media platforms and has the flexibility to accommodate new services in the future.



Photo: Richard Kirk Architect



*The ABC's new building in Brisbane's South Bank is a purpose-built facility specially designed to integrate media for the digital age.*

*ABC presenter David Curnow in the studio for the first evening of broadcasts from the new ABC building in Brisbane.*

The building was designed in line with environmental sustainability benchmarks and the design and fit-out focused on the health and well-being of staff.

The ABC decided to leave its Toowong site in December 2006, following the emergence of a breast cancer cluster. The new building is a purpose-built broadcasting facility and brings together staff who had been housed in temporary spaces across eight sites.

The ABC will share the new building with the Queensland Symphony Orchestra. ■

# ABC People

In 2011–12, the ABC employed 5 429 people across every state and territory, equivalent to 4 603 full time employees. The majority of staff were content makers.

THE ABC IS A DIVERSE organisation with staff working across Australia and the world. The success of the Corporation is built on the commitment, creativity and skills of its people.

The ABC is committed to creating an environment in which its people can thrive and are motivated to deliver the very best content to its audiences.

In 2012, the ABC was recognised as Australia's most attractive employer in terms of work-life balance, as well as Australia's second most attractive employer overall at the annual Randstad awards, which measure employer attractiveness.

## ABC values and workplace behaviour

The ABC strives to foster a values-based culture, incorporating its values—Integrity, Respect, Collegiality and Innovation—into all aspects of its organisational behaviour.

In 2011, the ABC introduced a behavioural framework based on ABC Values into the Executive performance management system.

The 2012 appraisal process was the first time that Executives were required to demonstrate not only how they had achieved specific performance targets, but also how they had incorporated and applied ABC Values in their work. Performance ratings were based on the extent to which Executives demonstrated high standards of both performance and behaviour.

ABC Values were also reflected in strategies arising from the ABC's Equity and Diversity Plan and Reconciliation Action Plan. Corporate values and ethical decision-making are incorporated as key reference points in the ABC's media leadership training programs.

## Training and development

The ABC provided a range of training and development opportunities focused on both strategic and operational priorities. Training and development was provided via courses and seminars, on-the-job projects, coaching sessions and remotely, using webinars and e-learning packages. Formal structured training was offered across 27 skills areas including digital skills, editorial quality, leadership and management, broadcast operations, cross-media production, and health and safety.

2011–12 saw a significant increase in the use of e-learning to meet training needs in regional and remote areas, with 60 sessions presented via webinar and over 30 ABC specific online courses available to staff through the online training portal "ABC Connect".

### Total training hours

Almost 78 000 hours of structured training were delivered, an increase of 1 000 hours on the previous year.

	Female	Male	Total
Administrative/			
Professional	4 407.8	1 642.7	6 050.5
Content Maker	29 268.5	29 385.8	58 654.3
Retail	2 916.8	702.5	3 619.3
Senior Executive	1 973.3	2 738.3	4 711.6
Technologist	743.0	4 212.9	4 955.9
<b>Total</b>	<b>39 309.3</b>	<b>38 682.1</b>	<b>77 991.4</b>




*Technologies training*

In 2011–12, there was a focus on training designed to enhance staff awareness of changes in digital technologies. Training covered web technologies, use of social media and use of multi-platform production, including iPhone reporting and use of new distribution platforms.

Over 400 staff were trained in the ABC’s new Web Content Management System (WCMS) through face-to-face sessions and webinars.

*Editorial training*

In 2011–12, a range of editorial training was provided across all content-making decisions, building on the extensive training provided in the previous reporting period following the introduction of revised ABC Editorial Policies.

Over 500 staff attended formal editorial policy training sessions, with sessions also delivered to regional staff via webinar, conference presentations and online learning (see page 145). 

Over 100 staff attended *The Reporting Series*, a new initiative where senior ABC reporters and relevant external experts discuss key issues and editorial challenges in a panel format. These training events were streamed live on the ABC intranet and were recorded for use in future training sessions and e-learning.

*Leadership training*

In 2011–12, a total of 76 employees participated in the following targeted leadership and management programs, up from 59 in 2010–11.

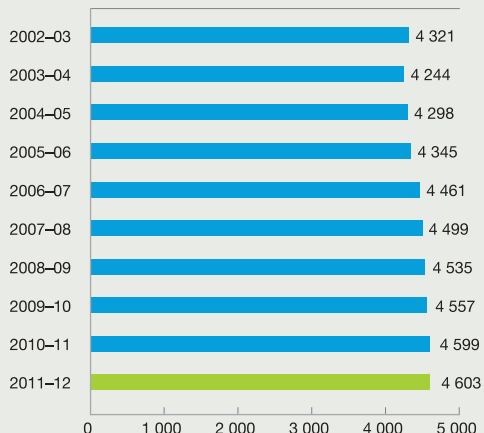
- Twenty-five staff members from across the Corporation attended the *ABC Managers Program*. This program runs for six months and provides the skills needed to transition from working within a team to managing a team. On successful completion of the program, participants receive a Diploma in Management from the University of New England.

## Full-time employees

“Full-time equivalent” positions account for all employees, including those who work part-time or have other flexible working arrangements.

**The ABC employed the full-time equivalent of 4 603 people.**

**ABC Employees: Full-time equivalent**



- In August 2011, 21 senior managers completed the *Advanced Managers Program*, which is for managers who occupy, or have the potential to occupy, more senior roles which are integral to the effective and successful management of the ABC.
- The *Accelerated Leaders Program* is a cross-divisional, 24-month program which aims to ensure that the ABC adds to its existing leadership talent pool from which the next generation of leaders, key decision makers and managers will be drawn. Participants in this program are selected on merit by a panel chaired by the Managing Director. In 2011–12, 14 senior managers graduated from the *Accelerated Leaders Program* held over two years at the University of New South Wales.
- In November 2011, a new program for senior staff selected jointly by the Managing Director and Divisional Directors was launched. The *Advanced Media Leadership Series* targets specific skills and capabilities required to lead in a fast-paced, ever-changing media environment. Sixteen candidates were selected to undertake the course with an equal number of men and women. Staff were drawn from offices in Sydney, Brisbane, Melbourne, Canberra and Adelaide and from across most Divisions within the ABC. The *Advanced Media Leadership Series* is a key part of the ABC's integrated talent management approach to leadership development.

These formal sessions were accompanied by other initiatives such as the Managing Director's *Leadership Conversations*, where staff members were invited to discuss issues around "values based leadership" with the Managing Director and their ABC colleagues.

*Focusing on workplace behaviour*

During 2011–12, the ABC provided over 620 hours of training to 376 staff, aimed at raising awareness and reducing incidents of bullying, harassment and discrimination.<sup>104</sup> Training was conducted as part of

formal induction processes, as well as through the ABC's *Building a Positive Culture* and *Creating a Better Place to Work* programs.

*Trauma awareness*

The nature of the ABC's business is that some ABC employees—particularly those involved in gathering and presenting news—are exposed to work environments which are potentially dangerous and/or traumatic.

The ABC has developed a *Trauma Awareness Program*, working with the Dart Centre for Journalism and Trauma and the ABC's Employee Assistance Program provider. The program supports anyone whose work involves covering or dealing with potentially traumatic incidents. The program includes Peer Support Training, Manager Awareness Sessions and Staff Awareness Sessions. In 2011–12, trauma awareness training sessions were conducted for a total of 131 employees. In Sydney, New South Wales, 26 news staff completed a "Surviving Hostile Regions" training course. A similar course was conducted for a locally engaged employee in the ABC's Jakarta bureau.

**Recognising innovation in the workplace**

The ABC recognises that in order to deliver on its Charter obligation to provide innovative services, it must seek out opportunities to grow a culture of innovation within the organisation.

In 2011–12, four projects from the ABC's Spark Awards, which were launched in March 2010, were completed. The Awards seek to encourage, celebrate and reward innovation by ABC employees. The four projects came from over 400 staff entries and include the *National Mentoring Program*, *Job Safari*, *Producer in Residence*, *80 Days That Changed Our Lives*, and *Technology Explained* (see page 126). ■

<sup>104</sup> In 2011–12, training hours is reported as the number of hours provided per employee.

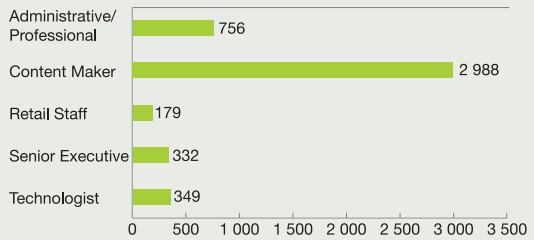
## Distribution of employees

### By job group

The ABC employs staff across five broad categories, each of which performs an important function in the ABC's operations.

**65% of ABC employees were directly involved in content-making.**

**ABC Employees: Distribution by job group**  
(Full-time equivalent)

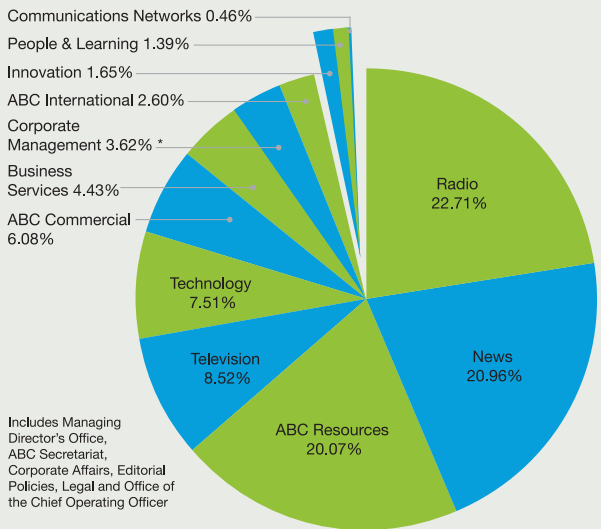


### By division

Distribution of staff by division shows how the ABC is allocating its resources within its internal structure.

**74.8% of ABC staff were employed in content-making divisions.**

**ABC Employees: Distribution by division**

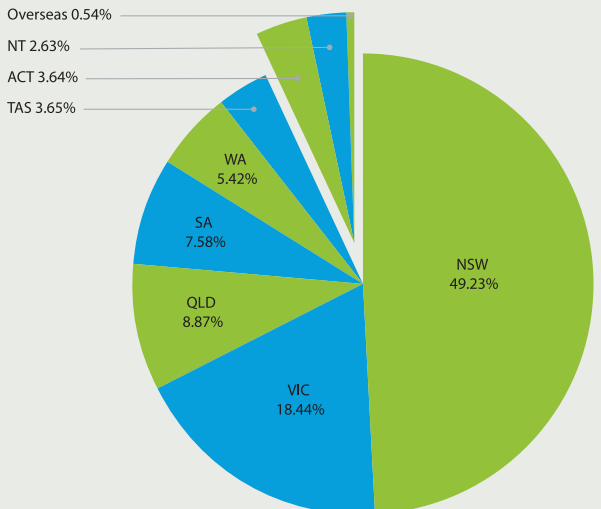


### By region

The distribution of staff by region demonstrates the ABC's localism, as well as the spread of employment opportunities offered by the ABC.

**The ABC employed staff in every state and territory**

**ABC Employees: Distribution by region**



## Health and Safety

### Health and Safety Induction

In 2011-12, there was 79.1% compliance with the ABC's compulsory *Day One WHS and Workplace Behaviours Induction* program, up from 56% in the previous reporting period. The program is delivered to new employees on their first day or shift. The program was implemented in 2010 and attendance is required for new and recommencing full-time, part-time, specified task and specified contract employees. Completion of the program by employees engaged in other forms of employment (such as casual, sessional and run-of-show) is currently not measured.

New employees engaged for six weeks or longer are also required to complete the ABC Online Induction.

### Work-related WHS incidents

In 2011-12, there were 275 work-related WHS incidents reported, compared with 259 in 2010-11. There were a greater number of reported work-related WHS near-hit incidents than in 2010-11. Reporting of near-hit and first aid incidents is encouraged and is indicative of a positive reporting culture. Investigation and the implementation of preventative measures contribute to the prevention of similar incidents in the future.

Of the 275 reported WHS incidents, 72 claims for workers' compensation were accepted by Comcare, the agency which oversees the Commonwealth's workers' compensation scheme. The main types of injury continues to be body stressing (40 incidents) and slips, trips and falls (16 incidents).

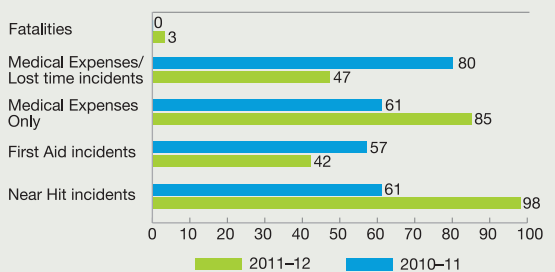
Detailed information about the ABC's WHS performance is provided in Appendix 12 (see page 226).

## WHS incidents

An increase in near-hit and minor injuries reflects a positive reporting culture, and enables preventative measures to be introduced.

**There was a reduction in incidents which required time off.**

### Work-related WHS incidents



# Corporate functions

The ABC's corporate functions are performed by specialist groups across a number of Divisions.

## Corporate Communications

In June 2012, a redesigned *About the ABC* website was launched. The website was redesigned to improve audience access to information about the ABC's functions, activities and governance.

It outlines how audiences can access information about ABC content and transmission and allows audiences to ask questions, provide feedback or make a complaint about ABC services, as well as providing information regarding the *ABC Editorial Policies*. The website includes a new blog, *From the engine room*, which shares stories and perspectives from ABC staff, the media industry and members of the public.

The Managing Director was invited to speak at a number of events and occasions, including the National Press Club address on *Trust and Relevance: Defining the Modern ABC*, the ABC and UTS Spotlight 2011 Lecture *The Digital Era: Challenges & Responsibilities for the ABC*, the Walkley Centenary Lecture *Request to a Year* and a speech to the 2011 ICC Canada Conference celebrating CBC/Radio-Canada's 75th Anniversary *An Era of Plenty: The ABC in the Australian Media Landscape*.

The Managing Director also made several keynote presentations to public forums and conferences such as *Broadband & Beyond 2012*, to The Royal Society of NSW on *The Media and Scientific Research* and at the Emergency Media and Public Affairs Conference.

## Corporate Strategy

The Strategic Policy Group provides analysis and advice to the ABC Board and management on technological innovations, regulatory changes and world-wide media trends to inform strategy formation and decision-making. It supports the Audience Strategy Group.


In 2011–12, the ABC made 15 submissions to Government Departments, Parliamentary committees, review bodies and the Australian Communications and Media Authority. These included submissions in relation to the interim report of the Convergence Review, the issues paper published by the Australia in the Asian Century Taskforce, the National Cultural Policy Review and a Senate Committee inquiry into certain ABC programming decisions. The ABC also made a joint submission with the Special Broadcasting Service (SBS) to the Australian Law Reform Commission's review of the National Classification Scheme.

## Corporate Governance

Information about the ABC's corporate governance is provided in Section 4 (see page 98). 

## Audience Research

In 2011–12, the ABC subscribed to a range of quantitative services to measure audiences. The Corporation also commissioned a range of quantitative and qualitative research to help inform strategy, programming, scheduling and marketing decisions, and to gauge audience attitudes to its services.

Information about the ABC's audiences in 2011–12 can be found in Section 2, Audience Experiences (see page 28). 



Now more than ever, there is enormous value in sharing the ABC's rich history and archives and opening up the ABC's content for educational opportunities.



*An example of content made available by the ABC through Wikimedia, this photo shows a caravan adapted as an ABC mobile studio from 1940.*

In 2011, working with Creative Commons Australia, the ABC released some of its historical audio-visual footage to Wikimedia under a Creative Commons licence. By doing so, the ABC is making some of its unique content available to a broader audience with a license that explicitly allows remix and commercial use.

This is the first time an Australian broadcaster has shared its archival content in this way.

Some of the important pieces of Australian history that the ABC has made available include Cathy Freeman's win at the Sydney Olympics, the Tampa Affair, the floating of the Australian Dollar, and the Waterfront dispute.

Sharing content in this way not only makes more ABC content available to everyone, further unlocking the value of taxpayers' investments, it also facilitates creativity and the possibility of new audiences for the footage.

The ABC Exhibition Trailer was first conceived in 2001 as a means of taking the ABC to all parts of Australia, supporting local programs and outside broadcasts, and creating a memorable experience for visitors. After travelling over 300 000 kms to visit more than 60 locations, the original Exhibition Trailer was retired. In April 2012, the new ABC interactive Exhibition Trailer was launched at the Sydney Royal Easter Show.

The new Trailer features seven LED screens, digital radio and television studios, and an iPad kiosk which features iView, the ABC Shop Online

and interactive games. Visitors can practice their news and weather presentation in the digital television studio—complete with teleprompter—or host their own radio broadcast from the radio studio. Participants can download their performance for free via the trailer website.

The ABC Exhibition Trailer gives regional and remote communities first-hand experience of media production facilities which are normally only located in metropolitan areas, as well as a close-up view of what the ABC has to offer.



*The new ABC Exhibition Trailer.*



## Corporate marketing

The Corporate Marketing area manages the ABC brand, its partnerships with other Australian organisations, corporate and community events and cross-divisional marketing needs. Also within the unit, digital marketing staff provide advice across the ABC on its email and digital marketing services, as well as on social media.

In 2011–12, the ABC participated in a number of corporate events, including the ABC Showcase at Parliament House in March 2012, and TEDxSydney in May 2012. TEDxSydney is an initiative of TED, a United States based, not-for-profit enterprise which aims to bring people together to propagate “Ideas Worth Spreading”. The live broadcast of the event on the Big Ideas website was a first for the ABC.

Public tours of the ABC Ultimo Centre in Sydney attracted 8 123 visitors to the complex in 2011–12. A total of 5 253 students from different schools and colleges, and 2 870 seniors from community groups visited the centre. Currently there are 23 volunteer tour guides in the Ultimo Tours program.

## State and Territory Directors

Reporting to the Director of Corporate Affairs, the State and Territory Directors represent the ABC at a local level across Australia. They played an important external role in communicating the ABC’s strategic objectives and in liaising with stakeholders, as well as building relationships with local communities and providing a central point of contact.

Internally, the Directors oversee the business of the ABC in their regions to promote and facilitate whole-of-business and cross-divisional outcomes in line with strategic goals.

State and Territory Directors undertake a range of strategic project work and chair or make significant contributions to a range of ABC national bodies, including the Work Health and Safety Committee, the Corporate Responsibility Reference Group, the Leadership Alumni Committee, the Policy Reference Group and the Election Coverage Review Committee.

At a local level, each State and Territory Director chairs the State Leadership team, the National Workplace Health and Safety Committee, the Emergency Co-ordination team, the Workplace Giving Committee, the Green Futures Committee and the Indigenous Working Group. The Directors were also represented on the National Executive Risk Committee.

State and Territory Directors have actively supported the ABC’s Reconciliation Action Plan, with involvement in the work of the new Bonner Committee, leadership of local Indigenous Working Groups and coordination of local activities for both Reconciliation Week and NAIDOC Week.

State and Territory Directors co-ordinate local emergency work chairing Emergency Planning Committees and leading emergency response, as well as maintaining contact and liaison with external emergency agencies.

Buildings and accommodation are a key directorial responsibility. The Queensland State Director was Project Co-ordinator for the new Brisbane building, which opened on 19 April 2012. The Victorian State Director has a leadership role in the Melbourne Accommodation Project to develop new, integrated premises for the ABC in Victoria.

To enhance relationships with local communities, State and Territory Directors participated in, or chaired, more than 30 external advisory committees, boards, trusts and foundations and attended hundreds of events and functions. Directors also hosted a number of community forums through which the ABC gathers first-hand feedback from audiences, particularly audiences in regional Australia. They maintained strong partnerships between the ABC and emergency organisations and police, ensuring that protocols are in place for emergency broadcasting and business continuity.

## Legal

ABC Legal provides a comprehensive range of legal services to the Corporation including pre-publication advice on a 24-hour, seven-days-per-week basis; conducting litigation on behalf of the Corporation; providing advice on contractual and rights issues, regulatory regimes and the statutory obligations of ABC Divisions; and providing advice on legal aspects of policy issues and developing submissions to parliament, government and other organisations about law reform including the ongoing Convergence Review.

2011–12 saw the ABC successfully defending a High Court action brought by the Phonographic Performance Company of Australia which sought to have provisions specifying a maximum amount to be paid by the ABC for the use of ‘published sound recordings’ in radio broadcasts declared unconstitutional. The ABC also successfully appealed to the NSW Supreme Court against a decision by a trial judge in a high-profile criminal matter who had made wide-ranging ‘take down’ orders of internet publications. Legal also successfully supported the Corporation in its bid to continue to provide the Australia Network service. Sadly, the year also saw Legal coordinating the Corporation’s assistance to various bodies investigating the August 2011 ABC helicopter crash.

Other significant contracts related to major drama programs commissioned by ABC Television, including *The Straits*, *Redfern Now*, *Rake Series 2*, *Mabo* and *Dr Blake’s Mysteries* as well as significant projects such as the Wiggles Licence Agreement, the ABC Music Distribution Agreement with Universal Music Australia, the renewal of some key blanket licence agreements for material used by the ABC in its content, and completion of a number of contracts in support of the operation of the ABC’s underlying infrastructure. In 2011–12, ABC Legal also provided pre-publication advice on a number of controversial programs, including for *Four Corners*, *Lateline*, *7.30*, *Australian Story* and *Dumb, Drunk & Racist*.

Legal continued its media law training program, which is aimed at minimising the ABC’s exposure to legal proceedings by delivering a series of specialised media law workshops for journalists and content-makers across all ABC divisions. The program covers topics such as contempt of court and defamation.

## Business Affairs

Business Affairs is responsible for negotiating the rights required by the ABC in content produced, commissioned and acquired by the Radio, Television and Innovation Divisions, as well as associated rights required by the ABC Commercial, News and ABC International Divisions.

Business Affairs has worked closely with ABC Television in finalising a deal to give the ABC first option to acquire a broad range of BBC programs and has negotiated rights for commissioned programs such as *Randling*, *Gruen Transfer Series 5*, *The Hamster Wheel Series 2*, *Cliffy* (the telemovie) and *Shaun Micallef’s Mad As Hell*.

In 2011–12, both Legal and Business Affairs have continued to be involved in implementing the ABC’s digital rights strategy across the Corporation, with significant new initiatives such as the Education Portal, ABC Television’s YouTube presence, new distribution platforms for iView and continued expansion of the ABC’s news services in the digital area. ■



# Govern

Rachel Perkins and Jimi Bani during filming of *Mabo*.



NOW  
MORE  
THAN  
EVER

As Australia's primary public broadcaster, the ABC is committed to acknowledging and valuing Aboriginal and Torres Strait Islander people, their heritage and culture, as well as increasing employment opportunities and developing content. This commitment is expressed through a diverse range of television and radio content, a vibrant online presence and the ABC's *Reconciliation Action Plan*.

In 2012 this commitment has delivered the critically-acclaimed telemovie *Mabo*, which told the story of campaigner Eddie Mabo,

his battle to have Indigenous land rights recognised and his relationship with wife Bonita. The series was accompanied by an online portal for teachers and students, offering a range of classroom materials linked to the national curriculum.

This will soon be joined by *Redfern Now*, a six-part mini-series shot in inner Sydney and the largest Indigenous production ever undertaken.

Audiences can rely on the ABC to tell important stories which enhance understanding and appreciation of significant events in our history.

Now more than ever, the ABC has an important role to play in producing and delivering media content that reflects and celebrates the diversity of Australian Indigenous culture.

# ance



Redfern Now  
in production.

## Governance performance

Corporate governance

Performance against the  
*ABC Strategic Plan 2010–13*

Government outcomes

*Reconciliation Action Plan*

ABC Advisory Council

4



# Corporate governance

THE ABC BOARD AND MANAGEMENT apply a corporate governance framework that aims to balance the ABC's performance as a creative media organisation on the one hand, and its need to comply with the formal obligations of a statutory corporation on the other.

ABC corporate objectives, strategies, policies and activities derive from the requirements of the *Australian Broadcasting Corporation Act 1983* ("ABC Act"). In particular, s.6 of the ABC Act—the ABC Charter—outlines the functions of the Corporation and s.8 lays out the duties of the Board (see Appendix 1, page 206). The ABC Act expressly provides for both the editorial and administrative independence of the Corporation, thereby investing the Board with considerable discretion. In acknowledgement of that independence, the ABC accepts the obligation to meet the highest standards of public accountability.

## Governance and management processes

### Board Governance

The roles and responsibilities of the Board are described on page 12.

The ABC Board held six meetings during 2011–12.

Michael Lynch resigned from the Board effective 30 September 2011.

Maurice Newman AC's term as Chairman ended on 31 December 2011. Steven Skala AO was appointed Acting Chairman from 1 January – 31 March 2012, and James Spigelman AC QC was appointed Chairman from 1 April 2012.

The Audit and Risk Committee met on five occasions. The Finance Committee was re-established during 2011–12 and met on two occasions. The Editorial Policies Committee and the Human Resources Committee did not meet during 2011–12, as all pertinent matters were dealt with by the full Board.

Further information about the ABC Board and its Committees is provided in Appendix 2 (see page 207).

### Management Processes

The Managing Director chairs a monthly meeting of the Executive, comprising Divisional Directors and the Heads of specialist support units reporting to him. This group also convenes briefly each Monday morning.

The Audience Strategy Group, comprising the Managing Director, Chief Operating Officer and Directors of content areas (Radio, News, Television and Innovation) is responsible for coordinating the ABC's cross-divisional content strategy.


The ABC's governance framework includes a number of executive and advisory groups which provide guidance and leadership around areas such as risk management, information technology, work health and safety, and policy development.

### Internal Audit

Group Audit provides an independent and objective audit and advisory service which is designed to add value and improve the Corporation's operations. Group Audit helps the ABC to achieve its objectives by bringing a systematic and disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes.

In 2011–12, Group Audit completed scheduled audits which included comprehensive, compliance, information technology, project assurance and follow-up audits. Group Audit also performed unscheduled reviews at the specific request of management and continued to use technology to undertake continuous auditing and monitoring of transactional data. As in previous years, Group Audit used a combination of in-house staff and external companies to deliver audits and provide the most appropriate industry experience and technical expertise. Group Audit also provided guidance and advice to ABC management and staff on good governance, risk

management, controls and policies. As part of the ABC's best practice arrangements, the Head Group Audit met regularly with the Chair of the Audit and Risk Committee during the course of the year in addition to formal Committee meetings.

Further information is provided in Appendix 2 (see page 207). 

### Fraud Control

In 2011–12, the ABC reviewed its fraud risk assessment and assessed its fraud control arrangements against the Australian National Audit Office (ANAO) *Better Practice Guide on Fraud Control*. The Corporation's *Fraud Control Plan 2011–13* was also updated to reflect changes to the Commonwealth Fraud Control Guidelines during 2011. During 2011–12 the ABC implemented an updated Fraud Policy and promoted awareness of its Confidential Fraud Hotline. The Corporation also participated in the annual ABC Commonwealth Fraud Control Guidelines Annual Reporting Survey, which was administered by the Australian Institute of Criminology.

The Managing Director is satisfied that the ABC has in place appropriate procedures and processes relating to fraud prevention, detection, investigation, reporting and data collection, and that these comply with the Commonwealth Fraud Control Guidelines.

### Risk Management

The ABC conducts a review of the ABC's Corporate Risk Profile of strategic risks twice annually. In 2011–12, the ABC also undertook a comprehensive review with senior representatives across the Corporation to identify key strengths, weaknesses, opportunities and threats the ABC faces now and into the future.

Operational risks are identified and reviewed on an ongoing basis, and may be proactive and relate to planning activities, or reactive and relate to incidents that have occurred. The operational risks managed through this ongoing process provide a day-to-day identification and reporting mechanism within divisions.

The ABC participated in Comcover's 2012 Risk Management Benchmarking Survey of 138 government agencies, which rated the Corporation's risk management practices as "Structured", representing a score of 7.8 out of 10. The ABC continues to maintain strong results when compared to the average maturity level of overall Commonwealth government departments and agencies, and in relation to the ABC's peer group.

The ABC's Business Continuity Management (BCM) program operates within and supports the Corporation's broader governance and risk management framework to maintain and improve the planning and response activity. Those activities support the leadership, process and communications requirements of the ABC emergency coordination, crisis management, as well as business continuity and recovery processes.

### Corporate Strategy Setting

Section 31A of the Act requires the Board to develop corporate plans that set out the strategic direction for the ABC. The *Strategic Plan 2010–13* came into effect on 1 July 2010.

The Plan acknowledges the challenges and opportunities for the ABC created by the digital revolution sweeping through global media. The life of the Plan corresponds to the period within which Australia will substantially switch from analog to digital television broadcasting. Similarly, it is expected to witness a rise in access to high-speed and mobile broadband.

To continue to meet public expectations of its role as Australia's primary national public broadcaster in this changing environment, the ABC will continue to build its capabilities as a digital broadcaster, deliver great media experiences to its audiences and ensure its sustainability for the future.



The *Strategic Plan 2010–13* commits the ABC to striving to maintain its leadership position as an innovative and independent media organisation serving the needs of all Australians. It sets out six high-level strategic goals for the ABC:

**Audience focused**—to provide a range of media experiences to meet the needs and expectations of diverse audiences

**High quality**—to consistently deliver content which reflects the ABC’s commitment to quality, independence and high editorial standards

**Innovative**—to pursue new ideas, opportunities and partnerships, and grow our capabilities for the future

**Values based**—to demonstrate ABC Values in every aspect of our work

**Efficient**—to maximise the efficient and effective use of resources

**Responsible**—to be visible and active in the community, setting high standards of social, environmental and regulatory responsibility.


Each of these goals is further articulated through a set of specific strategic priorities and performance indicators.

## Meeting the ABC’s Reporting Obligations

### Report against the ABC Strategic Plan

The *ABC Strategic Plan 2010–13* sets out:

- **Goals**—the ABC’s strategic objectives. The goals align with corporate strategy established by the Board and management and the ABC’s Charter obligations.
- **Strategic Priorities**—statements describing the behaviour and activities which will enable the achievement of the goals.
- **Performance Measures**—a mixture of qualitative and quantitative metrics which are used to assess performance.

Performance against the *ABC Strategic Plan 2010–13* is set out at page 107. 

### Compliance Reporting

In June 2008, the Department of Finance and Deregulation issued Finance Circular No. 2008/5 relating to *Commonwealth Authorities and Companies Act 1997* (“CAC Act”) bodies in the general government sector. The Circular requires the ABC Board to report on compliance with the CAC Act, *CAC Orders 2008* and *CAC Regulations 1997* and the Corporation’s financial sustainability to the Minister of Finance and Deregulation and the ABC’s responsible Minister by 15 October each year.

To meet these requirements, the ABC has established an internal compliance reporting framework.

The Board signed and submitted the Compliance Report relating to the 2010–11 reporting period before the due date in October 2011.

### Freedom of Information

The *Freedom of Information Act 1982* (“FOI Act”) gives the public the right to access documents held by the ABC. In 2011–12, the ABC received 23 requests for access to documents under the FOI Act.

Three requests were granted, one was granted in part, 13 were refused, two were withdrawn, and one was dealt with outside of the formal FOI process.

Three requests were still being processed at the end of the financial year. Of the 13 requests which were refused, seven were outside the scope of the FOI Act. Part II of Schedule 2 of the FOI Act specifically excludes documents relating to the ABC’s program material from the operation of the FOI Act.

### Annual Report

The ABC is required by s.9 of the CAC Act to prepare an annual report. The report must be submitted to the responsible minister for presentation to the Parliament. The *ABC Annual Report 2010–11* was submitted to Senator the Hon Stephen Conroy, Minister for Broadband, Communications and the Digital Economy and was tabled in Parliament on 12 October 2011.

The *ABC Annual Report 2010–11* received a gold award in the Australasian Reporting Awards for the quality of its content and presentation. This was the ninth successive ABC Annual Report to win gold.

### Internal Review

In 2011–12, the ABC continued to implement recommendations arising out of the Production Review and the Support Activities Review.

**Production Review**—In 2007, the ABC engaged the Boston Consulting Group (BCG) to review its television production activities and advise on the most efficient and effective production model and the appropriate balance between internal and external production. In March 2008, following detailed evaluation of BCG’s recommendations, the Managing Director announced that the ABC intended to implement a number of the recommended initiatives.

The implementation of the Production Review program is overseen by a Steering Committee chaired by the Managing Director and comprising representatives of relevant divisions. ■■

**Support Activities Review**—In October 2009, the ABC engaged the BCG to review all ABC support activities. For the purpose of the review, a “support activity” was defined as an activity that is not directly related to content, distribution, or transmission.

The aim of the review was to identify inefficiencies in support functions with reference to best practice principles and an emphasis on cost efficiency and effectiveness. The final report outlined a series of initiatives, some of which, following detailed planning and staff consultation, the ABC began implementing in 2010–11. Implementation of a number of those initiatives continued in 2011–12.

The implementation of the Support Activities Review program is overseen by a Steering Committee chaired by the Managing Director and comprising representatives of relevant divisions. Work on the initiatives by divisional project teams is coordinated by a Project Management Office which reports to the Chief Operating Officer.

### Audience contact

Another important avenue for assessing the ABC’s performance with its core constituency is through audience feedback, including complaints.

Written complaints about issues such as factual inaccuracy, bias or inappropriate content are referred to the ABC’s Audience and Consumer Affairs unit. Audience and Consumer Affairs is independent of ABC program areas and can investigate written complaints referring to possible breaches of the *ABC Editorial Policies* or *Code of Practice*. The unit also coordinates responses to a range of programming and policy enquiries. 2011–12 was the first full year of operation of major changes in the ABC’s self-regulation framework. As part of the organisation’s overall adaptation to the impact of convergence on media and audiences, the *ABC Editorial Policies* and *Code of Practice* were revised and the complaints-handling system was streamlined. The changes took effect on 11 April 2011. Consequential changes in

reporting categories mean that the statistics reported in this section will not be directly comparable with figures reported in previous years.

In 2011–12, Audience and Consumer Affairs logged 47 050 audience contacts, a 2.6% decrease on the 48 292 contacts logged by Audience and Consumer Affairs last year.

Audience contacts about content and reception are separated into two categories, whereas in previous annual reports these contacts were combined into one total. The data in this section refers only to the contacts logged by the general Audience and Consumer Affairs unit, which deal mostly with complaints, praise, requests and suggestions about content. The Reception Advice Line is also part of Audience and Consumer Affairs and is the first point of contact for viewers and listeners experiencing technical problems receiving ABC television or radio. Given the specialist focus of the Reception Advice Line, this group's audience contact figures are separately reported so they are no longer included in the combined total.

The changes in reporting methodology mean that the total numbers of contacts reported will be smaller, and the profile of contacts will differ, reflecting the particular remit of Audience and Consumer Affairs. In particular, written complaints alleging a breach of the *ABC Code of Practice* or *ABC Editorial Policies* received elsewhere in the ABC are required to be referred to Audience and Consumer Affairs in the first instance, whereas requests, suggestions, praise and other comments are not. This, and the unit's specialist complaints-handling focus, means that the proportion of contacts received by Audience and Consumer Affairs which are complaints will generally be higher than the proportion received elsewhere throughout the Corporation.

### Summary of Contacts Received

Contact type	Email/Letter/Other	
	Number	%
Complaint	23 031	48.9
Request/Suggestion	18 531	39.4
Appreciation	3 291	7.0
Other	2 197	4.7
<b>Total</b>	<b>47 050</b>	<b>100.0</b>

### Subject Matter of Contacts Received

Subject	Email/Letter/Other	
	Number	%
Requests for information, programs, product availability and other matters	20 728	44.0
Complaints about program standards, scheduling and other matters	17 927	38.1
Appreciation of programs and presenters	3 291	7.0
Complaints of factual inaccuracy	1 730	3.7
Bias (other than party political)*	1 602	3.4
Party political bias	1 176	2.5
Lack of balance	596	1.3
<b>Total</b>	<b>47 050</b>	<b>100.0</b>

\* Includes claims of bias in relation to issues such as sport and religion.

Key concerns reflected in audience contacts received by Audience and Consumer Affairs this year included 1 135 written complaints from viewers who expressed disappointment about the decision to discontinue ABC-produced television programs including *Art Nation*, *The New Inventors*, *Collectors* and coverage of lawn bowls.

There were 731 written complaints about the television satire *At Home with Julia*. Complaints were typically that the program was sexist, in poor taste and insulting to both the Prime Minister and her partner. Some complainants failed to find it humorous and a small portion felt that it amounted to anti-Government bias.

Of the 23 031 complaints received, 2 778 were claims of party political or other bias, 596 alleged lack of balance and 1 730 were claims of factual inaccuracy. These complaints related to a broad range of ABC programs and services.

<b>Written complaints finalised</b>		Number	% of total	<b>Total</b>	% finalised
Response from A&CA	Response made within 30 days	7 258	73.3		
	Response made within 60 days	9 885	99.4	9 940	42.9
Referred to other areas of the ABC for direct response				8 201	35.4
No response required				5 032	21.7
<b>Total written complaints finalised</b>				<b>23 173</b>	100.0

### Timeliness

Audience and Consumer Affairs seeks to respond to all contacts within 30 days of receipt, in accordance with the timeliness standard for complaint handling that is specified in the ABC's Complaint Handling Procedures.

Between 1 July 2011 and 30 June 2012, Audience and Consumer Affairs responded directly to 16 569 audience contacts. Of these, 12 336 (74.4%) received responses within 30 days.

### Complaint outcomes

During 2011–12, 23 173 written complaints were finalised by Audience and Consumer Affairs. The unit provided a personal response to 9 940 of these complaints (comprising 10 014 issues), of which 7 285 (73.3%) received responses within 30 days. 8 201 complaint contacts were referred to other areas of the Corporation for direct response and no substantive response was required for 5 032 complaint contacts.

These 9 940 responses to complaints sent by Audience and Consumer Affairs this year includes two distinct groups of complaints:

- complaints investigated by Audience and Consumer Affairs as alleged breaches of the *ABC Editorial Policies* or *Code of Practice*; and
- complaints about matters of personal preference which do not raise issues of compliance with the ABC's editorial standards, and for which Audience and Consumer Affairs provide an audience liaison service.

This latter group of complaints makes up the larger number of the total. As these complaints do not go to the ABC's editorial standards, they are not formally investigated and are not capable of being upheld.

During 2011–12, 3 663 complaint issues were investigated. 174 (4.7%) were upheld in cases where Audience and Consumer Affairs determined that ABC editorial standards had not been met. A further 132 issues were resolved (3.6%) after the relevant content area took prompt and appropriate action to remedy the cause of the complaint. The 'resolved' outcome category was introduced in April 2011 as part of the ABC's revised Complaint Handling Procedures. The new Complaint Handling Procedures arose from the ABC Self-Regulation Framework Review, the recommendations of which were adopted by the ABC Board in August 2009.

All findings in relation to upheld and resolved complaints are brought to the attention of the senior editorial staff responsible. In 2011–12, actions taken in response to upheld and resolved complaints included written apologies to complainants; on-air corrections; counselling or other action with staff; removal of inappropriate content or correction of material on ABC Online; and reviews of and improvements to procedures.

Summaries of upheld and resolved complaints are published on abc.net.au as individual complaints are finalised, providing timely access to complaint decisions. The ABC also publishes a quarterly statistical overview of audience contacts on its corporate web site (www.about.abc.net.au).

### Australian Communications and Media Authority

Members of the public who complain to the ABC about matters covered by the *ABC Code of Practice* and who are dissatisfied with the ABC's response, or who do not receive a response to their complaint within 60 days, may seek review from the Australian Communications and Media Authority (ACMA).

During 2011–12, the ACMA advised the ABC that it had finalised investigations into 55 such matters. This compares with 25 in 2010–11 and reflects the streamlining of the ABC's complaints handling system, which removed two intermediate layers between an Audience and Consumer Affairs decision and a potential ACMA review. Whilst there has been an increase in the number of complainants taking matters to the ACMA, proportionately fewer complaints alleging breaches of the *ABC Code of Practice* have been upheld by the ACMA.

In three cases in 2011–12, the ACMA found breaches of the *ABC Code of Practice*:

- **Complaint handling:** the ACMA determined that Audience and Consumer Affairs failed to provide a response to a written complaint alleging inaccuracies in Radio National's *The Science Show* within 60 days of its receipt by the ABC.
- **Impartiality:** the ACMA determined that an interview with South Australian politician Kevin Foley, broadcast on 891 ABC Adelaide's *Mornings* program, did not meet required standards of impartiality.

- **Accuracy:** the ACMA concluded that an edition of *Background Briefing* broadcast on Radio National inaccurately stated that a written record of certain statements had been shown to a program contributor, whereas in fact the relevant statements were read out to the contributor during a telephone exchange. This issue had already been upheld by Audience and Consumer Affairs in its initial handling of the matter and appropriate corrections had been made to the program's online transcript.

The ACMA was satisfied with actions taken by the ABC in response to these findings and did not invoke its further statutory powers that allow it to recommend that the ABC take further action.

### Commonwealth Ombudsman

The Ombudsman's Office did not commence or finalise any investigations in relation to the ABC during the current reporting period. ■

# Performance against the *ABC Strategic Plan 2010–13*

THE ABC IS REQUIRED by the ABC Act to prepare corporate plans which outline the overall strategies and policies that the Corporation will follow to achieve its objectives and fulfil its functions. This report documents the ABC's performance against the six strategic goals in the *ABC Strategic Plan 2010–13*.

The ABC's performance is reported on two levels:

**Goals:** A “dash-board” summary of the ABC's performance in relation to its six strategic objectives.

**Indicators:** Summary results against specific measures, with cross-references to data and information which demonstrates the ABC's performance.

## Goal

**Audience focused:** To provide a range of media experiences to meet the needs and expectations of diverse audiences. **1**

**High quality:** To consistently deliver content which reflects the ABC's commitment to quality, independence and high editorial standards. **1**

**Innovative:** To pursue new ideas, opportunities and partnerships, and grow our capabilities for the future. **1**

**Values based:** To demonstrate ABC Values in every aspect of our work. **2**

**Efficient:** To maximise the efficient and effective use of resources. **2**

**Responsible:** To be visible and active in the community, setting high standards of social, environmental and regulatory responsibility. **2**

## Key

Assessment of overall performance (based on trends demonstrated by Performance Indicators):

- 1** Achieves or exceeds
- 2** Within acceptable range
- 3** Improvement required



## Audience focused

To provide a range of media experiences to meet the needs and expectations of diverse audiences.

Performance indicator	2011–12 result		See also
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who consider that the ABC:		<b>2</b> <sup>105</sup>	33
– provides a good balance between programs of wide appeal and specialised interest	82% (85% in 2007–10) <sup>106</sup>		
– provides programs of an educational nature	82% (87% in 2007–10)		
– encourages and promotes Australian performing arts, such as music and drama	79% (81% in 2007–10)		
– is distinctively Australian and contributes to Australia's national identity.	83% (85% in 2007–10)		
Increase the reach of ABC services in Australia	71% total reach (74% in 2010–11)	<b>2</b>	30
Maintain or increase the availability of ABC International services within its target markets using rebroadcast partners	667 rebroadcast partners (660 in 2010–11) <sup>107</sup>	<b>1</b>	68
Increase the usage of iView	27% increase in monthly visitors to iView	<b>1</b>	53
Increase access to ABC content via ABC Commercial's products and services	See Section 2, Consumer Experiences	<b>1</b>	
Increase the volume of ABC audio and video content that is accessed online, including streaming and vodcast and podcast downloads	23% increase in podcast downloads <sup>108</sup>	<b>1</b>	118
Extend cross-promotion of ABC products and services across each platform and network	20% average cross-promotion across all ABC radio networks (21% in 2010–11) <sup>109</sup>	<b>1</b>	
Increase the volume of first-run Australian drama content on ABC TV	66 hours on ABC1 (37 hours in 2010–11) <sup>110</sup>	<b>1</b>	221

<sup>105</sup> Standards for assessing performance of community satisfaction have been formulated taking into account the relevant margins of error. The standard is: a change of +5 percentage points is deemed achieved or exceeds (green); within a 5 percentage point shift point is deemed within acceptable range (yellow); a change of -5 percentage points is deemed improvement required (red).

<sup>106</sup> Comparative results for all community satisfaction measures are averages for the period 2007–10.

<sup>107</sup> Incorrectly reported in 2010–11. See page 68.

<sup>108</sup> Vodcast data is not available in 2012 due to changes in video content file types.

<sup>109</sup> Radio cross promotion means promotion of all non-Radio activity (ABC Commercial, Television, Innovation, Corporate).

<sup>110</sup> The amount of first-run Australian drama content on ABC TV was incorrectly reported in the 2011 Annual Report.

## Audience focused (continued)

To provide a range of media experiences to meet the needs and expectations of diverse audiences.

Performance indicator	2011–12 result		See also
Increase the volume of Australian children's content on ABC3 (as a % of total broadcast hours on that network)	50% (50% in 2010–11)	2	52
Maintain minimum levels of Australian music content broadcast on Radio networks	All radio networks other than ABC Classic FM exceeded the target levels of Australian music content	2	116
Maintain a broad genre mix to provide a balance between programs of wide appeal and specialised interest	Content broadcast on ABC1 and ABC2 across 12 genres	1	49
Continue to broadcast programs of an educational nature across all platforms	See Section 5, Sustainability Report (Educating Australians)	1	
Maintain or increase the ABC's share of Australian television and radio audiences	Total radio share remained steady at 23.6%	1	34–42
	Total television share increased to 22.9% (from 21.4%)		
Maintain or increase the size of ABC International audiences	See Section 2, Audience Experiences (International Audiences)	1	
Obtain general and targeted advice from the ABC Advisory Council regarding audience needs, interests and expectations	See Appendix 4, ABC Advisory Council	1	
Increase opportunities for audiences to contribute, discuss and share content and opinions on ABC platforms	See Section 2, Audience Experiences	1	
Maximise the provision of ABC News content across existing and emerging platforms	See Section 2, Audience Experiences (News)	1	
Provide a broad coverage of news from the Asia-Pacific region, including social, cultural, political and economic issues	See Section 2, Audience Experiences (International Audiences)	1	

## High quality

To consistently deliver content which reflects the ABC’s commitment to quality, independence and high editorial standards.

Performance indicator	2011–12 result		See also
Increase compliance with the <i>ABC Editorial Policies</i> and the <i>ABC Code of Practice</i>	See Section 4, Governance (Corporate Governance)	1	
Respond to all written complaints within the 60-day statutory timeframe set by the <i>Broadcasting Services Act 1992</i>	99.4% responded to within 60 days (98.8% in 2010–11)	2	105
Regularly evaluate programs for quality purposes	See Section 5, Corporate Responsibility (Sustainability in a Broadcasting Context)	1	
Refresh editorial policies training for editorial staff each year	See Section 3, Running the ABC (ABC People)	1	
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who consider that the ABC:		2	30–33
– is balanced and even-handed when reporting news and current affairs	80% (82% in 2007–10)		
– provides quality programming on:			
Television	78% (82% average for 2007–10)		
Radio	61% (68% average for 2007–10)		
Online	89% (90% average for 2007–10)		
Reduce the incidence of material errors in ABC programs, and correct them as appropriate	See Section 5, Corporate Responsibility (Sustainability in a Broadcasting Context)	1	
Maintain or increase awareness and usage in the South Pacific of the ABC’s services to that region	See Section 2, Audience Experiences (International audiences)	1	

## Innovative

To pursue new ideas, opportunities and partnerships, and grow our capabilities for the future.

Performance indicator	2011–12 result		See also
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who perceive the ABC to be innovative	72% (74% average for 2007–10)	2	33
Develop new ways to make ABC content available and accessible	See Section 2, Audience Experiences (Online)	1	
Enter into new business arrangements for the production and distribution of ABC products	See Section 2, Audience Experiences (Consumer experiences)	1	
Increase overall value of funding by securing grants, and by partnering with independent producers and government funding agencies as appropriate	\$86 million was combined with \$97 million of independent funding to deliver \$183 million of television production (leverage ratio of 2.1 :1)	1	
Develop and implement an integrated information, communication and technology strategy	See Section 3, Running the ABC (Infrastructure and Operations)	1	
Provide efficient technical and strategic solutions for the development and publishing of ABC content to digital platforms	See Section 2 Audience Experiences (Online)	1	
Receive industry nominations, awards and recognition for innovation	See Appendix 15, (Awards)	1	
Invest a minimum 2% of base salary expenditure in training and development	2.03% (1.84% in 2010–11)	1	
Increase the retention rate of high performing leaders	Insufficient data available to provide a meaningful assessment of performance		
Demonstrate a commitment to leadership development through targeted leadership programs	See Section 3, Running the ABC (ABC People)	1	

## Values based

To demonstrate ABC Values in every aspect of our work.

Performance indicator	2011–12 result		See also
Increase the visibility of ABC Values in the workplace, demonstrated by their inclusion in ABC processes and activities	See Section 3, Running the ABC (ABC People)	1	
Reduce the number of bullying, harassment and discrimination incidents	No substantiated incidents of bullying, harassment or discrimination. Reduction in complaints and allegations. <sup>111</sup> Statistical information is not being reported for legal and confidentiality reasons	1	
Reduce the number of fraud incidents	Fraud allegations are reported annually to the Board Audit and Risk Committee. Statistical information is not being reported for legal and confidentiality reasons		
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who believe the ABC reflects the cultural diversity of the Australian community	80% (81% average for 2007–10)	2	33
Achieve the targets set in the ABC's <i>Reconciliation Action Plan</i> for the number of placements in the ABC's Indigenous scholarships and cadetship programs	11 cadetships (2 scholarships and 6 cadetships in 2010–11)	1	
Achieve the target set in the ABC's <i>Reconciliation Action Plan</i> for indigenous employment	1.45% against a target of 2% (1.47% in 2010–11)	3	121
Provide content on all platforms that gives expression to Australia's social, cultural and regional diversity	See Section 5, Corporate Responsibility (Social Responsibility)	1	
Improve the completion rate and timeliness of performance appraisals	76% of appraisals which fell due in 2011–12 were completed on time (70% in 2010–11)	1	
Increase the internal recognition of innovation across all aspects of the ABC's business	See Section 3, Running the ABC (ABC People)	1	

<sup>111</sup> Refers to formal complaints made in accordance with the Complaints Resolution Procedures specified in the *Workplace Behaviour Policy*.

## Efficient

To maximise the efficient and effective use of resources.

Performance indicator	2011–12 result		See also
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who believe the ABC is efficient and well managed	66% (71% average for 2007–10)	2	33
Identify and realise savings for reinvestment in the ABC	See Section 4, Governance (Corporate Governance)	1	
Increase the utilisation rate of production facilities and staff	89.1% utilisation of production staff (90.1% in 2010–11)	2	
Increase the percentage of total revenue that is from non-appropriation sources	3.2% (3.8% in 2010–11)	2	
Increase the retention rate of high performing employees	43% of employees who resigned and were appraised during 2011–12 were high-performing (37% in 2010–11)	2	
Increase the percentage of new employees who exceed expected performance standards	Insufficient data available to provide a meaningful assessment of performance		
Increase the contribution ABC Commercial makes to ABC net revenue	\$5.5 million (\$7.9 million in 2010–11)	3	73
Maintain robust systems for reviewing high-value contracts	All contracts with a value of \$400 000 or greater are subject to review by the ABC Contracts Review Committee	1	112



## Responsible

To be visible and active in the community, setting high standards of social, environmental and regulatory responsibility.

Performance indicator	2011–12 result		See also
Provide comprehensive coverage of events which are of significant national interest, including State, Territory and Federal elections	See Section 2, Audience Experiences	1	
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who value the ABC and its services to the community	86% (88% average for 2007–10)	2	33
Develop and undertake projects to assist other public broadcasters in the region to become strong and responsible media organisations	See Section 2, International Audiences (International Development)	1	
Participate in appropriate conferences, forums and discussions with other media organisations	See Section 2, International Audiences (International Relationships)	1	
Demonstrate an ability to respond quickly and effectively to community needs in emergency situations	See Section 5, Corporate Responsibility (Emergency Broadcasting)	1	
Maintain and build partnerships with emergency services organisations	See Section 5, Corporate Responsibility (Emergency Broadcasting)	1	
Increase the percentage of new employees who complete OH&S induction within 6 weeks of their commencement	79% compliance (56% in 2010–11)	1	93
Demonstrate improvements in OH&S (including reducing the number of work-related incidents and injuries, reducing the number of days lost due to injury or illness, and increasing the percentage of incidents that are reported within 24 hours of the incident occurring)	See Appendix 12, (Work Health and Safety)	3	
Improve performance against international corporate social responsibility benchmarks	See Section 5, Corporate Responsibility	1	
Improve the environmental impact of the ABC's operations (including reducing net greenhouse gas emissions, and energy and water consumption)	See Section 5, Corporate Responsibility (Environmental Responsibility)	1	
Comply with all statutory reporting obligations (including Compliance report, OH&S Reports, Annual Report, etc)	See Section 4, Corporate Governance	1	
Review all policies and related documents and processes on a regular basis, updating them as required	Policies were reviewed and updated by the ABC's Policy Reference Group as part of a structured workplan	1	

# Government outcomes

THE ABC IS AN AGENCY within the portfolio of the Department of Broadband, Communications and the Digital Economy, and is granted annual appropriations from the Australian Government. The ABC is required to measure its performance in terms of four specified outcomes.

## Outcome 1

Informed, educated and entertained audiences—throughout Australia and overseas—through innovative and comprehensive media and related services. Outcome 1 is delivered through three programs: ABC Radio, ABC Television and Online.

### Program 1.1—Radio

The Objective of this Program is to provide distinctive radio programs that serve all local and regional communities throughout Australia, and satisfy diverse audience needs, nationally and internationally.

The ABC will give specific focus to:

- Continuing to develop the role of ABC Local Radio and ABC Local Online as the primary points of connection for communities across Australia at times of emergency;
- Continuing to develop its digital radio broadcasting capability; and
- Internationally strengthening the reach and impact of Radio Australia in designated target countries.

### KPI: Radio share

**Measure:** Levels achieved in 2011–12 compared with results in 2010–11.

**Performance:** The ABC's overall five metropolitan city share in 2011–12 was 23.6%, the same as in 2010–11.

Metropolitan Share*	2011–12 %	2010–11 %
Sydney	23.2	22.4
Melbourne	22.6	23.5
Brisbane	23.0	23.8*
Adelaide	25.7	25.8
Perth	26.5	26.0
Five-City Metropolitan	23.6	23.6*

Source: Nielsen.

\* Due to severe floods in Queensland in 2011, Survey 1 was not conducted in Brisbane.

Radio share for Brisbane is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This affects both the Brisbane and the five-city results.

### KPI: Radio Reach

**Measure:** Levels achieved in 2011–12 compared with results in 2010–11.

**Performance:**

Metropolitan Average Weekly Reach*	2011–12	2010–11
Sydney	1 391 000	1 399 000
Melbourne	1 384 000	1 424 000
Brisbane	637 000	624 000*
Adelaide	409 000	399 000
Perth	594 000	585 000
Five-City Metropolitan	4 415 000	4 411 000*


Source: Nielsen.

\* Due to severe floods in Queensland in 2011, Survey 1 was not conducted in Brisbane.

Radio share for Brisbane is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This affects both the Brisbane and the five-city results.

### KPI: International Reach

**Measure:** Levels achieved in 2011–12 compared with previous years and based on available research in particular countries.

**Performance:** Available metrics indicate overall increases in reach of Radio Australia services (see page 68). 

**KPI: Audience Appreciation**

**Measure:** Percentage of people who consider the quality of programming on ABC Radio is good in 2011–12 compared with results in 2010–11.

**Performance:** According to the Newspoll *ABC Appreciation Survey 2012*, the majority of Australians describe the quality of programming on ABC Radio as “good” (61% in 2011–12 compared with 64% in 2010–11).

**KPI: Level and mix of Australian content**

**Measure:** Levels of Australian music on those radio networks that broadcast music.

**Performance:** All radio networks that broadcast music have a strong commitment to Australian music and have set annual targets. In 2011–12, all radio networks except ABC Classic FM exceeded their annual target.

	Target	2011–12	2010–11
ABC Radio National	25%	<b>46.5</b>	38.8
ABC Local Radio	25%	<b>33.1</b>	31.3
ABC Classic FM	30%	<b>29.6</b>	31.2
triple j	40%	<b>47.2</b>	45.9
ABC Dig Music	40%	<b>41.7</b>	43.3
ABC Jazz	25%	<b>30.9</b>	26.0
ABC Country	25%	<b>32.6</b>	31.0

**KPI: Quality assurance**

**Measure:** Results of Editorial Policy Assurance surveys relating to news and information on ABC Radio.

**Performance:** No Quality Assurance projects relating to news and information on ABC radio were undertaken in 2011–12.

**KPI: Complaints management**

**Measure:** Efficiency of complaints management measured by performance against statutory timelines.

**Performance:** See page 105. 

**Program 1.2—Television**

The Objective of this Program is to present television programs of wide appeal and more specialised interest that contribute to the diversity, quality and innovation of the industry generally.

**KPI: Audience Share**

**Measure:** Levels achieved in 2011–12 compared with results in 2010–11.

**Performance:** In daytime (6 am to 6 pm), total ABC Television (ABC1, ABC2, ABC3 and ABC News 24) five metropolitan city free-to-air share in 2011–12 was 22.9%, compared with 21.4% in 2010–11. Regional free-to-air share in the daytime timeslot was 27.4% in 2011–12, compared with 24.2% in 2010–11.

**Total ABC****Daytime (6 am to 6 pm)—Free-to-air share**

People	2011–12	2010–11
Metropolitan Share	%	%
Sydney	<b>22.2</b>	22.2
Melbourne	<b>25.2</b>	22.9
Brisbane	<b>21.1</b>	18.1
Adelaide	<b>23.1</b>	21.0
Perth	<b>21.5</b>	21.6
Five-City Metropolitan All	<b>22.9</b>	21.4

**Regional Share**

	%	%
Southern NSW	<b>25.8</b>	23.7
Northern NSW	<b>32.1</b>	24.9
Victoria	<b>27.7</b>	26.1
Queensland	<b>22.8</b>	21.5
Tasmania	<b>31.2</b>	28.0
Regional All	<b>27.4</b>	24.2

Source: OzTAM metro and Regional TAM consolidated data.

In primetime (6 pm to midnight), total ABC Television (ABC1, ABC2, ABC3 and ABC News 24) five metropolitan city free-to-air share in 2011–12 was 16.3%, compared with 16.5% in 2010–11.

Regional free-to-air share in the prime time timeslot in 2011–12 was 17.9%, compared with 17.7% in 2010–11.

**Total ABC**

**Primetime (6 pm to midnight) – Free-to-air share**

People	2011–12	2010–11
<b>Metropolitan Share</b>	<b>%</b>	<b>%</b>
Sydney	<b>17.0</b>	17.7
Melbourne	<b>16.1</b>	15.6
Brisbane	<b>15.2</b>	15.8
Adelaide	<b>16.2</b>	16.8
Perth	<b>17.3</b>	17.0
Five-City Metropolitan All	<b>16.3</b>	16.5
<b>Regional Share</b>	<b>%</b>	<b>%</b>
Southern NSW	<b>17.9</b>	18.2
Northern NSW	<b>20.3</b>	20.0
Victoria	<b>16.6</b>	15.9
Queensland	<b>14.9</b>	15.3
Tasmania	<b>23.3</b>	21.3
Regional All	<b>17.9</b>	17.7

Source: OzTAM metro and Regional TAM consolidated data.

**KPI: Audience Reach**

**Measure:** Levels achieved in 2011–12 compared with results in 2010–11.

**Performance:** Average weekly reach in the five metropolitan cities:

- total ABC Television (ABC1, ABC2, ABC3 and ABC News 24): 9.4 million (60.5%) compared with 9.4 million (62.0%) in 2010–11
- ABC2: 4.3 million (27.5%) compared with 3.8 million (25.0%) in 2010–11
- ABC3: 1.9 million (12.1%) compared with 1.9 million (12.3%) in 2010–11
- ABC News 24: 2 million (13.1%) compared with 1.8 million (11.8%) in 2010–11.

**ABC1**

**Average weekly**      **2011–12**      2010–11

<b>Metropolitan Reach</b>	<b>%</b>	<b>%</b>
Sydney	<b>44.0</b>	49.9
Melbourne	<b>47.1</b>	54.1
Brisbane	<b>44.7</b>	50.8
Adelaide	<b>51.8</b>	59.0
Perth	<b>47.3</b>	54.3
All Metropolitan	<b>46.2</b>	52.7

ABC1

**Regional Reach**      **%**      **%**

Southern NSW	<b>50.0</b>	54.6
Northern NSW	<b>45.7</b>	51.7
Victoria	<b>51.7</b>	57.9
Queensland	<b>45.1</b>	52.3
Tasmania	<b>53.5</b>	59.7
All Regional	<b>48.0</b>	54.1

Source: OzTAM and Regional TAM consolidated data.

Note: Reach based on 5 minute consecutive viewing.


**KPI: Audience Appreciation**

**Measure:** Percentage of people who consider the quality of programming on ABC Television is good in the 2011–12 compared with results in 2010–11.

**Performance:** According to the Newspoll *ABC Appreciation Survey 2012*, the majority of Australians describe the quality of programming on ABC Television as “good” (78% in 2011–12 compared with 79% in 2010–11).

**KPI: Quality assurance**

**Measure:** Results of Editorial Policy Assurance surveys relating to news and information on ABC Television.

**Performance:** See page 80. 

**KPI: Complaints management**

**Measure:** Efficiency of complaints management measured by performance against statutory timelines.

**Performance:** See page 105. 

**KPI: Australian Content**

**Measure:** Percentage of first-run Australian content in 2011–12 compared with 2010–11.

**Performance:** 6 pm – midnight: 44.6% (47.8% in 2010–11) on ABC1.

These results reflect the hours broadcast from the Sydney transmitter, comprising national and local New South Wales transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content.

**KPI: Australian Children’s Content**

**Measure:** Percentage of Australian children’s television programs on ABC2 and ABC3 in 2011–12 compared with 2010–11.

**Performance:** 31.9% ABC4Kids and ABC3 (25.8% of ABC2 and ABC3)

**KPI: State/Local Television**

**Measure:** Percentage of state/local “breakout” television broadcast hours in 2011–12 compared with 2010–11.

**Performance:** Of the 11 009 total ABC1 television hours, 2 212 hours (21%) were unduplicated, state-based, first-run television broadcast hours, compared to 20.4% in 2010–11.

**Program 1.3—Online**

The Objective of this Program is to engage audiences through new media services including the internet and emerging broadband and mobile platforms.

**KPI: Audience Reach**

**Measure:** Levels achieved in 2011–12 compared with results in 2010–11.

**Performance:** ABC Online’s monthly reach in the active Australian internet population averaged 22.9% in 2011–12 (23.9% in 2010–11), with a peak of 25.1% in March 2012.

**KPI: Audience Appreciation**

**Measure:** Percentage of people who consider the quality of content on ABC Online is good in 2011–12 compared with 2010–11.

**Performance:** According to the Newspoll *ABC Appreciation Survey 2012*, the majority of Australians describe the quality of content on ABC Online as “good” (89% in 2011–12, the same as 2010–11).

**KPI: Total podcasts**

**Measure:** Levels achieved in 2011–12 compared with 2010–11.

**Performance:** 69 million ABC podcasts were downloaded in 2011–12 compared with 56 million in 2010–11.

**KPI: Total vodcasts**

**Measure:** Levels achieved in 2011–12 compared with 2010–11.

**Performance:** Vodcast data is not available in 2012 due to changes in video content file types.

## Outcome 2:

Audiences' access to ABC satellite and analog terrestrial radio and television transmission services is, at a minimum, maintained year-on-year through the management of Transmission Service Agreements. Outcome 2 is delivered through one program.

### Program 2.1 – Analog Terrestrial Transmission Services

The Objective of this Program is to provide ABC satellite and analog terrestrial transmission services through the effective management of Transmission Service Agreements.

**KPI:** Number of analog terrestrial transmission services

**Measure:** Number in 2011–12 compared with 2010–11.

**Performance:**

	2011–12	2010–11
Analog Television	268	374
Domestic Radio	700	693*
International Radio	8	8
Total	976	1 075

\*2010–11 report incorrectly included 5 digital radio services

During the reporting period the total number of analog television services declined as part of the digital television conversion scheme. On 6 December 2011, 62 analog services were switched off in regional Queensland; on 5 June 2012, 41 analog services were switched off in southern New South Wales; and in the first half of 2012, three analog services were switched off in Western Australia.

**KPI:** Audience contacts via the ABC Reception Advice Line

**Measure:** Levels achieved in 2011–12 compared with results in 2010–11.

**Performance:** The ABC monitors audience responses to transmission issues via its Reception Advice Line (RAL). In 2011–12, this unit received the following television and radio services enquiries:


	2011–12	2010–11
Total number of emails received	2 585	3 681
Total number of letters received	22	40
Total number of telephone enquiries received	22 290	26 499
Total enquiries	24 897	30 220
Total number of hits to the RAL website	1 307 262	1 612 014

Note: these figures reflect both analog and digital transmission contacts

The unit assists the public to improve their ABC television and radio reception, responds to broader ABC transmission enquiries and works with the ABC's transmission providers to identify and resolve transmission faults.

**KPI:** Transmission performance

**Measure:** Levels of Total Network Availability and Total "On-air Availability" in 2011–12 compared with 2010–11.

**Performance:** Performance in 2011–12 was similar to 2010–11. See ABC Distribution and Transmission Network aggregated performance, page 85. 



### Outcome 3:

Audience access to ABC digital television services is provided, in accordance with Government approved implementation policy, through the rollout and maintenance of the associated distribution and transmission infrastructure. Outcome 3 is delivered through one program.

#### Program 3.1 – Access to Digital Television Services

The Objective of this Program is to implement the rollout of digital television transmission services.

**KPI:** Degree to which the Australian population has access to ABC digital television transmissions

**Measure:** 2011–12 results compared with 2010–11.

**Performance:** The coverage of ABC digital television transmissions by percentage of the population was as follows:

	2011–12	2010–11
Australia	<b>97.97%</b>	97.93%
NSW/ACT	<b>98.54%</b>	98.54%
Vic	<b>99.19%</b>	99.18%
Qld	<b>97.21%</b>	97.02%
WA	<b>96.71%</b>	96.71%
SA	<b>98.94%</b>	98.94%
Tas	<b>97.04%</b>	97.04%
NT	<b>74.05%</b>	74.05%

Note: 2010–11 population was derived from Australian Bureau of Statistics (ABS) 2006 Census data.

The coverage percentages are for Managed Services provided by Broadcast Australia for which the ABC holds an apparatus licence

**KPI:** Terrestrial facilities operate within the limits set by the relevant Transmitter Licence and the approved Implementation Plan

**Measure:** All facilities meet the requirements.

**Performance:** This target was achieved.

**KPI:** The number of digital terrestrial television facilities in operation against the approved Implementation Plans

**Measure:** Number of facilities in operation and in test mode compared to approved Implementation Plans.

**Performance:** There were 383 approved implementation plans and 354 digital terrestrial services in operation at the end of June 2012. No facilities were in test mode.

### Outcome 4:

Audience access to ABC digital radio services is provided, in accordance with Government approved implementation policy, through the roll-out and maintenance of the associated distribution and transmission infrastructure. Outcome 4 is delivered through one program.

#### Program 4.1 – Access to Digital Radio Services

The Objective of this Program is to implement the roll-out of digital radio transmission services to the five mainland state capital cities.

**KPI:** Degree to which the five mainland state capital cities have access to ABC digital radio transmissions

**Measure:** 2011–12 results compared with 2010–11.

**Performance:** Digital radio services continued in the five mainland state capital cities throughout 2011–12.

**KPI:** Terrestrial facilities operate within the limits set by the relevant Transmitter Licence and the approved Implementation Plan

**Measure:** All facilities meet the requirements.

**Performance:** This target was achieved. ■

# Reconciliation Action Plan

THE ABC's *Reconciliation Action Plan 2009–2012* (RAP) commits the Corporation to a long-term course of action to improve opportunities for Aboriginal and Torres Strait Islander people in the four key areas of cultural understanding and respect, employment, content and community links.

In April 2012, the ABC published its second report against the RAP, covering the period November 2010 to October 2011. The report is available on the Corporation's website ([about.abc.net.au/reports-publications/reconciliation-action-plan-2009-2011/](http://about.abc.net.au/reports-publications/reconciliation-action-plan-2009-2011/)).

The second year of the Plan was one of incremental improvement on the foundations laid in 2009–10. Over the course of the reporting period, the ABC continued to meet many targets that it first achieved in the previous year, as well as making good progress towards other, longer-term objectives that it set for itself.

## Continued achievement

In July 2011, the ABC held NAIDOC celebrations across the country. ABC Radio again operated a temporary digital radio station, ABC NAIDOC, for the duration of the celebrations and featured NAIDOC-related stories and performances across its networks throughout the week.

In the second year of the RAP, the Indigenous Television Department was responsible for the broadcast of 28 programs by Indigenous<sup>113</sup> filmmakers and a further 29 programs by non-Indigenous filmmakers on issues of importance to Indigenous people and the broader community. The Radio Division developed a methodology for measuring the volume of Indigenous music and themes broadcast across its networks. This methodology will enable Radio to establish benchmarks for future years.

The ABC's State and Territory Directors continued to engage with Indigenous communities and to develop opportunities for Indigenous students to undertake work experience or internships in local branches.

## Areas for continued development

The ABC has set itself an Indigenous employment target of 2% over the life of the RAP. In 2010–11, the number and proportion of Aboriginal and Torres Strait Islander people employed by the Corporation remained steady. At 30 June 2012, the proportion of Indigenous staff employed by the ABC was 1.45%. In the third and final year of the RAP, the ABC will continue to implement initiatives aimed at creating future employment opportunities for Indigenous Australians within the Corporation, including work experience placements, internships and cadetships, as well as exploring additional strategies.

4

## Reconciliation Action Plan 2009–12

The RAP comprises the following 20 initiatives:

### Respect

- Develop and roll out the "Indigenous Culture in the ABC" program for staff
- Use appropriate cultural protocols including Acknowledgement or "Welcome to Country" at events
- Promote and support the ABC's Indigenous Advisory group, the Bonner Committee
- Acknowledge and be involved in NAIDOC activities
- Internal and external communication about the Indigenous website: <http://abc.net.au/indigenous/>
- Establishment a new Indigenous site on the upgraded Intranet.

<sup>113</sup> In this document, "Indigenous Australians" refers to Aboriginal and Torres Strait Islander people.

### Opportunities—employment

- Seek to achieve an initial 2% Indigenous staff level
- Support the biennial Indigenous Staff Conference, including Careers Day for Indigenous students
- Actively participate in the National Indigenous Cadetship Program, targeting at least six internships annually
- Twenty positions to increase Indigenous staffing
- Present annual internal Indigenous Scholarships for career development
- Target Indigenous staff for leadership programs
- Develop induction and mentoring support for new Indigenous staff
- Provide a structured national work experience/ internship program implemented on a state and territory basis for up to five Indigenous people per year in each state and territory.

### Opportunities—content

- Reflect a stronger Indigenous presence in ABC content, and in subsequent scheduling and marketing/promotion
- Seek to integrate Indigenous people into the content making process, including new projects
- Target and develop Indigenous on-air presenters
- Implement a mentoring and scholarship program for Indigenous researchers and producers involving a 12 month RAP of placements across output Divisions
- Actively seek a range of Indigenous talent and guests for programs.

### Relationships

- Build projects and strategic partnerships with external organisations—Indigenous, Government, community and cultural—to create pathways for Indigenous employment and inclusion in ABC activity.

## The Bonner Committee

The Bonner Committee is the ABC's primary advisory body on issues relating to Indigenous staff, content and communities.

At the biennial ABC Indigenous staff conference in November 2011, the Managing Director announced that the Corporation would refresh and relaunch the Bonner Committee, giving it a new purpose, including responsibility for monitoring the ABC's progress against its RAP. The newly-constituted Committee would report to the Managing Director and annually to the ABC Board.

The announcement followed a thorough review of the Bonner Committee, conducted as part of the ABC's first RAP, to ensure that the Committee provided the most effective representation, networking and feedback to the Corporation on Indigenous issues.

In March 2012, the Managing Director announced the membership of the new Bonner Committee, with Local Radio's Charlie King named as Chairman. The Committee held its first meeting in April 2012.

Members are encouraged to join the Committee from all states and territories, to provide feedback and advice to the ABC at a high level. Committee members are involved in local and national NAIDOC Week activities, and have participated in the development of the ABC's Indigenous Culture in the ABC program.

The Committee is named after the late Neville Bonner AO, who was an ABC Board Director from 1983–91 and Australia's first Indigenous Senator. ■

# ABC Advisory Council



Standing (left to right): Taylor Tran (Deputy Convenor), Rena Henderson, Nakul Legha, Joan McKain (Convenor), Scott Cowans, Patrick Bradbery and Gideon Cordover.

Seated (left to right): Rob Ryan, Charmaine Foley, Tania Penovic, Melissa Cadzow and Lisa Leong.

THE ABC ADVISORY COUNCIL was established in 1983 under the provisions of Section 11 of the ABC Act to provide advice to the Board on matters relating to the Corporation's broadcasting programs.

The ABC Board appoints the 12 members of the Council for a period of two years with a possible two-year extension. Applications to join the Council are invited through promotions on ABC Radio, Television and Online and advertisements in the press in September and October each year.

The members of the Advisory Council for 2011–12 bring to discussions a wide range of experience and perspectives, as well as consultation with the communities they represent.

The Council is made up of:

**Ms Joan McKain**, *Convenor* (Lake Cathie, NSW)— Ms McKain retired from the ABC in March 2010. She was with the Corporation for 17 years, and held senior executive positions in the areas of Corporate Governance and International Relations.

**Dr Patrick Bradbery** (Rock Forest, NSW)— Dr Bradbery, a Kamilaroi man from Western NSW, is the former Director of the Professional Development Unit at Charles Sturt University (CSU) Faculty of Business. He was the foundation Chair for the Bathurst Community Website project. He is currently an Adjunct Research Fellow in the Institute of Land, Water and Society at CSU, and is writing a book, *Unlearning to Learn*, which provides an innovative perspective on learning, particularly workplace learning.

**Mrs Melissa Cadzow** (Glenside, SA)—Mrs Cadzow runs two IT companies specialising in developing software and internet solutions for business and government. She has been in the IT industry for over 20 years, joining the family business in her teens and taking over as chief executive in her twenties. Her board experience arises from private companies (since 1992), not-for-profit organisations (since 2005), advisory boards (various) and government boards (since 2003) in the areas of business, information technology, parenting and health. Her ABC interests includes children’s television, local radio, Australian content and innovation (including ABC iview, ABC iTunes content, website content, social media and ABC apps for smartphones).

**Mr Gideon Cordover** (Allens Rivulet, TAS)—Mr Cordover is a professional actor, graduating from NIDA in 2010. The current year has seen him divide his time between professional acting work and developing strategy and policy for Dying with Dignity NSW (DWDnsw) as their Communications Coordinator. Gideon graduated from high school with an International Baccalaureate diploma in 2006 and worked as a project officer for the University of Tasmania, as part of the HEADSPACE rollout - researching community attitudes on youth mental health issues. At the time he was also heavily involved with community engagement in media and the arts through his role on the Tasmanian Youth Forum and as Vice President of Tasmanian Youth Broadcasters Inc.

**Mr Scott Cowans** (Ellenbrook, WA)—Mr Cowans runs an IT consultancy business. He has held positions with Microsoft, Julia Ross and IBM.

**Mrs Charmaine Foley** (Noosa Heads, Qld)—Mrs Foley has had a varied career as a small business person. Charmaine was the Queensland Coordinator for the Council for Aboriginal Reconciliation in 1997 and 1999 when it conducted one of the largest community consultation projects ever undertaken in Australia. Charmaine is a former Maroochy Shire Councillor and urban planner, who has dedicated her career to community capacity building.

**Mrs Rena Henderson** (Preston, Tasmania)—Mrs Henderson is a house design consultant. She is a trained sociologist and has been a field interviewer for the ABS, providing data for the Institute of Family Studies.

**Mr Nakul Legha** (Gungahlin, ACT)—Mr Legha is studying economics and law at the Australian National University (ANU). He is Vice President of the ANU Law Students’ Society and the College of Law Faculty Representative on the ANU Students’ Association. Mr Legha has worked as a Research Assistant for the ACT Health-UNSW Inter-professional Learning Research Project.

**Ms Lisa Leong** (Burwood, Victoria)—Ms Leong is a Business Development Adviser for the law firm, Freehills. In 2003, Ms Leong left the law to pursue a career in radio and joined the ABC in 2005, as a presenter for the ABC Eyre Peninsula *Breakfast* program. Prior to this, she was practising as an Intellectual Property and eCommerce lawyer in Melbourne and London.

**Ms Tania Penovic** (Surrey Hills, Vic)—Ms Penovic is a Deputy Director of the Castan Centre for Human Rights Law and is a lecturer in law at Monash University. She has been involved in a number of enquiries into Federal and Victorian law reform, and has conducted human rights training programs for judges and government officials. Ms Penovic has also been involved in policy writing in the area of early childhood education.

**Mr Rob Ryan** (Holland Park East, Qld)—Mr Ryan is the Assistant Regional Director, Child Safety and Youth Justice, Department of Communities, Queensland. Through his work, he has the opportunity to regularly present his findings across Queensland and Australia to organisations such as the Australian Association of Social Workers, the Commission for Children and Young People and Child Guardian, Regional Leadership Teams and the Australasian Statutory Child Protection Learning and Development forum.

Rob was awarded a Churchill Fellowship in 2009 on child protection and while travelling in the UK, USA and Canada saw the potential that media has to influence the community and create positive influence and change in society.

**Mr Taylor Tran** (Naremburn, NSW)—Mr Tran is Insights and Marketing Strategy Manager for Caltex. He is an Associate Member of the Australian Marketing Institute.

The role of members and functions of the ABC Advisory Council is to:

- Either on its own initiative or at the request of the ABC Board, advise the Board on matters relating to the Corporation's broadcasting programs;
- Provide a broad representation of Australian community concerns and interests in relation to programming;
- Analyse and consider reports and papers, in relation to programming, provided by the ABC;
- Facilitate communication between the community and the ABC Board;
- Within the framework of the Council's annual work plan, carry out consultation seeking community views on ABC programming initiatives; and
- At its discretion, hold interest group meetings from time to time.

The Council met three times during the year—in Sydney (in December and March) and in Port Lincoln, South Australia (in July). It provided feedback to the ABC Board on a wide range of the Corporation's programs and services.

Either the ABC Board Chairman or the Managing Director, or both, met with the Advisory Council at each Council meeting.

ABC Divisional Directors also met with the Council to discuss key areas of interest including radio, television, online and audience research.

At the request of the Managing Director, Council members undertook detailed consultations with their communities on the following:

- Current affairs in prime time: including changes to the hosts and format of 7.30 and the relevance and balance of stories on that program.
- Radio National: responses to the Radio National changes in January 2012 including the changes to the multimedia offering.

The Advisory Council's recommendations and commendations for the year, together with responses from ABC management, appear in Appendix 4 (see page 210). ■ ■





# Corporate

The ABC's *Technology Explained* website aims to dispel the myths around new technologies and devices, and explores the possibilities these new technologies give rise to.



**NOW  
MORE  
THAN  
EVER**

In order to deliver innovation, an organisation must always look for opportunities to grow a culture of innovation. In 2011–12, the ABC continued to deliver on its Charter responsibility to provide innovative and comprehensive services.

To unearth and celebrate innovation among its people, the ABC launched the Spark Awards. The awards were designed to tap into the creative minds of staff and to draw out new, innovative ideas and support their implementation.

From 435 entries from across all divisions of the ABC, five were

selected and granted funding for development and implementation. All projects have now been fully implemented.

One of these projects seeks to ensure the benefits of innovation are shared with as many people as possible. The “Technology Explained” online portal features short videos and step-by-step guides to help audiences understand and reap the benefits of a wide range of digital technologies, including podcasting, social media, broadband and mobile plans and privacy online.



Now more than ever, technology and audience behaviour are changing as the old analog world gives way. The ABC has responded through relentless innovation.

## Sustainability performance

- Corporate responsibility
- Environmental responsibility
- Social responsibility
- Sustainability in a broadcasting context
- Employment practices and employee wellbeing

# responsibility

5

# Corporate responsibility

The ABC is committed to fulfilling its obligations under the *Australian Broadcasting Corporation Act 1983* in a manner which is socially, environmentally and financially responsible.

BEING RESPONSIBLE is one of the ABC's six strategic goals. For the ABC, this means "being visible and active in the community, setting high standards of social, environmental and regulatory responsibility".

Rapid changes in technology, public policy, innovations in communications, and the consequent cultural changes, have created opportunities for the ABC to interact with audiences in new ways, to reconsider the way the Corporation does business, and to reassess how it impacts society and the environment.

The ABC is committed to improving the management of its social, environmental and economic impacts, and ensuring that it has appropriate governance mechanisms in place to guide decision-making in those areas.

## **Scope and boundary**

The ABC reports its corporate responsibility and sustainability performance annually, with the current report covering the financial year from 1 July 2011 to 30 June 2012.

Other than references to the activities of ABC International, the report is limited to domestic operations. Sustainability information about the ABC's investments in MediaHub Australia Pty Limited, Freeview Australia Limited, and National DAB Licence Company Limited are not included in the report.

Any additional limitations to the scope or completeness of particular data is identified within the reported data.

## Contact

The ABC welcomes feedback on the 2012 Sustainability Report. Comments, questions or feedback can be addressed to:

Corporate Social Responsibility Project Manager  
+61 2 8333 1500  
700 Harris Street  
Ultimo NSW 2007  
Corporate.responsibility@your.abc.net.au

## Key reporting developments

In 2011–12, the ABC continued to align its sustainability data and reporting with the internationally recognised Global Reporting Initiative (GRI) framework for sustainability reporting. The GRI framework provides a common language for organisations to measure and report their sustainability performance. The framework relies on the key reporting principles of materiality, stakeholder inclusiveness, sustainability context, and completeness.

Over the year, the primary focus of work in this area was on improving the composition and quality of data considered material for the ABC's sustainability reporting. This is consistent with the ABC strategic priority of applying "best practice standards of financial and corporate governance and public accountability", and the recommendations made as part of the external assurance of the ABC's 2010–11 Sustainability Report.

A GRI Content Index is available on the ABC's website, along with additional corporate responsibility and sustainability information: [about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility](http://about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility).

## GRI Media Sector Supplement

In May 2012, the GRI published the Media Sector Supplement (MSS) guidelines for sustainability reporting in the media sector. The ABC was a member of the MSS working group which developed the guidelines.

The MSS guidelines included additional reporting requirements in areas which are unique or material for the media sector, including:

- editorial independence
- freedom of expression
- approaches to the creation and dissemination of content.

The ABC has included in its 2012 Sustainability Report additional information which addresses some of the specific priorities identified in the MSS. This includes information about efforts to improve media literacy for both ABC employees and the community, accessibility of content for people with disabilities, and further detail about how the ABC fulfils its editorial responsibilities.

## Management of corporate responsibility

Management and coordination of the ABC's corporate social responsibility efforts is the responsibility of the Corporate Governance unit. However, responsibility for implementing and demonstrating corporate social responsibility rests with every employee and manager across the Corporation.

A number of senior management positions within the ABC have a particular focus on corporate responsibility and sustainability priorities as part of their roles, including Head Corporate Governance, Equity and Diversity Manager, Green at Work National Coordinator, Manager Business Continuity Program, Manager Work Health and Safety, Manager Risk and Insurance, Director of Editorial Policies, Manager Emergency Broadcasting and Community Development and, State and Territory Directors.

The ABC's Corporate Social Responsibility Policy reinforces the ABC's commitment to acting ethically and responsibly in all areas of its operations. The Policy outlines the ABC's commitment to key principles of corporate social responsibility, which include adhering to relevant laws and regulations, respecting human rights, as well as engaging with both internal and external stakeholders.

A cross-divisional Corporate Responsibility Reference Group meets monthly to identify appropriate corporate social responsibility objectives and strategies for the ABC to improve performance against agreed benchmarks in the areas of the workplace, the environment, the community and the marketplace.

## Principles for defining report content

The ABC has adopted the GRI Reporting Principles for defining content for the 2012 Sustainability Report. Those principles include materiality and stakeholder inclusiveness.

### Materiality

In 2010–11, the ABC undertook a detailed materiality analysis to identify the issues most important to report about the sustainability of the Corporation. The relative importance of each indicator was determined having regard to a range of factors, including whether the indicator:

- emerged as important to stakeholders
- constituted a future challenge for the media and broadcasting sector
- was regularly reported by others in the industry
- presented an opportunity for the ABC to manage its impacts or affect the priorities of its stakeholders
- was recognised by experts or the scientific community as a risk for sustainability
- contributed to the successful implementation of corporate strategy or reinforced ABC Values
- was recognised as a risk in the corporate risk process.

In 2011–12, this materiality analysis was reviewed and updated. The review included a scan of performance against the *ABC Strategic Plan 2010–13*, the ABC Charter, the ABC's corporate risk profile, outcomes from stakeholder engagement processes, developments relevant to the media sector, and relevant submissions to government.




### **Stakeholder inclusiveness**

The content in the 2012 Sustainability Report has been informed by engagement with a variety of stakeholders on a range of subjects related to sustainability.

Internal stakeholders were identified as those engaged within the organisation's boundaries, including employees, structural divisions and departments, executive and non-executive committees, and project teams that influenced or had control over aspects of sustainability. External stakeholders were identified as those directly impacted by the ABC outside its structural boundaries, including major suppliers, the community, audiences, and government.

Stakeholders were prioritised according to the extent to which they had influence or control over the ABC's economic, social or environmental impacts, or were affected by the ABC's impacts.

In 2011–12, mechanisms for engaging with external stakeholders included:

- ABC Advisory Council processes (see page 123) 
- formal audience contacts and complaints processes (see pages 103–106) 
- the annual Newspanel *ABC Appreciation Survey* (see pages 30–33) 
- online feedback mechanisms specific to ABC content areas
- ABC community forums.

In 2011–12, community forums were held in Victoria, Western Australia, the Northern Territory, New South Wales, and South Australia. Members of the community were invited to attend the open meetings and provide their views on issues that are important to them, as well as views about how the ABC is run. Details of community forums held in 2011–12, including dates, locations, attendance and outcomes, are available on the ABC's website: [about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility](http://about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility).

Internally, the ABC engaged across divisions and departments regarding sustainability performance and reporting relevant to material indicators.

The ABC provided community groups and staff with the opportunity to jointly recognise commemorative days which draw attention to environmental, health or other community issues. Regional and capital city offices in each state and territory took part in activities relating to initiatives including Harmony Day, International Women's Day, National Diabetes Week, National Indigenous Literacy Week, Walk to Work, Ride to Work, and NAIDOC Week. ■

# Environmental responsibility

## Managing environmental impacts

The ABC has implemented a range of initiatives to reduce the ABC's environmental impact whilst at the same time delivering a range of business benefits.

### Products and services


The ABC generates a significant volume of printed material and merchandise, and it seeks to do so in a manner which minimises environmental impact. Following is an indicative report of the initiatives currently being pursued. The ABC does not yet collect and maintain comprehensive environmental data regarding its publishing and manufacturing activities.

ABC Magazines' *Organic Gardener*, *Gardening Australia* and *Limelight* magazines were produced with sustainably sourced and certified paper, and utilised processes certified under ISO 14001. The details of these activities are noted on the mastheads of the relevant magazines.

The majority of Radio Australia's printed materials used 100% uncoated, recycled stock that is Forest Stewardship Council of Australia (FSC) certified. The majority of Radio Australia merchandise is purchased from suppliers that source materials from factories and working environments that are Worldwide Responsible Accreditation Production (WRAP) accredited; ensuring natural fabrics and fibres are used, hourly wages are secure and working conditions are fair and equitable and do not exploit child labour. In instances where Radio Australia has sourced materials that are not recycled or compliant with WRAP, suppliers offering carbon-offset schemes have been chosen.

Radio Australia is conscious of the cost of energy in small island states. Transmitters in these countries can be expensive to operate and the network is actively seeking ways to minimise energy impact. In 2011–12, Radio Australia worked with FM88 in the Cook Islands on a more sustainable electricity model by exploring renewable energy sources.

## Utilising technology to reduce the ABC's impact

"Virtualisation" software has been introduced to reduce the impact of computer server hardware on greenhouse gas emissions. Since 2008–09, over 300 systems have been virtualised. The ABC estimates that the virtualisation has resulted in a significant reduction in capital costs, as well as lower energy costs. Increases in the creation and distribution of content by the ABC has necessarily required the installation of new servers and equipment, increasing the ABC's energy needs. However, energy efficiency measures in other areas (see pages 133–134)  have helped contribute to a net reduction in energy consumption. Further information and results are available at the ABC Green@Work website at [www.abc.net.au/greenatwork/ourperformance](http://www.abc.net.au/greenatwork/ourperformance).

## Integrating environmental considerations in building and planning

The ABC has introduced a number of environmental management tools to reduce energy consumption and environmental impact, including: consideration of environmental factors as part of the evaluation of capital projects; requirements for compliance with energy star ratings; and procurement requirements to determine if potential suppliers have adopted the ISO 14001 standard for environment management.

In 2011–12, building plans for the new ABC Mackay facility included raised floor construction one metre above recommended height for a 1 in 100 year flood. The building has also been designed to withstand category four cyclone winds.

## Green@Work: changing behaviours

The ABC's Green@Work program continued to undertake a number of activities to promote environmentally sustainable workplace habits amongst employees. Some of the initiatives included:

- Green@Work presentations were delivered at quarterly Staff Induction days. ABC Green@Work campaigns and results were promoted to staff through the Green@Work website and

intranet, posters in high traffic areas, state online newsletters, and the ABC internal social media network.

- A national “Pre-Christmas Switch Off” campaign encouraged staff to switch off non-essential office equipment before taking their holiday leave. In total, electricity billing data comparisons demonstrated that ABC capital city sites reduced electricity consumption by 4.4% in December 2011 compared with December 2010.
- In 2011–12, 85% of copy paper purchased was made from recycled content, compared to 40% in 2010–11. Paper consumption fell by 5% compared to 2010–11. Since 2008–09, annual paper consumption has reduced by 1.2 reams of paper per full-time equivalent employee.
- Power management software was trialled on over 500 ABC computers, putting those computers automatically into standby mode after 6 pm weekdays if they had not been shutdown. In 2012–13, the initiative will be deployed more broadly across the ABC.

## Measuring environmental impacts

### Energy consumption

Based on forecasts of 2011–12 consumption, the ABC has reduced its total energy consumption by 0.7% to 170 531 GJ (from 171 758 GJ in 2010–11).

	2010–11 (actual) Total GJ	2011–12* Total GJ	% change (from actual)
NSW	74 984	<b>74 745</b>	-0.3%
ACT	5 253	<b>4 813</b>	-8.4%
Vic	31 259	<b>32 230</b>	3.1%
Qld	13 417‡	<b>14 912</b> †	11.1%
SA	20 606	<b>18 733</b>	-9.1%
WA	11 289	<b>10 349</b>	-8.3%
Tas	9 166	<b>9 031</b>	-1.5%
NT	5 784	<b>5 716</b>	-1.2%
<b>Total ABC</b>	<b>171 758</b>	<b>170 531</b>	<b>-0.7%</b>

The ABC’s energy is obtained directly from energy suppliers, which source energy primarily from non-renewable energy sources.

In 2011–12, the ABC has implemented a number of initiatives across its operations aimed at reducing energy consumption, including:

- In Canberra, in the Australian Capital Territory, the air conditioning system serving the main equipment room has been reconfigured to utilise outside air, resulting in significant reduction in energy required for mechanical cooling.
- In Ultimo, New South Wales, movement sensors have been installed in all bathrooms in Building B; a lighting control system was installed to optimise the use of natural light in the building’s atrium; and new gas boilers were installed for the air conditioning system to replace existing inefficient boilers.
- In Adelaide, South Australia, the car park floodlights at the ABC’s Collinswood site were replaced with magnetic induction lights which are expected to save 5 000 kWh per annum and reduce car park energy consumption by 60%.
- In Hobart, Tasmania, significant changes have been made to studio lighting. The existing 50 watt halogen globes have been replaced with 10 watt LED downlights, reducing studio consumption by 90%. In the TV studio the 1kW and 2kW fittings were replaced with a mix of 100 watt fluorescents and LED lights, reducing studio energy load by 90%.
- In Perth, Western Australia, the replacement of car park and the outside broadcast yard floodlights with LED low watt alternatives is expected to

Note: energy use from ABC Shops and ABC Centres is not included in the energy figures reported.

\* Electricity consumption is based on 95% actual billed consumption and 5% forecast consumption. Gas consumption is based on 98% actual billed consumption and 2% forecast consumption.

† Queensland energy consumption includes six month’s actual consumption data for the South Bank site and six months of historical consumption data for the former Toowong site based on 2006–07 energy consumption.

‡ Queensland energy consumption includes 12 months of historical data for Toowong, Brisbane. Historical data is based on 2006–07 energy consumption.



save 10 000 kWh per annum and reduce energy consumption by 87%. LED lights have replaced 50 watt lights in common areas of the building, reducing the lighting consumption of these areas by 80%. Similarly, 250 watt metal halide lamps in the drama studio have been replaced with 40 watt induction lamps, reducing energy consumption of studio lighting by 60%.

### Water consumption

Based on forecasts of 2011–12 consumption, the ABC consumed 69 768kl of water during the reporting period, a 4.6% decrease from 73 114 in 2010–11.

#### Water consumption at capital city sites

	2010–11 Water (kl)	2011–12* Water (kl)	% change %
NSW	43 993	<b>39 912</b>	-9.3%
ACT	612	<b>709</b>	15.9%
Vic	8 884	<b>9 976</b>	12.3%
Qld	1 099	<b>1 295</b>	17.9%
SA	7 319	<b>8 240</b>	12.6%
WA	9 265	<b>7 645</b>	-17.5%
Tas	151	<b>151</b>	0.0%
NT	1 791	<b>1 840</b>	2.8%
Total ABC	73 114	<b>69 768</b>	-4.6%

\* Figures are based on 91% actual consumption and 9% forecast consumption.

The ABC has 27 rain water tanks installed in 14 locations around Australia. Four rainwater harvesting tanks in Perth are used exclusively to supplement the air conditioning cooling tower water for that site.

#### Capacity of rainwater tanks at ABC sites

Location		Capacity (L)	Quantity	Total capacity (kL)
NSW	Orange	2 100	1	2.1
	Port Macquarie	500	6	3.0
	Wollongong	750	3	2.3
	Wagga	2 200	1	2.2
WA	Perth – small tanks	8 775	2	17.6
	Perth – large tanks	11 000	2	22.0
	Broome	10 000	1	10.0
SA	Port Pirie	10 000	1	10.0
Vic	Sale	13 000	1	13.0
	Bendigo	24 500	1	24.5
NT	Alice Springs	4 500	1	4.5
Qld	Brisbane	13 200	5	66.0
	Gold Coast	5 000	1	5.0
	Longreach	10 000	1	10.0
				<b>192.1</b>

### Emissions

The ABC uses the National Green Accounts Factors (July 2011) published by the Department of Climate Change and Energy Efficiency, to identify and quantify greenhouse gas (GHG) emissions. These are further classified as electricity, waste and fuel. Data is reported in the Commonwealth Government's Online System for Comprehensive Activity Reporting (OSCAR) database.

Based on available data, the ABC reduced its total direct GHG emissions by 1.4% (from 46 232 tonnes in 2010–11 to 45 577 tonnes in 2011–12).<sup>114</sup>

<sup>114</sup> GHG emissions are identified and quantified using the National Green Accounts Factors (July 2011) published by the Department of Climate Change and Energy Efficiency.

## Greenhouse Gas Emissions

Categories	2010–11 (actual)				2011–12			GHG tCO <sub>2</sub> -e	% change
	Scope 1	Scope 2	Scope 3	GHG tCO <sub>2</sub> -e	Scope 1	Scope 2	Scope 3		
Electricity	0	38 399	6 190	44 589	<b>0</b>	<b>37 837</b>	<b>6 092</b>	<b>43 928</b>	-1.5%
Natural Gas	864	0	161	1 025	<b>910</b>	<b>0</b>	<b>172</b>	<b>1 081</b>	5.5%
Automotive Diesel (non-transport) (L) <sup>115</sup>	27		2	29	<b>27</b>	<b>0</b>	<b>2</b>	<b>29</b>	
Other Building	891	38 399	6 353	45 643	<b>936</b>	<b>37 837</b>	<b>6 265</b>	<b>45 038</b>	-1.3%
LPG (L)	0	0	0	0	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	
E10 (L)	318	0	52	370	<b>299</b>	<b>0</b>	<b>49</b>	<b>348</b>	-5.9%
Automotive gasoline (petrol) (L)	848	0	67	915	<b>1 082</b>	<b>0</b>	<b>86</b>	<b>1 167</b>	27.6%
Passenger Vehicles	1 166	0	119	1 285	<b>1 383</b>	<b>0</b>	<b>135</b>	<b>1 517</b>	18.1%
Automotive diesel (transport) (L)	425	0	32	457	<b>435</b>	<b>0</b>	<b>33</b>	<b>468</b>	2.5%
Aviation Turbine Fuel (L) <sup>116</sup>	427	0	33	460	<b>275</b>		<b>21</b>	<b>295</b>	-35.8%
Other Transport	852	0	65	917	<b>710</b>	<b>0</b>	<b>54</b>	<b>764</b>	-16.7%
Greenfleet offset <sup>117</sup>				-1 613				<b>-1 742</b>	-7.4%
<b>All Categories</b>	<b>2 909</b>	<b>38 399</b>	<b>6 537</b>	<b>46 232</b>	<b>3 029</b>	<b>37 837</b>	<b>6 454</b>	<b>45 577</b>	-1.4%

## Capital city waste disposal

	2011–12 <sup>118</sup>		2010–11 (actual)		% change	
	Recycle m <sup>3</sup>	Landfill m <sup>3</sup>	Recycle m <sup>3</sup>	Landfill m <sup>3</sup>	Recycle m <sup>3</sup>	Landfill m <sup>3</sup>
NSW	<b>222</b>	<b>119</b>	206	241	7.9%	-50.6%
ACT	<b>52</b>	<b>218</b>	77	256	-32.2%	-14.8%
Vic	<b>407</b>	<b>449</b>	183	956	123.1%	-53.1%
Qld	<b>51</b>	<b>139</b>	0	0		
SA	<b>897</b>	<b>35</b>	877	34	2.3%	1.5%
WA	<b>149</b>	<b>272</b>	172	239	-13.4%	13.8%
Tas	<b>72</b>	<b>292</b>	66	257	9.5%	13.6%
NT	<b>162</b>	<b>150</b>	152	126	6.1%	18.6%
<b>Total</b>	<b>2 013</b>	<b>1 673</b>	1 733	2 109	16.1%	-20.7%

<sup>115</sup> Based on estimates of tank capacity.

<sup>116</sup> Data is based on 2009–2010 figures.

<sup>117</sup> Offsets provided by Greenfleet are not reported in OSCAR. This is the first year offsets are reported in the table.

<sup>118</sup> Recycled figures based on 98% actual billed waste disposal and 2% forecast. Landfill totals based on 96% actual billed waste disposal and 4% forecast. ABC Shops and ABC Centres waste disposal data is not included. e-waste collection, fluorescent tube recycling collection, toner cartridge recycling collection, liquid waste, and mobile phone recycling data is not included in the capital city waste disposal data.

### Waste and recycling

The ABC is seeking to improve its waste management and recycling performance, and is developing measurement systems to accurately record and report waste disposal. Waste disposal data is currently reported for capital city sites only.

Based on the billing information from waste management contractors, the ABC disposed of 3 686m<sup>3</sup> of waste from its capital city sites in 2011–12, a 4.1% decrease from 2010–11. Waste is made up of secure paper destruction, co-mingled recycling, recycled paper, recycled cardboard and landfill. Total recycled waste constituted 2 013m<sup>3</sup> (representing 54.6% of total waste disposed) and 1 673m<sup>3</sup> became landfill (45.5% of total waste disposed).<sup>119</sup> The ratios of recycling to landfill in 2011–12 represent a significant improvement compared to those in 2010–11 (which were 45.1% and 54.9% respectively). The ratios demonstrate that a greater proportion of waste is being recycled and diverted from landfill.

The ABC operates separate waste and recycling collection streams at all capital city sites. Collection receptacles are distributed throughout each site to provide co-mingled recycling collection, general waste collection, e-waste collection (Ultimo only), fluorescent tube recycling collection, toner cartridge recycling collection, secure paper destruction collection and mobile phone recycling collection.

Toner cartridge recycling is available in all ABC sites. In 2011–12 the ABC diverted 2 642 toner items (weighing an estimated 1.8 tonnes) from landfill.

### Travel and transport

In 2011–12, car hire kilometres travelled decreased by 17.3% compared with 2010–11, and car hire fuel usage fell by 17.7%. Total fuel consumption (hire and ABC fleet) has increased by 14.4% in 2011–12 compared to 2010–11. There were increases in auto gasoline petrol (27.5%) and diesel fuel (2.5%).

<sup>119</sup> Refer to footnote 118.

The addition of liquid petroleum gas used for passenger vehicles accounted for 0.15% of total fuel consumption.

The process for tracking kilometres travelled using fleet vehicles is presently being refined to improve the alignment of the availability of the data with the reporting period. Total flight kilometres travelled decreased by 2.9% from 2010–11.

The ABC aims to reduce carbon emissions from travel and transport through a range of initiatives. Hybrid vehicles comprise 3% of the ABC fleet, and vehicles with a Green Vehicle Guide (GVG) rating of 10 or more comprise 61% of the fleet. Vehicles are pooled amongst staff to reduce fleet numbers.

Initiatives have also been introduced at a local level to encourage the reduction of carbon emissions. In particular, video-conferencing facilities are available in all ABC capital city sites to reduce the demand for air and car travel. Activities to increase awareness about emissions associated with travel were conducted, including:

- 180 ABC staff across each state and territory participated in National Ride to Work Day on 12 October 2011, more than double the number of participants in 2010.
- Over 50 ABC staff at various sites across the country participated in 'Walk to Work Day' held on 16 September 2011.
- In 2011–12, 1 742 tonnes of the ABC's fleet related GHG emissions were offset through arrangements with the not-for-profit organisation, Greenfleet.<sup>120</sup> ■

<sup>120</sup> Emissions were offset by the planting of 6 501 trees. The number of trees planted is a reasonable estimate made by Greenfleet of the number of trees required to be initially planted to sequester the total quantity of carbon purchased and takes into account that not all trees initially planted will survive due to the natural survival rate of trees. Accordingly, trees that do not survive following initial plantation may not necessarily be replanted.

# Social responsibility

## The ABC's role as emergency broadcaster

### Emergency broadcasting

In 2011–12, ABC Local Radio's metropolitan and regional stations across Australia provided emergency coverage to their communities as required. The most serious situations involved fires and cyclones in Western Australia, and floods in New South Wales and Victoria. Other emergency broadcasts during the reporting period included:

- In September 2011, more than one million hectares of central Australia and the Barkly were burnt by wildfires. 783 ABC Alice Springs kept residents updated with fire information as well as fire education Community Service Announcements.
- In December 2011, Western Australia was affected by fires, and in January 2012 tropical cyclones Heidi and Iggy caused flooding. January 2012 also saw bushfires in the Gascoyne region which spread across a wide geographic area. Western Australia Local Radio stations and ABC Local websites provided bushfire, cyclone and flood warnings, coverage and updates and remained on alert throughout these emergencies.
- In January 2012, northern New South Wales and west and south-east Queensland experienced significant rural flooding as a result of storms and heavy rains. Local Radio stations and ABC Local websites provided emergency warnings, updates and information and remained on alert as the adverse conditions continued into February.
- During March 2012, ABC Local Radio New South Wales and Victoria covered flood emergencies in southern New South Wales and north-east Victoria.

During its coverage of emergencies in 2011–12, the ABC adapted to the changing environmental circumstances as required. The ABC Riverina studios were evacuated and a temporary broadcast point was arranged during the March 2012 floods. ABC Riverina was transmitted through the ABC Grandstand studio in Ultimo for a period of time. Emergency coverage was provided from ABC Mt Isa, with parts of the region being cut off due to flooding in January 2012. ABC Longreach was involved in emergency and recovery coverage in south-west Queensland due to continued flooding.

Deployment of temporary emergency transmission and satellite reception equipment to ensure the continuity of services was undertaken during emergency events including cyclone, fire and flood in Queensland, New South Wales, Victoria, the Northern Territory and Western Australia from September 2011 to April 2012.

Information is increasingly being provided and sought online. In December 2011, a Mapping Emergencies trial web portal was launched, and on 12 January 2012, the ABC launched a new emergency site: [www.abc.net.au/news/emergency](http://www.abc.net.au/news/emergency).

Timely consular information is also provided on the Australia Network, Australia's international television and online service for Australians overseas who find themselves in emergency situations. The service is available in 46 countries across Asia, the Pacific and the Indian sub-continent, on-air and online.

### Strengthening our capabilities in emergencies

The ABC continued to maintain and build relationships with emergency services organisations and communities. Formal partnerships are maintained through Memoranda of Understanding and ongoing liaison between ABC Radio's Manager Emergency Broadcasting and ABC Local Radio Managers in each state and territory. In 2011–12, the ABC participated in a number of activities to prepare for emergencies, including:

- Local Radio Victoria representatives attended the Regional Emergency Planning and Recovery Committee meeting in Kerang and ABC Mildura-Swan Hill, which featured a bushfire preparedness day.
- ABC Regional Content Managers in Queensland addressed their local Queensland Tropical Cyclone Consultative Committee preparedness seminars.
- In Canberra, the Local Content Manager and News Editor attended a pre-fire season briefing by the Emergency Services Association (ESA) Commissioner. ESA representatives subsequently briefed ABC Canberra staff about expected conditions for the coming season.
- 105.7 ABC Darwin, in conjunction with the Northern Territory Emergency Services, recorded cyclone messages in various Indigenous languages for broadcast in the top end throughout the cyclone season as CSAs.

The ABC's internal disaster recovery capability has been enhanced with a new communications link from the Ultimo studios to the Optus satellite uplink site at Belrose. The program to remediate older AM radio sites with corroded copper wire systems continued with work on 83 AM radio services and 40 standby aerials completed. An effective disaster recovery capability ensures that the ABC is able to continue providing essential emergency broadcasting services, even when ABC facilities are themselves affected by natural disasters or other emergencies.

### Continuous Improvement

In November 2011, ABC Radio commissioned an internal review of emergency broadcasting to examine the effectiveness of current practices. The Review Panel included external representatives from the Bureau of Meteorology and the Australasian Fire and Emergency Service Authorities Council. The review considered staff, content, internal and external stakeholders, and best practice incident management.

### Recovering from emergencies

Providing emergency broadcasting support extends beyond the emergency. The ABC plays a role in the physical and emotional recovery of communities affected by emergencies.

In 2011–12, the Cassowary Coast marked six months since Cyclone Yasi, and ABC Cairns *Breakfast*, *Mornings* and *Drive* programs went on the road, returning to communities that were significantly affected by the cyclone.


ABC Open's *Aftermath* project provided a comprehensive, interactive online documentary of the personal stories created with communities affected by natural disasters throughout 2011. *Aftermath* featured as an exhibition at the Queensland Museum and the Queensland State Library.

### Employee welfare

The ABC provides training, support and mentoring to those involved in disaster and emergency coverage. Protocols have been established within ABC Radio to deploy relief personnel and teams as necessary to provide additional resources, 'time out' from extended reporting shifts, and backfill for those personally affected by emergencies. Counselling services and other support is provided to staff beyond the immediate emergency periods.

### Educating Australians

The ABC is committed to meeting its Charter obligation to provide programs of an educational nature. In 2011–12, the ABC produced content that engaged audiences in a range of learning and educative experiences around topics that reflect the diverse interests and concerns of the community.

In December 2011, Ministers Conroy and Garrett announced funding for a new online education portal to be developed by the ABC and Education Services Australia (ESA). The project will allow the ABC to develop and increase its online presence and audience reach in education (see page 64). 



The ABC is delivering educative content in new and innovative ways.

Now more than ever, young people are seeking out engaging and immersive digital learning experiences which reflect the media-rich environment of today.

The ABC is meeting this challenge, delivering on its Charter obligation to educate and inform Australians in new and innovative ways.

In December 2011, the Government announced a new National Broadband Network-enabled education portal, which will provide access to the ABC's comprehensive database of contemporary and archival content. The content will be digitised and linked to the Australian curriculum, maximising the value and reach of educationally relevant ABC content.

By providing a wealth of digital media clips, content and interactive tools which align to the new Australian national curriculum, the project seeks to engage students and parents in the home to support their learning at school.

ABC Radio's primary contribution to education content is through Radio National, with triple j, ABC Classic FM and Local Radio also broadcasting and publishing educative content, along with coverage of developments in education policy and related issues. In 2011–12, educational and educative content on ABC networks and platforms included:

- triple j carried educative segments on issues such as mental health and self esteem issues affecting young people. *The Morning Show* features a weekly science segment with Dr Karl Kruszelnicki, also available as podcasts.

- a dedicated education timeslot on ABC1 (10 am–11 am weekdays) focuses on language programs.
- educational content for use by teachers is provided through ABC1's educational block, a one-hour daily block which offers programs covering primary and secondary school topics, including science, maths, English, technology (for primary school students), and history, news and current affairs, languages, English, and science (for secondary school students).

- specialist content on Radio National, such as *The Science Show* (ideas and discoveries in science), *Hindsight* (Australian history), *The Law Report* (law-makers and the legal system), *All in the Mind* (the mind, brain and behaviour), *Away!* (Indigenous arts, music and culture), and *Encounter* (exploring religion and life).
- Australia Network provides Australian children's educational content and English Language Learning programs such as *English Bites*.
- Australia Network partnered with the Adult Migrant English Program (AMEP) Flexible Learning Network to produce materials for its online course *Your Call*, a three-level English Language Learning course commissioned by the Department of Immigration and Citizenship, designed for newly-arrived migrants needing English language skills.

## Contributing social value

ABC Local Radio plays an important role in Australian communities, not only because of the content that is broadcast and available online, but also because Local Radio employees live and work in those communities. Engaging with and building those communities is an explicit objective of the *ABC Strategic Plan 2010–13*. Following are some examples of the ways in which the ABC engaged with local communities in 2011–12:

- In September 2011, ABC Mt Isa travelled to Riversleigh to cover an annual Open Day associated with a Bush Training program for Indigenous youth. The program has been running for ten years and aims to provide young Indigenous men and women with personal development skills they need to make good life choices. [www.abc.net.au/rural/content/2011/s3318795.htm](http://www.abc.net.au/rural/content/2011/s3318795.htm).
- In February 2012, the 70<sup>th</sup> anniversary of the bombing of Darwin on 19 February 1942 was marked by ABC Local Radio in the Northern Territory and other Local Radio stations around the country. 105.7 ABC Darwin broadcast live from the Cenotaph on The Esplanade on 19 February. Pod

tours were developed of eight sites of significance as seen through the eyes of survivors sharing their accounts of events.

- In June 2012, 891 ABC Adelaide *Breakfast* team conducted a Breaky Blanket Drive, calling out to listeners to donate new blankets, quilts, and clothing to help Adelaide's homeless in winter. *Breakfast* was broadcast live from a collection point and others from the 891 team hosted drop off points, including one outside the ABC Collinswood studios. More than 1 000 blankets were donated during the three hour broadcast.

In 2011–12, employees participating in the ABC's Workplace Giving program contributed over \$91 000 of their salaries to a range of charities.

## Reflecting diversity

### Wide appeal and specialised interest

The ABC is committed to providing diverse content across its platforms. In 2011–12, 82% of Australians considered that the ABC achieves a good balance between programs of wide appeal and specialised interest.<sup>121</sup>

Music forms the core content of triple j, ABC Classic FM and the digital radio services, ABC Dig Music, ABC Jazz, ABC Country and triple j Unearthed, traversing genres such as classical, rock, pop, hip hop, heavy metal, soul, blues, roots, jazz, country and world music.

ABC Local Radio's coverage extends to all forms of the arts, including film, ballet, opera, books and writing, painting, sculpture, music, theatre, comedy and exhibitions with live and recorded performance of local artists, along with arts festivals.

Arts content remains central to the purpose of Radio National with content covering music, drama, Indigenous arts and culture, literature, film, poetry and comedy. *Books and Arts Daily* is Australia's only national radio program devoted to all aspects of literature and the arts.

<sup>121</sup> Newspoll, *ABC Appreciation Survey*, 2012



ABC television content provides a wide range of genres and programming, covering news and current affairs (*News, 7.30, Four Corners, Q&A*), drama (*The Slap, Silk*), factual including religion (*Compass, Songs of Praise*), and science (*Catalyst*), Indigenous (*Message Stick, Mabo*), documentaries (*Australia: The Time Traveller's Guide, I Can Change Your Mind About Climate Change*), comedy (*Laid, My Family*), arts (*First Tuesday Book Club, At the Movies*), entertainment (*Randling, QI*) and childrens' programming (*Giggle and Hoot, Play School*) (see page 49). ■

### Social and cultural diversity

In 2011–12, 80% of Australians considered that the ABC reflects the cultural diversity of the Australian community.<sup>122</sup>

Australia's social and cultural diversity is reflected in a range of children's television programs. Social issues were explored in *My Great Big Adventure* including family, friendship and identity, and dramas on ABC3 explored social and historical issues, with a particular emphasis on Indigenous stories (*My Place*), and contemporary issues (*Dance Academy*).

The ABC is committed to representing diversity and minority groups in the characters and faces that appear on screen. In 2011–12, Indigenous presenters featured in programs such as *Play School, Go Lingo* and *Studio 3*; *Mabo* told the real life story of Eddie Mabo; *The Straits* highlighted the diversity of cultures in the Torres Strait; the comedy series *Outland* revolved around a gay science fiction fan club; and *The Slap* portrayed Greek-Australian families.

A number of documentaries broadcast in 2011–12 have explored issues affecting minority groups including: *Divorce: Aussie Islamic Way*, *Miss South Sudan Australia*, and *Orchids: My Intersex Adventure*.

### Regional diversity

The ABC's programming reflects Australia's regional diversity.

State-based news bulletins are broadcast on ABC1, as well as regional sport (Victorian Football League, South Australian National Football League, West Australian Football League and NSW Rugby Union Shute Shield). *Landline* provides dedicated national rural news with reports and stories from across country Australia.

In 2011–12, the Q&A program was broadcast from Hobart, Brisbane, Adelaide, Darwin, Toowoomba, Casula and Dandenong. The program aims to visit regional and suburban centres to provide an opportunity for a broader cross-section of the community to participate in the audience, as well as to directly explore the issues that concern those regions and communities.

Factual series *Country Town Rescue* and *Two on the Great Divide* looked at a number of issues experienced in country regions and rural towns in Australia. *Poh's Kitchen: On the Road* travelled around Australia in 2011 from King Island to the Kimberley to see how people cook and what they eat in different regions.

In 2011–12, a range of children's television content was produced across Australia. A series of 3 on 3 segments were produced for ABC3's *Studio 3* in regional centres. *Prank Patrol Road Trip* was filmed in Victoria, Western Australia and South Australia.

ABC Open's photography project, *Now and Then: Series 2*, involved holding a historical image in its present day location and re-photographing it. The images, which are published online, provide a visual representation of the regional diversity of Australia.

Entries to ABC Rural's *Heywire* initiative reflect the different experiences of young people living in regional communities across Australia. ■

122 Newspan, ABC Appreciation Survey, 2012

# Sustainability in a broadcasting context

THE MSS, published in May 2012, was developed by the GRI with the assistance of stakeholders from within the media industry, as well as other relevant participants including regulators, academics and advocacy groups.

The MSS recognises that media organisations play a unique role in society, and as such have distinct corporate responsibilities to the communities in which they operate.

## Improving accessibility for disability groups

### Content aggregation

The ABC's *Ramp Up* website provides news, discussion and debate about disability issues in Australia. As well as aggregating all ABC content on disability-related topics, the site provides a forum for Australia's disability communities to share opinions and debate issues.

*Ramp Up* is produced by the ABC with funding assistance from the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA). In June 2012, the ABC entered into an agreement with FaHCSIA for a further two years of funding.

### Captioning

The ABC provides a closed captioning service on ABC1, ABC2, ABC4Kids, ABC3 and ABC News 24. In 2011–12, the ABC captioned 98% of programs on ABC1 in prime time, 97% on ABC2 in prime time, 82% on ABC4Kids, 93% on ABC3 throughout the day, and 72% on ABC News 24. The ABC exceeds the captioning requirements of the *Broadcasting Services Act 1992*.

Growing numbers of media conferences include an Auslan interpreter, and wherever possible, ABC1 and ABC News 24 include vision of the interpreter in coverage.


ABC Television provides a closed captioning service on its iView service. Programs that were broadcast on ABC1 and ABC2 in primetime with captions are captioned on iView. All ABC DVD products (other than pre-school titles) are closed captioned.

### Audio description

In 2011–12, the ABC developed an audio description trial to assist people with a visual impairment access television programs. The trial will launch in August 2012 and run for 13 weeks. This will be the first trial of audio description on Australian free-to-air television.

In 2011–12, ABC Books published 15 titles with Read How You Want, an organisation which produces Braille and large print books for the visually impaired.

## Digital literacy

The ABC has a strong commitment to regional and rural Australia, and the ABC Open initiative is aimed directly at bridging the digital divide that often exists for those outside metropolitan areas. In 2011–12, ABC Open producers held in excess of 1 860 workshops teaching basic digital literacy to over 4 200 participants in regional communities across the country, and worked intensively with many individual contributors. ABC Open has produced a suite of video tutorials which are hosted on the ABC Open channel on Vimeo. The site includes instructional information sheets covering a range of digital skills (see pages 36 and 40). 

The ABC is contributing to building digital literacy skills for younger audiences through a range of online content and resources that educate and inform. For example, the *Play School* Art Maker iPad app, ABC3 Facebook page, ABC3 YouTube channel, and a variety of online games help children develop their digital literacy in an engaging and entertaining way.



Now more than ever, Australians need reliable, trustworthy and independent news and information. In an environment in which these traits are increasingly rare, a strong public broadcaster is important.



Four Corners on-air team: Left to right: Sarah Ferguson, Debbie Whitmont, Quentin McDermott, Kerry O'Brien, Matthew Carney, Marian Wilkinson, Liz Jackson.

In 2011, the ABC won journalism's highest accolade, the Gold Walkley. *Four Corners* team Sarah Ferguson, Michael Doyle and Anne Worthington won the Gold Walkley award for 'A Bloody Business', an exposé of the cruelty inflicted on Australian cattle exported to the slaughterhouses of Indonesia.

The program tackled an intensely difficult subject with rigour, intelligence and context. The story created a strong response from

audiences and ignited a national debate about the humane slaughter of animals exported from Australia.

The award judges said "This is an outstanding example of how good investigative journalism can change an entrenched, unacknowledged evil in society... One of the best stories of the year, with huge political ramifications."

### Protecting young audiences

The *ABC Editorial Policies* contain Principles and Standards in relation to Children and Young People, and Harm and Offence. One of the key Editorial Standards (Standard 7.3) requires that that all domestic television programs—with the exception of news, current affairs and sporting events—are classified and scheduled for broadcast in accordance with the ABC's *Associated Standard on Television Program Classification*.

The ABC has an in-house television classification team. ABC Classifiers assess and classify content using the *ABC Editorial Policies Associated Standard on Television Program Classification*. Content is allocated to individuals within the classification team on a rostered weekly basis. Second opinions are sought when required, and a system of upward referral operates in the event that an appropriate classification cannot be agreed.

The ABC employs both visual and audio warnings before news and current affairs items which are considered to have particular potential to disturb or concern viewers.

The ABC provides safe platforms and content for younger audiences. A range of news content is specifically designed for younger audiences, including *Behind the News*, which exposes younger audiences to news and current affairs in an appropriate and engaging format.

Content on ABC4Kids and ABC3 is specifically targeted to, and appropriate for, younger audiences.

The ABC4Kids and ABC3 websites are also designed as safe online destinations for younger audiences. Audience participation on those sites is closely monitored and pre-moderated. Participation in online chat services is limited by tools that restrict the types and extent of content that can be posted on the website, including childrens' names and photos. Personal details and identifying information about schools or sports teams are also carefully controlled by trained moderators.

## Human rights

The ABC is able to contribute to the protection of human rights in two ways: by ensuring that internal business processes are in line with international standards (see page 147), and by drawing attention to human rights issues through relevant and appropriate content.

In 2011–12, the coverage of human rights and social justice issues continued to be a focus of ABC content across a range of programs and platforms. This coverage was in accordance with the *ABC Editorial Policies Principles and Standards*, including Independence, Integrity and Responsibility (Principle 1), and Impartiality and Diversity of Perspectives (Principle 4).

News coverage of human rights issues has included: "Without Consent", *Four Corners*, an investigation into forced marriages in Australia; "Sex Slavery", *Four Corners*, a report into forced prostitution and human trafficking in Australia; "Sayonara Baby", *Foreign Correspondent*, a report examining Japan's reputation as a safe haven for people who have illegally snatched their children in defiance of Family Court orders; "A Place in the Sand", *Foreign Correspondent*, a report on refugee camps in Kenya; "Toomelah Reports", *7.30*, reports highlighting ongoing sexual abuse and below-standard living conditions in Indigenous communities.

A range of websites examine human rights issues, including *Ramp Up*, the Religion and Ethics Portal, and The Drum. In 2011–12, the ABC published articles about the National Disability Insurance Scheme (NDIS) and employment for people with disabilities nationally and internationally on *Ramp Up*; articles on the ethics of euthanasia and on same-sex marriage on the Religion and Ethics portal; and special coverage of Australia's asylum policy on The Drum.

On television, *Mabo* told the story of the struggle for Indigenous land rights in Australia; *Utopia Girls* documented the journey of women fighting for gender equality in the late 19th century, *Divorce: Aussie Islamic Way* addressed the issues faced by Muslim women in Australia; and the *Dumb, Drunk & Racist* documentary series highlights issues of racial prejudice in contemporary Australia. Current affairs programming in 2011–12 addressed issues including the rights of refugees and asylum seekers, Indigenous rights, and same-sex marriage.

## Evaluating program quality

ABC News conducted regular program reviews of news bulletins and current affairs programs, covering editorial policy issues in addition to questions of quality, style and technical issues. A new process of “quality circles” has been instituted in relation to current affairs programs, involving gatherings of senior staff from a number of programs to discuss a range of editorial issues.

Radio’s Policy Advisers provide advice regularly to ABC Radio managers and editorial staff about interpretation and application of the Principles and Standards of the *ABC Editorial Policies* on a needs basis. From time to time, issues are identified that may require general reminders to be issued, such as the importance of accurately identifying lobby groups who present opinions on-air, and complaints-handling during election campaigns.

During 2011–12, the ABC carried out a series of content reviews of a selection of the ABC’s specialist online portals. The focus of these reviews was on editorial quality. Key editorial Principles and Standards considered during these content reviews included Accuracy (Principle 2), Impartiality and Diversity of Perspectives (Principle 4) and Public Access and Participation (Principle 9).

## Editorial Policies training

*ABC Editorial Policies* training is conducted regularly for all staff with editorial responsibilities.

In 2011–12, the News division conducted training for 126 staff, including 10 staff working on childrens’ news programs *Behind the News* and *News on 3*, and 14 staff in the Asia Pacific News Centre.

Similarly, the Television division conducted the following targeted training on *ABC Editorial Policies*:

- Three workshops on the *ABC Editorial Policies*, attended by 35 staff;
- Seven *ABC Editorial Policies* workshops (designed for new employees), attended by 56 staff;
- Nine specialist *ABC Editorial Policies* workshops (designed for senior editorial managers and specialist groups) attended by 27 staff;
- Eight workshops on Moderating User-Generated Content and Facebook, attended by 33 staff;
- Three Social Media Strategy sessions, attended by 42 staff; and
- Seven Classification information sessions, attended by 95 staff.

Twenty four of Radio Australia’s foreign language staff undertook extensive training in editorial skills to improve understanding and implementation of the *ABC Editorial Policies* during 2011–12. Editorial skills were also refreshed, including writing, interviewing, generating content and working in teams. The training was delivered in a series of workshops and reinforced at daily discussions at editorial meetings and by coaching with individual staff. Compliance with the *ABC Editorial Policies* was monitored by checking online content daily, which often involves translation into English. Major editorial issues were upwardly referred and discussed at a weekly Content Executive meeting. Radio Australia’s three Indonesian based staff also attended an *ABC Editorial Policies* workshop during a visit by the ABC’s Australian-based Asia Editor in October 2011.

Seven short *ABC Editorial Policies* training videos were developed, addressing key editorial principles and issues. These videos were placed on the ABC intranet for all staff to access in their own time as required. The videos covered accuracy, impartiality, independence, fair and honest dealing, commercial references, privacy, and harm and offence.

## Responding to complaints

The ABC assesses its performance with its core constituency through audience feedback, including complaints. The ABC's Audience and Consumer Affairs unit deals with written complaints about issues such as factual inaccuracy, bias or inappropriate content. Audience and Consumer Affairs is independent of ABC program areas and can investigate written complaints referring to possible breaches of the *ABC Editorial Policies or Code of Practice* (see pages 103–106). ■■

In 2011–12, the unit dealt with a number of complaints about issues related to corporate responsibility, including complaints about the ABC's marketing or cross-promotion activities; accessibility of content by people with disabilities; breaches of privacy.

**Marketing or cross-promotion activities** – 644 complaints about promotions were logged (representing 2.8% of total complaints). These related to promotions about specific programs as well as promotions generally. Common concerns were that promotions were too intrusive or that there were too many. Other complaints included that programs were not broadcast as promoted, that they were louder than surrounding content, that they contained errors of language usage such as spelling or pronunciation, and that they included inappropriate content.

**Television captioning** – 138 complaints about closed captioning of television programs were logged (representing 0.6% of total complaints). These included complaints about the quality of captions as well as complaints about a failure to provide captions on various programs. Fourteen of the complaints resulted in findings that the ABC had failed to satisfy the requirements set out in the *Broadcasting Services Act 1992*. Other than complaints about captions, qualitative data is not available for complaints about accessibility of content by people with disabilities.

**Breach of privacy** – 48 complaints that were categorised as intrusiveness or invasion of privacy were logged (representing 0.2% of total complaints). The majority were concerns about intrusiveness, particularly that various news stories about tragedies inappropriately focussed on victims or grieving relatives. There were 17 complaints from people who felt that their own privacy, or that of someone they knew, had been breached by the ABC. ■

# Employment practices and employee wellbeing

## Work health and safety

Information about work health and safety at the ABC is set out at page 93 and in Appendix 12 (see page 226). ■■

## Human rights in the workplace

In 2011–12, one complaint of age discrimination was made to the Australian Human Rights Commission (AHRC). The AHRC dismissed the complaint on the basis that it was lacking substance.

There were no incidents during the reporting period involving violation of Indigenous rights relating to ABC employees who are Indigenous, or relating to Indigenous communities.

The ABC monitors and investigates the incidence of bullying, harassment and discrimination for each reporting period. Complaints are dealt with in accordance with the Complaint Resolution Procedures in the *ABC Workplace Behaviours Policy*. In 2011–2012, no complaints of harassment or discrimination were made using the Complaint Resolution Procedures under the *ABC Workplace Behaviours Policy*. There were no substantiated incidents of bullying, harassment or discrimination. Statistical information is not being reported for legal and confidentiality reasons.

## Mentoring

In 2010–11, the ABC implemented a pilot mentoring program, pairing new employees with an experienced staff member. As well as acting as a role model, the purpose of the mentor is to support the new employee to learn about their role and the ABC, and to build their confidence and skills.

The nine month pilot program was run with new employees in Local Radio from around the country. Reported outcomes for mentees included increased confidence, enhanced networking across regions, improved program development, presentation, reporting and multi-media skills.

Both mentors and mentees reported tangible benefits in improving their work and output, as well as less tangible but equally important benefits in work/life balance skills and strategies, as well as improving confidence and encouragement to reach career development goals. For mentors, a sense of helping others was rewarding, but also they learned and gained equally from the mentoring experience.

The results of the pilot will be used to extend the program more widely in Local Radio, and potentially into other areas.

## Training and development

Details of training opportunities provided by the ABC to its employees and contractors is provided at pages 89–91. ■■

Details of specialist support for employees whose work involves covering or dealing with potentially traumatic incidents is provided at page 91. ■■

## Caring responsibilities

Parental leave for ABC employees is governed by the National Employment Standards set out in the *Fair Work Act 2009 (Cth)* (the Act). Pursuant to section s.67(1) of the Act, all ABC employees, with the exception of casuals, that have completed 12 months of continuous service are entitled to parental leave.

In accordance with section s.67(1) of the Act, casual employees are entitled to parental leave if they have been employed on a regular and systematic basis for 12 months and have a reasonable expectation of continuing employment with the ABC. ■





# Financial

New Navy play  
at the triple j  
Unearthed launch  
in Sydney.



NOW  
MORE  
THAN  
EVER

On 5 October 2011, the ABC launched triple j Unearthed, a new digital radio station devoted entirely to new Australian music. triple j Unearthed is the only dedicated Australian music station playing music solely from unsigned and independent Australian artists, including those from regional Australia. It draws from the Unearthed online community of over 30 000 artists and 250 000 users—a site which has become an integral music discovery service for audiences and the wider music industry.

Since its inception, the triple j Unearthed initiative has been an innovative vehicle for the discovery of new Australian music—from its evolution in the 1990s as an on-air band competition, to the introduction of the online presence in 2006, to the launch of the Unearthed iPhone app in 2010.

Among the first artists to be played on triple j Unearthed were new bands *Strange Talk*, *Gold Fields*, *Big Scary*, *Snakadaktal* and *Loon Lake* and successful Unearthed alumni *The Jezabels*.

Now more than ever, digital technologies are providing unprecedented opportunities for artists and audiences to connect and share music, culture and ideas. The ABC is using digital radio as a platform to bring artists and audiences together, giving more Australians access to the benefits of new communications platforms.

# performance

Financial summary

Independent auditor's report

Financial statements

# Financial summary

## Completion of Annual Financial Statements

On 27 July 2012, the Audit and Risk Committee endorsed the signing of the 2011–12 Financial Statements and the Australian National Audit Office (ANAO) issued an unqualified audit opinion.

## Financial Outcome 2011–12

As in previous years, the ABC operated within its total sources of funds and revenue from Government for the 2011–12 financial year.

## Sources of Funds 2011–12

The ABC was allocated \$990.7 million in the May 2011 Federal Budget and \$11.2 million in the 2011–12 Additional Estimates process, totalling \$1 billion for the 2011–12 year.

The ABC also received \$172.7 million from other sources, including ABC Commercial.


The chart “ABC Source of Funds” depicts the ABC’s budgeted funds for the various categories against actual sources for 2011–12 and its budgeted sources for 2012–13.

## Application of Funds

The chart “Split of Actual Expenditure 2011–12” broadly represents the ABC’s application of funds by function for the 2011–12 financial year.

## The Year Ahead

### Revenue from Government

The May 2012 Federal Budget maintained the ABC’s funding base, provided minor funding for a television trial of audio description technology, and provided additional transmission funds for regional ABC Radio services and for ABC Television to vacate the 2.5 GHz spectrum frequency (see page 87). 

The ABC’s funding for the 2012–13 financial year is:

	\$m
Total revenue from Government per Outcomes	
1, 2, 3 and 4, including equity injection	1 030.2
Less Analog Transmission funds	-88.5
Less Digital Television Transmission funds	-98.0
Less Digital Radio Transmission funds	-3.7
Total Revenue from Government	840.0

The chart “ABC Revenue from Government by Output 2012–13” broadly represents the ABC’s budgeted appropriation of funds by output for the 2012–13 financial year.

## Budget Strategy

Although some additional funding was provided in the Federal Budget, this funding is tied to specific initiatives and is not available to address the continual cost pressure arising from the ABC’s existing cost base.

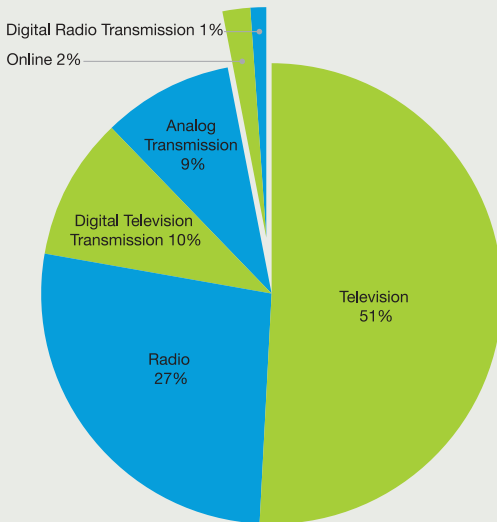
The continuing shift by consumers away from CDs and DVDs towards digital platforms, combined with a depressed retail environment, has had a detrimental impact on the performance of ABC Commercial, which has in turn placed additional pressure on the Corporation’s available financial resources.

## Revenue by output

This graph shows how funding is allocated to six specified Programs which relate to four Outcomes. Performance against these Outcomes is reported at page 115.

**78% of Government funding was allocated to content-related activities.**

**ABC Revenue from Government by Output 2012-13**

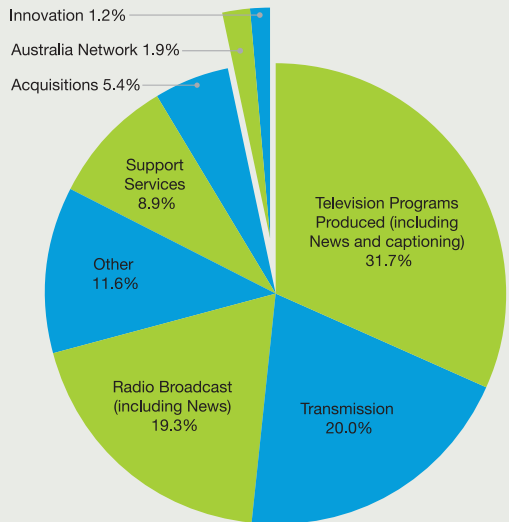


## Split of expenditure

Split of actual expenditure broadly represents how the ABC allocates its funds by function.

**Over 70% of the ABC's expenditure is on making and distributing content.**

**ABC Split of Actual Expenditure 2011-12**

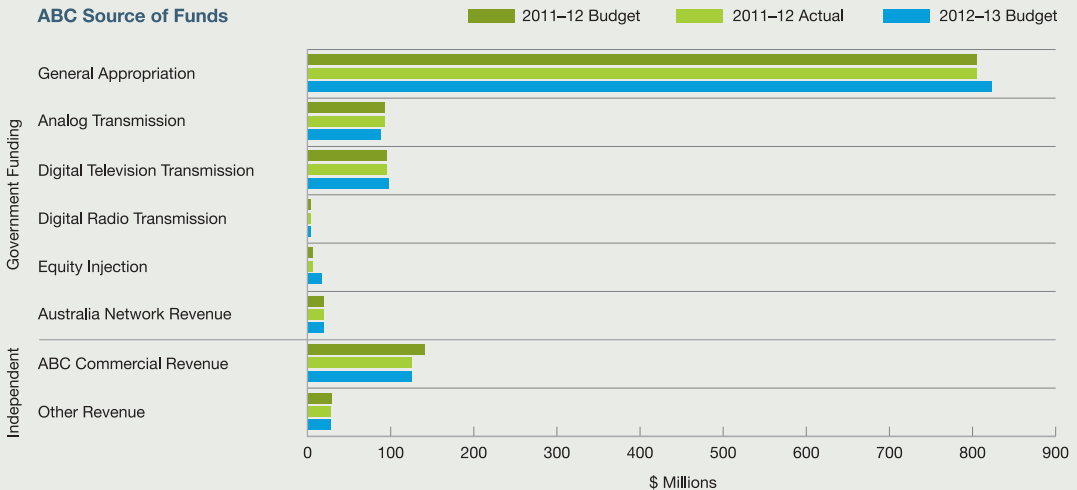


## Source of funds

The ABC receives funding from different sources, the majority coming from the Federal Government.

**The ABC was allocated \$1 billion in the 2011 Federal Budget.**

**ABC Source of Funds**



In this challenging environment, the 2012–13 Budget Strategy aims to chart a careful balance between addressing vital pressure points and concerns for the ABC, including news content and multi-platform activities, while at the same time ensuring existing content, facilities and operations are maintained at sustainable levels.

The Corporation is in the process of preparing its next Triennial Funding Submission to Government for consideration in the May 2013 Budget. This was originally intended to be considered in the May 2012 Budget, however the process has been deferred by one year to allow the process to take account of the outcomes of the Convergence Review. As part of this process, the Corporation will continue to liaise with Government on sustainability issues, including funding requirements for asset replacement.

### **Comparative Revenue from Government**

The 2012–13 operational revenue from Government of \$840 million represents a decrease in real funding of \$253 million or 23.1% since 1985–86 as depicted in the chart “ABC Operational Revenue from Government”. ■

## Five-year Analysis

	2012	2011	2010	2009	2008
ABC Operating	\$'000	\$'000	\$'000	\$'000	\$'000
Cost of Services	1 179 929	1 136 707	1 101 074	1 078 755	1 041 391
Operating Revenue	173 134	183 099	184 260	234 222	219 641
Net Cost of Services (a)	1 006 795	953 608	916 814	844 533	821 750
Share of (deficit)/surplus from jointly controlled entities	(2 317)	(1 732)	468	–	–
Revenue from Government	997 403	955 516	915 058	858 411	833 963

	2012	2011	2010	2009	2008
Financial Position	\$'000	\$'000	\$'000	\$'000	\$'000
Current Assets	228 804	234 548	237 927	275 761	276 332
Non-Current Assets	1 012 702	985 096	1 004 396	948 920	978 828
Total Assets	1 124 506	1 219 614	1 242 343	1 224 681	1 255 160
Current Liabilities	224 033	213 263	241 388	230 403	174 080
Non-Current Liabilities	28 907	20 590	24 161	48 187	114 002
Total Liabilities	252 940	233 853	265 549	278 590	288 082
Total Equity	988 566	985 791	976 774	946 091	967 078

## Ratios

Current Ratio (b)	1.02	1.10	0.99	1.20	1.59
Equity (c)	88%	81%	79%	77%	77%

(a) Net cost of services is cost of services less operating revenue.

(b) Current assets divided by current liabilities.

(c) Equity as a percentage of total assets.

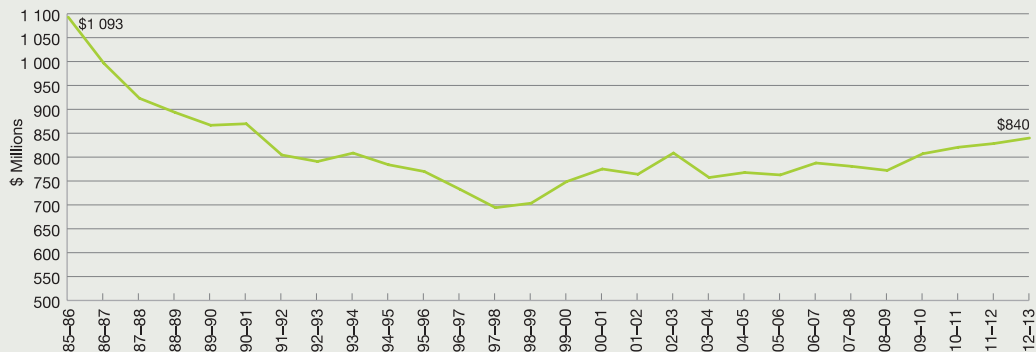
## Revenue from government

The ABC operational revenue from Government graph demonstrates the value of funding in real terms over time.

In real terms, the ABC's operational revenue has declined over time.

### ABC Operational Revenue from Government

Including Capital indexed at 2011–12 levels (December 2011 6 mths CPI Index) 23.1% reduction from 1985–86 to 2012–13





## INDEPENDENT AUDITOR'S REPORT

To the Minister for Broadband, Communications and the Digital Economy

I have audited the accompanying financial statements of the Australian Broadcasting Corporation (the Corporation) for the year ended 30 June 2012, which comprise: a Statement by Directors and Chief Financial Officer; Statement of Comprehensive Income; Balance Sheet; Statement of Changes in Equity; Cash Flow Statement; Schedule of Commitments; Schedule of Contingencies; and Notes comprising a Summary of Significant Accounting Policies and other explanatory information.

### **Directors' Responsibility for the Financial Statements**

The directors of the Corporation are responsible for the preparation of the financial statements that give a true and fair view in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards, and for such internal control as is necessary to enable the preparation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

My responsibility is to express an opinion on the financial statements based on my audit. I have conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. These auditing standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Corporation's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Corporation's internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

GPO Box 707 CANBERRA ACT 2601  
19 National Circuit BARTON ACT  
Phone (02) 6203 7500 Fax (02) 6273 5355  
Email [ian\\_mcphee@anao.gov.au](mailto:ian_mcphee@anao.gov.au)  
<http://www.anao.gov.au>



I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

### **Independence**

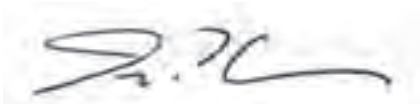
In conducting my audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the requirements of the Australian accounting profession.

### **Opinion**

In my opinion, the financial statements of the Australian Broadcasting Corporation:

- (a) have been prepared in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards; and
- (b) give a true and fair view of the matters required by the Finance Minister's Orders including the Australian Broadcasting Corporation's financial position as at 30 June 2012 and of its financial performance and cash flows for the year then ended.

Australian National Audit Office



Ian McPhee  
Auditor-General

Sydney  
27 July 2012

# Financial Statements

for the year ended 30 June 2012


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## Statement by Directors and Chief Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2012 are based on properly maintained financial records and give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, as amended.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Australian Broadcasting Corporation will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the Directors.



James Spigelman AC QC  
Chairman  
27 July 2012

Mark Scott AO  
Managing Director  
27 July 2012

David Pendleton FCPA  
Chief Financial Officer  
27 July 2012



# Statement of Comprehensive Income

for the year ended 30 June 2012

	Notes	2012 \$'000	2011 \$'000
<b>EXPENSES</b>			
Employee benefits	3A	486 482	443 547
Suppliers	3B	438 648	445 652
Depreciation and amortisation	3C	95 063	91 756
Program amortisation	3D	154 543	146 383
Finance costs	3E	286	1 658
Write-down and impairment of assets	3F	4 214	5 973
Net loss from disposal of assets	3G	693	949
Net foreign exchange loss	3H	–	789
<b>Total expenses</b>		<b>1 179 929</b>	1 136 707
<b>OWN-SOURCE INCOME</b>			
<b>Own-source revenue</b>			
Sale of goods and rendering of services	4A	140 208	144 492
Interest	4B	8 296	10 288
Other revenue	4C	24 181	28 319
<b>Total own-source revenue</b>		<b>172 685</b>	183 099
<b>Gains</b>			
Net foreign exchange gain	4D	449	–
<b>Net gains</b>		<b>449</b>	–
<b>Total own-source income</b>		<b>173 134</b>	183 099
<b>Net cost of services</b>		<b>1 006 795</b>	953 608
Revenue from Government	5	997 403	955 516
Share of deficit of jointly controlled entities	7	(2 317)	(1 732)
<b>(Deficit)/Surplus</b>		<b>(11 709)</b>	176
<b>OTHER COMPREHENSIVE INCOME</b>			
Net revaluation of land and buildings		21 429	(7 152)
Gains/(losses) on cash flow hedging instruments		5	(24)
<b>Total other comprehensive income/(loss)</b>		<b>21 434</b>	(7 176)
<b>Total comprehensive income/(loss)</b>		<b>9 725</b>	(7 000)

The above statement should be read in conjunction with the accompanying notes.

# Balance Sheet

as at 30 June 2012



	Notes	2012 \$'000	2011 \$'000
<b>ASSETS</b>			
<b>Financial assets</b>			
Cash and cash equivalents	6A	5 823	6 375
Receivables	6B	81 449	104 127
Accrued revenue	6C	11 352	4 739
Investments accounted for using the equity method	7	18 333	18 019
<b>Total financial assets</b>		<b>116 957</b>	133 260
<b>Non-financial assets</b>			
Land and buildings	8A	691 972	659 591
Infrastructure, plant and equipment	8B	244 165	256 930
Intangibles	8C	38 244	35 178
Inventories	8D	133 273	114 190
Prepayments	8E	16 895	20 495
<b>Total non-financial assets</b>		<b>1 124 549</b>	1 086 384
<b>Total assets</b>		<b>1 241 506</b>	1 219 644
<b>LIABILITIES</b>			
<b>Payables</b>			
Suppliers	9A	57 560	57 442
Other	9B	40 743	35 267
<b>Total payables</b>		<b>98 303</b>	92 709
<b>Interest bearing liabilities</b>			
Loans	10A	–	5 000
<b>Total interest bearing liabilities</b>		<b>–</b>	5 000
<b>Provisions</b>			
Employees	11A	152 151	133 253
Other	11B	2 486	2 891
<b>Total provisions</b>		<b>154 637</b>	136 144
<b>Total liabilities</b>		<b>252 940</b>	233 853
<b>NET ASSETS</b>		<b>988 566</b>	985 791
<b>EQUITY</b>			
Contributed equity		118 516	125 466
Reserves		592 298	570 864
Retained surplus		277 752	289 461
<b>Total equity</b>		<b>988 566</b>	985 791
<b>Current assets</b>		<b>228 804</b>	234 548
<b>Non-current assets</b>		<b>1 012 702</b>	985 096
<b>Current liabilities</b>		<b>224 033</b>	213 263
<b>Non-current liabilities</b>		<b>28 907</b>	20 590

The above statement should be read in conjunction with the accompanying notes.

# Statement of Changes in Equity

for the year ended 30 June 2012

	Contributed equity		Retained surplus		Asset revaluation reserve		Hedging reserve		Total equity	
	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
<b>Opening balance as at 1 July</b>	<b>125 466</b>	121 037	<b>289 461</b>	289 285	<b>570 873</b>	578 025	<b>(9)</b>	15	<b>985 791</b>	988 362
<b>Comprehensive income</b>										
Net revaluation of land and buildings	-	-	-	-	<b>21 429</b>	(7 152)	-	-	<b>21 429</b>	(7 152)
Gains / (losses) on cash flow hedging instruments	-	-	-	-	-	-	<b>5</b>	(24)	<b>5</b>	(24)
(Deficit)/Surplus	-	-	<b>(11 709)</b>	176	-	-	-	-	<b>(11 709)</b>	176
<b>Total comprehensive income/(loss)</b>	-	-	<b>(11 709)</b>	176	<b>21 429</b>	(7 152)	<b>5</b>	(24)	<b>9 725</b>	(7 000)
<b>Transactions with owner</b>										
<i>Distributions to owner</i>										
Return of capital	<b>(12 900)</b>	(12 109)	-	-	-	-	-	-	<b>(12 900)</b>	(12 109)
<i>Contributions by owner</i>										
Equity injection	<b>5 950</b>	16 538	-	-	-	-	-	-	<b>5 950</b>	16 538
<b>Total transactions with owner</b>	<b>(6 950)</b>	4 429	-	-	-	-	-	-	<b>(6 950)</b>	4 429
<b>Closing balance as at 30 June</b>	<b>118 516</b>	125 466	<b>277 752</b>	289 461	<b>592 302</b>	570 873	<b>(4)</b>	(9)	<b>988 566</b>	985 791

The above statement should be read in conjunction with the accompanying notes.

# Cash Flow Statement

for the year ended 30 June 2012



	Notes	2012 \$'000	2011 \$'000
		<b>Inflows (Outflows)</b>	Inflows (Outflows)
<b>OPERATING ACTIVITIES</b>			
<b>Cash received</b>			
Receipts from Government		995 903	955 516
Goods and services		140 034	144 243
Interest		8 455	10 471
Net GST received		44 446	43 172
Realised foreign exchange gains / (losses)		5	(24)
Other		23 127	28 625
<b>Total cash received</b>		<b>1 211 970</b>	1 182 003
<b>Cash used</b>			
Employees		(464 608)	(442 127)
Suppliers		(664 114)	(661 811)
Finance costs		(286)	(1 668)
<b>Total cash used</b>		<b>(1 129 008)</b>	(1 105 606)
<b>Net cash from operating activities</b>	12	<b>82 962</b>	76 397
<b>INVESTING ACTIVITIES</b>			
<b>Cash received</b>			
Proceeds from sale of property, plant and equipment		232	502
Proceeds from investments		104 000	167 160
<b>Total cash received</b>		<b>104 232</b>	167 662
<b>Cash used</b>			
Purchase of property, plant and equipment		(89 565)	(81 941)
Purchase of investments		(86 231)	(139 849)
<b>Total cash used</b>		<b>(175 796)</b>	(221 790)
<b>Net cash used in investing activities</b>		<b>(71 564)</b>	(54 128)
<b>FINANCING ACTIVITIES</b>			
<b>Cash received</b>			
Equity contributed by Government		5 950	16 538
<b>Total cash received</b>		<b>5 950</b>	16 538
<b>Cash used</b>			
Repayment of loans		(5 000)	(26 000)
Return of capital		(12 900)	(12 109)
<b>Total cash used</b>		<b>(17 900)</b>	(38 109)
<b>Net cash used in financing activities</b>		<b>(11 950)</b>	(21 571)
<b>Net increase/(decrease) in cash and cash equivalents</b>		<b>(552)</b>	698
Cash and cash equivalents at beginning of year		6 375	5 677
<b>Cash and cash equivalents at end of year</b>	6A	<b>5 823</b>	6 375

The above statement should be read in conjunction with the accompanying notes.



# Schedule of Commitments

as at 30 June 2012

	<b>2012</b>	2011
	<b>\$'000</b>	\$'000
<b>BY TYPE</b>		
<b>Capital commitments</b>		
Buildings	<b>9 483</b>	31 661
Infrastructure, plant and equipment (1)	<b>3 013</b>	15 229
<b>Total capital commitments</b>	<b>12 496</b>	46 890
<b>Other commitments</b>		
Operating leases (2)	<b>61 544</b>	74 420
Other payables (3)	<b>1 208 972</b>	1 429 541
Attributable to joint ventures (4)	<b>5 730</b>	7 609
<b>Total other commitments</b>	<b>1 276 246</b>	1 511 570
<b>Commitments receivable</b>		
Net GST receivable on commitments	<b>(113 597)</b>	(135 896)
Other receivables (5)	<b>(85 066)</b>	(81 179)
<b>Total commitments receivable</b>	<b>(198 663)</b>	(217 075)
<b>Net commitments by type</b>	<b>1 090 079</b>	1 341 385

*The above schedule should be read in conjunction with the accompanying notes.*

	<b>2012</b>	2011
	<b>\$'000</b>	\$'000
<b>BY MATURITY</b>		
<b>Capital commitments</b>		
One year or less	<b>12 496</b>	42 697
From one to five years	–	4 193
<b>Total capital commitments</b>	<b>12 496</b>	46 890
<b>Operating lease commitments</b>		
One year or less	<b>18 698</b>	22 555
From one to five years	<b>42 846</b>	51 865
More than five years	–	–
<b>Total operating lease commitments</b>	<b>61 544</b>	74 420
<b>Other payables commitments</b>		
One year or less	<b>321 949</b>	288 688
From one to five years	<b>609 129</b>	764 209
More than five years	<b>277 894</b>	376 644
<b>Total other payables commitments</b>	<b>1 208 972</b>	1 429 541
<b>Commitments attributable to joint ventures</b>		
One year or less	<b>5 730</b>	7 609
<b>Total commitments attributable to joint ventures</b>	<b>5 730</b>	7 609
<b>Commitments receivable</b>		
One year or less	<b>(56 805)</b>	(64 682)
From one to five years	<b>(106 476)</b>	(112 244)
More than five years	<b>(35 382)</b>	(40 149)
<b>Total commitments receivable</b>	<b>(198 663)</b>	(217 075)
<b>Net commitments by maturity</b>	<b>1 090 079</b>	1 341 385

The above schedule should be read in conjunction with the accompanying notes.

1. Outstanding contractual commitments associated with the purchase of infrastructure, plant and equipment, including communications upgrades and technical equipment fit out.
2. Operating leases included are effectively non-cancellable and comprise:

**Nature of Lease**

**General description of leasing arrangement**

- Motor vehicles—business and senior executive  
Fully maintained operating lease over 24/36 months and/or 40 000/60 000km; no contingent rentals; no renewal or purchase options available.
- Property leases—office and business premises  
Lease payments subject to increase in accordance with CPI or other agreed increment; initial period of lease ranges from 1 year to 6 years; options to extend in accordance with lease.

3. Other payables commitments are covered by agreements and are associated with the supply of transmission services, satellite services, purchase of programs and program rights.
4. Commitments arising from, in proportion, the Corporation's 16% interest in Freeview Australia Limited and 50% interest in MediaHub Australia Pty Limited.
5. Other receivables comprise transmission, royalties, co-production commitments, resource hire, content licensing, media development support initiatives, contract revenue and grants.

## Schedule of Contingencies

as at 30 June 2012

	Notes	<b>2012</b> <b>\$'000</b>	2011 \$'000
<b>Contingent liabilities—guarantees</b>			
Balance at beginning of year		<b>1 202</b>	1 185
Net change during the year		<b>(217)</b>	17
<b>Total contingent liabilities—guarantees</b>	14	<b>985</b>	1 202

The Corporation has no material contingent assets as at 30 June 2012 (2011 Nil).

Details of each class of contingent liabilities, including those not disclosed above because they cannot be quantified or are considered remote, are shown in Note 14: Contingent Assets and Liabilities.

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*The above schedule should be read in conjunction with the accompanying notes.*

# Notes to and forming part of the Financial Statements

for the year ended 30 June 2012

## 1. Summary of Significant Accounting Policies

The principal accounting policies adopted in preparing the financial statements of the Australian Broadcasting Corporation (the "Corporation" or "ABC") are stated to assist in a general understanding of these financial statements.

The financial report for the Corporation for the year ended 30 June 2012 was authorised for issue by the Directors on 27 July 2012.

### 1.1 Objectives of the Corporation

The Corporation is an Australian Government controlled entity. The objectives of the Corporation are derived explicitly from the *Australian Broadcasting Corporation Act 1983* and are:

- Objective 1 – Ensure the Corporation's independence, integrity and high standards;
- Objective 2 – To be recognised as the leading Australian public media space where people engage with issues and ideas;
- Objective 3 – Deliver maximum benefit to the people of Australia through the effective and efficient delivery of the Corporation's services; and
- Objective 4 – Sustain and grow the Corporation through high quality leadership and an environment of responsibility and opportunity.

The Corporation is structured to meet four outcomes:

- Outcome 1 – Audiences throughout Australia, and overseas, are informed, educated and entertained.
- Outcome 2 – Australian and international communities have access to at least the scale and quality of satellite and analog terrestrial radio and television transmission services that existed at 30 June 2003.
- Outcome 3 – The Australian community has access to ABC digital television services in accordance with approved digital implementation plans.
- Outcome 4 – The Australian community has access to ABC digital radio services in accordance with approved digital implementation plans.

The continued existence of the Corporation in its present form and with its present programs is dependent on Government policy and on continued funding by Parliament for the Corporation's administration and programs.

### 1.2 Basis of Preparation of Financial Statements

The financial statements and notes are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997*, as amended and are a General Purpose Financial Report.

The financial statements and notes have been prepared in accordance with:

- Finance Minister's Orders (FMO) for reporting periods ending on or after 1 July 2011; and
- Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that apply for the year ended 30 June 2012.

The Corporation's financial statements have been prepared on an accruals basis and are in accordance with the historical cost convention, except for certain assets and liabilities which are at fair value. Except where stated, no allowance is made for the effect of changing prices on the results or the financial position.

The financial statements are presented in Australian dollars and values are rounded to the nearest thousand dollars unless disclosure of the full amount is specifically required.

Unless alternative treatment is specifically required by an accounting standard or the FMO, assets and liabilities are recognised in the Corporation's Balance Sheet when and only when it is probable that future economic benefits will flow to the Corporation and the amounts of the assets or liabilities can be reliably measured. However, assets and liabilities arising under agreements equally proportionately unperformed are not recognised unless required by an accounting standard. Liabilities and assets that are unrecognised are reported in the Schedule of Commitments and the Schedule of Contingencies (other than unquantifiable or remote contingencies, which are reported at Note 14: Contingent Assets and Liabilities).

## 1. Summary of Significant Accounting Policies *continued*

### 1.2 Basis of Preparation of Financial Statements *continued*

Unless alternative treatment is specifically required by an accounting standard, revenues, gains and expenses are recognised in the Corporation's Statement of Comprehensive Income when and only when the flow or consumption or loss of economic benefits has occurred and can be reliably measured.

### 1.3 Significant Accounting Judgements, Estimates and Assumptions

#### Significant Accounting Judgements

In the process of applying the accounting policies, the Corporation has taken the fair value of freehold land to be the market value of similar locations and the fair value of freehold buildings to be the depreciated replacement cost, as determined by an independent valuer.

#### Significant Accounting Estimates and Assumptions

The Corporation has applied the following estimates and assumptions:

- Long service leave, as detailed in Note 1.12: Employee Benefits;
- Provision for make good, as detailed in Note 1.13: Leases;
- Valuation of properties, plant and equipment, as detailed in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment;
- Depreciation, as detailed in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment;
- Impairment of non-financial assets, as detailed in Note 1.23: Impairment of Non-Current Assets; and
- Program amortisation, as detailed in Note 1.25: Inventories.

No other accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next year.

### 1.4 New Australian Accounting Standards

#### Adoption of New Australian Accounting Standard Requirements

No accounting standard has been adopted earlier than the application date stated in the standard.

The following adopted requirements have affected the amounts reported in the current or prior periods or are estimated to have a financial effect in future reporting periods.

*AASB 2009-12 Amendments to Australian Accounting Standards [AASBs 5, 8, 108, 110, 112, 119, 133, 137, 139, 1023 & 1031 and Interpretations 2, 4, 16, 1039 & 1052].* Minor grammatical changes to these standards relate to changes in various wordings from "after the end of the reporting period" to "after the reporting period". The changes have been assessed and are not expected to have a material impact on the Corporation's financial statements.

*AASB 124 Related Party Disclosures and AASB 2009-12 Amendments to Australian Accounting Standards arising from AASB 124.* These standards apply to reporting periods beginning on or after 1 January 2011 and have been modified to simplify and clarify the definition of a related party and partial exemptions have been included for government-related entities. The changes have been assessed and are not expected to have a material impact on the Corporation's financial statements.

Other new, revised or amending standards or interpretations that are applicable to the current reporting period did not have a material financial impact, and are not expected to have a future financial impact on the Corporation.

#### Future Australian Accounting Standard Requirements

The following new standards, amendments to standards or interpretations have been issued by the AASB but are effective for future reporting periods. The impact of adopting these pronouncements, when effective, will not have a material financial impact on the Corporation's financial statements.

*AASB 9 Financial Instruments and AASB 2010-7 Amendments to Australian Accounting Standards arising from AASB 9* apply to reporting periods beginning on or after 1 January 2013 and include changes to classification and measurement, impairment methodology and hedge accounting measures as well as reducing the categories of financial assets to two: amortised cost and fair value. As a result, the Corporation will be required to classify its held to maturity investments and loans and receivables at "amortised cost". The Corporation has elected not to early adopt this standard to be consistent with the current FMO.

## 1. Summary of Significant Accounting Policies continued

### 1.4 New Australian Accounting Standards continued

#### Future Australian Accounting Standard Requirements continued

*AASB 13 Fair Value Measurement (AASB 2011-8 indicates changes to Australian Accounting Standards arising from AASB 13).* AASB 13 explains how to measure fair value when required to by other AASBs. It does not introduce new fair value measurements, nor does it eliminate the practicability exceptions to fair value that currently exist in certain standards. The provisions of this are mandatory for reporting periods beginning on or after 1 January 2013 and in the Corporation's case would affect the year ended 30 June 2014, however comparatives would be required for the 2012–13 financial year.

*AASB 2009-11 Amendments to the Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023, 1038 and Interpretations 10 and 12].* The amendments to these standards arise from the issue of AASB 9 *Financial Instruments* as discussed above that sets out requirements for the classification and measurement of financial assets. This standard applies to annual reporting periods beginning on or after 1 January 2013. As the Corporation has chosen not to early adopt AASB 9 the amendments to these standards will also not be early adopted.

*AASB 2011-9 Amendments to Australian Accounting Standards - Presentation of Items of Other Comprehensive Income.* This makes a number of changes to the presentation of other comprehensive income including presenting separately those items that would be reclassified to profit or loss in the future and those that would never be reclassified to profit or loss and the impact of tax on those items. This may impact the presentation of items in the Statement of Comprehensive Income. The provisions of this are mandatory for reporting periods beginning on or after 1 July 2012. However comparatives would be required for the 2011–12 financial year. The Corporation will not be early adopting this standard to be consistent with the current FMO.

Other new, revised or amending standards or interpretations that were issued and are applicable to future reporting periods are not expected to have a material financial impact on the Corporation in future reporting periods.

### 1.5 Taxation

#### Income tax

The Corporation is not subject to income tax pursuant to Section 71 of the *Australian Broadcasting Corporation Act 1983*.

The Corporation's controlled entities, Music Choice Australia Pty Ltd and The News Channel Pty Limited, while subject to income tax, have been inactive since the year ended 30 June 2000 up to and including 30 June 2012.

The Corporation's equity interests in MediaHub Australia Pty Limited, Freeview Australia Pty Limited and National DAB Licence Company Limited are subject to income tax.

Revenues, gains, expenses and assets are recognised net of the amount of GST except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of the revenue or expense.

Receivables and payables are stated with the amount of GST included.

The net amount of GST receivable from the ATO is included as a financial asset in the Balance Sheet while any net amount of GST payable to the ATO is included as a liability in the Balance Sheet.

Cash flows are included in the Cash Flow Statement on a net basis. The GST components arising from investing and financing activities which are recoverable from or payable to the ATO are classified as operating cash flows.

Commitments and contingencies are disclosed on a net basis. Net GST commitments recoverable from, or payable to, the ATO are disclosed.

## 1. Summary of Significant Accounting Policies continued

### 1.6 Foreign Currency Transactions

The Corporation enters into foreign currency hedging arrangements to protect its purchasing power in relation to foreign currency exposures. Revenues and expenditures denominated in foreign currencies are converted to Australian dollars at the exchange rates prevailing at the date of the transaction, or at the hedged rate.

All gains and losses are taken to profit or loss with the exception of forward exchange contracts that are classified as cash flow hedges used to hedge highly probable transactions. Gains and losses on cash flow hedges held at balance date are taken to equity.

All monetary foreign currency balances are converted to Australian dollars at the exchange rate prevailing at balance date. Monetary assets and liabilities of overseas branches and amounts payable to or by the Corporation in foreign currencies are translated into Australian dollars at the applicable exchange rate at balance date.

### 1.7 Reporting by Outcomes and Segments

A comparison by outcomes relevant to the Corporation is presented in Note 21: Reporting by Outcomes. Any intra-government costs are eliminated in calculating the actual budget outcome for the Government overall.

The Corporation principally provides a national television and radio service within the broadcasting industry. It is therefore considered for segmental reporting to operate predominantly in one industry and in one geographical area, Australia.

### 1.8 Revenue

Revenue from the sale of goods is recognised when:

- the risks and rewards of ownership have been transferred to the buyer;
- the seller retains no managerial involvement nor effective control over the goods;
- the revenue and transaction costs incurred can be reliably measured; and
- it is probable that the economic benefit associated with the transaction will flow to the Corporation.

Revenue from the sale of goods is recognised at fair value of the consideration received net of the amount of GST upon delivery of the goods to customers.

Revenue from rendering of services is recognised by reference to the stage of completion of contracts at the reporting date. Revenue is recognised when:

- the amount of revenue, stage of completion and transaction costs incurred can be reliably measured; and
- the probable economic benefits with the transaction will flow to the Corporation.

The stage of completion of contracts at the reporting date is determined by reference to the proportion that costs incurred to date bear to the estimated total costs of the transaction.

Credit sales are on normal commercial terms.

Receivables for goods and sales, which have 30 day terms, are recognised at the nominal amounts due less any provision for bad and doubtful debts. The ability to collect debt is reviewed at the balance date. Provisions are made when the recovery of debt is no longer probable.

Interest revenue is recognised using the effective interest method as set out in *AASB 139 Financial Instruments: Recognition and Measurement*.

Revenues from Government receivable are recognised at their nominal amounts.

Subsidies, grants, sponsorships and donations are recognised on receipt unless paid to the Corporation for a specific purpose where recognition of revenue will be recognised in accordance with the agreement.



## 1. Summary of Significant Accounting Policies continued

### 1.9 Gains and losses

#### Sale of Assets

Gains or losses from disposal of non-current assets are recognised when control of the asset has passed to the buyer.

### 1.10 Grants

The Corporation receives grant monies from time to time.

Most grant agreements require the Corporation to perform services or provide facilities, or to meet eligibility criteria. A liability in respect of unearned revenues is recognised to the extent the services or facilities have not been provided or eligibility criteria have not been met.

### 1.11 Transactions by the Government as Owner

#### Revenue from Government

Parliament appropriates monies to the Department of Broadband, Communications and the Digital Economy, which is then distributed to the Corporation and recognised as revenue from Government. The full amount received in respect of departmental outputs for the year is disclosed in Note 5: Revenue from Government.

Where the Corporation is required to return unspent funds to the Government and this return is discretionary, amounts returned are recognised as a return of equity in the year in which the Minister agrees to the return amount.

#### Equity Injections

Amounts appropriated by the Parliament as equity injections are recognised as contributed equity in accordance with the FMO.

#### Other Distributions to Owners

The FMO require that distributions to owners be debited to contributed equity unless in the nature of a dividend.

The Corporation also received monies from the Government by way of loans as detailed in Note 10: Interest Bearing Liabilities. The Corporation's sole remaining loan at the beginning of the year was repaid in full during the year.

#### Contributions

Income is measured at the fair value of the contributions received or receivable. Income arising from the contribution of an asset to the Corporation is recognised when the entity obtains control of the contribution or the right to receive the contribution, it is probable that the economic benefits comprising the contribution will flow to the Corporation and the amount of the contribution can be measured reliably.

### 1.12 Employee Benefits

Liabilities for services rendered by employees are recognised at the reporting date to the extent that they have not been settled.

Liabilities for short-term employee benefits (as defined in *AASB 119 Employee Benefits*) and termination benefits expected to be settled within twelve months are measured at their nominal amounts.

The nominal amount is calculated with regard to the rates expected to be paid on settlement of the liability.

All other employee benefit liabilities are measured at the present value of the estimated future cash outflows to be made in respect of services provided by employees up to the reporting date.

#### Leave

The liability for employee benefits includes provision for annual leave and long service leave. No provision has been made for sick leave as all sick leave is non-vesting and the average sick leave taken in future years by employees is estimated to be less than the annual entitlement for sick leave.

## 1. Summary of Significant Accounting Policies *continued*

### 1.12 Employee Benefits *continued*

#### Leave *continued*

The leave liabilities are calculated on the basis of employees' remuneration at the estimated salary rates that will apply at the time the leave is taken, including the employer superannuation contribution rates to the extent that the leave is likely to be taken during service rather than paid out on termination.

The liability for long service leave for the Corporation has been determined by reference to the work of an actuary, Professional Financial Consulting Pty Ltd, as at 30 June 2012. The liability for long service leave represents the present value of the estimated future cash outflows to be made by the Corporation resulting from employees' services provided up to the balance date. The estimate of the present value of the liability takes into account attrition rates and pay increases through promotion and inflation.

#### Superannuation

Employees are members of the Commonwealth Superannuation Scheme (CSS), Public Sector Superannuation Scheme (PSS), the Public Sector Superannuation Accumulation Plan Scheme (PSSap) or another non-Commonwealth Superannuation fund.

The CSS and PSS are defined benefit schemes for the Australian Government. The PSSap and other non-Commonwealth funds are defined contribution schemes.

The liability for defined benefits is recognised in the financial statements of the Australian Government and is settled by the Australian Government in due course. This liability is reported by the Department of Finance and Deregulation as an administered item.

The Corporation makes employer contributions to the employee superannuation schemes at rates determined by an actuary to be sufficient to meet the current cost to the Government of the superannuation entitlements of the Corporation's employees. The Corporation accounts for the contributions as if they were contributions to defined contribution plans.

The liability for superannuation recognised as at 30 June 2012 represents outstanding contributions for the last 10 days of the period.

### 1.13 Leases

A distinction is made between finance leases and operating leases. Finance leases effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased non-current assets.

An operating lease is a lease that is not a finance lease. In operating leases, the lessor effectively retains substantially all such risks and benefits. Operating lease payments are expensed on a straight line basis which is representative of the pattern of benefits derived from the leased assets.

Operating lease rentals are not segregated between minimum lease payments, contingent rents and sublease payments, as required by *AASB 117 Leases*, as these components are not individually material.

Lease incentives taking the form of 'free' leasehold improvements and rent holidays are recognised as liabilities. These liabilities are reduced by allocating lease payments between rental expense and reduction of the liability.

#### Provision for Make Good

A provision for make good exists when the Corporation has an obligation to 'make good' leased properties at the end of the lease term. As many of the leases are negotiable, the Corporation has determined the provision as set out below.

##### *Retail leased premises*

A provision has been recognised for retail leases where the Corporation is obligated per the lease agreement to make good the site or where the Corporation believes there is some probability that it will incur costs to make good the site. The provision is calculated based on the estimated average cost to make good each site, plus an allowance for inflation.

## 1. Summary of Significant Accounting Policies continued

### 1.13 Leases continued

#### **Provision for Make Good** continued

##### *Other leased premises*

A provision has been recognised for other leases where the Corporation is obligated per the lease agreement to make good the site or where the Corporation believes there is some likelihood that it will incur costs to make good the site. The provision is calculated based on the estimated cost to make good each site, plus an allowance for inflation.

### 1.14 Borrowing Costs

All borrowing costs are expensed as incurred.

### 1.15 Cash and Cash Equivalents

Cash and cash equivalents in the Balance Sheet comprise cash at bank and on hand and short-term deposits with an original maturity of three months or less that are readily convertible to known amounts of cash and subject to an insignificant risk of changes in value. Cash and cash equivalents are recognised at their nominal amounts.

### 1.16 Financial Assets

The Corporation classifies its financial assets in the following categories:

- financial assets at fair value through profit or loss;
- held-to-maturity investments; and
- loans and receivables.

The classification depends on the nature and purpose of the financial assets and is determined at the time of initial recognition.

Financial assets are recognised and derecognised upon trade date.

#### **Effective Interest Method**

The effective interest method is a method of calculating the amortised cost of a financial asset and of allocating interest income over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset, or, where appropriate, a shorter period.

Income is recognised on an effective interest rate basis except for financial assets at fair value through profit or loss.

#### **Fair Value Through Profit or Loss**

Financial assets are classified as financial assets at fair value through profit or loss where the financial assets:

- have been acquired principally for the purpose of being sold in the near future;
- are a part of an identified portfolio of financial instruments that the Corporation manages together and has a recent actual pattern of short-term profit-taking; or
- are derivatives that are not designated and effective as a hedging instrument.

Assets in this category are classified as current assets.

Financial assets at fair value through profit or loss are stated at fair value, with any resultant gain or loss recognised in profit or loss. The net gain or loss recognised in profit or loss incorporates any interest earned on the financial asset. The Corporation's financial assets in this category are forward exchange contracts which are derivative financial instruments. Gains and losses on these items are recognised through profit or loss except if they are classified as a cash flow hedge where they are recognised in the hedging reserve within equity.

## 1. Summary of Significant Accounting Policies *continued*

### 1.16 Financial Assets *continued*

#### **Fair Value Through Profit or Loss** *continued*

##### *Derivatives*

Forward exchange contracts are initially recognised at fair value on the date on which the contract is entered into and are subsequently revalued to reflect changes in fair value. Forward exchange contracts are carried as assets when their net fair value is positive and as liabilities when their net fair value is negative.

For the purpose of hedge accounting, the Corporation's hedges are classified as cash flow hedges when they hedge exposure to variability in cash flows that is attributable either to a particular risk associated with a recognised asset, liability or to a highly probable forecast transaction.

At the inception of a hedge relationship, the Corporation formally designates and documents the hedge relationship to which the Corporation wishes to apply hedge accounting and the risk management objective and strategy for undertaking the hedge. The documentation includes identification of the hedging instrument, the hedged item or transaction, the nature of the risk being hedged and how the Corporation will assess the hedging instrument's effectiveness in offsetting the exposure to changes in the hedged item's fair value or cash flow attributable to the hedged risk.

Such hedges are expected to be highly effective in achieving offsetting changes in fair value or cash flows and are assessed on an ongoing basis to determine that they actually have been highly effective throughout the financial reporting periods for which they were designated.

The effective portion of the gain or loss on the cash flow hedge is recognised directly in equity, while the ineffective portion is recognised in profit or loss.

Amounts taken to equity are transferred to profit or loss when the hedged transaction affects profit or loss, such as when hedged income or expenses are recognised or when a forecast sale or purchase occurs. When the hedged item is the cost of a non-financial asset or liability, the amounts taken to equity are transferred to the initial carrying amount of the non-financial asset or liability.

If the forecast transaction is no longer expected to occur, amounts previously recognised in equity are transferred to profit or loss. If the hedging instrument expires or is sold, terminated or exercised without replacement or rollover, or if its designation as a hedge is revoked, amounts previously recognised in equity remain until the forecast transaction occurs. If the related transaction is not expected to occur, the amount is taken to profit or loss.

#### **Held-to-Maturity Investments**

Non-derivative financial assets with fixed or determinable payments and fixed maturity dates that the Corporation has the positive intent and ability to hold to maturity are classified as held-to-maturity investments in accordance with *AASB 139 Financial Instruments: Recognition and Measurement*. Held-to-maturity investments are recorded at amortised cost using the effective interest method less impairment, with revenue recognised on an effective yield basis.

Surplus cash has been invested into short term investments with maturities at acquisition date of greater than three months. These investments are included as 'other receivables'.

#### **Loans and Receivables**

Trade receivables, loans and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as loans and receivables in accordance with *AASB 139 Financial Instruments: Recognition and Measurement*.

They are included in current assets, except for maturities greater than 12 months after the balance sheet date. These are classified as non-current assets. Loans and receivables are measured at amortised cost using the effective interest method less impairment. Interest is recognised by applying the effective interest rate.

Trade receivables are normally settled within 30 days unless otherwise agreed and are carried at amounts due, less an allowance for doubtful debt.

## 1. Summary of Significant Accounting Policies continued

### 1.16 Financial Assets continued

#### Impairment of Financial Assets

Financial assets are assessed for impairment at each balance date.

#### *Financial assets held at amortised cost*

If there is objective evidence that an impairment loss has been incurred for loans and receivables or held to maturity investments held at amortised cost, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the asset's original effective interest rate. The carrying amount is reduced by way of an allowance account. The loss is taken to the Statement of Comprehensive Income.

#### *Bad and doubtful debts*

The Corporation makes a specific provision for debts considered doubtful by conducting a detailed review of material debtors, making an assessment of the likelihood of recovery of those debts and taking into account past bad debts experience. Bad debts are written off when identified.

### 1.17 Financial Liabilities

Financial liabilities are classified as 'other financial liabilities' in accordance with *AASB 139 Financial Instruments: Recognition and Measurement*.

#### Other Financial Liabilities

Other financial liabilities, including borrowings, are initially measured at fair value, net of transaction costs. The fair value of loans from Government is deemed to be the initial principal amount. The Corporation does not have any commercial bank loans.

Other financial liabilities are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective yield basis.

The effective interest method is a method of calculating the amortised cost of a financial liability and of allocating interest expense over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash payments through the expected life of the financial liability, or, where appropriate, a shorter period.

Loans are classified as current liabilities unless the Corporation has the unconditional right to defer settlement for at least 12 months after the balance sheet date.

Supplier and other payables are recognised at amortised cost. Liabilities are recognised to the extent that the goods or services have been received (and irrespective of having been invoiced). Standard ABC settlement terms are 30 days commercial.

### 1.18 Repairs and Maintenance

Maintenance, repair expenses and minor renewals which do not constitute an upgrade or enhancement of equipment are expensed as incurred.

### 1.19 Joint Ventures

Joint ventures are accounted for using the equity method in accordance with *AASB 131 Interests in Joint Ventures* and the FMO. Further details relating to joint ventures, to which the Corporation is a party to, are provided in Note 7: Investments Accounted for Using the Equity Method.

### 1.20 Contingent Assets and Contingent Liabilities

Contingent assets and contingent liabilities are not recognised in the Balance Sheet but are disclosed in the relevant schedule and Note 14: Contingent Assets and Liabilities. They may arise from uncertainty as to the existence of an asset or liability, or represent an asset or liability in respect of which the amount cannot be reliably measured.

Contingent assets are disclosed when settlement is probable but not virtually certain and contingent liabilities are disclosed when settlement is greater than remote.

## 1. Summary of Significant Accounting Policies continued

### 1.21 Acquisition of Assets

Assets are recorded at cost at the time of acquisition except as stated below. The cost of acquisition includes the fair value of assets transferred in exchange and liabilities undertaken.

Assets acquired at no cost, or for nominal consideration, are recognised as assets at their fair value, at acquisition date.

### 1.22 Property (Land and Buildings), Infrastructure, Plant and Equipment

#### Asset Recognition Threshold

Purchases of property, infrastructure, plant and equipment are recognised initially at cost in the Balance Sheet.

Purchases costing less than \$2 000 are expensed in the year of acquisition except where they form part of a project or group of similar items, which are significant in total.

#### Basis of Revaluation

Land, buildings, infrastructure, plant and equipment are carried at fair value.

Fair values for each class of asset are determined as shown below.

<b>Asset Class</b>	<b>Fair Value Measured at</b>
Freehold Land	Market Value
Freehold Buildings	Depreciated replacement cost
Leasehold Land	Depreciated replacement cost
Leasehold Buildings	Depreciated replacement cost
Leasehold Improvements	Depreciated replacement cost
Infrastructure, plant and equipment	Depreciated replacement cost

Following initial recognition at cost, property, infrastructure, plant and equipment are carried at fair value less subsequent accumulated depreciation and accumulated impairment losses.

Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets do not materially vary, with the assets' fair values as at the reporting date. The regularity of independent valuations depends upon the volatility of movements in market values for the relevant assets.

Revaluation adjustments are made on a class basis. Any revaluation increment is credited to equity under the heading of revaluation reserve except to the extent that it reverses a previous revaluation decrement of the same asset class that was previously recognised through profit or loss. Revaluation decrements for a class of assets are recognised directly through profit or loss except to the extent that they reverse a previous revaluation increment for that class.

Any accumulated depreciation as at the revaluation date is eliminated against the gross carrying amount of the asset and the asset restated to the revalued amount.

#### Depreciation

Depreciable property, infrastructure, plant and equipment assets are written-off to their estimated residual values over their estimated useful lives using the straight-line method of depreciation. Leasehold improvements are depreciated on a straight-line basis over the lesser of the estimated useful life of the improvements or the unexpired period of the lease.

Depreciation rates (useful lives) and methods are reviewed at each reporting date and necessary adjustments are recognised in the current, or current and future reporting periods, as appropriate.

Depreciation rates applying to each class of depreciable asset are initially based on the following useful lives:

## 1. Summary of Significant Accounting Policies continued

### 1.22 Property (Land and Buildings), Infrastructure, Plant and Equipment continued

#### Depreciation continued

	<b>2012</b>	2011
Leasehold land – long term	<b>99 to 120 years</b>	99 to 120 years
Buildings on freehold land	<b>50 years</b>	50 years
Leasehold buildings	<b>Life of Lease (up to 50 years)</b>	Life of Lease (up to 50 years)
Leasehold improvements	<b>5 to 50 years</b>	5 to 50 years
Infrastructure, plant and equipment	<b>3 to 15 years</b>	3 to 15 years

The aggregate amount of depreciation and amortisation allocated for each class of asset during the reporting period is disclosed in Note 3C: Depreciation and amortisation.

#### Assets Held for Sale

Assets held for sale are stated in the Balance Sheet at the lower of carrying value or fair value less costs to sell.

Impairment losses are recognised for any initial or subsequent write-down of assets classified as held for sale to their fair value less costs to sell.

Any gains for subsequent increases in fair value less costs to sell for assets classified as held for sale are recognised only to the extent that they are not in excess of the cumulative impairment losses that have been recognised in accordance with *AASB 5 Non-current Assets Held for Sale and Discontinued Operations* or previously in accordance with *AASB 136 Impairment of Assets*.

If any assets classified as held for sale no longer meet the criteria under *AASB 5 Non-current Assets Held for Sale and Discontinued Operations*, the Corporation will cease to classify the asset as held for sale. Non-current assets that cease to be classified as held for sale are measured at the lower of:

- a. the carrying amount before the asset was classified as held for sale, adjusted for any depreciation, amortisation or revaluations that would have been recognised had the asset not been classified as held for sale; and
- b. the recoverable amount at the date of the subsequent decision not to sell.

### 1.23 Impairment of Non-Current Assets

All non-current assets except:

- inventories;
- assets arising from employee benefits;
- financial assets that are within the scope of *AASB 139 Financial Instruments: Recognition and Measurement*; and
- non-current assets (or disposal groups) classified as held for sale in accordance with *AASB 5 Non-current Assets Held for Sale and Discontinued Operations*;

are subject to an assessment as to indicators of impairment under *AASB 136 Impairment of Assets*.

At the reporting date, the Corporation has assessed whether there are any indications that assets may be impaired.

Where indications of impairment exist, the asset's recoverable amount is estimated and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount.

Recoverable amount of an asset is the greater of its fair value less costs to sell and its value in use. Value in use is the present value of the future cash flows expected to be derived from the asset. Where the future economic benefit of an asset is not primarily dependent on the asset's ability to generate future cash flows, and the asset would be replaced if the Corporation were deprived of the asset, its value in use is taken to be its depreciated replacement cost.



## 1. Summary of Significant Accounting Policies *continued*

### 1.24 Intangible Assets

The Corporation's intangibles comprise software for internal use, broadcast licences and spectrum provided by the Australian Government.

Software is initially recognised at cost and amortised on a straight-line basis over anticipated useful lives between 3-8 years (2011 3-8 years). These assets are assessed for indications of impairment. The carrying amounts of impaired assets are written down to the lower of their net market selling price or depreciated replacement cost.

The Corporation's right to use broadcast licences and spectrum are held at their fair value.

### 1.25 Inventories

Inventories held for resale are valued at the lower of cost and net realisable value. Inventories not held for resale are valued at the lower of cost, adjusted for any loss in service potential, based on the existence of a current replacement cost that is lower than the original acquisition cost or other subsequent carrying amount.

#### Produced Programs

Television programs are produced for domestic transmission and include direct salaries and expenses and production overheads allocated on a usage basis to the program. Production overheads not allocated to programs are expensed in the period in which they are incurred. External contributions received in respect of co-production of television programs are offset against production costs which are recorded as Inventories in the Balance Sheet.

The cost of produced television program inventory is amortised as follows:

- News, Current Affairs and Live Programs – 100% on first screening;
- Factual and Entertainment programs based on current topics – 100% on first screening;
- Childrens, Education and Movies – straight line over three years from completion of production;
- All other programs not covered above – 90% first screening and 10% second screening or in third year; and
- Programs not shown within three years of completion or purchase to be amortised 100% in year three.

The costs of programs produced for Radio are expensed as incurred. Such programs are normally broadcast soon after production, stock on hand at any time being minimal.

#### Purchased Programs

Purchased program inventory is amortised in accordance with the policy noted above or over the rights period of the contract (whichever is lesser).

Subsequent sales of residual rights are recognised in the period in which they occur.

#### Write-down of Merchandise Inventory

The amount of any write-down of inventories to net realisable value and all losses of inventory are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories arising from an increase in the net realisable value, will be recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

#### Write-down of Inventory Held for Distribution

When inventories held for distribution are distributed, the carrying amount of those inventories is recognised as an expense. The amount of any write-down of inventories for loss of service potential and all losses of inventories are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories arising from a reversal of the circumstances that gave rise to the loss of service potential will be recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

## 1. Summary of Significant Accounting Policies continued

### 1.26 Provisions

Provisions are recognised when the Corporation has a present legal or constructive obligation as a result of a past event, where it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

### 1.27 Reclassification of prior year comparatives

For the year ended 30 June 2012, the ABC has accounted for the return of unspent funding provided for digital television and radio capital outcomes as a return of equity based on the actual amount returned as agreed with the Minister during the year. In previous years, an accrual was made for the return of unspent funds in the same financial year that the funding was originally received. There has been a reclassification of the comparative balances to reflect the current year treatment resulting in the comparative amounts for other payables being reduced by \$12 345 477 and contributed equity being increased by \$12 345 477.

## 2. Expenses and Revenue

	Notes	2012 \$'000	2011 \$'000
<b>Expenses</b>			
Artist fees		4 186	4 567
Auditor's remuneration	18	210	212
Communications		23 823	21 604
Computer costs		7 208	9 943
Consultants and contractors		25 784	22 759
Depreciation and amortisation	3C	95 063	91 756
Employee benefits	3A	486 482	443 547
Finance costs	3E	286	1 658
Freight		1 084	1 189
Incidental expenses		4 347	4 558
Legal costs		1 994	1 736
Materials and minor items		11 306	10 855
Merchandising and promotion		75 531	79 706
Operating leases and occupancy		31 815	31 762
Program amortisation	3D	154 543	146 383
Program rights		13 532	13 911
Repairs, maintenance and hire		18 716	18 960
Satellite and transmission		39 420	38 743
Transmission services		153 276	156 944
Travel		16 564	18 100
Website and video production		5 212	5 981
Workers' compensation premiums	3B	4 640	4 122
Write-down and impairment of assets	3F	4 214	5 973
Net loss from disposal of assets	3G	693	949
Net foreign exchange loss – non-speculative	3H	–	789
<b>Total expenses</b>		<b>1 179 929</b>	<b>1 136 707</b>
<b>Own-source income</b>			
Co-production revenue		487	273
Interest	4B	8 296	10 288
Insurance settlement	4C	66	3 227
Merchandising revenue		85 910	83 189
Net foreign exchange gain – non-speculative	4D	449	–
Program sales		6 114	6 497
Rent and hire of facilities		12 368	13 293
Royalties		33 437	38 911
Subsidies, grants and contract revenue	4C	20 654	21 546
Technology sales		1 892	2 329
Other	4C	3 461	3 546
<b>Total own-source income</b>		<b>173 134</b>	<b>183 099</b>
<b>Net cost of services</b>		<b>1 006 795</b>	<b>953 608</b>
Revenue from Government	5	997 403	955 516
Share of (deficit)/surplus of jointly controlled entities	7	(2 317)	(1 732)
<b>(Deficit)/surplus</b>		<b>(11 709)</b>	<b>176</b>

### 3. Expenses

	Notes	2012 \$'000	2011 \$'000
<b>3A Employee benefits</b>			
Wages and salaries		340 597	325 900
Superannuation – defined contribution plans		24 441	21 746
Superannuation – defined benefit plans		35 155	36 624
Leave and other entitlements		65 649	42 347
Separation and redundancies		11 195	7 311
Other employee benefits		9 445	9 619
<b>Total employee benefits</b>		<b>486 482</b>	<b>443 547</b>
<b>3B Suppliers</b>			
Goods		92 428	100 518
Services – external parties		316 410	317 019
Services – related entities		4 590	4 349
Operating lease rentals		19 496	18 455
Workers' compensation premiums		4 640	4 122
Freight		1 084	1 189
<b>Total suppliers</b>		<b>438 648</b>	<b>445 652</b>
<b>3C Depreciation and amortisation</b>			
Land and buildings		33 878	34 234
Leasehold improvements		7 176	5 609
Infrastructure, plant and equipment		45 790	46 156
Intangibles – computer software		8 219	5 757
<b>Total depreciation and amortisation</b>		<b>95 063</b>	<b>91 756</b>
<b>3D Program amortisation</b>			
Purchased		41 581	47 744
Produced		112 962	98 639
<b>Total program amortisation</b>		<b>154 543</b>	<b>146 383</b>
<b>3E Finance costs</b>			
Loans from Government		286	1 658
<b>Total finance costs</b>	13	<b>286</b>	<b>1 658</b>
<b>3F Write-down and impairment of assets</b>			
<b>Financial assets</b>			
Receivables and advances		1 142	1 446
<b>Non-financial assets</b>			
Land and buildings		129	2 362
Infrastructure, plant and equipment		1 965	46
Intangibles		83	–
Assets under construction		96	1 445
Inventory held for sale		799	674
<b>Total write-down and impairment of assets</b>		<b>4 214</b>	<b>5 973</b>
<b>3G Net loss from disposal of assets</b>			
<b>Land and buildings</b>			
Total proceeds from disposal		–	(310)
Carrying value of assets disposed		22	376
Cost of disposal		–	50
<b>Net loss from disposal of land and buildings</b>		<b>22</b>	<b>116</b>

### 3. Expenses continued

	Notes	2012 \$'000	2011 \$'000
<b>Infrastructure, plant and equipment</b>			
Total proceeds from disposal		(232)	(192)
Carrying value of assets disposed		862	998
Cost of disposal		41	27
<b>Net loss from disposal of infrastructure, plant and equipment</b>		<b>671</b>	<b>833</b>
<b>Loss from disposal of assets</b>			
Total proceeds from disposal		(232)	(502)
Total carrying value of assets disposed		884	1 374
Total costs of disposal		41	77
<b>Net loss from disposal of assets</b>		<b>693</b>	<b>949</b>
<b>3H Net foreign exchange loss</b>			
Non-speculative		-	789
<b>Total net foreign exchange loss</b>	13	<b>-</b>	<b>789</b>

### 4. Own Source Income

	Notes	2012 \$'000	2011 \$'000
<b>4A Sale of goods and rendering of services</b>			
Goods		125 461	128 597
Services – external parties		14 551	15 787
Services – related entities		196	108
<b>Total sale of goods and rendering of services</b>		<b>140 208</b>	<b>144 492</b>
Cost of sales of goods		68 333	70 895
<b>4B Interest</b>			
Deposits		8 296	10 288
<b>Total interest</b>	13	<b>8 296</b>	<b>10 288</b>
<b>4C Other revenue</b>			
Subsidies, grants and contract revenue (a)		20 654	21 546
Insurance settlement		66	3 227
Other		3 461	3 546
<b>Total other revenue</b>		<b>24 181</b>	<b>28 319</b>
<b>4D Net foreign exchange gain</b>			
Non-speculative		449	-
<b>Total net foreign exchange gain</b>	13	<b>449</b>	<b>-</b>

- (a) Subsidies, grants and contract revenue includes **\$19 803 945** (2011 \$19 353 714) received from the Department of Foreign Affairs and Trade (DFAT) for the provision of Australia's international television service, Australia Network. In December 2011, the Government announced that the Corporation will have permanent responsibility for delivering the Australia Network service.

## 5. Revenue from Government

	2012 \$'000	2011 \$'000
<b>5A Revenue from Government – Outcome 1</b>	<b>806 429</b>	762 498
<b>5B Revenue from Government – transmission revenue</b>		
Outcome 2 – satellite and analog transmission	92 473	95 853
Outcome 3 – digital transmission	94 913	93 636
Outcome 4 – digital radio transmission	3 588	3 529
<b>Total revenue from Government - transmission revenue</b>	<b>190 974</b>	193 018
<b>Total revenue from Government</b>	<b>997 403</b>	955 516

Revenue from Government was received from the Department of Broadband, Communications and the Digital Economy.

During the year, the Corporation returned **\$12 900 402** (2011 \$12 108 556) as a repayment of capital related to unspent transmission revenue in previous years.

## 6. Financial assets

	Notes	2012 \$'000	2011 \$'000
<b>6A Cash and cash equivalents</b>			
Cash at bank and on hand		5 443	6 018
Salary sacrifice funds		249	308
Public funds held by third parties		131	49
<b>Total cash and cash equivalents</b>	13	<b>5 823</b>	6 375
<b>6B Receivables</b>			
<b>Goods and services</b>			
Goods and services		5 688	9 021
Less: Allowance for doubtful debts		(35)	(279)
<b>Net goods and services receivables</b>	13	<b>5 653</b>	8 742
<b>Other receivables</b>			
Held to maturity financial assets	13	69 600	90 000
Net GST receivable	13	4 394	4 571
Other receivables	13	1 802	814
<b>Total other receivables</b>		<b>75 796</b>	95 385
<b>Total receivables (net)</b>		<b>81 449</b>	104 127
Receivables are expected to be recovered in:			
No more than 12 months		80 925	103 537
More than 12 months		524	590
<b>Total receivables (net)</b>		<b>81 449</b>	104 127

## 6. Financial assets continued

	Notes	2012 \$'000	2011 \$'000
Receivables (gross) are aged as follows:			
Not Overdue		<b>80 936</b>	103 449
Overdue by:			
– 0 to 30 days		<b>198</b>	241
– 31 to 60 days		<b>147</b>	122
– 61 to 90 days		<b>92</b>	46
– more than 90 days		<b>111</b>	548
<b>Total receivables (gross)</b>		<b>81 484</b>	104 406

In 2012 **\$528** of the allowance for doubtful debts related to debts aged less than 90 days (2011 \$1 397).

### Reconciliation of the allowance for doubtful debts

Opening balance		<b>(279)</b>	(187)
Amounts written off		<b>207</b>	15
Amounts recovered or reversed		<b>36</b>	22
Net increase recognised in deficit/surplus		<b>1</b>	(129)
<b>Closing balance</b>		<b>(35)</b>	(279)

### 6C Accrued revenue

Goods and services		<b>11 246</b>	4 474
Interest receivable		<b>106</b>	265
<b>Total accrued revenue</b>	13	<b>11 352</b>	4 739

Accrued revenues are all due to be settled within 12 months.

Other receivables include forward exchange contracts at fair value through profit or loss of **\$20 207** (2011 Other payables \$85 688).

## 7. Investments Accounted for Using the Equity Method

	Notes	2012 \$'000	2011 \$'000
<b>7. Investments accounted for using the equity method</b>			
MediaHub Australia Pty Limited		<b>18 333</b>	18 019
Freeview Australia Pty Limited*		–	–
National DAB Licence Company Limited*		–	–
<b>Total investments accounted for using the equity method</b>	13	<b>18 333</b>	18 019

\* Investment is rounded to Nil as it is less than \$1,000.



## 7. Investments Accounted for Using the Equity Method continued

### Summarised financial information of jointly controlled entities

	MediaHub \$'000	Freeview \$'000	DAB \$'000	Total \$'000
<b>2012</b>				
<b>Balance sheet</b>				
Financial assets	11 484	201	1	11 686
Non-financial assets	35 185	56	-	35 241
Financial liabilities	7 227	221	-	7 448
Net assets	39 442	36	1	39 479
<b>Statement of comprehensive income</b>				
Income	10 246	2 413	6	12 665
Expense	16 768	2 413	6	19 187
Deficit	(6 522)	-	-	(6 522)
<b>Share of (deficit)/surplus of jointly controlled entities</b>				
Share of net deficit before tax	(3 261)	-	-	(3 261)
Income tax benefit	(944)	-	-	(944)
<b>Share of deficit of jointly controlled entities after tax</b>	<b>(2 317)</b>	<b>-</b>	<b>-</b>	<b>(2 317)</b>
<b>2011</b>				
<b>Balance sheet</b>				
Financial assets	2 146	307	6	2 459
Non-financial assets	41 020	59	-	41 079
Financial liabilities	5 115	367	5	5 487
Net assets/(liabilities)	38 051	(1)	1	38 051
<b>Statement of comprehensive income</b>				
Income	8 872	3 214	5	12 091
Expense	14 712	3 214	5	17 931
Deficit	(5 840)	-	-	(5 840)
<b>Share of (deficit)/surplus of jointly controlled entities</b>				
Share of net surplus/(deficit) before tax	(2 920)	-	-	(2 920)
Income tax expense/(benefit)	(1 188)	-	-	(1 188)
<b>Share of deficit of jointly controlled entities after tax</b>	<b>(1 732)</b>	<b>-</b>	<b>-</b>	<b>(1 732)</b>

No dividends were received from any of these entities in 2012 (2011 Nil).

#### *MediaHub Australia Pty Limited*

MediaHub Australia Pty Limited (MediaHub) is a joint venture between the Corporation and WIN Television Network Pty Ltd (WIN) to operate a custom designed play-out facility for television presentation. Both the ABC and WIN own an equal number of ordinary shares in MediaHub.

#### *Freeview Australia Limited*

Freeview Australia Limited (Freeview) is a joint venture between Australia's free-to-air national and commercial television broadcasters to promote consumer adoption of free-to-air digital television within Australia. The ABC holds 160 \$1 shares (16%) in Freeview, with four other broadcasters each also holding a 16% share in Freeview, with the remaining shares held by a further three broadcasters.

#### *National DAB Licence Company Limited*

National DAB Licence Company Limited (DAB) is a joint venture between the Corporation and Special Broadcasting Services (SBS) to hold the digital radio multiplex licence. Both the ABC and SBS each hold one \$1 share in DAB.

DAB is not a party to any of the service contracts for the provision of digital radio and does not receive the funds for digital radio operations/broadcast from the Government as these are paid directly to the Corporation and SBS.

## 8. Non-Financial Assets

	<b>2012</b>	2011
	<b>\$'000</b>	\$'000
<b>8A Land and buildings</b>		
<b>Freehold land</b>		
Fair value (a)	<b>171 501</b>	173 932
<b>Total freehold land</b>	<b>171 501</b>	173 932
<b>Buildings on freehold land</b>		
Fair value (a)	<b>407 472</b>	408 001
Accumulated depreciation	<b>(12 984)</b>	(8 252)
<b>Total buildings on freehold land</b>	<b>394 488</b>	399 749
<b>Leasehold land</b>		
Fair value (a)	<b>16 653</b>	16 781
Accumulated depreciation	<b>(44)</b>	(10)
<b>Total leasehold land</b>	<b>16 609</b>	16 771
<b>Leasehold buildings</b>		
Fair value (b)	<b>61 330</b>	6 642
Accumulated depreciation	<b>(730)</b>	(159)
<b>Total leasehold buildings</b>	<b>60 600</b>	6 483
<b>Leasehold improvements</b>		
Fair value (b)	<b>57 930</b>	36 841
Accumulated depreciation	<b>(17 598)</b>	(16 251)
<b>Total leasehold improvements</b>	<b>40 332</b>	20 590
<b>Total land and buildings excluding capital work in progress</b>	<b>683 530</b>	617 525
<b>Capital work in progress at cost – Land and buildings</b>	<b>8 442</b>	42 066
<b>Total land and buildings</b>	<b>691 972</b>	659 591

## 8. Non-Financial Assets continued

	<b>2012</b>	2011
	<b>\$'000</b>	\$'000
<b>8B Infrastructure, plant and equipment</b>		
Fair value (b)	<b>605 410</b>	597 662
Accumulated depreciation	<b>(381 650)</b>	(362 462)
<b>Total infrastructure, plant and equipment excluding capital work in progress</b>	<b>223 760</b>	235 200
<b>Capital work in progress at cost – Infrastructure, plant and equipment</b>	<b>20 405</b>	21 730
<b>Total infrastructure, plant and equipment</b>	<b>244 165</b>	256 930
<b>8C Intangibles (c)</b>		
Computer software at cost	<b>77 613</b>	63 799
Accumulated amortisation	<b>(41 514)</b>	(35 533)
<b>Total intangibles excluding capital work in progress</b>	<b>36 099</b>	28 266
<b>Capital work in progress at cost – Intangibles</b>	<b>2 145</b>	6 912
<b>Total intangibles</b>	<b>38 244</b>	35 178

- (a) Freehold land and buildings and leasehold land are carried at the Directors' determination of fair value based on independent valuations, where appropriate. This is determined by the original acquisition cost together with capital expenditure since acquisition or latest independent valuation. Valuations were undertaken for material freehold land and buildings and leasehold land located in capital cities as at 31 March 2012 in accordance with the revaluation policy stated in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment, and were completed by independent valuers, McGees Property.
- (b) Leasehold buildings and improvements and Infrastructure, plant and equipment are carried at the Directors' determination of fair value in accordance with the revaluation policy stated in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment. Valuations were undertaken for material leasehold buildings and improvements located in capital cities as at 31 March 2012 in accordance with the revaluation policy stated in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment, and were completed by independent valuers, McGees Property.
- (c) The Corporation holds the right to use licences provided by the Australian Government in the broadcast of analogue and digital television and radio. These are held at fair value and due to the conditions attached to these licences, which are asset specific, their fair value is determined on the basis of discounted future cash flows. The Corporation has assessed its licences and considers that their fair value is Nil (2011 Nil).

## 8. Non-Financial Assets continued

**Table A1**  
**Reconciliation of the opening and closing balances of property, infrastructure, plant and equipment and intangibles (2011–12)**

	Land \$'000	Buildings on freehold land \$'000	Leasehold buildings and improve- ments \$'000	Total Buildings \$'000	Total land and buildings \$'000	Infra- structure, plant and equipment \$'000	Intangibles \$'000	Total \$'000
As at 1 July 2011								
Gross book value	190 713	408 001	43 483	451 484	642 197	597 662	63 799	1 303 658
Accumulated depreciation and amortisation	(10)	(8 252)	(16 410)	(24 662)	(24 672)	(362 462)	(35 533)	(422 667)
Net book value as at 1 July 2011	190 703	399 749	27 073	426 822	617 525	235 200	28 266	880 991
Additions	–	6 726	79 047	85 773	85 773	37 155	16 165	139 093
Net revaluation increment— through equity	(2 479)	22 308	1 600	23 908	21 429	–	–	21 429
Net revaluation (decrement)/ increment—through profit and loss	–	(11)	48	37	37	–	–	37
Depreciation and amortisation	(114)	(33 764)	(7 176)	(40 940)	(41 054)	(45 790)	(8 219)	(95 063)
Write-down and impairment	–	–	(166)	(166)	(166)	(1 965)	(83)	(2 214)
Disposals	–	(5)	(17)	(22)	(22)	(862)	–	(884)
Transfers/reclassifications	–	(515)	523	8	8	22	(30)	–
Net book value as at 30 June 2012	188 110	394 488	100 932	495 420	683 530	223 760	36 099	943 389
<b>Carrying amount as at 30 June 2012 represented by</b>								
<b>Gross book value</b>	<b>188 154</b>	<b>407 472</b>	<b>119 260</b>	<b>526 732</b>	<b>714 886</b>	<b>605 410</b>	<b>77 613</b>	<b>1 397 909</b>
<b>Accumulated depreciation and amortisation</b>	<b>( 44)</b>	<b>(12 984)</b>	<b>(18 328)</b>	<b>(31 312)</b>	<b>(31 356)</b>	<b>(381 650)</b>	<b>(41 514)</b>	<b>(454 520)</b>
<b>Closing net book value as at 30 June 2012</b>	<b>188 110</b>	<b>394 488</b>	<b>100 932</b>	<b>495 420</b>	<b>683 530</b>	<b>223 760</b>	<b>36 099</b>	<b>943 389</b>

## 8. Non-Financial Assets continued

**Table A2**  
**Reconciliation of the opening and closing balances of property, infrastructure, plant and equipment and intangibles (2010–11)**

	Land \$'000	Buildings on freehold land \$'000	Leasehold buildings and improve- ments \$'000	Total Buildings \$'000	Total land and buildings \$'000	Infra- structure, plant and equipment \$'000	Intangibles \$'000	Total \$'000
As at 1 July 2010								
Gross book value	191 563	446 605	32 671	479 276	670 839	579 415	46 266	1 296 520
Accumulated depreciation and amortisation	(18)	(12 158)	(12 756)	(24 914)	(24 932)	(332 083)	(30 223)	(387 238)
Net book value 1 July 2010	191 545	434 447	19 915	454 362	645 907	247 332	16 043	909 282
Additions	1 214	13 046	7 091	20 137	21 351	35 068	17 980	74 399
Net revaluation increment— through equity	34	(8 477)	1 291	(7 186)	(7 152)	—	—	(7 152)
Net revaluation decrement— through profit and loss	(1 798)	(379)	(103)	(482)	(2 280)	—	—	(2 280)
Depreciation and amortisation	(61)	(34 173)	(5 609)	(39 782)	(39 843)	(46 156)	(5 757)	(91 756)
Write-down and impairment	—	—	(82)	(82)	(82)	(46)	—	(128)
Disposals	(231)	(145)	—	(145)	(376)	(998)	—	(1 374)
Transfers/reclassifications	—	(4 570)	4 570	—	—	—	—	—
Net book value 30 June 2011	190 703	399 749	27 073	426 822	617 525	235 200	28 266	880 991
<b>Net book value as at 30 June represented by:</b>								
<b>Gross book value</b>	<b>190 713</b>	<b>408 001</b>	<b>43 483</b>	<b>451 484</b>	<b>642 197</b>	<b>597 662</b>	<b>63 799</b>	<b>1 303 658</b>
<b>Accumulated depreciation and amortisation</b>	<b>(10)</b>	<b>(8 252)</b>	<b>(16 410)</b>	<b>(24 662)</b>	<b>(24 672)</b>	<b>(362 462)</b>	<b>(35 533)</b>	<b>(422 667)</b>
<b>Closing net book value at 30 June 2011</b>	<b>190 703</b>	<b>399 749</b>	<b>27 073</b>	<b>426 822</b>	<b>617 525</b>	<b>235 200</b>	<b>28 266</b>	<b>880 991</b>

**Table B**  
**Assets under construction**

	Land \$'000	Buildings on freehold land \$'000	Leasehold buildings and improve- ments \$'000	Total Buildings \$'000	Total land and buildings \$'000	Infra- structure, plant and equipment \$'000	Intangibles \$'000	Total \$'000
Carrying amount at 30 June 2012	—	1 151	7 291	8 442	8 442	20 405	2 145	30 992
Carrying amount at 30 June 2011	—	1 913	40 153	42 066	42 066	21 730	6 912	70 708

## 8. Non-Financial Assets continued

	<b>2012</b>	2011
	<b>\$'000</b>	\$'000
<b>8D Inventories</b>		
<b>Retail</b>		
Inventory held for sale	<b>13 668</b>	13 257
Provision for stock obsolescence	<b>(8)</b>	(7)
<b>Total retail</b>	<b>13 660</b>	13 250
<b>Broadcasting consumables</b>		
Inventory not held for sale at cost	<b>70</b>	69
<b>Total broadcasting consumables</b>	<b>70</b>	69
<b>TV programs held for distribution</b>		
Purchased	<b>30 289</b>	27 652
Produced	<b>41 163</b>	38 576
In progress	<b>48 091</b>	34 643
<b>Total TV programs held for distribution</b>	<b>119 543</b>	100 871
<b>Total inventories</b>	<b>133 273</b>	114 190
Inventories are expected to be recovered in:		
No more than 12 months	<b>117 442</b>	105 994
More than 12 months	<b>15 831</b>	8 196
<b>Total inventories</b>	<b>133 273</b>	114 190

During 2012, **\$40 694 203** (2011 \$36 065 662) of inventory held for sale was recognised as an expense.

During 2012, **\$1 979 662** (2011 \$2 469 963) of inventory held for distribution was recognised as an expense.

### 8E Prepayments

Prepaid property rentals	<b>153</b>	52
Prepaid royalties	<b>8 455</b>	11 764
Other prepayments	<b>8 287</b>	8 679
<b>Total prepayments</b>	<b>16 895</b>	20 495
Total other non-financial assets are expected to be recovered in:		
No more than 12 months	<b>13 262</b>	13 903
More than 12 months	<b>3 633</b>	6 592
<b>Total prepayments</b>	<b>16 895</b>	20 495

## 9. Payables

	Notes	2012 \$'000	2011 \$'000
<b>9A Suppliers</b>			
Trade creditors	13	57 560	57 442
<b>Total suppliers</b>		<b>57 560</b>	57 442
Supplier payables expected to be settled in:			
No more than 12 months		57 555	57 437
More than 12 months		5	5
<b>Total supplier payables</b>		<b>57 560</b>	57 442
<b>9B Other</b>			
Interest payable	13	1	1
Other payables	13	3 347	3 114
Salaries and wages	13	21 249	18 283
Superannuation	13	325	315
Unearned revenue	13	15 821	13 554
<b>Total other</b>		<b>40 743</b>	35 267
Total other payables expected to be settled in:			
No more than 12 months		34 073	34 353
More than 12 months		6 670	914
<b>Total other payables</b>		<b>40 743</b>	35 267
<b>Total payables</b>		<b>98 303</b>	92 709

Other payables include forward exchange contracts held as cash flow hedges of **\$4 940** (2011 \$14 785).

## 10. Interest Bearing Liabilities

	Notes	2012 \$'000	2011 \$'000
<b>10A Loans</b>			
Loans from Government	13	–	5 000
<b>Total loans</b>		<b>–</b>	5 000
Maturity schedule for loans:			
Payable within one year		–	5 000
Payable in one to five years		–	–
<b>Total loans</b>		<b>–</b>	5 000

The loan was provided on a long term fixed interest rate basis at a weighted average interest rate of **5.73%** (2011 5.73%) and the remaining principal and interest was repaid in full on 29 June 2012.



## 11. Provisions

	<b>2012</b>	2011
	<b>\$'000</b>	\$'000
<b>11A Employees</b>		
Annual leave	<b>55 564</b>	50 635
Long service leave (a)	<b>96 587</b>	82 618
<b>Total employees</b>	<b>152 151</b>	133 253
 (a) Independent actuarial valuations for the Corporation were performed by Professional Financial Consulting Pty Ltd as at 30 June 2012.		
Employee provisions are expected to be settled in:		
No more than 12 months	<b>131 683</b>	115 229
More than 12 months	<b>20 468</b>	18 024
<b>Total employees</b>	<b>152 151</b>	133 253
<b>11B Other</b>		
Make good	<b>2 486</b>	2 891
<b>Total other</b>	<b>2 486</b>	2 891
Other provisions are expected to be settled in:		
No more than 12 months	<b>722</b>	1 244
More than 12 months	<b>1 764</b>	1 647
<b>Total other</b>	<b>2 486</b>	2 891
<b>Total provisions</b>	<b>154 637</b>	136 144
<b>Reconciliation of the make good provision</b>		
Opening balance	<b>2 891</b>	1 150
Amounts used	<b>(719)</b>	(32)
Amounts reversed	<b>(5)</b>	(5)
Additional provision made	<b>20</b>	1 994
Unwinding of discount or change in discount rate	<b>299</b>	(216)
<b>Closing balance</b>	<b>2 486</b>	2 891

## 12. Cash Flow Reconciliation

	2012 \$'000	2011 \$'000
<b>Reconciliation of cash and cash equivalents between Balance Sheet and Cash Flow Statement</b>		
<b>Cash and cash equivalents per:</b>		
Cash Flow Statement	5 823	6 375
Balance Sheet	5 823	6 375
<b>Difference</b>	<b>-</b>	<b>-</b>
<b>Reconciliation of net cost of services to net cash from operating activities</b>		
<b>Net cost of services</b>	<b>(1 006 795)</b>	(953 608)
<b>Revenue from Government</b>	<b>997 403</b>	955 516
<b>Adjustment for non-cash items</b>		
Depreciation of property, plant and equipment	86 844	85 999
Amortisation of intangibles	8 219	5 757
Transfer to/(from) employee provisions	18 898	(1 364)
Transfer (from)/to other provisions	(405)	1 741
Impairment of:		
– receivables and advances	1 142	1 446
– land and buildings	129	3 807
– infrastructure, plant and equipment	2 061	46
– intangibles	83	-
– inventories	799	674
Loss from disposal of assets	693	949
Unrealised foreign exchange (gain)/loss	(444)	765
<b>Changes in assets and liabilities</b>		
(Increase) in receivables	(266)	(4 482)
(Increase)/decrease in accrued revenue	(4 472)	526
Decrease/(increase) in prepayments	2 959	(2 890)
(Increase) in inventories	(19 882)	(14 958)
Decrease in supplier payables	(9 480)	(10 708)
Increase in other payables	5 476	7 181
<b>Net cash from operating activities</b>	<b>82 962</b>	76 397

## 13. Financial Instruments

### 13.1 Capital Risk Management

The Corporation manages its capital to ensure that it is able to continue as a going concern through aligning operations with Government funded objectives. The Corporation's overall strategy remains unchanged from previous years with borrowings limited to those disclosed in Note 10: Interest Bearing Liabilities and operating and financing cash flows used to manage operations and make loan repayments.

### 13.2 Categories of Financial Instruments

	Notes	2012 \$'000	2011 \$'000
<b>13.2A Categories of Financial Instruments</b>			
<b>Financial assets</b>			
Cash and cash equivalents	6A	5 823	6 375
Net goods and services receivables	6B	5 653	8 742
Held to maturity financial assets	6B	69 600	90 000
Net GST receivable	6B	4 394	4 571
Other receivables	6B	1 802	814
Accrued revenue	6C	11 352	4 739
Investments accounted for using the equity method	7	18 333	18 019
<b>Carrying amount of financial assets</b>		<b>116 957</b>	<b>133 260</b>
<b>Financial liabilities</b>			
Loans from Government	10A	–	5 000
Trade creditors	9A	57 560	57 442
Interest payable	9B	1	1
Other payables	9B	3 347	3 114
Salaries and wages	9B	21 249	18 283
Superannuation	9B	325	315
Unearned revenue	9B	15 821	13 554
<b>Carrying amount of financial liabilities</b>		<b>98 303</b>	<b>97 709</b>
<b>13.2B Net Income and Expenses from Financial Assets and Liabilities</b>			
<b>Income from financial assets</b>			
Interest	4B	8 296	10 288
Net foreign exchange gain	4D	449	–
<b>Total income from financial assets</b>		<b>8 745</b>	<b>10 288</b>
<b>Expenses related to financial liabilities</b>			
Finance costs	3E	286	1 658
Net foreign exchange loss	3H	–	789
<b>Total expenses related to financial liabilities</b>		<b>286</b>	<b>2 447</b>

## 13. Financial Instruments continued

### 13.3 Financial Risk Management

The Corporation's financial risk management policies and procedures are established to identify and analyse the risks faced by the Corporation, to set appropriate risk limits and controls to monitor risks and adherence to limits. The Corporation's policies are reviewed regularly to reflect changes in the Corporation's activities. There has been no change in the policies from the previous year. Compliance with policies and exposure limits are reviewed by the Corporation's internal auditors on a continuous basis.

To meet the Corporation's financial risk management objectives, surplus cash is invested into short term, highly liquid investments with maturities at acquisition date of greater than three months. These investments are included as 'other receivables'.

The Corporation's Treasury function provides advice and services to the business, coordinates access to foreign currency contracts and monitors and assesses the financial risks relating to the operations of the Corporation through internal risk reports.

Where appropriate, the Corporation seeks to minimise the effects of its financial risks by using derivative financial instruments to hedge its risk exposures. The use of financial derivatives is governed by the Corporation's policies as approved by the Board of Directors, which provide written principles on foreign exchange risk, credit risk, the use of financial derivatives and investment of funds. The Corporation does not enter into or trade financial instruments, including derivative financial instruments, for speculative purposes.

### 13.4 Market Risk

Market risk includes foreign currency risk, which is detailed in Note 13.5: Foreign Currency Risk, and interest rate risk, which is detailed in Note 13.7: Interest Rate Risk. The Corporation is not exposed to any other price risk on financial instruments.

### 13.5 Foreign Currency Risk

Foreign currency risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate due to the changes in foreign exchange rates.

The Corporation's activities expose it primarily to the financial risk of changes in foreign currency exchange rates arising from transactions and assets and liabilities that are denominated in a currency that is not Australian dollars. The Corporation enters into forward exchange contracts to hedge the foreign exchange rate risk arising from some of these transactions. These forward exchange contracts are not designated as cash flow hedges.

The Corporation is exposed to foreign currency denominated in United States Dollar (USD), Great British Pounds (GBP) and Euro (EUR).

The following table details the effect on the profit and equity as at 30 June 2012 from a **15%** (2011 15%) favourable/ unfavourable change in the rate of the Australian dollar (AUD) against the currencies to which the Corporation is exposed, with all other variables held constant.

#### Foreign Currency Sensitivity

	2012 \$'000	2012 \$'000	2011 \$'000	2011 \$'000
Foreign Currency outstanding positions at:	Profit and Loss	Equity	Profit and Loss	Equity
<b>USD</b>				
AUD / USD +15% (2011 +15%)	(423)	-	(331)	(82)
AUD / USD -15% (2011 +15%)	423	-	331	82
<b>GBP</b>				
AUD / GBP +15% (2011 +15%)	(196)	-	(148)	-
AUD / GBP -15% (2011 +15%)	196	-	148	-
<b>EUR</b>				
AUD / EUR +15% (2011 +15%)	(61)	(26)	(58)	-
AUD / EUR -15% (2011 +15%)	61	26	58	-

The impact on the Corporation's surplus is not material.

## 13. Financial Instruments continued

### 13.6 Hedging Instruments

#### Specific Hedges

The Corporation enters into forward exchange contracts to cover specific foreign currency payments when exposures of \$50 000 or greater (equivalent) are entered into under a firm contract for goods or services involving a specific foreign currency amount and payment date. Exposures are covered if they fall within a set period, which can generally be a minimum of 3 months or maximum of 6 months subject to market conditions.

The balance of the hedging reserve in equity reflects a net loss of **\$4 671** (2011 net loss of \$9 011) on specific hedges of foreign currency purchases as at 30 June 2012. The Corporation's cash flow hedges were all effective.

The following table sets out the gross value to be received under forward exchange contracts, the weighted average contracted exchange rates and the settlement periods of outstanding contracts for the Corporation.

	Sell Australian Dollars		Average Exchange Rate	
	2012 \$'000	2011 \$'000	2012	2011
<i>Buy USD</i>				
Less than 1 year	<b>1 598</b>	1 366	<b>1.0245</b>	1.0115
<i>Buy GBP</i>				
Less than 1 year	<b>769</b>	645	<b>0.6505</b>	0.6203
<i>Buy EUR</i>				
Less than 1 year	<b>274</b>	105	<b>0.7818</b>	0.7111

#### General Hedges

The Corporation also enters into forward exchange contracts to cover foreign currency payments when exposures less than \$50 000 (equivalent) of a recurrent nature and with varying foreign currency amounts and payment dates are incurred. General cover is typically held between 40% to 60% of estimated exposures for USD, GBP and EUR subject to market conditions.

At balance date, the Corporation held forward exchange contracts to buy USD, GBP and EUR. Gains/losses arising from general hedges outstanding at year end have been taken to profit or loss. The net gain of **\$72 672** (2011 net loss \$60 737) on general hedges of anticipated foreign currency purchases from July 2011 to June 2012 has been recognised at balance date through profit or loss.

### 13.7 Interest Rate Risk

Interest rate risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

The Corporation is typically not exposed to interest rate risk on borrowings, as all borrowings are at fixed interest rates and the Corporation repaid its loan in full before 30 June 2012. The Corporation derives interest revenue from funds invested, which is impacted by interest rate fluctuations. Although, the Corporation is not dependent on interest revenue to continue operations, a **1.40%** (2011 1.75%) decrease in the interest rate would result in a decrease in interest revenue of **\$1 990 599** (2011 \$3 028 143) and a **1.40%** (2011 1.75%) increase in the interest rate would result in an increase in interest revenue of **\$1 990 599** (2011 \$3 028 143). The change in interest revenue is proportional to the change in interest rates.

### 13.8 Liquidity Risk

Liquidity risk is the risk that the Corporation will encounter difficulty in meeting obligations associated with financial liabilities.

The Corporation is dependent upon revenue from Government. In excess of **84%** (2011 84%) of normal activities are funded in this manner, and without this revenue, the Corporation would be unable to meet its obligations.

## 13. Financial Instruments continued

### 13.8 Liquidity Risk continued

#### Maturities for financial liabilities

	Carrying Amount	Contractual Cash Flows	1 year or less	1 to 5 years
	\$'000	\$'000	\$'000	\$'000
<b>2012</b>				
<b>Financial liabilities</b>				
Loans from Government	-	-	-	-
Trade creditors	57 560	57 560	57 555	5
Interest payable	1	1	1	-
Other payables	3 347	3 347	2 887	460
Salaries and wages	21 249	21 249	21 249	-
Superannuation	325	325	325	-
Unearned revenue	15 821	15 821	9 611	6 210
<b>Total financial liabilities</b>	<b>98 303</b>	<b>98 303</b>	<b>91 628</b>	<b>6 675</b>
<b>2011</b>				
<b>Financial liabilities</b>				
Loans from Government	5 000	5 287	5 287	-
Trade creditors	57 442	57 442	57 437	5
Interest payable	1	1	1	-
Other payables	3 114	15 459	15 003	456
Salaries and wages	18 283	18 283	18 283	-
Superannuation	315	315	315	-
Unearned revenue	13 554	13 554	13 096	458
<b>Total financial liabilities</b>	<b>97 709</b>	<b>110 341</b>	<b>109 422</b>	<b>919</b>

There are no financial liabilities with maturities of more than 5 years.

Loans from Government are provided on a fixed interest rate basis and were repaid in full before 30 June 2012.

### 13.9 Credit Risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in financial loss to the Corporation.

Credit risk arises from the financial assets of the Corporation, which comprise cash and cash equivalents, trade and other receivables, available-for-sale financial assets and derivative instruments.

The Corporation has adopted a policy of only dealing with credit worthy counterparties and obtaining collateral where appropriate, as a means of mitigating the risk of financial loss from defaults. The Corporation assesses credit ratings through independent ratings agencies and if not available, uses publicly available financial information and its own trading record to rate customers.

The Corporation manages its credit risk by undertaking credit checks on customers who wish to take on credit terms. The Corporation has policies that set limits for each individual customer. Ongoing credit evaluations are performed on the financial condition of accounts receivable.

The Corporation has no material concentration of credit risk with any single customer as the Corporation has a large number of customers spread across a range of industries and geographical areas.

The credit risk arising from dealings in financial instruments is controlled by a strict policy of credit approvals, limits and monitoring procedures. Credit exposure is controlled by counterparty limits that are reviewed and approved by the Board of Directors.

The Corporation does not have any significant credit risk exposure to any single counterparty. The credit risk on liquid funds and derivative financial instruments is limited because the counterparties are banks with credit ratings of at least A- as assigned by Standard & Poors.

## 13. Financial Instruments *continued*

### 13.9 Credit Risk *continued*

The Corporation's maximum exposure to credit risk at reporting date in relation to each class of recognised financial assets is the carrying amount, net of allowance for doubtful debts, of those assets as indicated in the Balance Sheet.

Credit exposure of foreign currency and interest rate bearing investments is represented by the net fair value of the contracts, as disclosed.

	<b>Not Past Due nor Impaired</b>	Not Past Due nor Impaired	<b>Past Due or Impaired</b>	Past Due or Impaired
	<b>2012</b>	2011	<b>2012</b>	2011
<b>Categories of financial instruments</b>	<b>\$'000</b>	\$'000	<b>\$'000</b>	\$'000
<b>Financial assets</b>				
Cash and cash equivalents	5 823	6 375	–	–
Goods and services receivables	5 140	8 064	548	957
Held to maturity financial assets	69 600	90 000	–	–
Net GST receivable	4 394	4 571	–	–
Other receivables	1 802	814	–	–
Accrued revenue	11 352	4 739	–	–
Investments accounted for using the equity method	18 333	18 019	–	–
<b>Carrying amount of financial assets</b>	<b>116 444</b>	132 582	<b>548</b>	957

### Ageing of financial assets that are past due but not impaired

	0 to 30 days	31 to 60 days	61 to 90 days	90 plus days	Total
	\$'000	\$'000	\$'000	\$'000	\$'000
<b>2012</b>					
<b>Financial assets</b>					
Goods and services receivables	198	147	92	76	513
<b>Total past due but not impaired financial assets</b>	<b>198</b>	<b>147</b>	<b>92</b>	<b>76</b>	<b>513</b>
<b>2011</b>					
<b>Financial assets</b>					
Goods and services receivables	241	122	46	269	678
<b>Total past due but not impaired financial assets</b>	<b>241</b>	<b>122</b>	<b>46</b>	<b>269</b>	<b>678</b>

### 13.10 Net Fair Values of Financial Assets and Liabilities

The following methods and assumptions were used to estimate the net fair values:

#### Cash, receivables, payables and short term borrowings

The carrying amount approximates the net fair value because of the short term maturity.

#### Loans from Government

The net fair values of long term borrowings are estimated using discounted cash flow analysis, based on current interest rates for liabilities with similar risk profiles.

#### Forward exchange contracts

The net fair values of forward exchange contracts are taken to be the unrealised gain or loss at balance date calculated by reference to current forward exchange rates for contracts with similar maturity profiles.



## 13. Financial Instruments *continued*

### 13.10 Net Fair Values of Financial Assets and Liabilities *continued*

	Carrying Amount		Net Fair Value	
	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
<b>Financial Assets</b>				
Forward exchange contracts	68	(70)	68	(70)
<b>Financial Liabilities</b>				
Loans from Government	-	5 000	-	5 125

### 13.11 Fair Value Measurements

The fair value of financial assets and financial liabilities must be estimated for recognition and measurement or for disclosure purposes.

The Corporation has adopted the amendment to *AASB 7 Financial Instruments: Disclosures*, which requires disclosure of fair value measurements by level in accordance with the following fair value measurement hierarchy:

- Level 1 – quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2 – inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices); and
- Level 3 – inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The Corporation has no level 1 financial instruments traded in active markets (such as publicly traded derivatives, or trading and available-for-sale securities) that are based on quoted market prices at the end of the reporting period.

The fair values of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) are determined using valuation techniques. The Corporation uses a variety of methods and makes assumptions that are based on market conditions existing at the end of each reporting period. The fair value of forward exchange contracts are determined using a level 2 technique based on the forward exchange market rates at the end of the reporting period. The fair value of forward exchange contracts at 30 June 2012 was **\$68 091** (2011 (\$69 749)).

The Corporation has no level 3 financial instruments where a valuation technique for the instruments is based on significant unobservable inputs.

## 14. Contingent Assets and Liabilities

	2012 \$'000	2011 \$'000
<b>Quantifiable Contingencies</b>		
<b>Contingent liabilities</b>		
Other guarantees (a)	985	1 202
<b>Total contingent liabilities</b>	985	1 202

- (a) The Corporation has provided guarantees and an indemnity to the Reserve Bank of Australia in support of bank guarantees required in the day to day operations of the Corporation.

### Unquantifiable Contingencies

In the normal course of activities, claims for damages and other recoveries have been lodged at the date of this report against the Corporation and certain of its staff. The Corporation has disclaimed liability and is actively defending these actions. It is not possible to estimate the amounts of any eventual payments which may be required or amounts that may be received in relation to any of these claims.

The Corporation has no material contingent assets as at 30 June 2012 (2011 Nil).

## 15. Directors' Remuneration

	2012 \$	2011 \$
Remuneration received or due and receivable by Directors of the Corporation	<b>438 000</b>	478 676
The number of non-Executive Directors of the Corporation included in these figures are shown below in the relevant remuneration bands:	<b>Number</b>	Number
\$0 – \$29 999	<b>1</b>	2
\$30 000 – \$59 999	<b>5</b>	6
\$60 000 – \$89 999	<b>2</b>	–
\$150 000 – \$179 000	<b>–</b>	1
<b>Total number of Directors of the Corporation</b>	<b>8</b>	9

## 16. Related Party Disclosures

### Directors of the Corporation

The Directors of the Corporation during the year were:

- The Hon James Spigelman AC QC (Chair) (commenced 1 April 2012)
- Maurice Newman AC (Chair) (retired 31 December 2011)
- Cheryl Bart AO
- Jane Bennett
- Michael Lynch CBE AM (retired 30 September 2011)
- Dr Julianne Schultz AM
- Mark Scott AO (Managing Director)
- Steven Skala AO (acting Chair between 1 January 2012 and 31 March 2012)
- Prof Fiona Stanley AC

The aggregate remuneration of non-executive Directors is disclosed in Note 15: Directors' Remuneration with remuneration of executive directors disclosed in Note 17: Officers' Remuneration.

### Transactions with entities in the wholly owned group

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

#### *Music Choice Australia Pty Ltd and The News Channel Pty Limited*

The companies are wholly owned subsidiaries of the Corporation that did not trade during the 2011–12 financial year.

The Corporation provided secretarial and accounting services for Music Choice Australia Pty Ltd and The News Channel Pty Limited during the year free of charge.

### Transactions with Joint Venture Entities

#### *MediaHub Australia Pty Limited (MediaHub)*

Two ABC employees are directors of MediaHub. Neither are remunerated nor do they receive any other benefits from MediaHub.

The Corporation paid user fees to MediaHub totalling **\$4 198 968** (2011 \$4 312 188). The Corporation also contributed a further **\$2 630 633** (2011 \$2 687 893) in capital contributions.

The Corporation received **\$196 219** (2011 \$278 306) in service fees from MediaHub as payment for ABC employees who have been seconded to MediaHub.

Further, the Corporation has commitments for capital contributions to MediaHub (by acquiring shares) and also for user fees.

All transactions with MediaHub were at arm's length.

## 16. Related Party Disclosures *continued*

### Transactions with Joint Venture Entities *continued*

#### *Freeview Australia Limited (Freeview)*

Two ABC employees are directors of Freeview with one also the Chairman of the Freeview Board. Neither are remunerated nor do they receive any other benefits from Freeview.

The Corporation contributes towards the operational costs of Freeview in proportion to its shareholding, and may also provide other operational services to Freeview from time to time. The Corporation does not expect to receive any material income from Freeview. As at 30 June 2012, the Corporation had contributed **\$387 940** (2011 \$509 600) towards the operational costs of Freeview. These costs do not constitute a contribution of capital and have been recognised directly in the Corporation's Statement of Comprehensive Income.

All transactions with Freeview were at arm's length.

#### *National DAB Licence Company Limited (DAB)*

Two ABC employees are directors of DAB. Neither are remunerated nor do they receive any other benefits from DAB.

As at 30 June 2012, the Corporation had contributed **\$2 850** (2011 \$2 500) towards the operational costs of DAB. These costs do not constitute a contribution of capital and have been recognised directly in the Corporation's Statement of Comprehensive Income.

All transactions with DAB were at arm's length.

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## 17. Officers' Remuneration

### 17A Expense recognised in relation to Officers' employment

	2012	2011
	\$	\$
<b>Short-term employee benefits</b>		
Salary (including leave taken)	<b>2 334 659</b>	2 112 453
Annual leave accrued	<b>90 731</b>	34 283
Performance bonus	<b>210 000</b>	269 066
Other	<b>89 895</b>	106 696
<b>Total short-term employee benefits</b>	<b>2 725 285</b>	2 522 498
Superannuation (post-employment benefits)	<b>343 359</b>	323 790
Long service leave accrued	<b>85 359</b>	58 232
<b>Total</b>	<b>3 154 003</b>	2 904 520

#### Notes

- Officers' remuneration includes Officers concerned with or taking part in the management of the Corporation, including the Managing Director.
- The above table is prepared on an accrual basis, therefore the performance bonus expenses disclosed above may differ from the cash bonus paid in Table 17B.

## 17. Officers' Remuneration *continued*

### 17B Average annualised remuneration packages for Officers employed at 30 June

2012						
Total remuneration:	No.	Reportable Salary \$	Contributed Superannuation \$	Reportable Allowances \$	Bonus Paid \$	Total \$
\$360 000 – \$389 999	1	250 014	82 961	10 712	25 000	368 687
\$390 000 – \$419 999	1	303 563	76 417	–	40 000	419 980
\$420 000 – \$449 999	1	326 062	61 838	–	50 000	437 900
\$450 000 – \$479 999	2	355 351	58 564	–	47 500	461 415
\$750 000 – \$779 999	1	694 106	79 681	–	–	773 787
	<u>6</u>					

2011						
Total remuneration:	No.	Reportable Salary \$	Contributed Superannuation \$	Reportable Allowances \$	Bonus Paid \$	Total \$
\$330 000 – \$359 999	1	230 935	80 996	12 442	30 000	354 373
\$390 000 – \$419 999	2	293 655	65 186	–	42 500	401 341
\$420 000 – \$449 999	2	344 410	46 053	–	47 500	437 963
\$690 000 – \$719 999	1	582 453	74 702	–	59 066	716 221
	<u>6</u>					

#### Notes

- This table reports substantive officers of the Corporation who received remuneration during the reporting period. Each row is an averaged figure based on headcount for individuals in the band.
- 'Reportable salary' includes the following:
  - gross payments (less any bonuses paid, which are separated out and disclosed in the 'bonus paid' column);
  - reportable fringe benefits (at the net amount prior to 'grossing up' to account for tax benefits); and
  - exempt foreign employment income.
- The 'contributed superannuation' amount is the average actual superannuation contributions paid to senior executives in that reportable remuneration band during the reporting period, including any salary sacrificed amounts, as per officers' payment summaries.
- 'Reportable allowances' are the average actual allowances paid as per the 'total allowances' line on officers' payment summaries.
- 'Bonus paid' represents average actual bonuses paid during the reporting period in that reportable remuneration band. The bonus paid within a particular band may vary between financial years due to various factors such as individuals commencing with or leaving the entity during the financial year.
- Various salary sacrifice arrangements were available to senior executives including superannuation, motor vehicle and expense payment fringe benefits. Salary sacrifice benefits are reported in the 'reportable salary' column, excluding salary sacrificed superannuation, which is reported in the 'contributed superannuation' column.

## 17. Officers' Remuneration *continued*

### 17C Other employees with gross payments above \$150 000

Total remuneration:	2012					
	No.	Reportable Salary \$	Contributed Superannuation \$	Reportable Allowances \$	Bonus Paid \$	Total \$
\$150 000 – \$179 999	200	136 961	23 667	52	1 725	162 405
\$180 000 – \$209 999	77	162 143	29 050	3	2 274	193 470
\$210 000 – \$239 999	49	192 341	27 963	21	3 295	223 620
\$240 000 – \$269 999	23	225 706	22 223	–	2 989	250 918
\$270 000 – \$299 999	21	249 086	30 849	–	2 167	282 102
\$300 000 – \$329 999	10	283 208	27 147	–	4 000	314 355
\$330 000 – \$359 999	6	314 909	20 054	–	9 167	344 130
\$360 000 – \$389 999	3	320 158	30 906	–	16 667	367 731
\$390 000 – \$419 999	2	356 155	48 546	–	–	404 701
\$420 000 – \$449 999	3	370 461	40 894	–	20 000	431 355
\$540 000 – \$569 999	1	530 737	15 970	–	–	546 707
	<b>395</b>					

Total remuneration:	2011					
	No.	Reportable Salary \$	Contributed Superannuation \$	Reportable Allowances \$	Bonus Paid \$	Total \$
\$150 000 – \$179 999	145	138 305	23 328	102	904	162 639
\$180 000 – \$209 999	82	162 069	30 070	–	2 363	194 502
\$210 000 – \$239 999	31	193 716	27 566	70	1 242	222 594
\$240 000 – \$269 999	19	230 958	23 120	–	3 200	257 278
\$270 000 – \$299 999	11	245 953	32 088	–	6 818	284 859
\$300 000 – \$329 999	5	283 694	26 913	–	2 800	313 407
\$330 000 – \$359 999	5	287 551	40 992	–	11 600	340 143
\$360 000 – \$389 999	3	330 550	29 770	–	10 000	370 320
\$390 000 – \$419 999	3	340 281	47 691	–	20 000	407 972
\$450 000 – \$479 999	1	433 275	23 667	–	–	456 942
\$570 000 – \$599 999	1	546 959	31 621	–	–	578 580
	<b>306</b>					

### Notes

- 'Total remuneration' includes part-time arrangements.
- This table reports staff:
  - who were employed by the entity during the reporting period;
  - whose reportable remuneration was \$150,000 or more for the financial period; and
  - were not required to be disclosed in Tables A, B or director disclosures. Each row is an averaged figure based on headcount for individuals in the band.
- Reportable salary' includes the following:
  - gross payments (less any bonuses paid, which are separated out and disclosed in the 'bonus paid' column);
  - reportable fringe benefits (at the net amount prior to 'grossing up' to account for tax benefits); and
  - exempt foreign employment income.
- The 'contributed superannuation' amount is the average actual superannuation contributions paid to staff in that reportable remuneration band during the reporting period, including any salary sacrificed amounts, as per individuals' payment summaries.
- 'Reportable allowances' are the average actual allowances paid as per the 'total allowances' line on individuals' payment summaries.

## 17. Officers' Remuneration *continued*

### 17C Other employees with gross payments above \$150 000 *continued*

6. 'Bonus paid' represents average actual bonuses paid during the reporting period in that reportable remuneration band. The 'bonus paid' within a particular band may vary between financial years due to various factors such as individuals commencing with or leaving the entity during the financial year.
7. Various salary sacrifice arrangements were available to other highly paid staff including superannuation, motor vehicle and expense payment fringe benefits. Salary sacrifice benefits are reported in the 'reportable salary' column, excluding salary sacrificed superannuation, which is reported in the 'contributed superannuation' column.

---

## 18. Auditor's Remuneration

	2012	2011
	\$	\$
Remuneration to the Auditor-General for auditing the financial statements for the reporting period	<b>210 000</b>	212 300

KPMG has been contracted by the Australian National Audit Office to provide audit services to the Corporation on their behalf. Fees for these services are included in the above. In 2012, KPMG earned additional fees of **\$42 296** (2011 \$35 000) for services that were separately contracted by the Corporation.

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## 19. Assets Held in Trust

	2012	2011
	\$	\$
The Corporation is trustee for a foundation with accumulated funds at 30 June as follows:		
		<b>Ian Reed Foundation</b>
Balance carried forward from previous year	<b>600 426</b>	596 923
Interest received	<b>26 975</b>	26 901
Available for payments	<b>627 401</b>	623 824
Payments	<b>(49 800)</b>	(23 398)
Fund closing balance	<b>577 601</b>	600 426

Assets held in trust are monetary assets with monies received under formal trust arrangements. The trust was established for the purpose of the education, encouragement, advancement and general promotion of potential and aspiring writers of radio plays and dramas and is independently managed in accordance with the terms of the trust deed.

Funds are held in authorised trustee investments, are not available for other purposes of the Corporation and are not recognised in the financial statements.

## 20. Controlled Entities

	Place of incorporation	Beneficial percentage held by economic entity	Beneficial percentage held by economic entity
		2012	2011

### Ultimate parent entity:

Australian Broadcasting Corporation

### Controlled entities of Australian Broadcasting Corporation:

Music Choice Australia Pty Ltd	Australia	100%	100%
The News Channel Pty Limited	Australia	100%	100%

Music Choice Australia Pty Ltd and The News Channel Pty Ltd have been dormant since 2000 and did not trade in the 2011–12 financial year. As a result, consolidated financial statements for the ABC Group have not been presented as the operations and results of the Corporation are reflective of those of the consolidated entity.

## 21. Reporting by Outcomes

### Note 21A—Net Cost of Outcome Delivery

The Corporation's cost of outcomes is determined through a process that identifies those costs and revenues directly related to the provision of a particular outcome. The allocation of costs for Outcome 2, Outcome 3 and Outcome 4 consist of direct costs of dedicated analog and digital transmission functions. The costs for Outcome 1 represent the costs of undertaking the Corporation's general operational activities.

	Outcome 1		Outcome 2		Outcome 3		Outcome 4		Total	
	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
<b>Total Expenses</b>	<b>999 882</b>	954 444	<b>90 850</b>	95 478	<b>86 306</b>	84 061	<b>2 891</b>	2 724	<b>1 179 929</b>	1 136 707
<b>Income from non-government sector</b>										
Other	<b>170 767</b>	180 567	–	–	<b>50</b>	800	–	–	<b>170 817</b>	181 367
<b>Total income from non-government sector</b>	<b>170 767</b>	180 567	–	–	<b>50</b>	800	–	–	<b>170 817</b>	181 367
<b>Net cost/(contribution) of outcome delivery</b>	<b>829 115</b>	773 877	<b>90 850</b>	95 478	<b>86 256</b>	83 261	<b>2 891</b>	2 724	<b>1 009 112</b>	955 340



## 21. Reporting by Outcomes continued

### Note 21B—Major Classes of Departmental Expenses, Income, Assets and Liabilities by Outcome

The ABC's assets and liabilities are attributed to Outcome 1 unless they can specifically be attributed to Outcome 2, Outcome 3 or Outcome 4.

	Outcome 1		Outcome 2		Outcome 3		Outcome 4		Total	
	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
<b>Expenses</b>										
Employees	486 482	443 547	–	–	–	–	–	–	486 482	443 547
Suppliers	258 601	263 389	90 850	95 478	86 306	84 061	2 891	2 724	438 648	445 652
Depreciation and amortisation	95 063	91 756	–	–	–	–	–	–	95 063	91 756
Program amortisation	154 543	146 383	–	–	–	–	–	–	154 543	146 383
Finance costs	286	1 658	–	–	–	–	–	–	286	1 658
Write-down and impairment of assets	4 214	5 973	–	–	–	–	–	–	4 214	5 973
Net loss from disposal of assets	693	949	–	–	–	–	–	–	693	949
Net foreign exchange loss	–	789	–	–	–	–	–	–	–	789
<b>Total</b>	<b>999 882</b>	<b>954 444</b>	<b>90 850</b>	<b>95 478</b>	<b>86 306</b>	<b>84 061</b>	<b>2 891</b>	<b>2 724</b>	<b>1 179 929</b>	<b>1 136 707</b>
<b>Income</b>										
Revenue from government	806 429	762 498	92 473	95 853	94 913	93 636	3 588	3 529	997 403	955 516
Sale of goods and services	140 208	144 492	–	–	–	–	–	–	140 208	144 492
Interest	8 296	10 288	–	–	–	–	–	–	8 296	10 288
Share of (deficit) of jointly controlled entities	(2 317)	(1 732)	–	–	–	–	–	–	(2 317)	(1 732)
Other	24 131	27 519	–	–	50	800	–	–	24 181	28 319
Gains	449	–	–	–	–	–	–	–	449	–
<b>Total</b>	<b>977 196</b>	<b>943 065</b>	<b>92 473</b>	<b>95 853</b>	<b>94 963</b>	<b>94 436</b>	<b>3 588</b>	<b>3 529</b>	<b>1 168 220</b>	<b>1 136 883</b>
<b>Assets</b>										
Cash and cash equivalents	5 823	6 375	–	–	–	–	–	–	5 823	6 375
Receivables	68 305	89 205	3 285	2 564	9 175	11 564	684	794	81 449	104 127
Accrued revenue	11 352	4 739	–	–	–	–	–	–	11 352	4 739
Investments	18 333	18 019	–	–	–	–	–	–	18 333	18 019
Land and buildings Infrastructure, plant and equipment	691 972	659 591	–	–	–	–	–	–	691 972	659 591
Intangibles	244 165	256 930	–	–	–	–	–	–	244 165	256 930
Inventories	38 244	35 178	–	–	–	–	–	–	38 244	35 178
Prepayments	133 273	114 190	–	–	–	–	–	–	133 273	114 190
Prepayments	16 276	19 780	126	192	476	510	17	13	16 895	20 495
<b>Total</b>	<b>1 227 743</b>	<b>1 204 007</b>	<b>3 411</b>	<b>2 756</b>	<b>9 651</b>	<b>12 074</b>	<b>701</b>	<b>807</b>	<b>1 241 506</b>	<b>1 219 644</b>
<b>Liabilities</b>										
Suppliers	57 084	57 067	10	–	462	373	4	2	57 560	57 442
Other payables	40 508	34 982	–	–	235	285	–	–	40 743	35 267
Loans	–	5 000	–	–	–	–	–	–	–	5 000
Provisions	154 637	136 144	–	–	–	–	–	–	154 637	136 144
<b>Total</b>	<b>252 229</b>	<b>233 193</b>	<b>10</b>	<b>–</b>	<b>697</b>	<b>658</b>	<b>4</b>	<b>2</b>	<b>252 940</b>	<b>233 853</b>

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## Appendix 1 — ABC Charter and Duties of the Board

From the *Australian Broadcasting Corporation Act 1983*

### 6 Charter of the Corporation

- (1) The functions of the Corporation are:
  - (a) to provide within Australia innovative and comprehensive broadcasting services of a high standard as part of the Australian broadcasting system consisting of national, commercial and community sectors and, without limiting the generality of the foregoing, to provide:
    - (i) broadcasting programs that contribute to a sense of national identity and inform and entertain, and reflect the cultural diversity of, the Australian community;
    - (ii) broadcasting programs of an educational nature;
  - (b) to transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will:
    - (i) encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and
    - (ii) enable Australian citizens living or travelling outside Australia to obtain information about Australian affairs and Australian attitudes on world affairs; and
  - (c) to encourage and promote the musical, dramatic and other performing arts in Australia.
- (2) In the provision by the Corporation of its broadcasting services within Australia:
  - (a) the Corporation shall take account of:
    - (i) the broadcasting services provided by the commercial and community sectors of the Australian broadcasting system;
    - (ii) the standards from time to time determined by the ACMA in respect of broadcasting services;
    - (iii) the responsibility of the Corporation as the provider of an independent national broadcasting service to provide a balance between broadcasting programs of wide appeal and specialised broadcasting programs;
    - (iv) the multicultural character of the Australian community; and
    - (v) in connection with the provision of broadcasting programs of an educational nature—the responsibilities of the States in relation to education; and
  - (b) the Corporation shall take all such measures, being measures consistent with the obligations of the Corporation under paragraph (a), as, in the opinion of the Board, will be conducive to the full development by the Corporation of suitable broadcasting programs.
- (3) The functions of the Corporation under subsection (1) and the duties imposed on the Corporation under subsection (2) constitute the Charter of the Corporation.
- (4) Nothing in this Section shall be taken to impose on the Corporation a duty that is enforceable by proceedings in a court.

### 8 Duties of the Board

- (1) It is the duty of the Board:
  - (a) to ensure that the functions of the Corporation are performed efficiently and with the maximum benefit to the people of Australia;
  - (b) to maintain the independence and integrity of the Corporation;
  - (c) to ensure that the gathering and presentation by the Corporation of news and information is accurate and impartial according to the recognized standards of objective journalism; and
  - (d) to ensure that the Corporation does not contravene, or fail to comply with:
    - (i) any of the provisions of this Act or any other Act that are applicable to the Corporation; or
    - (ii) any directions given to, or requirements made in relation to, the Corporation under any of those provisions; and
  - (e) to develop codes of practice relating to:
    - (i) programming matters; and
    - (ii) if the Corporation has the function of providing a datacasting service under section 6A—that service; andto notify those codes to the ACMA.

## Appendix 1 – ABC Charter and Duties of the Board continued

- (2) If the Minister at any time furnishes to the Board a statement of the policy of the Commonwealth Government on any matter relating to broadcasting, or any matter of administration, that is relevant to the performance of the functions of the Corporation and requests the Board to consider that policy in the performance of its functions, the Board shall ensure that consideration is given to that policy.
- (3) Nothing in subsection (1) or (2) is to be taken to impose on the Board a duty that is enforceable by proceedings in a court.

## Appendix 2 – ABC Board and Board Committees

### Board members and attendance at meetings

The ABC Board held six meetings during 2011–12.

Member	Number of Board meetings attended
Maurice Newman AC, Chairman (term ended 31 December 2011)	3
James Spigelman AC QC, Chairman (term commenced 1 April 2012)	2
Mark Scott AO, Managing Director	6
Steven Skala AO (acting Chairman from 1 January – 31 March 2012)	6
Julianne Schultz AM	6
Michael Lynch CBE AM (resigned 30 September 2011)	1
Cheryl Bart AO	6
Fiona Stanley AC	3
Jane Bennett	5

- Providing a forum for communication between the Board, senior management and both the internal and external auditors.
- Monitoring and reviewing the independence, integrity and objectivity of the Corporation’s internal and external auditors.
- Monitoring and reviewing compliance with standards of ethical behaviour expected within the Corporation.

The Audit and Risk Committee held five meetings in 2011–12.

Meeting No.3 2011	28 July 2011
Meeting No.4 2011	6 October 2011
Meeting No.5 2011	8 December 2011
Meeting No.1 2012	18 April 2012
Meeting No.2 2012	28 June 2012

Meetings during 2011–12 were attended by Steven Skala (Chair of the Audit and Risk Committee), Michael Lynch, Cheryl Bart and John Brown.

Michael Lynch resigned from the ABC Board in September 2011. John Brown was appointed to the Audit and Risk Committee in December 2007 and is not a member of the ABC Board.

### Board Committees

#### Human Resources Committee

The Human Resources Committee considers the remuneration of the Managing Director and Executives, and the Managing Director’s annual performance appraisal. The Committee did not formally meet in 2011–12 as these matters were dealt with in Board meetings.

#### Audit and Risk Committee

The Board is required to ensure that the functions of the Corporation are performed with integrity, efficiency and maximum benefit to the people of Australia (see s.8(1)(a) of the *Australian Broadcasting Corporation Act 1983*). In connection with the discharge of these duties, the Audit and Risk Committee provides the Board with independent assistance and advice on the ABC’s risk, control and compliance framework and its external accountability responsibilities. The Committee’s responsibilities are detailed in its Charter and include:

- Assisting the Board to discharge its oversight and governance responsibilities in relation to the Corporation’s:
  - Internal Control Framework.
  - Financial Reporting and Management.
  - Risk Management.
  - Legislative Compliance.

Member	Position on Committee	Meetings eligible to attend	Meetings attended
Steven Skala AO	Committee Chairman	5	5
Michael Lynch CBE AM	Director	1	1
Cheryl Bart AO	Director	5	4
John Brown	External Member	5	5

Board members are invited to attend all Audit and Risk Committee meetings. Committee meetings are also attended by the Chief Operating Officer, Head Group Audit and representatives of the Australian National Audit Office (ANAO) and its nominated representative, KPMG. The Chairman of the Board, the Managing Director and other members of the Board also attend Committee meetings.

## Appendix 2—ABC Board and Board Committees continued

At its meetings, the Audit and Risk Committee endorsed the 2010–11 Annual Financial Statements and monitored progress against the 2011–12 Audit Plan. During 2011–12, the Committee considered the findings of audit reports and noted the implementation of audit recommendations by management, fraud awareness initiatives and fraud investigations undertaken.

During the year the Committee commissioned and participated in the independent review of Group Audit and subsequently considered and discussed the outcomes of the review. The Committee also dealt with matters related to, and reports from, external audit and the Corporation's requirement to formally report on compliance with the *Commonwealth Authorities and Companies Act 1997*. During the year, the Committee met separately with the ANAO and KPMG without management present.

During its meetings in 2011–12, the Committee endorsed the 2012–13 Audit Plan and the revised Group Audit Charter for approval by the Board.

The Audit and Risk Committee undertook a self-assessment of its performance and considered its arrangements and processes against the ANAO Better Practice Guide on Public Sector Audit Committees, which was published in August 2011. The Committee also received information papers related to the coordination of internal and external audit, risk management, fraud risk, work health and safety, business continuity, Corporation projects, compliance matters and matters related to the preparation and finalisation of the 2011–12 Annual Financial Statements.

### Group Audit

Group Audit provides an independent and objective audit and advisory service which is designed to add value and improve the Corporation's operations. Group Audit helps the ABC to achieve its objectives by bringing a systematic and disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes.

Group Audit is responsible to the Audit and Risk Committee for contributing to the achievement of the Corporation's goals and objectives by:

- Assisting management in evaluating processes for identifying, assessing and managing the key operational, financial and compliance risks of the ABC;
- Assisting management in evaluating the effectiveness of internal control systems, including compliance with internal policies;
- Recommending improvements to the internal control systems established by management;
- Playing an active role in developing and maintaining a culture of accountability and integrity;
- Being responsive to the Corporation's changing needs, striving for continuous improvement

and monitoring integrity in the performance of its activities;

- Facilitating and supporting the integration of risk management into day-to-day business activities and processes; and
- Promoting a culture of self assessment and adherence to high ethical standards.

Group Audit is responsible for generating and implementing the ABC's Audit Plan, which seeks to ensure that audits focus on key areas of risk to the Corporation. The Audit Plan is endorsed by the Audit and Risk Committee and approved by the Board annually.

In 2011–12, Group Audit performed unscheduled reviews at the specific request of management and continued to utilise technology to undertake continuous auditing and monitoring of transactional data. Group Audit also provided advice and guidance on good governance, policies and controls, and provided advice and input on a number of key projects and initiatives being undertaken by the Corporation. Group Audit also reviewed the processes implemented by the Corporation to support reporting requirements in respect of compliance with the *Commonwealth Authorities and Companies Act 1997*.

During 2011–12, the Group Audit Charter was reviewed to ensure it aligned with best practice. Group Audit continued to operate with a combination of in-house staff and outsourced external providers. This provided access to expertise in specialist areas and supplemented internal resources and experience.

In accordance with Internal Auditing Standards an independent review of Group Audit was undertaken during 2011–12 which involved key stakeholders including the Audit and Risk Committee, Executive Directors and senior management. The review recognised that the Group Audit function is performing well and is addressing the core needs of the Audit and Risk Committee through focus on the key risk and compliance issues of the ABC. The review made recommendations to improve current arrangements and strengthen the Corporation's assurance framework. The recommendations are being implemented or are being assessed for implementation.

### Coordination with external auditors

Group Audit continued to liaise with the ABC's external auditors, as well as the ANAO and its nominated representative, KPMG, who were appointed during 2008–09. It sought advice regarding proposed areas of focus, the identification of areas of potential external audit reliance on Group Audit and to ensure that there was minimal duplication of audit coverage. In this regard, the ANAO, KPMG and Group Audit developed a Coordinated Audit Plan for 2010–11, highlighting areas of audit coverage and reliance, as well as audit coverage of ABC strategic risk and financial reporting risk areas.

## Appendix 3—ABC Organisation, as at 30 June 2012

<b>Managing Director</b>	Mark Scott AO	<b>Innovation</b>	
Head, ABC Secretariat	Gary Linnane	Director of Innovation	Angela Clark
Head, Research and Marketing	Lisa Walsh	Editor, abc.net.au	Vacant
<b>Corporate Affairs</b>		Head, Marketing	Carolyn MacDonald
Director of Corporate Affairs	Michael Millett	Head, Strategic Development	Gabrielle Shaw (acting)
Head, Corporate Communications	Sally Cray	Head, Technology	Craig Preston
Head, Corporate Affairs	Sophie Mitchell	Head, Digital Education	Annabel Astbury
Head, Corporate Governance	Judith Maude	Project Director	Hamish Dobbs
Head, Strategic Policy	David Sutton		
<b>Editorial Policies</b>		<b>Legal and Business Affairs</b>	
Director of Editorial Policies	Paul Chadwick	Director of Legal and Business Affairs	Rob Simpson
Head, Audience and Consumer Affairs	Kirstin McLiesh	Deputy General Counsel	Jennifer Wright
Manager, Policy and Research Investigations Manager, Audience and Consumer Affairs	Michelle Fisher	Deputy General Counsel	Michael Martin
		Head, Business Affairs	Georgina Waite (acting)
	Denise Musto		
<b>ABC International</b>		<b>News</b>	
Director of ABC International	Michael McCluskey (acting)	Director of News	Kate Torney
Manager, Policy and Development	Tony Hastings	Head, Current Affairs	Bruce Belsham
Manager, International Relations	Julia Thoener	Head, News Programming	Donald Lange
		Head, Continuous News	Gaven Morris
<b>Australia Network</b>		Head, Newsgathering	Vacant
Chief Executive	Bruce Dover	Head, International News	Steven Alward
Chief Operating Officer	Anne Milne	Head, Asia-Pacific News	Deborah Steele (acting)
Head, Marketing	Pam Murray	Head, Budgets and Resources	John Turner
Head, Production	Barry Mitchell	Head, Policy and Staff Development	Alan Sunderland
Manager, Digital	Peta Astbury (acting)		
<b>Radio Australia</b>		<b>Operations</b>	
Chief Executive	Michael McCluskey	Chief Operating Officer	David Pendleton
Editor, Asia	Sue Ahearn	Head, Capital Works	Mark Woodley
Editor, Pacific	Ryan Egan	Head, Operations Planning	Michael Ward
Editor, Digital	Damien Dempsey	Head, Group Audit	Alison Hamill
Head, Communications and Marketing	Mark Hemetsberger	<b>ABC Resources</b>	
Head, Distribution	John Westland	Director of ABC Resources	David Cruttenden
Business Manager	Barry Taylor	General Manager, Resource Sales	Patrick Austin
<b>International Projects</b>		Head, Broadcast Operations	Mark Nealon
Head, ABC International Projects	Domenic Friguglietti	Head, Production Planning and Business	Andrew Cavenett
Manager, Project Design and Delivery	Wendy Highett	Head, Content Services	Mary Jane Stannus
		National Operations Manager	Paul De Odorico
<b>ABC Commercial</b>		Manager, Strategy and Projects	Judy Grant
Director of ABC Commercial	Lynley Marshall	<b>Business Services</b>	
Chief Financial Officer	Cheryl Scroope	Director of Business Services	Brian Jackson
General Manager, Digital Business Development	Robert Hutchinson	Head, Corporate Treasury and Performance Measurement	Fulvio Barbuio
General Manager, Marketing and Communications	John Woodward	Head, Finance	Gareth Thomson (acting)
General Manager, Multi-Channel Retailing	Alun Noll	Head, Financial Control	Toni Robertson
General Manager, Sales and Distribution	Leon Coningham	Head, Human Resources Operations	Greg Fromyhr
General Manager, ABC Music and Publishing	Robert Patterson	Head, Property Services	Aziz Dindar (acting)
Brand and Product Manager	Yasmin Lucien	Manager, Risk and Insurance	Kylie McKiernan
		Manager, Procurement	Jagdeep Singh
		Manager, Group Budgets	Philip Cahill
		Manager, Policy and Projects	Janet Kalivas
		Manager, Capital Expenditure and Planning	Tim Stubbings

## Appendix 3—ABC Organisation, as at 30 June 2012 continued

### Technology

Director of Technology	Ken Gallacher
Deputy Director of Technology	Margaret Cassidy
Head, Information Technology	Tony Silva
Head, Technical Services	Robert Hynen
Manager, Business Continuity	Stephen Flohr

### Communication Networks

Director of Communication Networks	Adrian Potter
Head, Broadcast Network Services	Marie Wines
Head, Transmission Network Services	Mark Spurway
Manager, Spectrum Regulatory Strategy	Dilip Jadeja

### People and Learning

Director of People and Learning	Ursula Groves
Head, Employee Relations	Linda Taylor
Head, Learning	Tina Osman
Head, People and Learning Services	Luke Caruso
Head, Planning and Performance	Charlie Naylor
Manager, Strategy and Communications	Frances Green (acting)
Business Partner, Television and Innovation	Jennifer McCleary
Business Partner, News	Kate Marshall
Business Partner, ABC Resources	Vanessa O'Toole
Business Partner, Radio	Ruth Niall
Business Partner, Corporate and International	Tim Burrows
Business Partner, Operations Group	Greg Cullen
Business Partner, ABC Commercial	Sanja Ademovic

### Radio

Director of Radio	Kate Dundas
Group Program Director	Michael Mason
Head, Industry Policy and Strategy	Jane Connors
Head, Multiplatform and Content Development	Linda Bracken
Head, Radio Marketing	Warwick Tiernan

Head, Technology and Digital Planning	Mark Bowry
Head, People and Communications	Vanessa MacBean
Manager, Policy and Administration	Cathy Duff
Manager, Metropolitan Local Radio	Jeremy Millar
Manager, Regional Local Radio	Tony Rasmussen
Manager, triple j	Chris Scaddan
Manager, Radio National	Amanda Armstrong (acting)
Manager, ABC NewsRadio	Helen Thomas
Manager, ABC Classic FM	Richard Buckham
Manager, Digital Radio	Tony Walker

### Television

Director of Television	Kim Dalton
Controller, ABC1	Brendan Dahill
Controller, ABC2	Stuart Menzies
Controller, Children's	Tim Brooke Hunt
Controller, Multi-Platform Production	Arul Baskaran
Head, Arts	Katrina Sedgwick
Head, Comedy	Debbie Lee
Head, Factual	Alan Erson
Head, Fiction	Carole Sklan
Head, Sport and Events	Justin Holdforth
Head, Indigenous	Sally Riley
Head, Entertainment	Jennifer Collins
Head, Business and Operations	David Anderson
Head, Marketing and Promotions	Diana Costantini
Head, Strategy and Governance	Michael Brealey

### State/Territory Directors

Director, ACT	Elizabeth McGrath
Director, NSW	Peter Longman
Director, NT	Christopher Smyth
Director, Queensland	Mark Bowling
Director, SA	Sandra Winter-Dewhirst
Director, Tasmania	Fiona Reynolds
Director, Victoria	Randal Mathieson
Director, WA	Geoff Duncan

## Appendix 4—ABC Advisory Council

In 2011–12, the ABC Advisory Council met three times. It made five recommendations and 19 commendations.

### Advisory Council members

Ms Joan McKain, Convenor (Lake Cathie, NSW)  
 Dr Patrick Bradbery (Rock Forest, NSW)  
 Ms Tania Penovic (Surrey Hills, Vic)  
 Mr Taylor Tran (Naremburn, NSW)

Mrs Rena Henderson (Preston, Tasmania)  
 Ms Lisa Leong (Burwood, Victoria)  
 Mr Scott Cowans (Ellenbrook, WA)  
 Mr Nakul Legha (Gungahlin, ACT)  
 Mrs Melissa Cadzow (Glenside, SA)  
 Mr Gideon Cordover (Allens Rivulet, TAS)  
 Mrs Charmaine Foley (Noosa Heads, QLD)  
 Mr Rob Ryan (Holland Park East, QLD)



## Appendix 4—ABC Advisory Council continued

### Summary of recommendations, responses and commendations 2011–12

#### Recommendations

##### Recommendation R1/2/11 *Hungry Beast*

The ABC Advisory Council **recommends** that a further series of *Hungry Beast* be commissioned. The third series of *Hungry Beast* saw the program evolve into a slick and thought-provoking production which entertained and informed audiences with its quirky combination of humour, powerful human stories and extensive research presented in an edgy and engaging way.

*Director of Television:* ABC Television notes the recommendation, however *Hungry Beast* will not be recommissioned for a fourth series. The ABC continues to look to reinvigorating and refreshing its prime-time schedule, and Television are working with the producers of *Hungry Beast* on a new program, details of which will be announced in due course.

##### Recommendation R2/2/11 *Television Production*

The ABC Advisory Council **recommends** that the ABC support television production outside Sydney. It is crucial to develop and nurture regional visual media production in the way that triple j has supported regional music production using internal and external resources. The ABC Advisory Council considers that local production resources will become more important in the future in order to maintain a critical mass of skills.

*Director of Television:* Two initiatives—South Australian Film Corporation and ScreenWest Factual Entertainment initiatives—are designed to develop new talent and production companies in regional areas. These initiatives will see editors, producers, directors, camera operators developing skills in factual entertainment series for prime time slots.

##### Recommendation R3/2/11 *iview*

The ABC Advisory Council **recommends** that the promotion of *iview* be increased to raise awareness and understanding of this innovative and valuable service. There is a considerable ABC audience which has access to broadband and interest in ABC programming but are unaware of *iview*, leading the service to be underutilised, particularly by younger people.

*Director of Television:* ABC Television acknowledges that awareness of *iview* remains moderate. A number of steps are being taken to address this issue, including expanding *iview*'s social media presence via twitter and facebook, and integrating *iview* into program portions as well as standalone *iview* campaigns.

##### Recommendation R1/3/11 *7.30*

Through their networks, members of the ABC Advisory Council are hearing that the *7.30* program is not incisive and engaging, the interviews lack a depth of analysis, its news sense could be improved, and that it isn't attracting important guests. Most of the Council members reported that they no longer watch the program on a regular basis. The Council accordingly **recommends** that *7.30* be reviewed to become "must watch" viewing again.

*Director of News:* News is disappointed to learn that "most of the Council members" no longer watch *7.30* on a regular basis. The program has undergone a significant amount of change following the departure of founding presenter, Kerry O'Brien, however News considers that the program remains a quality daily current affairs show, and is building credibility and engagement.

News would challenge the view that *7.30* lacks analysis or news sense, or that it is failing to attract important guests. Guests appearing on the program have included Julia Gillard, Tony Abbott, Wayne Swan, Malcolm Turnbull, Joe Hockey, Stephen Smith, Chris Bowen, Greg Combet, Bill Shorten, Bob Brown, Hugh Laurie, Imran Khan, Bill Gates, Paul Keating, Anna Bligh, Guy Pearce, Alan Jones and Meryl Streep. The program has provided extensive and incisive coverage of all major stories and issues, and was recognised with the Walkley Award for Sports Journalism for its coverage of harness racing.

News acknowledges that there are challenges associated with change, and the program will continue to be monitored, reviewed and developed. News remains confident that the program will continue to grow and attract new audiences.

##### Recommendation R1/1/12 – *Distribution review and customer re-education*

The ABC Advisory Council **recommends** that ABC consider an overall review of ABC content distribution strategy across all media. Often audiences provide the feedback of "not being aware" that certain content is available or being "unable to find" specific content via web or portable devices. Such a review would lead to improved content distribution architecture and overall improved user experience. Some investment in customer education would also be required. This communication may be of a similar nature to the previous ABC Brand campaign which started on the journey of communicating ABC's multichannel platform concept.

*Director of Innovation:* The Innovation Division is currently considering a project to scope the improvement of search on ABC Online.

## Appendix 4—ABC Advisory Council continued

### Commendations

#### **The Long Goodbye**

In focussing on the experiences of three families facing the impact of Alzheimer's disease, *The Long Goodbye* opened a window for the audience to see the progression and challenges of a disease that is becoming prevalent. The Advisory Council **commends** the producers of *The Long Goodbye* for the sensitivity and compassion shown in this program.

#### **Spicks and Specks**

The Advisory Council **commends** *Spicks and Specks* team for the dynamic mix of guests and quirky quiz segments which were key factors in the program's longevity and popularity. Congratulations to host Adam Hills and team captains Myf Warhurst and Alan Brough for their energy, wit and dedication. *Spicks and Specks* touched generations of viewers and will be affectionately remembered by many fans.

#### **Musica Viva Festival**

The ABC Advisory Council **commends** the team behind Classic FM's coverage of the Musica Viva Festival. This was an innovative use of multimedia that allowed audiences to access the many aspects of this important chamber music festival.

#### **Airplay**

The ABC Advisory Council **commends** Radio National's *Airplay* team for leveraging collaborations which continue to make radio drama highly engaging and relevant. Highlights include the collaborations with John Bell, Anna Volska and Lucy Bell; and the Power Plays season in conjunction with the Sydney Writers' Festival.

#### **One Night Stand**

The ABC Advisory Council **commends** triple j for organising the One Night Stand concert at Tumby Bay in South Australia. This was a fantastic musical venture in rural Australia and a wonderful celebration of Australian music.

#### **Late Night Live**

The Advisory Council **commends** Phillip Adams and the *Late Night Live* team for broadcasting regularly from regional centres. He has engaged regional audiences such as Burnie and the Eyre Peninsula, in forums which highlighted regional issues of national importance.

#### **twentysomething**

The ABC Advisory Council **commends** the creators of *twentysomething* for a brilliant, hilarious and refreshing take on life for that age group. Its success was due to the creativity and wit of Jess Harris and Josh Schmidt who should be encouraged to develop further work for the ABC.

#### **Giggle and Hoot**

The ABC Advisory Council **commends** *Giggle and Hoot* as a warm and engaging vehicle for introducing ideas and programs to a pre-school audience. Jimmy Giggle and his companion Hoot the Owl are emerging as national icons.

#### **The Slap**

The ABC Advisory Council **commends** *The Slap* for its excellent performances, screenplay and production. The series was a brilliant adaptation of the novel and became compulsory viewing for many Australians.

#### **Engagement with people with a disability**

The ABC Advisory Council **commends** the ABC for its enhanced engagement with people with a disability during 2011 including:

- a) ABC Ramp Up and specifically the work of the editor Stella Young, whose sparkling, crisp and incisive writing is reaching across the ABC and increasing the profile and presence for people with disabilities while throwing a sharp spotlight on issues like media portrayal. The Council noted that ABC Ramp Up is also revealing new and talented writers with disabilities, including young people.
- b) ABC Open, for their landmark achievement of working to generate more than sixty projects in the regions with people with disabilities, as part of this year's International Day of People with Disability, especially with people with an intellectual disability whose voices are often absent in the media.
- c) ABC Investigative Journalist Nance Haxton, who won this year's Yooralla Media Award in the National Disability Awards, for her relentless, powerful and timely coverage of issues affecting people with a disability, especially the abuse of children.

#### **At The Movies – 25 years**

The Council **commends** Margaret Pomeranz and David Stratton for achieving 25 years of excellence in reviewing movies. Over this time they have become the benchmark for movie reviews. They continue to engage and entertain us with some surprise opinions regarding the movies they review.

#### **ABC New South Bank Studios**

The ABC Advisory Council **commends** Mark Scott and the staff of the ABC for the handling of the closure of the Toowong Studios and the amazing work produced despite the many years of challenging and cramped studio space whilst the new South Bank Brisbane premises were built. The Council thanks the many staff who have worked long hours behind the scenes to get the new studios ready for operation.

#### **triple j**

The ABC Advisory Council **commends** triple j for its commitment to original Australian artists and recordings. It further commends the annual Hottest 100 for its contribution to contemporary Australian cultural life.

#### **Balibo**

The ABC Advisory Council **commends** the ABC for presenting the *Balibo* program. This program is an excellent portrayal of the events in East Timor in 1975.

## Appendix 4—ABC Advisory Council continued

### Alan Kohler

The ABC Advisory Council **commends** Alan Kohler, the ABC News Finance Reporter, for his informative yet accessible stories. He makes finance reporting very interesting and engaging and provides useful graphics and examples. This has the impact of broadening the audience base for what can be a very dry subject.

### Then the Wind Changed

The ABC Advisory Council **commends** Celeste Geer, writer/director, and the ABC for the broadcast of the February 2009 bushfire documentary *Then the Wind Changed*. This was an uplifting story of resilience about the people of Strathewen as they rebuilt their homes and their lives.

### Miss Fisher's Murder Mysteries

The ABC Advisory Council **commends** *Miss Fisher's Murder Mysteries*. This entertaining program brings to the screen one of Australia's much loved literary characters. The Council were impressed by both the attention to period detail as well as the acting. The program sets a new high standard for ABC dramas.

### Media Watch

The ABC Advisory Council **commends** *Media Watch* for its important scrutiny of the Australian media. The value of the program's contribution has been recognised during the course of the Federal Government's recent media enquiry.

### Kitchen Cabinet

The ABC Advisory Council **commends** *Kitchen Cabinet* and Annabel Crabb for providing a different approach to political discourse in a novel and entertaining way.

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## Appendix 5—ABC Code of Practice

Current as at 30 June 2012; last updated 11 April 2011.

### I. Regulatory Framework

The ABC Board is required, under section 8(1)(e) of the ABC Act, to develop a code of practice relating to its television and radio programming, and to notify this code to the Australian Communications and Media Authority ("the ACMA").

A complaint alleging the ABC has acted contrary to its Code of Practice in its television or radio programming may be made to the ABC. A complainant is entitled under section 150 of the *Broadcasting Services Act 1992 (Cth)* ("the BSA") to take their complaint to the ACMA if, after 60 days, the ABC fails to respond to the complainant or the complainant considers the ABC's response is inadequate.

Section 150 of the BSA empowers the ACMA to investigate a complaint alleging the ABC has, in providing a national broadcasting service, breached its Code of Practice. The ACMA can decline to investigate the complaint under section 151 of the BSA if it is satisfied that the complaint does not relate to the ABC Code of Practice, or that the complaint is frivolous or vexatious or was not made in good faith.

The ACMA's jurisdiction under sections 150-151 does not encompass the ABC's print content or content disseminated by the ABC over the internet or through mobile devices. However, the ACMA has separate jurisdiction under Schedule 7 of the BSA in relation to content hosted on websites or transmitted through mobile services where that content is either "prohibited content"<sup>1</sup> or "age-restricted content".<sup>2</sup>

The ACMA is empowered under Schedule 7 to require content service providers and content hosts to remove or prevent access to these types of content.

The ABC voluntarily complies with the *Content Services Code* developed by the Internet Industry Association and registered as an industry code with the ACMA under clause 85 of Schedule 7 of the BSA. The *Content Services Code* does not apply to content delivered through online or mobile services where that content has been previously transmitted on radio or television.

Except as expressly provided by the BSA, the regulatory regime established by the BSA does not apply to the ABC: section 13(5) of the BSA, and section 79 of the ABC Act.

### II. Scope of the Code

The requirements of this Code are set out in the sections dealing with Interpretation and Standards in Part IV and the Associated Standard in Part V. The Standards in Part IV apply to radio and television programs broadcast by the ABC on its free-to-air television or radio broadcasting services. The Associated Standard in Part V applies only to television programs broadcast by the ABC on its domestic free-to-air television services.

<sup>1</sup> *Prohibited content* essentially involves content that is classified either as RC (Refused Classification) or X18+. This includes real depictions of actual sexual activity, child pornography, detailed instruction in crime, violence or drug use; and age-restricted content.

<sup>2</sup> *Age-restricted content* involves content classified as R18+ or MA15+ that is delivered through a mobile device or through a service that provides audio or video content for a fee. This type of content must be subject to a restricted access system, i.e. measures put in place to protect children under the age of 15 from exposure to unsuitable material. This category of content includes material containing strong depictions of nudity, implied sexual activity, drug use or violence, very frequent or very strong coarse language, and other material that is strong in impact.

## Appendix 5—ABC Code of Practice continued

This Code does not apply to any complaint which the ABC had decided not to investigate or, having accepted it for investigation, decided not to investigate further, where the ABC was satisfied that:

- the complaint concerns content which is or becomes the subject of legal proceedings;
- the complaint was frivolous or vexatious or not made in good faith;
- the complaint was lodged with the ABC more than six weeks after the date when the program was last broadcast by the ABC on its free-to-air radio or television services, unless the ABC accepted the complaint for investigation after being satisfied that it was appropriate to do so, having regard to:
  - the interests of the complainant in the subject matter of the complaint;
  - the seriousness of the alleged breach;
  - the reason(s) for the delay;
  - the availability of the program content which is the subject of the complaint; and
- any prejudice the delay may otherwise have on the ABC’s ability to investigate and determine the matter fairly; or
- the complainant does not have a sufficient interest in the subject matter of the complaint, where the complaint alleges a breach of Fair and honest dealing (Standards 5.1–5.8) or Privacy (Standard 6.1).

To avoid any doubt, the ABC intends that any complaint falling within the terms of any one of the above categories is not relevant to the ABC Code of Practice, for the purposes of section 151(2)(b) of the BSA. In effect, this means that only complaints which the ABC has accepted for investigation in accordance with the above criteria are eligible under this Code to be reviewed and investigated by the ACMA.

### III. Resolved Complaints

The ABC seeks to comply fully with the Code and to resolve complaints as soon as practicable.

A failure to comply will not be a breach of the Code if the ABC has, prior to the complaint being made to the ACMA, taken steps which were adequate and appropriate in all the circumstances to redress the cause of the complaint.

To illustrate, a failure to comply with Standards 2.1 or 2.2 (Accuracy) will not be taken to be a breach of the Code if a correction or clarification, which is adequate and appropriate in all the circumstances, is made prior to or within 30 days of the ABC receiving the complaint.

## IV. Principles and Standards

### 1. Interpretation

In this Code, the Standards must be interpreted and applied in accordance with the Principles applying in each Section. From time to time, the ABC publishes Guidance Notes which do not in themselves impose obligations on the ABC, but which may be relevant in interpreting and applying the Code.

The Standards in Parts IV and V are to be interpreted and applied with due regard for the nature of the content under consideration in particular cases. The ABC is conscious that its dual obligations—for accountability and for high quality—can in practice interact in complex ways. It can be a sign of strength not weakness that journalism enrages or art shocks. The Standards are to be applied in ways that maintain independence and integrity, preserve trust and do not unduly constrain journalistic enquiry or artistic expression.

### 2. Accuracy

**Principles:** The ABC has a statutory duty to ensure that the gathering and presentation of news and information is accurate according to the recognised standards of objective journalism. Credibility depends heavily on factual accuracy.

Types of fact-based content include news and analysis of current events, documentaries, factual dramas and lifestyle programs. The ABC requires that reasonable efforts must be made to ensure accuracy in all fact-based content. The ABC gauges those efforts by reference to:

- the type, subject and nature of the content;
- the likely audience expectations of the content;
- the likely impact of reliance by the audience on the accuracy of the content; and
- the circumstances in which the content was made and presented.

The ABC accuracy standard applies to assertions of fact, not to expressions of opinion. An opinion, being a value judgement or conclusion, cannot be found to be accurate or inaccurate in the way facts can. The accuracy standard requires that opinions be conveyed accurately, in the sense that quotes should be accurate and any editing should not distort the meaning of the opinion expressed.

The efforts reasonably required to ensure accuracy will depend on the circumstances. Sources with relevant expertise may be relied on more heavily than those without. Eyewitness testimony usually carries more weight than second-hand accounts. The passage of time or the inaccessibility of locations or sources can affect the standard of verification reasonably required.

## Appendix 5—ABC Code of Practice continued

The ABC should make reasonable efforts, appropriate in the context, to signal to audiences gradations in accuracy, for example by querying interviewees, qualifying bald assertions, supplementing the partly right and correcting the plainly wrong.

### Standards:

**2.1** Make reasonable efforts to ensure that material facts are accurate and presented in context.

**2.2** Do not present factual content in a way that will materially mislead the audience. In some cases, this may require appropriate labels or other explanatory information.

### 3. Corrections and clarifications

**Principles:** A commitment to accuracy includes a willingness to correct errors and clarify ambiguous or otherwise misleading information. Swift correction can reduce harmful reliance on inaccurate information, especially given content can be quickly, widely and permanently disseminated. Corrections and clarifications can contribute to achieving fairness and impartiality.

### Standards:

**3.1** Acknowledge and correct or clarify, in an appropriate manner as soon as reasonably practicable:

- a. significant material errors that are readily apparent or have been demonstrated; or
- b. information that is likely to significantly and materially mislead.

### 4. Impartiality and diversity of perspectives

**Principles:** The ABC has a statutory duty to ensure that the gathering and presentation of news and information is impartial according to the recognised standards of objective journalism.

Aiming to equip audiences to make up their own minds is consistent with the public service character of the ABC. A democratic society depends on diverse sources of reliable information and contending opinions. A broadcaster operating under statute with public funds is legitimately expected to contribute in ways that may differ from commercial media, which are free to be partial to private interests.

Judgements about whether impartiality was achieved in any given circumstances can vary among individuals according to their personal and subjective view of any given matter of contention. Acknowledging this fact of life does not change the ABC's obligation to apply its impartiality standard as objectively as possible. In doing so, the ABC is guided by these hallmarks of impartiality:

- a balance that follows the weight of evidence;
- fair treatment;
- open-mindedness; and
- opportunities over time for principal relevant perspectives on matters of contention to be expressed.

The ABC aims to present, over time, content that addresses a broad range of subjects from a diversity of perspectives reflecting a diversity of experiences, presented in a diversity of ways from a diversity of sources, including content created by ABC staff, generated by audiences and commissioned or acquired from external content-makers.

Impartiality does not require that every perspective receives equal time, nor that every facet of every argument is presented.

Assessing the impartiality due in given circumstances requires consideration in context of all relevant factors including:

- the type, subject and nature of the content;
- the circumstances in which the content is made and presented;
- the likely audience expectations of the content;
- the degree to which the matter to which the content relates is contentious;
- the range of principal relevant perspectives on the matter of contention; and
- the timeframe within which it would be appropriate for the ABC to provide opportunities for the principal relevant perspectives to be expressed, having regard to the public importance of the matter of contention and the extent to which it is the subject of current debate.

### Standards:

**4.1** Gather and present news and information with due impartiality.

**4.2** Present a diversity of perspectives so that, over time, no significant strand of thought or belief within the community is knowingly excluded or disproportionately represented.

**4.3** Do not state or imply that any perspective is the editorial opinion of the ABC. The ABC takes no editorial stance other than its commitment to fundamental democratic principles including the rule of law, freedom of speech and religion, parliamentary democracy and equality of opportunity.

**4.4** Do not misrepresent any perspective.

**4.5** Do not unduly favour one perspective over another.



## Appendix 5—ABC Code of Practice continued

### 5. Fair and honest dealing

**Principles:** Fair and honest dealing is essential to maintaining trust with audiences and with those who participate in or are otherwise directly affected by ABC content. In rare circumstances, deception or a breach of an undertaking may be justified. Because of the potential damage to trust, deception or breach of an undertaking must be explained openly afterwards unless there are compelling reasons not to do so.

#### Standards:

##### *Dealing with participants*

**5.1** Participants in ABC content should normally be informed of the general nature of their participation.

**5.2** A refusal to participate will not be overridden without good cause.

##### *Opportunity to respond*

**5.3** Where allegations are made about a person or organisation, make reasonable efforts in the circumstances to provide a fair opportunity to respond.

##### *Attribution and sources*

**5.4** Aim to attribute information to its source.

**5.5** Where a source seeks anonymity, do not agree without first considering the source's motive and any alternative attributable sources.

**5.6** Do not misrepresent another's work as your own.

##### *Undertakings*

**5.7** Assurances given in relation to conditions of participation, use of content, confidentiality or anonymity must be honoured except in rare cases where justified in the public interest.

##### *Secret recording and other types of deception*

**5.8** Secret recording devices, misrepresentation or other types of deception must not be used to obtain or seek information, audio, pictures or an agreement to participate except where:

- a. justified in the public interest and the material cannot reasonably be obtained by any other means; or
- b. consent is obtained from the subject or identities are effectively obscured; or
- c. the deception is integral to an artistic work and the potential for harm is taken into consideration.

### 6. Privacy

**Principles:** Privacy is necessary to human dignity and every person reasonably expects that their privacy will be respected. But privacy is not absolute. The ABC seeks to balance the public interest in respect for privacy with the public interest in disclosure of information and freedom of expression.

#### Standards:

**6.1** Intrusion into a person's private life without consent must be justified in the public interest and the extent of the intrusion must be limited to what is proportionate in the circumstances.

### 7. Harm and offence

**Principles:** The ABC broadcasts comprehensive and innovative content that aims to inform, entertain and educate diverse audiences. Innovation involves a willingness to take risks, invent and experiment with new ideas. This can result in challenging content which may offend some of the audience some of the time. But it also contributes to diversity of content in the media and to fulfilling the ABC's function to encourage and promote the musical, dramatic and other performing arts. The ABC acknowledges that a public broadcaster should never gratuitously harm or offend and accordingly any content which is likely to harm or offend must have a clear editorial purpose.

The ABC potentially reaches the whole community, so it must take into account community standards. The ABC must also be able to provide content for specific target audiences whose standards may differ from generally held community attitudes. Applying the harm and offence standard requires careful judgement. Context is an important consideration. What may be inappropriate and unacceptable in one context may be appropriate and acceptable in another. Coarse language, disturbing images or unconventional situations may form a legitimate part of reportage, debate, documentaries or a humorous, satirical, dramatic or other artistic work. Consideration of the nature of the target audience for particular content is part of assessing harm and offence in context, as is any signposting that equips audiences to make informed choices about what they see, hear or read.

#### Standards:

**7.1** Content that is likely to cause harm or offence must be justified by the editorial context.

**7.2** Where content is likely to cause harm or offence, having regard to the context, make reasonable efforts to provide information about the nature of the content through the use of classification labels or other warnings or advice.

**7.3** Ensure all domestic television programs—with the exception of news, current affairs and sporting events—are classified and scheduled for broadcast in accordance with the ABC's Associated Standard on Television Program Classification.

## Appendix 5—ABC Code of Practice continued

**7.4** If inadvertent or unexpected actions, audio or images in live content are likely to cause harm or offence, take appropriate steps to mitigate.

**7.5** The reporting or depiction of violence, tragedy or trauma must be handled with extreme sensitivity. Avoid causing undue distress to victims, witnesses or bereaved relatives. Be sensitive to significant cultural practices when depicting or reporting on recently deceased persons.

**7.6** Where there is editorial justification for content which may lead to dangerous imitation or exacerbate serious threats to individual or public health, safety or welfare, take appropriate steps to mitigate those risks, particularly by taking care with how content is expressed or presented.

**7.7** Avoid the unjustified use of stereotypes or discriminatory content that could reasonably be interpreted as condoning or encouraging prejudice.

### 8. Children and young people

**Principles:** The ABC aims to provide children and young people (under the age of 18) with enjoyable and enriching content, as well as opportunities for them to express themselves. Children and young people participate and interact with the ABC in various ways—as actors, presenters, interviewees, subjects, content makers and audience members.

The ABC has a responsibility to protect children and young people from potential harm that might arise during their engagement with the ABC and its content. The ABC shares this responsibility with parents/guardians and with the child or young person him/herself. In particular, the ABC recommends that parents/guardians supervise children and young people's access to content, their participation in interactive services, and their exposure to news and current affairs. It is not always possible to avoid presenting content that may be distressing to some audience members.

#### Standards:

**8.1** Take due care over the dignity and physical and emotional welfare of children and young people who are involved in making, participating in and presenting content produced or commissioned by the ABC.

**8.2** Before significant participation of a child or young person in content produced or commissioned by the ABC, or in interactive services offered by the ABC, consider whether it is appropriate to obtain the consent of both the child/young person and the parent/guardian.

**8.3** Adopt appropriate measures wherever practicable to enable children and young people, or those who supervise them, to manage risks associated with the child/ young person's participation with, use of and exposure to ABC content and services designed for them.

**8.4** Take particular care to minimise risks of exposure to unsuitable content or inappropriate contact by peers or strangers.

## V. Associated Standard: Television Program Classification

### Status of Associated Standard

This Associated Standard is approved by the ABC Board and is binding. It is for consideration by relevant editorial decision-makers when providing advice on compliance and by complaints bodies when dealing with complaints. The Associated Standard is provided to assist interpretation of or otherwise supplement the standard in the Editorial Policies to which the Associated Standard relates.

This Associated Standard forms part of the Code of Practice notified to the Australian Communications and Media Authority under section 8(1)(e) of the *Australian Broadcasting Corporation Act 1983*.

### Key Editorial Standard

**7.3** Ensure all domestic television programs—with the exception of news, current affairs and sporting events—are classified and scheduled for broadcast in accordance with the ABC's Associated Standard on Television Program Classification.

**Principles:** The ABC applies the classifications listed below to the broadcast of all its domestic television programs with the exception of news, current affairs and sporting events. The ABC classifications are adapted from the *Guidelines for the Classification of Films and Computer Games* issued by the Classification Board made under the *Classification (Publications, Films and Computer Games) Act 1995*.

The guiding principle in the application of the following classifications is context. What is inappropriate and unacceptable in one context may be appropriate and acceptable in another. Factors to be taken into account include: the artistic or educational merit of the production, the purpose of a sequence, the tone, the camera work, the intensity and relevance of the material, the treatment, and the intended audience.

#### Standards:

##### 7.3.1 Television Classifications

G – GENERAL

(G programs may be shown at any time)

G programs, which include programs designed for pre-school and school-aged children, are suitable for children to watch on their own. Some G programs may be more appropriate for older children.

The G classification does not necessarily indicate that the program is one that children will enjoy. Some G programs contain themes or storylines that are not of interest to children.



## Appendix 5—ABC Code of Practice continued

Whether or not the program is intended for children, the treatment of themes and other classifiable elements will be careful and discreet.

**Themes:** The treatment of themes should be discreet, justified by context, and very mild in impact. The presentation of dangerous, imitable behaviour is not permitted except in those circumstances where it is justified by context. Any depiction of such behaviour must not encourage dangerous imitation.

**Violence:** Violence may be very discreetly implied, but should:

- have a light tone, or
- have a very low sense of threat or menace, and
- be infrequent, and
- not be gratuitous.

**Sex:** Sexual activity should:

- only be suggested in very discreet visual or verbal references, and
- be infrequent, and
- not be gratuitous.

Artistic or cultural depictions of nudity in a sexual context may be permitted if the treatment is discreet, justified by context, and very mild in impact.

**Language:** Coarse language should:

- be very mild and infrequent, and
- not be gratuitous.

**Drug Use:** The depiction of the use of legal drugs should be handled with care. Illegal drug use should be implied only very discreetly and be justified by context.

**Nudity:** Nudity outside of a sexual context should be:

- infrequent, and
- not detailed, and
- not gratuitous.

### PG – PARENTAL GUIDANCE

(Parental Guidance recommended for people under 15 years)

PG programs may be shown:

- on weekdays between 8.30 am and 4.00 pm and between 7.00 pm and 6.00 am; and
- on weekends at any time except between 6.00 am and 10.00 am.

PG programs may contain themes and concepts which, when viewed by those under 15 years, may require the guidance of an adult. The PG classification signals to parents that material in this category contains depictions or references which could be confusing or upsetting to children without adult guidance. Material classified PG will not be harmful or disturbing to children.

Parents may choose to preview the material for their children. Some may choose to watch the material with their children. Others might find it sufficient to be accessible during or after the viewing to discuss the content.

**Themes:** The treatment of themes should be discreet and mild in impact. More disturbing themes are not generally dealt with at PG level. Supernatural or mild horror themes may be included.

**Violence:** Violence may be discreetly implied or stylised and should also be:

- mild in impact, and
- not shown in detail.

**Sex:** Sexual activity and nudity in a sexual context may be suggested, but should:

- be discreet, and
- be infrequent, and
- not be gratuitous.

Verbal references to sexual activity should be discreet.

**Language:** Coarse language should be mild and infrequent.

**Drug Use:** Discreet verbal references and mild, incidental visuals of drug use may be included, but these should not promote or encourage drug use.

**Nudity:** Nudity outside of a sexual context should not be detailed or gratuitous.

### M – MATURE

(Recommended for people aged 15 years and over)

M programs may be shown:

- on weekdays that are school days, between noon and 3.00 pm; and
- on any day of the week between 8.30 pm and 5.00 am.

The M category is recommended for people aged over 15 years. Programs classified M contain material that is considered to be potentially harmful or disturbing to those under 15 years. Depictions and references to classifiable elements may contain detail. While most themes may be dealt with, the degree of explicitness and intensity of treatment will determine what can be accommodated in the M category—the less explicit or less intense material will be included in the M classification and the more explicit or more intense material, especially violent material, will be included in the MA15+ classification.

**Themes:** Most themes can be dealt with, but the treatment should be discreet and the impact should not be strong.

## Appendix 5—ABC Code of Practice continued

**Violence:** Generally, depictions of violence should:

- not contain a lot of detail, and
- not be prolonged. In realistic treatments, depictions of violence that contain detail should:
  - be infrequent, and
  - not have a strong impact, and
  - not be gratuitous.

In stylised treatments, depictions of violence may contain more detail and be more frequent if this does not increase the impact.

Verbal and visual references to sexual violence may only be included if they are:

- discreet and infrequent, and
- strongly justified by the narrative or documentary context.

**Sex:** Sexual activity may be discreetly implied.

Nudity in a sexual context should not contain a lot of detail, or be prolonged.

Verbal references to sexual activity may be more detailed than depictions if this does not increase the impact.

**Language:** Coarse language may be used.

Generally, coarse language that is stronger, detailed or very aggressive should:

- be infrequent, and
- not be gratuitous.

**Drug Use:** Drug use may be discreetly shown.

Drug use should not be promoted or encouraged.

**Nudity:** Nudity outside of a sexual context may be shown but depictions that contain any detail should not be gratuitous.

MA15+ – MATURE AUDIENCE  
(Not suitable for people under 15 years)

MA15+ programs may be shown between 9.30 pm and 5.00 am on any day of the week.

MA15+ programs, because of the matter they contain or because of the way it is treated, are not suitable for people aged under 15 years.

Material classified MA15+ deals with issues or contains depictions which require a more mature perspective. This is because the impact of individual elements or a combination of elements is considered likely to be harmful or disturbing to viewers under 15 years of age. While most themes may be dealt with, the degree of explicitness and intensity of treatment will determine what can be accommodated in the MA15+ category—the more explicit or more intense material, especially violent material, will be included in the MA15+ classification and the less explicit or less intense material will be included in the M classification.

**Themes:** The treatment of themes with a high degree of intensity should not be gratuitous.

**Violence:** Generally, depictions of violence should not have a high impact.

In realistic treatments, detailed depictions of violence with a strong impact should:

- be infrequent, and
- not be prolonged, and
- not be gratuitous.

Depictions of violence in stylised treatments may be more detailed and more frequent if this does not increase the impact.

Depictions of sexual violence are permitted only if they are not frequent, prolonged, gratuitous or exploitative.

**Sex:** Sexual activity may be implied.

Depictions of nudity in a sexual context which contain detail should not be exploitative.

Verbal references may be more detailed than depictions, if this does not increase the impact.

**Language:** Coarse language may be used.

Coarse language that is very strong, aggressive or detailed should not be gratuitous.

**Drug Use:** Drug use may be shown, but should not be promoted or encouraged.

More detailed depictions should not have a high degree of impact.

**Nudity:** Nudity should be justified by context.

### 7.3.2 Implementation Guidelines

The time zones for each program classification are guides to the most likely placement of programs within that classification. They are not hard and fast rules and there will be occasions on which programs or segments of programs appear in other time zones. For example, a PG program or segment of a program designed for teenage viewers could appear between 4.00 pm and 7.00 pm on a week day if that is the time most suitable for the target audience.

There must be sound reasons for any departure from the time zone for a program classification.

Programs which are serious presentations of moral, social or cultural issues, may appear outside their normal classification time zone, provided that a clear indication of the nature of the content is given at the beginning of the program.

Programs, including those having a particular classification under the Classification Board's Guidelines for the Classification of Films and Computer Games, may be modified so that they are suitable for broadcast or suitable for broadcast at particular times.

## Appendix 5—ABC Code of Practice continued

Broken Hill in New South Wales shares a time zone with South Australia and ordinarily receives the ABC's SA TV services. Given the time zone difference, in the rare cases when Broken Hill receives ABC NSW TV services, some programs may be broadcast outside their classification time zone.

### 7.3.3 Television Classification Symbols

The classification symbol of the PG, M or MA15+ program (except for news, current affairs or sporting events) being shown will be displayed at the beginning of the program.

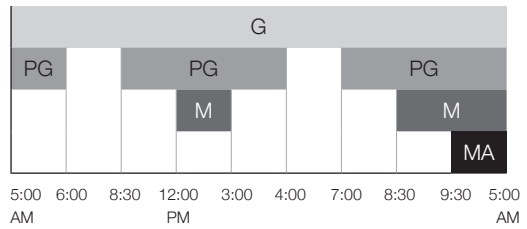
The classification symbol of the PG, M or MA15+ program (except for news, current affairs or sporting events) being promoted will be displayed during the promotion.

### 7.3.4 Consumer Advice

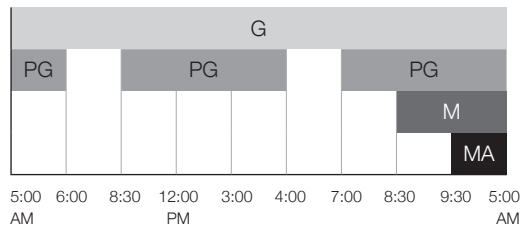
Audio and visual consumer advice on the reasons for an M or MA15+ classification will be given prior to the beginning of an M or MA15+ program.

### 7.3.5 Time Zone chart

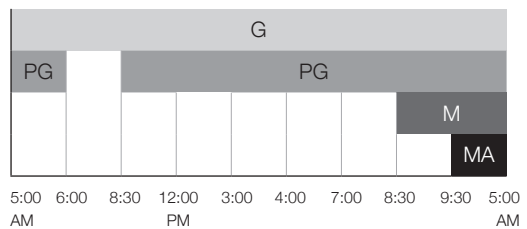
#### School days



#### School holidays / Public holidays



#### Weekends



## Appendix 6—ABC Television, Content Analysis

### ABC1 program hours transmitted—24 hours July 2011 – June 2012

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2011–12	2010–11
	Release		Australian	Release		Overseas		
Arts and Culture	50	102	151	46	84	130	<b>281</b>	279
Children's	9	198	206	16	598	613	<b>820</b>	1 747
Current Affairs	695	287	983	3	5	8	<b>991</b>	950
Documentary	55	118	173	66	499	566	<b>739</b>	644
Drama	66	104	170	199	757	955	<b>1 126</b>	1 116
Entertainment	925	400	1 325	60	63	123	<b>1 448</b>	1 224
Factual	219	356	575	107	223	330	<b>905</b>	898
Indigenous	9	20	30			0	<b>30</b>	57
Movies			0	0	171	171	<b>171</b>	526
News	1 382	9	1 391			0	<b>1 391</b>	598
Religion and Ethics	15	27	42	14	31	45	<b>87</b>	67
Sport	198	218	416			0	<b>416</b>	256
<b>Total program hours</b>	3 624	1 839	5 463	510	2 431	2 942	<b>8 405</b>	8 360
<b>% of total program hours</b>	43.1%	21.9%	65.0%	6.1%	28.9%	35.0%	<b>100.0%</b>	
Other*			379			0	<b>379</b>	400
<b>Total Hours</b>			5 842			2 942	<b>8 784</b>	8 760
<b>% of Total Hours</b>			67%			33%		

\* **Other:** includes interstitial material, program announcements and community service announcements.

**Notes:** This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other States and Territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

### ABC1 program hours transmitted—6 am – midnight July 2011 – June 2012

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2011–12	2010–11
	Release		Australian	Release		Overseas		
Arts and Culture	50	59	109	46	54	100	<b>209</b>	215
Children's	9	198	206	16	598	613	<b>820</b>	1 747
Current Affairs	628	214	841	3	1	4	<b>846</b>	806
Documentary	55	71	126	65	406	472	<b>598</b>	568
Drama	66	90	157	199	539	738	<b>895</b>	826
Entertainment	351	95	447	60	35	95	<b>541</b>	493
Factual	215	169	384	107	154	261	<b>645</b>	641
Indigenous	10	12	22			0	<b>22</b>	40
Movies			0	0	44	44	<b>44</b>	58
News	1 377	9	1 386			0	<b>1 386</b>	584
Religion and Ethics	15	14	29	14	23	36	<b>65</b>	50
Sport	193	8	200			0	<b>200</b>	210
<b>Total program hours</b>	2 969	939	3 908	509	1 854	2 363	<b>6 271</b>	6 237
<b>% of total program hours</b>	47.3%	15.0%	62.3%	8.1%	29.6%	37.7%	<b>100.0%</b>	
Other*			317			0	<b>317</b>	333
<b>Total Hours</b>			4 225			2 363	<b>6 588</b>	6 570
<b>% of Total Hours</b>			64%			36%		

\* **Other:** includes interstitial material, program announcements and community service announcements.

**Notes:** This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other States and Territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

## Appendix 6—ABC Television, Content Analysis continued

### ABC1 program hours transmitted—6 pm – midnight July 2011 – June 2012

	Australian			Overseas			Total	
	First	Repeat	Total Australian	First	Repeat	Total Overseas	2011–12	2010–11
	Release			Release				
Arts and Culture	37	9	46	7	12	19	65	96
Children's	0	0	0			0	0	4
Current Affairs	347	94	441	3	1	4	445	436
Documentary	53	13	66	48	171	219	284	347
Drama	66	43	109	192	270	463	572	545
Entertainment	88	38	126	38	26	64	190	172
Factual	104	12	116	104	48	152	268	211
Indigenous	2	1	3			0	3	8
Movies			0	0	16	16	16	7
News	208	0	208			0	208	224
Religion and Ethics	15	3	18	2	0	2	20	28
Sport	10	3	13			0	13	3
<b>Total program hours</b>	930	215	1 145	394	545	939	2 084	2 081
<b>% of total program hours</b>	44.6%	10.3%	54.9%	18.9%	26.2%	45.1%	100%	
Other*			112			0	112	109
<b>Total Hours</b>			1 257			939	2 196	2 190
<b>% of Total Hours</b>			57%			43%		

\* **Other:** includes interstitial material, program announcements and community service announcements.

**Notes:** This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other States and Territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

### ABC2 program hours transmitted—6 am – 2 am July 2011 – June 2012

	Australian			Overseas			Total	
	First	Repeat	Total Australian	First	Repeat	Total Overseas	2011–12	2010–11
	Release			Release				
Arts and Culture	10	64	74	20	188	207	281	408
Children's	209	926	1 136	164	3 373	3 537	4 673	3 657
Current Affairs	–	–	–	–	–	–	–	2
Documentary	3	23	26	45	217	262	288	354
Drama	5	110	114	71	666	738	852	944
Entertainment	40	219	259	33	75	108	367	222
Factual	3	23	26	76	301	377	403	398
Indigenous	–	–	–	–	–	–	–	16
Movies	–	–	–	–	161	161	161	197
News	0	10	10			–	10	609
Religion and Ethics	–	–	–	–	–	–	–	2
Sport	29	29	59			–	59	38
<b>Total program hours</b>	298	1 404	1 703	409	4 981	5 390	7 093	6 848
<b>% of total program hours</b>	4.2%	19.8%	24.0%	5.8%	70.2%	76.0%	100.0%	
Other*			227			–	227	
<b>Total Hours</b>			1 930			5 390	7 320	
<b>% of Total Hours</b>			26%			74%		

\* **Other:** includes interstitial material, program announcements and community service announcements.

**Notes:** Hours have been rounded to the nearest whole number. The ABC2 transmission hours, schedule and content varied in this reporting period and should not be used as a direct comparison to previous years. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

## Appendix 7—ABC Radio Networks, Content Analysis

### Indicative output by genre by network 2011–12

	triple j		ABC NewsRadio		ABC Local Radio (metropolitan)		ABC Local Radio (regional)		ABC Radio National		ABC Classic FM	
	Hours per week	%	Hours per week	%	Hours per week	%	Hours per week	%	Hours per week	%	Hours per week	%
News and Current Affairs	6.5	3.8	94.6	56	32.8	19.5	33.5	20	40	24	7.2	4.3
Topical Information	20.5	12.2	0	0	63.5	37.9	64	38	58	34.5	4.2	2.5
Specialist Information	4	2.4	10.4	6	17.6	10.5	16.8	10	23	14	17.6	10.5
Arts and Entertainment	0	0	3	2	8.8	5.2	8.2	4.9	22	13		0
Music	136.8	81.5	0	0	20.2	12	20.4	12.2	24	14	138.2	82.3
Education	0	0	0	0	2.3	1.4	2.6	1.5	0.6	0.3	0.9	0.5
Sport	0.2	0.1	14.7	9	22.8	13.5	22.5	13.4	0.4	0.2	0	0
Parliament	0	0	45.3	27	0	0	0	0	0	0	0	0
<b>Total</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>

**Notes:** This is only an indicative analysis of ABC Radio's analog output. It reflects one sample week of programming in June 2012. The analysis of ABC Local Radio is generic only (this analysis based on Tasmania's Hobart metropolitan and Launceston regional stations). It does not take into account station-to-station or seasonal program variations. The sample week reflects a Parliamentary sitting week for the purposes of ABC NewsRadio.

### Radio Australia—indicative output by genre 2011–12, hours per week

	2011–12	2010–11
News and Current Affairs	<b>121.6</b>	72.8
Topical Information	<b>90.2</b>	188.9
Specialist Information	<b>12.9</b>	15.1
Music	<b>5.5</b>	6.8
Education	<b>19.5</b>	15.0
Sport	<b>16.9</b>	16.8
<b>Total</b>	<b>266.6</b>	315.4

**Notes:** Radio Australia's figures represent duplicated transmission to Asia and the Pacific. This breakdown is across programming in six languages—English, Indonesian, Pidgin, Mandarin, Khmer and Burmese. The ABC's Vietnamese service is provided via the internet, and its French service is rebroadcast by partner stations.

## Appendix 8—Consultants

During 2011–12, the ABC spent \$3 854 299 on consultancies, broken down as follows (payments to consultants includes amounts paid and payable as at 30 June 2012):

Consultant	Purpose of Consultancy	Total \$
<b>Below \$10 000</b>		
Various	Various	117 340
<b>Sub total</b>		<b>117 340</b>
<b>\$10 000–\$50 000</b>		
Risk And Injury Management Services Pty Ltd	Risk assessment and analysis	12 000
Australian Catholic University Limited	Technical advice	12 250
Bendelta Pty Ltd	Strategic advice	12 902
E-Secure Pty Ltd	Information technology services	13 250
Margarette Roberts	International development projects	13 302
KPMG	Finance, tax and other advisory services	13 648
CRS Australia	Risk assessment and analysis	15 056
Robert Garnsey	International development projects	15 842
L. Pirpir	International development projects	15 909
Professional Financial Consulting Pty Ltd	Actuarial Services	16 500
Kerry Blackburn	Technical advice	19 690
M-Squared Media Pty Ltd	Technical advice	20 000
Dynamiq Pty Ltd	Strategic advice	22 500
Mackod Pty Ltd	International development projects	25 500
Ernst & Young	Finance, tax and other advisory services	26 016
Jean-Gabriel Manguy	International development projects	27 524
Hewlett-Packard Australia Pty Ltd	Information technology services	30 000
CB Richard Ellis Limited	Property advice and services	33 190
Frazer Walker Pty Ltd	Strategic advice	36 000
Environmental Resources Management Australia Pty Ltd	Strategic advice	36 300
Deloitte Access Economics Trust	Strategic advice	38 000
Noel Bell Ridley Smith & Partners Pty Ltd	Heritage management plans	38 035
Invisible Hand Consulting Pty Ltd	Strategic advice	38 040
Peter Graham	Strategic advice	42 000
Tracey Brunstrom & Hammond Pty Ltd	Business effectiveness review	46 434
John McCarthy	Strategic advice	50 000
<b>Sub total</b>		<b>669 888</b>
<b>Above \$50 000</b>		
McGees Property (NSW) Pty Ltd	Property valuation services	54 450
BDO (NSW-VIC) Pty Ltd	Strategic advice	68 300
PricewaterhouseCoopers	Finance, tax and other advisory services	72 800
Risk Logic Pty Ltd	Strategic review	75 673
IT Newcom Pty Limited	Strategic advice	82 560
Radio New Zealand Limited	Technical advice	93 816
The Departure Gate Pty Ltd	Strategic advice	145 273
Venture Consulting Pty Limited	Strategic advice	300 515
InterMedia UK	Strategic advice	399 747
Deloitte Touche Tohmatsu	Finance, tax and other advisory services	427 159
L.E.K. Consulting	Strategic advice	1 346 778
<b>Sub total</b>		<b>3 067 071</b>
<b>Total</b>		<b>3 854 299</b>



## Appendix 9—Overseas Travel Costs

The total cost of overseas travel for 2011–12 was \$4.7 million, compared with \$5.3 million in 2010–11.

### ABC overseas travel costs

	2011–12 (\$m)	2010–11 (\$m)
Travel allowances and accommodation	2.1	2.4
Airfares	1.9	2.1
Other*	0.7	0.8
<b>Total</b>	<b>4.7</b>	<b>5.3</b>

\* Other includes car hire, taxis, excess baggage, hire of personnel and equipment.

## Appendix 10—Reports Required by Legislation

### Reports required under s.80 of the *Australian Broadcasting Corporation Act*

Section 80 of the *Australian Broadcasting Corporation Act 1983* requires the Corporation to report on the following particular matters:

s.80(a)	Particulars of each broadcast by the Corporation during the year to which the report relates pursuant to a direction by the Minister under subsection 78(1)	No such directions were received during the year
s.80(c)	Particulars of any broadcast by the Corporation during that year pursuant to a direction by the Minister otherwise than under the Act	No such directions were received during the year
s.80(d)	Particulars of any direction not to broadcast matter that was given to the Corporation during that year by the Minister otherwise than under the Act	No such directions were received during the year
s.80(da)	Codes of practice developed under subsection 8(1)	See Appendix 5 (page 213)
s.80(e)	Particulars of any request made to the Board by the Minister during that year under subsection 8(2) and the action (if any) taken by the Board in respect of the request	No such request was received during the year
s.80(f)	Particulars of any gift, devise or bequest accepted by the Corporation during that year	The Corporation received no gifts or donations within the meaning of Section 80 of the <i>Australian Broadcasting Corporation Act 1983</i>
s.80(g)	Particulars of any advice received by the Board during that year from the ABC Advisory Council	See Appendix 4 (page 210).
s.80(i)	An assessment of the extent to which the operations of the Corporation have achieved its objectives and fulfilled its functions	See Strategic Objectives (page 26) and Performance Against the ABC Strategic Plan 2010–13 (page 107)
s.80(j)	Activities under subsection 25A-	See Financial Statements (page 156)
s.80(k)	Particulars of any activities during the year of any authorised business with which the Corporation is associated under that subsection	
s.80(l)	Particulars of significant changes of transmission coverage and quality	See page 85 and Outcomes 2 and 3 of Performance against Government Outcomes (page 115).

## Appendix 10—Reports Required by Legislation continued

### Reports required under the Commonwealth Authorities and Companies (Report of Operations) Orders 2008

#### Judicial Decisions and Reviews by Outside Bodies (clause 11, Schedule 1, Part 2)

Matters referred to the Australian Communications and Media Authority for review are noted in the Corporate Governance section (page 106).

### Indemnities and Insurance Premiums for Officers (clause 16, Schedule 1, Part 2)

The ABC acquired professional indemnity insurance and other appropriate insurances under Comcover including a Director's and Officer's Liability on terms and conditions which are consistent with provisions of the *Commonwealth Authorities and Companies Act 1997*.

## Appendix 11—Promotion and Market Research

Expenditure on market research and promotion for 2011–12 was \$10 668 213, compared with \$12 998 611 in 2010–11.

The Corporation uses advertising agencies and market research organisations predominantly for activities related to ABC Commercial, ABC Radio, ABC Television and Australia Network.

	2011–12 \$	2010–11 \$
Advertising	2 229 994	2 862 406
Market Research	4 827 536	5 025 399
Promotion	3 610 683	5 110 806
<b>Total</b>	<b>10 668 213</b>	<b>12 998 611</b>

## Appendix 12—Work Health and Safety

The *Work Health and Safety Act 2011* (and prior to 1 January 2012, the *Occupational Health and Safety Act 1991*) requires the ABC to manage its workplace risks in a systematic way. The ABC's performance in this area is measured through:

- Implementation and auditing of a comprehensive Work Health and Safety (WHS) management system
- Incident and workers' compensation claim statistics
- Performance against the Comcare National OHS Strategy Targets 2002–12
- ABC workers' compensation premium rates.

### ABC WHS management system initiatives

The ABC implemented a number of initiatives in 2011–12 to improve its WHS management system including:

- Transitioning to the *Work Health and Safety Act 2011*. A gap analysis was conducted between the ABC WHS Management systems and the legislative obligations in both the *Occupational Health and Safety Act 1991* and the *Work Health and Safety Act 2011*. In order to communicate the legislative changes and increased responsibilities, briefing sessions were held with the Executive Directors and their management teams.
- Developing a WHS Strategy aimed at improving the ABC's work health and safety culture, meeting legislative compliance, and striving for best practice.

- Upgrading first aid equipment with the provision of portable first aid kits to all ABC First Aid Officers, ensuring all first aid kit contents and defibrillator units are current and useable. Signage and awareness for access to first aid was posted through ABC premises.
- Early intervention into occupational overuse injuries. Ergonomic assessments are provided to staff with early onset occupational overuse injuries or on request for an ergonomic review of their workstation. Internal ergonomic consultancy services included assessments and reviews of the Canberra Parliament House newsroom; ABC News 24 Make up areas, ABC Local Radio in Darwin, Collinswood and Hobart; and ABC Resources in Ripponlea Melbourne.
- Supporting the ABC workplace housekeeping inspection program. This program is coordinated by the various State and Territory WHS Committees. In 2011–12, all ABC workplaces were inspected, and steps were taken to eliminate or control the risks associated with any WHS hazards identified. The Technology Division are using their Service Manager database to log and track to resolution any raised Technology WHS issues.
- Ongoing portable electrical appliance inspection, test and tag compliance program for all ABC sites program delivered nationally. A special project was also managed with the relocation of Brisbane operations into the ABC's new building in South Bank to ensure all relocated and new electrical appliances were inspected, tested and tagged as safe prior to their use.
- Individual quarterly reviews of all workers compensation cases to identify issues and barriers with the claim and the employee's return to work.

## Appendix 12—Work Health and Safety *continued*

- In consultation with ABC Risk and Insurance, specific and purpose-based risk assessment templates were developed for News, Resources and Radio to better articulate and understand the relevant workplace risks and their risk mitigation activities.

These initiatives are in addition to a range of existing strategies reported previously, including:

- Divisionally-based WHS committees in Radio and ABC Resources.
- The ABC WorkSafe Incident Reporting and Return to Work computer modules, designed to monitor safety incidents and better manage the return to work of ill and injured employees.
- Ongoing review and development of the ABC “A-Z of Safety” intranet site, which provides online advice for managers, employees and contractors managing operational WHS risks.

In 2011–12, the ABC continued efforts to promote early and durable return-to-work outcomes through the implementation of rehabilitation programs; to reduce workers’ compensation costs; and to reduce “lost time” through injury and illness. The mechanisms for doing so included:

- Promoting early intervention in all cases, particularly where employees are likely to be off work for five days or more;
- Development of return-to-work plans for all employees that are expected to be off work for more than 10 days to ensure a safe and durable return-to-work outcome; and
- Collection and analysis of incident and workers’ compensation claims data to identify trends within the workplace.

Despite these efforts, the ABC was not successful in reducing workers compensation costs, ‘lost time’ through injury and illness, the number and severity of incidents, or the time taken to return to work after an incident. The ABC is taking steps to investigate and address the causes for its worse-than-average performance in these areas.

### Comcare notices

Comcare issued no Prohibition Notices or Improvement Notices to the ABC under the *Occupational Health and Safety Act 1991* or the *Work Health and Safety Act 2011*.

There were three formal Comcare investigations for breaches of the *Occupational Health and Safety Act 1991* during 2011–12 (compared to four in 2010–11). In relation to two investigations, Comcare found that there had been no breach of the *Occupational Health and Safety Act 1991*.

In relation to one investigation relating to allegations of bullying and harassment, Comcare found that the allegations were not substantiated, but made findings that the “ABC systems supporting the management of bullying and harassment in the workplace were deficient” to the extent that Comcare concluded that the ABC had breached Section 16(1) the *Occupational Health and Safety Act 1991*. At the time the findings were made, Comcare did not propose any enforcement action be taken.

Recommendations were provided with the three formal investigation reports which have either been complied with or are in progress. The ABC implemented other Comcare recommendations based upon informal investigations of serious injuries or near-hit incidents throughout the year.

### Employee Assistance Program

The Employee Assistance Program (EAP) continued to provide and receive wide support to and from ABC managers, staff and families. The rate at which employees and their families used this service in the year to 30 June 2012 was 5.95%, a similar utilisation rate to the 6.17% reported in 2010–11. The ABC utilisation rate is greater than both the average across media and entertainment organisations (4.78%) and the average for all organisations (3.71%).

The EAP service was accessed in all states and territories, with the greatest utilisation recorded in New South Wales (43%). The level of self-referral to the program increased from 61% in 2010–11 to 65% in 2011–12.

EAP reports demonstrate that 68% of issues were personal issues and 32% were work-related issues, which is consistent with previous levels. Work-related issues were primarily interpersonal issues.

The ABC requested 8 new Trauma Assist sessions for employees who were exposed to significant trauma events where their well-being was likely to be affected (compared to 33 in 2010–11). These services were used to support ABC employees affected by, or involved in covering, disasters such as the floods in NSW and the death of colleagues.

The Managers Assist service was accessed by 30 ABC managers during 2011–12 (compared to 35 in 2010–11). Conflict management services were accessed on one occasion for a total of 15 hours during the reporting period (compared to six occasions for a total of 98 hours in 2010–11).

### Incident and claim statistics

A total of 275 WHS incidents were logged in ABC WorkSafe in 2011–12, compared to 259 work-related OHS incidents reported in 2010–11. Since ABC WorkSafe was implemented in 2005, it has enabled the tracking of serious incidents and identified trends or problem areas allowing preventative strategies to be implemented.

## Appendix 12—Work Health and Safety continued

Of the 275 reported WHS incidents, 72 claims for workers' compensation were accepted by Comcare. As future claims are submitted and accepted by Comcare they are retrospectively allocated to the date of injury. Accordingly, the number of claims arising from the incidents reported in 2011–12 is likely to increase.

An analysis of the workers' compensation claims in 2011–12 shows that the main types of injury continues to be body stressing and slips, trips and falls. The number of mental stress claims has decreased from four cases per year for the previous two years to two cases for 2011–12, significantly fewer than the nine claims in 2008–09. However, the costs of mental stress claims are high relative to other claims, and therefore represent a significant percentage of total workers' compensation costs. A significant component of the ABC's workers compensation cost in 2011–12 related to two workplace fatalities in August 2011.

### Number of claims by mechanism of incident group

Mechanism of Incident Major Groups	Average cost-to-date (\$)		Financial Year		
	(2011–12) <sup>†</sup>	2011–12*	2010–11*	2009–10*	2008–09*
Falls, trips and slips of a person	\$7 805.69	16	19	22	13
Hitting objects with a part of the body	\$4 803.09	7	6	8	4
Being hit by moving objects	\$116.56	5	5	9	7
Sound and pressure	0		1	0	3
Body stressing	\$5 989.53	40	49	61	40
Heat, electricity and other environmental factors	0	0	1	1	0
Chemicals and other substances	0	0	1	0	1
Biological factors	0	0	0	1	0
Mental stress	\$30 358.81	2	4	4	9
Other and unspecified (workplace fatalities)	\$458 980.51	2	5	2	8
<b>All claims</b>	<b>\$19 129.94</b>	<b>72</b>	91	108	85

\* The data is immature and the ultimate number and cost of accepted claims may differ from the data reported as new claims may be lodged in a later period. Data is accurate as at 8 July 2012.

† Claim costs are based on estimates as at 29 February 2012.

### WHS Training

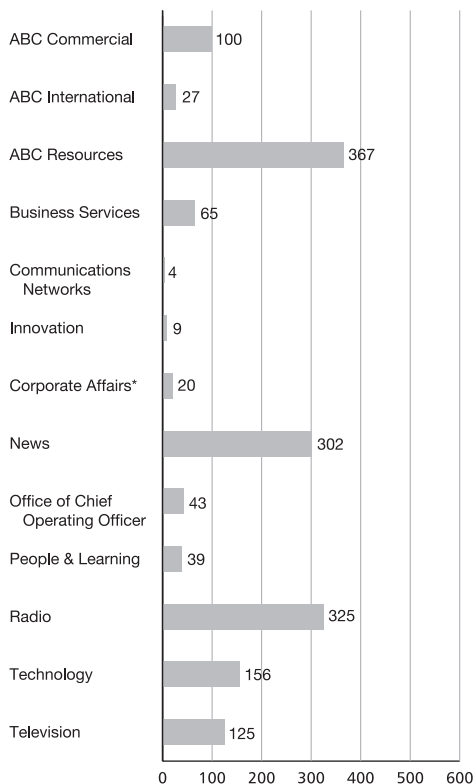
WHS training programs specific to divisional WHS risks and hazardous operations programs delivered included:

- Television WHS Risk Management—Specific training has been designed for Television employees and managers to assist them in planning productions and mitigating identified WHS risks. ABC Resources employees also attend this training as they are part of the television production process.
- Personal Risk Assessment—Training sessions are dedicated to the ABC's production development and front-line staff in the field such as News and ABC Resources staff.
- Fatigue Management—Training is delivered through dedicated trainers within the News, ABC Resources, Television, Radio, Technology and Communications Networks divisions.
- WHS component in the ABC Induction training.
- WHS for Managers—A specific module has been included within the ABC "New Managers" Training Program to support and encourage good WHS management practices.
- Online Safety Induction—This program is designed to improve accessibility to safety induction information for ABC employees in all work locations. It is required for new ABC employees who are engaged for six weeks or more.
- Trauma Awareness Program—Developed by the News Division, this program is designed to support employees whose work involves covering or dealing with potentially traumatic incidents.
- ABC Resources delivered a tailored manual handling training program nationally. This program was developed to target and reduce the manual handling risks encountered when undertaking outside broadcast, field and studio work.

## Appendix 12—Work Health and Safety continued

### People who have completed a WHS-related training session

By division  
Total number = 1 736



### National Targets

The ABC is committed to meeting the national Comcare OHS Targets 2002–12. These include:

- Target 1—Reduce incidence of workplace injury and disease-related workers' compensation claims by 40%
- Target 2—Zero Workplace Fatalities
- Target 3—Reduce workers' compensation claim average lost-time rate by 40%
- Target 4—Reduce workers' compensation claim average time taken for rehabilitation intervention by 90%.

The following results are current as at 30 June 2012. Due to latency effects and retrospective claims submission as reported by Comcare, the 2011–12 data must be considered “immature” and the ultimate claim rate, lost time and rehabilitation intervention rate may differ from the information reported.

\* Includes the Board and Managing Director's office.

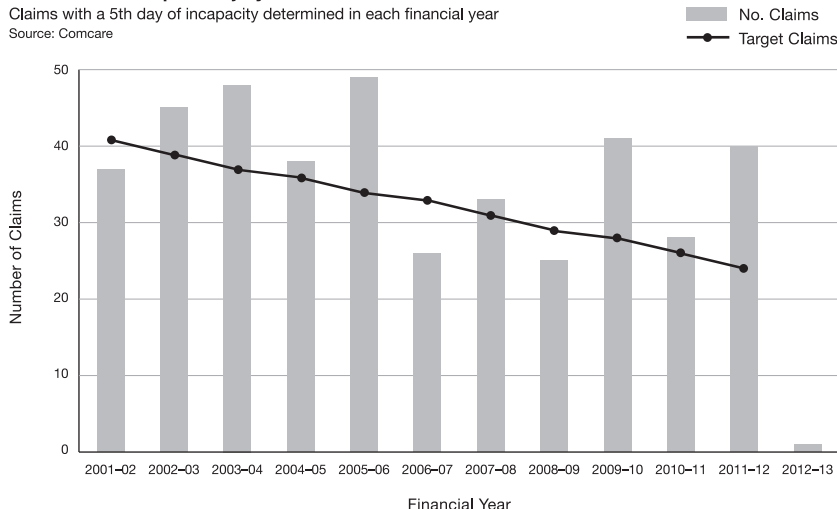
### Target 1—Reduce incidence of workplace injury and disease by 40%

The ABC did not meet Target 1 in 2011–12. The actual claim numbers were similar to 2010–2011 however in 2011–12 there was an increase in the number of claims where incapacity reached 5 days. This is due to several factors including an increase in the severity of injuries, or the ABC's inability to accommodate the medically-required workplace restrictions to enable an injured worker to return to work.

The following graph represents the number of claims with a fifth day of incapacity determined in that financial year.

### Numbers of workplace injury and disease

Claims with a 5th day of incapacity determined in each financial year  
Source: Comcare



## Appendix 12—Work Health and Safety continued

### Target 2—Zero workplace fatalities

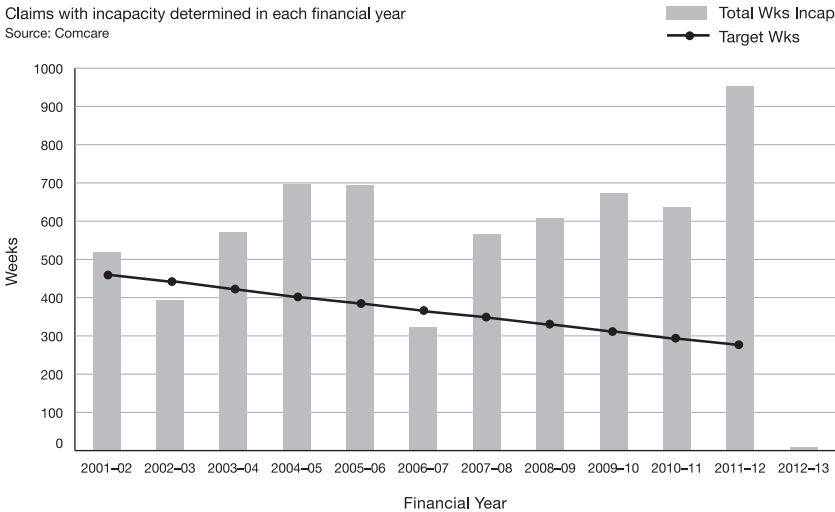
The ABC did not meet Target 2 in 2011–12. There were two employee fatalities and a contractor fatality in 2011–12. On 18 August 2011, the ABC’s helicopter crashed at Lake Eyre in South Australia, killing the three occupants. A Comcare investigation into the safety management procedures of the ABC helicopter operations found no breaches of the *Occupational Health and Safety Act 1991*. The Australian Transport Safety Bureau investigations into the causes of the helicopter crash are ongoing.

### Target 3—Reduce average lost time rate by 40%

The ABC did not meet Target 3 in 2011–12. This graph highlights a trend in slower return to work, for instance due to increased severity of injuries, or the ABC’s inability to accommodate the medically-required workplace restrictions to enable an injured worker to return to work. This data also includes a number of isolated workplace illness cases where recovery was extremely slow or not attainable, as well as instances where an injured or ill employee’s position has become redundant while they are absent.

#### Weeks of lost time

Claims with incapacity determined in each financial year  
Source: Comcare

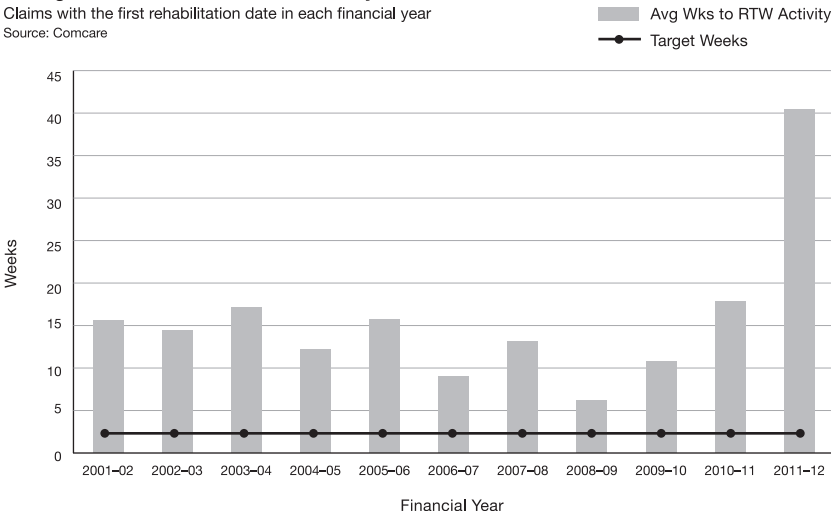


### Target 4—Reduce average time taken for rehabilitation intervention by 90%

The ABC did not meet Target 4 in 2011–12. This target is based on rehabilitation interventions in accordance with a return-to-work plan submitted to Comcare (where this data is collected). In some cases, a return-to-work plan was not submitted to Comcare, for instance because rehabilitation was undertaken ‘in-house’, or because the injury was not severe. Accordingly, Target 4 is considered a less meaningful measure of rehabilitation than Target 3.

#### Average weeks for return-to-work activity to commence

Claims with the first rehabilitation date in each financial year  
Source: Comcare



## Appendix 12—Work Health and Safety continued

### ABC Workers' Compensation premium rates

#### ABC performance against Australian government agencies combined

Premium Rates	2012-13	2011-12	2010-11	2009-10	2008-09
ABC premium rates	<b>1.92%</b>	<b>1.32%</b>	1.06%	0.48%	0.58%
Premium rates—all Australian Government agencies combined	<b>1.77%</b>	<b>1.41%</b>	1.20%	1.25%	1.36%

In July 2011, the ABC's Workers' Compensation premium rate for 2011-12 was set at 1.23% of total salary costs. The ABC Premium Rate was retrospectively revised upwards to 1.32% in June 2012 in response to the development in the number and cost of claims made by the ABC for injuries incurred predominantly in 2009 and 2010, and to a lesser extent in 2008. The ABC Premium Rate for 2012-13 (1.92%) is higher than the all agencies combined average of 1.77% of salary costs, and represents a worse-than-average performance in injury prevention and management than other Comcare-insured organisations in 2011-12.

The increase is predominantly due to an increase in the number of claims, their severity or estimated claims expenses due to time off work and medical expenses, and development of long-term claims which continue to accrue claims expenses. In addition, the number and cost of claims for all government agencies has also increased by approximately 25%, which affects the total amount Comcare collects from all agencies through premiums and this is added into the ABC Premium rate.

The average lifetime claim cost of ABC claims (\$67 124) compares favourably to the Government (\$74 771) average. The claim frequency remains higher than the All-Government average, but has continued to fall since 2009-10.

#### Claim frequency and cost compared to the Australian government average\*

ABC	2011	2010	2009	2008
Estimated claim frequency (per \$m of payroll)	<b>0.24</b>	0.25	0.31	0.21
Average lifetime claim cost (after capping)	<b>\$67 124</b>	\$53 780	\$49 729	\$18 273

#### All agencies comparison

Estimated claim frequency (per \$m of payroll)	<b>0.16</b>	0.18	0.18	0.16
Average lifetime claim cost	<b>\$74 771</b>	\$71 949	\$62 302	\$56 050

\*estimate at June 2012

**Note:** As new claims are assessed and approved by Comcare, claims costs are retrospectively allocated to the period where the injury occurred, accounting for differences year to year.

## Appendix 13—Performance Pay

The ABC paid bonuses to 257 executives totalling \$1 202 999, an average of \$4 681 per executive.

It paid bonuses to 146 non-executive employees totalling \$357 404, an average of \$2 448 per employee.



## Appendix 14—Staff Profile

### Total ABC staff strength, June 2012

Division	ACT	NSW	NT	Over-seas	Qld	SA	Tas	Vic	WA	Totals	%
ABC Commercial	5.87	171.21			35.47	10.27	6.95	36.08	13.88	279.74	6.1
ABC International		18.20		5.00		9.40		86.86		119.46	2.6
ABC Resources	63.58	410.64	29.91		54.70	69.94	41.89	198.78	54.49	923.93	20.1
Business Services	2.37	98.33	2.84		10.66	51.65	8.20	21.29	8.36	203.70	4.4
Communications Networks		21.00								21.00	0.5
Corporate Management*	3.00	124.93	2.00		8.15	4.31	2.00	20.18	2.00	166.57	3.6
Innovation	1.10	60.86			2.00			12.00		75.96	1.6
News	56.24	390.24	34.36	21.00	126.43	73.80	41.16	161.19	60.56	964.97	21.0
People and Learning		52.03			1.00	6.48		3.34	1.00	63.85	1.4
Radio	24.64	422.91	41.29		150.19	95.31	43.09	181.35	86.82	1 045.61	22.7
Technology	11.00	214.71	10.84		15.42	17.03	14.91	43.50	18.47	345.87	7.5
Television		281.26			0.55	11.00	10.63	84.92	4.13	392.49	8.5
<b>Total</b>	<b>167.81</b>	<b>2 266.32</b>	<b>121.23</b>	<b>26.00</b>	<b>404.57</b>	<b>349.18</b>	<b>168.85</b>	<b>849.49</b>	<b>249.71</b>	<b>4 603.16</b>	<b>100.0%</b>
%	3.6	49.2	2.6	0.6	8.8	7.6	3.7	18.5	5.4	100.0%	

#### Notes

- Values in full-time equivalents.
  - Statistics current as at the end of the last pay period in 2011–12 (17 June 2012).
- \* Includes Managing Director's Office, ABC Secretariat, Corporate Affairs, Editorial Policies, Legal and Office of the Chief Operating Officer.

#### Gender Breakdown

	Head count	%
Female	2 729	50.3%
Male	2 700	49.7%
<b>Total</b>	<b>5 429</b>	<b>100.0%</b>

## Appendix 15—ABC Awards 2011–12

### International Awards

#### 2012 Gourmand World Cookbook Awards

First Place (TV English): ABC Publishing, *The Free Range Cook* by Annabel Langbein

#### 17th International Environmental Film Festival - Envirofilm Slovakia

Grand Prix of the Festival: Penguin Island

#### 2011 International Federation of Agricultural Journalists Awards

Star Prize for Broadcast Journalism—Television: Pip Courtney, *Landline*

Star Prize for Broadcast Journalism—Radio: Julia Holman, ABC Rural, Canberra, Australian Capital Territory, *A Country Hour*

Star Prize for Broadcast

Journalism—Online Radio: Flint Duxfield, ABC Rural, Bunbury, Western Australia, "Farmers Don't Really use Twitter...Do They?"

Young Leaders in Journalism Award: Nikolai Beilharz, ABC Far North Queensland, Queensland

#### 2011 International "Gold Panda" Awards for Documentary (Nature and Environment) Sichuan

Best Director: *Penguin Island*

#### 2011 International Underwater Film Festival

Third Place, Best Professional Production: *Project Manta*

#### 2012 Kidscreen Awards

Family Category, Best Non-Animated or Mixed Series: *My Place*, Series 2

Broadcasting Category, Best On-air Host or Hosting Team: ABC4Kids, Jimmy Giggles and Hoot the Owl

#### 2012 New York Festival Radio Awards

Gold Medal (Information/Documentary: Social Issues/Current Events): ABC Radio National, *360 Documentaries*, "A Sense of Duty"

Gold Medal (Information/Documentary: Environment and Ecology): ABC Radio National, *360 Documentaries*, "Birdland"

## Appendix 15—ABC Awards 2011–12 *continued*

Gold Medal (Information/  
Documentary: Culture/Arts): ABC  
Radio National, *Drama*,  
“La Boheme, Baz Lurhmann and  
the Australian Opera Company—  
A Sound Engineer’s Story”

Silver Medal (Information/  
Documentary: Culture/Arts):  
ABC Radio National and Round  
the Outside Productions, *360*  
*Documentaries*, “Pray Ho-Tell”

Silver Medal (Information/  
Documentary: Culture/Arts): Robyn  
Ravlich and Russell Stepelton,  
“Afterimages: Carol Jerrems  
through a Lens”

Silver Medal (Entertainment:  
Best Music Special): ABC Radio  
National, “Gesthemene” composed  
by Gerard Brophy and performed  
by The Song Company

Bronze Medal (News Reports/  
Features: Best Human Interest  
Story): ABC Radio National, *360*  
*Documentaries*, “A Sense of Duty”

Bronze Medal (Information/  
Documentary: Culture/Arts):  
ABC Radio National and, *360*  
*Documentaries*, “Ignatz and Crazy  
Kat”

Bronze Medal (Information/  
Documentary: History): ABC Radio  
National, *Away!*, “Cast Among  
Strangers”

Bronze Medal (Entertainment:  
Best Regularly Scheduled Drama  
Program): ABC Radio National,  
“A Woman in Berlin”

### 2012 New York Festival Television and Film Awards

Gold World Medal (Television—  
Documentary/Information Program:  
National/International Affairs): *Four*  
*Corners*, “The Forgotten Man”

Silver World Medal (Television—  
Art and Technique: Program:  
Best Camerawork): *Foreign*  
*Correspondent*, “China—Beyond  
the Lost Horizon”

Silver World Medal (Television—  
Documentary/Information Program:  
Magazine Format): *Foreign*  
*Correspondent*, “The Secret  
Garden

Silver World Medal (Television—  
Documentary/Information Program:  
Social Issues/Current Events):  
*Foreign Correspondent*, “Eat, Pray,  
Give”

Silver World Medal (Television—  
News: Program: Best News  
Documentary/Special): *Foreign*  
*Correspondent*, “The Pain in  
Spain”

Bronze World Medal: (Television—  
Art and Technique: Program: Best  
Editing): *Foreign Correspondent*,  
“China - Beyond the Lost Horizon”

Bronze World Medal:  
(Documentary/Information  
Program: Environment and  
Ecology): *Foreign Correspondent*,  
“China’s Dirty Secrets”

### 64th Academy of Television Arts and Sciences Awards (Emmys)

Television and Technology:  
Spencer Lieng, Standardisation  
Broadcast Audio Loudness  
Metering

### 2012 White House News Photographers’ Association

Video Photographer of the Year:  
Louie Eroglu

Bronze, Video Photography—  
News Feature: Louie Eroglu,  
“Scranton”

Honourable Mention, Video  
Photography— News Feature:  
Dan Sweetapple, “Last Blast”

Gold, Video Photography—  
Feature: Louie Eroglu, “West  
Virginia”

Bronze, Video Photography—  
Magazine Feature: Louie Eroglu,  
“Mormon Moment”

Gold, Video Photography—  
Documentary: Louie Eroglu,  
“Cuba”

Silver, Video Photography—  
Documentary: Dan Sweetapple,  
“Brazil”

Gold, Video Photography—  
Network: Dan Sweetapple, “Brazil”

### 2011 Worldwide Radio Summit Industry Awards

Best International Music Director:  
Richard Kingsmill, triple j

Best International Online Presence:  
triple j

Most Innovative Radio Station:  
triple j

### National Awards

2011 Andrew Olle Scholarship  
Miriam Hall

### 2012 Australasian Reporting Awards

Gold: *ABC Annual Report 2010–11*

### 2012 Australian Academy Cinema Television Arts (AACTA) Awards

Best Light Entertainment Television  
Series: *The Gruen Transfer*,  
Series 4

Best Television Comedy Series:  
*Laid*

Best Children’s Television Series:  
*My Place*, Series 2

Best Direction in Television:  
*The Slap*, Episode 3 “Harry”

Best Screenplay in Television:  
*The Slap*, Episode 3 “Harry”

Best Lead Actor in a Television  
Drama: Alex Dimitriades, *The Slap*

Best Lead Actress in a Television  
Drama: Sarah Snook, *Sisters of*  
*War*

Best Guest or Support Actress in  
a Television Drama: Diana Glenn,  
*The Slap*, Episode 3 “Harry”

Best Performance in a Television  
Comedy: Chris Lilley, *Angry Boys*

Audience Choice Award for Best  
Performance in a Television Drama:  
Asher Keddie, *Paper Giants: The*  
*Birth of Cleo*

Best Feature Length Documentary:  
*Mrs Carey’s Concert*

Best Documentary Under One  
Hour: *Jandamarra’s War*

## Appendix 15—ABC Awards 2011–12 *continued*

Best Cinematography in a Documentary: David Parer ACS, *Out of the Ashes*

### 2012 Australian Book Industry Awards

Book of the Year for Younger Children: *Rudie Nudie* by Emma Quay

### 2011 Australian Cinematography Society Awards

Award of Distinction, TV Magazine, Lifestyle and Reality: Anthony Sines, “Under Her Spell”

National News Directors Award: Taryn Southcomb, “High Water”

### 2012 Australian Directors Guild Awards

Best Direction in a TV Drama Series: Matthew Saville, *The Slap*, Episode 3 “Harry”

Best Direction in a Documentary (Feature): Bob Connolly and Sophie Raymond, *Mrs Carey’s Concert*

Best Direction in a Documentary (Stand Alone) Phoebe Hart, *Orchids: My Intersex Adventure*

Best Direction in a TV Comedy: Jeffrey Walker, Stuart MacDonald and Chris Lilley, *Angry Boys*

### 18th Australian Interactive Media Industry Association Awards

Best Children’s: ABC For Kids Portal

### 2011 Australian Football Media Association Awards

Clinton Grybas Rising Star Award: Corbin Middlemas, ABC Grandstand, Western Australia

“Meet you at the Footy” Award—Editorial: Gerard Whateley, ABC Grandstand, Victoria

Most Outstanding Special Commentator—Radio: Chris Grant, ABC Grandstand

### 2011 Australian Institute for the Conservation of Cultural Media Awards

Best Media Support and Coverage of Conservation: Jacquie Mackay, ABC Capricornia

**2011 Australian Mobile Awards**  
Lifestyle—cooking: ABC Foodie App for iPad

### 2011 Australian Museum Eureka Prizes

Environmental Journalism: Mark Willacy, *Foreign Correspondent*, “The Catch”

### 2011 Australian Production Design Guild Awards

Best design on a Television Production: Leigh Tierney, ABC News 24

### 2011 Australian Recording Industry Association Awards (The ARIAs)

Best Children’s Album: ABC Music (Contemporary), *The Wiggles—Ukulele Baby!*

Best Original Soundtrack/  
Cast/Show Album: ABC Music (Contemporary), *Chris Lilley—Angry Boys: Official Soundtrack Album*

Best Jazz Album: ABC Music (Contemporary), Elixir featuring Katie, *First Seed Ripening*

Best Classical Album: ABC Music (Contemporary), Sally Whitwall, *Mad Rush: the Piano Music of Philip Glass*

Best Blues and Roots Album: ABC Music (Contemporary), The Audreys, *Sometimes the Stars*

### 2011 Australian Teachers of Media Awards (The ATOMs)

Best Children’s Fiction Television Program: ABC Television, *Dance Academy*

### 44th Annual Australian Writers Guild Awards (The AWGIES)

Interactive Media: ABC Innovation, “Bluebird AR”

Children’s Television (C Classification): *My Place*, Series 2, “1868 Minna”

### 2011 Churchill Fellowship

Richard Fidler

### 2011 CSIRO Awards

Medal for Science Journalism: Sarah Clarke

### 2011 Diversity@work Employment and Inclusion Awards

Employment and Inclusion of Indigenous Australians: Australian Broadcasting Corporation

### 2012 Donald McDonald Reuters Foundation Scholarship

Damien Carrick

### 2011 Elizabeth O’Neill Journalism Award

Auskar Surbakti, Australia Network

### 2011 EVA Media Awards (Eliminating Violence Against Women)

Best Radio News/Current Affairs (Less than 20 minutes): Lindy Burns, Erin Matthews and Tom Wright, 774 ABC Melbourne, *Drive*, “Bridget’s Story”

### 2012 Golden Guitar Awards

Video Clip of the Year: ABC Music (Contemporary), Sara Storer and Kev Carmody, *Children Of The Gurindji*

Single of the Year: ABC Music (Contemporary), Catherine Britt, *Sweet Emmylou*

### 2011 Horticultural Association of Australia Laurel Awards

Television Laurel—General: *Gardening Australia*, “Horticultural Legends”

Television Laurel—Technical: *Gardening Australia*, “Seed Saving”

Television Laurel—Environmental: *Gardening Australia*

Information Technology Laurel: *Gardening Australia*, [www.abc.net.au/gardening](http://www.abc.net.au/gardening)

DVD Laurel: *Gardening Australia*, “Edible Gardens”

Anita Boucher Young Achiever: Tino Carnevale, *Gardening Australia*

### 2011 iTunes Rewind Best of the Year Awards

Best New Audio Podcast: Joel Rheinberger, 936 ABC Hobart, *Afternoons*, “Nerdzilla”

## Appendix 15—ABC Awards 2011–12 *continued*

### 2011 LIFE Awards

Outstanding Contribution to Suicide Prevention in Australia: triple j, *Hack*

### 2012 Logie Awards

Most Popular Presenter: Adam Hills

Most Outstanding Children's Television Program: *My Place*, Series 2

Most Outstanding Actor: Rob Carlton, *Paper Giants: The Birth of Cleo*

Most Outstanding Actress: Melissa George, *The Slap*

Most Outstanding Public Affairs Report: *Four Corners*, "A Bloody Business"

Most Outstanding Light Entertainment Program: *Spicks and Specks*

Most Outstanding Drama Series, Miniseries or Telemovie: *The Slap*

### 2011 National Basketball League Media Awards

Best Radio Commentator: Peter Walsh, ABC Grandstand, Adelaide

Best Radio News Package: Justin Huntsdale, ABC Illawarra, "7 000 Points and Counting for Hawks Legend".

### 2011 National Press Club of Australia Journalism Awards

Paul Lyneham Award for Excellence in Journalism—Special Commendation: Mark Simkin and Chris Uhlmann

Best News Feature/Article or Presentation—Health, Health Sciences or Innovation: Dr Maryanne Demasy, *Catalyst*, "Corneal Stem Cells—Window to the Eye"

Qantas and European Union Journalism Award: Eleanor Hall, "Is a Digital Single Market the key to rejuvenating the European economy at a time of austerity and rapid technological change?"

### 2011 Older People Speak Out Media National Awards

Best News Item: Jessica Hinchliffe, 90.3 ABC Coast FM, "Surviving Cyclone Yasi Without Sight"

Best Current Affairs Segment/Series: Chris Wisbey, 936 ABC Hobart, "Inspirational and Active over 80"

### 2011 Publishers Australia Excellence Awards

Cover of the Year (Custom): *triple j Magazine*, September 2011 Cover, "Gotye"

### 2011 Queens Birthday Honours

Public Service Medal: Ian Mannix

### 2012 Randstad Awards

Most Attractive Employer in Australia (second place): Australian Broadcasting Corporation

### 2011 United Nations of Australia Media Peace Awards

Special Award—Promotion of Positive Images of the Older Person: *Compass*, "Work Later On"

Special Award—Increasing Awareness and Understanding of Children's Rights and Issues, *Four Corners*, "Dangerous Territory"

### 2011 Walkley Awards

Gold Walkley: Sarah Ferguson, Michael Doyle and Anne Worthington, *Four Corners*, "A Bloody Business"

Journalism Leadership: Paul Lockyer (posthumous)

All Media: Broadcast and Online Interviewing: Tony Jones, *Lateline*, Christopher Hitchens, Malcolm Turnbull and Chris Bowen

Best Online Journalism: Eleanor Bell, Ed Giles, Suzanne Smith, "Beating the Odds"

All Media—Sports Journalism: Caro Meldrum-Hanna, 7.30, "Harness Racing Under Scrutiny"

Radio news and Current Affairs Reporting: Mark Willacy, *PM*, "Rikuzentakata tsunami"

Radio feature, documentary or broadcast special: Katrina Bolton, 105.7 ABC Darwin, "Drink, death and dollars"

### 2012 Walkley Young Australian Journalist of the Year Award

Online Award: Miranda Grant, ABC Open, Southern Queensland

### 2011 Yooralla Media Awards

Online Award: Brett Williamson, abc.net.au, "Making the most of time that is left"

Radio (less than 5 minutes) Award: Nance Haxton, "Intellectually disabled people fight for equal access to justice"

Commendation: Alex Mann, triple j, *Hack*, "Barriers to Love"

Radio (more than 5 mins) Award, Aaron Kearney, 1233 ABC Newcastle, "When Everything Changes in an Instant: Andrew's Journey"

Commendation: Natasha Mitchell, ABC Radio National, "Deaf Culture"

Television (more than 5 mins) Award: Karen Barlow, *Lateline*, "Marion Noble"

Commendation: Monique Schafter, *Hungry Beast*, "Trapped in Your Own Body"

Commendation: Kim Akhurst and Richard Corfield, *Compass*, "A Roof Over Their Heads"

## State and Territory Awards

### New South Wales 2011 Australian Cinematographers Society Awards (NSW/ACT)

News Directors Award: Taryn Southcomb, "High Water",

Gold, Current Affairs: Quentin Davis, "Shattered"

Bronze, Current Affairs: David Martin, "Bhutan—The Secret Garden"

Silver, Single Camera News: Taryn Southcomb, "Wheat Harvest"

## Appendix 15—ABC Awards 2011–12 *continued*

### 2011 New South Wales Premier's Awards

Multimedia History Prize: *Recipe for Murder*

### 2011 Northern NSW Journalism Awards

Journalist of the Year: Aaron Kearney, 1233 ABC Newcastle

Best Radio Current Affairs Feature or Special: Aaron Kearney, 1233 ABC Newcastle, "When Everything Changes in an Instant: Andrew's Journey"

Best Specialist Journalism: Aaron Kearney, 123 ABC Newcastle, *The Drum/Roar*, "Opinion Writing"

Best Specialist Journalism: Anthony Scully, Newcastle Upper Hunter, *ABC Open*, "Rural Life in the Hunter Series"

### Northern Territory

#### 2011 Northern Territory Media Awards

Best Current Affairs or Feature: Jane Bardon, "Pitched Battles: Territory Environmentalists and Miners Clash"

Best Sports Journalism: James Glenday, "Troubled Stars"

### Queensland

#### 2011 Australian Cinematographers Society Awards (Qld/NT)

Silver, Current Affairs: Craig Berkman, "Salma in the Square"

Bronze, Current Affairs: Stephen Cavenagh, "Indigenous Stockmen"

#### 2011 Gold Coast Media Awards (The Maccas)

Best Radio Feature Story: Bernadette Young, ABC Coast FM, *Drive*, "Life Journeys"

Best Radio Program: Nicole Dyer and Briony Petch, ABC Coast FM, *Mornings*

#### 2011 Queensland Clarion Awards

Regional and Community—Best Broadcast Report: Bruce Atkinson, *ABC Radio News*, "Rocky Flood"

All Media—Excellence in Rural Journalism: Pip Courtney, *Landline*, *ABC TV*, "Diesel Dash"

All Media—Multicultural Affairs Reporting: Peter McCutcheon, 7.30, "From Nauru to Citizenship"

Best Online Journalism: ABC News Online team, "Queensland floods: Before and After Interactive"

All Media—Broadcast Interview: Annie Guest, *PM*, *ABC Radio National* and *Local Radio*, "Insurers Back Council Flood Maps"

Radio—Current Affairs, Feature, Documentary or Special Broadcast: Stephanie Smail, *AM*, *The World Today*, *PM*, *ABC Radio National* and *Local Radio*, "Surviving Yasi"

Radio—News Report: Melinda Howells, Chris O'Brien, Emma Pollard, Siobhan Barry and Kerrin Binnie, *ABC Radio News*, "Newman's Switch"

#### 2011 Queensland Multimedia Awards

Best On Line Editorial Feature/ News Story/Blog: Sam Davis, ABC Far North Queensland, *Ethicist questions Queensland Health's Use of Indigenous Patients Medical Records*

#### 2011 Queensland Premier's Literary Awards

Television Script—QUT Creative Industries Award: Christopher Lee, *Paper Giants: The Birth of Cleo*, Part 2

#### 2011 Queensland Rural Press Club Awards

Induction into Queensland Rural Press Club Hall of Fame: Robin McConchie, *Country Hour*, Queensland

Radio Excellence in Journalism: Caitlin Gribbin, ABC Rural Reporter, Queensland

#### South Australia 2011 Australian Cinematographers' Society Awards (SA/WA)

Gold, Current Affairs: Robert Hill, "China's Dirty Secrets"

Gold, Current Affairs: Robert Hill, "True Believers"

Silver, TV Magazine, Lifestyle: Andrew Burch, "Beer in the Alps"

Silver, Neil Davis International News Award: Robert Hill, "Japan Tsunami"

Bronze, TV Magazine, Lifestyle: Greg Ashman, "Outback Lamb"

Bronze, Current Affairs: Brant Cummings, "Middle East Christians"

Bronze, Documentaries: Marcus Alborn, "Mr. Quigley's Quandrey", Part 2

Bronze, Documentaries: Marcus Alborn, "The Wronged Man", Part 1

#### 2011 Catholic Archbishop of Adelaide's Media Citations

Radio: Ian Henschke, Luke Franklin and Regan Footner, ABC 891 Adelaide, *Mornings*, "Talking about Suicide"

#### 2011 Rural Media South Australia Awards

Best Rural Online Journalist: Kendall Jackson, South Australia

#### South Australian National Football League Media Awards

Best Community Football Photographic Coverage: Emma-Lee Pedler, ABC Eyre Peninsula

#### 2011 South Australian Press Club Awards

Best Scoop of the Year: Angelique Johnson, Nick Harmsen, "Rann Faces Leadership Coup"

Best Television Current Affairs Report: Prue Adams, *Landline*, "Sorry Saga"

Best Radio News, Current Affairs, Doc Report: Angelique Johnson, "Rann Faces Leadership Coup"

Best News Story in Any Medium: Angelique Johnson, Nick Harmsen, "Rann Faces Leadership Coup"

### Tasmania

#### 2011 Tasmanian Media Awards

Best News Journalist of the Year: Jonothan Gul, *ABC News*

Excellence in News Reporting—Television: Linda Hunt

Excellence in Science, Technology and Health: Mark Hortsman, *Catalyst*



## Appendix 15—ABC Awards 2011–12 *continued*

### Victoria

#### 2011 Australian Cinematographers Society Awards (Vic/Tas)

Gold, TV Magazine/Lifestyle: Peter Curtis, “Out of Bounds”

Gold, TV Magazine/Lifestyle: Anthony Connors, “Boundary Bend”

Silver, Magazine/Lifestyle: Cameron Atkins, “20th Century Glass”

Bronze, TV Magazine/Lifestyle: Tony King, “Geelong”

#### 2011 Quill Awards for Excellence in Victorian Journalism

Best Deadline Report in Any Medium: Stephanie March, ABC TV News

Best Regional or Rural Affairs Report in Any Medium: Cheryl Hall, 7.30

Best TV Current Affairs/Feature under 10 minutes: Josie Taylor, Daniel Morgan and Cheryl Hall, 7.30

Best TV Current Affairs/Feature over 10 minutes: Belinda Hawkins, *Australian Story*

#### Western Australia 2011 West Australian Crick Association Media Awards

Best Program: ABC Grandstand, Western Australia, *Sportstalk*

Best Cricket Commentary: Clint Wheeldon, ABC Grandstand, Western Australia

#### 2011 Western Australian Journalists’ Association Media Awards

Best Current Affairs or Feature: Jake Sturmer, 7.30, “DongaraDowns”, “Ironbridge Follow”

Best Radio News Story or Series: Damian Rabbitt, 720 ABC Perth, “Kelmescott/Rolestone fire coverage”

Best Radio Current Affairs: David Weber, Radio National, *PM*, “Northam anger”

Best Culture and Art Report—The A.H. Kornweibel Arts Award: Claire Nichols, 7.30, “The Business of Art”

## Appendix 16—Television Transmission Frequencies

<b>Digital television</b>	Condobolin	64	Manning River	7	Wagga Wagga	55
	Coolah	55	Merewether	37	Walcha	48
<b>Australian Capital Territory</b>	Cooma Town	55	Merrilwa	48	Walgett	40
Canberra	9A	Cooma/Monaro	29	Mudgee	56	Weipa
Tuggeranong	59	Cowra	62	Murrumbidgee Irrigation Area	11	Wilcannia
Weston Creek/Woden	59	Deniliquin	55	Murrundi	41	Wollongong
		Dubbo	58	Murwillumbah	29	Wyong
<b>New South Wales</b>		Dungog	59	Narooma	56	Young
Albury North	31	Eden	55	Narooma	56	
Armidale	32	Glen Innes	59	Newcastle	37	<b>Northern Territory</b>
Ashford	59	Gloucester	41	Nowra North	66	Alice Springs
Balranald	40	Gosford	37	Nyngan	53	Darwin
Batemans Bay/Moruya	9A	Goulburn	56	Oberon	56	Katherine
Bathurst	7	Grafton/Kempsey	36	Port Stephens	30	Tennant Creek
Bega	35	Hay	55	Portland/Wallerawang	56	<b>Queensland</b>
Bombala	62	Illawarra	51	Richmond/Tweed	29	Airlie Beach
Bonalbo	53	Inverell	59	Stanwell Park	52	Atherton
Bouddi	37	Jerilderie	55	SW Slopes/E Riverina	46	Ayr
Bowral/Mittagong	52	Jindabyne	59	Sydney	12	Babinda
Braidwood	56	Kandos	56	Tamworth	54	Barcardine
Broken Hill	10	Khancoban	59	Tenterfield	58	Bell
Cassilis	30	Kings Cross	30	Thredbo	33	Blackall
Central Tablelands	36	Kotara	37	Tumut	53	Blackwater
Central Western Slopes	12	Kyogle	58	Ulladulla	28	Boonah
Cobar	6	Laurieton	60	Upper Hunter	7	Bowen Town
Coffs Harbour	61	Lightning Ridge	11†	Upper Namoi	8	Boyne Island
		Lithgow	31	Vacy	32	Brisbane
		Lithgow East	56			Cairns
		Manly/Mosman	30			Cairns East

## Appendix 16—Television Transmission Frequencies continued

Cairns North	42	Springsure	46	Derby	65	Genoa	30
Capella	31	St George	12	Dover	58	Goulburn Valley	37
Charleville	11	Stuart	54	Dover South	43	Halls Gap	54
Charters Towers	54	Sunshine Coast	62	East Devonport	45	Hopetoun-Beulah	34
Clermont	54	Tara	56	Geeveston	58	Horsham	55
Cloncurry	6	Texas	56	Gladstone	65	Kiewa	41
Collinsville	56	Theodore	53	Goshen/Goulds		Lakes Entrance	61
Cooktown	40	Thursday Island	9	Country	65	Latrobe Valley	42
Cunnamulla	11	Tieri	54	Hobart	8	Lorne	58
Currumbin	62	Toowoomba	55	Hobart NE Suburbs	56	Mallacoota	56
Darling Downs	37	Townsville	31	King Island	57	Mansfield	60
Dysart	55	Townsville North	54	Launceston	65	Marysville	60
Eidsvold	56	Tully	56	Lileah	9	Melbourne	12
Emerald	9	Wangetti	42	Lilydale	65	Mildura/Sunraysia	11
Esk	39	Warwick	56	Meander	55	Murray Valley	58
Gladstone East	33	Wide Bay	9A	Montumana IBL	59	Myrtleford	53
Gladstone West	47	Winton	7	NE Tasmania	41	Nhill	66
Gold Coast	62	Yeppoon	57	New Norfolk	57	Nowa Nowa	51
Gold Coast Southern				Orford	36	Orbost	37
Hinterland	62	<b>South Australia</b>		Penguin	45	Portland	59
Goondiwindi	56	Adelaide	12	Port Sorell	53	Rosebud	60
Gordonvale	42	Adelaide Foothills	64	Queenstown/		Safety Beach	60
Gympie	62	Bordertown	53	Zeehan	47	Selby	47
Gympie Town	62	Burra.55		Ringarooma	65	Seymour	53
Herberton	67	Caralue Bluff	60	Rosebery	32	South Yarra	60
Hervey Bay	56	Ceduna/Smoky Bay	39	Savage River	39	Tawonga South	31
Hughenden	8	Clare	55	Smithton	31	Upper Murray	9A
Injune	6	Coffin Bay	44	St Helens	37	Upwey	47
Longreach	10	Coober Pedy	7	St Marys	53	Warburton	60
Mackay	10	Cowell	45	Strahan	58	Warrnambool	50
Mareeba	42	Craigmore/Hillbank	39	Swansea	58	Warrnambool City	59
Middlemount	43	Elizabeth South	64	Taroona	45	Western Victoria	6
Miles	63	Keith	38	Ulverstone	45	Yea	34
Miriam Vale/Bororen	56	Kingston SE/Robe	55	Waratah	54		
Mission Beach	56	Lameroo	58	Wynyard	45	<b>Western Australia</b>	
Mitchell	12	Leigh Creek South	8			Albany	43
Monto	57	Naracoorte	51	<b>Victoria</b>		Augusta	55
Moranbah	48	Pinnaroo	55	Alexandra	60	Bridgetown	45
Moranbah Town	54	Port Lincoln	59	Alexandra Environs	32	Broome	9
Mossman	40	Quorn	55	Apollo Bay	54	Bunbury	36
Mount Isa	7	Renmark/Loxton	39	Bairnsdale	56	Carnarvon	6
Moura	53	Roxby Downs	40	Ballarat	41	Central Agricultural	45
Murgon	56	South East	39	Bendigo	48	Cervantes	47
Nambour	62	Spencer Gulf North	38	Bonnie Doon	32	Dalwallinu	49
Nebo	54	Streaky Bay	11	Bright	31	Dampier	28
Noosa/Tewantin	62	Tumby Bay	49	Bruthen	38	Denham	7
Port Douglas	54	Victor Harbor	56	Cann River	12	Derby	9
Proserpine	52	Waikerie	55	Casterton	54	Esperance	9A
Quilpie	9	Wudinna	31	Churchill	49	Exmouth	7
Ravenshoe	42			Cobden	59	Fitzroy Crossing	59
Redlynch	61	<b>Tasmania</b>		Colac	52	Geraldton	41
Richmond	7	Acton Road	36	Coleraine	42	Halls Creek	9
Rockhampton	11	Barrington Valley	48	Corryong	32	Jurien	56
Rockhampton East	57	Bicheno	36	Eildon	34	Kalbarri	8
Roma	8	Binalong bay	37	Eildon Town	58	Kalgoorlie	9A
Shute Harbour	56	Burnie	67	Ferntree Gully	47	Kambalda	56
Southern Downs	45	Cygnat	44	Foster	56	Karratha	53



## Appendix 16—Television Transmission Frequencies continued

Kojonup	68	Dungog	60	Pine Creek	10	Surat	11
Kununurra	8	Emmaville	55	Tennant Creek	9	Tambo	6
Kununurra East	67	Glen Innes	50			Taroom	11
Lake Grace	34	Gloucester	42	<b>Queensland</b>		Thursday Island	8
Leeman	6	Goodooga	8	Alpha	8	Wandoan	5A
Leinster	11	Gosford	46	Aramac	11	Wangetti	51
Manjimup	58	Grafton/Kempsey	2	Augathella	11	Warwick	55
Marble Bar	7	Inverell	2	Barcaldine	10	Weipa	7
Margaret River	45	Ivanhoe	6	Bedourie	7	Winton	8
Meekathurra	9	Kings Cross	46	Birdsville	8		
Merredin	56	Kotara	58	Blackall	9	<b>South Australia</b>	
Moora	52	Kyogle	57	Boonah	57	Adelaide	2
Morawa	7	Laurieton	41	Bouliá	8	Adelaide Foothills	46
Mt Magnet	9	Lightning Ridge	10	Brisbane	2	Andamooka	8
Nannup	31	Manly/Mosman	42	Camooweal	8	Caralue Bluff	59
Narrogin	58	Manning River	6	Charleville	9	Ceduna/Smoky Bay	9
Newman	6	Menindee	9	Cloncurry	7	Cooper Pedy	8
Norseman	6	Merewether	50	Coen	8	Elizabeth South	63
Northam	57	Merriwa	8	Cooktown	67	Hallett Cove	63
Northampton	55	Mungindi	10	Corfield	10	Hawker	48
Onslow	7	Murrurundi	6	Croydon	8	Leigh Creek South	9
Pannawonica	9	Murwillumbah	60	Cunnamulla	10	Marree	8
Paraburdoo	9A	Newcastle	48	Curumbin	33	Roxby Downs	56
Pemberton	32	Newcastle	5A	Dimbulah	46	Streaky Bay	10
Perth	12	Quirindi	5A	Dirranbandi	7	Victor Harbor	55
Port Hedland	8	Richmond/Tweed	6	Esk	55	Wirrulla	8
Roebourne	9A	SW Slopes/ E Riverina	0	Georgetown	7	Woomera	7
Roleystone	56	Sydney	2	Gold Coast	49	Wudinna	30
Southern Agricultural	11	Tamworth	55	Greenvale	8		
Southern Cross	7	Tamworth City	2	Gympie	45	<b>Tasmania</b>	
Tom Price	12	Tenterfield	69	Gympie Town	57	Acton Road	55
Toodyay	56	Tottenham	10	Hughenden	9	Avoca	45
Wagin	38	Tweed Heads	31	Injune	8	Barrington Valley	46
Wongan Hills	7	Upper Hunter	8	Isisford	7	Bicheno	10
Wyndham	12	Upper Namoi	7	Jericho	7	Binalong Bay	33
		Vacy	31	Julia Creek	10	Burnie	58
		Walcha	6	Karumba	6	Cygnets	45
		Walgett	69	Lakeland	69	Derby	57
		Wilcannia	8	Laura	8	Dover	56
		Wyong	42	Longreach	6	Dover South	44
				Meandarra	59	East Devonport	57
		<b>Northern Territory</b>		Mitchell	6	Geeveston	57
		Adelaide River	11	Moore	33	Gladstone	54
		Alice Springs	7	Morven	7	Goshen/Goulds Country	57
		Bathurst Island	11	Mount Garnet	2	Hillwood	46
		Borrooloola	6	Mount Isa	6	Hobart	2
		Daly River	10	Mount Molloy	7	Hobart NE Suburbs	57
		Darwin	6	Muttaburra	8	King Island	11
		Darwin North	55	Nambour	58	Launceston	56
		Galiwinku	8	Noosa/Tewantin	32	Lileah	8
		Groote Eylandt	7	Normanton	8	Lilydale	57
		Jabiru	8	Pentland	8	Mangana	55
		Katherine	7	Quilpie	8	Meander	56
		Mataranka	8	Richmond	6	NE Tasmania	32
		Newcastle Waters	8	Roma	7	New Norfolk	56
		Nhulunbuy	11	St George	8	Orford	55
				Sunshine Coast	40	Penguin	31

### Analog television

#### Australian Capital Territory

Canberra	9
Fraser	56
Tuggeranong	60
Weston Creek	55

#### New South Wales

Araluen	56
Armidale	33
Armidale North	5A
Ashford	5A
Bonalbo	55
Bouddi	67
Bourke	7
Cassilis	42
Coffs Harbour	60
Collarenebri	30
Crookwell	45

## Appendix 16—Television Transmission Frequencies continued

Port Sorell	64	<b>Western Australia</b>	Kununurra East	68	Norseman	7	
Pyengana Valley	33	Albany	7	Lake Grace	33	Northam	56
Queenstown/ Zeehan	56	Argyle	69	Laverton	10	Northampton	8
Ringarooma	55	Augusta	56	Leeman	5A	Onslow	8
Rosebery	33	Bayulu	45	Leinster	10	Paraburdoo	6
Savage River	4	Bridgetown	56	Leonora	8	Pemberton	31
Smithton	32	Broome	8	Manjimup	57	Perth	2
South Springfield	56	Bunbury	5	Marble Bar	8	Port Hedland	7
St Helens	31	Central Agricultural	5A	Margaret River	57	Ravensthorpe	11
St Marys	56	Cervantes	46	Meekatharra	8	Roebourne	9
Strahan	57	Condingup/Howick	6	Menzies	10	Roleystone	57
Strathgordon	43	Cue	10	Merredin	8	Salmon Gums	8
Swansea	57	Dalwallinu	46	Moora	60	Southern Agricultural	2
Taroona	46	Dampier	29	Morawa	8	Southern Cross	9
Ulverstone	59	Denham	8	Mount Magnet	8	Tom Price	10
Waratah	57	Derby	8	Mullewa	9	Toodyay	40
Weldborough	56	Eneabba	46	Nannup	32	Wagin	8
Wynyard	33	Esperance	10	Narembeen	64	Wongan Hills	6
		Exmouth	8	Narrogin	57	Wyndham	10
		Fitzroy Crossing	58	Newman	7	Yalgoo	10
<b>Victoria</b>		Geraldton	6				
Ferntree Gully	56	Halls Creek	8				
Marysville	46	Hopetoun (WA)	65				
Melbourne	2	Jurien	55				
Omeo	32	Kalbarri	9				
Safety Beach	61	Kalgoorlie	6				
Selby	57	Kambalda	55				
South Yarra	61	Karratha	54				
Swifts Creek	59	Katanning	7				
Upwey	39	Kojonup	69				
Warburton (Vic)	61	Kununurra	9				

**Notes:** This appendix lists only terrestrial transmission services for which an apparatus licence is held by the ABC. In previous reports, the ABC has reported services rebroadcast using transmission facilities provided under licence, such as the Self-Help Broadcasting Reception Scheme (SBRS) and the Broadcasting for Remote Aboriginal Communities Scheme (BRACS). The ABC does not control such services that are retransmitted under s.212 or s.212A of the *Broadcasting Services Act 1992 (Cth)*.

### Television transmitter statistics

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	Total
Digital	3	81	4	88	29	39	53	57	354
Analog	0	50	16	60	17	45	10	70	268
<b>Total</b>	<b>3</b>	<b>131</b>	<b>20</b>	<b>148</b>	<b>46</b>	<b>84</b>	<b>63</b>	<b>127</b>	<b>622</b>

## Appendix 17—Radio Transmission Frequencies

<b>Digital radio</b>		<b>New South Wales</b>						
Sydney	206.352MHz	Armidale	101.9	Corowa	675	Ivanhoe	106.1	
Brisbane	206.352MHz	Ashford	107.9	Crookwell	106.9	Jindabyne	95.5	
Adelaide	206.352MHz	Batemans Bay/ Moruya	103.5	Cumnock	549	Kandos	96.3	
Melbourne	206.352MHz	Bega	810	Dubbo	95.9	Kempsey	684	
Perth	206.352MHz	Bombala	94.1	Eden	106.3	Lightning Ridge	92.1	
		Bonalbo	91.3	Glen Innes	819	Lithgow	1395	
		Broken Hill	999	Gloucester	100.9	Manning River	95.5	
<b>Analog radio</b>		Byrock	657	Goodooga	99.3	Menindee	97.3	
<b>ABC Local Radio</b>		Central Western		Gosford	92.5	Merriwa	101.9	
<b>Australian Capital Territory</b>		Slopes	107.1	Goulburn (Town)	90.3	Mudgee	99.5	
Canberra	666	Cobar	106.1	Grafton	738	Murrumbidgee Irrigation Area	100.5	
		Cooma	1602	Grafton/Kempsey	92.3	Murrurundi	96.9	
				Hay	88.1	Murwillumbah	720	
				Illawarra	97.3			

## Appendix 17 – Radio Transmission Frequencies continued

Muswellbrook	1044	Cooktown	105.7	<b>South Australia</b>	Orbost	97.1	
Newcastle	1233	Croydon	105.9	Adelaide	891	Portland	96.9
Nyngan	95.1	Cunnamulla	106.1	Andamooka	105.9	Sale	828
Port Stephens	95.9	Dimbulah	91.7	Coober Pedy	106.1	Upper Murray, Albury/Wodonga	106.5
Portland/ Wallerawang	94.1	Dysart	91.7	Leigh Creek South	1602	Warrnambool	1602
Richmond/Tweed	94.5	Eidsvold	855	Marree	105.7	Western Victoria	94.1
SW Slopes/ E Riverina	89.9	Emerald	1548	Mount Gambier	1476	<b>Western Australia</b>	
Sydney	702	Georgetown	106.1	Naracoorte	1161	Albany	630
Tamworth	648	Gladstone	99.1	Port Lincoln	1485	Argyle	105.9
Taree	756	Glenden	92.5	Port Pirie	639	Augusta	98.3
Tenterfield	88.9	Gold Coast	91.7	Renmark/Loxton	1062	Bridgetown	1044
Thredbo	88.9	Goondiwindi	92.7	Roxby Downs	102.7	Broome	675
Tottenham	99.3	Greenvale	105.9	Streaky Bay	693	Bunbury (Busselton)	684
Tumut	97.9	Gympie	95.3	Woomera	1584	Carnarvon	846
Upper Hunter	105.7	Gympie	1566	<b>Tasmania</b>		Cue	106.1
Upper Namoi	99.1	Hughenden	1485	Bicheno	89.7	Dalwallinu	531
Wagga Wagga	102.7	Injune	105.9	Burnie	102.5	Derby	873
Walcha	88.5	Julia Creek	567	Devonport East	100.5	Esperance	837
Walgett	105.9	Karumba	106.1	Fingal	1161	Exmouth	1188
Wilcannia	1584	Lakeland	106.1	Hobart	936	Fitzroy Crossing	106.1
Young	96.3	Laura	106.1	King Island	88.5	Geraldton	828
		Longreach	540	Lileah	91.3	Halls Creek	106.1
<b>Northern Territory</b>		Mackay	101.1	NE Tasmania	91.7	Hopetoun	105.3
Adelaide River	98.9	Middlemount	106.1	Orford	90.5	Kalbarri	106.1
Alice Springs	783	Miriam Vale	88.3	Queenstown/ Zeehan	90.5	Kalgoorlie	648
Bathurst Island	91.3	Mission Beach	89.3	Rosebery	106.3	Karratha	702
Borroloola	106.1	Mitchell	106.1	Savage River/ Waratah	104.1	Kununurra	819
Daly River	106.1	Moranbah	104.9	St Helens	1584	Laverton	106.1
Darwin	105.7	Mossman	639	St Marys	102.7	Leonora	105.7
Galiwinku	105.9	Mount Garnet	95.7	Strahan	107.5	Manjimup	738
Groote Eylandt	106.1	Mount Isa	106.5	Swansea	106.1	Marble Bar	105.9
Jabiru	747	Mount Molloy	95.7	Waratah	103.3	Meekatharra	106.3
Katherine	106.1	Moura	96.1	Weldborough	97.3	Menzies	106.1
Mataranka	106.1	Nambour	90.3	<b>Victoria</b>		Mount Magnet	105.7
Newcastle Waters	106.1	Normanton	105.7	Alexandra	102.9	Nannup	98.1
Nhulunbuy	990	Pentland	106.1	Apollo Bay	89.5	Newman	567
Pine Creek	106.1	Pialba-Dundowran (Wide Bay)	855	Ballarat	107.9	Norseman	105.7
Tennant Creek	106.1	Quilpie	106.1	Bendigo	91.1	Northam	1215
		Rockhampton	837	Bright	89.7	Pannawonica	567
<b>Queensland</b>		Roma	105.7	Cann River	106.1	Paraburdoo	567
Airlie Beach	89.9	Roma/St George	711	Corryong	99.7	Perth	720
Alpha	105.7	Southern Downs	104.9	Eildon	98.1	Port Hedland	603
Atherton	720	Tambo	105.9	Goulburn Valley	97.7	Ravensthorpe	105.9
Babinda	95.7	Taroom	106.1	Horsham	594	Southern Cross	106.3
Bedourie	106.1	Theodore	105.9	Latrobe Valley	100.7	Tom Price	567
Biloela	94.9	Thursday Island (Torres Strait)	1062	Mallacoota	104.9	Wagin	558
Birdsville	106.1	Toowoomba	747	Mansfield	103.7	Wyndham	1017
Boulia	106.1	Townsville	630	Melbourne	774	Yalgoo	106.1
Brisbane	612	Tully	95.5	Mildura/ Sunraysia	104.3	<b>ABC Radio National</b>	
Cairns (AM)	801	Wandoan	98.1	Murray Valley	102.1	<b>Australian Capital Territory</b>	
Cairns	106.7	Weipa	1044	Myrtleford	91.7	Canberra	846
Cairns North	95.5	Wide Bay	100.1	Omeo	720		
Camooeal	106.1						
Charleville	603						
Coen	105.9						
Collinsville	106.1						

## Appendix 17 – Radio Transmission Frequencies *continued*

<b>New South Wales</b>	Wollongong	1431	Gold Coast	90.1	Coober Pedy	107.7	
Armidale	720	Young	97.1	Goondiwindi	94.3	Hawker	107.5
Balranald	93.1			Greenvale	101.9	Keith	96.9
Batemans Bay/ Moruya	105.1	<b>Northern Territory</b>		Gympie	96.9	Leigh Creek South	106.1
Bathurst (City)	96.7	Adelaide River	100.5	Herberton	93.1	Marree	107.3
Bega/Cooma	100.9	Alice Springs	99.7	Hughenden	107.5	Mount Gambier	103.3
Bonalbo	92.1	Bathurst Island	92.9	Injune	107.5	Quorn	107.9
Bourke	101.1	Borrooloola	107.7	Isisford	107.7	Renmark/ Loxton	1305
Broken Hill	102.9	Daly River	107.7	Jericho	107.7	Roxby Downs	101.9
Central		Darwin	657	Julia Creek	107.5	Spencer Gulf North	106.7
Tablelands	104.3	Galiwinku	107.5	Karumba	107.7	Streaky Bay	100.9
Central Western		Groote Eylandt	107.7	Lakeland	107.7	Tumby Bay	101.9
Slopes	107.9	Jabiru	107.7	Laura	107.7	Wirrulla	107.3
Cobar	107.7	Katherine	639	Longreach	99.1	Woomera	105.7
Condobolin	88.9	Mataranka	107.7	Mackay	102.7	Wudinna	107.7
Cooma (Town)	95.3	Newcastle Waters	107.7	Meandarra	104.3		
Crookwell	107.7	Nhulunbuy	107.7	Middlemount	107.7		
Deniliquin	99.3	Pine Creek	107.7	Miles	92.1		
Eden	107.9	Tennant Creek	684	Miriam Vale	89.9	<b>Tasmania</b>	
Emmaville	93.1			Mission Beach	90.9	Bicheno	91.3
Glen Innes	105.1	<b>Queensland</b>		Mitchell	107.7	Hobart	585
Gloucester	102.5	Airlie Beach	93.1	Monto	101.9	Lileah	89.7
Goodooga	100.9	Alpha	107.3	Moranbah	106.5	NE Tasmania	94.1
Goulburn	1098	Aramac	107.9	Morven	107.5	Orford	88.9
Grafton/Kempsey	99.5	Augathella	107.7	Morvan	107.5	Queenstown	630
Hay	88.9	Babinda	95.7	Mossman	90.1	Rosebery	107.9
Ivanhoe	107.7	Barcaldine	107.3	Mount Garnet	97.3	St Helens	96.1
Jerilderie	94.1	Bedourie	107.7	Mount Isa	107.3	St Marys	101.1
Jindabyne	97.1	Birdsville	107.7	Mount Molloy	97.3	Strahan	105.9
Kandos	100.3	Blackall	107.9	Moura	96.9	Swansea	107.7
Lightning Ridge	93.7	Blackwater	94.3	Muttaburra	107.7	Waratah	104.9
Lithgow	92.1	Boulia	107.7	Normanton	107.3	Weldborough	98.9
Manning River	97.1	Bowen	92.7	Pentland	107.7		
Menindee	95.7	Brisbane	792	Quilpie	107.7	<b>Victoria</b>	
Merriva	103.5	Cairns	105.1	Richmond	107.7	Albury/Wodonga	990
Murrumbidgee Irrigation Area	98.9	Cairns North	93.9	Rockhampton	103.1	Alexandra	104.5
Murrurundi	104.1	Camooweal	107.7	Roma	107.3	Bairnsdale	106.3
Newcastle	1512	Capella	107.3	Southern Downs	106.5	Bright	88.9
Nowra	603	Charleville	107.3	Springsure	100.9	Cann River	107.7
Portland/ Wallerawang	92.5	Charters Towers	97.5	St George	107.7	Corryong	98.1
Port Stephens	98.3	Clermont	107.7	Surat	107.5	Eildon	97.3
Richmond/Tweed	96.9	Cloncurry	107.7	Tambo	107.5	Hopetoun (Vic)	88.3
SW Slopes/ E Riverina	89.1	Coen	107.5	Taroom	107.7	Horsham	99.7
Sydney	576	Collinsville	107.7	Theodore	107.5	Mallacoota	103.3
Tamworth	93.9	Cooktown	107.3	Thursday Island	107.7	Mansfield	105.3
Tenterfield	90.5	Corfield	107.3	Townsville	104.7	Melbourne	621
Thredbo	90.5	Croydon	107.5	Townsville North	96.7	Mildura/ Sunraysia	105.9
Tumut	99.5	Cunnamulla	107.7	Tully	96.3	Nhill	95.7
Upper Namoi	100.7	Darling Downs	105.7	Wandoan	98.9	Omeo	99.7
Wagga Wagga	104.3	Dimbulah	93.3	Weipa	107.3	Orbost	98.7
Walcha	90.1	Dirranbandi	107.3	Wide Bay	100.9	Portland	98.5
Walgett	107.5	Dysart	93.3	Winton	107.9	Swifts Creek	103.5
Wilcannia	1485	Eidsvold	102.7			Wangaratta	756
		Emerald	93.9	<b>South Australia</b>		Warrnambool	101.7
		Georgetown	107.7	Adelaide	729	Western Victoria	92.5
		Gladstone	95.9	Andamooka	107.5		
		Glenden	93.3	Ceduna/ Smoky Bay	107.7		

## Appendix 17—Radio Transmission Frequencies continued

<b>Western Australia</b>	<b>ABC Classic FM</b>	<b>South Australia</b>	Murrumbidgee
Argyle 107.5	<b>Australian Capital Territory</b>	Adelaide 103.9	Irrigation Area 96.5
Augusta 99.1	Canberra 102.3	Adelaide Foothills 97.5	Newcastle 102.1
Broome 107.7	Tuggeranong 99.1	Mount Gambier 104.1	Richmond/Tweed 96.1
Bunbury (Busseton) 1269	<b>New South Wales</b>	Renmark/ Loxton 105.1	SW Slopes/ E Riverina 90.7
Carnarvon 107.7	Armidale 103.5	Roxby Downs 103.5	Sydney 105.7
Cue 107.7	Batemans Bay/ Moruya 101.9	Spencer Gulf North 104.3	Tamworth 94.7
Dalwallinu 612	Bathurst (City) 97.5	<b>Tasmania</b>	Upper Namoi 99.9
Dampier 107.9	Bega/Cooma 99.3	Hobart 93.9	Wagga Wagga 101.1
Denham 107.5	Broken Hill 103.7	NE Tasmania 93.3	<b>Northern Territory</b>
Derby 107.5	Central	<b>Victoria</b>	Alice Springs 94.9
Eneabba 107.7	Central	Ballarat 105.5	Darwin 103.3
Esperance 106.3	Tablelands 102.7	Bendigo 92.7	<b>Queensland</b>
Exmouth 107.7	Central Western Slopes 105.5	Bright 88.1	Brisbane 107.7
Fitzroy Crossing 107.7	Goulburn (Town) 89.5	Goulburn Valley 96.1	Cairns 107.5
Geraldton 99.7	Grafton/Kempsey 97.9	Latrobe Valley 101.5	Cairns North 97.1
Halls Creek 107.7	Illawarra 95.7	Melbourne 105.9	Darling Downs 104.1
Hopetoun (WA) 106.9	Manning River 98.7	Mildura/ Sunraysia 102.7	Gold Coast 97.7
Jurien 107.9	Murrumbidgee Irrigation Area 97.3	Murray Valley 103.7	Mackay 99.5
Kalbarri 107.7	Newcastle 106.1	Upper Murray 104.1	Mount Isa 104.1
Kalgoorlie 97.1	Richmond/Tweed 95.3	Warrnambool 92.1	Nambour 89.5
Kambalda 93.9	SW Slopes/ E Riverina 88.3	Western Victoria 93.3	Rockhampton 104.7
Karratha 100.9	Sydney 92.9	<b>Western Australia</b>	Southern Downs 103.3
Kununurra 107.3	Tamworth 103.1	Bunbury 93.3	Townsville 105.5
Laverton 107.7	Upper Namoi 96.7	Central	Townsville North 97.5
Leeman 107.3	Wagga Wagga 105.9	Agricultural 98.9	Wide Bay 99.3
Leonora 107.3	<b>Northern Territory</b>	Esperance 104.7	<b>South Australia</b>
Marble Bar 107.5	Alice Springs 97.9	Geraldton 94.9	Adelaide 105.5
Meekatharra 107.9	Darwin 107.3	Kalgoorlie 95.5	Adelaide Foothills 95.9
Menzies 107.7	<b>Queensland</b>	Narrogin 92.5	Mount Gambier 102.5
Merredin 107.3	Airlie Beach 95.5	Perth 97.7	Renmark/Loxton 101.9
Mount Magnet 107.3	Brisbane 106.1	Southern Agricultural 94.5	Spencer Gulf North 103.5
Mullewa 107.5	Cairns 105.9	<b>triple j</b>	<b>Tasmania</b>
Nannup 98.9	Cairns North 94.7	<b>Australian Capital Territory</b>	Hobart 92.9
Narembeen 107.7	Clermont 104.5	Canberra 101.5	NE Tasmania 90.9
Newman 93.7	Darling Downs 107.3	Tuggeranong 95.9	<b>Victoria</b>
Norseman 107.3	Emerald 90.7	<b>New South Wales</b>	Ballarat (Lookout Hill) 107.1
Onslow 107.5	Gold Coast 88.5	Armidale 101.1	Bendigo 90.3
Pannawonica 107.7	Gympie 93.7	Bathurst (City) 95.9	Goulburn Valley 94.5
Paraburdoo 107.7	Mackay 97.9	Bega/Cooma 100.1	Latrobe Valley 96.7
Perth 810	Mount Isa 101.7	Broken Hill 102.1	Melbourne 107.5
Port Hedland 95.7	Nambour 88.7	Central	Mildura/ Sunraysia 101.1
Ravensthorpe 107.5	Rockhampton 106.3	Tablelands 101.9	Murray Valley 105.3
Roebourne 107.5	Roma 97.7	Central Western Slopes 102.3	Upper Murray 103.3
Salmon Gums 100.7	Southern Downs 101.7	Goulburn (Town) 88.7	Warrnambool 89.7
Southern Agricultural 96.9	Townsville 101.5	Grafton/Kempsey 91.5	Western Victoria 94.9
Southern Cross 107.9	Townsville North 95.9	Illawarra 98.9	
Tom Price 107.3	Wide Bay 98.5	Manning River 96.3	
Wagin 1296			
Wyndham 107.7			
Yalgoo 107.7			

## Appendix 17 – Radio Transmission Frequencies continued

### Western Australia

Bunbury	94.1
Central	
Agricultural	98.1
Geraldton	98.9
Kalgoorlie	98.7
Perth	99.3
Southern	
Agricultural	92.9

### NewsRadio

#### Australian Capital Territory

Canberra	103.9
Tuggeranong	99.9

#### New South Wales

Armidale	102.7
Batemans Bay/	
Moruya	100.5
Bathurst	98.3
Broken Hill	104.5
Central Western	
Slopes	106.3
Deniliquin	100.9
Gosford	98.1
Goulburn	99.9
Inverell	93.5
Lithgow	91.3
Manning River	94.7
Mudgee	101.1
Murrumbidgee	
Irrigation Area	98.1
Newcastle	1458
Port Stephens	95.1
Richmond/Tweed	98.5
SW Slopes/	
E Riverina	91.5
Sydney	630
Tamworth	91.7
Upper Hunter	104.9
Upper Namoi	101.5
Wagga Wagga	105.1

### Northern Territory

Alice Springs	104.1
Darwin	102.5
Katherine	105.3

### Queensland

Airlie Beach	93.9
Bowen	96.7
Brisbane	936
Cairns	101.1
Cairns North	96.3
Emerald	89.1
Gladstone	96.7
Gold Coast	95.7
Gympie	94.5
Mackay	104.3
Mount Isa	104.9
Rockhampton	105.5
Townsville	94.3
Townsville North	93.5
Wide Bay	97.7

### South Australia

Adelaide	972
Mt Gambier	105.7
Renmark/Loxton	93.9
Spencer Gulf	
North	102.7
Tumby Bay	91.5

### Tasmania

Burnie	90.5
East Devonport	102.1
Hobart	747
NE Tasmania	92.5

### Victoria

Bairnsdale	107.9
Ballarat	94.3
Bendigo	89.5
Colac	104.7
Latrobe Valley	95.1
Melbourne	1026

Mildura/	
Sunraysia	100.3
Murray Valley	95.9
Portland	97.7
Upper Murray	100.9
Warrnambool	91.3
Western Victoria	91.7

### Western Australia

Broome	106.9
Bunbury	
(Busselton)	1152
Carnarvon	106.1
Central	
Agricultural	99.7
Esperance	103.1
Geraldton	101.3
Kalgoorlie	100.3
Karratha	104.1
Perth	585
Port Hedland	94.9
Southern	
Agricultural	92.1
Wagin	96.3

### Domestic Shortwave

The frequencies used by shortwave stations to transmit are varied to obtain optimum results.

### Northern Territory

Alice Springs	4835
Katherine	5025
Tennant Creek	4910

**Notes:** This appendix lists only terrestrial transmission services for which an apparatus licence is held by the ABC. In previous reports, the ABC has reported services rebroadcast using transmission facilities provided under licence, such as the Self-Help Broadcasting Reception Scheme (SBRS) and the Broadcasting for Remote Aboriginal Communities Scheme (BRACS). The ABC does not control such services that are retransmitted under s.212 or s.212A of the *Broadcasting Services Act 1992*.

## Radio Transmitter Statistics

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	Total
Digital Radio	0	1	0	1	1	0	1	1	5
ABC Local Radio	1	59	15	68	13	18	24	41	239
ABC Radio National	1	52	15	87	18	13	21	50	257
ABC Classic FM	2	19	2	18	6	2	11	8	68
triple j	2	18	2	13	5	2	10	6	58
NewsRadio	2	22	3	15	5	4	12	12	75
Domestic Shortwave	0	0	3	0	0	0	0	0	3
<b>Total</b>	<b>8</b>	<b>171</b>	<b>40</b>	<b>202</b>	<b>48</b>	<b>39</b>	<b>79</b>	<b>118</b>	<b>705</b>



## Appendix 18—Radio Australia and Australia Network Transmission and Distribution

### Radio Australia Frequencies

#### English—24 hours

Tonga	Nuku'alofa	103 FM
Cook Islands	Rarotonga	93 FM
Kiribati	Tarawa	90 FM
Fiji	Nadi	106.6 FM
	Suva	106.6 FM
	Labassa	106.6 FM
Vanuatu	Port Vila	103 FM
	Santo	103 FM
Solomon Islands	Honiara	107 FM
Papua New Guinea	Port Moresby	101.9 FM
	Lae	102.1 FM
East Timor	Dili	106.4 FM
Cambodia	Phnom Penh	101.5 FM
	Siem Reap	101.5 FM
	Sihanoukville	101.5 FM
Laos	Vientiane	96 FM
Samoa	Apia	102 FM
Palau	Koror	91.5 FM
Federated States of Micronesia	Pohnpei	88.1 FM
	Marshall Islands	Majuro

#### English—Part rebroadcast

Nauru	Nauru	88.8 FM
Tuvalu	Funafuti	100.1 FM
Norfolk Island		1566 AM
Kiribati	Tarawa	88 FM
Vanuatu	Port Vila	98 FM
Papua New Guinea	Mt Hagen	98.1 FM
Solomon Islands	Honiara	1035 AM

#### Languages other than English—rebroadcast partner stations

##### French

New Caledonia	Noumea	90.0 FM
	Port Boise	88.0 FM
	Mare	88.5 FM
	L'Îles des Pins	89.0 FM
	L'Îles des Pins	89.5 FM
	Lifou	90.5 FM
	Lifou	91.5 FM
	Koumac	91.0 FM
	Thio	91.0 FM
	Vanuatu	Port Vila
Port Vila		1125 AM
Santo		1179 AM
Wallis and Futuna	Hinifo	101.0 FM
	Mua/Hahake	100.0 FM
	Sigave	89.0 FM
	Sigave	90.0 FM
	Alo	91.0 FM

French Polynesia	Tahiti	88.2–99.4 FM
	Tahiti	738 AM

#### Pidgin (Tok Pisin)

Papua New Guinea	Madang	100.8 FM	
	Lae	100.3 FM	
	Kimbe	100.8 FM	
	Kavieng	100.3 FM	
	Goroka	100.2 FM	
	Buka	100.8 FM	
	Boregoro	107.7 FM	
	Dimodimo	107.1 FM	
	Vanuatu	Horeatua	107.5 FM
		Port Vila	1125 AM
	Santo	1179 AM	
Solomon Islands	Honiara	1035 AM	

#### Indonesian

Indonesia	Bandah Aceh	104.4 FM
	Bandah Aceh	104.0 FM
	Sigli, Aceh	105.8 FM
	Ambon	102.7 FM
	Lombok	107.0 FM
	Ternate	101.0 FM
	Medan	90.8 FM
	Medan	105.8 FM
	Pematangsiantar	101.2 FM
	Padang	89.2 FM
	Dharmasraya	93.6 FM
	Jakarta	89.2 FM
	Jakarta	90.0 FM
	Jakarta	99.1 FM
	Jakarta	91.2 FM
	Jakarta	88.8 FM
	Jakarta	999 AM
	Jakarta	11850 kHz
	Bandung–West Java	106.7 FM
	Bandung–West Java	107.5 FM
	Bandung–West Java	96 FM
	Bandung–West Java	107.7 FM
	Garut–West Java	102.5 FM
	Taksimalaya– West Java	107.3 FM
	Sumedang– West Java	99.4 FM
	Kediri–East Java	105.1 FM
	Malang–East Java	107.5 FM
Ponorogo–East Java	94.2 FM	
Situbondo–East Java	93.1 FM	
Semarang– Central Java	93.55 FM	
Yogyakarta	104.5 FM	
Solo	98.8 FM	



## Appendix 18—Radio Australia and Australia Network Transmission and Distribution continued

### Radio Australia Frequencies continued

Surabaya	100.55 FM
Surabaya	96 FM
Bali	105.2 FM
Bali	100.9 FM
Makassar	103.7 FM
Makassa	104.3 FM
Manado—East Nusa Tenggara	99.3 FM
Mataram—East Nusa Tenggara	684 AM
Palembang—Sumatra	101.9 FM
Banjarmasin—Kalimantan	100.9 FM
Balikpapan—Kalimantan	101.9 FM
Manokwari—West Papua	103.4 FM
Fak-fak—West Papua	102.5 FM

### Khmer

Cambodia	Phnom Penh	102 FM
	Siem Reap	101.5 FM
	Sihanoukville	101.5 FM
	Battambang	92.7 FM
	Battambang	96.5 FM
	Kratie	98.5 FM
	Koh Kong	99.5 FM
	Kampot	99.7 FM
	Pailin	90.5 FM
	Rattanakiri	89.5 FM

### Mandarin

China	Guangdong	107.6 FM
	Beijing	774 AM
	Tianjin	92.1 FM
	Henan	747 AM
	Liaoning	95.9 FM
	Jilin	91.6 FM
	Zhejiang	810 AM

### Radio Australia shortwave transmitters

Operated by Broadcast Australia:

Shepparton (Victoria)	6
Brandon (Queensland)	2

In addition, the ABC leases capacity on shortwave transmitters in Palau, the United Arab Emirates and Singapore. The ABC uses these transmission facilities on a commercial basis for several hours each day to broadcast Radio Australia to selected areas in Asia.

### Satellite distribution—Australia Network and Radio Australia

Australia Network and Radio Australia are distributed together across the Pacific, south-east Asia, north Asia and south Asia on the Intelsat 5, Intelsat 8 and Intelsat 10 satellites. This makes the two networks available to rebroadcasters and direct-to-home (DTH) across the region.

During the reporting period a number of discussions were held with Intelsat regarding their proposed satellite changes in the Asia-Pacific area. These proposals include three new configurations whereby the current Asia Feed using Intelsat 8 will be replaced by Intelsat 20 and the Pacific Feed using Intelsat 5 will be replaced by Intelsat 18. These changes are expected to be in place by September 2012.

From December 2012, the current Intelsat 10 satellite that covers Australia Network's India feed will be replaced by Intelsat 20.

### Australia Network—rebroadcasts and free-to-air transmitters

Australia Network has approximately 667 rebroadcast partners, mainly cable operators, across the Asia-Pacific region. A full list of rebroadcast partners can be found at Australia Network's website: [http://australianetwork.com/tuning/an\\_rebroadcasters.htm](http://australianetwork.com/tuning/an_rebroadcasters.htm).

In addition, Australia Network operates a 24-hour free-to-air transmitter in Vanuatu (Channel 12) and accesses a 24-hour free-to-air transmitter in Solomon Islands (UHF Channel 28 and VHF Channel 9a) operated under agreement with the local telecom.

## Appendix 19—ABC Offices

### ABC Head Office

#### Australian Broadcasting Corporation

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 5344  
Managing Director: Mark Scott

### Corporate

#### Corporate Affairs

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 2311  
Fax (02) 8333 5305  
Director: Michael Millett

#### Editorial Policies

ABC Southbank Centre  
120 Southbank Boulevard,  
Southbank VIC 3006;  
GPO Box 9994  
Melbourne VIC 3001;  
Phone (02) 8333 5254  
Fax (03) 9626 1601  
Director: Paul Chadwick

### ABC International

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 5360  
Fax (02) 8333 5315  
Director: Michael McCluskey  
(Acting)

### Radio Australia

ABC Southbank Centre  
120 Southbank Boulevard  
Southbank VIC 3006;  
GPO Box 9994  
Melbourne VIC 3001;  
Phone (03) 9626 1898  
Fax (03) 9626 1899  
Chief Executive: Michael  
McCluskey

### Australia Network

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 5598  
Fax (02) 8333 1558  
Chief Executive: Bruce Dover

### ABC Commercial

ABC Southbank Centre  
120 Southbank Boulevard  
Southbank VIC 3006;  
GPO Box 9994  
Melbourne VIC 3001;  
Phone (03) 9626 1600  
Fax (03) 9626 1552  
Director: Lynley Marshall

### Innovation

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 5226  
Fax (02) 8333 1558  
Director: Angela Clark

### Legal and Business Affairs

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 5849  
Fax (02) 8333 5860  
Director: Rob Simpson

### News

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 4551  
Director: Kate Torney

### Operations

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 1777  
Chief Operating Officer:  
David Pendleton

### ABC Resources

ABC Southbank Centre  
120 Southbank Boulevard  
Southbank VIC 3006;  
GPO Box 9994  
Melbourne VIC 3001;  
Phone (03) 9626 1594  
Fax (03) 9626 1601  
Director: David Cruttenden

### Business Services

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 5552  
Director: Brian Jackson

### Technology

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 3168  
Director: Ken Gallacher

### Communication Networks

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 4570  
Director: Adrian Potter

## Appendix 19—ABC Offices continued

### People and Learning

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 5108  
Director: Ursula Groves

### Radio

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 2603  
Director: Kate Dundas

### Television

ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 3055  
Director: Kim Dalton

### State Offices

#### Australian Capital Territory Canberra

Cnr Northbourne and  
Wakefield Avenues  
Dickson ACT 2602;  
GPO Box 9994  
Canberra ACT 2601;  
Phone (02) 6275 4555  
Fax (02) 6275 4538  
(Local Radio station:  
666 ABC Canberra)  
Territory Director:  
Elizabeth McGrath  
Local Content Manager ACT:  
Andrea Ho

#### New South Wales Sydney

ABC Ultimo Centre  
700 Harris Street  
Ultimo 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1234  
Fax (02) 8333 1203  
(Local Radio station:  
702 ABC Sydney)  
State Director: Peter Longman  
Local Content Manager NSW:  
Andy Henley

#### Bega

Unit 1, First Floor  
The Roy Howard Building  
Ayers Walkway  
231 Carp Street  
(PO Box 336)  
Bega NSW 2550;  
Phone (02) 6491 6011  
Fax (02) 6491 6099  
(Local Radio station:  
ABC South East)  
RCM: Ian Campbell

#### Coffs Harbour

(administered by Port Macquarie)  
24 Gordon Street  
Coffs Harbour NSW 2450;  
Phone (02) 6650 3611  
Fax (02) 6650 3699  
(Local Radio station:  
ABC Mid North Coast)

#### Dubbo

45 Wingewarra Street  
(PO Box 985)  
Dubbo NSW 2830;  
Phone (02) 6881 1811  
Fax (02) 6881 1899  
(Local Radio station:  
ABC Western Plains  
RCM: Andrew Dunkley

#### Erina

(administered by Sydney)  
T252, The Parallel Mall  
Erina Fair Shopping Centre  
Terrigal Drive  
Erina NSW 2250;  
Phone: (02) 4367 1911  
Fax: (02) 4367 1999  
(Local Radio stations:  
92.5 ABC Central Coast  
702 ABC Sydney)

#### Lismore

61 High Street  
(PO Box 908)  
Lismore NSW 2480;  
Phone (02) 6627 2011  
Fax (02) 6627 2099  
(Local Radio station:  
ABC North Coast)  
RCM: Justine Frazier

#### Muswellbrook

(administered by Newcastle)  
36A Brook Street  
Muswellbrook NSW 2333;  
Phone (02) 6542 2811  
Fax (02) 6542 2899  
(Local Radio station:  
ABC Upper Hunter)

#### Newcastle

Cnr Wood and Parry Streets  
Newcastle West NSW 2302;  
PO Box 2205  
Dangar NSW 2309;  
Phone (02) 4922 1200  
Fax (02) 4922 1222  
(Local Radio station:  
1233 ABC Newcastle)  
Local Content Manager  
Newcastle: Philip Ashley-Brown

## Appendix 19—ABC Offices continued

### Nowra

(administered by Wollongong)  
64 Bridge Road  
(PO Box 1071)  
Nowra NSW 2541;  
Phone (02) 4428 4511  
Fax (02) 4228 4599  
(Local Radio station:  
97.3 ABC Illawarra)

### Orange

46 Bathurst Road  
(PO Box 8549)  
East Orange NSW 2800;  
Phone (02) 6393 2511  
Fax (02) 6393 2599  
(Local Radio station:  
ABC Central West)  
RCM: Brooke Daniels

### Port Macquarie

51 Lord Street  
(PO Box 42)  
Port Macquarie NSW 2444;  
Phone (02) 6588 1211  
Fax (02) 6588 1299  
(Local Radio station:  
ABC Mid North Coast)  
RCM: Cameron Marshall

### Tamworth

Parry Shire Building  
470 Peel Street  
(PO Box 558)  
Tamworth NSW 2340;  
Phone (02) 6760 2411  
Fax (02) 6760 2499  
(Local Radio station:  
ABC New England North West)  
RCM: Jennifer Ingall

### Wagga Wagga

100 Fitzmaurice Street  
Wagga Wagga NSW 2650;  
Phone (02) 6923 4811  
Fax (02) 6923 4899  
(Local Radio station:  
ABC Riverina)  
RCM: Chris Coleman

### Wollongong

13 Victoria Street  
Wollongong NSW 2500  
(PO Box 973)  
Wollongong NSW 2520;  
Phone (02) 4224 5011  
Fax (02) 4224 5099  
(Local Radio station:  
97.3 ABC Illawarra)  
RCM: Peter Riley

### Northern Territory Darwin

1 Cavenagh Street  
Darwin NT 0800;  
GPO Box 9994  
Darwin NT 0801;  
Phone (08) 8943 3222  
Fax (08) 8943 3235  
(Local Radio station:  
105.7 ABC Darwin)  
Territory Director:  
Christopher Smyth  
Local Content Manager NT:  
Andrew Phillips (Acting)

### Alice Springs

Cnr Gap Road and Speed Street  
Alice Springs NT 0870;  
PO Box 1144  
Alice Springs NT 0871;  
Phone (08) 8950 4711  
Fax (08) 8950 4799  
(Local Radio station:  
ABC Territory Radio)  
RCM: Stewart Brash

### Katherine

Stuart Highway  
Katherine NT 0850;  
PO Box 1240  
Katherine NT 0851;  
Phone (08) 8972 5711  
Fax (08) 8972 5799  
(Local Radio station:  
106.1 ABC Katherine)

### Queensland Brisbane

114 Grey Street  
South Brisbane QLD 4101;  
GPO Box 9994  
Brisbane QLD 4001;  
Phone (07) 3377 5227  
Fax (07) 3377 5265  
(Local Radio station:  
612 ABC Brisbane)  
State Director: Mark Bowling  
Local Content Manager QLD:  
Jenny Brennen

### Bundaberg

58 Woongarra Street  
(PO Box 1152)  
Bundaberg QLD 4670;  
Phone (07) 4155 4911  
Fax (07) 4155 4999  
(Local Radio station:  
ABC Wide Bay)  
RCM: Ross Peddlesden

### Cairns

Cnr Sheridan and Upward Streets  
(PO Box 932)  
Cairns QLD 4870;  
Phone (07) 4044 2011  
Fax (07) 4044 2099  
(Local Radio station:  
ABC Far North)  
RCM: Debbie Kalik

### Gladstone

(administered by Rockhampton)  
Dahl's Building  
43 Tank Street  
Gladstone QLD 4680;  
Phone (07) 4976 4111  
Fax (07) 4976 4199  
(Local Radio station:  
ABC Capricornia)

### Gold Coast

Cnr Gold Coast Highway and  
Francis Street  
(PO Box 217)  
Mermaid Beach QLD 4218;  
Phone (07) 5595 2917  
Fax (07) 5595 2999  
(Local Radio station:  
91.7 Coast FM)  
Content Director: Trevor Jackson

### Longreach

Duck Street  
(PO Box 318)  
Longreach QLD 4730;  
Phone (07) 4658 4011  
Fax (07) 4658 4099  
(Local Radio station:  
ABC Western Queensland)  
RCM: Danny Kennedy

## Appendix 19—ABC Offices *continued*

### **Mackay**

25 River Street  
(PO Box 127)  
Mackay QLD 4740;  
Phone (07) 4957 1111  
Fax (07) 4957 1199  
(Local Radio station:  
ABC Tropical North)  
RCM: Craig Widdowson

### **Mt Isa**

114 Camooweal Street  
Mt Isa QLD 4825;  
Phone (07) 4744 1311  
Fax (07) 4744 1399  
(Local Radio station:  
ABC North West Queensland)  
RCM: Andrew Saunders

### **Rockhampton**

236 Quay Street  
(PO Box 911)  
Rockhampton QLD 4700;  
Phone (07) 4924 5111  
Fax (07) 4924 5199  
(Local Radio station:  
ABC Capricornia)  
RCM: Bridget Smith

### **Sunshine Coast**

Level 1  
15 Carnaby Street  
(PO Box 1212)  
Maroochydore QLD 4558;  
Phone (07) 5475 5000  
Fax (07) 5475 5099  
(Local Radio station:  
90.3 Coast FM)  
RCM: John Caruso

### **Toowoomba**

297 Margaret Street  
(PO Box 358)  
Toowoomba QLD 4350;  
Phone (07) 4631 3811  
Fax (07) 4631 3899  
(Local Radio station:  
ABC Southern Queensland)  
RCM: Vicki Thompson

### **Townsville**

8–10 Wickham Street  
(PO Box 694)  
Townsville QLD 4810;  
Phone (07) 4722 3011  
Fax (07) 4722 3099  
(Local Radio station:  
630 ABC North Queensland)  
RCM: Cameron Burgess

### **South Australia**

#### **Adelaide**

85 North East Road  
Collinswood SA 5081;  
GPO Box 9994  
Adelaide SA 5001;  
Phone (08) 8343 4881  
Fax (08) 8343 4402  
Public fax (08) 8343 4896  
(Local Radio station:  
891 Adelaide)  
State Director:  
Sandra Winter-Dewhurst  
Local Content Manager SA:  
Graeme Bennett

#### **Broken Hill**

(administered by  
ABC South Australia)  
454 Argent Street  
(PO Box 315)  
Broken Hill NSW 2880;  
Phone (08) 8082 4011  
Fax (08) 8082 4099  
(Local Radio station:  
999 ABC Broken Hill)  
RCM: Andrew Schmidt

#### **Mount Gambier**

Penola Road  
(PO Box 1448)  
Mt Gambier SA 5290;  
Phone (08) 8724 1011  
Fax (08) 8724 1099  
(Local Radio station:  
ABC South East)  
RCM: Alan Richardson

#### **Port Augusta**

(administered by Port Pirie)  
6 Church Street  
(PO Box 2149)  
Port Augusta SA 5700;  
Phone (08) 8641 5511  
Fax (08) 8641 5599  
(Local Radio station:  
1485 Eyre Peninsula and  
West Coast)

#### **Port Lincoln**

(administered by Port Pirie)  
1/60 Tasman Terrace  
(PO Box 679)  
Port Lincoln SA 5606;  
Phone (08) 8683 2611  
Fax (08) 8683 2699  
(Local Radio station:  
1485 Eyre Peninsula and  
West Coast)

### **Port Pirie**

85 Grey Terrace  
(PO Box 289)  
Port Pirie SA 5540;  
Phone (08) 8638 4811  
Fax (08) 8638 4899  
(Local Radio station:  
639 ABC North and West)  
RCM: Andrew Male

### **Renmark**

Ral Ral Avenue  
(PO Box 20)  
Renmark SA 5341;  
Phone (08) 8586 1300  
Fax (08) 8586 1399  
(Local Radio station:  
1062 ABC Riverland)  
RCM: Bruce Mellett

### **Tasmania**

#### **Hobart**

ABC Centre  
1–7 Liverpool Street  
(GPO Box 9994)  
Hobart TAS 7001;  
Phone (03) 6235 3217  
Fax (03) 6235 3220  
(Local Radio station:  
936 ABC Hobart)  
State Director: Fiona Reynolds  
Local Content Manager Tasmania:  
Jocelyn Nettlefold

#### **Burnie**

(administered by Launceston)  
81 Mount Street  
(PO Box 533)  
Burnie TAS 7320;  
Phone (03) 6430 1211  
Fax (03) 6430 1299  
(Local Radio station:  
ABC Northern Tasmania)

#### **Launceston**

45 Ann Street  
(PO Box 201)  
Launceston TAS 7250;  
Phone (03) 6323 1011  
Fax (03) 6323 1099  
(Local Radio station:  
ABC Northern Tasmania)  
Content Director:  
Michael Merrington

## Appendix 19—ABC Offices continued

### Victoria

#### Melbourne

ABC Southbank Centre  
120 Southbank Boulevard  
Southbank VIC 3006;  
GPO Box 9994  
Melbourne VIC 3001;  
Phone (03) 9626 1600  
Fax (03) 9626 1774  
(Local Radio station:  
774 ABC Melbourne)  
State Director: Randal Mathieson  
RCM: Kelli Brett

#### Ballarat

5 Dawson Street South  
Ballarat VIC 3350;  
PO Box 7  
Ballarat VIC 3353;  
Phone (03) 5320 1011  
Fax (03) 5320 1099  
(Local Radio station:  
107.9 ABC Ballarat  
RCM: Dominic Brine

#### Bendigo

278 Napier Street  
(PO Box 637)  
Bendigo VIC 3550;  
Phone (03) 5440 1711  
Fax (03) 5440 1799  
(Local Radio station:  
ABC Central Victoria)  
RCM: Jonathon Ridnell

#### Horsham

(administered by Bendigo)  
Shop 3  
148 Baillie Street  
(PO Box 506)  
Horsham VIC 3400;  
Phone (03) 5381 5311  
Fax (03) 5381 5399  
(Local Radio station:  
ABC Western Victoria)

#### Mildura

73 Pine Ave  
(PO Box 10083)  
Mildura VIC 3502;  
Phone (03) 5022 4511  
Fax (03) 5022 4599  
(Local Radio station:  
ABC Mildura–Swan Hill)  
RCM: Anthony Gerace

### Morwell

20 George St  
(PO Box 1109)  
Morwell VIC 3840;  
Phone (03) 5135 2111  
Fax (03) 5135 2199  
(Local Radio station:  
ABC Gippsland)  
Contact: Gerard Callinan

#### Sale

340 York Street  
(PO Box 330)  
Sale VIC 3850;  
Phone (03) 5143 5511  
Fax: (03) 5143 5599  
(Local Radio station:  
ABC Gippsland)  
RCM: Gerard Callinan

#### Shepparton

(administered by Wodonga)  
50A Wyndham Street  
(PO Box 1922)  
Shepparton VIC 3630;  
Phone (03) 5820 4011  
Fax (03) 5820 4099  
(Local Radio Station:  
ABC Goulburn Murray)

#### Warrnambool

(administered by Ballarat)  
166B Koroit Street  
(PO Box 310)  
Warrnambool VIC 3280;  
Phone (03) 5560 3111  
Fax (03) 5560 3199  
(Local Radio station:  
ABC South Western Victoria)

#### Wodonga

1 High Street  
(PO Box 1063)  
Wodonga VIC 3690;  
Phone (02) 6049 2011  
Fax (02) 6049 2099  
(Local Radio station:  
ABC Goulburn Murray)  
RCM: Gaye Pattison

### Western Australia

#### Perth

30 Fielder Street  
East Perth WA 6000;  
GPO Box 9994  
Perth WA 6848;  
Phone (08) 9220 2700  
Fax (08) 9220 2727  
(Local Radio station:  
720 ABC Perth)  
State Director: Geoff Duncan  
Local Content Manager WA:  
Deborah Leavitt

#### Albany

2 St Emilie Way  
(PO Box 489)  
Albany WA 6330;  
Phone (08) 9842 4011  
Fax (08) 9842 4099  
(Local Radio Station:  
ABC South Coast)  
RCM: Andrew Collins

#### Broome

1/14 Napier Terrace  
(PO Box 217)  
Broome WA 6725;  
Phone (08) 9191 3011  
Fax (08) 9191 3099  
(Local Radio station:  
ABC Kimberley)  
RCM: Lana Reed

#### Bunbury

72 Wittenoom Street  
(PO Box 242)  
Bunbury WA 6230;  
Phone (08) 9792 2711  
Fax (08) 9792 2799  
(Local Radio station:  
ABC South West)  
RCM: Robert Mailer

#### Esperance

(administered by Kalgoorlie)  
80b Windich Street  
(PO Box 230)  
Esperance WA 6450;  
Phone (08) 9083 2011  
Fax (08) 9083 2099  
(Local Radio station:  
ABC Goldfields–Esperance)

## Appendix 19—ABC Offices *continued*

### Geraldton

245 Marine Terrace  
(PO Box 211)  
Geraldton WA 6531;  
Phone (08) 9923 4111  
Fax (08) 9923 4199  
(Local Radio station:  
ABC Midwest and Wheatbelt)  
A/RCM: Kate Wood

### Kalgoorlie

Unit 3, Quartz Centre  
353 Hannan Street  
(PO Box 125)  
Kalgoorlie WA 6430;  
Phone (08) 9093 7011  
Fax (08) 9093 7099  
(Local Radio station:  
ABC Goldfields–Esperance)  
RCM: John Wibberley

### Karratha

DeGrey Place  
(PO Box 994)  
Karratha WA 6714;  
Phone (08) 9183 5011  
Fax (08) 9183 5099  
(Local Radio station:  
ABC North West)  
RCM: Scott Lamond

### Kununurra

(administered by Broome)  
114b Collibah Drive  
(PO Box 984)  
Kununurra WA 6743;  
Phone (08) 9168 4311  
Fax (08) 9168 4399  
(Local Radio station:  
ABC Kimberley)

### Wagin

(administered by Albany)  
58 Tudhoe Street  
Wagin WA 6315;  
Phone (08) 9861 3311  
Fax (08) 9861 3399  
(Local Radio Station:  
558 ABC Great Southern)

## Overseas Offices

### Auckland

Level 3  
TVNZ Centre  
100 Victoria Street West  
Auckland New Zealand;  
Phone +64 9 916 7928  
Fax +64 9 309 3248

### Bangkok

518/5 Maneeya Centre  
Penthouse—17th floor  
Ploenchit Road  
Pathumwan District  
Bangkok 10330 Thailand;  
Phone +66 2 652 0595  
Fax +66 2 254 8336

### Beijing

8–121 Qi Jia Yuan Diplomatic  
Compound  
Chaoyang District  
Beijing 100600 China;  
Phone +86 10 6532 6819  
Fax +86 10 6532 2514

### Jakarta

Level 16 Deutsche Bank  
Jn Iman Bonjol 80  
Jakarta 10310 Indonesia;  
Phone +62 21 390 8123  
Fax +62 21 390 8124

### Jerusalem

5th Floor  
J.C.S. Building  
206 Jaffa Road  
Jerusalem 91343 Israel;  
Phone +972 2 537 3557  
Fax +972 2 537 3306

### Johannesburg

3rd Floor  
1 Park Road  
Richmond Johannesburg  
2092 South Africa;  
Phone +27 11 726 8636  
(726 8676)  
Fax +27 11 726 8633

### London

2nd floor  
4 Millbank  
Westminster SW1P 3JA  
London  
United Kingdom;  
Phone +44 20 7808 1360  
Fax +44 20 7799 5482

### Moscow

Kutuzovsky Prospekt  
Building 13, Apartment 113  
Moscow 121248 Russia;  
Phone +7 495 974 8182  
Fax +7 495 974 8186

### New Delhi

B3/24 Vasant Vihar  
New Delhi 110057 India;  
Phone +91 11 2615 4307  
Fax +91 11 2614 2847

### New York

747 Third Avenue  
Suite 8C  
New York NY 10017 USA;  
Phone +1 212 813 2495  
Fax +1 212 813 2497

### Port Moresby

Airvos Avenue  
GPO Box 779  
Port Moresby  
Papua New Guinea;  
Phone +675 321 2666 (321 2503)  
Fax +675 321 2131

### Tokyo

NHK Hoso Centre  
2-2-1 Jinnan  
Shibuya-ku Tokyo  
150-8001 Japan;  
Phone +81 3 3469 8089  
Fax +81 3 3468 8445

### Washington

Suite 660  
2000 M Street NW  
Washington DC 20036 USA;  
Phone +1 202 466 8575  
Fax +1 202 626 5188



## Appendix 20—ABC Shops

### Australian Capital Territory

#### Canberra

Shop CF12  
Canberra Centre  
Canberra ACT 2600  
Phone (02) 6247 2941  
Fax (02) 6230 6478

#### Woden

Shop G47B  
Westfield Shopping Centre  
Woden ACT 2606  
Ph: (02) 6282 0746  
Fax: (02) 6282 3508

### New South Wales

#### Bondi

Shop 1003 Level 1  
Westfield  
Bondi Junction NSW 2022  
Ph: (02) 9386 5582

#### Brookvale

Shop 110 Level 1  
Warringah Mall Shopping Centre  
Brookvale NSW 2100  
Ph: (02) 9905 3758  
Fax: (02) 9939 7834

#### Burwood

Shop 204 Level 1  
Westfield Shoppingtown  
Burwood NSW 2134  
Ph: 02 9744 5172  
Fax: 02 9715 2845

#### Campbelltown

Shop C029 Level 1  
Macarthur Square  
Campbelltown NSW 2560  
Ph: (02) 4626 8624  
Fax: (02) 4620 5007

#### Castle Hill

Shop 28  
Castle Towers Shopping Centre  
Castle Hill NSW 2154  
Ph: (02) 9899 3273  
Fax: (02) 9894 5425

#### East Gardens

Shop 325  
Westfield Shoppingtown  
East Gardens  
152 Bunnerong Road  
East Gardens NSW 2035  
Ph: (02) 9349 3695  
Fax: (02) 9349 7169

#### Erina

Shop T253 The Parallel Mall  
Erina Fair  
Erina NSW 2250  
Ph: (02) 4367 6892  
Fax: (02) 4367 0617

#### Hornsby

Shop 3033/34  
Westfield Shoppingtown  
Hornsby NSW 2077  
Ph: (02) 9482 3671  
Fax: (02) 9476 0098

#### Miranda

Shop 1087/88 Level 1  
Westfield Shoppingtown  
Miranda NSW 2228  
Ph: (02) 9524 4289  
Fax: (02) 9542 8573

#### Newcastle

Shop 205 Upper Level  
Charlestown Shopping Square  
Charlestown NSW 2290  
Ph: (02) 4943 9763  
Fax: (02) 4920 9526

#### North Ryde

Shop 417 The Loft  
Macquarie Shopping Centre  
North Ryde NSW 2113  
Ph: (02) 9878 4253  
Fax: (02) 9878 8027

#### Parramatta

Shop 4069 Level 4  
Westfield Shoppingtown  
Parramatta NSW 2150  
Ph: (02) 9635 9922  
Fax: (02) 9689 3421

#### Penrith

Shop 150 Ground Level  
Westfield Penrith Plaza  
Penrith NSW 2750  
Ph: (02) 4721 8299  
Fax: (02) 4721 3613

#### Port Macquarie

Shop T07A  
Settlement City  
Port Macquarie NSW 2444  
Ph: (02) 6583 6085  
Fax: (02) 6583 8134

#### Rouse Hill

Shop GR048 10-14 Market Lane  
Rouse Hill Town Centre  
Windsor Road  
Rouse Hill NSW 2155  
Ph: (02) 8882 9179  
Fax: (02) 8882 9200

#### Sydney

Shop 48 The Albert Walk  
Queen Victoria Building  
Sydney NSW 2000  
Ph: (02) 9286 3726  
Fax: (02) 9262 7690

#### Tuggerah

Shop 2043a  
Westfield Shoppingtown  
Cnr Wyong and Gavenlock  
Roads  
Tuggerah NSW 2259  
Ph: (02) 4353 9305  
Fax: (02) 4353 9475

#### Ultimo

The Foyer  
ABC Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007  
Ph: (02) 8333 2055  
Fax: (02) 9333 1240

#### Wollongong

Shop 215/216  
Wollongong Central Shopping  
Centre  
Wollongong NSW 2500  
Ph: (02) 4227 6750  
Fax: (02) 4227 6759

### Queensland

#### Brisbane

Shop 240 Level 2  
The Myer Centre  
Brisbane QLD 4000  
Ph: (07) 3003 1321  
Fax: (07) 3211 1453

#### Cairns

Shop L01 153  
Cairns Central Shopping Centre  
Cnr McLeod and Spence  
Streets  
Cairns QLD 4870  
Ph: (07) 4041 5392  
Fax: (07) 4041 2046

## Appendix 20—ABC Shops continued

### Carindale

Shop 2063  
Carindale Shopping Centre  
Carindale QLD 4152  
Ph: (07) 3398 1606  
Fax: (07) 3324 9681

### Chermside

Shop 253  
Westfield Shoppingtown  
Chermside QLD 4032  
Ph: (07) 3359 1378  
Fax: (07) 3359 1407

### Helensvale

Shop 1055  
Westfield Helensvale  
Helensvale QLD 4212  
Ph: (07) 5502 7936  
Fax: (07) 5502 7583

### Indooroopilly

Shop 3017  
Indooroopilly Shopping Centre  
Indooroopilly QLD 4068  
Ph: (07) 3878 9923  
Fax: (07) 3878 3126

### Mackay

Shop GD 2422  
Caneland Central  
Cnr Victoria and Mangrove Road  
Mackay QLD 4740  
Ph: (07) 4951 4004  
Fax: (07) 4957 3853

### Mt Gravatt

Shop 210A  
Garden City Shopping Centre  
Mt Gravatt QLD 4122  
Ph: (07) 3420 6928  
Fax: (07) 3420 6894

### North Lakes

Shop 1108  
Westfield North Lakes  
North Lakes QLD 4509  
Ph: (07) 3491 6283  
Fax: (07) 3491 6968

### Robina

Shop 2047A  
Robina Town Centre  
Robina QLD 4226  
Ph: (07) 5575 7260  
Fax (07) 5578 9236

### Toombul

Shop 115/116  
Centro Toombul  
Toombul QLD 4012  
Ph: (07) 3256 9592  
Fax (07) 3266 3060

### Toowoomba

Shop GC0114  
Grand Central Shopping Centre  
Toowoomba QLD 4350  
Ph: (07) 4638 1768  
Fax (07) 4638 2842

### Townsville

Shop 132  
Castletown Shoppingworld  
Townsville QLD 4810  
Ph: (07) 4724 0710  
Fax (07) 4724 0997

### South Australia

#### Adelaide

Shop T027  
The Myer Centre  
Adelaide SA 5000  
Ph: (08) 8410 0567  
Fax: (08) 8231 7539

#### Modbury

Shop 200  
Westfield Shoppingtown  
Tea Tree Plaza  
Modbury SA 5092  
Ph: (08) 8396 0000  
Fax: (08) 8395 6645

#### Oaklands Park

Shop 2047 Level 2  
Westfield Shoppingtown Marion  
297 Diagonal Road  
Oaklands Park SA 5046  
Ph: (08) 8298 6350  
Fax: (08) 8377 5253

### Tasmania

#### Hobart

Shop 209B  
Centrepoint  
70 Murray Street  
Hobart TAS 7000  
Ph: (03) 6236 9972  
Fax: (03) 6234 1734

#### Rosny Park

Shop GO38  
Eastlands Shopping Centre  
Rosny Park TAS 7018  
Ph: (03) 6245 0933

### Victoria

#### Chadstone

Shop B186 The West Mall  
Chadstone Shopping Centre  
Chadstone VIC 3148  
Ph: (03) 9568 8245  
Fax: (03) 9563 4802

#### Cheltenham

Shop 3026  
Westfield Shoppingtown  
Southlands  
Cheltenham VIC 3192  
Ph: (03) 9583 5589  
Fax: (03) 9585 4601

#### Doncaster

Shop 1127  
Westfield Doncaster  
619 Doncaster Road  
Doncaster VIC 3108  
Ph: (03) 9840 6727  
Fax: (03) 9840 7820

#### Forest Hill

Shop 132  
Forest Hill Chase Shopping Centre  
270 Canterbury Road  
Forest Hill VIC 3131  
Ph: (03) 9894 7582  
Fax: (03) 9878 6652

#### Geelong

Shop 137  
Geelong Westfield Shopping  
Centre  
Geelong VIC 3220  
Ph: (03) 5221 3785  
Fax: (03) 5222 8591

#### Knox

Shop 3115  
Knox Shopping Centre  
425 Burwood Highway  
Wantirna South VIC 3152  
Ph: (03) 9800 4965  
Fax: (03) 9837 5319

#### Maribyrnong

Shop 2072  
Highpoint Shopping Centre  
Maribyrnong VIC 3032  
Ph: (03) 9317 4652  
Fax: (03) 9317 5290

## Appendix 20—ABC Shops continued

### Melbourne

Shop M01, Mezzanine Level  
GPO Building  
Cnr Elizabeth and Bourke Streets  
Melbourne VIC 3000  
Ph: (03) 9662 4522  
Fax: (03) 9662 4402

### Preston

Shop K28 Level 1  
Northland Shopping Centre  
50 Murray Road  
East Preston VIC 3072  
Ph: (03) 9471 4863  
Fax: (03) 9470 5672

### Ringwood

Shop L60  
Eastland Shopping Centre  
171-175 Maroondah Highway  
Ringwood VIC 3134  
Ph: (03) 9879 5094  
Fax: (03) 9847 0956

### Western Australia

#### Booragoon

Shop 75  
Garden City Shopping Centre  
Booragoon WA 6154  
Ph: (08) 9315 9289  
Fax: (08) 9315 2763

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200 Karrinyup Road  
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Shop 173 Level 1  
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Walter Road  
Morley WA 6062  
Ph: (08) 9276 7673  
Fax: (08) 9276 3088

### Perth

Shop 60 Gallery Level  
Carillon City Arcade  
Perth WA 6000  
Ph: (08) 9321 6852  
Fax: (08) 9481 3123

# Glossary

**3G**—“third generation” mobile telephone services that are able to carry internet content.

**app** or **application**—short for “application software”, particularly in the context of mobile devices. An app is a computer program designed to perform a particular task or function, and may be custom-built to meet a specific need.

**audio-on-demand**—the provision of audio files (e.g. radio programs or pieces of music) over the internet so that they begin playing shortly after the user requests them. Generally, the files do not remain on the user’s computer after they have been played.

**broadband**—fast internet service that allows rapid access to large audio and video files.

**catch-up**—media content which is made available on an on-demand basis (for example, through podcasts or online streaming) following the scheduled broadcast of the content on traditional platforms.

**Charter**—the fundamental operating responsibilities of the ABC, as set out in Section 6 of the *Australian Broadcasting Corporation Act 1983*.

**convergence**—major communications platforms coming together so that their once separate functions overlap. For example, video content that used to be available only on television can now be viewed easily over the internet.

**co-production**—a program produced through an agreement between the ABC and an outside producer, and potentially others, to jointly contribute money, facilities and/or staff.

**cross-media/cross-platform**—content produced for and delivered on more than one media platform.

**digital radio**—the transmission of a broadcast radio signal in digital form, allowing more channels and additional data to be carried in the same amount of spectrum as analog radio.

**digital television**—the transmission of a broadcast television signal in digital form. This allows more channels or higher-definition channels to be carried in the same amount of spectrum as analog television services, as well as interactive content.

**download**—the transfer of data, including audio and video files, across the internet to the user’s computer for later use. Unlike streamed files, downloaded files reside on the recipient’s computer.

**first release**—the first time a program has been broadcast in Australia.

**five-city reach**—the combined audience reach of a television service in the five cities of Adelaide, Brisbane, Melbourne, Perth and Sydney.

**interstitial**—content that is not a television program and is put to air between programs. Interstitials include station identification, program promotions, cross-promotions for radio or new media programming, ABC Commercial merchandising and community service announcements.

**platform**—a medium or technology for content distribution. The ABC’s primary platforms are radio, television and the internet. It also uses mobile telephone-based platforms, such as SMS and WAP.

**podcasting**—the provision of downloadable audio files so that the user is able to “subscribe” to a program and have their computer automatically retrieve new files as they become available. The files are then able to be transferred to a portable music player.

**portal**—an online or mobile website which aggregates content into a single destination.

**reach**—the total number of people who have viewed, listened or visited a service over a given time frame.

**share**—the percentage of the listening/viewing audience tuned to a particular service.

**simulcast**—simultaneous broadcast of the same content in multiple formats, such as analog and digital television, as required by the *Broadcasting Services Act 1992*.

**smart phone**—an advanced mobile telephone device that allows the user to install and run application software in order to expand its capabilities.

**social media**—the generic term for a diverse collection of online technologies that allow users to create, publish and share content with one another, including blogs, wikis (e.g. Wikipedia), “micro-blogs” (e.g. Twitter), social networking (e.g. Facebook) and photo and video sharing (sites e.g. YouTube).

**streaming**—“real time” audio- or video-on-demand that is synchronised with a radio or television broadcast.

**user-generated content**—media content created by audience members and published online or broadcast on radio or television.

**video-on-demand**—the provision of video content over the Internet so that it begins playing shortly after the user requests it. Generally, the content does not remain on the user’s computer after it has been played.

**vodcasting**—downloadable video files so that the user is able to “subscribe” to a program and have their computer automatically retrieve new content as it becomes available.

**Wireless Access Protocol (WAP)**—a data protocol allowing the delivery of specially-formatted internet content to specific mobile telephone handsets.

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