



ABC
Australian
Broadcasting
Corporation

PUBLIC
BROADCASTING
PUBLIC
BENEFIT



Camera Operator Bronwyn Allomes keeps a close eye on the action as The Gruen Transfer is recorded in Studio 22 at the ABC's Ultimo Centre, Sydney.

**PUBLIC
BROADCASTING
PUBLIC
BENEFIT**

ABC3 has a lot to offer 10-year-old Rachel and her brothers. Aimed at 6-15 year olds, the new channel provides a mix of content to keep them all engaged.



Public broadcasting. Public benefit.

The idea of public broadcasting arose soon after broadcasting itself commenced, based on an acknowledgement that civic and cultural needs—informing, educating and entertaining—might not always be commercially possible or profitable. To fill that gap, policy makers of the day established public broadcasting services to deliver a unique combination of public benefits—universality, diversity, quality, independence and localism—thereby meeting a range of important community needs.

The social profit derived from those benefits remains as essential to contemporary life as it was almost a century ago.

Public broadcasters provide a universal service to all citizens regardless of age, income or location. They deliver diverse content and choices that reflect the interests of the widest possible range of groups in society. They present programs that continually add to and refresh a sense of national identity and reflect cultural diversity.

Without the need to ensure financial profitability, public broadcasters are able to pursue high-quality, informative and challenging content that enriches society, adding to audiences' experience, tastes and understanding.

Public broadcasters strengthen democracy by providing independent news and information—free from political or commercial influence—that facilitates and stimulates public debate.

Consistent with their commitment to universality, public broadcasters engage with local communities and deliver local news and information. Public broadcasters are particularly intrinsic to regional life, as the relative cost of providing localised services beyond major population centres is not a commercially attractive proposition.

The ABC is Australia's primary public broadcaster, there for all Australians. It was created in an era of media scarcity to deliver services that would not otherwise have been available to every Australian. In today's age of media abundance, the ABC provides a continuing return on the public investment by delivering those fundamental services and fulfilling its Charter obligations to deliver programs of wide appeal and specialist interest.

As the environment in which it operates changes, so must the ABC, adapting to technological advances and the changing expectations of its audiences. In doing so, the ABC will continue to deliver benefits to the public.

The ABC has been entertaining television audiences for decades. Many well-known Australian performers started their career on the ABC. From The Norman Gunston Show to The Chaser, from The Inventors to The Gruen Transfer, the ABC provides a valuable, creative space for Australian talent to develop and Australian content to be made.

The ABC has a well established reputation for providing high-quality children's programming. A commitment to local content means Australians can be confident that their children are hearing Australian stories and perspectives being told in Australian voices. With ABC Kids on 2, and now ABC3, children of all ages have access to quality content on the ABC.





ABC
Australian
Broadcasting
Corporation

**Office of
Maurice L. Newman AC
Chairman**

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007
Australia

GPO Box 9994
Sydney NSW 2001

Tel. +61 2 8333 5363
Fax. +61 2 8333 2967
abc.net.au

5 October 2010

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 2010.

The Report is prepared in accordance with the requirements of the *Commonwealth Authorities and Companies Act 1997* and the *Australian Broadcasting Corporation Act 1983*.

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 – *Public Broadcasting–Public Benefit* – demonstrates how the ABC is fulfilling its Charter and, by doing so, is adding value to the lives of all Australians.

Yours sincerely

Maurice L. Newman AC
Chairman

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Big Ideas host Tony Jones reviews a script with Series Producer Ian Walker. Big Ideas is a television, radio and online space for intellectual, political, cultural and economic debate in Australia.

PUBLIC BROADCASTING PUBLIC BENEFIT

Clement Paligaru, presenter of Australia Network's Pacific Pulse, with Gilbertese children in the Solomon Islands.



Corporate overview

Keeping audiences informed about local, national and international events and issues is fundamental to the ABC's role. As a public broadcaster, the ABC has a duty to ensure that the gathering and presentation of news and information is accurate and impartial. For audiences in Australia and in the region, the ABC is a trusted source of news and current affairs.

The ABC's Charter requires it to broadcast internationally in order to encourage awareness and understanding of Australia and its values in other nations. Audiences in Asia and the Pacific have access to credible and reliable sources of news and information from a uniquely Australian perspective through the ABC's Radio Australia and Australia Network services.

Snapshot of ABC services

Roles and responsibilities of the Board

ABC Board of Directors

Board Directors' statement

ABC Vision and Values

Executive Leadership Group

Outlook for the year ahead

ABC strategic objectives

Since 1930, Australians have relied on the ABC to inform, educate and entertain them. As audiences become more diverse and new media platforms develop, the ABC has embraced the challenge of meeting the demand.

To achieve its vision, the ABC delivers comprehensive programs and services which reflect the interests and aspirations of diverse Australian communities.

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, comprising nine metropolitan radio stations in capital cities and Newcastle, New South Wales, and 51 regional radio stations throughout Australia.
- 10 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 Digital and ABC Extra, an occasional special events channel.
- All digital radio services except ABC Grandstand Digital are streamed online. ABC Dig Music and ABC Jazz are also available on free-to-air and subscription services. The four national networks and some Local Radio services are available via digital satellite subscription television.



ABC Television

- ABC1, the ABC's primary television channel, available in analog format from 439 transmitters, and digital format from 342 transmitters.
- ABC2, the ABC's second free-to-air digital television channel.
- ABC3, a dedicated digital children's television channel.
- iView, an internet-only catch-up television service.
- Local television in each State and Territory.



ABC Online and other platforms

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



ABC Commercial

- ABC Retail, owning and managing 45 ABC Shops and licensing 114 ABC Centres throughout Australia. A Customer Delivery Service processes orders via phone, fax, mail and online through ABC Shop Online (www.abcshop.com.au).
- ABC Publishing, managing a stable of lifestyle and children's magazines.
- ABC Sales and Distribution, responsible for DVD, Program Sales Worldwide, licensing, Merchandising, 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 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 44 nations in Asia and the Pacific.
- ABC International Projects, assisting media organisations internationally with strategic advice, training, mentoring and technical support.





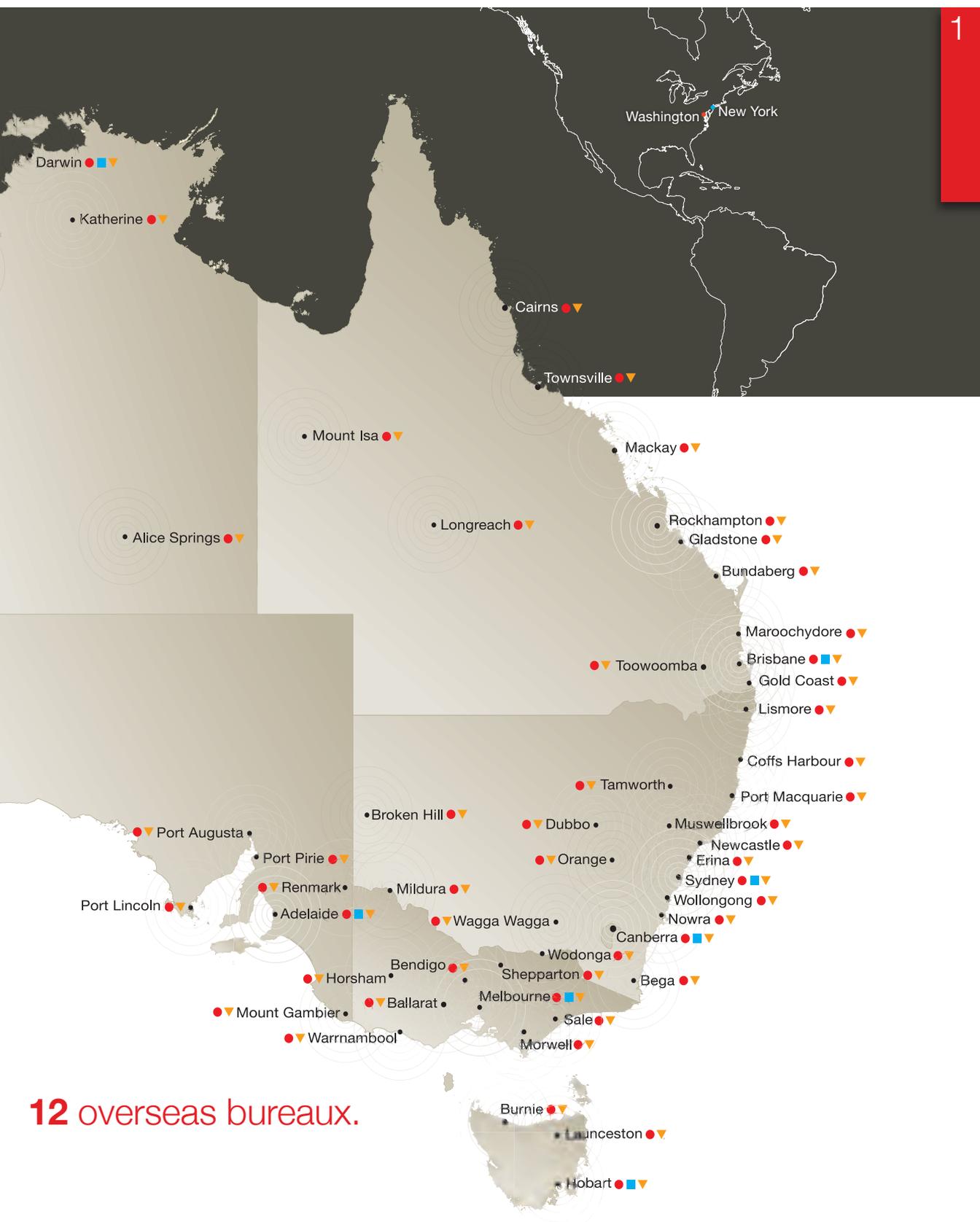
- ABC International bureaux and news correspondents
- ABC offices

Transmission information

- **Radio**
 ABC Radio (Appendix 22)
 Radio Australia (Appendix 23)
 Australia Network (Appendix 23)
- **Television**
 ABC Television (Appendix 21)
- ▼ **Online**



The ABC operates from **60** locations around Australia and



12 overseas bureaux.

The ABC delivered an extensive array of services—in alignment with the ABC Charter—in the financial year from July 2009 to June 2010.



ABC services reached an estimated **73%** of Australians

RADIO

ABC broadcast **8 760 radio hours** on each network and station.

ABC Radio had a five-city weekly reach of **4.3 million** or **36.1%**.

TELEVISION

ABC broadcast a total of **14 965 television hours** across ABC1 and ABC2.

Total ABC Television (ABC1, ABC2 and ABC3) had a five-city weekly metropolitan reach of **8.7 million** or **59.1%** and weekly regional reach of **4 million** or **59.2%**.

ABC1 had a five-city weekly metropolitan reach of **8.1 million** or **55.2%** and weekly regional reach of **3.7 million** or **55.7%**.

Weeknight 7 pm *News* on ABC1 averaged an audience of **979 000 people**.

ABC1 broadcast **1 039 hours** of first-release Australian television content.

ABC's digital television services reached **98%** of Australia's population from **324** transmitter locations.



ONLINE

ABC Online had a monthly reach of **3.3 million internet users**.

42 million podcasts and **10 million vodcasts** were downloaded.

ABC news and current affairs websites reached an average of **1.5 million internet users** each month.

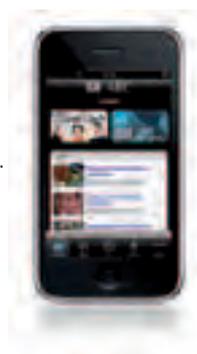


each week via radio, television and online.

INTERNATIONAL

Radio Australia programming was available in **Asia** and the **Pacific** through local rebroadcasts, shortwave broadcasts, satellite services and a network of 24-hour FM relays.

Australia Network television was available in **44 countries**, reaching an estimated **34 million homes**.



COMMERCIAL

ABC operated **45 ABC Shops** and **114 ABC Centres** throughout Australia.

ABC Commercial generated **\$13.8 million** net profit in 2009–10 which was returned to programming.

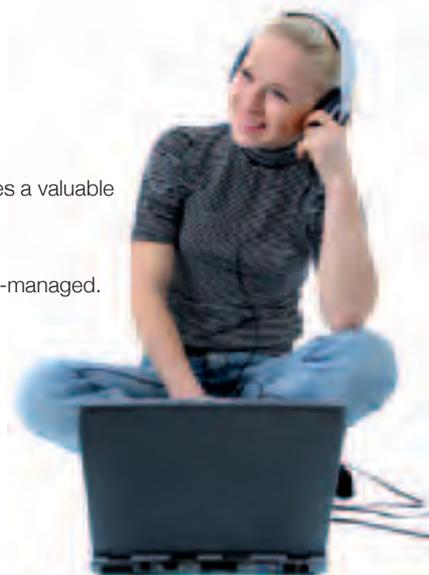
COMMUNITY SATISFACTION

88% of Australians continued to believe the ABC provides a valuable service to the community.

73% of Australians believed the ABC is efficient and well-managed.

FINANCIAL

The ABC had total revenues of **\$1 099 million** from ordinary activities, with **\$1 242 million** in total assets.



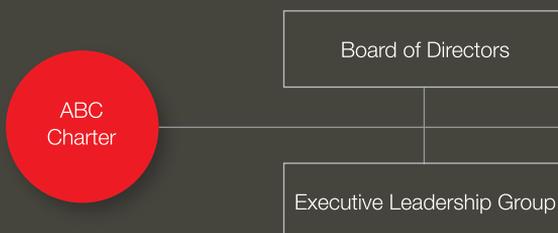
Role and responsibilities of the Board

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. The Board 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; to 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 listed in Appendix 1 on page 172.



Maurice Newman AC

Appointed Chairman for a five-year term from 1 January 2007.

Maurice Newman retired as Chairman of the Australian Securities Exchange (ASX Limited) on 24 September 2008.

His career spans 40 years in stockbroking and investment banking, including as Managing Director in 1984, and Executive Chairman from 1985 until 1999, of what is now the Deutsche Bank Group in Australia. He was Chairman of the Deutsche Bank Asia Pacific Advisory Board and a Director of Deutsche Bank Asia Pacific from 1999 to 2001. Mr Newman has chaired a number of Asian business alliances including the East Asia and Oceania Stock Exchange Federation, and the Australia Taiwan Business Council. He has been an adviser to Australian governments as a member of numerous Commissions, Councils and Panels. Mr Newman is

Honorary Chair of the Macquarie University Foundation, Chairman of The Australian Father’s Day Council, Chairman of The Taronga Foundation and a Patron of CEDA. He served as Chancellor of Macquarie University from 2002 to February 2008 and as a Director of the ABC from 2000 to 2004.

Mr Newman was awarded an Order of Australia in 1994 and a Companion of the Order of Australia in 2002. In 2001, he was awarded the Centenary Medal for outstanding service to the financial services industry.

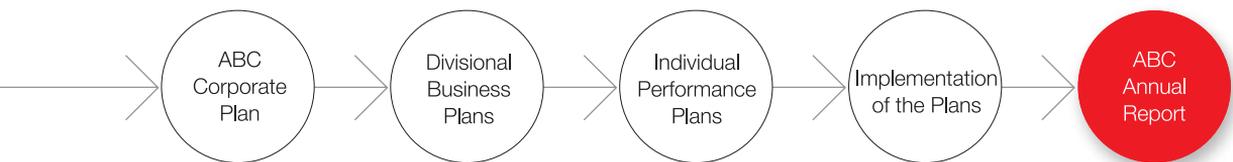
In April 2009, Mr Newman was awarded a Doctor of Business honoris causa from Macquarie University.

Mark Scott

Appointed Managing Director for a five-year term from 5 July 2006.

Prior to his appointment, 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.

Mr 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.



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 Limited, the South Australian Film Corporation, the Adelaide Film Festival, AER Foundation and the Environment Protection Authority. She is also a Director of Spark Infrastructure Limited, ETSA Utilities and the William Buckland Foundation.

Previously, Ms Bart was a Director of the Economic Development Board (SA), the Sydney Ports Corporation, the Australian Sports Foundation, Soccer Australia, Basketball Australia and the Defence Industries Advisory Board.

Ms Bart was awarded the Order of Australia in the Australia Day Honours in January 2009 for service to the economic and cultural development of South Australia and to sport.

Peter Hurley

Appointed a Director for a five-year term from 14 June 2006.

Peter Hurley is a businessman in the hotels industry. He is currently National Senior Vice-President of the Australian Hotels Association, State President of the Australian Hotels Association (South Australia) and Chairman of Hospitality Group Training, the largest group apprenticeship and training scheme in South Australia. Mr Hurley is a foundation Board Member of the Independent Gaming Corporation and Deputy Chair since 1994. He is also Deputy Chairman of The Adelaide Football Club.

Mr Hurley has previously served as a Board Member and Chair of the Audit Committee of the South Australian Tourism Commission, and as a Board Member of the Australian Tourist Commission.

Michael Lynch CBE AM

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

From 2002–09, Michael Lynch was Chief Executive of London's Southbank Centre, which incorporates the Royal Festival Hall, the Hayward Gallery, Queen Elizabeth Hall, the Purcell Room and Jubilee Gardens. He was Chief Executive of the Sydney Opera House from 1998–2002, General Manager of the Australia Council from 1994–98 and General Manager of the Sydney Theatre Company from 1989–94.

Mr Lynch began his career at the Australia Council for the Arts in 1973 and was a former manager of the Nimrod Theatre and Administrator of the Australian National Playwrights Conference.

In 2001, he was awarded the Order of Australia in the Queen's Birthday Honours for services to arts administration. In 2008, he was named a Commander of the British Empire for services to the arts in the United Kingdom. Mr Lynch returned to Australia in 2009.

DR MAURICE NEWMAN AC

MARK SCOTT

CHERYL BART AO

PETER HURLEY



Dr Julianne Schultz AM

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

Julianne Schultz is a Professor at Griffith University's Centre for Public Culture and Ideas. She received her Doctorate from the University of Sydney and is the author or editor of more than 20 books including *Reviving the Fourth Estate* (Cambridge Uni Press), *Steel City Blues* (Penguin) and *Not Just Another Business* (Pluto) and has written and edited numerous pieces on journalism and media practice. She is the founding editor of *Griffith REVIEW*, the award-winning literary and public affairs quarterly established by Griffith University in 2003.

Dr Schultz began her career as a reporter with the ABC and *The Australian Financial Review*. She has held senior editorial roles, worked as a media columnist and was the ABC's Director of (then) Corporate and Digital Strategy. She was the founding Director of the Australian Centre for Independent Journalism and is actively involved in research and discussion about the future of journalism and its role in public life.

Steven Skala AO

Appointed a Director for a five-year term from 6 October 2005.

Steven Skala is Vice-Chairman, Australia and New Zealand of Deutsche Bank AG. He is a Director and former Chairman of Hexima Limited, a Director of Deutsche Australia Limited, Max Capital Group Ltd, Wilson HTM Investment Group Limited, The Australian Ballet and the Centre for Independent Studies.

Mr Skala serves as Vice-President of The Walter and Eliza Hall Institute of Medical Research and as a Trustee of the Sir Zelman Cowen Cancer Foundation.

Mr Skala was Chairman of Film Australia Limited until its recent merger with Screen Australia. He is the immediate past Chairman of the Australian Centre for Contemporary Art, and was a Director of the Channel 10 Group of Companies and The King Island Company Limited. Between 1985 and 2004, he was a partner of Arnold Bloch Leibler, Solicitors and head of its corporate and commercial practice. In 2010, he was awarded the Order of Australia for service to the visual and performing arts.

Keith Windschuttle

Appointed a Director for a five-year term from 14 June 2006.

Mr Keith Windschuttle is a historian, author, editor and publisher. He is the editor of *Quadrant* magazine and the publisher of Macleay Press. He began his career as a journalist and remains a frequent contributor to major Australian and international newspapers, international journals and academic publications. He has written eight books on Australian history, journalism and the media. For 20 years he was a lecturer in Australian history, journalism and social policy at a number of Australian universities. He has also been a visiting and guest lecturer at a number of universities in the United States.

MICHAEL LYNCH CBE AM

DR JULIANNE SCHULTZ AM

STEVEN SKALA AO

KEITH WINDSCHUTTLE



The ABC Act, which defines both the duties of the Board and the Corporation's responsibilities as set out in its Charter, has been in effect since 1983. Yet it is a living document and a constant guide to the Board when setting the strategic direction of the ABC to ensure its continuing relevance in the digital age.

WHEN CONSIDERING any proposed innovation at the ABC, the Board assesses its obligations and opportunities, interpreting how these align with the contemporary meaning of the ABC's Charter and Act. In this way, the link between public broadcasting and public benefit is constantly maintained and developed.

Due to the extent and pace of change in the media, the meaning of the ABC's Charter and Act must continually be renewed, interpreted to reflect how these responsibilities can be fulfilled in contemporary ways. Strategy must be flexible.

2009–10 was a year of change for the ABC as the Corporation continued to harness the capabilities offered by digital technology to improve the efficiency with which it produces and distributes content to Australians and interacts with audiences.

Innovations in digital technology continued to redefine how the ABC fulfils its responsibilities and the way in which much of its journalism and content production is done.

The relationship between the Corporation and its audiences has also shifted. Audiences increasingly expect that, rather than having to come to the ABC, the Corporation's services and content will fit more easily into their lives and be available in many diverse ways.

Media use is increasingly mobile and social. Australians expect to be more involved with their ABC, to participate and contribute.

One of the Board's key responsibilities as set out by the Act is to ensure the ABC is efficient and provides maximum benefit to the Australian people.

The Charter asks, among other things, that the ABC be innovative and comprehensive in its programming, and to provide a balance between specialised programs and those of wide appeal. It must take account of services provided by the commercial and community services of the Australian broadcasting system.



During the past year, continued advances in digital technology and changing audience behaviour have presented the ABC both with new opportunities and potential new obligations.

The Board applies the test of public benefit whether new services—such as ABC3, ABC Open and new Australian dramas—are based upon additional funding from Government or are—like ABC iView, the proposed news channel ABC News 24 or the suite of ABC digital radio services—funded from within the ABC’s existing means.

ABC Journalism in the Digital Age

Two converging trends in the provision and consumption of news have given renewed emphasis to the Board’s duty to ensure ABC news and information meets high and distinctive standards of editorial quality.

Instead of directly accessing institutional news providers, audiences are increasingly gravitating to social networks for referrals to sources of news, opinion and entertainment.

The ABC must continue to distinguish itself among these many alternatives by remaining a credible source of information in which people can confidently place their trust.

Some commercial media organisations, contending with unprecedented financial challenges, have also indicated an intention to reduce the amount of freely-provided journalism. In such an environment it becomes particularly important that the ABC—as a public broadcaster—ensures that professional, independent journalism of quality continues to be made available to the public, informing the national conversation.

Under the ABC Act, the Board must maintain the ABC’s independence and integrity, ensure that its services are of a high standard, and that its news and information is independent, accurate and impartial.

One of the Board’s primary means of addressing these responsibilities is by developing the *ABC Editorial Policies*. By overseeing the ABC’s observance of these policies, the Board aims to strengthen and protect the reputation and credibility of the ABC’s journalism.

There are many aspects to the ABC’s self-regulatory framework, including response to and resolution of complaints, training and dealing with audience feedback.

Public trust in ABC news and information depends upon standards of accuracy and editorial quality in ABC news and information. The *ABC Editorial Policies* are designed to guide staff to ensure the ABC reaches the highest editorial standards.

Measuring performance against the policies provides accountability and encourages continuous improvement in the quality of ABC journalism.

In August 2009, the Board adopted recommendations which arose from a review of the ABC’s self-regulatory framework undertaken by the Director Editorial Policies and the Chairman.

As one of the principal aspects of the self-regulatory framework, the *ABC Editorial Policies* must remain relevant to both contemporary practice and standards of objective journalism.

A key recommendation of the review was to revise the *ABC Editorial Policies* to better reflect requirements arising from the ABC’s increasingly instantaneous, continuous news services. This form of news delivery demands faster responses as new information appears, and wherever applicable, prompt corrections.

Training goes to the heart of maintaining ABC editorial quality and the reputation that comes with it. The review also recommended a renewed emphasis on training, to ensure better understanding and practice of the ABC’s editorial standards.

To augment the ABC's own Editorial Policies training, an agreement was reached with the BBC, which allows ABC staff to access the specialist resources of the BBC College of Journalism Online.

The Board is confident that these changes to the application of the *ABC Editorial Policies* will enable ABC journalism to keep pace with the changing media environment and sustain its reputation for quality in the digital age.

Australian Identity and ABC3

ABC3, the ABC's new children's digital television service, was launched by then Prime Minister Kevin Rudd on 4 December 2009.

The ABC has long led the way in children's television in Australia. Its programs have become part of a commonly-shared experience of Australian childhood.

The Corporation has taken advantage of extra channels made possible by digital television to continue, through ABC3, the important work of ensuring quality Australian children's content is freely available in the digital world.

ABC3's role assumes particular significance now, when it has never been easier for Australian children to access international children's content. The new channel, along with ABC1 and ABC2, will help young Australians grow up watching, hearing and participating in their own stories, in their own language and with their own accents.

In doing so it will, as the ABC Charter requires, contribute to shaping a sense of Australian identity. At a time when so many of the impressions that last us all our lives are being formed, it will also promote the interest and confidence of young Australians in their own culture.

When it began, ABC3 offered 40% Australian content, with a target for 2010 of 50% of Australian content. It is now the most popular children's service within Australian television. This success will help

build connections between the ABC as a public broadcaster and an Australian public in whose lives it will continue to play a part in the future.

MediaHub and ABC News 24

Many significant changes in program production at the ABC have been made inevitable by the rapid turnover of, and innovations in, digital technology.

However, the Board has also elected to, wherever possible, embrace opportunities presented by developments in technology that will increase the public benefit provided by the ABC.

One such opportunity was presented through a new means of content distribution, MediaHub, which was launched on 30 June 2010. MediaHub will enable the ABC to deliver television content in the most efficient and cost-effective manner now possible.

It also permits the ABC to, for the first time, individualise television services for the States and Territories as needed. This flexibility is particularly important to the ABC as the national emergency broadcaster when, during times of emergency such as floods and fires, the ABC must always be reliable, and respond to rapidly changing conditions with continuously updated information.

News feeds from international sources and ABC studios around the country will be able to be arranged through MediaHub. The localisation enabled by MediaHub has also been a necessary foundation for the new round-the-clock news services to be provided by ABC News 24 in the second half of 2010. Cost savings in production and distribution have been redirected to content creation for the ABC News 24 service.

MediaHub's new distribution capacity, along with innovative production techniques such as studio automation and desktop editing, have given the ABC a secure foundation for its work in the digital future.

ABC News 24 will not just keep up with the speed of the news cycle, but bring a new depth of analysis

to it, helping to better inform the democratic process. It will increase the benefit derived from the ABC's existing news resources—including local, national and international newsrooms and almost 1 000 journalists across the nation and the world.

Regional Australia and ABC Open

During the past year, Australians have continued to enjoy and appreciate content presented on ABC radio, television, online and mobile. At the same time, the audience's ability to participate with, rather than just consume, media has continued to increase.

The Corporation has responded by continuing to make it easier for audiences to collaborate with the ABC, to share and contribute content. A growing range of voices and opinions has been incorporated into content presented by the ABC.

By augmenting work produced by ABC staff with public contributions, ABC content has been strengthened, and by being more widely shared through the ABC, the impact of these contributions is enlarged.

The ABC Open project, for which funding was received in the 2009–12 triennial funding agreement, is a new means through which people will be able to share reflections on regional Australia with the nation.

The project expands upon the ABC's strong existing commitment to communities around the country through ABC Local Radio, and aims to encourage and develop creativity, self-expression and storytelling for the digital age in regional Australia.

The ABC Open project is based upon projections of the future wider availability of faster broadband services in regional Australia.

ABC multimedia producers will work with both individuals and groups to help develop digital storytelling skills that are already developed in urban Australia where fast broadband has now been available for some time. The Board has taken into account that no such service to regional Australia was available through commercial media organisations.

A Sustainable Corporation

The Board is committed to ensuring that the ABC is a strong and responsible corporate citizen and that it is financially sustainable.

Progress has been made to improve the efficiency and sustainability of the ABC's operations. For the past three years, the ABC has adopted the Corporate Responsibility Index (CRI), operated in Australia by the St James Ethics Centre, as an external mechanism for benchmarking its performance. The ABC's CRI results have improved year-on-year, and in 2009, the Board was pleased to note the Corporation's achievement of a Platinum band score of 97.4%.

In 2009–10, the ABC received a total of \$932.1 million from government, including transmission funding and a single-year allocation to assist in the maintenance of the Corporation's asset base. It also received \$185.4 million in revenue from other sources, including ABC Commercial, which faced a difficult retail environment.

Board Appointments

The Board would like to thank Dr Janet Albrechtsen, who retired from the Board during the year, for the contribution she made during her five-year term.

Ms Cheryl Bart AO was welcomed to the ABC Board for a five-year term on 3 June 2010.

As required under Section 8 of the ABC Act, the Board has continuously overseen the ABC's operations and accountabilities throughout the year to ensure the Corporation performs efficiently and with maximum benefit to the people of Australia. ■

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.

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.





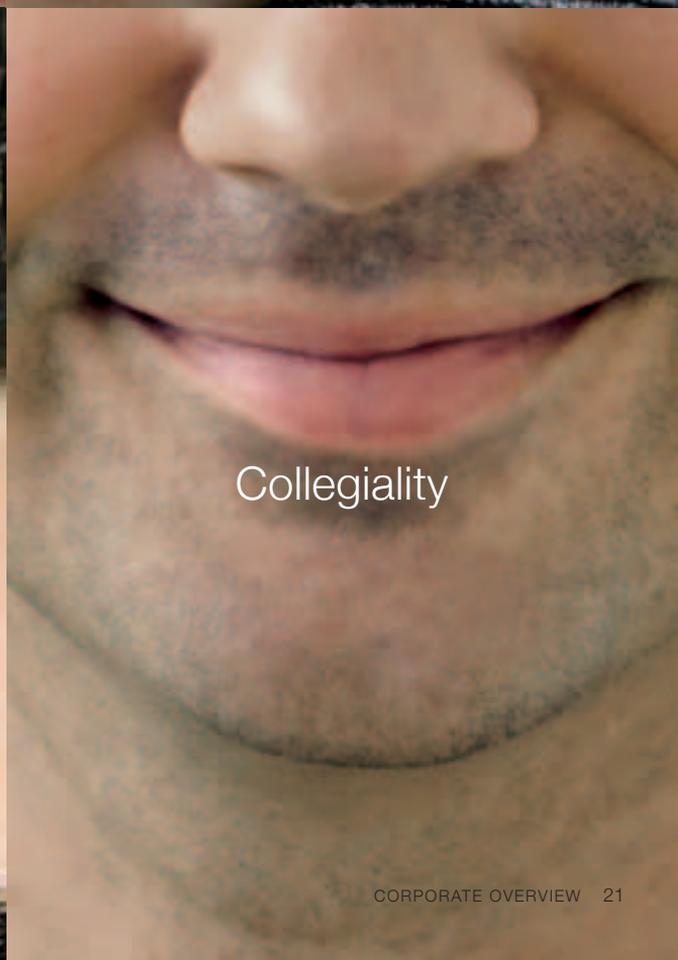
Integrity



Respect



Innovation



Collegiality

Kate Dundas

Director of Radio

Kate Dundas was appointed Director of Radio in March 2009 after 18 months as Director of People and Learning. Prior to this, Kate was Head of ABC Radio's National Networks. 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 January 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 reporter and producer, bureau chief, 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*.

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

KATE DUNDAS

KIM DALTON

KATE TORNEY



Ian Carroll

Director of Innovation

Ian Carroll has been Director of Innovation since the Division was established in 2007. Prior to this appointment he was Chief Executive of ABC International's Australia Network. He has managed many successful news and current affairs programs for both the ABC and commercial networks.

Ian holds a Bachelor of Arts from Monash University and a Graduate Diploma of Media Management from Macquarie University.

Murray Green

Director of ABC International

Murray Green leads ABC International, which includes Australia Network, Radio Australia, International Projects and International Relations. Until March 2010, he was also responsible for the State and Territory Directors.

Murray previously served as Director of Corporate Strategy and Governance, State Director Victoria and as the inaugural ABC's Complaints Review Executive.

He is a graduate of the Australian Film, Television and Radio School, has degrees in Law and Asian and Pacific History, and is admitted as a barrister and solicitor to the Supreme Court of Victoria and the Australian Capital Territory.

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.

IAN CARROLL



MURRAY GREEN



LYNLEY MARSHALL



David Pendleton

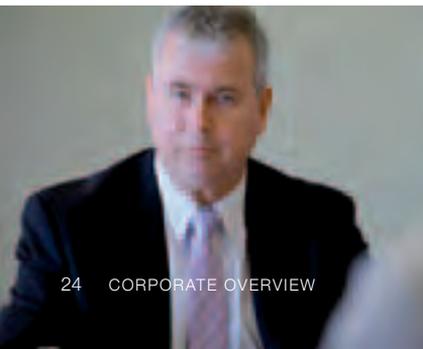
Chief Operating Officer

David Pendleton joined the ABC as the General Manager of Group Audit in 1996. He went on to become General Manager of Financial Operations and Accounting, and later Head of Finance. In 2002, he was appointed to the position of Director of Finance and Support Services, which was re-named Director of Business Services in 2003. In 2004, he became the Corporation's Chief Operating Officer. In 2010, he was appointed a Director and Chairman of MediaHub Australia.

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

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

DAVID PENDLETON



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 resource 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.

URSULA GROVES



Michael Millett

Director of Communications

Michael Millett has been Director of Communications since February 2009.

His 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.

Before joining *The Sydney Morning Herald*, Michael worked in Canberra and Melbourne with the now defunct afternoon newspaper *The Melbourne Herald*.

MICHAEL MILLETT



Michael Ebeid

Director of Corporate Strategy and Marketing

Michael Ebeid has been Director of Corporate Strategy and Marketing (formerly Corporate Development) since March 2008.

Michael has held senior roles at IBM, Optus and Westpac. As Director of Commercial Operations at Optus, Michael managed the company's pay television business and the launch of its broadband services. He was also on the Board of ASTRA (Australian Subscription Television and Radio Association) from 2000 to 2004.

Michael holds a Bachelor of Business (Accounting and Marketing) and is a graduate of INSEAD's International Executive and Advanced Management programs in France, and of Harvard's Media Strategies program.

MICHAEL EBEID

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 CHADWICK

Rob Simpson

Director of Legal

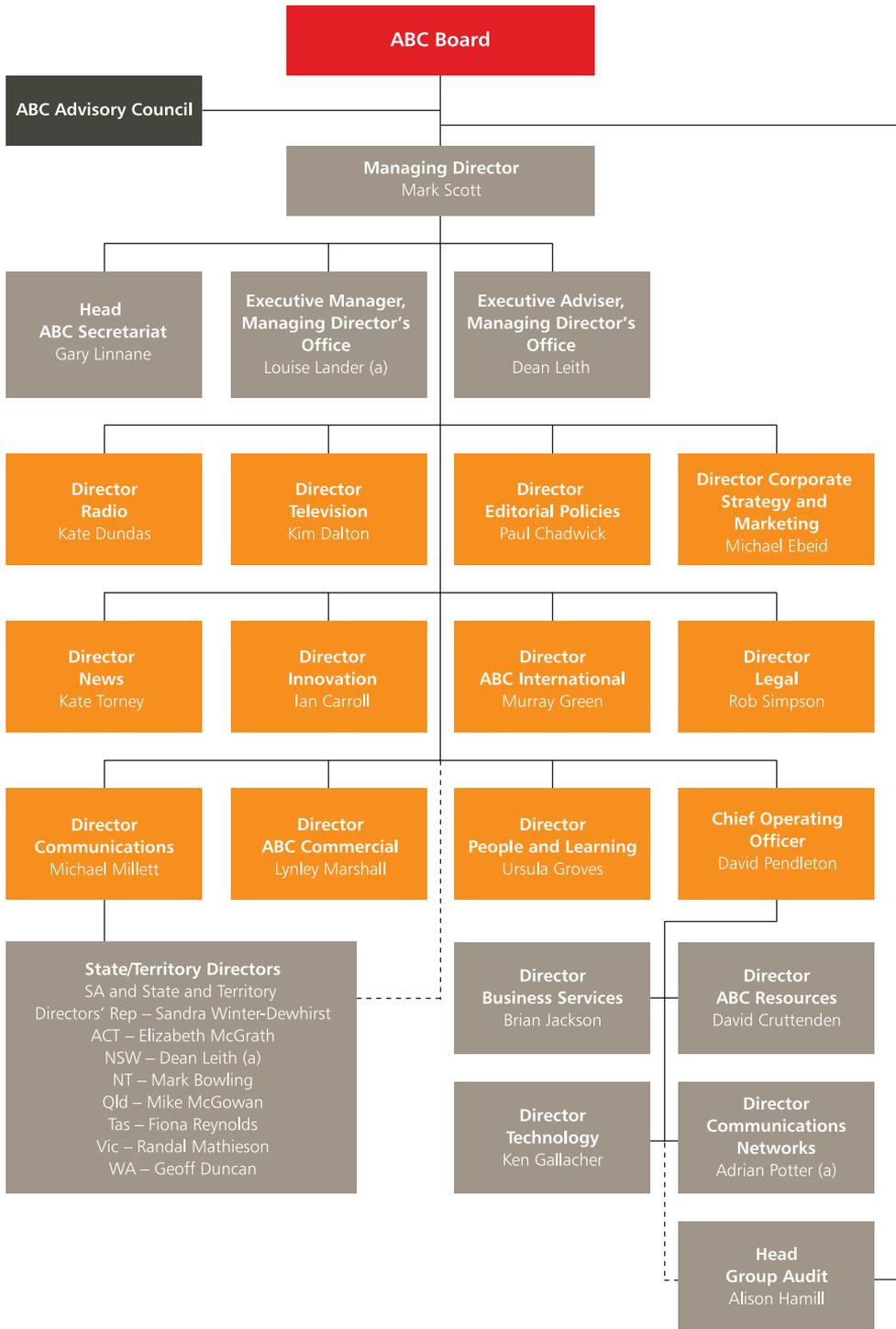
Rob Simpson joined the ABC as Director of Legal in August 2007. Prior to that he was a partner at law firms Gilbert + Tobin and Baker & McKenzie. He has also had extensive experience as a corporate lawyer and member of management teams, including as the first General Counsel for Optus.

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

ROB SIMPSON



ABC divisional structure



Members of the ABC Executive Leadership Group
Structure as at 30 June 2010

The ABC's focus will remain steadfastly on the needs and interests of the communities that it serves.

THE ABC HAS a lot to look forward to in the coming year. It promises to be an exciting and rewarding time for both the Corporation and the public it serves.

In a rapidly changing media environment, where new technologies are being embraced by audiences with astounding speed, the challenge facing the ABC is to maintain a strong connection with audiences and keep pace with their changing needs.

With radio audiences experiencing significant growth in 2009–10, the ABC will look to consolidate and grow its presence in all of its target radio markets.

The ABC has now made a year's progress into the long lead times required for television dramas, and audiences will soon see the first productions that are being made with the additional drama funding received in the 2009 Budget. A strong slate of new drama productions will begin rolling out on ABC television during the next 12 months.

The ABC has a long and special relationship with rural and regional Australia. The Corporation has been assiduous in ensuring this connection is not just maintained, but developed. This involves taking account of the way people experience their media today—the mix of contributing, collaborating and sharing that goes with consuming.

The ABC Open project anticipates and makes provision for new ways of sharing and collaborating in digital storytelling that will soon be possible with the arrival of new broadband services in regional Australia. Experienced content creators will be working on ABC Open stories with people and communities across the country, guiding productions that will be appearing from September 2010 onwards.

ABC Open will be a boost to creative life in regional and rural Australia, and another means through which the ABC can promote a better understanding of the realities of regional life.

Australia's new 24-hour news service, ABC News 24, will be launched early in the second half of 2010. It will help to create a more informed Australian democracy, building on the trust and authority of ABC journalism that distinguishes it in a crowded news market. ABC News 24 also augments the ABC's role as Australia's town square, a place for civil debate open and available to every Australian free of charge, wherever they live.

With the progress of these initiatives, the Corporation is at an exciting moment in Australia's cultural and civic life, a time of promise for the ABC in the digital age. ■

The ABC's strategic direction in 2009–10 was guided by the *ABC Corporate Plan 2007–10*. The Plan is framed around four strategic objectives, derived explicitly from the *Australian Broadcasting Corporation Act 1983*, including the Charter (s.6). The ABC's performance against these objectives is reported at page 92.

Good governance

Ensure the ABC's independence, integrity and high standards.

Key directions

- Uphold the highest editorial standards in Australian broadcasting
- Advance the ABC's reputation and high performance standards through the ongoing evaluation of governance, policies and procedures
- Contribute to the life of Australian communities and to the maintenance of a healthy environment.

Output and audiences

To be recognised as the leading Australian public media space where people engage with issues and ideas.

Key directions

- Contribute to a sense of national identity
- Deliver great media experiences, in more ways, more often
- Build a digital public broadcaster to keep the ABC at the leading edge of media development.

Value for money

Deliver maximum benefit to the people of Australia through the effective and efficient delivery of ABC services.

Key directions

- Demonstrate better practice in efficient and effective resource management
- Improve the return on public investment in the ABC
- Advance the ABC's reputation with key stakeholders.

Learning and growth

Sustain and grow the ABC through high-quality leadership and an environment of responsibility and opportunity.

Key directions

- Offer a high-quality and adaptive work environment
- Provide individuals with the opportunity to excel.

The *ABC Corporate Plan 2007–10* ended on 30 June 2010. In accordance with Part IVA of the *Australian Broadcasting Corporation Act 1983*, a new corporate plan was developed. The re-named *ABC Strategic Plan 2010–13* will commence on 1 July 2010. Information about the new Plan is provided at page 87.



Reporting the ABC's performance

The ABC strives to maintain the highest standards in every aspect of its operations. The Board and the Executive Leadership Group set those standards in the ABC's Values, its Corporate 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.



Photo: Prudence Upton

A.R. Rahman won two Oscars for his work as composer and songwriter on the film Slumdog Millionaire. In January 2010, he performed at a free concert at Parramatta Park, Sydney.

PUBLIC BROADCASTING PUBLIC BENEFIT



Students at Gisborne Secondary College in Victoria enjoy a lunchtime concert hosted by triplej. The concert was part of the prize awarded to Unearthed High 2010 winners, Stonefield, an all-girl band from the Secondary College.

For audiences, one of the greatest benefits of the digital age is increased choice. New television and radio channels offer greater variety to audiences, while richer and more diverse content is available online. Understanding audience behaviours and preferences is central to the ABC's content delivery strategy.

Audience experiences

Section

2

The A.R. Rahman concert was broadcast live on ABC2 and internationally on the Australia Network, reflecting the ABC's commitment to broadcasting programs of cultural enrichment, and promoting the performing arts.

For an enormous number of young people, triple j provides access to the music, events and information they want. For others, whose tastes and interests might be different, the ABC provides a diverse range of content nationally on Classic FM, Radio National and ABC NewsRadio. Local Radio is able to connect with audiences at a local level about the things that are relevant in their communities. Through its network of radio offerings, the ABC provides programming of both wide appeal and specialised interest.

Content performance

Audience trends

Radio

Television

News

Online

International audiences

Consumer experiences

Audiences have ever-increasing opportunities to access ABC content, with online and mobile services growing in popularity. ABC services reached an estimated 73% of Australians each week via television, radio and online.

THE ABC IS A LEADER in digital multi-channelling of television and digital radio, as well as the delivery of news, information and entertainment online and across a range of mobile devices.

The past 12 months have seen the continued expansion of content offered on ABC iView and ABC News Online, as well as enhanced and new ABC Local sites, more content and applications for mobile phones and devices, and content distribution and sharing across multiple social media platforms.

Against a backdrop of increasing audience fragmentation and greater competition on the local and international front, the ABC has maintained its combined national audience reach across television, radio and online at 73% (average weekly reach of ABC services). This is consistent with the result recorded in June 2009.¹ This result reflects the Corporation's success in delivering relevant programming and content to audiences through its television and radio channels and through a growing web of new and emerging technologies.

Audiences continue to enjoy the ABC's mix of content, the distinctively Australian content offered across all ABC services and the consistent high-quality of ABC programs and content.

Community satisfaction

The annual Newspoll *ABC Appreciation Survey*² provides valuable feedback, reflecting community perceptions and beliefs about the value of the ABC's contribution to Australian society. The 2010 survey was conducted nationally by telephone among a random sample of 1 905 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted annually using the same methodology since its inception in 1998.

¹ Newspoll, *ABC Awareness and Usage Survey*, June 2009 and July 2010 in combination with ratings data, people aged 18 years and over.

² Newspoll, *ABC Appreciation Survey*, June 2010, national random sample conducted by telephone, people aged 14 years and over.

The survey involves the community being asked their views on the quality of ABC Television, ABC Radio and ABC Online.

Consistent with previous surveys, a large majority (81%) believe the quality of programming on ABC Television is "good", while half as many (44%) believe this about commercial television. Compared with 2008–09, at an overall level and by demography, there has been no significant change in attitudes concerning the quality of content on ABC Television.

Seven in ten Australians believe the quality of programming on ABC Radio is "good". This result is consistent with the previous year. A pattern of more positive perceptions in the past couple of years is evident among both men and women and among people in the 14–24 and 35–49 age brackets.

By comparison, approximately half (52%) of the population believe commercial radio offers good quality programming, a result consistent with previous tranches of research. Community perceptions about the quality of ABC and commercial radio are far closer than they are for television, reflecting the more fragmented and niche radio market, where audiences have a very wide choice of stations to listen to.

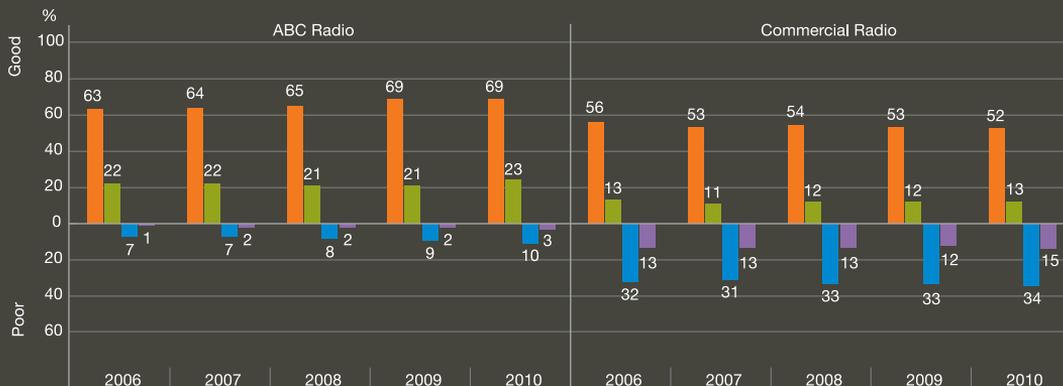
Nine in ten ABC Online users believe the quality of content on the ABC website is "good", including one in three who say the quality of the website is "very good". Among frequent ABC Online users, the results are even more positive, with 95% of those who use the site at least once a week saying the quality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

The *ABC Appreciation Survey* also 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 the previous year, the 2010 survey found small declines in the level of positive sentiment in two areas: broadcasting

Seven in ten Australians believe the quality of programming on ABC Radio is good.

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

ABC Radio: Quality of programming

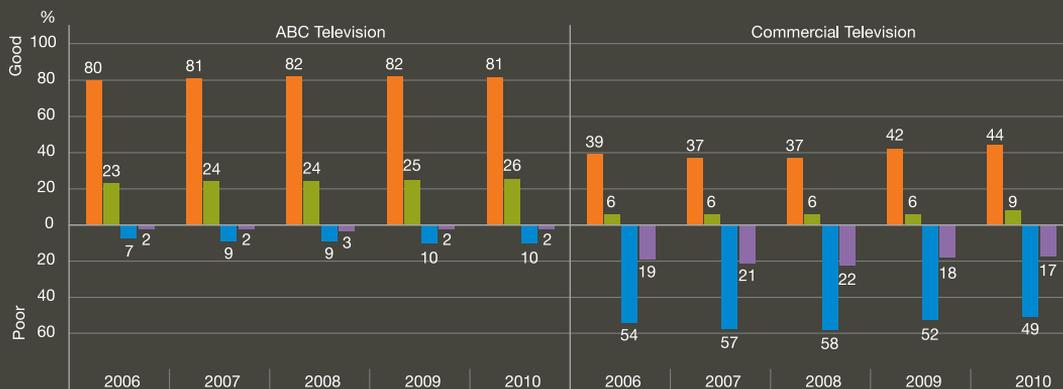


Based on a total sample aged 14 years and over. "Don't know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2010.

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

Nearly twice as many Australians believe the quality of ABC television programming is good compared to commercial television.

ABC Television: Quality of programming



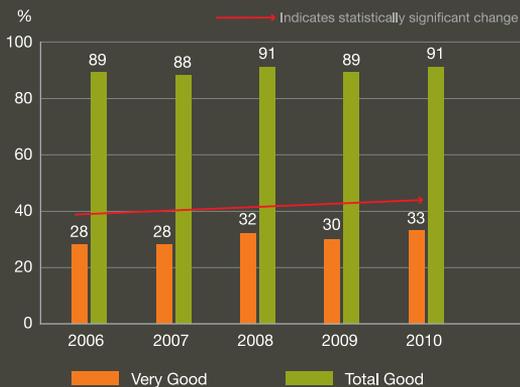
Based on a total sample aged 14 years and over. "Don't know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2010.

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

91% of ABC Online users believe the quality of content on abc.net.au is good.

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

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 2010.

programs that are different from commercial media and broadcasting programs that reflect cultural diversity. In both cases, the decrease marks a return to levels consistent with the 2008 survey.

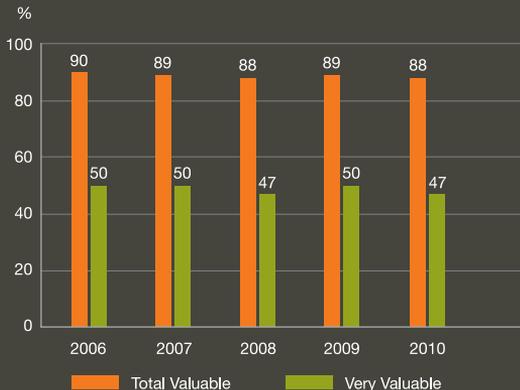
Year-on-year, there was a more pronounced decrease in the proportion of Australians who believe that the ABC does a good job of encouraging and promoting Australian performing arts. There was no significant change in programming that may have resulted in the decrease this year. The 2010 result is consistent with results recorded for this dimension in the mid-2000s.

Over a longer timeframe, more Australians believe the ABC is doing a good job of being efficient and well managed, up from 69% in 2008 to 73% in 2010. This improvement in perception possibly reflects the ABC's budget management in parallel with its continuing expansion of services on television, radio and online. ■

The majority of Australians believe the ABC provides a valuable service to the community.

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

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 2010.

Measures of community satisfaction

	2009–10	2008–09	2007–08	2006–07	2005–06
Providing a quality service:					
% of people who believe the ABC Television provides quality programming	81	82	82	81	80
Radio	69	69	65	64	63
Online (among ABC Online users)	91	89	91	88	89
<hr/>					
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	82	83	81	79	83
<hr/>					
Providing a valuable service:					
% of people who value the ABC and its services to the community	88	89	88	89	90
<hr/>					
Meeting the ABC's Charter obligations:					
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	84	86	84	84	84
<hr/>					
% of people who believe the ABC reflects the cultural diversity of the Australian community	80	83	80	81	81
<hr/>					
% of people who consider the ABC:					
• encourages and promotes Australian performing arts such as music and drama	78	83	82	80	79
• provides programs of an educational nature	86	88	86	85	86
• achieves a good balance between programs of wide appeal and specialised interest	85	86	83	85	84
<hr/>					
% of people who perceive the ABC to be innovative	74	75	73	72	73
<hr/>					
Providing an efficient service:					
% of people who believe the ABC is efficient and well managed	73	72	69	71	70

Source: Newspoll, ABC Appreciation Survey 2010.

ABC Radio achieved a record market share of 23.9% and a record reach of 4.32 million listeners a week in the five-city market.

triple j

ABC Local Radio

ABC NewsRadio

ABC Radio National

ABC Classic FM

ABC digital radio

ABC Open

ABC RADIO experienced significant increases in both reach and share in 2009–10. Overall audience share increased by 1.3 share points to 23.9% of the five-city metropolitan market (from 22.6% in 2008–09). Reach increased from 4 million to 4.3 million people, an 8.1% increase.³ In 2009–10, the majority of Australians continue to believe that programming on ABC Radio is good.⁴

triple j

triple j is the ABC's national youth network, targeted at 18–24 year olds. In 2009–10, *triple j* increased its radio audience and extended its content on the mobile phone platform. In its target demographic, average weekly reach increased by 30% from 2008–09 levels (from 284 000 to 370 000) in the five-city metropolitan market. Audience share among that demographic increased two percentage points from 12.5% to 14.5%. *triple j*'s overall share of the five-city metropolitan market increased to 5.3% (from 4.5% in 2008–09).⁵ The network continued to build audience interaction and participation through its website, community engagement and social media.

In July 2009, *triple j* launched the Hottest 100 of All Time, attracting 61 500 voters to the *triple j* website. Participants voted for up to ten songs each, and a total of 545 000 votes were counted. The results were broadcast on radio and online and the Hottest 100 of All Time CD, released on 28 August, went platinum in the first week.

2009 was also a record-breaking year for the annual Hottest 100. Over 130 000 people registered more than 1.18 million votes, a 46% increase from 2008. A new Facebook application allowed 39 780 users to compare votes with friends and post their results to their wall. On Australia Day 2010, the 2009 Hottest 100 countdown was broadcast live across Australia and online. There were 726 000 visits to the *triple j* Hottest 100 website in January 2010, up 64% on the

³ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

⁴ Newspan, *ABC Appreciation Survey*, June 2009 and July 2010.

⁵ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

previous year. The Hottest 100 trended at No. 2 on Twitter in July, indicating the Hottest 100 was one of the most tweeted topics, with 17 663 tweets from 3 837 contributors. Activity on *triple j*'s Facebook page was also at an all-time high, with 954 fans commenting on nominated tracks.

triple j continued to discover and support new Australian music talent in 2009–10 through triplejuneearthed.com.au and Uneathed High.

A new *triple j* Uneathed iPhone application was launched in January 2010, representing the first free application in Australia to allow music downloads to iPhones. The application is available to users globally and provides over 50 000 tracks of new music from unsigned Australian artists across a wide range of genres. In addition to free downloads, the application allows streaming of a continuous feed of the best tracks from the *triple j* Uneathed music bank and seamless sharing of songs and playlists on social media networks and via email. The application contributed to an increase in both downloads and live streaming from the Uneathed site.

	December 2009 Before launch of iPhone application	January 2010 After launch of iPhone application
Tracks downloaded	117 960	174 050
Live streaming	579 882	1 156 432

Source: *triple j* Uneathed server logs

In March 2010, *triple j* hosted its annual One Night Stand concert, this time in Alice Springs with a crowd of approximately 6 000 attending the free, all ages, drug and alcohol free concert. The Tjupi Band, a desert reggae band from Papunya in the Northern Territory, was selected through triplejuneearthed.com.au to open the concert, which featured well-known Australian performers including the John Butler Trio, Bluejuice and Gyroscope.

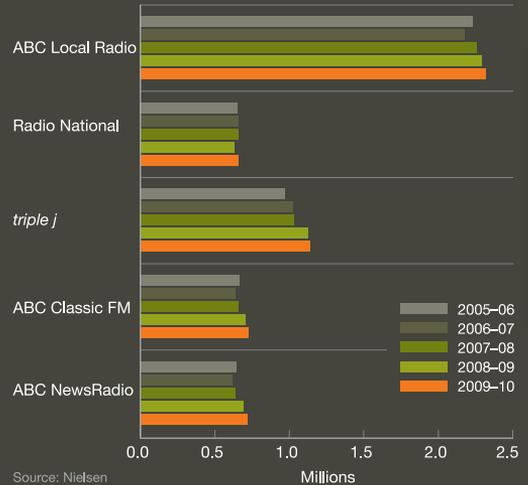
Uneathed High 2009 was won by the band Howl from Ballarat High School in Victoria. As part of the prize, the band performed a *triple j*-hosted gig at their school in September 2009. An all-girl rock group

ABC Radio's average weekly reach increased to 4.3 million people.

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

ABC Radio: Average weekly reach

(Five-city metropolitan market)



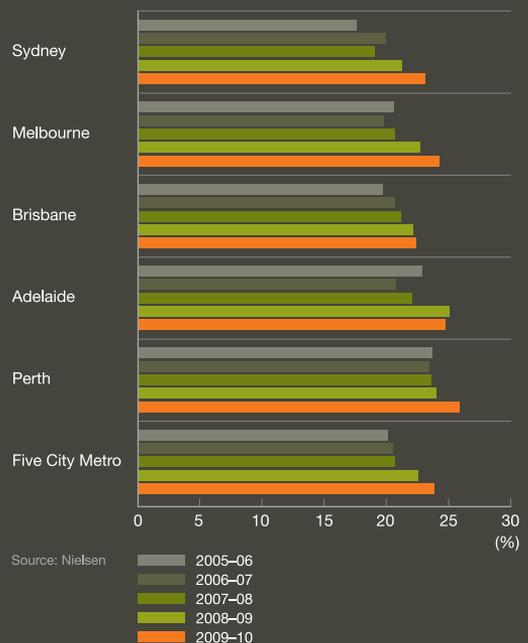
Source: Nielsen

ABC Radio had a 23.9% share of the five-city metropolitan market.

"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.

ABC Radio: Aggregate audience share

(Five-city metropolitan market)



Source: Nielsen

called Stonefield (formerly lotah), comprising four sisters from Gisborne Secondary College in Victoria, won Unerthed High 2010 and, in June 2010, performed at a lunchtime concert at their school hosted by *triple j Breakfast's* Tom and Alex. The gig included a special performance from Australian indie band British India. All Unerthed High winners have their tracks professionally recorded by *triple j* for airplay.

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 2009–10, ABC Local Radio continued to build audiences, becoming a strong force in major metropolitan markets. Audiences were kept informed, entertained and engaged at local, state and national levels and up to date with essential information during times of crisis. Through its network of Local Radio

stations, the ABC participated in and supported local communities through outside broadcasts, listener events, community debates, celebrations and crises. Local Radio's reach in the five-city metropolitan market increased to a record high of 2.3 million people in 2009–10.⁶

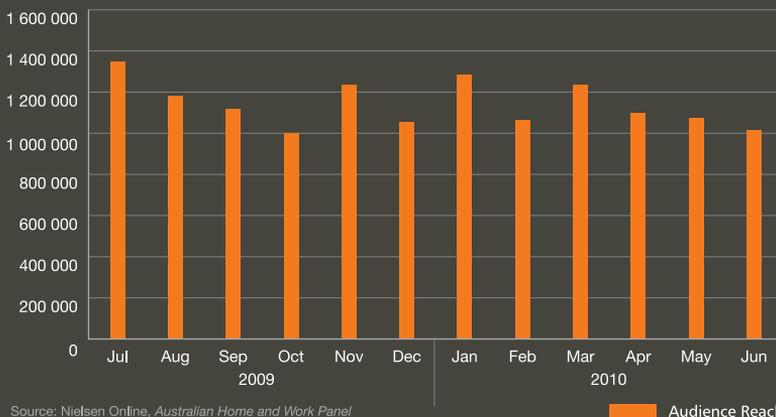
The expansion of ABC Local Radio into online has built a strong foundation for better serving audiences into the future. In February 2010, the ABC launched 54 ABC Local websites that had been substantially redeveloped to make it easier for audiences to connect with their community and with their local radio station. ABC Local links audiences to news, sport, weather and emergency information. Special features focus on the events, places and people that make each region unique.

ABC Rural consolidated its position as Australia's leading provider of specialist rural news and

⁶ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

ABC Radio Online reached an average of **1.14 million** users each month.

ABC Radio websites: Monthly audience reach



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

Source: Nielsen Online, Australian Home and Work Panel

information, bringing more of its content to more platforms in 2009–10. Rural podcasts performed strongly and the reach of rural content was broadened through the use of social media to engage with existing and emerging audiences. ABC Rural contributed to community education and awareness around a range of critical issues, such as locust plagues and drought support, and to the support and development of young people in rural and regional Australia through the annual Heywire initiative (see page 115).

Sport continued to be a major offering to Local Radio audiences. This included traditional coverage of domestic and international cricket, NRL and AFL football, as well as reports, results and updates from a wide range of other local, national and international sports, including men's and women's basketball, netball, men's and women's hockey, the Australian Open Tennis and key racing carnival events such as the Melbourne Cup. In 2009–10, special highlights included coverage of the Ashes cricket tour of England, the 2010 Tour Down Under cycling event, the World Swimming Championships and the 2010 Football World Cup from South Africa.

ABC NewsRadio

ABC NewsRadio is Australia's only national, continuous news radio network, delivering factual, independent coverage of news. During 2009–10, ABC NewsRadio focused on strengthening its content offering as Australia's only continuous radio news service through its core format of rolling coverage of national and international news, finance and sport updates and its role as the official broadcaster of Federal Parliament. ABC NewsRadio's daily news polls online provided users with a quick and easy way to contribute their views on major current affairs issues, garnering an average of 300 votes per week. In 2009–10, ABC NewsRadio increased its audience share to 1.8%. Reach increased 4.3% to 721 000.⁷

⁷ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

⁸ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

ABC NewsRadio expanded its local Australian content on weekends through the rebroadcast of two key Radio National programs, *The Law Report* and *The Health Report* on Saturdays at 10 am and 11 am respectively. It further built its national base through the continuing rollout of new frequencies in regional centres across Australia. In September 2009, the Minister launched ABC NewsRadio's 50th new frequency in Tamworth in northern New South Wales.

In May 2010, prominent broadcasters and personalities Wendy Harmer and Angela Catterns joined ABC NewsRadio to host *It's News To Me*, a season of light-hearted weekly news-in-review shows, broadcast on Friday nights at 6 pm AEST and later available as a podcast.

In August 2009, ABC NewsRadio began using the scheduling flexibility provided by digital radio to continue broadcasting a rolling news service, which is also streamed online, while carrying Federal Parliament on its traditional analog frequencies.

Radio National

Radio National is a national network broadcasting 60 distinct programs each week covering science, books and publishing, religion, social history, the arts and current affairs. In 2009–10, Radio National continued to focus on integrating its rich menu of diverse and specialist radio content on multiple platforms to make it accessible to audiences through the widest possible means. A new Radio National home page with a clean and contemporary feel was launched in September 2009. The redesigned site provides improved content aggregation, delivering greater connection between topics and content.

Radio National's audience reach and share both increased in 2009–10. Reach increased 4.3% to 655 000 and share increased to 2.6%.⁸

Radio National continued to increase the amount of content made available as podcasts. This included a large selection of archival content, as well as making some programs, such as *360* and *The Night Air*,

available online and for download prior to broadcast. In 2009–10, there were 18 million downloads of Radio National content, demonstrating the value that audiences place on being able to access specialist content in a manner and at a time that suits them.

From 6 June 2010, Radio National broadcast *China Week*, presenting a range of programming themed around the World Expo in Shanghai.

In October 2009, Radio National collaborated with the BBC World Service to stage a special Sydney edition of the program *The Forum*, recorded in front of a capacity crowd at the Sydney Opera House as part of the Festival of Dangerous Ideas. A Melbourne edition of *The Forum* was also recorded with a live audience at the Fairfax Theatre as part of the Melbourne Arts Festival. Both programs were aired by the BBC in October 2009 with versions broadcast on Radio National in November 2009.

In November, the 2009 Boyer Lectures were delivered by General Peter Cosgrove on the topic *A Very Australian Conversation*. The series of six lectures focused on national security, the politics of ordinary Australians and important challenges in the future.

ABC Classic FM

The ABC broadcast continuous classical music nationally on Classic FM. In 2009–10, ABC Classic FM provided audiences with greater access to its content online and on digital radio and expanded its audience interaction online and through increased use of social media. In 2009–10, five-city metropolitan reach increased by 3.0% to 729 000. Audience share remained steady at 2.8%.

An online voting system on the ABC Classic FM website was specially built for the 2009 *Classic 100 Symphonies* to supplement the traditional voting cards available in *Limelight* magazine and through ABC Shops and Centres nationally. Listeners submitted over 20 000 votes for their favourite symphonies of all time, with 75% of these submitted

online. The final 100 symphonies were broadcast over a week in September, on air, online and on digital radio, culminating in a live concert by the Melbourne Symphony Orchestra. ABC Commercial released an eight-CD box set at the conclusion of the event.

A new weekend afternoon line-up was launched on ABC Classic FM in 2010 to provide more consistent scheduling across the weekend. As well as scheduling changes, two new programs were introduced: *Music Makers* and *The Opera Show*.

In May 2010, ABC Classic FM was host broadcaster for the International Society for Contemporary Music's (ISCM) annual World New Music Days conference in Sydney. This was the first meeting held in the southern hemisphere in the ISCM's 90-year history. The network presented a special ABC ISCM New Music on its digital radio station from 10–16 May, where 80 new works were heard in Australia for the first time. ABC Classic FM recorded more than 20 new music concerts during this period, including some notable world premieres of works by contemporary composers. The response to both the ABC's involvement in this major cultural event and to the special digital radio channel was positive from listeners and the international music community alike.

ABC digital radio

On 1 July 2009, ABC Radio launched digital radio services in five mainland capital cities. Digital radio listeners can tune in to the five existing analog stations plus three new music channels: ABC Dig Music, ABC Jazz and ABC Country. These channels were formerly known as *dig*, *dig Jazz* and *dig Country*, and were available online and via digital television.

In addition, a new dedicated digital sports channel, ABC Grandstand, began on 8 July 2009 and the extra channel capacity afforded by digital radio was used to create ABC Extra. ABC Extra is an occasional digital radio service used to mark special events and occasions and to showcase and rebroadcast some of the ABC's best radio content.

In 2009–10, ABC Extra was used to present *ABC Moon Landing* and *ABC Woodstock*, marking the 40th anniversaries of the Apollo 11 moon landing and the legendary Woodstock music festival. ABC Melbourne Festival and ABC Sydney Writers' Festival presented unique and aggregated content from across ABC Radio for the duration of these Festivals and ABC East Timor marked the 10th anniversary of that country's independence referendum. On 2 November 2009, *triple j Unearthed* digital radio was launched in time for Australian Music week.

All ABC digital radio services except ABC Grandstand are streamed online.

ABC Open

ABC Open is an initiative to engage regional audiences in participatory media, or user-generated content, to bridge the digital divide currently experienced by many Australians living outside capital cities. The project is one of a number of initiatives specifically funded by the Federal Government in the ABC's 2009–12 triennial funding allocation.

In 2009–10, the infrastructure, systems and staff were established to support the initiative. In 2010–11, a total of 30 ABC Open producers will progressively start work in Local Radio stations in regional centres across the country. The first 18 producers—located in Kununurra, Launceston, Gippsland, Illawarra, Shepparton, Broome, Sunshine Coast, Rockhampton, Gold Coast, Upper Hunter, Ballarat, Geraldton, Port Lincoln, Warrnambool, Horsham/Mt Gambier, Warrnambool, Renmark and Katherine—will commence in the second half of 2010.

ABC Open producers will foster online community development, as well as provide online support and feedback. In addition to raising the digital literacy of regional Australians, ABC Open is expected to generate significant benefits for regional businesses, including other media organisations, and deliver more than 50 creative jobs in digital media across regional Australia. ■



Graham Abbott conducts the Melbourne Symphony Orchestra on Saturday 19 September 2009 in the Classic 100 countdown concert broadcast live on ABC Classic FM.

ABC Television helps build a national shared experience and sense of identity through contemporary, relevant and diverse content.

ABC1

ABC2

ABC3

Online

On-demand

IN ADDITION TO THE ABC's national analog coverage, the Corporation now delivers three commercial-free, free-to-air digital television channels. ABC1 and ABC2 broadcast a range of genres including *ABC for Kids*, a day-time pre-schooler's television service. ABC3, launched in December 2009, provides dedicated children's programming for 6 to 15 year olds.

In 2009–10, ABC Television had an average weekly metropolitan reach of 8.7 million, or 59.1% of the five-city metropolitan population. This was similar to the 2008–09 reach of 8.5 million or 59.3%.⁹

Total ABC regional reach for 2009–10, which includes ABC1, ABC2 and for just over half of the period ABC3, was 4 million or 59.2% of the population.

The ABC's total share of the free-to-air metropolitan television market during day-time increased to 19.0% in 2009–10 (from 17.2% in 2008–09). Share during prime-time in 2009–10 was 17.0%, similar to its share of 17.2% in 2008–09.¹⁰

Total ABC regional share during prime-time, which includes ABC1, ABC2 and for just over half of the period ABC3, was 18.9% in 2009–10, only slightly less than its share of 19.2% in 2008–09. Day-time share increased to 20.5% in 2009–10 (from 19.5% in 2008–09).¹¹

ABC1

In accordance with its Charter obligations, the ABC provided a diverse range of programs on ABC1, including programs of wide appeal and specialised interest; programs that promote the performing arts; programs that inform, educate and entertain; and programs that contribute to a sense of national identity. The increased Government funding allocated to the ABC for Australian drama in the 2009–12 triennial funding round has enabled the Corporation to develop

⁹ OzTAM metropolitan data, 2009–10. Total ABC reach in 2008–09 included ABC1 and ABC2 while, for just over half the period, total ABC reach in 2009–10 also included ABC3.

¹⁰ OzTAM metropolitan data, 2009–10. Total ABC reach in 2008–09 included ABC1 and ABC2 while, for just over half the period, total ABC reach in 2009–10 also included ABC3.

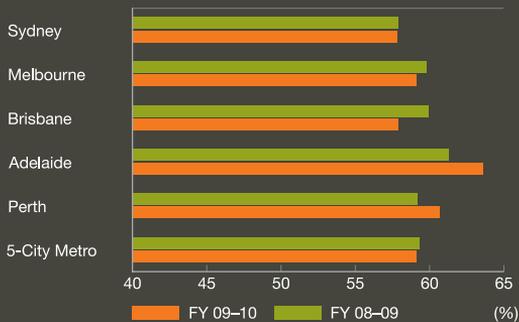
¹¹ RegionalTAM data, 2009–10.

ABC Television's average weekly reach was **8.7 million** people, or 59% of the five-city metropolitan market.

"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.

ABC Television: Average weekly metropolitan reach

(Total ABC, 24-hour, 5 minute consecutive viewing)



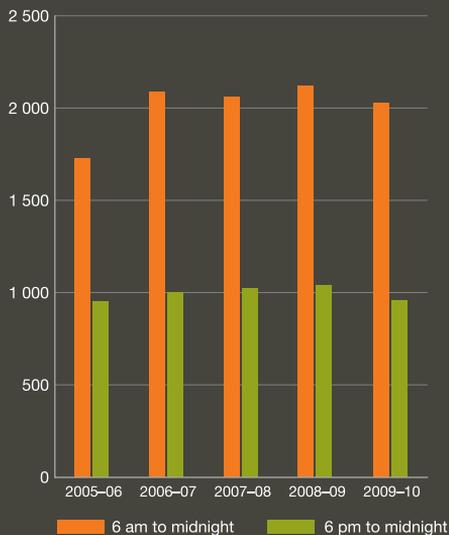
Source: OzTAM metropolitan data. 2010 data is consolidated and includes ABC3.

ABC1 broadcast **2 032 hours** of first-release television content, commissioned by the ABC.

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

ABC1: ABC-commissioned programs*

(First-release, hours broadcast)



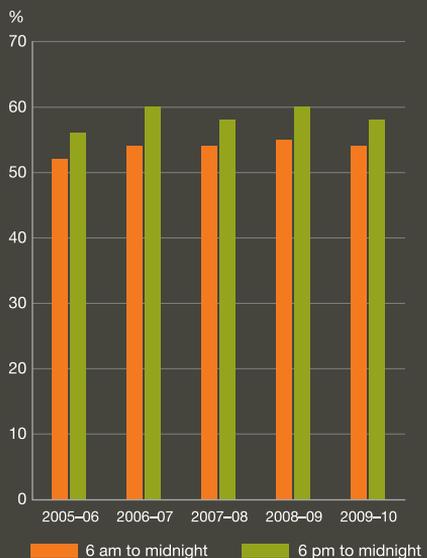
* ABC internal productions and co-productions; excludes pre-purchased programs (including many documentaries and children's drama programs).

The majority of content broadcast on ABC1 was **Australian-made**.

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

ABC1: Australian content

(Percentage of hours broadcast)



ABC Television had a **19%** day-time share of the free-to-air, five-city metropolitan market.

“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.

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

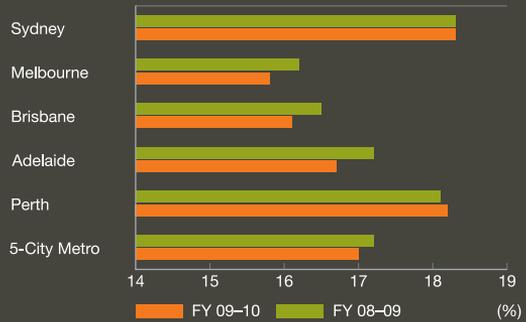


Source: OzTAM metropolitan data. 2010 data is consolidated and includes ABC3.

ABC Television had a **17%** prime-time share of the free-to-air, five-city metropolitan market.

“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.

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

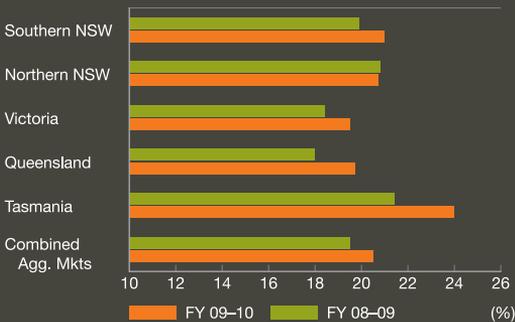


Source: OzTAM metropolitan data. 2010 data is consolidated and includes ABC3.

ABC Television had a **20.5%** day-time share of the free-to-air regional market.

“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.

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



Source: RegionalTAM. 2010 data is consolidated and includes ABC3.

ABC Television had a **18.9%** prime-time share of the free-to-air regional market.

“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.

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



Source: RegionalTAM. 2010 data is consolidated and includes ABC3.

and produce a greater diversity and greater volume of Australian stories. ABC Television currently has 136 hours of drama in development.

In 2009–10, ABC1 continued to offer programming for its established audiences with second series of popular Australian dramas *East of Everything* and *Bed of Roses* and the off-beat comedy *The Librarians*. More innovative content and young talent was cultivated with two series of the current affairs/sketch comedy series *Hungry Beast*, developed by Andrew Denton's production company, Zapruder's Other Films. Two new comedies came to the small screen: *Lowdown* and *John Safran's Race Relations*.

Documentary offerings included the landmark historical series *Kokoda* commemorating ANZAC Day, and the six-part astronomical series *Voyage to the Planets*, which was accompanied by an interactive companion website. ANZAC Day marches and ceremonies, including live coverage from Gallipoli and Villers-Bretonneux, reached large audiences across metropolitan and regional areas. ABC1 provided prime-time coverage of the Paralympic Games from Vancouver. The nation's grief over the devastating Black Saturday bushfires was commemorated with the screening of *Inside the Firestorm* on 22 February 2010, the National Day of Mourning declared on the one year anniversary of the fires.

Arts programming included a mix of television and online content, such as *Artscape*, *Art Nation*, *At the Movies* and *Jennifer Byrne's First Tuesday Book Club*.

Throughout the year, ABC1 broadcast the best of science (*Catalyst*), religion and ethics (*Compass*), Indigenous culture and history (*Message Stick*), lifestyle (*Poh's Kitchen*, *Can We Help?*, *Talking Heads* and *Collectors*) and entertainment (*The Gruen Transfer* and *Spicks and Specks*).

In 2009–10, ABC1's weekly metropolitan reach decreased, as sections of its audience migrated to ABC2 and ABC3. In 2009–10, ABC1's reach was



Poh Ling Yeow cooking with guest chef Ian Parmenter in the Margaret River for ABC televisions' Poh's Kitchen.

8.1 million (or 55.2% of the five-city population) compared to 8.4 million (or 57.9% of the metropolitan population) in 2008–09.¹² ABC1's day-time share decreased to 12.4% in 2009–10 from 15.4% in 2008–09 and prime-time share decreased to 15.1% from 16.4%.

ABC1's weekly regional reach in 2009–10 also decreased compared to its reach in 2008–09. In 2009–10, ABC1's reach was 3.7 million or 55.7% of the regional population compared to 4 million or 60.9% in 2008–09.¹³

ABC1's regional prime-time share decreased from 18.7% in 2008–09 to 17.1% in 2009–10. Day-time share decreased from 18.5% in 2008–09 to 14.8% in 2009–10.

Just over one-third of the top 20 ABC1 programs in metropolitan markets in 2009–10 were Australian. Australian programs achieving five-city audiences of more than 1 million included *Spicks and Specks*, *The Chaser's War on Everything*, *The Gruen Transfer*, *Australian Story*, *ABC News*, *The 7.30 Report* and *Four Corners*.¹⁴

Over half of the top 20 ABC1 programs for regional markets in 2009–10 were Australian. Australian programs included *Spicks and Specks*, *Australian Story*, *ABC News*, *Elders with Andrew Denton*, *The Chaser's War on Everything*, *Four Corners*, *The New Inventors* and *Collectors*.¹⁵

¹² OzTAM metropolitan data, 2009–10.

¹³ RegionalTAM data, 2009–10.

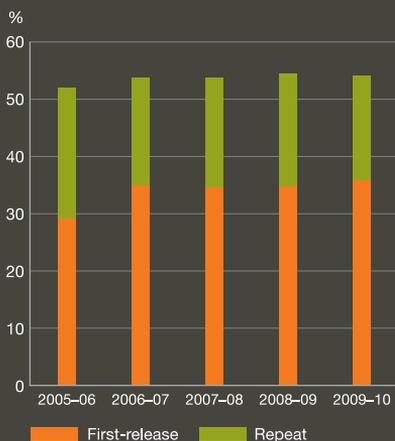
¹⁴ OzTAM metropolitan data, 2009–10.

¹⁵ RegionalTAM data, 2009–10.

More than half of Australian-made television content shown on ABC1 during the day-time was first-release.

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

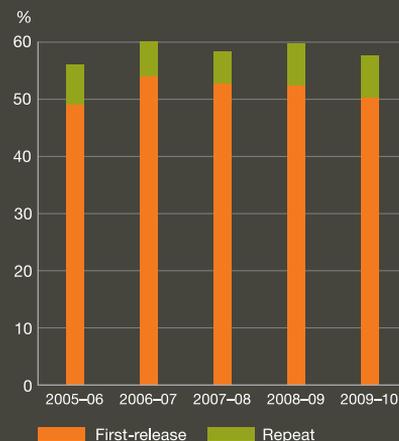
ABC1: Day-time, first-release and repeat content (Percentage of hours broadcast)



50.3% of all content broadcast on ABC1 during prime-time was Australian, first-release content.

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

ABC1: Prime-time, first-release and repeat content (Percentage of hours broadcast)



Top ABC1 Programs (2009–10) by Peak Episode—Metropolitan

	Program	Audience	FTA Share %
1	Midsomer Murders	1 508 000	31.2
2	Spicks and Specks	1 508 000	31.6
3	Doc Martin	1 483 000	31.0
4	The Chaser's War on Everything	1 456 000	30.9
5	The Gruen Transfer	1 439 000	28.6
6	Australian Story	1 311 000	25.7
7	New Tricks	1 253 000	29.7
8	United States of Tara	1 235 000	32.7
9	George Gently	1 227 000	29.1
10	Stephen Fry in America	1 211 000	22.3
11	ABC News (Monday–Friday)	1 178 000	23.4
12	Yellowstone	1 172 000	22.3
13	7.30 Report	1 158 000	22.6
14	The 39 Steps	1 147 000	24.3
15	Doctor Who	1 137 000	19.7
16	Agatha Christie's Poirot	1 136 000	24.2
17	Agatha Christie's Miss Marple	1 119 000	22.0
18	Foyle's War	1 119 000	21.2
19	Four Corners	1 112 000	22.2
20	Grand Designs	1 091 000	21.2

Source: OzTAM data.

Top ABC1 Programs (2009–10) by Peak Episode—Regional

	Program	Audience	FTA Share %
1	New Tricks	665 000	36.0
2	Doc Martin	648 000	33.5
3	Midsomer Murders	647 000	38.8
4	Spicks and Specks	638 000	30.8
5	Yellowstone	636 000	27.9
6	Australian Story	624 000	28.7
7	Edinburgh Military Tattoo 2009	549 000	35.0
8	ABC News (Saturday)	543 000	28.4
9	George Gently	529 000	29.3
10	Elders with Andrew Denton	516 000	24.1
11	The Chaser's War on Everything	509 000	25.9
12	Hope Springs	502 000	28.9
13	Heart and Soul	498 000	29.7
14	The New Inventors	498 000	24.0
15	The 7.30 Report Summer Edition	495 000	29.9
16	Nature's Great Events	493 000	19.9
17	Four Corners	493 000	23.1
18	Collectors	492 000	27.5
19	ABC News (Sunday)	489 000	24.0
20	Spicks and Specks: A Very Specky Christmas	489 000	26.9

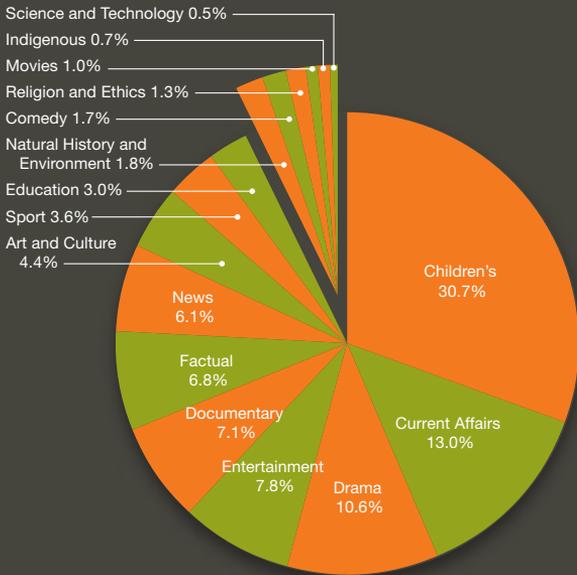
Source: RegionalTAM data.

ABC1 broadcast content across diverse genres.

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

ABC1: Genre mix

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

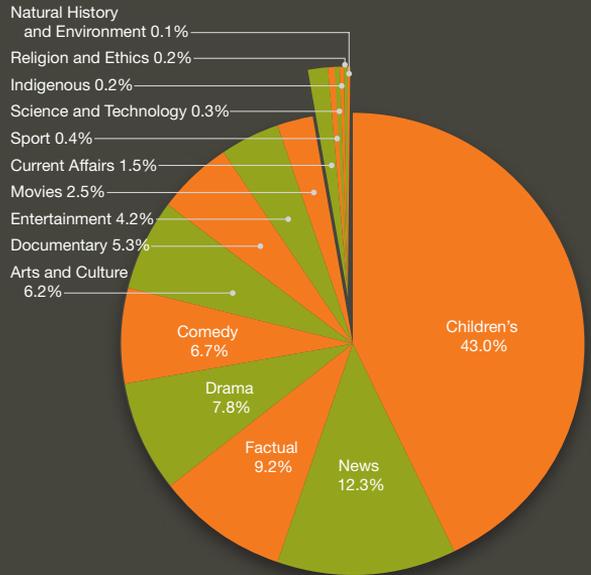


ABC2 broadcast 43% children's content.

A diverse genre mix demonstrates that the ABC provided programs of both wide-appeal and specialised interest. ABC2 broadcasts dedicated pre-school content, which is reflected in the genre mix.

ABC2: Genre mix

(Percentage of hours broadcast, excluding interstitial material)



Notes: Hours have been rounded to nearest whole number. The ABC2 transmission hours, schedule and content changed in this reporting period and should not be used as a comparison to previous years.

Hugh Sheridan on the
Play School set.

ABC2

ABC2 provides engaging and entertaining programming for pre-schoolers during the day through *ABC For Kids* and fun, innovative content focused on youth audiences, culture, comedy and entertainment in the evening.

A new logo and branding for pre-school content was developed under the *ABC For Kids on 2* banner. The hours of broadcast were expanded to nine hours per weekday and 12 hours on weekends. Connection with audiences was enhanced with programs such as *Giggle and Hoot* and The Wiggles-hosted blocks. The rebranding of *ABC For Kids on 2* created a complementary service to the new children's channel, ABC3, and identified discrete timeslots designated for children's content.

Popular Australian programs among pre-schoolers in 2010 on ABC2 included *Adventures of Bottle Top Bill and his Best Friend*, *Play School* and *Five Minutes More*.¹⁶

ABC2 commissioned its first-ever drama series, *I Rock*, aimed at a youth music audience. The channel also premiered the best of international programs such as the cult-hit American drama *Breaking Bad*. Australian arts programming continued to be a priority on ABC2 with screenings of *ABC2 Live presents Cosi Fan Tutte* and *ABC2 Live Presents Bliss*.

ABC2 also continued to support both Women's and Paralympic sports, broadcasting live coverage of the Women's Football Asian Cup, the Men's Wheelchair Basketball (the Rollers' World Challenge) and the Asia Oceania Men's Wheelchair Basketball Championships.



In 2009–10, ABC2's average weekly metropolitan reach more than doubled compared to 2008–09, increasing from 1.4 million or 9.6% of the metropolitan population to 2.8 million or 18.9%.¹⁷ Between 13 and 19 June 2010, ABC2 achieved its highest reach ever of 3.7 million, or 25.0% of the population.

ABC2 also experienced increases in its share of the free-to-air audience. Prime-time metropolitan share increased to 1.5% in 2009–10 (from 0.8% in 2008–09), and day-time share increased to 4.8% in 2009–10 (from 1.8% in 2008–09). In the pre-school age group (0–4), ABC2's free-to-air day-time share in the metropolitan markets in the first six months of 2010 was 31.7%.¹⁸

¹⁶ OzTAM metropolitan consolidated data, Jan–June 2010.

¹⁷ OzTAM metropolitan data, 2009–10.

¹⁸ OzTAM metropolitan consolidated data, Jan–June 2010.

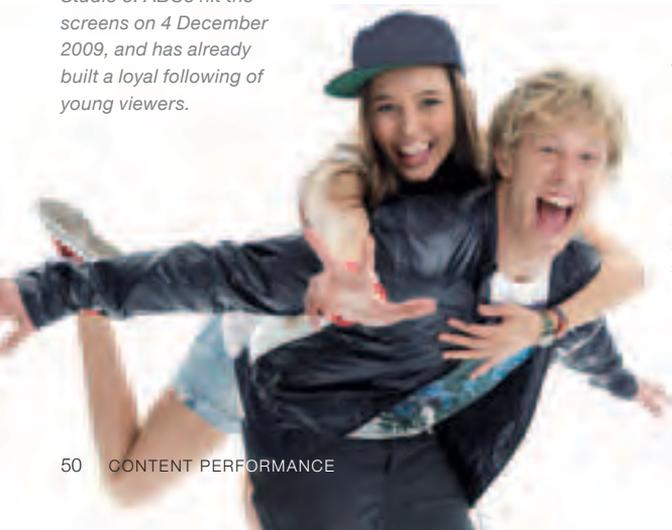
ABC3

On 4 December 2009, the ABC launched ABC3, a new digital channel. Aimed at children between six and 15 years old, ABC3 provides distinctively Australian programming, including a mix of drama, comedy, adventure, reality, action, music, news and current affairs, games and documentaries. In December 2009, ABC3 broadcast 40% Australian content, increasing to 42% by the end of March 2010.

In the first half of 2010, ABC3 reached 1.5 million people or 10.1% of the metropolitan population on average each week.¹⁹ ABC3 was the leading channel during the day among children 5–12 years with a share of 21.2% in metropolitan areas in the first half of 2010.²⁰ ABC3's total share among during day-time was 3.1%.²¹

Popular Australian programs on ABC3 in 2010 included *Prank Patrol*, *Good Game: SP* and children's dramas *Dance Academy* and *Dead Gorgeous*.²² ABC3 programs were also available to stream from the ABC3 website or via ABC iView. Since January 2010, the ABC3 website reached an average of 228 000 Australians each month.²³

Amberley Lobo and Kayne Tremills, hosts of Studio 3. ABC3 hit the screens on 4 December 2009, and has already built a loyal following of young viewers.



Online

ABC Television Online offers many opportunities for audiences to further engage with their favourite television programs. On program websites, audiences can discover more information about programs, catch-up on episodes they missed via streaming or downloading and interact with content or chat with presenters, program makers or other audience members.

In 2009–10, ABC Television Online's monthly reach among Australians was 1.1 million.²⁴ The most visited program websites included *Gardening Australia*, *At the Movies* and *Good Game*.

On-demand

ABC iView is the most popular Australian “catch-up” television online service. ABC iView now offers the majority of programs screened on ABC1 and ABC2 as well as many *ABC for Kids* and ABC3 children's programs.

ABC iView has experienced significant growth compared to last year. It recorded 1.4 million monthly visits in 2009–10, compared with 337 000 monthly visits between August 2008 and June 2009. It continued to grow with 2.2 million visits recorded in June 2010. The most viewed programs in June 2010 were in a range of program genres including dramas such as *Doctor Who*, documentaries such as *Voyage to the Planets* and entertainment programs including *The Daily Show with Jon Stewart*, *Good Game* and *Spicks and Specks*.²⁵

¹⁹ OzTAM metropolitan data, 2009–10.

²⁰ OzTAM metropolitan consolidated data, Jan–June 2010.

²¹ OzTAM metropolitan consolidated data, Jan–June 2010.

²² OzTAM metropolitan consolidated data, Jan–June 2010.

²³ Nielsen Online, Jan–May 2010.

²⁴ Nielsen Online, *Australian Home and Work Panel*, 2009–10.

²⁵ Source: WebTrends OnDemand data, 2009–10.

The ABC continues to offer programs and program segments for download, especially popular for use on mobile devices. In 2009–10, close to 800 000 ABC vodcasts were downloaded each month compared to a monthly average of 655 000 in the first half of 2009 (January–June). A total of ten million ABC vodcasts were downloaded during the year.

Among the most frequently downloaded vodcasts in 2009–10 were *Good Game* (1.6 million), *Media Watch* (948 000), *triple j tv* (772 000) and Australia Network's *English Bites* (696 000).²⁶

Greater choice for Australian audiences

Additional free-to-air and subscription television channels have increased viewer choice and further intensified competition between networks for the attention of viewers.

In 2009–10, three new free-to-air digital television channels were launched including GO! in August 2009, 7TWO in November 2009 and ABC3 in December 2009. This increased the number of free-to-air television channels from eight to 11. Digital

Tracker surveys, commissioned by the Government's Digital Switchover Taskforce, showed that take-up of digital television continued to increase in Australia. An estimated 74% of Australian households had converted to digital television by the end of June 2010.²⁷ A further percentage had access to subscription television which equates to access to digital channels.

The ability to time-shift television viewing is also beginning to change audience habits. From 27 December 2009, ratings data services have been able to measure and report time-shift viewing. Results for the first six months of 2010 indicate that most television viewing during prime-time is live, making up 95% of total television viewing.²⁸ The greatest impact on the levels of time-shifted viewing in the future will be the rapid uptake of Personal Video Recorders (PVRs). By June 2010, it was estimated that 31.1% of homes in the five-city metropolitan market had at least one PVR device with a hard drive.²⁹ ■

²⁶ Source: WebTrends Analytics data, downloads of MP4 and WMV files, 2009–10.

²⁷ Australian Government, Department of Broadband, Communications and the Digital Economy, Digital Switchover Taskforce, Digital Tracker, Quarter 2, 2010.

²⁸ OzTAM metropolitan consolidated data, Jan–June 2010.

²⁹ Source: OzTAM Establishment Survey Quarter 2 (April–June) 2010.

The average monthly visits to ABC iView increased to 2.2 million.

ABC iView: Monthly visitors and visits



Source: WebTrends OnDemand

"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 ABC has the capacity to uncover, report and deliver local, national and international news, and has a well-established reputation for doing so.

News and current affairs on radio

News and current affairs on television

News Online

THE ABC PLAYS a critical role in providing a high-quality, reliable and unbiased news and current affairs service both within Australia and internationally. Significant growth in the popularity of News Online demonstrates the cross-platform demand for ABC news content. In 2009–10, the majority of Australians considered that ABC news programs do a “good job” of being balanced and even-handed.

The ABC continued to grow and develop a Continuous News Centre (CNC) at its Ultimo headquarters. The CNC is staffed by journalists skilled in production techniques and desktop editing. In 2010–11, this team will be crucial to the success of the ABC’s launch of a 24-hour news channel.

The ABC’s ongoing implementation of studio automation and desktop editing technologies have contributed to streamlined and efficient production of news content.

The expanded presence of ABC News across all platforms, and its network of international bureaux and cross-media journalists, has enabled the ABC to provide unrivalled coverage of significant events and breaking news in 2009–10.

News and current affairs on radio

The ABC provides a comprehensive news service on radio. In 2009–10, the reach of those services increased significantly. The morning *News*, broadcast at 7.45 am on Local Radio, had an average weekly reach of 1.1 million listeners in the five-city metropolitan market, a 3% increase on 2008–09.

Similarly, the *AM* program on Local Radio and Radio National reached an average of 1.5 million listeners each week in the five-city metropolitan market, up 5% on 2008–09.

News and current affairs on television

On 23 June 2010, the ABC broke the story of the Labor Government leadership spill. The following day, the ABC provided comprehensive coverage of the breaking story. *ABC News Breakfast* was broadcast simultaneously on ABC1 and ABC2, reaching a combined audience of 342 000 viewers. The *ABC News Special: Labor Leadership Challenge* was broadcast live on ABC1 throughout the morning on 24 June 2010, reaching 603 000 viewers.³⁰

ABC News Breakfast on ABC2 has significantly grown its audience since it began in November 2008. The five-city average weekly reach for 2009–10 was 199 000, representing a 42% growth on the November 2008 – June 2009 average weekly reach of 140 000.³¹

On ABC1, the five-city average for the 7pm *News* decreased compared to 2008–09 on both weeknights and Sunday evenings, but increased slightly on Saturday evenings. In 2009–10, weeknight editions of ABC News achieved an average audience of 979 000, down 7% on the previous year. Sunday editions of ABC News had an average audience of 875 000 (down by 11%), and Saturday editions had an average audience of 913 000 (up by 1%).

³⁰ OzTAM metropolitan Consolidated Data 2010. Reach based on a minimum of 5 minutes consecutive viewing.

³¹ OzTAM metropolitan Data 2009–10.



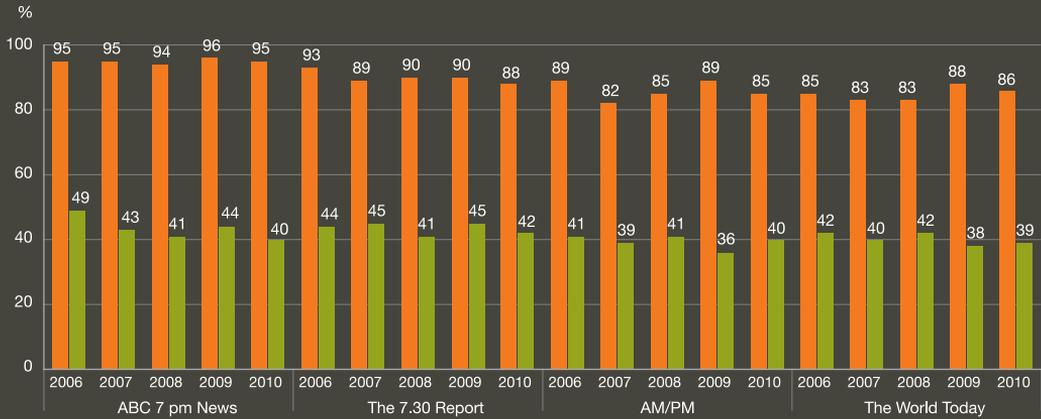
The ABC has correspondents based in **12** international bureaux.

95% of Australians believe the ABC 7pm News does a good job of being balanced and even-handed.

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

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 2010.

■ Total Good Job
■ Very Good Job

ABC news and current affairs online reached an average **1.54 million** users a month.

ABC news and current affairs websites: Monthly reach



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

The number of visits and visitors to ABC news and current affairs websites both increased by **19%**.

ABC news and current affairs websites: Monthly visitors and visits



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

The ABC broadcast a range of current affairs programs, providing in-depth analysis of the news of the day, including *The 7.30 Report*, *Lateline*, *Lateline Business*, *Stateline*, *Insiders*, *Four Corners* and *Foreign Correspondent*.

Audience levels for ABC current affairs programs were mixed, with some programs recording significant increases, while audiences for others declined. *Foreign Correspondent* continued to attract greater audiences in its new 8 pm time-slot. In 2009–10, the program's audience increased by 29% to an average of 671 000. *The 7.30 Report's* average audience decreased by 12% to 758 000. The average audience for *Insiders* increased by 5% to 209 000. Audiences for *Lateline* and *Lateline Business* declined in 2009–10, with the five-city average audience down 17% and 20% respectively on 2008–09 levels. Similarly, the average *Stateline* audience decreased by 13% to 614 000.³²

The loss of audience for some daily television news and current affairs programs was due in part to strong competing programming on commercial networks, and also reflected a generally softer performance by lead-in programming. The News Division is developing strategies to improve audience performance, including a new “look and feel” to coincide with the planned launch of ABC News 24 and some detailed qualitative market research to help refine news content.

In 2009–10, the ABC provided coverage of a number of significant issues and events around the world, including:

- on-the-ground reporting of the tsunami in Samoa that killed 150 people, the earthquake in West Sumatra that left 1 100 people dead and the devastating earthquake in Haiti;
- the Climate Change Conference in Copenhagen; and
- flood waters in Lake Eyre—coverage that culminated in the production of a one-hour documentary.

In April 2010, *The 7.30 Report's* Kerry O'Brien conducted an Australian-exclusive interview with President Barack Obama in Washington.

News Online

ABC News Online has significantly expanded, with a substantial increase in video news, a series of special reports compiled by a newly-established Investigative Unit and a series of collaborations with the Innovation Division, including most notably *The Drum*, a thought-provoking compendium of analysis, comment and opinion from inside and outside the ABC. *Australian Story* also worked with the Innovation Division to produce a television and online program about the survivors of the Black Saturday bushfires.

ABC news and current affairs websites reached an average of 1.5 million users each month in 2009–10.³³ There was an average of 4.3 million visitors each month to ABC news and current affairs websites, an increase of 19% from 2008–09. The number of visits to those sites also increased by 19% to 12.2 million a month.³⁴

The ABC continued to expand the presence of its news and current affairs services on social media networks, which provide opportunities for the ABC to engage with audiences and promote upcoming stories. ABC journalists also use Twitter accounts to break news and react to current events.

³² OzTAM metropolitan Data 2009–10.

³³ Nielsen Online, *Australian Home and Work Panel*, people aged 2 years and over, July 2009 – June 2010.

³⁴ Webtrends July 2009 – June 2010.

Annual production of news

In 2009–10, the ABC broadcast more than 19 000 hours of unduplicated news and current affairs programming on its domestic television and radio services, and internationally on Australia Network and Radio Australia.

These figures do not include material provided to ABC NewsRadio, live crosses to reporters in radio programs, and any rolling coverage. The figures also do not include seasonal variations, such as sport broadcasts that interrupt bulletin schedules. ■

Annual production of news

Radio news

Outlet	Hours
ABC Local Radio, ABC Radio National and ABC Classic FM	7 444
Regionals	3 449
<i>triple j</i>	267
Radio Australia	931
Total	12 091

Radio current affairs

Program	Hours
Early AM (ABC Local Radio)	43
AM (ABC Radio National)	87
AM (ABC Local Radio)	145
AM/PM special coverage	3
The World Today	205
PM (ABC Radio National)	185
PM (ABC Local Radio)	205
Saturday AM (ABC Local Radio and ABC Radio National)	44
Correspondents' Report	16
PM Finance Market Report	18
Summer Specials	6
Radio Australia:	
Connect Asia	217
Asia Pacific	108
Pacific Beat	671
Correspondents' Notebook	4
Asia Pacific Business	13
Pacific Review	21
Asia Review	21
Total	2 012

Television news and current affairs

Program	Hours
7 pm News (all States and Territories)	1 465
News Updates	161
Summer Late Edition News	6
Australian Story	17
News Breakfast (ABC2)	1095
Four Corners	30
Foreign Correspondent	21
Inside Business	22
Insiders	43
Landline	54
Lateline	135
Lateline Business	76
Offsiders	22
The 7.30 Report	107
Stateline	153
The Midday Report	240
Behind the News	15
BtN Daily	17
News on 3/BtN Extra	40
National Press Club	92
Order in the House	19
Parliamentary Question Time	141
Australia Network News	1 735
Asia Pacific Focus	17
Budget Specials	2
Total	5 725

The ABC delivers content and services to audiences on a huge range of platforms. abc.net.au is one of the cornerstones of the ABC's relationship with its audiences.

abc.net.au

Mobile platforms

Social media platforms

New projects

ABC ONLINE provides audiences with 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 Kids, 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 and Commercial Divisions.

abc.net.au

In 2009–10, the number of people using ABC Online increased significantly. ABC Online averaged 25 million visits each month, an increase of 21% from the previous year.³⁵ Audience satisfaction with ABC Online also increased, with 91% of people believing the quality of content is “good” compared to 89% in 2008–09.³⁶

In 2009–10, the ABC undertook a number of projects to increase traffic and frequency of visits to ABC Online.

In September 2009, the interactive *Black Saturday* website was launched and has received numerous industry awards and critical acclaim. The site provides a comprehensive overview of the February 2009 Black Saturday bushfires that devastated parts of Victoria. The unique site interweaves a selection of quality user-generated content, professional media coverage from the time and official records with a series of video portraits of people affected by the fires.

In December 2009, the opinion site *The Drum* was launched. The ABC also developed a content aggregation tool which allows online content from all of its output areas on a particular topic to be aggregated and presented in a single web portal. The first of these aggregation sites was ABC Environment, launched in December 2009. The tool was used to develop a number of new sites that will be deployed in 2010–11, including Religion/Ethics and Technology. Each site will be overseen by a specialised editor.

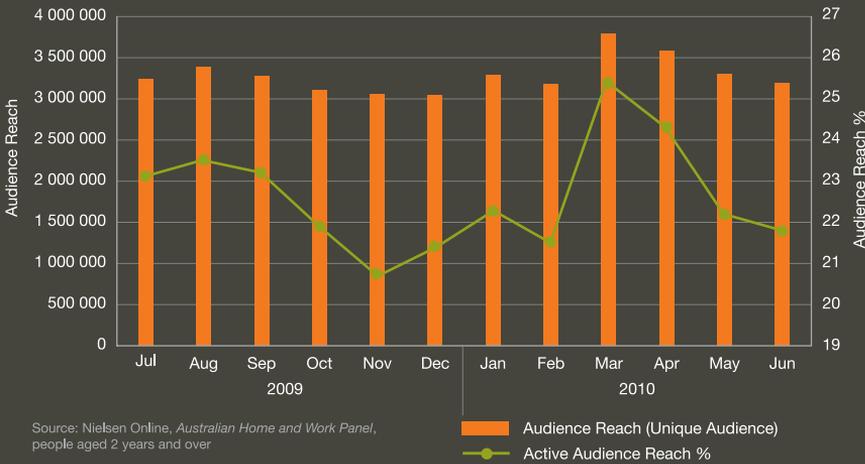
In April 2010, the ABC developed and launched *Bluebird*, a ground-breaking, online “alternate reality” drama which played out over six weeks. *Bluebird* explored the science of geo-engineering and relied on the audience to unlock clues hidden across websites, blogs and YouTube video clips to unravel a story. The project attracted many visitors, and engaged with a small, but highly engaged group of “players” who immersed themselves in the project, cracking codes and competing for the highest score.

³⁵ Webtrends July 2009 – June 2010.

³⁶ Newspan, ABC Appreciation Survey, June 2009 and July 2010.

ABC Online reached an average **3.3 million** unique users per month.

ABC Online: Monthly audience reach



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

Each month, the ABC averaged **25 million** visits to abc.net.au.

ABC Online: Monthly 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.

Mobile platforms

In 2009–10, the ABC expanded its suite of mobile services that provide audiences with access to ABC content. The ABC delivers optimised content and services for a range of smartphones including iPhone, Android and Blackberry devices. The most popular mobile service was the ABC iPhone application. At 30 June 2010, the application had been downloaded 800 000 times, and the service had attracted 150 000 visits each week.

In June 2010, the ABC launched an application specifically for the iPad. Within the first two weeks there had been 30 000 downloads of the application, with users spending an average of 28 minutes per session each time they used the application.

2009–10 saw increasing demand for the ABC to make its content easily available to audiences at any time, or on any device they choose. While the ABC has been early to market with a number of successful mobile and web tablet services, growth in this area poses a number of challenges for the Corporation in terms of infrastructure and resources. ABC Innovation is exploring the most effective means of addressing these challenges.

Social media platforms

Over the last year, ABC activity on social media networks has been strong in terms of growth and reach, while at the same time improving in quality and value to the audience. At 30 June 2010, there were almost 300 000 followers of the 200 official ABC Twitter accounts, 260 000 fans of the 90 ABC Facebook accounts and a growing YouTube following of 17 500 subscribers.

The Corporation continues to monitor and respond to the growth in the use of social media platforms such as Facebook and Twitter. To date, it has experimented and been successful with social media accounts that represent personalities, programs, stations, networks, divisions, genres and campaigns. The ABC is working

to refine and articulate its social media objectives, and to understand both its resourcing needs and its ongoing commitment to engaging with audiences in social media spaces. Social media platforms offer the Corporation a tremendous opportunity to gain feedback, undertake research and build ongoing relationships with audiences.

New projects

ABC Innovation worked with other areas of the ABC, including ABC Archives, on a number of pilot projects around education. The ABC collaborated with Education Services Australia to digitise and publish two collections of ABC archival video clips related to national curriculum subjects (environmental issues and post-war Indonesia). A separate project involved working with the New South Wales Department of Education Centre for Learning Innovation and the Australian Curriculum, Assessment and Reporting Authority to identify and map current ABC Television, Radio and Online content to the national science curriculum. These partnerships with educators demonstrate a new and valuable model for collaboration between the education and media sectors.

In the year ahead, the ABC will be developing a disability website, with support from the Department of Families, Housing, Community Services and Indigenous Affairs. The site will feature news and views of those living with a disability. In parallel, the ABC will conduct an audit of ABC Online's accessibility standards and make recommendations and improvements in this area.

Critical to the success of ABC Online is the upgrade of the ABC's Web Content Management System, which commenced in September 2009. There was considerable progress during 2009–10 and the project is on target to migrate the first sites from the old system in late 2010. The upgrade will continue over the next two years and will include systems integration, content migration and staff training. ■

Australia Network and Radio Australia broadcast to the Asia-Pacific region, helping to build the ABC's reputation for delivering content which has credibility and integrity.

Australia Network

Radio Australia

International Projects

THE ABC BROADCASTS to the Asia-Pacific region through Australia Network and Radio Australia. In 2009–10, the ABC continued to grow audiences and build partnerships across the region, despite increasing competition from other government-funded international broadcasters.

The Asia-Pacific News Centre (APNC) provides Australia Network and Radio Australia with news and analysis tailored for audiences in the region. The past year was the APNC's first full year of operation. Managed by ABC News, the APNC builds on the Corporation's long-standing Asia-Pacific expertise, with some 60 editorial staff, including reporters in the field.

Australia Network

Australia Network is Australia's international television and online service. It is currently available in an estimated 34 million homes in 44 countries across Asia, the Pacific and the Indian subcontinent. The television service supports Australian public diplomacy 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.

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.

Commissioned programming in 2009–10 included:

- *Pacific Pulse*, a weekly magazine-style program reflecting contemporary life across the Pacific with a fresh, optimistic perspective that recognises the strengths, hopes, achievements and aspirations of the people in the Pacific. The program is presented from the region by Pacific islanders Tania Nugent and Clement Paligaru. *Pacific Pulse* stories were rebroadcast across the Pacific on local stations and used extensively as interstitials in the Australia Network schedule. *Pacific Pulse* will be rebroadcast in China by the Shanghai Media Group in 2010–11.
- *My Australia* provides a look at Australia through the eyes of young people from the Asia-Pacific region. The program enlisted international visitors, including students, as active participants in a diverse range of activities in order to learn more



about Australia, meet more Australians and engage in social and cultural life. In each episode, the show followed three international visitors as they explored Australian life.

English-language learning programs were a key part of the 2009–10 programming schedule and were greatly appreciated by aspirational audiences in the region. They were supported by a suite of online offerings, including companion websites for popular programs such as *Nexus*, *Study English*, *Living English* and *English Bites*. These online resources were extremely popular—including in countries such as China and Iran, where Australia Network is not currently broadcast—and accounted for about 38% of all internet traffic to Australia Network. In the 12 months to April 2010, Australia Network experienced a 395% increase in vodcast downloads.

Working closely with the APNC, Australia Network and Radio Australia provided multi-platform and multilingual rolling coverage of the devastating

Pacific tsunami and Sumatra earthquake at the end of September 2009, including reports from eyewitnesses and ABC correspondents on the scene. There was also detailed coverage of Australia’s aid response.

Audience research in Asia is limited to the Synovate PAX Cable and Satellite Survey. For the period ending March 2010, viewership of Australia Network had grown 9% on the previous year in an increasingly fragmented market. Increases were recorded in Jakarta, Singapore and Bangkok, with modest increases in Taipei and Hong Kong. Based on these results, Australia Network reached over 1.2 million viewers per month, excluding India. Taking account of the audience measured in India by TAM India’s people meter service, the monthly viewing base exceeded two million.

The current Australia Network contract between the ABC and the Department of Foreign Affairs and Trade expires in August 2011. In June 2010, the Minister

for Foreign Affairs and Trade invited submissions from interested media industry parties regarding the future direction of Australia Network. The ABC expects an indication of the Government's intentions in October 2010.

Radio Australia

In 2009, Radio Australia celebrated 70 years of international broadcasting. From a simple shortwave radio service in 1939, Radio Australia has evolved into a multi-platform service providing content in eight languages: English, Indonesian, Mandarin, Tok Pisin (Pidgin), Vietnamese, Khmer, French and Burmese.

The Burmese language service was launched in October 2009 and was the first new language service started by Radio Australia in more than 17 years. The addition of the service was prompted by the devastation and aftermath of Cyclone Nargis, the continued home detention of opposition leader Aung San Suu Kyi and the scheduling of national elections in 2010. The service includes daily news and information, and is complemented by a Burmese-language website.

Radio Australia's broadcast footprint covers the Asia-Pacific region, and includes a network of dedicated 24-hour FM transmitters, rebroadcasts on nearly 100 local radio stations, shortwave with a focus on the less developed parts of the region and satellite distribution across the footprint. Full transmission and distribution details are provided in Appendix 23 (page 223). Radio Australia offers a multilingual website, a wide variety of podcasts and blogs, a growing presence on social media services and news distributed to mobile phones. In 2009–10, the Radio Australia website received an average of 764 000 page views per month. This is consistent with performance in 2008–09, which is a positive result in a market which is becoming increasingly competitive.

Radio Australia's popular bilingual English lessons include instruction and background information in

regional languages: Chinese, Vietnamese, Indonesian and Khmer. They are available on-air, online as both audio and text and as downloadable podcasts. In 2009–10, 3.8 million podcasts of Radio Australia content were downloaded—the majority being English-language lessons—ranking them among the ABC's most popular podcasts.

Radio Australia continued to have a significant impact in the Pacific Islands, particularly through programs tailored for Island audiences including *Pacific News* bulletins, the *Pacific Beat* current affairs program and the *In the Loop* talk and music show. In December 2009, Radio Australia had an average weekly audience reach of 32.2% in the main urban centres of Papua New Guinea, the Solomon Islands, Vanuatu, Fiji and Samoa.³⁷

Radio Australia's largest cross-platform activity continues to be in Pacific through the *Pacific Break* music competition, searching for the best unsigned original musicians that the Pacific has to offer. Now in its third year, *Pacific Break* also included television coverage by Australia Network and online participation. *Pacific Break's* 2009 winner was a Papua New Guinea musician whose prize was travel to Vanuatu to perform live at the Fest Napuan Pacific Music Festival. *Pacific Break* was awarded "Most Creative Marketing Strategy" by the Association of International Broadcasters in their annual awards in London in November 2009.

For the first time, Radio Australia also had a presence at FIFO (Festival International du Film Oceanien), the annual Pacific film festival hosted in French Polynesia in January 2010. This event presented the French Radio Australia service with the opportunity to cooperate with France's overseas broadcasting services, and led to the ABC being invited to play a bigger role in next year's FIFO.

The Khmer service celebrated Cambodian New Year in April this year with live broadcasts over two

³⁷ Source: Tebbutt Research, December 2009.

days in the city of Siem Reap, near ancient Angkor Wat. The broadcasts were followed up with visits to surrounding high schools and universities to promote Radio Australia's English lessons. Radio Australia broadcasts 24-hours a day in English via FM transmitters in the major centres of Phnom Penh, Siem Reap and Sihanoukville, and the daily Khmer program is available through a network of 10 local radio stations.

On 31 May 2010, Michael McCluskey was appointed as the new Chief Executive of Radio Australia. Dr McCluskey was previously the State Director of New South Wales and recently completed his PhD on the impact of international media in Bhutan. The outgoing Chief Executive, Hanh Tran continues with the network in a senior editorial role.

International Projects

The ABC, through its International Projects unit, works to support the development in the Asia-Pacific region of robust media institutions that operate in the public interest. It is funded externally on a project basis, with some 25 staff (including locally-engaged staff). Staff are located in Cambodia, Papua New Guinea, the Solomon Islands, and Vanuatu, and there is a support team in Australia.

International Projects offers assistance in the form of strategic advice, training and mentoring, technical support and secondments. The core goal of these activities is to increase demand for good governance and support communications for development in partner countries. This goal aligns with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for International Projects.

In 2009–10, International Projects continued major programs with Papua New Guinea's National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations in the Solomon Islands and Cambodia's state broadcaster, Radio National Kampuchea. The

Australia Network's Pacific Pulse Presenter, Tania Nugent, interviewing George Sari, a self-taught artist and community leader from Okiufa Village in Goroka, Papua New Guinea.



Cambodia project, which included the introduction of talkback radio, has been extended until 2011, having attracted funding from the World Bank as well as from AusAID.

International Projects also managed a number of smaller projects, including a program of support to broadcasters across 14 Pacific countries. The unit also commenced a program of support for Vietnam Television which began in 2009 and will be completed in late 2010.

Building international relationships

During 2009–10, the ABC benefited from the exchange of ideas by welcoming to Australia delegations from Indonesia, China, Thailand, Vietnam, Cambodia, Papua New Guinea, French Polynesia, New Caledonia and the Cook Islands

The ABC maintains relationships with international broadcasting associations, including: Asia-Pacific Broadcasting Union (ABU), Asia-Pacific Institute for Broadcasting Development (AIBD), Pacific Islands News Association (PINA), Commonwealth Broadcasting Association (CBA) and the European Broadcasting Union (EBU). ■

ABC Commercial provides a revenue stream through its commercial activities which assist the ABC in fulfilling its Charter obligations as a national public broadcaster.

ABC Digital

ABC Music

ABC Publishing

ABC Sales and Distribution

ABC Retail

ABC COMMERCIAL is responsible for the management of a range of media businesses which create, license and market products and services related to the Corporation's programming and Charter activities, including exploring the potential afforded by digital technology.

In 2009–10, ABC Commercial achieved a net profit of \$13.8 million, a decrease of \$5 million from 2008–09. This reflects the impact of the economic downturn, a weakening in the DVD market worldwide and investment in ABC Digital and ABC Retail, including ABC Shops and the ABC Shop Online.

The Division's Digital, Music and Publishing businesses performed well, reporting good growth in net profits. These positive outcomes were achieved against the backdrop of a difficult period for commercial entities worldwide.

During the year, ABC Commercial focused on its business strategy: extending the revenue potential for ABC content and exploring new revenue-generating opportunities through the implementation of new commercial digital business initiatives, including mobile technologies, video-on-demand and console games; expanding ABC Retail's footprint across Australia; and developing and expanding the ABC Shop Online.

Responding to research which identified the close connection between ABC audiences and ABC Retail customers, ABC Commercial aligned offerings across its distribution channels with promotional activities which complemented ABC programming, including ABC News, ABC Radio and ABC Television.

ABC Commercial also continued its investment in innovative Australian productions and Australian talent through the execution of a number of key agreements, including those associated with *Hungry Beast*, *Beached Az* and the *Bananas in Pyjamas 3D* animated series.

ABC Commercial contributed \$13.8 million to ABC net revenue.

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

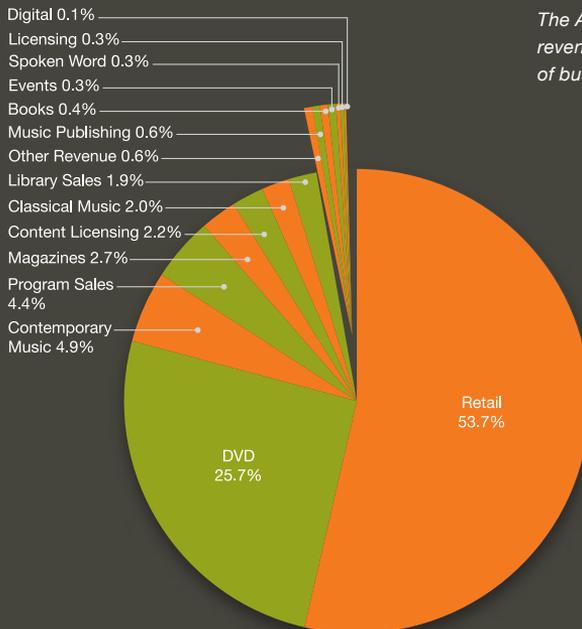
ABC Commercial: Contribution to ABC net revenue



a. Includes Program Sales, Business Development Unit, Non-Theatrics and Stock Footage.
 b. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.
 c. Excludes Screenrights.
 d. Excludes ABC Resource Hire and includes interest.
 e. Includes interest and investment in ABC Retail development.

More than half of ABC Commercial's revenue came from its retail business.

ABC Commercial: Gross revenue by activity



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

ABC Digital

2009–10 saw ABC Commercial's digital businesses deliver increased revenue growth for the year through the development and execution of a number of new business models and commercial deals. These digital initiatives are extending the ABC experience and allowing even more Australian audiences to engage with ABC content where and when they want it.

ABC Digital successfully delivered its first console game, *SingStar: The Wiggles*, which was developed for PlayStation through the ABC's key partnership with The Wiggles.

Another first for the ABC was the launch of an on-demand store, a unique offering of the ABC Shop Online. The Wiggles On Demand Store is an online "one stop shop" for The Wiggles' entire video and music catalogue.

Other commercial digital initiatives included the development and launch of new applications and games, *ABC for Kids* and *Beached Az* for the iPhone, iPad and iPod Touch. In addition, over 350 hours of comedy, entertainment, children's and factual content was launched on iTunes.

During the year, ABC Commercial grew its revenue through the expansion of its presence on YouTube. It uploaded 9 255 short clips of ABC content, such as *Enough Rope* and *Beached Az*, to YouTube, generating 12.9 million views across all ABC channels, including youtube.com/user/EntertainmentOnABC and youtube.com/user/ComedyOnABC.

ABC Commercial in conjunction with its commercial partner, Pascal Press, further developed *ABC Reading Eggs*. This subscription-based educational website is aimed at helping young children learn to read. The website is supported by associated printed material, books and merchandise available through ABC Shops, ABC Shop Online and other retail outlets. *ABC Reading Eggs* was a finalist in the 2009

Australian Interactive Industry Association Awards for best learning and education website.

Digital Content Licensing delivered growth in profits through a range of new and distinctive business models. Its licensing income stream was further developed through a deal with Omnilab, where ABC news headlines appear on digital information screens throughout the Sydney International Airport. Under a new agreement, Fairfax purchased the rights to stream a range of back-catalogue programming such as *Enough Rope*, *Foreign Correspondent* and *Catalyst*.

New commercial licensing deals were also executed for video-on-demand platforms, TiVo (including *The Gruen Transfer*, *Race Relations* and *Kylie Kwong's Heart and Soul*) and Fetch TV (including *ABC News* and children's content such as *The Wiggles*, *Bananas in Pyjamas* and *Justine Clark*).

In addition, six new ABC mobile channels were launched on Optus Mobile TV: *Rage*, *ABC for Kids*, *ABC Comedy*, *ABC Entertainment*, *ABC Comedy Kitchen* and *Aardman Animations*.

ABC Music

ABC Music performed well during the year, delivering growth against a worldwide downturn across the sector. ABC Music experienced an increase in market share through the success of its labels, including ABC Classics and ABC for Kids, both of which are the top selling labels in their genre in Australia (as measured by wholesale sales of both physical and download products) and ABC Contemporary.

ABC Music continued to produce products which were popular with the ABC customer/audience. The bestselling release for ABC Music was *triple j's Hottest 100 of all Time*, which surpassed platinum and sold more than 135 000 units. *Baby It's Cold Outside* achieved gold record status, selling over 35 000 units.

ABC Music continued its association with the independent film industry in Australia during the year with its release of the sound track to *Balibo*. Music for this critically acclaimed film was recognised at the 2009 ARIAs, winning Best Sound Track, and at the 2009 Australian Guild Composers Awards for Best Score and Best Song.

David Hobson, a long-time ABC Classics recording artist, recorded the *Enchanted Way* with ABC Classics. The album has performed well, with over 20 000 units sold in less than three months and achieving number one status on the ARIA Australian Top 20 Classical Albums Chart.

ABC Publishing

2009–10 was a successful year for ABC Publishing businesses in a difficult market.

Delicious magazine continued to perform strongly throughout the period. The Audit Bureau of Circulation magazine report for June–December 2009 found that *Delicious* magazine recorded 132 000 sales per issue, a 1% increase year on year—in contrast to a 1% decline across the total food category over the same period. This secured *Delicious* magazine its fifth consecutive year-on-year sales increase. *Delicious* maintained its presence internationally with magazines published in the United Kingdom and in the Netherlands, collectively selling just under 2 million copies during the year.

Gardening Australia magazine had sales of 88 606 per issue, an 8% decline on the same period in the previous year, but it retained its spot as the leader in the gardening category with 43% of the market share.

Niche magazine title *Organic Gardener* maintained its sales momentum, with a 14% increase in sales for the June–December 2009 period, compared to the same period the previous year, and with a 60% increase in subscriptions.



Four-year-old Annika is learning to read while having fun with ABC Reading Eggs.

During 2009–10, the first full year under which ABC Books has been under the operational control of HarperCollins (editorial control remains with the ABC), 25 new authors were signed to ABC Books, and 43 new releases stemmed directly from ABC programming. Bestselling 2009–10 releases for ABC Books included: *Slow Cooker* by Sally Wise, *Delicious: Quick Smart Cook* by Valli Little, *Stainless* by Shannon Lush and Trent Hayes and *A Pressure Cooker Saved My Life* by Juanita Phillips, and children's titles *Hairy Maclary Shoo* by Lynley Dodd, *Sing! 2010 songbook* and *The ABC Books of Cars, Trains, Boats and Planes* by Helen Martin, Judith Simpson and Cheryl Orsini.

ABC Sales and Distribution

Following record sales in 2008–09 from titles such as *Summer Heights High* and *We Can Be Heroes*, ABC DVD suffered from the global downturn in the DVD market in 2009–10, as well as a decline as a result of the wider economic downturn. However, the end of the period saw a lift in DVD sales driven by new releases.

In 2009–10, more than 250 ABC DVD titles were released, including two Blu-ray titles. Titles included *Clarke and Dawe*, *Lake Eyre* and *Spicks and Specks: Up to Our Eras*. ABC DVD continued to lead the children's DVD market with releases including *The Wiggles: Hot Poppin' Popcorn* and *The Wot Wots: Sneak a Peak*. More than 220 titles, including eight Blu-ray titles, were released under the BBC label in 2009–10.

ABC Licensing continued to broaden the Division's product offerings through the acquisition of a number of new brands to represent for merchandise sales, including *Shaun The Sheep*, *Prank Patrol*, *Beached Az* and *Dance Academy*. Key products released during the year include *Bananas in Pyjamas* Beanie and Plush, a *Spicks and Specks* Interactive Game and a *Shaun the Sheep* Plush.

During 2009–10, ABC program sales worldwide was also impacted by the global financial crisis, with client media and broadcast companies reducing acquisitions. More than 20 hours of first-release, ABC-owned programming was represented along with 75 hours of first-release, third-party programming and 1 800 hours of catalogue titles to more than 130 countries worldwide. Sales to networks included *The WotWots* to Warner Home Video UK, *Enough Rope* to Foxtel Australia and *Poh's Kitchen* to Discovery Asia. These titles contributed significantly to sales across Australia, Finland, Poland, Portugal, the Middle East, South Africa and 40 countries in Asia, including Singapore, Philippines, Thailand and Malaysia. The ABC made format sales to BNN, the Dutch Public Broadcaster, for a second series of *The Chaser's War on Everything* and to the Danish public broadcaster DR TV for a pilot of *The Gruen Transfer*.

Library Sales provides access to the ABC's archive collection of footage, radio and still images. This year, Library Sales benefited from an increased demand for news content for use in popular crime series.

Non-Theatric Sales had a successful year due to the increased supply of digital material and the securing of some large volume sales.

During this period, ABC Events staged numerous events enjoyed by Australians young and old. Proving popular with young families was the brand new *Play School*, which commenced its national tour to an increased audience from the prior year. New characters joined ABC for Kids events, including the *WotWots*, with a twenty minute live show and meet and greet activity, whilst Spot celebrated his 30th birthday with a popular meet and greet tour of ABC Shops along the eastern seaboard. The ABC Gardening Australia Expo was refreshed with two brand new stages, including the Organic Circle stage and The Potting Shed Stage. Audiences across the nation laughed along to comedians Dylan Moran and Bill Bailey, television personalities from ABC's

Black Books, with shows added to the original tour schedules for both events. Music fans were treated to jazz performed at a concert based on the popular ABC Music CD *Baby It's Cold Outside* and with *Play School* stars Jay Laga'ia and Justine Clarke in *Play School Big Jazz Adventure*, both of which were sell-out performances at the 2010 Melbourne Jazz Festival.

ABC Retail

ABC Retail comprises ABC Shops, ABC Shop Online and ABC Centres. At the end of the financial year, ABC Retail operated 159 outlets throughout Australia—45 ABC Shops and 114 ABC Centres.

During the year, ABC Commercial continued to invest in ABC Retail's strategic expansion with the objective of extending the ABC footprint across Australia, including in regional centres. Following the success of its new concept store at Bondi Junction—a new look and direction for ABC Shops offering customers a much closer link between the retail environment and the on-air content of the ABC—the new shop concept was rolled out to all new ABC Shops and a further five existing shops, which coincided with lease renewals. The new concept shops consistently traded ahead of traditional look shops. The new concept will continue to be implemented across all shops nationally.

The ABC Shop Online, a key plank in ABC Commercial's digital strategy, performed well during the year. Through investment, it underwent further developments and enhancements as well as an expansion of its product range resulting in sustained year-on-year growth.

The ABC Shop Online received regional recognition by the Online Retail Industry at its 2010 Australasian Awards, winning Best Online Retailer in Australasia and Best Multi-Channel Retailer in Australasia.

During the year, the links between ABC Commercial products, ABC Retail and ABC programming were strengthened through 206 local promotions across ABC Shops and Centres nationally. The most successful of these were the appearances of ABC3 hosts of *Prank Patrol* and *Dance Academy* personalities which attracted up to 1 500 fans per event. Wireless EFTPOS technology was employed during these periods to ensure timely customer service, leading to increased sales of program-related products.

To augment its knowledge of ABC customer/ audience preferences, ABC Commercial invested in new customer relationship management software. A new VIP customer program, underpinned by tailored ABC Retail experiences and offers, was successfully trialled during this period and will be launched in 2010–11. ■





Gaven Morris, the ABC's Head of Continuous News, prepares for the midday news bulletin in the Sydney newsroom.

PUBLIC BROAD CASTING PUBLIC BENEFIT

The ABC's custom-built iPad app is available free from iTunes, and offers a range of ABC news, television and radio content.



There is a lot going on behind the scenes at the ABC. The ABC depends on skilled and experienced people who are responsible day and night for making content, broadcasting content and everything in-between.

The ABC publishes the most extensive set of broadcasting guidelines available in Australia. The ABC Editorial Policies outline the editorial and ethical principles that are fundamental to the ABC, and reflect the standards that audiences expect of their national broadcaster. The ABC Editorial Policies, and the ABC's commitment to effective self-regulation, lie at the heart of its journalistic independence and integrity.

Running the ABC

Section

3

The ABC is committed to keeping Australians informed about all of the things that are important to them, whether it is breaking news, analysis of the latest political events, or essential emergency broadcasting services. Australians trust the ABC to deliver balanced, independent news.

Systems and services performance

Editorial standards

Infrastructure and operations

ABC people

Strategy, marketing, communications and legal services

The astonishing growth of social media—such as Facebook, YouTube and Twitter—poses complex and still-evolving policy challenges for all large media organisations.

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 Corporation'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.

Advise

In order to ensure clarity and consistency in the interpretation of the *ABC Editorial Policies*, the Director of Editorial Policies advises the Managing Director and other Directors. The content areas have their own editorial policy specialists and day-to-day queries follow the longstanding procedure for upward referral. The Director of Editorial Policies also develops training and guidance material and provides a bi-monthly staff bulletin.

Verify

Quality Assurance projects are designed and implemented each year to check whether the ABC is meeting the high standards it sets for itself. The projects assess samples of content that have already been broadcast or published. They do not deal in any way with content that is yet to be broadcast or published; that is a quality control responsibility which properly rests with the content divisions, subject to the editorial control of the Managing Director. The quality assurance projects are also separate from the ABC's system for handling formal complaints about particular items of content.

The aim of the quality assurance work is to design and test fair and rigorous methodologies for projects that can then be undertaken regularly and cost effectively by the content areas themselves. The purpose is to contribute to accountability and to the continuous improvement of ABC content.

In 2009–10, projects included:

- an assessment of the impartiality of a sample of television news coverage of the Federal Government's second financial stimulus package;
- early steps in developing a way for the ABC to undertake, routinely and at manageable cost, assessments of the impartiality of its coverage of elections, based on reliable qualitative research techniques;
- compressing a range of materials into a short guide to how to differentiate between analysis and opinion content; and
- turning the lessons learned in previous years' projects on accuracy in news into a manual for content-makers to use to self-assess the accuracy of samples of their work.

Review

Self-regulation Framework Review

In August 2009, the ABC Board adopted the recommendations of a review of the ABC's self-regulation framework undertaken in 2008–09 by the Director of Editorial Policies with the Chairman, Maurice Newman. The *ABC Editorial Policies* are part of the larger framework, which includes training, dealing with audience responses, formal complaints handling, remedies and penalties, appropriate data collection and feedback through the Corporation of the results of self-regulation activities to promote both effective accountability and continuous quality improvement. The primary recommendations of the review were:

1. Revise the *ABC Editorial Policies* to distil key enforceable standards and restate them for an era of technological change
2. Streamline the complaints-handling system to make it more efficient and reinforce both accountability and continuous quality improvement
3. Gradually increase opportunities for audiences to respond directly to content areas, using technologies better and reducing bureaucracy
4. Collect better data about how self-regulation works in the ABC and create better feedback loops to use the data to reinforce accountability and improve quality
5. Increase training in awareness and application of editorial standards.

The review recognised that effective implementation of the recommendations will require commitment across all content areas. The final report of the review was made public on the ABC's website.

Revising the ABC Editorial Policies

The *ABC Editorial Policies* have been updated periodically over the past several decades. The swiftly-evolving media environment requires them to

be continuously reviewed and updated. In 2009–10, in accordance with the recommendations of the Self-regulation Framework Review, the Director of Editorial Policies led a thorough revision of the *ABC Editorial Policies*, with a particular focus on adapting to converging technologies.

The revision process and preparations for the gradual implementation of the other recommendations of the Self-regulation Framework Review were ongoing as at 30 June 2010. As part of implementing one of the recommendations—a renewed emphasis on training in editorial standards—an agreement was reached with the British Broadcasting Corporation to allow authorised ABC users access to the BBC College of Journalism Online, which contains a large amount of material on editorial standards which are similar to, though not the same as, the ABC's. The BBC online resources augment the ABC's own online and face-to-face training.

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. The Director of Editorial Policies, in consultation with content areas, distilled the ABC's policies into a *Use of Social Media* policy that is designed to allow the Corporation to maximise the benefits of social media while minimising the risks. The policy identifies four essential standards to guide ABC employees and contractors in their use of social media:

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. ■

The “engine room” of the ABC is the Operations Group. It provides a range of vital services and support functions across the Corporation.

THE PAST YEAR has been significant for the Operations Group. A continued focus on efficiency and innovation in the delivery of ABC services to audiences has included the introduction of new technology, production workflows and operational efficiencies.

Technology

In 2009–10, a significant area of focus for the ABC was the development of an overall technology strategy. The Director of Technology led an ABC Information, Communication and Technology (ICT) Strategy Scoping Exercise, during which senior ABC staff were interviewed to identify key priorities and themes for a new ICT Strategy, as well as strategic disciplines that will improve the ABC’s technology capability. The ABC ICT Strategy will address those priorities and themes and will be launched early in 2010–11.

In April 2010, an ICT Executive Committee was established. Membership of the ICT Executive Committee includes the Managing Director (Chair), Chief Operating Officer, Director of Technology and all content Directors. This Committee will be responsible for monitoring the effectiveness of the ABC ICT Strategy and governance framework.

Reflecting the importance of networked broadcast equipment in the ABC, and having regard to the changing technical environment, the Technology Division commenced work on streamlining the delivery of technical support services. Preparations began for the introduction of a common technology fault and maintenance management system across broadcast and information technology.

In 2010, the ABC reintroduced the annual Women in Broadcast Technology Scholarships, focusing on offering scholarships to women studying electrotechnology in the TAFE sector. The Scholarships aim to increase the number of female recruits into technical roles. As well as a cash prize, scholarship winners are employed temporarily on a structured work-experience program.

Transmission and distribution of ABC services

A continuing area of focus for the ABC in 2009–10 has been the Government’s timetable for conversion to exclusively digital television in Australia by the end of 2013. In 2009–10, the ABC extended the reach of its digital television services to 97.3% of the Australian population (see Appendix 21, page 209). On 30 June 2010, the Mildura region became the first area where analog television services were switched off; all television services in Mildura are now digital-only.

In July 2009, digital radio services were successfully introduced in the five major metropolitan markets.

The digital conversion of the links that carry ABC Local Radio services from studios to transmitters was completed in 2009–10. This digital network, known as the Apollo network, covers some 200 sites including studios, transmitters and sporting venues. In late 2009, technical issues with the new network resulted in a number of outages and programming difficulties. The network service provider, Telstra, analysed the faults and upgraded the network to better reflect the real-time nature of radio broadcasting. The upgrades have significantly improved the reliability of the network.

The Communications Networks Division continued to monitor areas where there had been concerns about transmission performance to ensure the ABC’s service provider, Broadcast Australia, improved the reliability of ABC services. Areas of focus included the performance of radio services in Latrobe Valley in Victoria, Rockhampton in Queensland, Adelaide in South Australia, and inland outback radio services in the Northern Territory.

ABC Distribution and Transmission Network aggregated performance 2009–10

ABC Service	No. of Transmitters	ABC Distribution Network (See Note 1)		Broadcast Australia Transmission Network (See Note 2)			Total Network Availability (See Note 3)		Total "On-Air" Availability (See Note 4)	
		2009–10	2008–09	Target	2009–10	2008–09	2009–10	2008–09	2009–10	2008–09
		%	%	%	%	%	%	%	%	%
Classic FM	68	99.98	99.98	99.83	99.89	99.89	97.85	97.46	99.85	99.79
<i>triple j</i>	58	99.98	99.98	99.82	99.88	99.91	96.97	95.99	99.84	99.82
Local Radio	242	99.88	99.77	99.79	99.81	99.81	96.51	95.75	99.74	99.71
NewsRadio	13	99.99	99.99	99.89	99.90	99.91	97.89	99.60	99.86	99.87
Radio National	256	99.97	99.97	99.74	99.82	99.79	97.38	97.21	99.78	99.74
Analog Television	439	99.61	99.98	99.75	99.77	99.79	95.89	95.17	99.74	99.67
Digital Television	341	99.97	99.85	99.77	99.87	99.91	96.96	97.82	99.82	99.74
NewsRadio Extension	53	99.99	99.98	99.83	99.92	99.91	99.30	99.02	99.79	99.27
Digital (DAB) Radio	5	99.47	–	99.98	100.00	–	99.33	–	99.93	–
State										
NSW	256	99.80	99.90	99.80	99.85	99.85	96.19	94.87	99.82	99.81
NT	54	99.78	99.94	99.71	99.74	99.74	98.45	98.42	99.65	99.66
QLD	310	99.80	99.96	99.76	99.79	99.77	98.52	97.29	99.74	99.72
SA	76	99.81	99.98	99.79	99.82	99.85	96.37	96.84	99.78	99.82
TAS	82	99.89	99.92	99.81	99.67	99.86	95.50	97.19	99.59	99.81
VIC	120	99.81	99.97	99.82	99.83	99.83	93.26	94.52	99.79	99.45
WA	178	99.78	99.87	99.75	99.84	99.77	96.10	94.75	99.77	99.67

Notes:

1. ABC Distribution Network: 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. Contracts with these telecommunications carriers have been negotiated to be largely consistent with the ABC's transmission targets. The above results represent the aggregated performance of the telecommunications carriers over the period.

2. Broadcast Australia Transmission Network (ABC Transmission Provider): Transmission network performance is reported by Broadcast Australia as a contract deliverable. Performance of transmission services, in general, were broadly in line with expectations.

3. Total Network Availability shows the impact of all outages on the overall network: The above chart reflects all outages across the distribution and transmission networks regardless of the source or cause of the fault. The vast majority of reported outages were not in fact "off air" occurrences, but reduced levels of service, such as lower transmission power. Overall analog radio, analog television and digital television networks performed in line with expectations. ABC Transmission Network Services has identified a range of faults not previously included in the reporting process and has adjusted the reporting procedures to reflect these incidences. This change in the reporting structure has led to an adjustment in the reported performance. It should be noted there may not have been a significant decline against previous periods and that the new reporting structure now more accurately reflects the actual network performance.

4. Total "On-Air" Availability: The figures show "off-air" occurrences where no level of service continued to be provided throughout faults and maintenance activity. On-air availability improved marginally over all, compared to the previous year. The exception was Tasmania, which was below target. The impact of faults at the Mt Barrow, NE Tasmania transmission site (the parent service for many translators in Northern Tasmania), accounts for most of the decline in performance. The service provider has completed minor capital works to improve performance at this site. The ABC is closely monitoring its performance.

The Ignite studio automation system has increased the efficiency of news production.



Production facilities

In 2009–10, the ABC entered into a joint venture with WIN TV to build a new, digital play-out centre for television presentation called MediaHub. The facility has brought significant efficiency and operational benefits to ABC broadcast operations through the adoption of fully-automated and centralised television presentation operations. MediaHub has the capacity to deliver the ABC's multi-channels, with local state and territory breakout capability and the ability to handle multiple live broadcasts. It is a tapeless environment, configured to deliver 150 channels with scalable capacity available for over 300 channels. The facility has the capacity to store over 12 000 hours of content and 150 terabytes of data. Television play-out for ABC1, ABC2 and ABC3 was progressively transitioned to MediaHub in the last months of the financial year. MediaHub operates off-site in Ingleburn in western Sydney.

In 2009–10, the Broadcast Operations and Capital Works units designed and built a fully-automated, tapeless television play-out facility or "digital media gateway" at the Ultimo Centre in Sydney to support the launch of ABC3. Following the migration of ABC3 services to MediaHub in April 2010, the digital media gateway has become the point of delivery of all content for play-out to MediaHub. It is also a disaster recovery play-out facility as backup for MediaHub.

The ABC continued to implement recommendations from the Production Review, consolidating the file-based production process for news acquisition, editing, production and distribution. The process of automating news studios also continued. By October 2009, all 7pm *News* and local *Stateline* programs were being produced from automated studios, resulting in a significant reduction in the number of operational person hours required for each program. Desktop editing facilities and training were introduced into each television newsroom. Journalists were trained to edit simple stories from their desks, freeing up experienced editors for more complex work.

New Digital Electronic News Gathering vehicles were built and supplied to Western Australia, South Australia, Tasmania and Queensland to augment live news coverage of breaking events.

Available labour and facilities spare capacity were sold to the market where they were used for the production of Network Ten's *Rove*, *Talkin' 'bout Your Generation* and *Good News Week* and Foxtel's AFL coverage. The ABC's external hire activities generated \$6 million in gross revenue in 2009–10, providing a net return of \$2.3 million of new funds. This was returned to the ABC for investment in production of content. External hire activities represent 2% of total labour and facility hours. ■

The success of the ABC depends on the skills, talents and commitment of its workforce.

IN 2009–10, the ABC employed 5 442 people across every State and Territory, equivalent to 4 557 full-time employees. The majority of those employees were directly involved in content-making.

The workforce comprised 51% men and 49% women (the same as 2008–09). Indigenous employment levels increased from 1.2% to 1.4%.

ABC Values

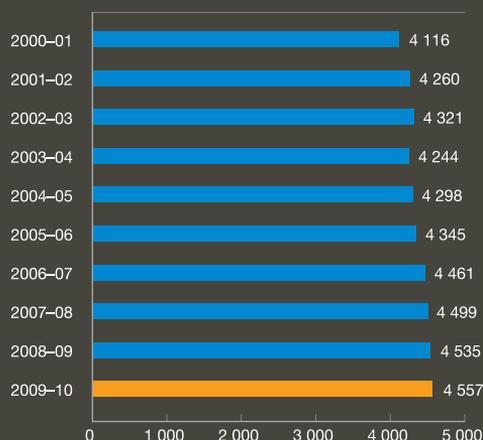
Since the launch of the ABC Values—Integrity, Respect, Collegiality and Innovation—in March 2009, the People and Learning Division has engaged in activities aimed at encouraging a values-based culture in the ABC. These activities included policy and system enhancement and the development of the *Our Values at Work* program, which will be implemented in 2010–11. The program will provide resources including a fifteen-minute DVD featuring ABC stories that exemplify the ABC Values, an intranet site and a handbook for managers. The resources focus on engaging managers and staff, and assisting them to develop a shared understanding of the ABC Values. ABC Values have also been included in staff induction programs.

In 2010, the Corporation introduced the ABC Spark Awards, an initiative to promote innovation, one of the ABC's Values. Jointly managed by the People and Learning and Innovation Divisions, this initiative provided staff across the Corporation with the opportunity to suggest ideas in three categories: content, business, and community. More than 400 entries were received. Winners will be announced in 2010–11.

The ABC employed the full-time equivalent of 4 557 people.

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

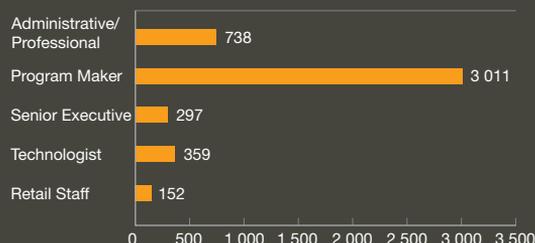
ABC Employees: Full-time equivalent



66% of ABC employees were directly engaged in content making.

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

ABC Employees: Distribution by job group



Recruiting and creating opportunities

In February 2010, the first phase of an online eRecruitment system commenced with the launch of an enhanced ABC Careers website (abc.net.au/careers) and internal careers site. This was the first step towards a new way of attracting and recruiting applicants online for vacancies within the ABC. Phase one focused on core features designed to maximise the candidate experience and improve the efficiency and visibility of administration and processing functions. The second phase, which

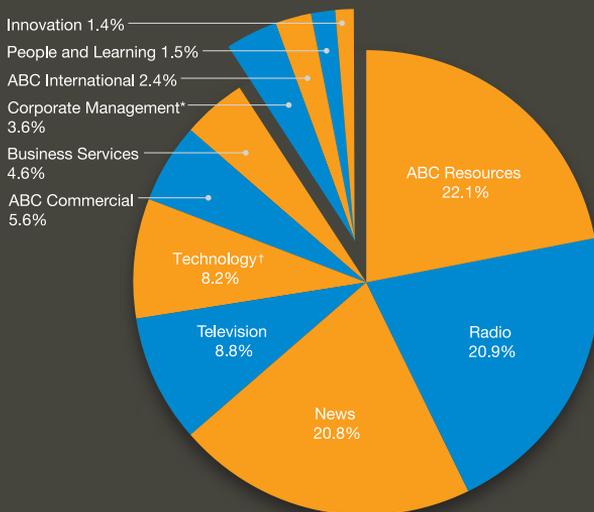
includes additional functionality to further streamline the recruitment process, and utilises social media platforms such as Twitter and Facebook, is scheduled for 2010–11.

A number of strategies aimed at increasing Indigenous employment levels were implemented across all Divisions. In July 2009, six Indigenous students from around NSW were awarded the inaugural ABC School to Work Indigenous Scholarships. This initiative, in conjunction with the NSW Department of Education, aims to encourage

More than 80% of ABC staff were employed in content making divisions.

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

ABC Employees: Distribution by division



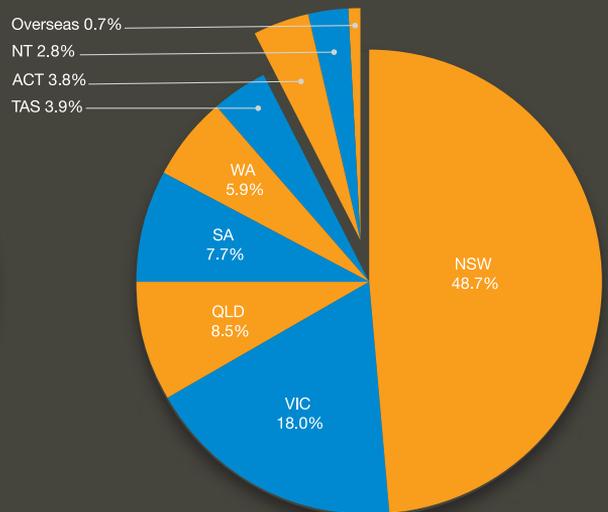
* Includes Managing Director's Office, ABC Secretariat, Communications, Corporate Strategy and Marketing, Editorial Policies, Legal Services and the Office of the Chief Operating Officer.

† Includes Communications Networks.

The ABC employed staff in every State and Territory.

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

ABC Employees: Distribution by region



young Indigenous people to attain their HSC and to build relationships between the ABC and potential job applicants. In addition, five Indigenous internships across the News, Radio and Technology Divisions have been offered to tertiary students.

In May 2010, the ABC commenced the national roll-out of the Indigenous Culture in the ABC program, comprising a workshop and extensive e-learning component. Following pilot sessions in South Australia, the program was rolled-out in the Australian Capital Territory. The program will be delivered nationally over the next two years. The Indigenous Culture in the ABC program is a key component of the ABC's *Reconciliation Action Plan*, endorsed by the ABC Board in 2009 (see page 108).

Managing conditions of employment at the ABC

In April 2010, the ABC initiated bargaining with the Community and Public Sector Union and the Media Entertainment and Arts Alliance, as bargaining representatives for employees, for a new ABC Employment Agreement. The new Agreement will replace the existing agreement, the operation of which had been extended to 1 July 2010. In preparation for the negotiations, People and Learning conducted an extensive consultation and planning process to determine strategic priorities. Priorities for the ABC included further streamlining processes, working more efficiently, developing and rewarding a high-performance culture and providing the organisation with greater flexibility through changes in forms of employment. The ABC sought a wages outcome that was both fair and reasonable for staff and affordable and sustainable for the Corporation. Negotiations commenced in April 2010 and extended beyond the nominal expiry date of the Agreement. An Agreement will be put to staff for vote early in 2010–11.

Throughout the year, People and Learning continued to work closely with Divisions to implement major organisational changes, including those resulting from the Production Review, the Web Content Management System, the Continuous News Centre, and the transition to MediaHub.

Health and safety

The ABC implemented a number of initiatives in 2009–10 to ensure the continued improvement of its Occupational Health and Safety (OHS) management system. These initiatives included implementing the ABC's Health and Safety Management Arrangements, codifying the framework for OHS consultation within the ABC, and developing a three-year OHS Business Plan to enhance and deliver OHS practices throughout the Corporation. Delivery of OHS training programs specific to divisional OHS risk and hazardous operations included Fatigue Management, Risk Assessment, Online Ergonomics, Manual Handling and OHS Induction. The News Division continued to deliver a Trauma Awareness Program to support staff whose work includes covering and dealing with potentially traumatic incidents.

The ABC's Worker's Compensation Premium increased by 139% for 2010–11. This was partly a result of incurred, but not reported data from 2008–09. The OHS Unit developed strategies to promote improved injury prevention and management over the year. Detailed information about the ABC's OHS performance is provided in Appendix 13 (page 184). ■

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

Strategy and Governance

The Corporate Strategy and Governance unit provides advice to the ABC Board and management on technological innovations and world-wide trends in broadcasting and online services to inform decision-making.

The unit also provides strategic support, analysis and advice in relation to the ABC's external reporting and corporate governance activities. It coordinates corporate planning and cross-divisional policy work, produces the Annual Report and leads or participates in major corporate projects. During the year, the unit also developed the *ABC Strategic Plan 2010–13*.

Corporate Strategy and Governance has a central role in the ABC's regulatory response activities. In 2009–10, it wrote or coordinated submissions to various Government Departments and the ACMA. The unit also plays a key role in preparing the ABC's triennial funding submissions.

Audience Research

In 2009–10, 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 2009–10 can be found in Section 2, Audience Experiences (pages 31 to 69).

Marketing

Corporate Marketing within the ABC involves managing the ABC brand, its partnerships with other Australian organisations, corporate and community events and cross-divisional marketing needs.

The ABC obtains advice from its specialist digital marketing staff on its email and digital marketing services, as well as on social media.

ABC Brand

The ABC brand embodies the relationship between the Corporation and its audiences. The brand "custodian" for the ABC is the newly-created ABC Marketing Executive Group which is led by the Director of Strategy and Marketing and consists of Heads of Marketing and key stakeholders from all content divisions. The group meets monthly to discuss divisional and corporation-wide marketing priorities, activities and cross-promotional opportunities. In 2009–10, the group developed the ABC brand vision: "To enrich the lives of every Australian, every day".

From the brand vision, the Marketing Executive Group developed the ABC "DNA"—benefits, values, attributes, associations—which laid the foundations for the ABC's Strategic Marketing Plan. A key focus of the Plan is brand invigoration, encouraging Australians to engage with the ABC in more ways, more often. Launching in 2010–11, a new brand campaign invites audiences to "enter" the world of the ABC. The objective of the campaign is to re-energise the ABC brand, increase perceptions of the Corporation as innovative and a multi-platform broadcaster, encourage more Australians to engage with the ABC, and to increase awareness of the ABC's online content.

Marketing events

The ABC held a number of internal and external corporate events during the year, including the Sydney Media 140, TEDx Sydney, the annual ABC showcase at Parliament House in Canberra and the 2009 Boyer Lecture presented by General Peter Cosgrove.

The ABC Exhibition Trailer visited 14 community events, including the Australia Day Broadcast from Hyde Park with 702 ABC Sydney, the Darwin and Alice Springs Royal Shows, Womad in Adelaide, the Sydney Royal Easter Show, the Lismore Show, the Bega Festival, Tropfest Junior and the Apollo Bay Music Festival.

The Corporate Marketing unit organises and manages public tours of many of its facilities. Tours of the ABC Ultimo Centre in Sydney attracted 7 173 visitors in 2009–10. A total of 4 004 school students from different schools and 3 109 seniors from community groups visited the centre. Currently there are 17 volunteer tour guides involved in the Ultimo Tours program.

Communications

A focus of the ABC's communications strategy over the past year has been to advance the ABC's position as an innovative, publicly-valued organisation in a fast-moving media environment. This has included planning the ABC Showcase at Parliament House in March 2010 and co-ordinating the responses to regular hearings of Senate Estimates Committees.

The Communications Division played a key role in laying the groundwork for the Managing Director's speeches in 2010–11, and in navigating a path for the ABC through the robust debates that followed. Topics canvassed included the changing media landscape in the A.N. Smith Memorial Lecture at Melbourne University in October 2009; international diplomacy in the Bruce Allen Memorial Lecture at Macquarie University in November 2009; the value



3

The ABC's interactive Exhibition Trailer travels the country showcasing ABC products and services. The Trailer features a small studio, interactive games, displays and online tours of ABC studios, and can also be used as a stage for live concerts and Outside Broadcasts.



ABC Chairman Maurice Newman turns the first sod on the site of the ABC's new Brisbane premises accompanied by (l-r) Queensland State Director Mike McGowan, Queensland Symphony Orchestra CEO Patrick Pickett and Architect Richard Kirk. Construction of the facility, located at South Bank in the arts and cultural centre of Brisbane, began in May 2010.

of public broadcasting in the CBA Lecture in London in September 2009 and again in South Africa at the CBA Conference in April 2010; and the ABC's newsgathering agenda at the Melbourne Press Club in February. As commercial media business models experience stress with the impact of economic and technological changes, the role of the ABC, and public broadcasting generally, has continued to be debated loudly and persistently.

Communications played its customary role in co-ordinating the ABC's response on a range of policy fronts, most notably working with the Strategy and Governance unit to develop the submission to the Federal Government's Digital Dividend Green Paper and in working with the Chief Operating Officer on Budget preparations. The latter resulted in a Cabinet decision to maintain the ABC's capital appropriation for another year.

State and Territory Directors

Reporting to the Director of Communications, the State and Territory Directors represent the ABC at a local level across Australia, playing 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.

Accommodation is a key directorial responsibility. The Queensland State Director is Project Co-ordinator for the new Brisbane building, which will open in 2011–12. The Victorian State Director leads the Melbourne Accommodation Project, which is planning and developing new, integrated premises for the ABC in Victoria.

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 Occupational Health and Safety Committee, the Corporate Responsibility Reference Group, Leadership Alumni Committee and the Election Coverage Review Committee.

At a local level, each State and Territory Director chairs the State Leadership team, the Occupational 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 involved in or facilitated a range of activity and reviews in their branches, including the self-regulation review; the review of the *ABC Editorial Policies*; local strategic planning and promotion of innovative activity such as the Spark Awards; NAIDOC activities and Corporate Social Responsibility initiatives.

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. 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.

ABC Legal was involved in contracting with Optus for VAST (Viewer Access Satellite Television), a new satellite service to provide digital television to viewers in Australia who are unable to receive terrestrial television services when analog transmission ceases.

Other significant contracts related to major comedy and drama projects, including *The Gruen Transfer*, *Outland*, *Angry Boys*, *I Rock* and *Bed of Roses*. In 2009–10, ABC Legal provided pre-publication advice on a number of controversial programs, including for *Four Corners* and *Australian Story*.

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 content makers, covering topics such as contempt of court and defamation.

In November 2009, ABC Legal won the In-house Legal Team of the Year Award, presented by the Australian Corporate Lawyers Association. ■





MediaHub Australia is the new digital playout facility co-owned by the ABC and WIN TV.

PUBLIC BROADCASTING PUBLIC BENEFIT



Radio National's Bush Telegraph presenter, Michael Cathcart records an interview with jillaroo Quita Docking and her mother Gladys in the Northern Territory. After suffering a severe head injury in a horse riding accident in 2002, Quita is back in the saddle for a charity horse ride to raise funds for people living with disabilities.

The ABC has a responsibility to the Australian people to not only deliver great media experiences, but to do it in a manner which is socially, environmentally and financially responsible. To meet those expectations, the ABC maintains high standards of corporate governance.

MediaHub centralises the ABC's presentation and Master Control Room facilities. Using state-of-the-art technology, the ABC's content can be switched and routed from studios, outside broadcast vans and overseas news feeds, creating increased efficiency.

Governance and sustainability

Section

4

As Australia's primary public broadcaster, the ABC aims to broadcast to all Australians, and to tell Australian stories. Through ABC Open, it will be able to deliver more locally-focused information, as well as enable regional communities to create and share content. In doing so, the ABC aims to provide a service that is both local and universal.

Corporate performance

Corporate governance
Performance against the
ABC Corporate Plan
Government outcomes
Reconciliation Action Plan
ABC Advisory Council
Sustainability report

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. Throughout 2009–10, the ABC gave particular attention to editorial quality assurance, self-regulation and building a values-based organisational culture.

ABC corporate objectives, strategies, policies and activities derive from the requirements of the *Australian Broadcasting Corporation Act 1983* ("ABC Act"). In particular, Section 6 of the Act—the ABC Charter—outlines the functions of the Corporation and Section 8 lays out the duties of the Board (see Appendix 1, page 172). The 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.

The ABC successfully engaged with Government on a series of major digital policy milestones and decisions in 2009–10 to ensure that the needs of national broadcasters are adequately taken into account.

Governance and management processes

Board Governance

The ABC Board held seven meetings during 2009–10.

In June 2010, the Board also attended the annual strategy retreat with the Executive Leadership Group.

Janet Albrechtsen's term as a Director expired on 23 February 2010. On 3 June 2010, Ms Cheryl Bart AO was appointed to the Board for a five-year term.

The Audit and Risk Committee met on six occasions. The Editorial Policies Committee and the Human Resources Committee did not meet during 2009–10, as all pertinent matters were dealt with by the full Board.

The roles and responsibilities of the Board are described on page 12. Further information about the ABC Board and its Committees is provided in Appendices 5 and 6 (page 178).

Management Processes

The Managing Director chairs a monthly meeting of the Executive Leadership Group, comprising divisional Directors and the Directors of specialist support units reporting to him. This group also convenes briefly each Monday morning, holds a two-day off-site strategic planning session in February each year and joins with the Board for an annual two-day strategy retreat.

The Content Leadership Group meets monthly to focus on content development issues, including cross-platform opportunities, audience trends and branding. The Chief Operating Officer chairs the third monthly forum, the Operations Support Group, made up of operations support divisions such as ABC Resources, Communication Networks, Business Services, People and Learning and Corporate Strategy and Marketing. Online activities are coordinated by a monthly Online Executive Group, led by the Director of Innovation and consisting of the Divisional heads responsible for online content and services.

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 2009–10, 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 provide the most appropriate industry experience and technical expertise. Group Audit also provided advice and guidance to ABC management and staff on good governance, risk management, policies, and controls, as well as advice on a number of projects and initiatives of the Corporation.

Further information is provided in Appendix 6 (page 178).

Fraud Control

In 2009–10, the ABC continued to implement its Fraud Control Plan 2008–10 to ensure the Corporation met the requirements of the Commonwealth Fraud Control Guidelines.

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's Business Continuity program operates within the Corporation's broader governance and risk management framework to enhance emergency coordination, crisis management and business continuity planning and processes.

The ABC has completed the three-year project to implement recommendations from an external risk management benchmarking review conducted in 2006, which involved development and implementation of the ABC's Risk Management Policy and Framework. An Executive Risk Committee was established to provide a forum for senior managers to discuss and respond to risk management issues, from both a whole-of-Corporation perspective and within each division. Comprehensive risk profiling and training exercises were undertaken, and risk profiles are developed on an annual basis.

The Comcover 2010 Risk Management Benchmarking survey of 130 Government agencies rated the

Corporation's risk management practices as "structured" (scoring 7.5 out of 10). This is a strong result compared to the average maturity level of both Agencies Overall and of the ABC's Peer Group.

Corporate Strategy Setting

Section 31A of the *Australian Broadcasting Corporation Act 1983* requires the Board to develop corporate plans that set out the strategic direction for the ABC. During the course of 2009–10, the ABC developed a new three-year Strategic Plan for the period 2010–13.

Work on the *Strategic Plan 2010–13* began after the annual Board and management off-site planning event held on 15–16 June 2009 and reflects the thinking emerging from that event.

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 its capabilities for the future

Values-based—to demonstrate ABC Values in every aspect of its 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.

The *Strategic Plan 2010–13* will come into effect from 1 July 2010.

Meeting the ABC's Reporting Obligations

Report against the ABC Corporate Plan

The *ABC Corporate Plan 2007–10* sets out Objectives and Key Directions for the Corporation. Performance reporting against the Corporate Plan occurs at three levels:

- Overall effectiveness of the Corporation in delivering public benefit to the Australian community—measured through the results of the annual Newspoll *ABC Appreciation Survey* (see page 35)
- Key Result Areas in relation to each of the four high-level corporate objectives laid out in the Plan—specific performance measures intended to highlight the most relevant factors of success (see page 92)
- Performance Targets—the achievement or non-achievement of specific initiatives intended to improve the ABC's performance (see page 96).

Compliance Reporting

In June 2008, the Department of Finance and Deregulation issued Finance Circular No. 2008/5 relating to Commonwealth Authorities and Companies Act (“CAC Act”) bodies in the general government sector. The Circular requires the ABC Board to report on compliance with the *CAC Act 1997*, *CAC Orders 2008* and *CAC Regulations 1997* and the Corporation's financial sustainability to the Minister of Finance and Deregulation and the Minister responsible for the ABC by 15 October each year.

To meet these requirements, the ABC established an internal compliance reporting framework.

The Board signed and submitted the Compliance Report relating to the 2008–09 reporting period before the due date in October 2009.

Freedom of Information

The *Freedom of Information Act 1982* (“FOI Act”) gives the public the right to access documents held by the ABC. Part II of Schedule 2 of the FOI Act gives the ABC an exemption in relation to material that is program-related.

During the past year, the ABC received 13 requests for access to documents under the FOI Act.

Three requests were granted, four were granted in part and five were refused. One request was still being processed at the end of the financial year.

Annual Report

The *ABC Annual Report 2008–09* received a gold award in the Australasian Reporting Awards for the quality of its content and presentation. This was the seventh successive ABC Annual Report to win gold.

Internal 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.

In 2009–10, implementation work continued on a range of initiatives, including the nationwide replacement of ageing television news studio technology with a more efficient, automated studio system, and desktop editing of television news stories by journalists. The impact of these initiatives on program quality were tracked and analysed to allow improvements to be made to operational workflows. The review will continue into 2010–11 as part of the Corporation's ongoing evaluation of the efficiency of its television production model.

The implementation of the Production 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 the Corporate Strategy and Marketing Division.

Support Activities Review

In October 2009, the ABC engaged 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 with an emphasis on cost efficiency and effectiveness. The final report outlined a series of initiatives, some of which will be implemented over the next two years, following detailed planning and staff consultation.

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 Director of Corporate Strategy and Marketing and the Chief Operating Officer.

Election Coverage Review Committee

When an election is called in any Australian jurisdiction, the ABC convenes an Election Coverage Review Committee 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 Election Coverage Review Committee is chaired by the Director of Editorial Policies.

The Committee monitors the amount of coverage across ABC platforms given to candidates and party officials (share-of-voice data). The data is used as a management tool to assist in ensuring that coverage meets requirements. Share-of-voice data is not, and is not intended to be, a definitive measure of impartiality.

In 2009–10, elections were held in South Australia and Tasmania, both on 20 March 2010.

Audience Contacts

Another important avenue for assessing the ABC’s performance with its core constituency is through audience feedback, including complaints.

Complaints about issues such as factual inaccuracy, lack of balance, inappropriate content or bias are referred to the ABC’s Audience and Consumer Affairs unit. Audience and Consumer Affairs is independent of ABC program areas and investigates all written complaints referring to possible breaches of the ABC’s *Editorial Policies*, *Code of Practice* or Charter obligations. The unit also coordinates responses to a range of programming and policy enquiries.

In 2009–10, the ABC logged 200 932 audience contacts—a 2% increase on the previous year. This total included 55 929 letters and emails (a 0.4% decrease on the previous year) and 145 003 calls to switchboards in State and Territory capitals and to particular ABC programs and services (representing a 3% increase).³⁸

Key concerns reflected in the audience contacts this year included 1 556 written and phone complaints about *Good Game*. Of these, 1 536 were from viewers who were disappointed with a decision to remove Jeremy “Junglist” Ray as co-presenter of the program. Complainants felt that the change was unwarranted and many expressed dismay with the ABC’s communication of the changes.

Changes to scheduling of *Time Team*, which saw the program removed from air part-way through series 17, generated 405 complaints. The ABC removed the program from its schedule after the UK’s Channel 4, which has the rights of first broadcast, rescheduled the series to later in the year.

Of the 31 410 complaints received, 2 736 were claims of party political or other bias, 764 alleged lack of balance and 1 595 were claims of factual inaccuracy. These complaints related to a broad range of ABC programs and services.

³⁸ Combined audience contacts received by Audience and Consumer Affairs, News, switchboards and the Reception Advice Line (phone, letter and email).

Summary of audience contacts received

Contact type	Email/Letter		Phone		Total
	Number	%	Number	%	
Complaint	20 264	36.2%	11 146	7.7%	31 410
Appreciation	4 663	8.3%	4 604	3.2%	9 267
Other*	31 002	55.4%	129 253	89.1%	160 255
Grand Total	55 929	100.0%	145 003	100.0%	200 932

* "Other" includes suggestions, requests for information, scheduling and transmission enquiries and general comments.

Subject matter of audience contacts received

Subject	Email/Letter	Phone	Total	% Total
Requests for information, programs, product availability and other matters	27 872	112 399	140 271	69.8%
Complaints about program standards and scheduling	15 610	7 644	23 254	11.6%
Radio and television transmission inquiries and complaints	3 911	19 134	23 045	11.5%
Appreciation of programs and presenters	4 663	4 604	9 267	4.6%
Complaints of factual inaccuracy	1 235	360	1 595	0.8%
Bias (other than party political)*	1 278	192	1 470	0.7%
Party political bias	857	409	1 266	0.6%
Lack of balance	503	261	764	0.4%
Grand Total	55 929	145 003	200 932	100.0%

* Includes claims of bias in relation to issues such as sport and religion.

Timeliness

As outlined in the *ABC Editorial Policies*, the ABC endeavours to respond to complaints within 28 days. Between 1 July 2009 and 30 June 2010, ABC Audience and Consumer Affairs responded directly to 20 622 audience contacts. Of these, 14 156 (69%) received responses within 28 days.

During 2009–10, 18 574 written complaints were finalised by Audience and Consumer Affairs. The unit provided a personal response to 11 177 of these complaints (comprising 11 621 issues), of which 7 824 (70%) received responses within 28 days. It referred 4 259 complaint contacts to other areas of the Corporation for direct response, while 46 complaint contacts were handled by the Complaints Review Executive and no substantive response was required for 3 092 complaint contacts.

Complaint Outcomes

Audience and Consumer Affairs plays two distinct roles in responding to audience complaints. Where a written complaint suggests that the ABC may have breached its *Editorial Policies* or *Code of Practice*, the unit investigates the complaint and determines whether

ABC editorial standards have been maintained. In cases where this has not occurred, the complaint will be upheld (either fully or in part). At the same time, Audience and Consumer Affairs provides an audience liaison service for complaints about matters of personal taste and preference, such as scheduling matters or preferences for different presenters. While Audience and Consumer Affairs responds to these complaints, they are not capable of being upheld.

The 11 177 responses to complaints sent by Audience and Consumer Affairs this year included both categories of complaint. During 2009–10, 5 208 complaint issues were investigated, of which 916 (18%) were upheld. This includes instances where large numbers of complaints about a single program were upheld. Over the 12 month period, 160 issues were upheld in relation to complaints about *The Chaser's War On Everything's* "Make a Realistic Wish Foundation" sketch, 118 issues were upheld in relation to an inappropriate gesture made by an *ABC News Breakfast* presenter and 157 were issues upheld on grounds of inaccuracy and complaint handling in relation to a segment on *Can We Help?*

If these multiple breaches are excluded from the statistics, 4 780 issues were investigated, of which 488 (10%) were upheld.

All upheld complaints are brought to the attention of the senior editorial staff responsible. In 2009–10, actions taken in response to upheld complaints included written apologies to complainants, on-air corrections and apologies, counselling or reprimanding of staff, removal of inappropriate content or correction of material on ABC Online and reviews of, and improvements, to procedures.

Summaries of upheld complaints and reviews conducted by the Complaints Review Executive are published as individual complaints are finalised to provide members of the public with timely access to complaint decisions. The ABC also publishes a quarterly statistical overview of audience contacts on its website.

Complaints Review Executive

The Complaints Review Executive (CRE) provides an additional level of internal review for complainants who express dissatisfaction with Audience and Consumer Affairs' response to their complaint.

The CRE is independent of both Audience and Consumer Affairs and all program units, has broad scope to review the content and the manner in which the complaint was originally handled and to determine whether the ABC acted appropriately and in accordance with the *ABC Editorial Policies*.

This process does not preclude the complainant seeking external review via the Independent Complaints Review Panel or the Australian Communications and Media Authority.

In the year ended 30 June 2010, the CRE reviewed 46 complaints, none of which was upheld. The CRE also adjudicated between ABC Audience and Consumer Affairs and ABC News on one matter. The CRE determined that the content had breached ABC editorial requirements.

All CRE determinations are reported to the ABC Board and summaries of CRE reviews are published on the ABC's website.

Independent Complaints Review Panel

For persons not satisfied with the ABC's response to a written complaint, the ABC Board has established an Independent Complaints Review Panel (ICRP) to undertake independent review of complaints at no cost to the complainant. The ICRP can review complaints that raise allegations of serious cases of factual inaccuracy, bias, lack of balance or unfair treatment. Its members are external to the ABC. The Panel currently comprises the Convenor, The Hon Michael Foster QC, and Ms Susan Brooks.

In the period 1 July 2009 to 30 June 2010, the Panel received 17 requests to review complaints, of which ten were accepted for review. Seven requests not accepted for review either did not, in the Panel's judgement, allege a sufficiently serious case of factual inaccuracy, bias, lack of balance or unfair treatment to merit review, or involved matters outside of the ICRP's area of responsibility.

Ten cases finalised by the Panel were published on the ABC's website during the reporting year, two of which were upheld (one in part) and eight of which were not upheld (see Appendix 17, page 193). At the end of the year, a further five reviews had been completed by the Panel but had not yet been published on the ABC's website, pending confirmation from the complainants that they had received the Panel's report. These matters will be detailed in next year's Annual Report.

At the end of the reporting year, one review was in process.

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 within 60 days, may seek review from the Australian Communications and Media Authority (ACMA).

During 2009–10, the ACMA advised the ABC that it had finalised investigations into 19 such matters (compared to 14 in 2008–09). In two cases, the ACMA found breaches of the *ABC Code of Practice*. The ACMA made no recommendations to the ABC.

Commonwealth Ombudsman

The Ombudsman finalised one investigation in relation to the ABC during the current reporting period. No adverse finding was made. ■

THE ABC IS REQUIRED by the *Australian Broadcasting Corporation Act 1983* 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 four strategic objectives in the *ABC Corporate Plan 2007–10*.

The *ABC Corporate Plan 2007–10* includes three levels of performance measurement.

The first level measures the effectiveness or outcome of ABC services in providing benefit to the Australian community. These measures and the ABC's performance against them in 2009–10 are set out on page 35.

The second level measures how well the ABC performs in relation to four high-level objectives:

- Good governance,
- Output and audiences,
- Value for money
- Learning and growth.

These measures encompass 11 key result areas across the four dimensions of performance identified in the Plan.

The third level of evaluation relates to the actions and performance targets set for each of 18 strategic priorities.

2009–10 was the third and final year of the *ABC Corporate Plan 2007–10*. The following report concludes the reporting against that Plan. The *ABC Strategic Plan 2010–13* will commence on 1 July 2010 (see page 87).

Key Results Areas

Measuring how well the ABC performs in relation to the four areas of performance—good governance, output and audiences, value for money and learning and growth—measured twice yearly.

Objective One—Ensure the ABC's independence, integrity and high standards.

Efficiency of complaints management measured by performance against statutory and ABC-imposed timelines.

During 2009–10, Audience and Consumer Affairs provided a personal response to 11 177 written complaints. Of these, 70% were responded to within the 28-day time period specified in the *ABC Editorial Policies*. Overall, 99% of written complaints were responded to within 60 days, which is the statutory period for response to complaints about *ABC Code of Practice* matters.

During the same period, the ABC's Complaints Review Executive reviewed 46 complaints. Of these 91% were responded to within 28 days and 100% within 60 days.

Results of Editorial Policy Assurance projects.

One completed Quality Assurance (QA) project was published during the reporting period.

The purpose of *QA 7 Impartiality (TV News content)* was to pilot a methodology designed to examine impartiality. The survey examined a sample of 30 items broadcast in the 7pm *News* bulletin during the review period which specifically mentioned the Federal Government's second stimulus package. The Project found that coverage of that issue during the review period met the test of impartiality that had been developed for the pilot.

Fulfilment of statutory and regulatory obligations.

The Corporation believes it has fulfilled all of its statutory and regulatory obligations during 2009–10, with the exception of responding to all written complaints within the 60-day statutory period. The ABC responded to 99% of written complaints within 60 days.

Environmental impact assessment and evidence of response.

The ABC is continuing with the review, assessment and implementation of green initiatives.

The Corporation has set targets to reduce its greenhouse gas emissions by 40% (to 60% of 1997 levels) by 2020 and by 60% (to 40% of 1997 levels) by 2050.

In 2009–10, the overall energy intensity of all ABC Australian buildings remained at 858 megajoules per square metre per annum.³⁹ The total waste generated at ABC capital city sites was 920 tonnes, a 25% decrease from 2008–09 levels.⁴⁰ The ABC's direct Greenhouse gas emissions for 2009–10 are estimated at 47 560 tonnes,⁴¹ a gross increase of 0.2% from 2008–09 emission levels.⁴²

Information about the ABC's environmental impact is reported at page 113.

Objective Two—To be recognised as the leading Australian public media space where people engage with issues and ideas.

Percentage of first-run Australian television content (between 6 pm and midnight and between 6 am and midnight) annually.

- 6 pm and midnight: 50.3% (52.4% in 2008–09) on ABC1.
- 6 am and midnight: 35.8% (34.8% in 2008–09) on ABC1.

Comment: 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.

Data for ABC2 is collected across total hours of broadcast. 15.6% was achieved in 2009–10, compared to 17.3% in the previous year. The number of ABC2 transmission hours increased in 2009–10, and results are not directly comparable with those of 2008–09.

³⁹ Based on Actual FY 2008–09 Energy Intensity 857 MJ/m² (figures finalised October 2009).

⁴⁰ Based on 6 of 9 Capital City sites, actual billed waste consumption and 3 of 9 sites forecast consumption pending account receipt.

⁴¹ Based on 84% actual billed energy consumption and 16% forecast consumption pending account receipt.

⁴² Based on Actual FY 2008–09 GHG Emissions 47 460 t CO₂ -e (figures finalised October 2009).

Percentage of Australian television programs in the ABC's 20 highest rating programs.

- ABC1—Metropolitan: 35% (65% in 2008–09).
- ABC1—Regional: 55% (55% in 2008–09).

Percentage of Australian music performance on each Radio network that broadcasts music.

- *triple j*: 42.9% against target of 40%
- ABC Classic FM: 29.8% against target of 30%
- ABC Radio National: 39.1% against target of 25%
- ABC Local Radio: 31.7% against target of 25%
- ABC Dig Music: 40.5% against target of 40% (formerly *dig*)
- ABC Jazz: 25.4% against target of 25% (formerly *dig jazz*)
- ABC Country: 27.2% against a target of 25% (formerly *dig country*)
- Radio Australia: 60.0% against a target of 60%.

Percentage of original content scheduled across mainstream radio services and web stories produced for ABC Local Online.

- Original content: 90% (90.6% in 2008–09)
- Web Stories: This has become an impractical measurement. Work is under way to determine relevant measures for online content across all radio networks.

Percentage of state/local “breakout” television broadcast hours.

Of the 10 896 total ABC1 television hours, 2 259 hours (20.7%) were unduplicated, state-based, first-run television broadcast hours compared to 20.9% in 2008–09. ABC2 and ABC3 transmit nationally only.

Percentage of people who consider the quality of programming on ABC Television, Radio and Online is good.

Television: 81% (82% in 2008–09)

Radio: 69% (69% in 2008–09)

Online: 91% among users of ABC Online (89% in 2008–09).

Source: Newspan, *ABC Appreciation Survey*, 2009 and 2010.

Critical recognition through major media awards.

See Appendix 20 (page 203).

Overall ABC (combined) audience reach.

73% (73% in 2008–09).

Source: *ABC Awareness and Usage Survey*, 2009 and 2010 and ratings analysis.

Audience share for ABC Television and ABC Radio.

Television:

ABC1—Metropolitan (free-to-air, people share)

- 6 am to midnight—14.1% (16.0% in 2008–09)
- 6 pm to midnight—15.1% (16.4% in 2008–09).

ABC2—Metropolitan (free-to-air, people share)

- 6 am to midnight—2.7% (1.2% in 2008–09)
- 6 pm to midnight—1.5% (0.8% in 2008–09).

ABC3—Metropolitan (free-to-air, people share)

- 6am to midnight—1.4%
- 6pm to midnight—0.5%.

ABC1—Regional (free-to-air, people share)

- 6 am to midnight—16.2% (18.6% in 2008–09)
- 6 pm to midnight—17.1% (18.7% in 2008–09).

ABC1—Metropolitan (total viewing, people share)

- 6 am to midnight—10.7% (12.1% in 2008–09)
- 6 pm to midnight—12.3% (13.3% in 2008–09).

ABC2—Metropolitan (total viewing, people share)

- 6 am to midnight—2.0% (0.9% in 2008–09)
- 6 pm to midnight—1.3% (0.6% in 2008–09).

ABC3—Metropolitan (total viewing, people share)

- 6am to midnight—1.1%
- 6pm to midnight—0.4%.

ABC1—Regional (total viewing, people share)

- 6 am to midnight—11.7% (13.2% in 2008–09)
- 6 pm to midnight—13.2% (14.2% in 2008–09).

Radio: 23.9% (22.6% in 2008–09).

Average weekly reach by media platform and network.

Television:

ABC1—Metropolitan (24 hour)—55.2% (57.9% in 2008–09)

ABC1—Regional (24 hour)—55.7% (60.9% in 2008–09).

Radio: 36.3% (34.3% in 2008–09).

ABC Online: Average monthly reach among the active internet population—22.6% (comparative data not available due to change in methodology).

Total podcasts, vodcasts and streamed media.

Podcasts: 42 million podcasts were downloaded in 2009–10. Comparative data is not available.

Vodcasts: 10 million vodcasts were downloaded in 2009–10. Comparative data is not available.

Streamed Media: not available.

Objective Three—Deliver maximum benefit to the people of Australia through the effective and efficient delivery of ABC services.

Levels of resource utilisation.

The level of resource utilisation of production staff was 89.7% for 2009–10, compared to 88.2% in 2008–09.

Levels of asset utilisation.

Phase 1 of the *ScheduAll* upgrade project saw a re-configuration and expansion of the facilities that are provided to television production (news and general television) with significantly improved processes to accurately plan, assign, record and track facilities usage. Usage of television production facilities can be accurately reported, however the ability to report utilisation—the proportion of available capacity—has not yet been developed. At present there is no access to radio usage facilities, however, work has commenced with Radio to assess their future use of *ScheduAll*.

Location	Hours of chargeable facilities provided for news and television production	Percentage*
Australian Capital Territory	191 315	15.8%
New South Wales	361 779	29.9%
Northern Territory	70 814	5.6%
Queensland	104 279	8.6%
South Australia	85 725	7.1%
Tasmania	61 218	5.1%
Victoria	239 358	19.8%
Western Australia	93 486	7.7%
Total	1 207 974	100%

* Percentage of total hours charged, not total capacity.

Efficiencies delivered through business process re-engineering.

Significant efficiencies and operational benefits are being delivered by MediaHub, a fully-automated and centralised television presentation facility. Efficiencies continue to be gained from the ongoing implementation of new technologies, such as desk-top editing and studio automation.

During the year, the ABC upgraded the complex Human Resources, Payroll and Rostering systems from SAP version 4.6C to SAP ERP 6.0 (HCM). A new portal, *myWorkSpace*, was implemented for Employee Self Service (ESS) and Manager Self Service (MSS) functions such as viewing payslips, viewing and changing personal information, online electronic leave processing and management reporting. The upgrade of the systems and implementation of the new portal provide the latest SAP software functionality, as well as a base for replacing existing paper-based systems and fragmented administrative processes with online electronic business processing.

Levels of new business activities.

The following provides a cross-section of activity during 2009–10.

ABC Radio secured radio rights for the coverage of a number of significant sporting events, entering agreements with the Australian Football League (for the 2010 and 2011 seasons), Cricket Australia (for radio and streaming rights to the end of the 2012–13 season and with the National Rugby League (for radio and streaming rights to the end of the 2012 season).

On 8 July 2009, a new dedicated digital radio sport channel, ABC Grandstand, was launched with uninterrupted ball-by-ball coverage of the Ashes cricket series live from the United Kingdom.

In June 2010, ABC Innovation launched an application specifically for the iPad.

In October 2009, ABC International launched a new Burmese language service on Radio Australia.

The ABC partnered with Education Services Australia on a pilot project to digitise and publish two collections of ABC archival video clips, mapped directly to specific national curriculum subjects.

Value of non-Appropriation revenue as a percentage of total costs.

4.5% (6.0% in 2008–09).

Qualitative evidence of engagement with external stakeholders.

The following is a cross section of activity during 2009–10:

- ABC Rural contributed to community education and awareness around a range of critical issues, such as locust plagues and drought support.
- The ABC maintains relationships with international broadcasting associations, including the Asia-Pacific Broadcasting Union (ABU), the Asia-Pacific Institute for Broadcasting Development (AIBD), Pacific Islands News Association (PINA), the Commonwealth Broadcasting Association (CBA) and the European Broadcasting Union (EBU).
- In March 2010, the ABC held its annual Showcase at Parliament House, inviting all Members of Parliament and Senators.
- Members of the public are invited to visit the ABC, with guided tours being conducted at many sites. Tours of the ABC Ultimo Centre in Sydney attracted over 7 000 visitors in 2009–10.

Objective Four—Sustain and grow the ABC through high-quality leadership and an environment of responsibility and opportunity.

Employee survey results.

Following the launch of ABC Values in March 2009, the ABC has focused on creating a work environment which encourages employees to embrace and demonstrate those values. In that context, an employee survey is not considered beneficial, and accordingly it no longer forms an integral part of the People and Learning Division's current plans. Measurement of employee engagement may be undertaken, once further steps have been taken to build a values-based culture.

Turnover and absenteeism benchmarked externally.

The ABC tracks employee-initiated separation and unscheduled leave. In the past, the Corporation has used free benchmarking services (updated annually)

through the Australian Human Resource Institute and Info HRM Consulting. Those resources are no longer available. However, the ABC continues to report internal turnover and absenteeism results.

Employee-initiated separation (turnover) measures the proportion of the workforce that initiated its own separation from the ABC and indicates unplanned skill loss to the ABC. In 2009–10, the rate of turnover was 6.4% (compared to 7.0% in 2008–09).

Unscheduled leave measures the percentage of available workdays employees are absent on personal leave for unscheduled reasons. This can be an indicator of employee morale and a predictor of future turnover. In 2009–10, the absence rate was 7.53 days per full-time equivalent employee (compared to 6.87 days in 2008–09). This indicates that each employee, on average, is absent from work (for instance due to illness) for about eight days each year.

Investment in staff learning and development.

A level of 2.15% of base salary expenditure has been spent on staff learning and development (compared to 2.06% in 2008–09). This is in line with the Corporate Plan target of a minimum of 2% of base salary expenditure.

Performance against external occupational health and safety benchmark standards.

In 2005, the ABC committed to national targets for occupational health and safety performance established by Comcare for the period 2002–12. These targets relate to achieving reductions in workplace injury, lost time and time elapsed for return to work. Comcare measures performance against these targets for all Commonwealth agencies including the ABC. These measures provide benchmarks for the ABC to assess its performance in this area.

Of the four targets, the ABC:

- met the target relating to workplace fatalities
- did not meet the targets relating to reducing workplace injury and disease, reducing the average time taken for rehabilitation intervention in workers compensation claims, or reducing the average lost time rate (see Appendix 13, page 184).

Performance Targets

The *ABC Corporate Plan 2007–10* sets out 100 individual targets. In 2009–10, 94 of the targets were achieved, including 69 which were achieved continuously over the life of the Plan. Six were not achieved.

Objective One—Ensure the ABC’s independence, integrity and high standards.

Key Directions 2007–10

Editorial Standards: Uphold the highest editorial standards in Australian broadcasting.

Corporate Governance: Advance the ABC’s reputation and high performance standards through the ongoing evaluation of governance, policies and procedures.

Corporate Citizenship: Contribute to the life of Australian communities and to the maintenance of a healthy environment.

Editorial Standards

Strategic Priority 1

Strive for the highest editorial standards and in particular with regard to:

- Accuracy
- Impartiality and fairness
- Public debate.

Actions and Targets

Ongoing review of the *ABC Editorial Policies* to ensure they are adequate for the changing media environment. **Achieved**

Apply Corporation-wide interpretation and advice on the implementation of the *ABC Editorial Policies*. **Achieved**

Ensure that all staff understand their obligations and comply with the *ABC Editorial Policies* and that content makers are trained in the policies to an advanced level. **Achieved**

Maintain quality control of ABC content through regular self-evaluation. **Achieved**

Review and develop quality assurance systems to generate regular, credible, evidence-based assessments of compliance of ABC content with the *ABC Editorial Policies*. **Achieved**

Acknowledge and respond to audience complaints in a timely and impartial manner. **Achieved**

Corporate Governance

Strategic Priority 2

Apply best practice standards of corporate governance and public accountability.

Actions and Targets

Maintain and provide best practice governance systems and reporting processes to enable the Board to fulfil its obligations under Section 8 of the ABC Act. **Achieved**

Ensure that risks identified annually inform the development of strategic priorities and management responses. **Achieved**

Ensure a working environment that meets recognised occupational health and safety requirements.

Achieved

Corporate Citizenship

Strategic Priority 3

Work with local and international communities to foster relationships and goodwill.

Actions and Targets

Undertake or participate in public events in association with local communities. **Achieved**

Through the ABC's selective participation in charity events, provide support to communities in need.

Achieved

Work with broadcasters internationally, especially in Asia and the Pacific, to develop strong and responsible media institutions that operate in the public interest. **Achieved**

Contribute actively to policy and professional discourse internationally, through participation in media organisations and regulatory forums.

Achieved

Strategic Priority 4

Minimise the impact of ABC activities on Australia's environment, biodiversity and heritage places.

Actions and Targets

Set and achieve annual targets to improve energy and water consumption across the Corporation.

Achieved

Set and achieve annual targets to reduce the Corporation's CO₂ (carbon) emissions. **Achieved**

Undertake energy audits of ABC facilities. **Achieved**

Identify and take account of the environmental footprints when negotiating procurement or service contracts. **Achieved**

Identify and care for heritage places under the ABC's control through the implementation of its Heritage Strategy. **Achieved**

Comply with the Corporation's obligations under the *Environment Protection and Biodiversity Conservation Act 1999*. **Achieved**

Consider the whole-of-life impact of planned facilities and equipment on energy efficiency, the environment and biodiversity. **Achieved**

Objective Two—To be recognised as the leading Australian public media space where people engage with issues and ideas.

Key Directions 2007–10

Content: Contribute to a sense of national identity.

Audiences: Deliver great media experiences, in more ways, more often.

Innovation: Build a digital public broadcaster to keep the ABC at the leading edge of media development.

Content

Strategic Priority 5

Strengthen the distinctiveness of ABC content.

Actions and Targets

Television:

Increase the level of first-release Australian content on ABC Television, year-on-year, with particular emphasis on drama, documentaries and children's drama.

Achieved

Broadcast at least 55% Australian content between 6 pm and midnight; and achieve a minimum of 50% Australian programs in the ABC's 20 most popular programs as measured in the five biggest cities and Tasmania/regional markets. **Achieved**

Source and present content that will uphold the ABC's reputation for quality programming as perceived by a large majority (at least 80%) of Australians surveyed.

Achieved

Increase the total value of investment in Australian television content, compared with 2006–07, taking account of the ABC's intellectual property interests.

Achieved

Television content aimed at children will achieve a minimum of 25% Australian content. **Achieved**

Radio:

Maintain the 2006–07 levels of Australian content scheduled across local and national radio services.

Achieved

Continue to give priority to Australian music performance by setting and achieving annual targets for all radio networks that broadcast music. **Achieved**

Record 600 major music concerts performed in Australia, per year, over the life of the Plan. **Achieved**

A minimum of five initiatives per calendar year, over the life of the Plan, to identify and support new Australian artists. **Achieved**

Maintain the level of Australian drama on ABC Radio National at 75% of all drama broadcast. **Achieved**

Online and other platforms:

Strengthen the presentation and content offering of ABC News Online (audio, video and text) over the life of the Plan. **Achieved**

Develop and support a parenting portal, educational and documentary portals and special regional animation and video do-it-yourself initiatives for children. **Achieved**

Develop opportunities for new and existing audiences to access Australian content by providing material on new and emerging platforms. **Achieved**

Local presence:

Use the Corporation's presence across Australia to provide engaging and compelling content for local audiences—at least maintaining 2006–07 levels of:

- unduplicated content on ABC Local Radio and the number of web stories produced for ABC Local Online. **Achieved**
- state/local breakouts from the national television schedule. **Achieved**

Continue to review the location of regional radio stations to ensure they reflect significant changes in population demographics. **Achieved**

Emergencies and events of major significance:

Continue to develop the role of ABC Local Radio and ABC Local Online as the primary point of connection for communities across Australia at times of emergencies. **Achieved**

Provide comprehensive coverage of events of major significance and celebration across networks and platforms as appropriate. **Achieved**

Strategic Priority 6

Attract the maximum potential audience respectively for Charter-based content of "wide appeal" and of more "specialised interest".

Actions and Targets

Apply an integrated programming and scheduling strategy across ABC Television channels, the internet and other emerging platforms, to increase total levels of content usage. **Achieved**

Strengthen perceptions of the ABC brand through continual review of the way the Corporation projects and markets itself to the community. **Achieved**

Cross-promotion activities will constitute at least 20% of promotions on ABC Radio, Television and Online sites, inclusive of ABC Commercial. **Achieved**

International:

Maintain and increase Radio Australia's airtime with broadcasting partners by providing content in their own languages in response to their needs and interests. **Achieved**

Extend the carriage of Australia Network in territories within its target markets. **Achieved**

Ensure audiences receive timely and accurate information at times of crisis. **Achieved**

Audiences

Strategic Priority 7

Use the ABC's multi-platform presence to provide engaging and compelling content and to extend audience experiences across a variety of formats.

Actions and Targets

Increase the availability of content across the ABC's total offering through means such as time shifting, podcasts and vodcasts, video-on-demand and streamed content. **Achieved**

Provide user-friendly tools that enable audiences to contribute appropriate content to the ABC and share with a broader community. **Achieved**

Increase opportunities for audience engagement through forums, moderated blogging and other social networking activities. **Achieved**

Harness the strength of the ABC's multi-platform presence and leadership in a range of content categories. **Achieved**

Develop the capacity to deliver continuous news on radio, television, online and on mobile devices. **Achieved**

International:

Develop a cross-platform experience between Australia Network, Radio Australia and ABC International Online that reflects the interests of Asia and the Pacific and provides an Australian perspective on events and issues in the region. **Achieved**

Expand the online content offerings available through the ABC's international outlets, including the multilingual presence of Radio Australia. **Achieved**

Engage with audiences through alternative distribution paths, such as mobile and on-demand forms of television. **Achieved**

Innovation

Strategic Priority 8

Position the ABC for the successful introduction of digital radio broadcasting.

Actions and Targets

Develop an ABC digital radio content strategy, focusing on the provisions of new services to audiences, by September 2007. **Achieved**

Establish the operational and resource base to enable a trial of the new digital radio services to begin in October 2008. **Achieved**

Launch ABC digital radio services and associated online presence in January 2009, and according to agreed industry rollout schedule. **Achieved** (*against a revised industry rollout schedule of July 2009*)

Develop a strategy to extend digital radio content to regional areas to coincide with the launch in January 2009. **Achieved**

Strategic Priority 9

Research and develop digital content and services.

Actions and Targets

Develop a rich media player to allow time-shifting and downloads of content. **Achieved**

Establish effective tools and policies for the expansion of Web 2.0 media and user-generated content. **Not achieved**—*The ABC continues to work towards this target, however budget constraints have resulted in the target being "Not Achieved" at the end of the Plan.*

Objective Three—Deliver maximum benefit to the people of Australia through the effective and efficient delivery of ABC services.

Key Directions 2007–10

Efficiency and Effectiveness: Demonstrate better practice in efficient and effective resource management.

Commercial Revenue: Improved return on public investment in the ABC.

Stakeholders: Advance the ABC's reputation with key stakeholders.

Efficiency and Effectiveness

Strategic Priority 10

Maximise the relative efficiency of ABC resource and asset utilisation.

Actions and Targets

Improve the alignment of strategic priorities and budget review processes. **Achieved**

Identify and maintain the most cost-effective model for sourcing and delivering content that satisfies Charter obligations. **Achieved**

Ongoing review of all stages in the distribution and transmission processes, including key contractual relationships, to ensure maximum effectiveness of distribution and transmission expenditure. **Achieved**

Introduce new business systems and work practices to facilitate the movement into, and maximise the opportunities of, digital production and delivery. **Achieved**

Progressively deliver tools to better identify, manage and account for resource and asset utilisation over the life of the Plan. **Achieved**

Strategic Priority 11

Address the challenges of long-term financial sustainability through integrated operational and capital planning.

Actions and Targets

Develop and implement integrated capital strategies to address the future operational and facility requirements for the ABC nationally. **Achieved**

Deliver facilities in Brisbane and Melbourne that address operational requirements in the future.

Not achieved—*Construction commenced in Brisbane in March 2010, and the new facility is due for completion in late 2011. Planning is underway for the Melbourne facility.*

Complete a long-term strategic capital analysis by October 2008 as a key input into the 2009–12 Triennial Funding Submission. **Achieved**

Develop a rolling capital business plan and implement according to agreed time frames. **Achieved**

Commercial Revenue

Strategic Priority 12

Position the ABC for leadership in new and sustainable business activities, in particular, opportunities arising from the digital media environment.

Actions and Targets

By August each year, review the ABC Commercial Operating Charter to ensure its effectiveness in guiding business development that is appropriate and sustainable. **Achieved**

Based on the agreed ABC Digital Download Policy (from October 2007), provide digital products (video, audio, music and archival material) through the ABC Shop Online by March 2008. **Achieved**

Explore opportunities for further digital distribution of product over the remaining life of the Plan. **Achieved**

Establish and develop new revenue streams in the digital space. **Achieved**

Re-purpose and commercialise content across all new media digital platforms (including distribution to third-party platforms as appropriate). **Achieved**

Develop joint ventures and strategic business partnerships with major media industry players. **Achieved**

Strategic Priority 13

Strengthen the overall financial performance of the ABC Commercial Division in contributing net profit to the ABC.

Actions and Targets

From September 2007, work with the ABC Commercial Advisory Board to support the ongoing sustainability of the Corporation and increase the profitability of ABC Commercial activities to be reinvested in Australian content. **Achieved**

Review business operations and processes by January 2008 and implement strategies for cost reduction/margin improvement across all businesses over the life of the Plan. **Achieved**

Extend the retail distribution of ABC product.

Achieved

Stakeholders

Strategic Priority 14

Engage positively with public conversations about the contemporary role and performance of the ABC in Australian life.

Actions and Targets

Maintain and develop partnerships with key community organisations, including arts and emergency service bodies. **Achieved**

Monitor and take account of the interests of key stakeholders in all States and Territories in the planning and delivery of ABC services nationally and locally. **Achieved**

Consider and respond to advice from the ABC Advisory Council and conduct regular meetings between the Council and the ABC Board Advisory Council Committee. **Achieved**

Support the ABC's 2009–12 Triennial Funding Submission by demonstrating to the Parliament the value for money the ABC delivers to the community. **Achieved**

Objective Four—Sustain and grow the ABC through high-quality leadership and an environment of responsibility and opportunity.

Key Directions 2007–10

People: Offer a high-quality and adaptive work environment.

Performance Culture: Provide individuals with the opportunity to excel.

Strategic Priority 15

Develop an ABC culture based on shared values and common goals.

Actions and Targets

Express and uphold ABC Values through a revised Code of Conduct by June 2008. **Not achieved against a revised target of December 2008—ABC Values have been developed independently of the Code of Conduct and were launched in March 2009. The continued need for the Code of Conduct is being considered.**

Promote cooperation and collegiality as essential to the successful delivery of content and services across all relevant media platforms. **Achieved**

Review systems and programs such as recruitment, performance management and the leadership capability framework to ensure integration with, and promotion of, shared corporate values. **Achieved**

Undertake a benchmark survey and, thereafter, measure regularly levels of employee engagement and alignment of organisational culture with corporate values. **Achieved**

Strategic Priority 16

Develop and reward leadership which creates the opportunity for people to do their best work.

Actions and Targets

Strengthen the ABC's capability by developing current and future leaders through programs targeting senior, middle and new managers. **Achieved**

Support an alumni of management program graduates with opportunities for continuing professional development. **Achieved**

Provide managers with improved access to relevant workforce data and analysis. **Achieved**

Support and maintain continuous improvement of the management of the ABC's workforce through performance management systems, the senior executive bonus scheme and selection and retention processes. **Achieved**

Strategic Priority 17

Develop and align the ABC's workforce with the capabilities needed to achieve strategic goals.

Actions and Targets

By December 2008, identify the workforce capabilities required to support ABC operational priorities for the next three to five years. **Not achieved**—*The People and Learning Division completed a pilot program by December 2008 with the Leadership Group, which addressed capabilities, talent management and succession planning. That program was expanded in 2009 and continues to be implemented.*

Implement measures to support effective restructuring, job design, succession planning and other initiatives in a timely manner. **Achieved**

Promote options for a diverse range of learning and development activities—e.g. mentoring, coaching, job rotations, projects and formal courses—to help ensure the Corporation maintains its required skills profile. **Achieved**

By July 2009, implement the Learning Gateway to facilitate development and the sharing of skills through implementation of a Knowledge Pool. **Not achieved**—*The implementation of the Learning Gateway will occur in conjunction with the rollout of a replacement intranet in September 2010.*

Commit a minimum of 2% of base salary expenditure to staff development and training. **Achieved**

Actively identify, attract and retain key staff through opportunities available within the unique scope of the ABC's media and operational areas. **Achieved**

Seek to achieve a 2% level of Indigenous employment. **Not achieved**—*The level of Indigenous employment was 1.4% at 30 June 2010. The ABC continues to implement strategies to improve levels of Indigenous employment.*

Seek to employ a minimum of 5% of people with disabilities. **Achieved**

Seek to achieve a workforce whose diversity enables the ABC to engage more effectively with all sectors of the Australian population. **Achieved**

Strategic Priority 18

Provide a safe, positive work environment that enables excellent performance.

Actions and Targets

Provide occupational health and safety advice and improve systems, including the integration of effective risk management into work practices, policy development and devolved divisional accountability. **Achieved**

By December 2008, conduct an occupational health and safety systems audit to measure health and safety performance and identify gaps in compliance or systems and annually thereafter (replacing audit services previously undertaken by the Commonwealth). **Achieved**

At least once during the life of the Plan, review Discrimination and Harassment, Anti-Bullying and Grievance Policies and ensure appropriate training for managers and staff. **Achieved**

Organise quarterly events to stimulate cross-divisional understanding and cooperation. **Achieved** ■

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 give an Australia-wide focus to local and regional communities, and satisfy diverse audience needs, nationally and internationally.

KPI: Radio Share

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: The ABC's overall five-city metropolitan share in 2009–10 was 23.9%, a 1.3 share-point increase on 2008–09 (22.6%).

Metropolitan Share	2009–10	2008–09
	%	%
Sydney	23.1	21.3
Melbourne	24.3	22.7
Brisbane	22.4	22.2
Adelaide	24.8	25.1
Perth	25.9	24.0
Five-City Metropolitan	23.9	22.6

Source: Nielsen

KPI: Radio Reach

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: Reach in 2009–10 was 4.3 million people, an 8.1% increase on 2008–09 (4.0 million).

Metropolitan Reach	2009–10	2008–09
Sydney	1 351 000	1 249 000
Melbourne	1 407 000	1 295 000
Brisbane	605 000	577 000
Adelaide	382 000	364 000
Perth	578 000	515 000
Five-City Metropolitan	4 323 000	4 000 000

Source: Nielsen

KPI: Audience Appreciation

Measure: Percentage of people who consider the quality of programming on ABC Radio is good in 2009–10 compared to results in 2008–09.

Performance: According to the Newspoll *ABC Appreciation Survey 2010*, the majority of Australians describe the quality of programming on ABC Radio as “good” (69% in both 2010 and 2009).

KPI: Levels of Australian music on networks which broadcast music

Measure: Achieve or exceed annual targets.

Performance: All radio networks that broadcast music have a strong commitment to Australian music and have set annual targets. In 2009–10, the majority of networks met or exceeded the targets.

	Target	2009–10	2008–09
ABC Radio National	25%	39.1	36.7
ABC Local Radio	25%	31.7	30.9
ABC Classic FM	30%	29.8	36.5
<i>triple j</i>	40%	42.9	42.6
ABC Dig Music*	40%	40.5	40.8
ABC Jazz*	25%	25.4	25.4
ABC Country*	25%	27.2	25.5

* These stations were renamed following the launch of digital radio on 1 July 2009. Previously, they were referred to as *dig*, *dig jazz* and *dig country*.

KPI: Levels of Australian drama on ABC Radio National

Measure: Maintain level of Australian drama at 75% of all drama broadcasts.

Performance: Australian drama comprised 75% of all drama on ABC Radio National in 2009–10 (90% in 2008–09).

KPI: Recording of music concerts

Measure: Record 600 major music concerts.

Performance: The ABC recorded 701 concerts in 2009–10 (compared to 728 in 2008–09). Concerts were recorded by ABC Classic FM (543), *triple j* (92) and Radio National (66).

KPI: Support new artists

Measure: A minimum of five initiatives to identify and support new Australian artists.

Performance: The ABC's commitment to new artists is very strong, as reflected in the number of initiatives undertaken in 2009–10, including:

- triplejunearted.com.au and UneartedHigh continued to identify and showcase new Australian music talent. Ballarat High School band Howl was the winner of Unearted High 2009, and all-girl rock group Stonefield from Gisborne Secondary College in Victoria, won Unearted High 2010.
- *triple j*'s Unearted teamed with Australia's National Institute of Dramatic Art (NIDA) to offer six Unearted acts an opportunity to have a live-action video clip filmed for their track by one of NIDA's postgraduate directing students.
- ABC Classic FM celebrated Australia Music Month with a range of programs, including original compositions commissioned as a part of The Orpheus Remix project and broadcast in *New Music Up Late*.
- On 2 November 2009, *triple j* Unearted Digital radio was launched on the ABC Extra channel providing a dedicated 24-hour service to new undiscovered Australian music identified through triplejunearted.com. It included genre-specific features of the best Unearted metal, hip hop, punk and roots music.
- In March 2010, ABC Radio National launched the renewed Ian Reed Foundation Project which will spend more than \$500 000 between 2009 and 2019 supporting the development of new writing for radio drama. The project includes a Writers in Residence program, commissions for established writers with no prior radio experience, and workshops and commissions to encourage writing for radio in a multiplatform context.
- ABC Radio networks supported several local, regional and national music, arts and cultural festivals around the country. These included: the major capital city arts and comedy festivals, the Darwin Festival, the Alice Desert Festival, the Queenscliff Music Festival and the Northern Territory Indigenous Music Awards.

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 2009–10 compared to results in 2008–09.

Performance: In the 6 am to midnight timeslot, total ABC Television (ABC1, ABC2 and ABC3) five metropolitan city free-to-air share in 2009–10 was 17.7%, compared to 17.2% in 2008–09%.⁴³

ABC1**6 am to midnight—Free-to-air share**

People	2009–10	2008–09
Metropolitan Share	%	%
Sydney	15.3	16.9
Melbourne	13.5	15.3
Brisbane	13.5	15.8
Adelaide	13.4	15.5
Perth	14.8	16.7
Five-City Metropolitan	14.1	16.0
Regional Share	%	%
Southern NSW	17.7	19.7
Northern NSW	17.4	19.2
Victoria	14.6	16.9
Queensland	14.5	16.7
Tasmania	17.9	23.6
Regional	16.2	18.6

Source: OzTAM and RegionalTAM Television Ratings. 2010 data (from 27 December 2009) is based on Consolidated data. RegionalTAM data includes spill.

In the 6 pm to midnight timeslot, total ABC Television (ABC1, ABC2 and ABC3) five metropolitan city free-to-air share in 2009–10 was 17.0%, compared to 17.2% in 2008–09.

Total ABC Regional share data is not available.

⁴³ Comparative data for total ABC Television (ABC1, ABC2 and ABC3) audience share is not available for 2008–09. Total ABC share includes ABC3 data from its launch date (4 December 2009).

ABC1

6 pm to midnight—Free-to-air share

People	2009–10	2008–09
Metropolitan Share	%	%
Sydney	16.5	17.5
Melbourne	14.2	15.5
Brisbane	14.5	15.8
Adelaide	14.4	16.1
Perth	15.9	17.1
Five-City Metropolitan	15.1	16.4

Regional Share	%	%
Southern NSW	19.2	20.1
Northern NSW	18.5	18.6
Victoria	15.0	16.6
Queensland	14.9	16.5
Tasmania	19.2	25.4
Regional	17.1	18.7

Source: OzTAM and RegionalTAM Television Ratings. 2010 data (from 27 December 2009) is based on Consolidated data. RegionalTAM data includes spill.

KPI: Audience Reach

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: Four-weekly reach in the five metropolitan cities:

- total ABC Television (ABC1, ABC2 and ABC3): 11.5 million (78.4%) compared to 11.4 million in 2008–09 (79.0%)
- ABC2: 5.0 million (34.2%) compared to 2.7 million in 2008–09 (18.6%)
- ABC3: 2.9 million (19.3%).

ABC1

Four-weekly	2009–10	2008–09
Metropolitan Reach	%	%
Sydney	68.2	76.8
Melbourne	68.5	78.0
Brisbane	68.5	78.4
Adelaide	73.3	79.5
Perth	69.6	76.6
Five-City Metropolitan	69.0	77.7

ABC1

Regional Reach	%	%
Southern	74.3	80.5
Northern	72.9	78.2
Victoria	76.1	79.0
Queensland	73.8	79.0
Tasmania	82.0	85.1
Regional	74.6	79.5

Source: OzTAM and RegionalTAM Television Ratings.

Notes: 2010 data (from 27 December 2009) is based on Consolidated data. OzTAM four-weekly reach based on 12 July 2009 – 10 July 2010. ABC3 four-weekly reach based on 1 Jan 2010 – 30 June 2010. RegionalTAM data includes spill. RegionalTAM four-weekly reach based on 12 July 2009 – 12 June 2010.

KPI: Audience Appreciation

Measure: Percentage of people who consider the quality of programming on ABC Television is good in 2009–10 compared to results achieved in 2008–09.

Performance: According to the Newspoll ABC *Appreciation Survey* 2010, the majority of Australians describe the quality of programming on ABC Television as “good” (81% in 2010 compared to 82% in 2008–09).

KPI: Australian Content

Measure: Percentage of first-run Australian content (between 6 pm and midnight and between 6 am and midnight) in 2009–10 compared to 2008–09 levels.

Performance:

- 6 pm and midnight: 50.3% (52.4% in 2008–09) on ABC1
- 6 am and midnight: 35.8% (34.8% in 2008–09) 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 Content

Measure: Percentage of Australian television programs in the ABC’s 20 highest rating programs in 2009–10 compared to results achieved in 2008–09.

Performance: The percentage of Australian television programs in the ABC’s 20 highest ratings programs was:

- Five-city metropolitan audiences—35% in 2009–10 (compared to 65% in 2008–09)
- Regional audiences—55% in 2009–10 (same as 2008–09).

KPI: State/Local Television

Measure: Percentage of state/local “breakout” television broadcast hours achieved in 2009–10 compared with 2008–09.

Performance: Of the 10 886 total ABC1 television hours, 2 259 hours (20.8%) were unduplicated, state-based, first-run television broadcast hours compared to 20.9% in 2008–09.

Program 1.3—Online

The objective of this program is to engage audiences through new media services including the internet and emerging broadband platforms.

KPI: Audience Share

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: There is no accepted method, or consistent industry standard, for measuring share of online activity due to the existence of many millions of websites globally. While some online measurement services provide share figures for specific categories of content within specified domains (e.g. news in Australia), such figures are based on tracking a limited selection of websites and do not represent share of total online activity.

KPI: Audience Reach

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: ABC Online's monthly reach in the active Australian internet population averaged 23% in 2009–10 (19% in 2008–09), with a peak of 25% in March 2010. Comparative data is not available due to a change in methodology.

KPI: Audience Appreciation

Measure: Percentage of people who consider the quality of programming on ABC Online is good in 2009–10 compared to results in 2008–09.

Performance: According to the Newspoll ABC *Appreciation Survey* 2010, the majority of Australians describe the quality of content on ABC Online as "good" (91% in 2010 compared to 89% in 2008–09).

KPI: Total podcasts

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: 42 million ABC podcasts were downloaded in 2009–10. Comparative data is not available.

KPI: Total vodcasts

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: 10 million ABC vodcasts were downloaded in 2009–10. Comparative data is not available.

KPI: Total streamed media

Measure: Levels achieved in 2009–10 compared to results in 2008–09.

Performance: The ABC does not currently measure the volume of streamed media. A methodology for measuring streamed media is being developed.

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 exist at 30 June 2003. 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 2009–10 compared to 2008–09.

Performance:

	2009–10	2008–09
Analog Television	439	439
Domestic Radio	686	686
International Radio	8	8
Total	1 133	1 133

KPI: Audience contacts via the ABC Reception Advice Line

Measure: Contacts received in 2009–10 compared to 2008–09

Performance: The ABC monitors audience responses to transmission issues via its Reception Advice Line (RAL). In 2009–10, this unit received the following television and radio services inquiries:

	2009–10	2008–09
Total number of emails received	3 964	3 333
Total number of letters received	84	57
Total number of telephone inquiries received	23 514	21 779
Total enquiries	27 562	25 169
Total number of hits to the RAL website	2 065 448	2 445 795

Note: these figures reflect both analog and digital transmission contacts

The unit works closely with the ABC's transmission providers to ensure that any transmission faults are rectified as soon as possible. There is a continuing trend in the increasing proportion of digital television enquiries. This reflects the growing number of households that are converting to digital television, as well as the public interest in the ABC's multiple digital television services.

Outcome 3:

The Australian community has access to ABC digital television services in accordance with approved digital implementation plans. Outcome 3 is delivered through one program.

Program 3.1—Digital Television Services

The objective of this program is to implement the roll out of digital television transmission services while keeping the Australian community aware of the changes to broadcast services.

KPI: The degree to which the Australian population has access to ABC digital television transmissions

Measure: 2009–10 results compared to 2008–09.

Performance: The coverage of ABC digital television transmissions by percentage of the population was as follows:

	2009–10	2008–09
Australia	97.83%	97.66%
New South Wales/ Australian Capital Territory	98.54%	98.46%
Victoria	99.18%	99.18%
Queensland	96.95%	96.67%
Western Australia	96.71%	95.88%
South Australia	98.23%	98.23%
Tasmania	96.37%	96.37%
Northern Territory	72.57%	72.57%

Note: 2009–10 population was derived from Australian Bureau of Statistics (ABS) 2006 Census data.

KPI: 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 340 approved implementation plans, 342 digital terrestrial services in operation, and no service in test mode as at the end of June 2010.

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: Successful commencement and provision of digital radio services in the five mainland capital markets.

Performance: Digital radio services commenced in the five mainland capital markets in July 2009.

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. ■

AS PART OF THE ABC's commitment to acknowledging Indigenous Australians, their heritage and culture, the Corporation developed and published its *Reconciliation Action Plan for the years 2009–2012* in October 2009.

The plan outlines a set of actions and targets that will be implemented throughout the ABC over the three year period of its operation to promote opportunities for current and future Aboriginal and Torres Strait Islander staff.

There are four strategic areas of commitment:

- Promoting cultural understanding and respect
- Increasing employment opportunities (the ABC will seek to achieve an initial 2% Indigenous staff level)
- Developing content that reflects the culture and heritage of Aboriginal and Torres Strait Islander people
- Enhancing community links.

The ABC reports its performance against the following 20 initiatives at the end of each year of the Plan, with the first report due at the end of 2010. Results will be published on the Reconciliation Australia website (reconciliation.org.au).

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
- Communicate internally and externally about the Indigenous website: <http://abc.net.au/indigenous/>
- Establish a new Indigenous site on the upgraded Intranet.

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
- Create 20 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, e.g. ABC Open
- Target and develop Indigenous on-air presenters
- Implement a mentoring and scholarship program for Indigenous researchers and producers involving a 12-month plan of placements across content-producing 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 Indigenous Advisory Committee.

Members are encouraged to join from all States and Territories, to provide feedback and advice to the ABC at a high level.

The Committee was directly involved in the development of the ABC's Reconciliation Action Plan, providing advice and feedback from Aboriginal and Torres Strait Islander staff across the Corporation.

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.

As part of the annual Indigenous Staff Scholarship Awards, an initiative which aims to develop and support Indigenous staff excellence and staff progression, the Bonner Committee also presents an annual award to recognise a non-Indigenous employee who supports Indigenous activities in the ABC.

The Committee is named after the late Neville Bonner AO, who was an ABC Board Director from 1983 to 1991 and Australia's first Indigenous Senator. The Bonner Committee reports to the Director of Communications. ■

ABC Local Radio covered the NAIDOC Week opening ceremony in East Perth. The event was enjoyed by Shontae, Kaye-Ann and Didla Graham.



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 2009–10 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:

Dr Jane Munro Convenor (Melbourne, Vic)— Dr Munro is Head of International House, University of Melbourne and her background is Asian language study. She has been a teaching fellow at Harvard University and Board Member of the Melbourne Festival, Opera Australia and the Convenor of The Victoria Women's Council.

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 Faculty of Business. He was the foundation Chair for the Bathurst Community Website project. Dr Bradbery is writing a book called *Unlearning to Learn*, which provides an innovative perspective on learning, particularly workplace learning.

Mr Joel Buchholz (Kirwan, Qld)— Mr Buchholz is Deputy Principal of Kirwan State High School.

Ms Moira Neagle (Millicent, SA)— Ms Neagle is an Assistant Principal of a public Primary school. She is a published poet, with *In My Garden of Words* having been published in 2007.

Ms Tania Penovic (Surrey Hills, Vic)— Ms Penovic is a member of the Faculty of Law at Monash University, Chair of the Law School Liaison Committee and an Associate of the Castan Centre for Human Rights Law.

Mr Anthony Peters (Sydney, NSW)— Mr Peters is a former farmer and grazier from the central western region of New South Wales.

Ms Jaime Phillips (Highgate, WA)— Jaime Phillips is a community development professional working in Western Australia's remote and regional communities.

Ms Catherine Prosser (Narrabundah, ACT)— Ms Prosser works in theatre production and design.

Ms Rosemary Redgen (Nhulunbuy, NT)— Ms Redgen is an administration trainer at the remote Aboriginal community clinics for the Northern Territory Health Department. She was a voluntary member of the Consumer Affairs Council, talking to remote Aboriginal community councils, before they were disbanded.

Ms Victoria Shenstone (Kenmore, Qld)— Ms Shenstone is Project Manager for ASX-listed coal seam gas explorer and producer, Bow Energy Limited. She is a Director of not-for-profit organisation YES and is a member of the Royal National Agricultural and Industrial Association's (RNA) Future Directions Committee.

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. Mr Tran is an adviser and consultant to a Vietnamese aged-care facility.

Mr Craig Wallace (Fisher, ACT)— Mr Wallace is a public servant from Canberra who works with the Australian Government Department of Families, Housing, Community Services and Indigenous Affairs. Mr Wallace is a past Chair of the ACT Disability Advisory Council and was President of the peak body People with Disabilities ACT from 1999 to 2005.

The role of members and functions of the ABC Advisory Council has been recently reviewed to provide for a wider understanding of the work of the Council. The role of the 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
- Council can also hold interest group meetings from time to time.

The Council met three times during the year, twice in Sydney in December and March and mid-year in Canberra. Two teleconferences took place in September and May. Feedback was provided 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 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:

- Education: consultations with educators on the value and functionality of ABC content for educational purposes
- 7 pm News: the role of the 7 pm News—what part does it play in people's lives?
- ABC News website: how users get their news online
- ABC3: gauging the level of awareness of the ABC's digital children's channel, ABC3.

The Advisory Council's recommendations and commendations for the year, together with responses from ABC management, appear in Appendix 7 (page 180). ■



*Back row: Jaime Phillips, Patrick Bradbery, Rosemary Redgen, Joel Buchholz, Tania Penovic and Taylor Tran.
Front row: Catherine Prosser, Jane Munro (Convenor), Moira Neagle, Craig Wallace and Victoria Shenstone.
Absent: Anthony Peters.*

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.

Environmental impact

The ABC is committed to taking positive steps to be ecologically responsible and to minimise its environmental impact, including:

- Optimising energy and reducing water consumption
- Reducing waste and expanding recycling programs
- Expanding the application of its Environmental Management System
- Ensuring compliance with the requirements of Sections 341ZA and 516A of the *Environment Protection and Biodiversity Conservation Act 1999*.

Social impact

The ABC aims to achieve its vision of enriching the lives of all Australians fairly and with regard to the needs of Australian communities, including:

- Connecting with communities around Australia by participating in and supporting local events
- Creating a positive work environment in which the rights of employees are respected
- Providing reliable and timely emergency broadcasting information.

Economic impact

The ABC seeks to maximise the efficiency of its operations to ensure that it is financially sustainable for future generations. This involves:

- Maintaining strict standards of corporate governance to ensure funds are applied efficiently and effectively and to prevent fraud
- Engaging independent auditors to verify and confirm the accuracy of processes, reports and data
- Regularly reporting the ABC's performance.

Benchmarking the ABC's performance

Since 2007, the ABC has participated in the Corporate Responsibility Index (CRI). The CRI is a leading independent measure of corporate responsibility that assesses the extent to which responsible and sustainable business practices are embedded within an organisation's corporate strategy and operations. The CRI was developed in the United Kingdom and is operated in Australia by the St James Ethics Centre. It provides a systematic approach for organisations to measure and manage their impacts on the community, the environment, the marketplace, and the workplace and to benchmark their performance against other businesses in Australia and overseas. In 2009, 113 companies participated in the Index globally, with 21 of them reporting on operations in Australia and New Zealand.

In the 2009 CRI, the ABC achieved a Platinum band score of 97.4%, an improvement on its Silver band score of 89.6% in 2008. In recognition of this achievement the ABC, was presented a Platinum Award certificate at the 7th Annual CRI Awards and invited to join the CRI Leaders' Network. The work

of the CRI Leaders Network includes mapping key corporate social responsibility tools and frameworks and encouraging greater uptake of responsible business practice in Australia.

The improvement in the ABC's performance can be attributed to a number of factors, including the commitment of senior executives to corporate responsibility principles and practices, as well as the willingness of staff to embrace the challenges of corporate responsibility.

In 2009, the ABC expanded the scope of data it collects in relation to water consumption and waste management, and data was collected from more sites than previous years. The expansion in the scope and number of data collection sites was reflected in an improvement to the ABC's scores in the areas of climate change and waste and resource management.

The ABC continues to develop ways to engage staff, the wider community and other stakeholders to reinforce corporate social responsibility as an integrated, core component of all of its business activities.

	2009 %	2008 %
Corporate Responsibility Index	97.4	89.6
Corporate Strategy	100	100
Integration	100	93
Assurance	100	100
Community Management	100	97
Environment Management	100	92
Marketplace Management	97	91
Workplace Management	96	90
Environmental Impact Areas (Climate Change; Waste and Resource Management; and Water conservation)	94	81
Social Impact Areas (Employee health, safety and well-being; Equality, diversity and inclusion in the workplace; and Responsible products and services)	94	67

Environmental impact

The ABC takes its environmental responsibilities seriously and is taking steps to progressively and substantially lower its carbon footprint. The ABC has pledged to reduce its greenhouse gas emissions to 60% of 1997 levels by 2020 and to 40% of 1997 levels by 2050.

The ABC's Green Futures program commenced in 2006 and involves all staff Australia-wide. Each State has a Green Committee that is overseen by a national steering committee. The ABC employs a full-time Green Futures Coordinator to provide the necessary focus for this work.

Initiatives in 2009–10 have focused on energy efficiency, and encouraging staff engagement and awareness.

The ABC tracks and publishes its progress through the Green at Work website and encourages other businesses to follow suit (www.abc.net.au/greenatwork).

The site was updated during 2009–10 to streamline the accessibility of information for ABC staff, other organisations and individuals.

Improving energy and water management

In 2009–10, the ABC's estimated direct greenhouse gas emissions were 47 560 tonnes,⁴⁴ a gross increase of 0.2% from 2008–09.⁴⁵ The overall energy intensity of all ABC Australian buildings remained at 858 megajoules per square metre per annum, however electricity consumption increased by 1.4%.⁴⁶ A primary contributing factor leading to this increase was the introduction of new technology and broadcasting services.

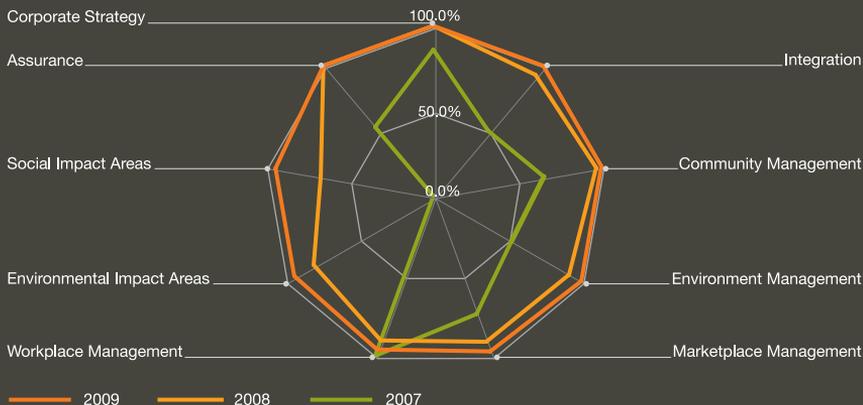
⁴⁴ Based on 84% actual billed energy consumption and 16% forecast consumption pending account receipt.

⁴⁵ Based on actual 2008–09 GHG Emissions 47 460 t CO₂-e (figures finalised October 2009).

⁴⁶ Based on actual 2008–09 electricity consumption (figures finalised October 2009) and 74% actual 2009–10 billed electricity consumption and 26% forecast consumption pending account receipt.

The ABC scored **97.4%** in the Corporate Responsibility Index.

Corporate Responsibility: CRI key impact areas



The ABC measures its performance as a corporate citizen against an external benchmark.

Note: Results were not produced for Social and Environmental impact areas in 2007.

In 2009–10, the ABC's vehicle fleet decreased by nine vehicles, and the ABC's overall fleet energy intensity decreased by an estimated 4% to 3.36 megajoules per kilometre per annum in 2010 (from 3.51 megajoules per kilometre in 2008–09).⁴⁷

Some of the significant initiatives undertaken in 2009–10 to reduce the ABC's greenhouse emissions and its impact on the environment included converting T8 fluorescent tubes to more energy efficient T5 fluorescent lights at the Lanceley Place site in New South Wales; replacing existing lighting in 55 studio and edit booths at Ultimo with new more efficient lighting, including movement sensor switching; installing movement sensors to automatically switch off lighting in general areas of Darwin and Lanceley Place; installing Voltage Control units to enhance the efficiency of carpark and loading dock lighting at Southbank (Victoria) and Lanceley Place; converting conventional lighting to more energy efficient LED lights at various locations at ABC Buildings in Ultimo, Southbank, Collinswood in Adelaide and East Perth; installing a Building Management and Control system to closely control the operating times of the air conditioning plant in Darwin; completing the second stage of a two-stage project to replace the air conditioning chiller plant at Southbank with high efficiency chillers and installing sub-metering to enable close monitoring of energy consumption at Ultimo, Canberra, Southbank and Hobart.

In 2009–10, 225 kl of the water used by the ABC came from rainwater harvesting tanks. At the ABC's regional sites in Sale, Bendigo, Longreach and the Gold Coast, 122 kl of water was harvested and used exclusively for toilet flushing. At the ABC's East Perth site, 103 kl was harvested and used to supplement the cooling tower water. Water-efficient fittings are being incorporated into the ongoing refurbishment of the older toilets in the ABC's Ultimo building. Total water usage and comparative data is not available.

Reducing waste

In 2009–10, the total waste generated at ABC capital city sites was 920 tonnes, a decrease of 25% from 2008–09. Of the total generated waste, 85% was directed toward recycling waste streams. The ABC

recycled 2 671 items of print consumables, mostly printer cartridges, saving 2.18 tonnes of waste from going to landfill.

Replacement of the glass used to partition offices and cubicles to comply with current building and safety standards at Ultimo resulted in 5 632 kg of glass being recycled. Carpet that has a backing made from recycled PET bottles was installed during refurbishment of areas within buildings at Southbank (Victoria) and Ultimo and Orange (New South Wales).

The Corporation entered into a new waste management contract at Collinswood that resulted in 95% of waste generated at that site being recycled.

In 2009–10, total paper consumption decreased by 6%, much of which is due to the increase in electronic processes. Over 4 000 staff have made the switch from paper payslips to email payslips. Paper payslips will be phased out in 2011 and a move to paperless forms for employment-related activities should also be completed in 2011. An average of 3 600 Remittance Advices and 1 500 Purchase Orders are emailed to vendors every month instead of being faxed; 98% of Travel Allowance forms are now approved electronically and processed by email every month, saving nearly 2 000 sheets of paper each month.

On average, in 2009–10, the ABC used 84% recycled paper. Most of this paper is 80–100% recycled from post-consumer waste.

Statutory compliance

The ABC continued to ensure its compliance with the requirements of Sections 341ZA and 516A of the *Environment Protection and Biodiversity Conservation Act 1999*.

The ABC's 2007–11 Heritage Strategy covers identification and care of heritage property under ABC control and complies with the requirements of Division 5 of the EPBC Regulations 2000, "Managing Commonwealth Heritage Places". The Heritage Strategy assists the Corporation in dealing with ABC property with Commonwealth heritage values and addresses management and planning issues associated with ownership of heritage items.

The ABC prepared Heritage Management Plans for its Toowong and Ferry Road sites in Brisbane, as required for any proposed divestment under the Heritage Strategy.

⁴⁷ Using an estimate of the distance travelled in kilometres by Custom Fleet and Lease Plan relative to the 2008–09.

In 2009–10, the ABC complied with its obligations to submit a range of data and reports: in August 2009, the annual National Environment Protection Measures Questionnaire to the Commonwealth Department of Environment, Water, Heritage and the Arts; in October 2009, total Annual Energy Consumption on the Department of Climate Change OSCAR (Online System for Comprehensive Activity Reporting); in October 2009, waste data for inclusion in the Australian Government's Annual Report for 2008–09 to the National Packaging Covenant.

Social impact

Connecting with Australian Communities

The ABC is uniquely placed to connect and engage with Australian communities. The presence of Local Radio in nine metropolitan and 51 regional centres enables the ABC to be an active participant in local communities, while ABC Television, Radio and Online provides content to meet the needs of a range of communities of interest.

As a responsible corporate citizen, the ABC is committed to building and sustaining those local communities. The ABC's role includes awareness raising about important local and national issues, as well as engaging with communities in positive, practical ways. The following is a cross-section of the ABC's community activities in 2009–10:

- 666 ABC Canberra headed the ANZAC Day Dawn Service from the Australian War Memorial, which was broadcast nationally on Local Radio and internationally on Radio National.
- A special 24-hour ABC ANZAC Day digital radio station was established and broadcast a combination of new, archival and live content from across Local Radio, Radio National and ABC Television. This included the first recording and rebroadcast of the Indigenous ANZAC Day service from the Australian War Memorial in Canberra.
- *Heywire 2009* invited young people across regional Australia to tell their stories through multiple media forms, culminating in a Youth Issues Forum in Canberra in February 2010. The 35 regional winners gathered to develop projects and proposals aimed at creating positive change in their communities. The winners participated in mentoring, training, networking, skill building and learning activities over a week and visited Parliament House where they met with Members



Returned soldier Sergeant David Butler (retired) looks out over Tumbly Bay in South Australia during the one minute's silence at the Anzac Day dawn service. Across the country, ABC Local Radio covered Anzac Day services, marches and associated activities in their local communities.

4

of Parliament, Federal Ministers, and leaders from across the Australian youth sector and the ABC.

- In March 2010, 891 ABC Adelaide *Mornings* broadcast from Adelaide High School to talk about the devastating effects of road accidents involving young South Australians. The program was supported by emergency agencies, and aimed to raise awareness about road safety in a year when South Australia's road toll doubled.
- In November 2009, 774 ABC Melbourne *Mornings* conducted a forum investigating the divergent opinions about the wisdom of fuel reduction on the eve of the bushfire season. The forum included political leaders, environmentalists and concerned communities and its debates were included in evidence at the Royal Commission into the Black Saturday bushfires.
- Over the summer, ABC Radio's Rural and Sport teams, in conjunction with the Foundation for Rural and Regional Renewal, conducted the *Revive and Thrive Challenge* across the country. The *Revive and Thrive Challenge* aims to assist small rural and regional communities to stabilise and grow their populations. A total of 181 entries were received, most from towns with populations less than 5 000. Each State winner received \$10 000 from the Foundation for Rural and Regional Renewal, and the national winner received an additional \$40 000. The national winner was the small town of Theodore in central Queensland, which will use its prize money to improve its main street and to attract new businesses and skilled workers.
- In April 2010, 891 ABC Adelaide conducted an "Active April" campaign, inviting listeners to take part in a series of special events designed to encourage and improve fitness levels in the community. In partnership with the South Australian Department of Sport and Recreation, listeners took part in events ranging from ballroom dancing, ten pin bowling, walking and rowing.
- In April 2010, 105.9 ABC Darwin broadcast from the Darwin Water Gardens as part of the inaugural *Homeless Connect* event. The Northern Territory has the highest rate of youth homelessness in the country. People without a home were given the opportunity to have haircuts, massages, pick up a free street swag, have a decent meal and reconnect with social and employment services. 105.7 ABC Darwin provided online coverage of the event.

Creating a positive work environment

Equity and diversity

The ABC is required by the *Equal Employment Opportunity (Commonwealth Authorities) Act 1987* to develop an equal employment opportunity (EEO) program designed to eliminate discrimination and promote equal opportunity for women, Aboriginal and Torres Strait Island peoples, people from a non-English speaking background and people with disabilities. The *ABC Equity and Diversity Plan 2008–11* is based on the principle that individuals are employed based on skills and experience, appointed by a fair selection process and matched with jobs designed to meet the business objectives and operations of the Corporation.

Information about the ABC's staff profile is provided in Appendix 16 (page 192) and the ABC's Commonwealth Disability Strategy is reported in Appendix 14 (page 189).

Health and safety

Information regarding the ABC's health and safety commitments and performance is provided on page 79 and in Appendix 13 (page 184).

Respecting the rights of employees

In 2009–10, the ABC commenced a consultation process with employees, the Community and Public Sector Union (CPSU) and the Media Entertainment and Arts Alliance (MEAA) as part of the negotiations for a new ABC Employment Agreement. Regular electronic updates were provided to all staff to improve understanding and transparency. The Agreement is expected to be finalised in the second half of 2010.

Emergency broadcasting

The ABC performs a vital role as Australia's official emergency broadcaster. It has Memoranda of Understanding with all State and Territory emergency services.

Preparing for emergencies

ABC Local Radio prepares for emergencies by providing training for staff through various local emergency bodies, conducting education programs on radio and online and participating in awareness days to help prepare communities in the event of an emergency.

Work continued with Northern Territory Police Fire and Emergency Services to produce emergency service messages recorded in nine Northern Territory Indigenous languages as part of improving the ABC's Emergency Service coverage to Northern Territory Indigenous communities.

A new National Bushfire Warning System was launched with Outside Broadcasts from local emergency service depots, highlighting critical changes to the current warning system accompanied by a range of public education programs and initiatives supported on radio and online.

The ABC launched the abc.net.au/emergency on 1 October 2009 with information highlighting the new National Bushfire Warning System, including an audio example of the warning signal and links to the Fire and Emergency Services Authority. This site forms an important emergency information repository and is being further developed to include relevant local links and emergency planning tools and information.

In October 2009, ABC Darwin commenced preparation for cyclone season with an information campaign on how to prepare for the season, make a family cyclone plan and the location of cyclone shelters.

Responding in an emergency

ABC Local Radio and ABC Local online were primary points of contact for many communities across Australia affected by emergencies in 2009–10.

In August 2009, rolling emergency coverage was provided in response to bushfires in the Illawarra and South East areas of New South Wales and severe storms in Melbourne. ABC Rockhampton's breaking coverage of the Hendra virus story was broadcast across Queensland and nationally on ABC and external media services.

ABC Local Radio in Western Australia provided comprehensive, around-the-clock coverage in December 2009, during fires in Toodyay on the outskirts of Perth which destroyed 37 homes at the end of December. ABC Local Radio in New South Wales provided emergency broadcasting coverage in Northern New South Wales where extensive flooding left many isolated.

For over two months in early 2010, ABC Local Radio stations provided warnings and weather and emergency information on-air and online when heavy monsoonal rains and flooding affected much of Queensland and Central Australia.

From 4 to 7 February 2010, Local Radio Victoria presented live broadcasts from bushfire affected areas, including Traralgon, Mirboo and Kinglake in Victoria, to commemorate the first anniversary of the 2009 Black Saturday bushfires. Commemorative programming culminated in the national broadcast of the 7 February service from St Paul's Cathedral. The service was also broadcast on Radio Australia.

In December 2009 and January 2010, Northern Territory Local Radio provided numerous severe weather, tropical cyclone advices, flood threat advices and substantial additional local programming to communities in Darwin, the wider Top End and Central Australia, as monsoonal activity affected communities with flooding, road closures, damage to rail infrastructure and homes.

Economic impact

The *Australian Broadcasting Corporation Act 1983* requires the Board to ensure that the functions of the ABC are performed efficiently and with the maximum benefit to the people of Australia. The ABC continuously reviews its operations to improve efficiency. The Production Review and Support Activities Review (see page 88) are a part of that process of continuous assessment.

A financial summary is provided on page 120.

The ABC's governance framework and performance is reported at page 86.

Information regarding the ABC's internal audit and fraud control activities is provided on pages 86–7 and in Appendix 6 (page 178).

An independent auditor's report of the ABC's financial statements for 2009–10, prepared by the Australian National Audit Office, is provided on page 123. ■





The ABC has developed a new look and concept for ABC Shops, offering customers a closer link between the retail environment and the ABC's on-air content.

PUBLIC BROADCASTING PUBLIC BENEFIT

Six-year old Hugo faces a difficult decision as he selects a DVD from the wide range on offer in the ABC Shop.



The ABC has a duty to all Australians to use its funding efficiently and effectively. Good financial management is essential for the ABC to deliver on its Charter and provide valuable public benefits.

The ABC's investment in its content is maximised through its commercial activities. Through activities such as book and magazine publishing, DVD sales and distribution, worldwide program sales and new digital initiatives ABC Commercial is able to generate revenue which can be reinvested in ABC content and programming.

The ABC's retail and publishing activities extend the life of ABC on-air content. By shopping in store or online, audiences can enjoy their favourite programs whenever they like.

Financial performance

Section

5

Financial summary

Independent auditor's report

Financial statements

Notes to the financial statements

ON 30 JULY 2010, the Audit and Risk Committee endorsed the signing of the 2009–10 Financial Statements and the Australian National Audit Office (ANAO) issued an unqualified audit opinion.

Financial Outcome 2009–10

As in previous years, the ABC operated within its total sources of funds and revenue from Government for the 2009–10 financial year.

Sources of Funds 2009–10

The ABC was allocated \$929.9 million in the May 2009 Federal Budget. In the Commonwealth Budget Additional Estimates process, the ABC was allocated additional funding for Outcome 2, analog transmission, and Outcome 3, digital transmission, bringing the total appropriation received in 2009–10 to \$932.1 million.

The ABC also received \$185.4 million from other sources, including ABC Commercial.

The chart “ABC Source of Funds 2009–10” depicts the ABC’s budgeted funds for the various categories against actual sources for 2009–10 and its budgeted sources for 2010–11.

Application of Funds

The chart “Split Actual Expenditure 2009–10” broadly represents the ABC’s application of funds by function for the 2009–10 financial year.

The Year Ahead

Revenue from Government

The May 2009 Federal Budget maintained the ABC’s funding base and provided additional funding for a dedicated digital children’s television channel, more Australian television drama, establishment of regional broadband hubs throughout Australia, and funding for 2009–10 only to assist in the maintenance of the ABC’s asset base.

The ABC’s funding for the 2010–11 financial year is:

	\$m
Total revenue from Government per Outcomes 1, 2, 3 and 4, including equity injection	972.6
Less Analog Transmission funds	–95.9
Less Digital Transmission funds	–94.2
Less Digital Radio Transmission funds	–3.5
Total Revenue from Government	779.0

The chart “ABC Revenue from Government by Outcomes and Programs 2009–10” broadly represents the ABC’s budgeted appropriation of funds by output for the 2010–11 financial year.

Budget Strategy

Although additional funding was announced 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 difficult retail environment and its impact on ABC Commercial also placed additional pressure on tight financial conditions within the Corporation.

The 2010–11 Budget Strategy seeks to address these pressures and maintain ABC output activities and levels, to ensure ABC recurrent activities remain funded from recurrent sources. It also seeks to ensure resource allocations are consistent with the ABC’s strategic objectives and that a careful balance remains between ensuring existing content, facilities and operations are maintained at sustainable levels, and funding vital future projects for the ABC, for example, ABC News 24, a new dedicated 24-hour news service to be launched in early 2010–11.

The Corporation is in the process of implementing recommendations of a review of its television production activities. This process has already delivered operational savings, and is expected to deliver further operational efficiencies over the next few years. Savings to date have been applied to sustainability, as well as new strategic initiatives, including the new ABC News 24 digital channel.

Funding to assist with the maintenance of the ABC’s asset base announced in the May 2010 Federal Budget is for 2010–11 only. The Corporation will continue to liaise with Government in relation to its funding requirements for asset replacement, in the context of the findings of the second stage of the ABC’s Integrated Capital Strategy.

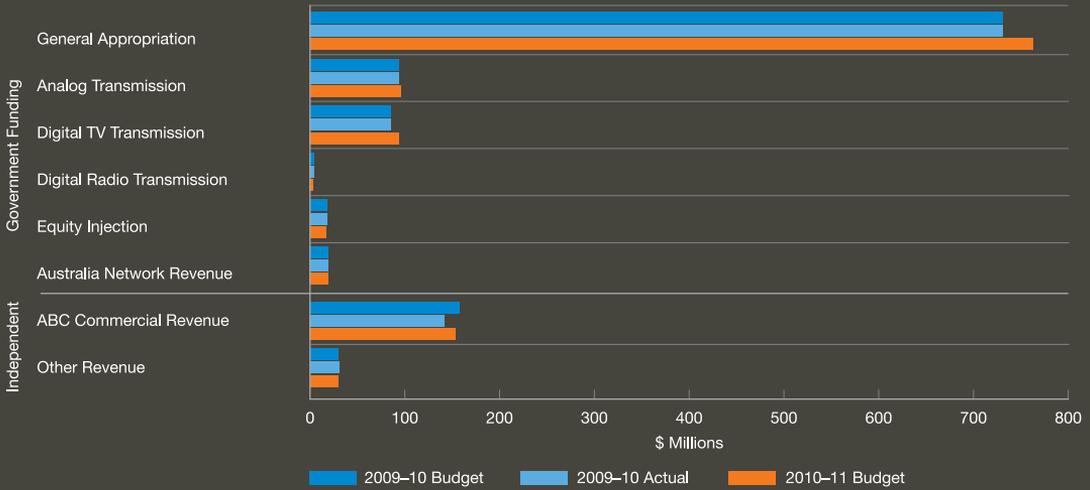
Comparative Revenue from Government

The 2010–11 operational revenue from Government of \$779 million represents a decrease in real funding of \$251 million or 24.4% since 1985–86 as depicted in the chart “ABC Operational Revenue from Government”.

The ABC was allocated **\$932.1 million** in the 2009 Federal Budget.

The ABC receives funding from different sources, the majority coming from the Federal Government.

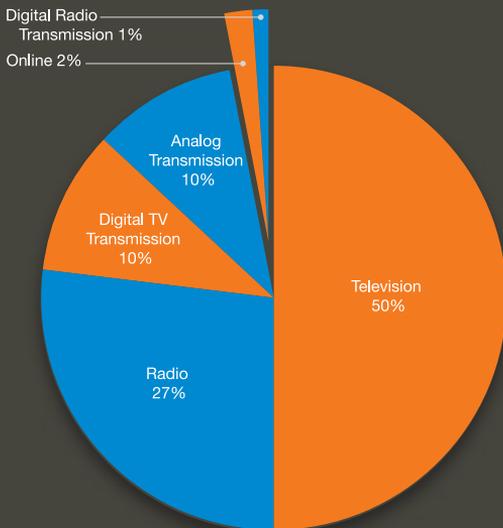
ABC Source of Funds 2009–10



79% of Government funding was allocated to content-related activities.

This graph shows how funding is allocated to six specified Programs which relate to four Outcomes. Performance against these Outcomes is reported at page 103.

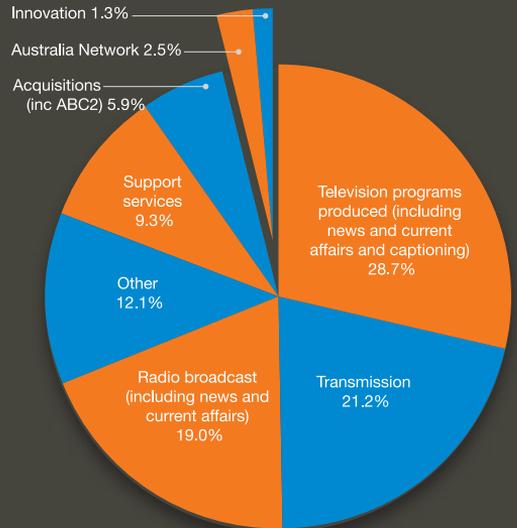
ABC Revenue from Government by Outcomes and Programs 2009–10



Over 70% of the ABC's expenditure is on making and distributing content.

Split of actual expenditure broadly represents how the ABC allocates its funds by function.

ABC Split of Actual Expenditure 2009–10



In real terms, the ABC's operational revenue has declined over time.

The ABC operational revenue from Government graph demonstrates the value of funding in real terms over time.

ABC Operational Revenue from Government

including Capital Indexed at 2009–10 levels (Dec 2009 6 mths CPI Index) 24.4% reduction from 1985–86 to 2010–11



Five-year Analysis

	2010	2009	2008	2007	2006
ABC Operating	\$'000	\$'000	\$'000	\$'000	\$'000
Cost of Services	1 101 074	1 078 755	1 041 391	976 459	929 236
Operating Revenue	184 260	234 222	219 641	185 206	187 015
Net Cost of Services (a)	916 814	844 533	821 750	791 253	742 221
Revenue from Government	915 058	858 411	833 963	809 532	774 254

Financial Position	2010	2009	2008	2007	2006
	\$'000	\$'000	\$'000	\$'000	\$'000
Current Assets	237 927	275 761	276 332	244 513	248 309
Non-Current Assets	1 004 396	948 920	978 828	801 727	795 930
Total Assets	1 242 343	1 224 681	1 255 160	1 046 240	1 044 239
Current Liabilities	241 388	230 403	174 080	150 428	147 567
Non-Current Liabilities	24 161	48 187	114 002	136 059	154 518
Total Liabilities	265 549	278 590	288 082	286 487	302 085
Total Equity	976 774	946 091	967 078	759 753	742 154

Ratios

Current Ratio (b)	0.99	1.20	1.59	1.63	1.68
Equity (c)	79%	77%	77%	73%	71%

(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.



INDEPENDENT AUDITOR'S REPORT

To the Minister for Broadband, Communications and the Digital Economy

Scope

I have audited the accompanying financial statements of the Australian Broadcasting Corporation (the Corporation) for the year ended 30 June 2010, 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 to and Forming Part of the Financial Statements, including a Summary of Significant Accounting Policies.

The Directors' Responsibility for the Financial Statements

The directors are responsible for the preparation and fair presentation of the financial statements in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards (which include the Australian Accounting Interpretations). This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

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 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 and fair presentation of the financial statements 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 accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Independence

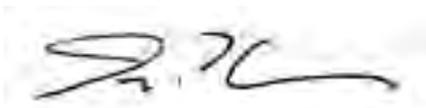
In conducting the audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the requirements of the Australian accounting profession.

Auditor's 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 2010 and its financial performance and cash flows for the year then ended.

Australian National Audit Office



Ian McPhee
Auditor-General

Melbourne
30 July 2010

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Statement by Directors and Chief Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2010 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.



Maurice Newman AC
Chairman
30 July 2010



Mark Scott
Managing Director
30 July 2010



David Pendleton
Chief Financial Officer
30 July 2010



Statement of Comprehensive Income

for the year ended 30 June 2010



	Notes	2010 \$'000	2009 \$'000
EXPENSES			
Employee benefits	3A	428 364	418 616
Suppliers	3B	431 756	438 956
Depreciation and amortisation	3C	88 634	85 228
Program amortisation	3D	140 121	128 197
Finance costs	3E	2 981	4 319
Write-down and impairment of assets	3F	9 218	3 439
Total expenses		1 101 074	1 078 755
OWN-SOURCE INCOME			
Revenue			
Sale of goods and rendering of services	4A	151 339	175 118
Interest	4B	8 664	11 072
Share of surplus/(deficit) of jointly controlled entities	4C	468	0
Other revenue	4D	24 958	29 636
Total revenue		185 429	215 826
Gains			
Net foreign exchange (loss)/gain	4E	(336)	625
Net (loss)/gain from disposal of assets	4F	(833)	17 771
Net (losses)/gains		(1 169)	18 396
Total own-source income		184 260	234 222
Net cost of services		916 814	844 533
REVENUE FROM GOVERNMENT	5	915 058	858 411
(Deficit)/surplus		(1 756)	13 878
OTHER COMPREHENSIVE INCOME			
Net revaluation of land and buildings		26 598	(5 358)
Changes in fair value cash flow hedges		55	(18)
Total other comprehensive income		26 653	(5 376)
Total comprehensive income		24 897	8 502
<i>The above statement should be read in conjunction with the accompanying notes.</i>			
NOTE	(Deficit)/surplus before return of capital	(1 756)	13 878
	Return of capital to the Australian Government	(11 770)	(40 739)
	Contributed to equity	(13 526)	(26 861)

Balance Sheet

as at 30 June 2010

	Notes	2010 \$'000	2009 \$'000
ASSETS			
Financial assets			
Cash and cash equivalents	6A	5 677	8 154
Receivables	6B	131 773	159 658
Accrued revenue	6C	5 265	9 126
Investments accounted for using the equity method	7	17 062	0
Total financial assets		159 777	176 938
Non-financial assets			
Land and buildings	8A	661 869	643 272
Infrastructure, plant and equipment	8B	274 834	278 334
Intangibles	8C	28 332	17 672
Inventories	8D	99 906	90 570
Other non-financial assets	8E	17 605	17 895
Total non-financial assets		1 082 546	1 047 743
Total assets		1 242 323	1 224 681
LIABILITIES			
Payables			
Suppliers	9A	59 108	55 935
Other	9B	39 674	44 142
Total payables		98 782	100 077
Interest-bearing liabilities			
Loans	10A	31 000	56 500
Total interest-bearing liabilities		31 000	56 500
Provisions			
Employees	11A	134 617	120 886
Other	11B	1 150	1 127
Total provisions		135 767	122 013
Total liabilities		265 549	278 590
NET ASSETS		976 774	946 091
EQUITY			
Contributed equity		109 449	103 663
Reserves		578 040	551 387
Retained surplus		289 285	291 041
Total equity		976 774	946 091
Current assets		237 927	275 761
Non-current assets		1 004 396	948 920
Current liabilities		241 388	230 403
Non-current liabilities		24 161	48 187

The above statement should be read in conjunction with the accompanying notes.

Statement of Changes in Equity

for the year ended 30 June 2010



	Contributed equity / capital		Retained surplus		Asset revaluation reserve		Hedging reserve		Total equity	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
Opening balance as at 1 July	103 663	133 152	291 041	277 163	551 427	556 785	(40)	(22)	946 091	967 078
Comprehensive income										
Net revaluation of land and buildings	-	-	-	-	26 598	(5 358)	-	-	26 598	(5 358)
Changes in fair value of cash flow hedges	-	-	-	-	-	-	55	(18)	55	(18)
(Deficit)/surplus	-	-	(1 756)	13 878	-	-	-	-	(1 756)	13 878
Total comprehensive income	-	-	(1 756)	13 878	26 598	(5 358)	55	(18)	24 897	8 502
Transactions with owner										
<i>Distributions to owner</i>										
Return of capital	(11 770)	(40 739)	-	-	-	-	-	-	(11 770)	(40 739)
<i>Contributions by owner</i>										
Equity injection	17 556	11 250	-	-	-	-	-	-	17 556	11 250
Total transactions with owner	5 786	(29 489)	-	-	-	-	-	-	5 786	(29 489)
Closing balance as at 30 June	109 449	103 663	289 285	291 041	578 025	551 427	15	(40)	976 774	946 091

The above statement should be read in conjunction with the accompanying notes.

Cash Flow Statement

for the year ended 30 June 2010

	Notes	2010 \$'000	2009 \$'000
		Inflows (Outflows)	Inflows (Outflows)
OPERATING ACTIVITIES			
Cash received			
Government		914 503	858 411
Goods and services		155 877	189 904
Interest		8 712	10 877
Net GST received		39 848	30 448
Other		24 958	27 783
Realised foreign exchange gains		75	818
Total cash received		1 143 973	1 118 241
Cash used			
Employees		(417 381)	(409 447)
Suppliers		(628 523)	(617 694)
Finance costs		(2 987)	(4 322)
Total cash used		(1 048 891)	(1 031 463)
Net cash from operating activities	12	95 082	86 778
INVESTING ACTIVITIES			
Cash received			
Proceeds from sale of assets		1 903	40 110
Proceeds from investments and bills of exchange		113 400	124 142
Total cash received		115 303	164 252
Cash used			
Purchase of property, plant and equipment		(88 285)	(64 093)
Purchase of investments and bills of exchange		(108 694)	(141 300)
Total cash used		(196 979)	(205 393)
Net cash used in investing activities		(81 676)	(41 141)
FINANCING ACTIVITIES			
Cash received			
Equity contributed by Government		17 556	11 250
Total cash received		17 556	11 250
Cash used			
Repayment of loans		(25 500)	(23 500)
Return of capital		(7 939)	(31 130)
Total cash used		(33 439)	(54 630)
Net cash used in financing activities		(15 883)	(43 380)
Net (decrease)/increase in cash and cash equivalents		(2 477)	2 257
Cash and cash equivalents at beginning of year		8 154	5 897
Cash and cash equivalents at end of year	6A	5 677	8 154

The above statement should be read in conjunction with the accompanying notes.

Schedule of Commitments

as at 30 June 2010



	2010	2009
	\$'000	\$'000
BY TYPE		
Capital commitments		
Buildings	48 027	462
Infrastructure, plant and equipment (1)	20 469	13 944
Total capital commitments	68 496	14 406
Other commitments		
Operating leases (2)	96 605	59 083
Other payables (3)	1 657 417	1 689 093
Attributable to joint ventures (4)	6 996	14 790
Total other commitments	1 761 018	1 762 966
Commitments receivable		
Net GST receivable on commitments	(159 967)	(153 680)
Other receivables (5)	(97 363)	(169 437)
Total commitments receivable	(257 330)	(323 117)
Net commitments by type	1 572 184	1 454 255

	2010 \$'000	2009 \$'000
BY MATURITY		
Capital commitments		
One year or less	18 199	13 475
From one to five years	50 297	931
Total capital commitments	68 496	14 406
Operating lease commitments		
One year or less	22 381	16 025
From one to five years	66 316	42 949
Over five years	7 908	109
Total operating lease commitments	96 605	59 083
Other payables commitments		
One year or less	332 042	279 954
From one to five years	888 229	886 921
Over five years	437 146	522 218
Total other payables commitments	1 657 417	1 689 093
Attributable to joint ventures		
One year or less	6 996	11 844
From one to five years	–	2 946
Total attributable to joint ventures	6 996	14 790
Commitments receivable		
One year or less	(70 696)	(119 593)
From one to five years	(132 152)	(139 916)
Over five years	(54 482)	(63 608)
Total commitments receivable	(257 330)	(323 117)
Net commitments by maturity	1 572 184	1 454 255

- Outstanding contractual commitments associated with the purchase of infrastructure, plant and equipment, including communications upgrades and technical equipment fit out.
- 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 40 000/60 000 km; 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 8 years; options to extend in accordance with lease.
- Other payables commitments are covered by agreements and are associated with the supply of transmission services, satellite services, purchase of programs and program rights.
- Commitments arising from, in proportion, the Corporation's 16% interest in Freeview Australia Limited and 50% interest in MediaHub Australia Pty Limited.
- Other receivables comprise transmission, royalties, co-production commitments, resource hire, content licensing, media development support initiatives, contract revenue and grants.

The above schedule should be read in conjunction with the accompanying notes.

Schedule of Contingencies

as at 30 June 2010



	Notes	2010 \$'000	2009 \$'000
Contingent liabilities—guarantees			
Balance at beginning of year		1 185	1 150
Net change during the year		—	35
Total contingent liabilities—guarantees	14	1 185	1 185

The Corporation has no material contingent assets as at 30 June 2010 (2009 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.

The above schedule should be read in conjunction with the accompanying notes.

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 of the Australian Broadcasting Corporation for the year ended 30 June 2010 was authorised for issue by the Directors on 30 July 2010.

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 Corporations’ 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 continuing 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 2009; and
- Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that apply for the year ended 30 June 2010.

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 Statement of Compliance

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 101 Presentation of Financial Statements and AASB 1049 Whole of Government and General Government Sector Financial Reporting. This standard introduces the notion of a "complete set of financial statements", which alters the structure of the financial statements and replaces the balance sheet with a statement of financial position and replaces the income statement with a statement of comprehensive income. The statement of comprehensive income includes all income and expense items, including those previously recognised in equity, such as asset revaluation increments. The Corporation has elected to retain the "balance sheet" consistent with the requirements of the FMO.

As a result of this standard, *AASB 2007-8 Amendments to Australian Accounting Standards arising from AASB 101 and AASB 2008-9 Amendments to AASB 1049 for Consistency with AASB 101* were also issued and apply to reporting periods beginning on or after 1 January 2009 and have been adopted, as appropriate.

AASB 2007-6 Amendments to Australian Accounting Standards arising from AASB 123 and AASB 2009-1 Amendments to Accounting for Borrowing Costs of Not-for-Profit Public Sector Entities AASB 2007-6 removed the option of expensing borrowing costs related to the qualifying assets of for profit entities. Not-for-profit public sector entities may elect to recognise borrowing costs as expenses in the period in which they are incurred regardless of how the borrowings are applied. AASB 2009-1 includes the option for not-for profit public sector entities to expense borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset. The Corporation has continued to expense borrowing costs in accordance with the standard and the requirements of the FMO.

1. Summary of Significant Accounting Policies *continued*

1.4 Statement of Compliance *continued*

Adoption of new Australian Accounting Standard requirements *continued*

AASB 2008-5 Amendments to Australian Accounting Standards arising from the Annual Improvements Project [AASB 5, 7, 101, 102, 107, 108, 110, 116, 118, 119, 120, 123, 127, 128, 129, 131, 132, 134, 136, 138, 139, 140, 141, 1023 and 1038]. These amendments are mandatory for reporting periods beginning on or after 1 January 2009. There are many changes that affect a number of standards. The changes applicable to the Corporation include amending the classification requirements of current assets and current liabilities to be when assets are expected to be realised within 12 months and liabilities expected to be settled within 12 months and have been incorporated in the financial statements, as appropriate.

AASB 2009-2 Amendments to Australian Accounting Standards—Improving Disclosures about Financial Instruments arising from AASB 7. The amendment to the standard requires additional disclosure on the fair value measurement of financial instruments, including disclosure within a three-level hierarchy including quoted prices in active markets, valuation methodology using inputs observable in active markets and valuation methodology using unobservable inputs (specific additional disclosure is also required for this level). Enhanced disclosure on liquidity risk is required, primarily a separate liquidity risk analysis for derivative and non-derivative financial liabilities. It applies to reporting periods starting on or after 1 January 2009 and has been incorporated in the financial statements, as appropriate.

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. It is estimated that 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 is the first part of Phase 1 of the International Accounting Standards Board's project to replace *IAS 39 Financial Instruments: Recognition and Measurement (AASB 139 Financial Instruments: Recognition and Measurement)*. This standard will apply to reporting periods beginning on or after 1 January 2013. The standard will include changes to classification and measurement, impairment methodology and hedge accounting measures including reducing the categories of financial assets to two: amortised cost and fair value. 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.

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 124 Related Party Disclosures. This standard will apply to reporting periods beginning on or after 1 January 2011. The standard has been modified to simplify and clarify the definition of a related party and partial exemptions have been included for government-related entities. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMO.

AASB 2009-5 Further Amendments to Australian Accounting Standards arising from the Annual Improvements Process. This amendment provides for changes to presentation, disclosure, recognition and measurement to a number of standards. The main changes affecting the Corporation include changes to *AASB 117 Leases* which requires leases that include both land and buildings elements to be assessed separately for classification of each element as a finance lease or an operating lease while changes to *AASB 107 Statement of Cash Flows* requires only expenditures that result in a recognised asset in the Balance Sheet to be classified as investing activities. This standard is applicable to reporting periods beginning on or after 1 January 2011. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMO.

1. Summary of Significant Accounting Policies continued

1.4 Statement of Compliance continued

Future Australian Accounting Standard requirements continued

AASB 2010-4 Further Amendments to the Australian Accounting Standards arising from the Annual Improvements Project [AASB 1, 7, 101, 134 and Interpretation 13]. The main amendments that affect the Corporation include removing the requirement to disclose each item of other comprehensive income in the statement of changes in equity and to disclose only other comprehensive income and changes to the fair value measurement of award credits under customer loyalty programmes. The amendments are applicable for reporting periods beginning on or after 1 January 2011. The Corporation has elected not to early adopt this standard to remain consistent with the current FMO.

There are other changes proposed to the Australian Accounting Standards but these are not expected to have a material impact on the Corporation's reporting in future periods.

1.5 Taxation

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 2010.

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.

Goods and Services 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.

1.6 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. Summary of Significant Accounting Policies continued

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.

1.9 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. Summary of Significant Accounting Policies continued

1.11 Transactions by the Government as Owner

Revenue from Government

Parliament appropriates monies to the Department of Broadband, Communications and the Digital Economy (DBCDE), 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.

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.

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 as 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.

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 2010. 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 (ARIA) fund.

The CSS and PSS are defined benefit schemes for the Australian Government. The PSSap and ARIA are defined contribution schemes.

1. Summary of Significant Accounting Policies *continued*

1.12 Employee Benefits *continued*

Superannuation *continued*

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 Corporations' 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 represents outstanding contributions for the last 8 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 and then multiplied by a factor representing the probability that make good costs will be incurred at some point in the next five years.

Other leased premises

A provision has been recognised for non-retail leased premises on the following basis:

Leases expiring in:	Method
Less than 6 months	100% of estimated costs
Greater than 6 months, but less than 1 year	75% of estimated costs
Greater than 1 year, but less than 2 years	50% of estimated costs
Greater than 2 years	Nil

A provision for those leases expiring later than two years has not been adopted as it is not possible to determine the probability of vacating the premises.

1.14 Borrowing Costs

All borrowing costs are expensed as incurred.

1. Summary of Significant Accounting Policies continued

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 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.

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.

1. Summary of Significant Accounting Policies *continued*

1.16 Financial Assets *continued*

Fair Value Through Profit or Loss *continued*

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 debtors are normally settled within 30 days unless otherwise agreed and are carried at amounts due, less an allowance for doubtful debt.

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 profit or loss.

Held to maturity investments

Investments held to maturity by the Corporation have maturities less than 12 months and Standard & Poors credit ratings of A- or better and are deemed not to be impaired.

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. Summary of Significant Accounting Policies continued

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.

1.21 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 initially recognised as assets at their fair value at the date of acquisition.

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.

1. Summary of Significant Accounting Policies continued

1.22 Property (Land and Buildings), Infrastructure, Plant and Equipment continued

Basis of Revaluation continued

Fair values for each class of asset are determined as shown below.

Asset Class	Fair Value Measured at
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:

	2010	2009
Buildings on freehold land	50 years	50 years
Leasehold buildings	Life of Lease	Life of Lease
Leasehold improvements	5 to 99 years	5 to 99 years
Infrastructure, plant and equipment	3 to 15 years	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*.

1. Summary of Significant Accounting Policies continued

1.22 Property (Land and Buildings), Infrastructure, Plant and Equipment continued

Assets Held for Sale continued

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.

Any adjustment to the carrying amount of non-current assets that cease to be classified as held for sale is recognised in profit or loss in the period in which the assets no longer meet the criteria as held for sale.

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.

1.24 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 3–6 years (2009 3–6 years). These assets are assessed for indications of impairment. The carrying amounts of impaired assets are written down to the higher 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.

1. Summary of Significant Accounting Policies continued

1.25 Inventories continued

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.

Previously, programs commissioned specifically for ABC2 were amortised equally over three years. From 1 July 2009, the amortisation of ABC2 commissioned programming was amended to be consistent with the amortisation of programming detailed above.

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.

1.26 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.

2. Expenses and Revenue

	Notes	2010 \$'000	2009 \$'000
Expenses			
Artist fees		4 187	4 656
Auditor's remuneration	18	205	215
Communications		20 770	21 135
Computer costs		7 383	9 879
Consultants and contract labour		25 920	22 441
Depreciation and amortisation	3C	88 634	85 228
Employee benefits	3A	428 364	418 616
Finance costs	3E	2 981	4 319
Freight		1 067	1 789
Incidentals		8 436	9 124
Legal costs		2 417	2 963
Materials and minor items		11 969	13 408
Merchandising and promotion		82 413	89 627
Operating leases and occupancy		27 818	28 250
Program amortisation	3D	140 121	128 197
Program rights		13 165	13 462
Repairs, maintenance and hire		18 509	18 550
Satellite and transmission		31 440	33 267
Transmission services		153 441	145 047
Travel		15 668	17 368
Video production services		5 311	5 025
Workers compensation premiums		1 637	2 750
Write-down and impairment of assets	3F	9 218	3 439
Total expenses		1 101 074	1 078 755
Own-source income			
Co-production contributions		4 180	4 548
Interest	4B	8 664	11 072
Insurance settlement	4D	723	3 600
Merchandising		79 257	88 751
Net foreign exchange (loss)/gain—non-speculative	4E	(336)	625
Net (loss)/gain from disposal of assets	4F	(833)	17 771
Program sales		6 857	8 454
Rent and hire of facilities		12 987	17 360
Royalties		45 381	52 024
Share of surplus/(deficit) of jointly controlled entities	4C	468	0
Subsidies, grants and contract revenue	4D	20 116	20 336
Technology sales		2 677	3 981
Other	4D	4 119	5 700
Total own-source income		184 260	234 222
Revenue from Government	5	915 058	858 411
Total income		1 099 318	1 092 633
(Deficit)/surplus		(1 756)	13 878

3. Expenses

	Notes	2010 \$'000	2009 \$'000
3A Employee benefits			
Wages and salaries		304 451	301 497
Superannuation—defined contribution plans		18 360	14 691
Superannuation—defined benefit plans		38 225	37 488
Leave and other entitlements		54 541	45 636
Separation and redundancies		3 161	10 015
Other employee benefits		9 626	9 289
Total employee benefits		428 364	418 616
3B Suppliers			
Goods		103 993	115 286
Services—external parties		305 897	301 246
Services—related entities		1 426	421
Operating lease rentals		17 736	17 464
Workers' compensation premiums		1 637	2 750
Other		1 067	1 789
Total suppliers		431 756	438 956
3C Depreciation and amortisation			
Land and buildings		37 608	36 896
Leasehold improvements		537	69
Infrastructure, plant and equipment		46 533	44 742
Intangibles—computer software		3 956	3 521
Total depreciation and amortisation		88 634	85 228
3D Program amortisation			
Purchased		47 893	44 324
Produced		92 228	83 873
Total program amortisation		140 121	128 197
3E Finance costs			
Loans		2 981	4 319
Total finance costs	13	2 981	4 319
3F Write-down and impairment of assets			
Financial assets			
Receivables and advances		654	996
Non-financial assets			
Land and buildings		7 500	135
Infrastructure, plant and equipment		51	1 092
Inventory held for sale		1 013	1 216
Total write-down and impairment of assets		9 218	3 439

4. Own-Source Income

	Notes	2010 \$'000	2009 \$'000
4A Sale of goods and rendering of services			
Goods		131 495	149 229
Services		19 844	25 889
Total sale of goods and rendering of services		151 339	175 118
Cost of sales of goods		74 796	83 795
4B Interest			
Deposits		8 664	5 559
Bills receivable		-	5 513
Total interest	13	8 664	11 072
4C Share of surplus/(deficit) of jointly-controlled entities			
MediaHub Australia Pty Limited		468	-
Freeview Australia Pty Limited		0	0
National DAB Licence Company Limited		0	-
Total share of surplus/(deficit) of jointly-controlled entities	7	468	0
4D Other revenue			
Subsidies, grants and contract revenue		20 116	20 336
Insurance settlement		723	3 600
Other		4 119	5 700
Total other revenue		24 958	29 636
4E Net foreign exchange (loss)/gain			
Non-speculative		(336)	625
Total net foreign exchange (loss)/gain	13	(336)	625

4. Own-Source Income *continued*

	2010 \$'000	2009 \$'000
4F Net (loss)/gain from disposal of assets land and buildings		
Total proceeds from disposal	-	6
Carrying value of assets disposed	-	(146)
Cost of disposal	-	(1)
Net loss from disposal of land and buildings	-	(141)
Infrastructure, plant and equipment		
Total proceeds from disposal	1 903	265
Carrying value of assets disposed	(2 605)	(3 545)
Cost of disposal	(130)	(59)
Net loss from disposal of infrastructure, plant and equipment	(832)	(3 339)
Intangibles		
Total proceeds from disposal	-	-
Carrying value of assets disposed	(1)	(36)
Cost of disposal	-	-
Net loss from disposal of intangibles	(1)	(36)
Other assets		
Total proceeds from disposal	-	39 839
Carrying value of assets disposed	-	(16 998)
Cost of disposal	-	(1 554)
Net gain from disposal of other assets	-	21 287
Total proceeds from disposal	1 903	40 110
Total carrying value of assets disposed	(2 606)	(20 725)
Total costs of disposal	(130)	(1 614)
Net (loss)/gain from disposal of assets	(833)	17 771

5. Revenue from Government

	2010 \$'000	2009 \$'000
5A Revenue from Government—Outcome 1	731 023	683 384
5B Revenue from Government—transmission revenue		
Outcome 2—satellite and analog transmission	93 538	90 671
Outcome 3—digital transmission (a)	86 112	84 356
Outcome 4—digital radio transmission (a)	4 385	-
Total revenue from Government—transmission revenue	184 035	175 027
Total revenue from Government	915 058	858 411

Revenue from Government was received from the Department of Broadband, Communications and the Digital Economy.

(a) The Corporation returned **\$11 770 000** (2009 \$7 939 000) of revenue received from Government as a repayment of capital.

6. Financial assets

	Notes	2010 \$'000	2009 \$'000
6A Cash and cash equivalents			
Cash at bank and on hand		5 373	7 914
Salary sacrifice funds		294	240
Public funds held by third parties		10	–
Total cash and cash equivalents	13	5 677	8 154

6B Receivables

Goods and services

Goods and services		7 506	12 425
Less: Allowance for doubtful debts		(187)	(297)
Net goods and services receivables	13	7 319	12 128

Other receivables

Held to maturity financial assets	13	120 000	141 300
Net GST receivable	13	3 334	4 079
Other receivables	13	1 120	2 151
Total other receivables		124 454	147 530
Total receivables (net)		131 773	159 658

Receivables are expected to be recovered in:

No more than 12 months		131 129	158 957
More than 12 months		644	701
Total receivables (net)		131 773	159 658

Receivables (gross) are aged as follows:

Not Overdue		130 319	154 951
Overdue by:			
– 0 to 30 days		899	2 509
– 31 to 60 days		190	780
– 61 to 90 days		143	242
– more than 90 days		409	1 473
Total receivables (gross)		131 960	159 955

In 2010, \$40 331 (2009 Nil) of the allowance for doubtful debts related to debts aged less than 90 days while the balance of the allowance for doubtful debts related to debts aged more than 90 days.

Other receivables include forward exchange contracts held as cash flow hedges of \$11 715 (2009 Nil) and forward exchange contracts at fair value through profit or loss of \$84 488 (2009 Nil).

Reconciliation of the allowance for doubtful debts

Opening balance		(297)	(180)
Amounts written off		70	173
Amounts recovered or reversed		172	3
Net increase recognised in deficit/surplus		(132)	(293)
Closing balance		(187)	(297)

6C Accrued revenue

Goods and services		4 817	8 630
Interest receivable		448	496
Total accrued revenue	13	5 265	9 126

Accrued revenues are all due to be settled within 12 months.

7. Investments Accounted for Using the Equity Method

	Notes	2010 \$'000	2009 \$'000
Investments accounted for using the equity method			
MediaHub Australia Pty Limited		17 062	–
Freeview Australia Pty Limited*		0	0
National DAB Licence Company Limited*		0	–
Total investments accounted for using the equity method	13	17 062	0

* Investment is rounded to Nil as it is less than \$1 000.

Summarised financial information of jointly controlled entities

	MediaHub \$'000	Freeview \$'000	DAB \$'000	Total \$'000
2010				
Balance sheet				
Financial assets	1 997	406	17	2 420
Non-financial assets	42 086	72	–	42 158
Financial liabilities	11 687	479	16	12 182
Net assets/(liabilities)	32 396	(1)	1	32 396
Statement of comprehensive income				
Income	2 438	3 850	15	6 303
Expense	3 672	3 850	15	7 537
Net surplus/(deficit)	(1 234)	0	0	(1 234)
Share of jointly controlled entities' net surplus/(deficit)				
Share of net surplus/(deficit) before tax	(617)	0	0	(617)
Income tax	1 085	–	–	1 085
Share of jointly controlled entities' net surplus/(deficit) after tax				
	468	0	0	468
2009				
Balance sheet				
Financial assets	–	585	–	585
Non-financial assets	–	20	–	20
Financial liabilities	–	467	–	467
Net assets	–	138	–	138
Statement of comprehensive income				
Income	–	2 635	–	2 635
Expense	–	2 635	–	2 635
Net surplus	–	0	–	0
Share of jointly controlled entities' net surplus after tax				
	–	0	–	0

No dividends were received from any of these entities in 2010 (2009 Nil).

MediaHub Australia Pty Limited (formerly ACN 137 880 758 Pty Limited)

The Corporation and WIN Television Network Pty Ltd (WIN) entered into a joint venture to build a custom designed play-out facility for television presentation. A joint venture entity, ACN 137 880 758 Pty Limited was incorporated on 24 June 2009 and both the ABC and WIN have an equal share. ACN 137 880 758 Pty Limited was renamed MediaHub Australia Pty Limited on 13 January 2010. Construction of the play-out facility commenced in September 2009 and was substantially complete by the time the company commenced operations in April 2010.

7. Investments Accounted for Using the Equity Method continued

Freeview Australia Limited

Freeview Australia Limited (Freeview) is a joint venture between eight parties, comprising Australia's free-to-air national and commercial television broadcasters. Freeview has been set up 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 being held by a further three broadcasters.

National DAB Licence Company Limited

The Corporation has entered into a joint venture with SBS to hold the digital radio multiplex licence. A joint venture entity, National DAB Licence Company Limited was established on 20 March 2009 and both parties each hold one \$1 share.

National DAB Licence Company 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

	2010 \$'000	2009 \$'000
8A Land and buildings		
Freehold land		
Fair value (a) and (b)	175 990	169 305
Total freehold land	175 990	169 305
Buildings on freehold land		
Fair value (a) and (b)	446 605	470 042
Accumulated depreciation	(12 158)	(22 389)
Total buildings on freehold land	434 447	447 653
Leasehold land		
Fair value (a)	15 573	3 062
Accumulated amortisation	(18)	(46)
Total leasehold land	15 555	3 016
Leasehold buildings		
Fair value (c)	6 618	6 998
Accumulated amortisation	(64)	(541)
Total leasehold buildings	6 554	6 457
Leasehold improvements		
Fair value (c)	26 053	24 564
Accumulated amortisation	(12 692)	(11 409)
Total leasehold improvements	13 361	13 155
Total land and buildings excluding capital work in progress	645 907	639 586
Capital work in progress at cost	15 962	3 686
Total land and buildings	661 869	643 272

8. Non-Financial Assets continued

	2010	2009
	\$'000	\$'000
8B Infrastructure, plant and equipment		
Fair value (c)	579 415	544 689
Accumulated depreciation	(332 083)	(319 495)
Total infrastructure, plant and equipment excluding capital work in progress	247 332	225 194
Capital work in progress at cost	27 502	53 140
Total infrastructure, plant and equipment	274 834	278 334
8C Intangibles (d)		
Computer software at cost	46 266	41 277
Accumulated amortisation	(30 223)	(26 838)
Total intangibles excluding capital work in progress	16 043	14 439
Capital work in progress at cost	12 289	3 233
Total intangibles	28 332	17 672

- (a) Freehold land and buildings 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 full independent valuation. Valuations were undertaken for freehold land and buildings as at 31 March 2010 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) Land and buildings includes properties surplus to the Corporation's ongoing operational requirements. Separately disclosing the value and other details of such properties held for sale may compromise the sale process. During the year, one of these properties was withdrawn from the market until such time that the site's potential rezoning and the overall market environment becomes clearer. As a result, this site is no longer held for sale and the carrying value is included in Land and Buildings.
- (c) Leasehold buildings and improvements and Infrastructure, plant and equipment are carried at the Director's determination of fair value in accordance with the revaluation policy stated in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment.
- (d) 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 (2009 Nil).

8. Non-Financial Assets continued

Table A1
Reconciliation of the opening and closing balances of property, infrastructure, plant and equipment and intangibles (2009–10)

	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 2009								
Gross book value	172 367	470 042	31 562	501 604	673 971	544 689	41 277	1 259 937
Accumulated depreciation and amortisation	(46)	(22 389)	(11 950)	(34 339)	(34 385)	(319 495)	(26 838)	(380 718)
Net book value 1 July 2009	172 321	447 653	19 612	467 265	639 586	225 194	14 439	879 219
Additions								
By purchase—revenue from government	13 026	7 746	734	8 480	21 506	71 250	5 561	98 317
By purchase—other	–	15	3 376	3 391	3 391	548	–	3 939
Net revaluation increment— through equity	13 745	11 387	1 466	12 853	26 598	–	–	26 598
Net revaluation decrement— through profit and loss	(7 500)	–	–	–	(7 500)	–	–	(7 500)
Depreciation and amortisation	(47)	(32 825)	(5 273)	(38 098)	(38 145)	(46 533)	(3 956)	(88 634)
Write-down and impairment	–	–	–	–	–	(51)	–	(51)
Disposals	–	–	–	–	–	(2 605)	(1)	(2 606)
Transfers/reclassifications	–	471	–	471	471	(471)	–	–
Net book value 30 June 2010	191 545	434 447	19 915	454 362	645 907	247 332	16 043	909 282
Net book value as at 30 June 2010 represented by:								
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)
Closing net book value 30 June 2010	191 545	434 447	19 915	454 362	645 907	247 332	16 043	909 282

8. Non-Financial Assets continued

Table A2
Reconciliation of the opening and closing balances of property, infrastructure, plant and equipment and intangibles (2008–09)

	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 2008								
Gross book value	186 673	460 468	27 537	488 005	674 678	534 823	36 992	1 246 493
Accumulated depreciation and amortisation	–	–	(414)	(414)	(414)	(315 326)	(23 374)	(339 114)
Net book value 1 July 2008	186 673	460 468	27 123	487 591	674 264	219 497	13 618	907 379
Additions								
By purchase—revenue from government	1 453	3 844	1 138	4 982	6 435	54 957	3 299	64 691
By purchase—other	–	–	1 491	1 491	1 491	119	1 079	2 689
Net revaluation increment/(decrement)	(15 759)	15 741	(5 340)	10 401	(5 358)	–	–	(5 358)
Depreciation and amortisation	(46)	(32 129)	(4 790)	(36 919)	(36 965)	(44 742)	(3 521)	(85 228)
Write-down and impairment	–	(135)	–	(135)	(135)	(1 092)	–	(1 227)
Disposals	–	(136)	(10)	(146)	(146)	(3 545)	(36)	(3 727)
Net book value 30 June 2009	172 321	447 653	19 612	467 265	639 586	225 194	14 439	879 219
Net book value as at 30 June 2009 represented by:								
Gross book value	172 367	470 042	31 562	501 604	673 971	544 689	41 277	1 259 937
Accumulated depreciation and amortisation	(46)	(22 389)	(11 950)	(34 339)	(34 385)	(319 495)	(26 838)	(380 718)
Closing net book value 30 June 2009	172 321	447 653	19 612	467 265	639 586	225 194	14 439	879 219

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 2010	–	8 271	7 691	15 962	15 962	27 502	12 289	55 753
Carrying amount at 30 June 2009	–	1 390	2 296	3 686	3 686	53 140	3 233	60 059

8. Non-Financial Assets continued

Notes	2010 \$'000	2009 \$'000
8D Inventories		
Retail		
Inventory held for sale	11 996	12 584
Provision for stock obsolescence	(8)	(112)
Total retail	11 988	12 472
Broadcasting consumables		
Inventory not held for sale at cost	72	68
Total broadcasting consumables	72	68
TV programs held for distribution		
Purchased	33 239	31 976
Produced	22 247	31 865
In progress	32 360	14 189
Total TV programs held for distribution	87 846	78 030
Total inventories	99 906	90 570
Inventories are expected to be recovered in:		
No more than 12 months	81 995	84 996
More than 12 months	17 911	5 574
Total inventories	99 906	90 570

During 2010, **\$37 043 234** (2009 \$45 681 910) of inventory held for sale was recognised as an expense.

During 2010, **\$1 793 786** (2009 \$5 398 753) of inventory held for distribution was recognised as an expense.

8E Other non-financial assets

Prepaid property rentals	198	9
Prepaid royalties	10 371	8 911
Other prepayments	7 036	8 975
Total other non-financial assets	17 605	17 895
Total other non-financial assets are expected to be recovered in:		
No more than 12 months	13 861	14 528
More than 12 months	3 744	3 367
Total other non-financial assets	17 605	17 895

9. Payables

	2010 \$'000	2009 \$'000
9A Suppliers		
Trade creditors	59 108	55 935
Total suppliers	59 108	55 935
Supplier payables expected to be settled in:		
No more than 12 months	59 103	55 930
More than 12 months	5	5
Total supplier payables	59 108	55 935

13

9. Payables continued

	Notes	2010 \$'000	2009 \$'000
9B Other			
Interest payable	13	11	17
Other payables	13	14 598	10 908
Salaries and wages	13	15 656	18 321
Superannuation	13	158	241
Unearned revenue	13	9 251	14 655
Total other		39 674	44 142
Total other payables expected to be settled in:			
No more than 12 months		38 401	42 335
More than 12 months		1 273	1 807
Total other payables		39 674	44 142
Total payables		98 782	100 077

Other payables include forward exchange contracts held as cash flow hedges of Nil (2009 \$57 982) and forward exchange contracts at fair value through profit or loss of Nil (2009 \$42 232).

10. Interest bearing liabilities

		2010 \$'000	2009 \$'000
10A Loans			
Loans from Government	13	31 000	56 500
Total loans		31 000	56 500
Maturity schedule for loans:			
Payable within one year		26 000	25 500
Payable in one to five years		5 000	31 000
Total loans		31 000	56 500

The loans are provided on a long term fixed interest rate basis at a weighted average interest rate of **5.35%** (2009 5.29%). The loans are to be repaid in full on maturity, the dates of which range between 2011 and 2012. Interest is payable annually in arrears.

11. Provisions

		2010 \$'000	2009 \$'000
11A Employees			
Annual leave		54 069	48 910
Long service leave (a)		80 548	71 976
Total employees		134 617	120 886

(a) Independent actuarial valuations for the Corporation were performed by Professional Financial Consulting Pty Ltd as at 30 June 2010.

Employee provisions are expected to be settled in:

No more than 12 months		117 194	105 776
More than 12 months		17 423	15 110
Total employees		134 617	120 886

11. Provisions continued

	2010 \$'000	2009 \$'000
11B Other		
Make good	1 150	1 127
Total other	1 150	1 127
Other provisions are expected to be settled in:		
No more than 12 months	690	862
More than 12 months	460	265
Total other	1 150	1 127
Total provisions	135 767	122 013

12. Cash flow reconciliation

	2010 \$'000	2009 \$'000
Reconciliation of cash and cash equivalents between Balance Sheet and Cash Flow Statement		
Cash and cash equivalents per:		
Cash Flow Statement	5 677	8 154
Balance Sheet	5 677	8 154
Difference	-	-
Reconciliation of (deficit)/surplus to net cash from operating activities		
(Deficit)/surplus	(1 756)	13 878
Depreciation of fixed assets	84 678	81 707
Amortisation of intangibles	3 956	3 521
Transfer to employee entitlement provisions	13 731	6 109
Transfer to other provisions	23	1 127
Other	-	(1 853)
Impairment of:		
- receivables and advances	654	996
- land and buildings	7 500	135
- infrastructure, plant and equipment	51	1 092
- inventories	1 013	1 216
Share of (surplus)/deficit of jointly controlled entities	(468)	0
Loss/(gain) from disposal of assets	833	(17 771)
Unrealised foreign exchange loss	411	176
Changes in assets and liabilities		
Decrease in receivables	5 655	8 558
Decrease in accrued revenue	3 861	2 415
Decrease/(increase) in prepayments	290	(3 174)
Increase in inventories	(10 349)	(3 480)
Decrease in supplier payables	(6 701)	(17 238)
(Decrease)/increase in other payables	(8 300)	9 364
Net cash from operating activities	95 082	86 778

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	2010 \$'000	2009 \$'000
13.2A Categories of Financial Instruments			
Financial assets			
Cash and cash equivalents	6A	5 677	8 154
Net goods and services receivables	6B	7 319	12 128
Held to maturity financial assets	6B	120 000	141 300
Net GST receivable	6B	3 334	4 079
Other receivables	6B	1 120	2 151
Accrued revenue	6C	5 265	9 126
Investments accounted for using the equity method	7	17 062	0
Carrying amount of financial assets		159 777	176 938
Financial liabilities			
Loans from Government	10A	31 000	56 500
Trade creditors	9A	59 108	55 935
Interest payable	9B	11	17
Other payables	9B	14 598	10 908
Salaries and wages	9B	15 656	18 321
Superannuation	9B	158	241
Unearned revenue	9B	9 251	14 655
Carrying amount of financial liabilities		129 782	156 577
13.2B Net Income and Expense from Financial Assets and Liabilities			
Net income from financial assets			
Interest	4B	8 664	11 072
Net foreign exchange (loss)/gain	4E	(336)	625
Total net income from financial assets		8 328	11 697
Net expense related to financial liabilities			
Finance costs	3E	2 981	4 319
Total net expense related to financial liabilities		2 981	4 319

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 period. 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 has been 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.

13. Financial Instruments *continued*

13.3 Financial Risk Management *continued*

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 Dollars (USD), Great British Pounds (GBP) and Euros (EUR).

The following table details the effect on the profit and equity as at 30 June from a 14% (2009 12%) favourable/unfavourable change in the rate of the AUS dollar against the currencies to which the Corporation is exposed, with all other variables held constant.

Foreign Currency Sensitivity

for the period ended 30 June 2010

	2010 \$'000	2010 \$'000	2009 \$'000	2009 \$'000
Foreign Currency outstanding positions at 30 June	Profit and Loss	Equity	Profit and Loss	Equity
USD				
AUD / USD +14% (+12%)	(355)	(25)	(341)	(24)
AUD / USD -14% (-12%)	355	25	341	24
GBP				
AUD / GBP +14% (+12%)	(188)	-	(210)	(6)
AUD / GBP -14% (-12%)	188	-	210	6
EUR				
AUD / EUR +14% (+12%)	(59)	-	(110)	(9)
AUD / EUR -14% (-12%)	59	-	110	9

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 surplus of **\$15 162** (2009 net deficit \$39 383) on specific hedges of anticipated foreign currency purchases as at 30 June 2010. 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	
	2010 \$'000	2009 \$'000	2010	2009
<i>Buy USD</i>				
Less than 1 year	1 351	1 295	0.8882	0.7423
<i>Buy GBP</i>				
Less than 1 year	982	51	0.5817	0.4927
<i>Buy EUR</i>				
Less than 1 year	76	73	0.6544	0.5617

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 generally 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 **\$130 713** (2009 net loss \$52 528) on general hedges of anticipated foreign currency purchases from July 2009 to June 2010 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 not exposed to interest rate risk on borrowings, as all borrowings are at fixed interest rates. 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 **1.50%** (2009 0.75%) decrease in the interest rate would result in a decrease in interest revenue of **\$2 975 224** (2009 \$1 600 698) and a **1.50%** (2009 0.75%) increase in the interest rate would result in an increase in interest revenue of **\$2 975 224** (2009 \$1 600 698). 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 83% (2009 79%) 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
2010				
Financial liabilities				
Loans from Government	31 000	32 951	27 665	5 286
Trade creditors	59 108	59 108	59 103	5
Interest payable	11	11	11	–
Other payables	14 598	14 598	14 330	268
Salaries and wages	15 656	15 656	15 656	–
Superannuation	158	158	158	–
Unearned revenue	9 251	9 251	8 246	1 005
Total financial liabilities	129 782	131 733	125 169	6 564
2009				
Financial liabilities				
Loans from Government	56 500	57 841	26 051	31 790
Trade creditors	55 935	55 935	55 930	5
Interest payable	17	17	17	–
Other payables	10 908	10 908	10 431	477
Salaries and wages	18 321	18 321	18 321	–
Superannuation	241	241	241	–
Unearned revenue	14 655	14 655	13 325	1 330
Total financial liabilities	156 577	157 918	124 316	33 602

There are no financial liabilities with maturities of more than 5 years.

Loans from Government are provided on a long-term, fixed interest rate basis.

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.

13. Financial Instruments *continued*

13.9 Credit Risk *continued*

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 & Pools.

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.

	Not Past Due nor Impaired	Not Past Due nor Impaired	Past Due or Impaired	Past Due or Impaired
	2010	2009	2010	2009
	\$'000	\$'000	\$'000	\$'000
Categories of financial instruments				
Financial assets				
Cash and cash equivalents	5 677	8 154	-	-
Goods and services receivables	5 678	7 124	1 828	5 301
Held to maturity financial assets	120 000	141 300	-	-
Net GST receivable	3 334	4 079	-	-
Other receivables	1 120	2 151	-	-
Accrued revenue	5 265	9 126	-	-
Investments accounted for using the equity method	17 062	-	-	-
Carrying amount of financial assets	158 136	171 934	1 828	5 301

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
2010					
Financial assets					
Goods and services receivables	899	190	143	409	1 641
Total past due financial assets	899	190	143	409	1 641
2009					
Financial assets					
Goods and services receivables	2 509	780	242	1 473	5 004
Total past due financial assets	2 509	780	242	1 473	5 004

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.

13. Financial Instruments *continued*

13.10 Net Fair Values of Financial Assets and Liabilities *continued*

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.

	Carrying Amount		Net Fair Value	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
Financial Assets				
Forward exchange contracts	146	(92)	146	(92)
Financial Liabilities				
Loans from Government	31 000	56 500	31 312	57 841

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.

As of 1 July 2009, 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 2010 was **\$146 000** (2009 \$92 000).

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

	2010 \$'000	2009 \$'000
Quantifiable Contingencies		
Contingent liabilities		
Other guarantees (a)	1 185	1 185
Total contingent liabilities	1 185	1 185

(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 2010 (2009 Nil).

15. Directors' Remuneration

	2010 \$	2009 \$
Remuneration received or due and receivable by Directors of the Corporation	1 063 231	987 429
	Number	Number
\$ Nil – \$ 14 999	1	2
\$ 30 000 – \$ 44 999	1	–
\$ 45 000 – \$ 59 999	5	4
\$ 135 000 – \$ 149 999	1	1
\$ 645 000 – \$ 659 999	1	1
Total number of Directors of the Corporation	9	8

Included in remuneration is fringe benefits tax paid or payable to the ATO. Also included are eligible termination payments where applicable and performance payments paid or payable.

16. Related Party Disclosures

Directors of the Corporation

The Directors of the Corporation during the year were:

- Maurice Newman AC (Chairman)
- Mark Scott (Managing Director)
- Dr Janet Albrechtsen (Retired 24 February 2010)
- Peter Hurley
- Steven Skala AO
- Keith Windschuttle
- Michael Lynch CBE AM
- Dr Julianne Schultz AM
- Cheryl Bart AO (Appointed 3 June 2010)

The aggregate remuneration of Directors is disclosed in Note 15: Directors' 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 2009–10 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 (formerly ACN 137 880 758 Pty Limited)

Two ABC employees are directors of MediaHub Australia Pty Limited with one also the Chairman of the Board. Neither are remunerated nor do they receive any other benefits from MediaHub Australia Pty Limited.

The Corporation paid user fees to MediaHub Australia Pty Limited in 2010 totalling **\$807 515** (2009 Nil).

The Corporation received **\$107 568** (2009 Nil) in service fees from MediaHub Australia Pty Limited 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. These commitments are disclosed in the Schedule of Commitments.

16. Related Party Disclosures *continued*

Transactions with Joint Venture Entities *continued*

Freeview Australia Limited

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 ABC 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 ABC does not expect to receive any material income from Freeview. As at 30 June 2010, the Corporation had contributed **\$611 200** (2009 \$420 640) 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.

National DAB Licence Company Limited

Two ABC employees are directors of National DAB Licence Company Limited. Neither are remunerated nor do they receive any other benefits from National DAB Licence Company Limited.

As at 30 June 2010, the Corporation had contributed **\$7 500** (2009 Nil) towards the operational costs of National DAB Licence Company. These costs do not constitute a contribution of capital and have been recognised directly in the Corporation's Statement of Comprehensive Income.

17. Officers' Remuneration

	2010	2009
	Number	Number
The number of Officers who received or were due to receive		
\$310 000 – \$324 999	1	–
\$325 000 – \$339 999	–	1
\$340 000 – \$354 999	–	1
\$370 000 – \$384 999	1	1
\$385 000 – \$399 999	1	–
\$400 000 – \$414 999	1	–
\$415 000 – \$429 999	–	1
\$430 000 – \$444 999	1	–
\$715 000 – \$729 999 (includes separation payment)	–	1
Total	5	5
Total expense recognised in relation to Officers' employment	\$	\$
Short-term employee benefits		
Salary (including leave taken)	1 439 720	1 752 095
Changes in employee benefit provisions	24 447	18 586
Performance bonus	115 500	130 000
Other	82 755	99 204
Total Short-term employee benefits	1 662 422	1 999 885
Superannuation (post-employment benefits)	228 163	169 235
Other long term benefits	42 895	48 076
Total	1 933 480	2 217 196

Officers' remuneration includes all Officers concerned with or taking part in the management of the Corporation, except the Managing Director. Details in relation to the Managing Director have been incorporated in Note 15: Directors' Remuneration.

There were no separation payments made to Officers in 2010 (2009 \$516 795).

17. Officers' Remuneration continued

Average annualised remuneration packages for Officers employed at 30 June

	2010			2009		
	No.	Base Salary (including annual leave) \$	Total Remuneration package ¹ \$	No.	Base Salary (including annual leave) \$	Total Remuneration package ¹ \$
Total remuneration:						
\$265 000 – \$279 999	–	–	–	1	262 927	267 419
\$280 000 – \$294 999	–	–	–	1	269 414	287 922
\$295 000 – \$309 999	1	262 927	305 741	–	–	–
\$310 000 – \$324 999	–	–	–	1	244 445	313 148
\$325 000 – \$339 999	1	259 112	328 922	–	–	–
\$370 000 – \$384 999	1	277 496	382 214	–	–	–
\$385 000 – \$399 999	–	–	–	2	308 984	389 476
\$400 000 – \$414 999	2	321 143	404 722	–	–	–
	5			5		

1. Non-Salary elements available to Officers include performance bonus, motor vehicle allowance and superannuation.

18. Auditor's Remuneration

	2010 \$	2009 \$
Remuneration to the Auditor-General for auditing the financial statements for the reporting period	204 700	215 000

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. KPMG have not earned any further fees (2009 \$7 232) where separately contracted by the Corporation.

19. Assets Held in Trust

	2010 \$	2009 \$
The Corporation is trustee for a foundation with accumulated funds at 30 June as follows:		
		Ian Reed Foundation
Balance carried forward from previous year	588 814	575 870
Interest received	8 122	12 951
Available for payments	596 936	588 821
Payments	(13)	(7)
Fund closing balance	596 923	588 814

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
		2010	2009
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 2009–10 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.

Note 21A—Net Cost of Outcome Delivery

	Outcome 1		Outcome 2		Outcome 3		Outcome 4		Total	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
Total Expenses	927 492	911 524	93 721	90 603	77 545	76 628	2 316	–	1 101 074	1 078 755
Income from non-government sector										
Other	184 231	234 194	–	–	29	28	–	–	184 260	234 222
Total income from non-government sector	184 231	234 194	–	–	29	28	–	–	184 260	234 222
Net cost of outcome delivery	743 261	677 330	93 721	90 603	77 516	76 600	2 316	–	916 814	844 533

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.

Note 21B—Major Classes of Departmental Expenses, Income, Assets and Liabilities by Outcome

	Outcome 1		Outcome 2		Outcome 3		Outcome 4		Total	
	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000	2010 \$'000	2009 \$'000
Expenses										
Employee benefits	428 364	418 616	-	-	-	-	-	-	428 364	418 616
Suppliers	258 174	271 725	93 721	90 603	77 545	76 628	2 316	-	431 756	438 956
Depreciation and amortisation	88 634	85 228	-	-	-	-	-	-	88 634	85 228
Write-down and impairment of assets	9 218	3 439	-	-	-	-	-	-	9 218	3 439
Finance costs	2 981	4 319	-	-	-	-	-	-	2 981	4 319
Program amortisation	140 121	128 197	-	-	-	-	-	-	140 121	128 197
Total expenses	927 492	911 524	93 721	90 603	77 545	76 628	2 316	-	1 101 074	1 078 755
Income										
Revenue from government	731 023	683 384	93 538	90 671	86 112	84 356	4 385	-	915 058	858 411
Sale of goods and rendering of services	151 339	175 118	-	-	-	-	-	-	151 339	175 118
Interest	8 664	11 072	-	-	-	-	-	-	8 664	11 072
Net (loss)/gain from disposal of assets	(833)	17 771	-	-	-	-	-	-	(833)	17 771
Other	25 061	30 233	-	-	29	28	-	-	25 090	30 261
Total income	915 254	917 578	93 538	90 671	86 141	84 384	4 385	-	1 099 318	1 092 633
Assets										
Cash and cash equivalents	5 677	8 154	-	-	-	-	-	-	5 677	8 154
Receivables	116 078	147 096	4 121	4 410	9 518	8 152	2 056	-	131 773	159 658
Accrued revenue	4 710	9 126	-	-	555	-	-	-	5 265	9 126
Investments accounted for using the equity method	17 062	0	-	-	-	-	-	-	17 062	0
Land and buildings	661 869	643 272	-	-	-	-	-	-	661 869	643 272
Infrastructure, plant and equipment	274 834	278 334	-	-	-	-	-	-	274 834	278 334
Intangibles	28 332	17 672	-	-	-	-	-	-	28 332	17 672
Inventories	99 906	90 570	-	-	-	-	-	-	99 906	90 570
Other non-financial assets	16 903	17 215	258	152	431	528	13	-	17 605	17 895
Total assets	1 225 371	1 211 439	4 379	4 562	10 504	8 680	2 069	-	1 242 323	1 224 681
Liabilities										
Suppliers	58 285	55 184	-	-	823	751	-	-	59 108	55 935
Other payables	27 001	36 213	1 478	-	9 126	7 929	2 069	-	39 674	44 142
Loans	31 000	56 500	-	-	-	-	-	-	31 000	56 500
Provisions	135 767	122 013	-	-	-	-	-	-	135 767	122 013
Total liabilities	252 053	269 910	1 478	-	9 949	8 680	2 069	-	265 549	278 590

(a) The Corporation returned **\$11 770 000** (2009 \$7 939 000) of revenue received from Government as a repayment of capital.

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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; and
 - (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

Appendix 1 – ABC Charter and Duties of the Board continued

- (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; and
 to notify those codes to the ACMA.
- (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 Television Program Analysis

ABC1 Program Hours Transmitted – 24 Hours July 2009 – June 2010

	Australian			Overseas			Total	
	First Release	Repeat	Total Australian	First Release	Repeat	Total Overseas	2009–10	2008–09
Arts and Culture	76	93	170	25	123	148	317	304
Children's	141	429	570	173	1170	1 343	1 913	1 966
Comedy	11	22	33	36	47	83	116	128
Current Affairs	748	218	966	0	0	0	966	989
Documentary	45	116	161	150	195	345	507	566
Drama	16	235	252	252	511	763	1 015	924
Education	34	103	137	3	52	56	193	201
Entertainment	981	265	1 245	13	10	23	1 268	1 317
Factual	207	315	522	31	36	68	590	417
Indigenous	19	41	61	0	0	0	61	59
Movies	0	5	5	0	508	508	513	615
Natural History and Environment	5	14	19	20	92	113	131	100
News	383	0	383	0	0	0	383	393
Religion and Ethics	20	14	34	29	23	52	86	85
Science and Technology	14	26	40	0	0	0	40	40
Sport	223	45	269	0	0	0	269	305
Total Program Hours	2 924	1 942	4 866	734	2 767	3 501	8 367	8 409
% of Total Program Hours	35.0%	23.2%	58.2%	8.8%	33.1%	41.8%	100.0%	
Other*			393			0	393	351
Total Hours			5 259			3 501	8 760	8 760
% of Total Hours			60%			40%		

* "Other" includes interstitial material, program announcements and community service announcements.

Notes: This table reflects hours broadcast from the Sydney transmitter, comprising national and New South Wales transmission. Figures may differ slightly in other States and Territories as a result of varying levels of local content. Hours have been rounded to the nearest whole number. The total hours for Current Affairs in 2008–09 were incorrectly reported in the 2008–09 Annual Report.

Appendix 2—ABC Television Program Analysis continued

ABC1 Program Hours Transmitted—6 pm–midnight July 2009 – June 2010

	Australian			Overseas			Total	
	First	Repeat	Total Australian	First	Repeat	Total Overseas	2009–10	2008–09
	Release			Release				
Arts and Culture	47	35	82	15	31	46	128	124
Children's	0	2	2	0	1	1	3	3
Comedy	11	13	24	35	31	66	90	91
Current Affairs	407	25	432	0	0	0	432	446
Documentary	45	13	57	160	46	206	263	254
Drama	16	12	29	250	153	403	432	452
Education	0	0	0	0	0	0	0	0
Entertainment	90	17	107	13	6	19	126	133
Factual	156	10	166	31	24	55	221	181
Indigenous	0	10	10	0	0	0	10	18
Movies	0	5	5	0	22	22	26	19
Natural History and Environment	5	0	6	20	21	41	46	41
News	213	0	213	0	0	0	213	219
Religion and Ethics	20	6	26	13	1	14	40	36
Science and Technology	14	0	14	0	0	0	14	15
Sport	16	2	19	0	0	0	19	30
Total Program Hours	1 039	152	1 191	537	336	873	2 064	2 062
% of Total Program Hours	50.3%	7.4%	57.7%	26.0%	16.3%	42.3%	100.0%	
Other*			126			0	126	128
Total Hours			1 317			873	2 190	2 190
% of Total Hours			60%			40%		

* "Other" includes interstitial material, program announcements and community service announcements.

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

ABC1 Program Hours Transmitted—6 am–midnight July 2009 – June 2010

	Australian			Overseas			Total	
	First	Repeat	Total Australian	First	Repeat	Total Overseas	2009–10	2008–09
	Release			Release				
Arts and Culture	71	63	135	24	118	142	277	279
Children's	141	429	570	173	1 170	1 343	1 913	1 966
Comedy	11	13	24	36	43	79	103	86
Current Affairs	676	133	809	0	0	0	809	836
Documentary	45	77	122	149	172	321	443	489
Drama	16	18	34	252	375	627	661	583
Education	34	99	133	3	47	51	184	169
Entertainment	373	90	464	13	6	19	483	527
Factual	206	156	362	31	33	64	426	382
Indigenous	19	22	41	0	0	0	41	42
Movies	0	5	5	0	57	57	61	48
Natural History and Environment	5	8	13	20	78	98	111	86
News	380	0	380	0	0	0	380	391
Religion and Ethics	20	12	32	29	18	48	80	72
Science and Technology	14	20	34	0	0	0	34	30
Sport	223	3	226	0	0	0	226	245
Total Program Hours	2 233	1 149	3 383	732	2 117	2 848	6 231	6 231
% of Total Program Hours	35.8%	18.4%	54.3%	11.7%	34.0%	45.7%	100.0%	
Other*			339			0	339	339
Total Hours			3 722			2 848	6 570	6 570
% of Total Hours			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 New South Wales transmission. Figures may differ slightly in other States and Territories as a result of varying levels of local content. Hours have been rounded to the nearest whole number. The total hours for Current Affairs in 2008–09 were incorrectly reported in the 2008–09 Annual Report.

Appendix 2—ABC Television Program Analysis continued

ABC2 Program Hours Transmitted—5.30 am – 2 am July 2009 – June 2010

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2009–10	2008–09
	Release			Release				
Arts and Culture	18	92	110	149	147	297	406	394
Children's	43	301	344	170	2 295	2 465	2 809	2 006
Comedy	1	32	33	77	326	403	436	274
Current Affairs	40	59	99	0	0	0	99	312
Documentary	3	51	54	75	214	289	343	425
Drama	3	25	28	108	374	482	510	351
Education	0	0	0	0	0	0	0	0
Entertainment	45	177	221	2	50	52	273	698
Factual	43	146	188	101	313	413	602	484
Features	0	2	2	0	0	0	2	4
Indigenous	0	13	13	0	0	0	13	23
Movies	0	5	5	0	158	158	163	165
Natural History and Environment	0	1	1	0	6	6	8	6
News	796	9	806	0	0	0	806	655
Religion and Ethics	0	12	12	0	0	0	12	32
Science and Technology	1	15	16	0	2	2	18	29
Sport	26	0	26	0	0	0	26	134
Total Program Hours	1 019	940	1 958	683	3 885	4 568	6 526	5 992
% of Total Program Hours	15.6%	14.4%	30.0%	10.5%	59.5%	70.0%	100.0%	
Other*			436			0	436	213
Total Hours			2 394			4 568	6 962	6 205
% of Total Hours			34%			66%		

* "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.

Appendix 3—ABC Radio Networks Content Analysis

Indicative Output by Genre by Network 2009–10

	<i>triple j</i>		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	4.0	2.4	103.0	61.3	44.0	26.2	41.0	24.4	42.5	25.3	7.5
Topical Information	23.0	13.8	0	0	36.4	21.6	31.0	18.5	45.6	27.1	4.2	2.5
Specialist Information	0	0	11.0	6.5	16.2	9.7	17.0	10.1	20.1	12.0	18.4	11.0
Arts and Entertainment	0	0	4.0	2.4	38.0	22.6	32.0	19.1	29.7	17.7	0.3	0.2
Music	141.0	83.8	0	0	6.4	3.8	18.7	11.0	24.1	14.3	137.4	81.7
Education	0	0	0	0	2.0	1.1	2.3	1.4	0.8	0.5	0.2	0.1
Sport	0	0	16.5	9.8	25.0	15.0	26.0	15.5	5.2	3.1	0	0
Parliament	0	0	33.5	20.0	0	0	0	0	0	0	0	0
Total	168	100	168	100	168	100	168	100	168	100	168	100

Notes: This is only an indicative analysis of ABC Radio's analog output. It reflects one sample week of programming in June 2010. It does not include the ABC digital radio services ABC Dig Music, ABC Jazz and ABC Country. The analysis of ABC Local Radio is generic only (this analysis is based on Melbourne (metropolitan) and a regional Queensland station). 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.

Appendix 3—ABC Radio Networks Content Analysis continued

Radio Australia Indicative Output by Genre 2009–10, Hours per Week

	2009–10	2008–09
News	33.4	34.8
Current Affairs	92.9	87.9
Arts and Culture	3.7	4.1
Business and Finance	2.0	1.7
Children's	0.1	0
Comedy	0	0
Drama	0	0.4
Education	18.3	16.9
Contemporary Lifestyle	0	1.2
Health	2.7	3.6
Indigenous	2.3	2.3
Law, Consumer Affairs and Media	1.7	2.5
Special Events	0	0
Topical Radio	59.4	51.9
History	6.6	6.6
Light Entertainment	0.5	1.9
Music	26.6	20.0
Religion and Ethics	0	0.9
Rural	5.7	6.0
Science, Technology, Environment, Natural History	12.0	14.4
Sport	13.9	18.2
Total	281.8	275.3

Notes: Radio Australia's figures represent duplicated transmission to Asia and 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 4—ABC Organisation, as at 30 June 2010

Managing Director Mark Scott
 Executive Manager, Managing Director's Office (Acting) Louise Lander
 Executive Adviser, Managing Director's Office Dean Leith
 Head, ABC Secretariat Gary Linnane

Corporate

Communications

Director of Communications Michael Millett
 Head, Corporate Communications Sandy Culkoff
 Senior Adviser Sophie Mitchell
 Manager, Government and Parliamentary Relations Julia Thoener

Corporate Strategy and Marketing

Director of Corporate Strategy and Marketing Michael Ebeid
 Head, Audience Research Lisa Walsh

Head, Corporate Marketing Lisa Hresc
 Head, Corporate Strategy and Governance David Sutton
Editorial Policies
 Director of Editorial Policies Paul Chadwick
 Head, Audience and Consumer Affairs Kirstin McLiesh
 Manager, Research Michelle Fisher
 Project Co-ordinator Anne Milne

ABC International

Director of ABC International Murray Green
 Head, ABC International Projects Domenic Friguglietti
 Manager, Policy and Development Tony Hastings
 Manager, International Relations Vacant

Executive Producer, Digital Development Damien Dempsey

Australia Network

Chief Executive Bruce Dover

Executive Head, Network and Business Operations (Acting) John Paul
 Head, Business Development Larry Anderson
 Head, Marketing Pam Murray
 Head, Production Barry Mitchell
 Head, Programming Rod Webb
 Head, Sales Colin Anson
 Manager, Business Operations Peta Astbury

Radio Australia

Chief Executive Michael McCluskey
 Senior Editor Hanh Tran
 Marketing Strategist Mark Hemetsberger
 Manager, Partnerships and Projects John Westland

ABC Commercial

Director of ABC Commercial Lynley Marshall
 Chief Financial Officer (Acting) Cheryl Scroope

Appendix 4—ABC Organisation, as at 30 June 2010 continued

General Manager, Digital Business Development Robert Hutchinson
 General Manager, Marketing and Communications John Woodward
 General Manager, Multi-Channel Retailing Alun Noll

General Manager, Sales and Distribution Leon Coningham
 General Manager, Publishing Lesley O'Brien
 Head, Strategy and Policy Ellen Herlihy

Manager, Business Support and Financial Analysis Sophie Gordon-Clark
 Manager, Music Robert Patterson
 Manager, Product and Content Development Jo Wathen
 Manager, Direct Sales Sandra Scriven

Innovation

Director of Innovation Ian Carroll
 Editor, abc.net.au Bruce Belsham
 Head, Marketing Carolyn MacDonald
 Head, Strategic Development Abigail E. Thomas
 Head, Technology Craig Preston

Legal Services

Director, Legal Rob Simpson
 Deputy General Counsel Jennifer Wright
 Deputy General Counsel Michael Martin

News

Director of News Kate Torney
 Head, National Programs (Acting) Ben Hawke
 Head, News Programming Donald Lange
 Head, Continuous News Gaven Morris
 Head, Newsgathering Shane Castleman
 Head, International News Steven Alward
 Head, Asia-Pacific News Deborah Steele
 Head, Budgets and Resources John Turner
 Head, Policy and Staff Development Alan Sunderland

Operations

Chief Operating Officer David Pendleton
 Head, Business Affairs (Acting) Jane Rogers
 Head, Capital Works Unit (Acting) Toni Robertson
 Head, Operations Planning Michael Ward
 Head, Group Audit Alison Hamill

ABC Resources

Director of ABC Resources David Cruttenden
 General Manager, Resource Sales Patrick Austin
 Head, Broadcast Operations Mark Nealon
 Head, Production Planning and Business Andrew Cavenett
 Head, Content Services Mary Jane Stannus
 National Operations Manager Paul De Odorico
 Manager, Strategy and Projects Judy Grant

Business Services

Director of Business Services Brian Jackson
 Head, Corporate Treasury and Performance Measurement Fulvio Barbuio
 Head, Finance Aziz Dindar
 Head, Financial Control (Acting) Tim Stubbings
 Head, Human Resources Operations Greg Fromyhr
 Head, Property Services Kym Martin

Manager, Risk and Insurance Kylie McKiernan
 Manager, Procurement Jagdeep Singh

Technology

Director of Technology Ken Gallacher
 Deputy Director of Technology Margaret Cassidy
 Head, Information Technology Tony Silva
 Head, Technical Services Adrian Potter
 Manager, Business Continuity Stephen Flohr

Communications Networks

Director of Communications Networks (Acting) 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, People and Learning Services Luke Caruso
 Head, People Development (Acting) Tina Osman
 Head, Planning and Performance Charlie Naylor
 Head, Corporate Occupational Health and Safety Don Smith

Head, Employee Relations Linda Taylor
 Manager, Strategy and Communications Colin Langdon

Radio

Director of Radio Kate Dundas
 Group Program Director Michael Mason
 Head, Multi-platform and Content Development Linda Bracken
 Head, Radio Marketing Warwick Tiernan
 Head, Technology and Digital Radio Development Russell Stendell
 Head, People and Communications Vanessa MacBean
 Manager, Policy and Administration Cathy Duff
 Manager, Regional Local Radio Tony Rasmussen
 Manager, *triple j* Chris Scaddan
 Manager, ABC Radio National Jane Connors
 Manager, ABC NewsRadio Helen Thomas
 Manager, ABC Classic FM Richard Buckham
 Manager, Digital Radio Tony Walker

Television

Director of Television Kim Dalton
 Executive Head, Children's Tim Brooke-Hunt
 Head, Multi-Platform Production Arul Baskaran
 Head, Arts and Entertainment Amanda Duthie
 Head, Comedy Debbie Lee
 Head, Documentaries Stuart Menzies
 Head, Drama Miranda Dear
 Head, Sport and Events (Acting) Justin Holdforth
 Head, Factual Jennifer Collins
 Head, Programming Marena Manzhoufas
 Head, Business and Operations Chris Oliver-Taylor
 Head, Television Marketing and Promotions Sue Lester
 Head, Strategy and Governance Michael Brealey

State/Territory Directors

Director, ACT Elizabeth McGrath
 Director, NSW (Acting) Dean Leith
 Director, NT Mark Bowling
 Director, Queensland Mike McGowan
 Director, SA Sandra Winter-Dewhurst
 Director, Tasmania Fiona Reynolds
 Director, Victoria Randal Mathieson
 Director, WA Geoff Duncan

Appendix 5—ABC Board and Board Committees

Board members and attendance at meetings

The ABC Board held seven meetings during 2009–10.

Member	Number of Board meetings attended
Maurice Newman AC, Chairman	7
Mark Scott, Managing Director	7
Janet Albrechtsen (retired 24 February 2010)	4
Steven Skala AO	6
Peter Hurley	6
Keith Windschuttle	7
Julianne Schultz AM	7
Michael Lynch CBE AM	7
Cheryl Bart AO (appointed 3 June 2010)	1

Board Committees

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 assistance and advice regarding the ABC's risk, control and compliance framework. The Committee provides a link between Group Audit, external audit and the Board. Its responsibilities are detailed in the Committee's Charter and include:

- Assisting the Board discharge its oversight and governance responsibilities in relation to the Corporation's:
 - internal control framework
 - financial reporting and management
 - risk management
 - legislative compliance

- Providing a forum for communication between the Board, senior management and both internal and external auditors
- Monitoring and reviewing the independence, integrity and objectivity of the Corporation's internal and external auditors
- Fostering an ethical culture throughout the organisation

The Audit and Risk Committee held six meetings in 2009–10.

Member	Position on Committee	Meetings attended
Steven Skala AO	Committee Chairman	5
Peter Hurley	Director	5
John Brown	External Member	6

Board members are invited to attend all ABC Audit and Risk Committee meetings. Also in attendance at meetings: the Chief Operating Officer, Head Group Audit and a representative of the Australian National Audit Office.

A summary of the activities of the Audit and Risk Committee and Group Audit for 2009–10 is provided in Appendix 6 (page 178).

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 2009–10 as these matters were dealt with in Board meetings.

Appendix 6—Audit and Risk Committee

Audit and Risk Committee

The Audit and Risk Committee provides independent assistance to the ABC Board in relation to the Corporation's risk, control and compliance framework, and its external accountability. The Audit and Risk Committee also provides a forum for communication between the ABC Board, senior management and both the internal and external auditors.

The Committee met on six occasions during 2009–10:

Meeting No.3 2009	30 July 2009
Meeting No.4 2009	24 September 2009
Meeting No.5 2009	30 October 2009
Meeting No.1 2010	18 February 2010
Meeting No.2 2010	15 April 2010
Meeting No.3 2010	24 June 2010

Meetings during 2009–10 were attended by Steven Skala AO (Chair of the Audit and Risk Committee), Peter Hurley and John Brown (see Appendix 5, page 178). John Brown was appointed to the Audit and Risk Committee in December 2007 and is not a member of the ABC Board.

Committee meetings are also attended by the Chief Operating Officer, Head Group Audit and a representative of the Australian National Audit Office (ANAO). The Chairman of the Board, the Managing Director and other members of the Board also attend Committee meetings.

Appendix 6—Audit and Risk Committee continued

At its meetings, the Audit and Risk Committee endorsed the 2008–09 Annual Financial Statements and monitored progress against the 2009–10 Audit Plan. During 2009–10, the Committee reviewed its activity to ensure it appropriately addressed the requirements of the Audit and Risk Committee Charter. The Committee also noted the implementation of audit recommendations by management, fraud awareness initiatives and fraud investigations undertaken. 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 its meetings in 2009–10, the Committee also endorsed the 2010–11 Audit Plan for approval by the Board, considered and discussed the findings of audit reports and assessed the performance of ABC Group Audit in providing services to the Corporation. The Committee reviewed and endorsed a revised Group Audit Charter for approval by the Board. The Audit and Risk Committee also considered information papers related to risk management, fraud risk, compliance matters and matters related to the preparation and finalisation of the 2009–10 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 in efficiency to the internal control systems established by management;
- 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 2009–10, 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.

During 2009–10, the Group Audit Charter was revised and updated to ensure it aligned with best practice. Group Audit reviewed the processes implemented by the Corporation to support reporting requirements in respect of compliance with the *Commonwealth Authorities and Companies Act 1997*.

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. It also helped to ensure that the internal audit function continued to be aligned with industry better practice.

Coordination with External Auditors

Group Audit continued to liaise with the ABC's external auditors, 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 2009–10, highlighting areas of audit coverage and reliance, as well as audit coverage of ABC strategic risk and financial reporting risk areas.

Appendix 7—ABC Advisory Council

In 2009–10, the ABC Advisory Council met three times. It made two recommendations and 10 commendations.

Advisory Council Members

Jane Munro (Convenor)
Jaime Phillips
Anthony Peters
Catherine Prosser
Joel Buchholz
Rosemary Redgen
Moirá Neagle
Victoria Shenstone
Craig Wallace
Tania Penovic
Patrick Bradbery
Taylor Tran

Summary of Recommendations, Responses and Commendations 2009–10

Recommendation R1/3/09 ABC Magazines for Children

The Council notes that the ABC generates a great deal of excellent content for children such as *BtN*, *Junior Cooks (Delicious)*, *Kids in the Garden* (Gardening Australia), ABC Kids and the new ABC3. Council **recommends** the ABC consider publishing a magazine that utilises this respected children’s content, and which covers a range of topics such as music and the arts, food, gardening, science and the environment and current affairs, tailor-made for “twens”.

Director ABC Commercial: The ABC has previously published magazines for the pre-school market and for older children, including *Behind the News*, *Saddle Club* and *Roller Coaster*. These were published for a number of years, but were not financially sustainable. The magazine market for “twens” in Australia is in significant decline.

ABC Publishing currently publishes *Fairies* and *Mr Men* magazines. In addition, a number of other ABC magazines contain features specifically for children and their parents including:

- *Delicious*
- *Gardening Australia*
- *Organic Gardener*

ABC Commercial is in ongoing discussion with the Television Division about strategies which would extend ABC Television brands—including ABC3—through a number of commercial activities, including related publications such as magazines.

ABC Publishing continuously monitors the market to identify suitable opportunities which are aligned with the ABC’s Charter and which are sustainable.

Recommendation R2/3/09 Radio National Promotion

The Advisory Council **recommends** that end-of-program references to repeated broadcasts on Radio National be kept timely, accurate and relevant.

Director of Radio: Radio National management have listened to several recent broadcasts and has been unable to find any examples where references were not timely, accurate or relevant. Radio National is generally very careful about how it packages repeats but acknowledges that such errors might be possible, particularly in programs that require little or no re-versioning for their repeat edition.

The network will issue a reminder to all program makers to ensure that repeat broadcasts always contain timely, accurate and relevant references.

Commendations

Nature Television Programs

The ABC Advisory Council **commends** the ABC on its continual high standard of informative, well-constructed and narrated nature television programs. Recent examples include *The Snow Leopard*, *The Bear Man of Kamkatcha* and *Nature’s Great Events*. The Advisory Council would be interested to see more Australian-made nature programs of this standard.

Australian Story

The ABC Advisory Council **commends** the producers of the current series of *Australian Story*. The subject choice has been outstanding, for example Peter Andrews, Nigel Brennan, Rick Richardson and Sir Jack Brabham.

Samson and Delilah

The ABC Advisory Council **commends** the recent screening of *Samson and Delilah*, six months after its global release. Providing broad access to this confronting but honest film by screening it in prime-time on ABC1 demonstrates the ABC’s commitment to leading community engagement and debate around social issues impacting on remote Indigenous communities.

“Camel Invasion” at Docker River

The ABC Advisory Council **commends** the multi-platform coverage of the “camel invasion” at Docker River. Council members experienced the story in news bulletins, on radio and television, and through detailed analysis. The proliferation of feral animals is a serious issue for Australia and the Council is pleased to see desert communities and environments showcased.

Black Saturday Website

The ABC Advisory Council **commends** the Black Saturday site as an excellent example of the development of innovative technology that allows the ABC to function as Australia’s “town square”. As a repository for archived and current news, personal stories, and ongoing information regarding the recovery and rebuilding of the affected areas, it will prove to be a historically significant community resource.

Appendix 7—ABC Advisory Council continued

John Clark and Brian Dawe

The ABC Advisory Council **commends** John Clark and Brian Dawe for their astute humour, effective through its simplicity, in providing a light juxtaposition to the serious intent of *The 7.30 Report* each week.

ABC News Breakfast

The Advisory Council **commends** *ABC News Breakfast* as a high-quality program that has gone from strength to strength, offering a real point of difference in morning television, as *ABC News Breakfast* does not seek to mirror its commercial rivals.

Drawing on an impressive network of ABC international correspondents, *ABC News Breakfast* showcases cross-platform ABC content. Newsmakers and politicians are a significant focus for *ABC News Breakfast* and these morning interviews resonate with news services around the country. It is growing into an important news-making program. The viewer is not just turning on to watch the news delivered, but is watching the news being made by the big interviews of the day.

Inside the Firestorm

The Advisory Council **commends** *Inside the Firestorm* as an excellent account of the circumstances that led to the Black Saturday disaster and the people and communities it touched. Factual information and analysis combined with deeply moving personal stories and the creative use

of graphics, as well as amateur and professional footage conveyed a strong sense of the intensity of the day. The willingness of participants to share their experiences reflects a high level of confidence in the ABC to present Australian stories in a respectful and rigorous manner. This is an important social document.

My Place

The Advisory Council **commends** the program and website of *My Place* as being exactly the kind of children's content that the ABC should be showcasing. The program is entertaining, inclusive, informative and respects the intelligence of its young audience. The production values across the board are extremely high and the 1998 and 2008 episodes are natural extensions of the book. The website is an outstanding companion to the series with great navigability, interaction and depth of information; an excellent resource for children, parents and educators.

Figaro Pho

The Advisory Council **commends** *Figaro Pho*. This brief but memorable series combined a stylish and original use of animation with a clever concept which addressed childhood fears and phobias in an educative and amusing way. This program represents a superior and well-placed use of short animation with appeal across the generations. The Council appreciates the ABC's role in broadcasting the work of edgy independent and creative production companies from around Australia.

Appendix 8—Overseas Travel Costs

The total cost of overseas travel for 2009–10 was \$5.0 m, compared with \$5.7 m in 2008–09.

ABC Overseas Travel Costs

	2009–10 (\$m)	2008–09 (\$m)
Travel allowances and accommodation	2.2	2.4
Airfares	2.0	2.5
Other*	0.8	0.8
Total	5.0	5.7

* "Other" includes car hire, taxis, excess baggage, hire of personnel and equipment.

Appendix 9—Consultants

During 2009–10, the ABC spent \$3 227 083 on consultancies, broken down as follows (payments to consultants includes amounts paid and payable as at 30 June 2010):

Consultant	Purpose of Consultancy	Total \$
Below \$10 000		
Various	Various	258 083
Sub total		258 083
\$10 000–\$50 000		
CPG New Zealand Ltd	International development projects	10 631
Presence of IT Pty Ltd	Information technology services	12 400
Kordia Solutions Pty Ltd	International development projects	12 614
Davidson Trahaire Corpsych Pty Ltd	Human resource services	12 747
Bennett and Francis	Property services	13 843
ECA International Pty Ltd	Human resource systems and process	14 087
Noel Arnold and Associates Pty Ltd	Property services	14 450
Arup Pty Ltd	Property services	14 780
Dynamiq Pty Ltd	Property services	14 850
Clan Media	International development projects	16 000
Whitfield Rose Pty Ltd	Property services	16 275
PricewaterhouseCoopers	Taxation and financial advisory services	20 000
Falkiner Media Services Pty Ltd	Editorial policies review	21 747
Handshake Media Pty Ltd	Business effectiveness reviews	22 250
Different Solutions Pty Ltd	Strategic advice	24 750
John McCarthy	Strategic advice	25 000
Leona Joy Spinks	International development projects	25 000
Professional Financial Consulting Pty Ltd	Taxation and financial advisory services	26 900
Radio New Zealand Ltd	International development projects	33 284
LAN 1 Pty Ltd	Information technology services	33 500
Kerry Blackburn	Editorial policies review	34 847
James Cook University	Environmental assessment	35 000
Invisible Hand Consulting Pty Ltd	Strategic advice	36 000
GHD Pty Ltd	Cyclone safety review	38 530
Heriot Media and Governance Pty Ltd	International development projects	39 000
Fulcrum Risk Services Pty Ltd	Risk management services	40 845
EMC Technologies Pty Ltd	Environmental assessment	42 480
Denis Muller and Associates	Editorial policies review	47 893
Sub total		699 703
Above \$50 000		
Business Management Services	International development projects	52 152
McGees Property (NSW) Pty Ltd	Property valuations	53 664
Frazer Walker Pty Ltd	Information technology services	54 000
Grieve Discretionary Trust	Strategic advice	54 130
Richard Greenfield	International development projects	71 750
Stacombe Research and Planning Pty Ltd	International development projects	81 590
Deloitte Touche Tohmatsu	Business effectiveness reviews	90 336
The Cancer Council New South Wales	Environmental assessment	104 618
Richard Kirk Architect Pty Ltd	Property services	157 267
Urbis Pty Ltd	Research and property valuations	194 790
Bruce Dunlop and Associates	Business effectiveness reviews	200 000
The Boston Consulting Group Pty Ltd	Business effectiveness reviews	1 155 000
Sub total		2 269 297
Grand total		3 227 083

Appendix 10—Reports Required Under s.80 of the ABC Act

Section 80 of the *Australian Broadcasting Corporation Act 1983* requires the Corporation to report on a number of particular matters:

- *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
- *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
- *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
- *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

- *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 *Australian Broadcasting Corporation Act 1983*
- *Particulars of any advice received by the Board during that year from the ABC Advisory Council*—See Appendix 7 (page 180).

Other reporting requirements under Section 80 of the *Australian Broadcasting Corporation Act 1983* are included as follows:

- Codes of Practice developed under subsection 8(1)—See Appendix 18 (page 196)
- Corporate plan performance summary—See ABC Strategic Objectives (page 28) and Performance Against the *ABC Corporate Plan 2007–10* (page 92)
- Activities under subsection 25A—See Financial Statements (page 125)
- Particulars of significant changes of transmission coverage and quality—See page 75 and Outcomes 2 and 3 of Performance against Government Outcomes (page 103).

Appendix 11—Other Required Reports

Discretionary Grants

The ABC does not administer any discretionary grants and has not made any discretionary grants in 2009–10.

Indemnities and Insurance Premiums for Officers

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*.

Judicial Decisions and Reviews by Outside Bodies

Matters referred to the Australian Communications and Media Authority for review are noted in the Corporate governance section (page 86).

Appendix 12—Promotion and Market Research

Expenditure on market research and promotion for 2009–10 was \$10 925 949, compared with \$10 082 240 in 2008–09.

	2009–10 \$	2008–09 \$
Advertising	1 017 909	823 096
Market Research	5 149 106	4 729 623
Promotion	4 758 934	4 529 521
Total	10 925 949	10 082 240

The Corporation uses advertising agencies and market research organisations predominantly for activities related to ABC Commercial, ABC Radio, ABC Television and Australia Network.

Appendix 13—Occupational Health and Safety

The *Occupational Health and Safety Act 1991* (“the OHS Act”) 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 Occupational Health and Safety (OHS) management system
- Incident and workers’ compensation claim statistics
- Performance against the Comcare National OHS Strategy Targets 2002–12
- ABC workers’ compensation premium rates.

ABC OHS Management System Initiatives

The ABC implemented a number of initiatives in 2009–10 to ensure the continued improvement of its OHS management system including:

- Implementation of the ABC’s Health and Safety Management Arrangements (HSMA) in compliance with the OHS Act. The HSMA codifies the framework for OHS consultation within the ABC and the responsibilities of executive leadership, managers and employees in developing and promoting measures to ensure the health, safety and well-being of ABC employees.
- Development of the OHS Business Plan 2009–2012. The plan sets out a number of initiatives and specific projects to enhance and deliver OHS practices throughout the ABC. These include:
 - Consolidated and consistent OHS procedures and guidelines under one OHS Policy
 - Accurate and timely reporting of OHS performance at all levels of the ABC
 - Enhanced OHS leadership
 - Improved levels of OHS knowledge and skills throughout the ABC.

Specific initiatives include:

- Coordinated cross-divisional approach to safety and security at events in which the ABC participates, or which it organises or manages.
- Ergonomic assessments provided to staff on request to promote safe working practices and reduce the incidence of occupational overuse injuries and muscular strains and other injuries. A total of 156 ergonomic assessments were completed in 2009–10, 47 for compensable cases and 23 as injury-prevention measures.
- Enhancements to the ABC WorkSafe Incident Reporting and Return-to-Work computer modules to monitor safety incidents and better manage the return to work of ill and injured employees.
- Consolidated quarterly ABC OHS reports to the Executive Leadership Group containing compensation and incident data.

- Six-monthly consolidated OHS reports to the Board.
- Updated hazard identification and risk assessment procedures.
- Ongoing review and development of the ABC *A–Z of Safety* providing online advice for managers, employees and contractors to manage operational OHS risks.
- Ongoing electrical appliance inspection, testing and tagging program delivered nationally.

Management of injured workers continues to promote early and durable return-to-work outcomes through the implementation of rehabilitation programs, reducing workers’ compensation costs and lost time through injury and illness, specifically through:

- Promoting early intervention in all cases, particularly where an employee is 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
- Collection and analysis of incident and workers’ compensation claims data to identify trends within the workplace.

Comcare Improvement Notices

Comcare issued no Prohibition Notices or Improvement Notices to the ABC under the OHS Act. The ABC implemented Comcare recommendations based upon investigations of serious injuries or near-hit incidents throughout the year.

There were four Comcare investigations during 2009–10.

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 2010 was 4.96%, which is a slightly lower utilisation rate than 5.75% for 2008–09. This utilisation rate by the ABC is greater than the average across media and entertainment organisations of 3.38%.

The EAP service was accessed in every State and Territory during 2009–10 with reported high levels of EAP awareness amongst staff. This is evidenced by the level of self-referral to the program (58%).

EAP reports demonstrate that 71% of issues were personal issues and 29% work-related issues, a decrease in work-related issues from the previous reporting period. The work-related issues were primarily of an interpersonal nature or vocational.

Appendix 13—Occupational Health and Safety continued

The ABC requested 14 specialised trauma sessions during the 2009–10 year for employees who were exposed to significant trauma events where their well-being was likely to be affected (12 sessions in 2008–09). 71% of trauma sessions were pre- or post-briefings for employees posted overseas.

The Managers Assist service was accessed by 28 ABC managers during 2009–10. The conflict management services were accessed on seven occasions during the reporting period.

Incident and Claim Statistics

A total of 250 incidents were logged in ABC WorkSafe in 2009–10, representing a minor increase over the 217 OHS-related incidents reported in 2008–09. 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. This has helped to facilitate an early response to injury management and minimise incident recurrence reducing workplace injury.

Of the 250 incidents, 93 claims for workers' compensation have been accepted by Comcare to date. Detailed analysis of the incidents logged in ABC WorkSafe show that 87% of accepted claims were logged in WorkSafe. Of the 13% not logged, 2% were mental stress claims, 1% unspecified and the remaining claims were primarily body stressing. These injuries and illnesses can take time to develop and are not always directly related to a single reportable incident.

An analysis of the workers' compensation claims in 2009–10 shows that the main types of injuries contributing to the ABC's workers' compensation premium continue to be body stressing and slips, trips and falls. While there were fewer slips, trips and falls than manual handling injuries, per claim they were more expensive. As a comparison, body stressing accounted for 52% of workers' compensation claims this financial year and 29% of workers' compensation claim costs, while slips, trips and falls accounted for 21% of workers' compensation claims, yet 56% of workers' compensation costs.

Over the three financial years, 2006–09, mental stress workers' compensation claims declined. The level of mental stress claims in 2009–10 remained stable with two claims accepted. In 2009–10, mental stress workers' compensation claims accounted for 2% of ABC workers' compensation claims and 9% of workers' compensation costs. In 2008–09, two mental stress workers' compensation claims were reported. This figure has since been revised to eight claims, with six new claims dating back to that period lodged in later periods. The 2009–10 results represent a significant decrease from 2005–06, when mental stress claims were 7% of claims and 32% of actual

costs, and from 2006–07, when mental stress claims accounted for 6% of claims and 34% of actual costs.

There has been an increase in both the number of workers' compensation claims and in the average workers' compensation total cost (cost-to-date plus likely future costs) of each claim. In 2009–10, the cost was \$27 748, compared with \$10 626 in 2008–09. The increase in costs reflects both an increase in the number of claims and the type of injury or illness sustained. The cost of the ABC's workers' compensation claims still compares favourably to the Australian Government Agency average total cost of \$35 769.

The increase in claim costs is also reflected in the average cost-to-date for ABC workers' compensation claims. In 2009–10, average costs per claim were \$4 791, compared with \$2 419 in 2008–09. The Australian Government Agency average cost-to-date was \$6 989.

ABC injury prevention activities in the decade between 1998–99 and 2008–09 saw the number of all workers' compensation injury claims at that time reduce by 60% from 148 to 60. This figure is adjusted by Comcare over time to account for retrospective claims. In 2009–10, whilst the injury prevention activities have been sustained and OHS strategies developed and implemented, there has been a 12% increase in the total number of worker's compensation claims and a 40% decrease in weeks lost from work (from 4.31 to 2.5 weeks). There has been a large increase in the 2010–11 Worker's Compensation Premium to \$4 545 435 which represents a 139% increase from the previous year, partly as a result of claims for incidents which were incurred but not reported from 2008–09 (see table "Number of Claims by Mechanism of Incident Group").

The OHS Unit has developed strategies to promote reduction in the premium level in the next financial year in terms of both injury prevention and injury management.

Appendix 13—Occupational Health and Safety continued

Number of Claims by Mechanism of Incident Group

Mechanism of Incident Major Groups	Average cost	Financial Year			
	to date (\$) (2009–10)‡	2009–10*	2008–09†	2007–08	2006–07
Falls, trips and slips of a person	9 263	21	10(13)	17	21
Hitting objects with a part of the body	1 632	8	4(4)	6	6
Being hit by moving objects	3 962	8	5(7)	9	10
Sound and pressure	0	0	2(2)	1	1
Body stressing	2 913	52	30(40)	47	55
Heat, electricity and other environmental factors	1 958	1	0	2	1
Chemicals and other substances	0	0	1(1)	1	0
Biological factors	0	0	0	0	0
Mental stress	12 320	2	2(8)	0	6
Other and unspecified	28 181	1	6(8)	7	8
All claims	4 791	93	60(83)	90	108

* The 2009–10 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.

† Figures in parentheses include claims lodged and accepted in a later period.

‡ Claim costs are based on case estimates as at 21 July 2010.

OHS Training

OHS training programs specific to divisional OHS risks and hazardous operations programs delivered included:

- Fatigue management, risk assessment, online ergonomics, manual handling and OHS Induction training packages;
- Implementation of an OHS-specific module within the ABC “New Managers” Training Program to support and encourage good OHS management practices;
- Online Safety Induction Course to improve accessibility to safety induction information for ABC employees in all work locations;
- Trauma Awareness Program, developed by the News Division, designed to support staff whose work involves covering and dealing with potentially traumatic incidents.

People who have completed an OHS-related training session

By division
Total number = 2 300



* Includes ABC Secretariat, Communications, Editorial Policies and Legal.

Appendix 13—Occupational Health and Safety continued

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%.

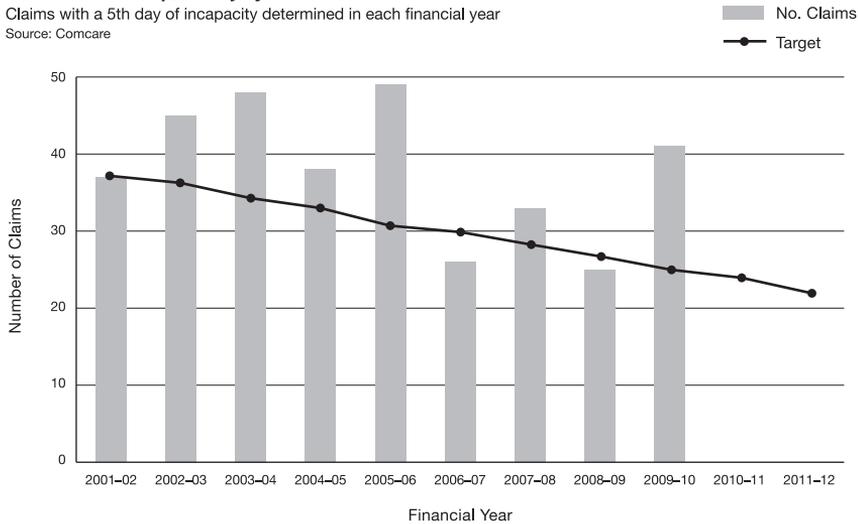
The following results are current as at July 2010. However, due to latency effects and retrospective claims as reported by Comcare, the 2009–10 data must be considered “immature” and the ultimate incidence rate, lost time and rehabilitation intervention rate may differ from the information reported.

Target 1—Reduce Incidence of Workplace Injury and Disease by 40%

There was an increase in the number of incidents during 2009–10. As a result, the ABC did not meet Target 1. A preliminary analysis of the workers’ compensation claims in 2009–10 indicates that there was an increase in body stressing, slips, trips and falls, primarily in the ABC’s operational areas of production.

Numbers of workplace injury and disease

Claims with a 5th day of incapacity determined in each financial year
Source: Comcare



Target 2—Zero Workplace Fatalities

The ABC met Target 2. There were no workplace fatalities in 2009–10.

Appendix 13—Occupational Health and Safety continued

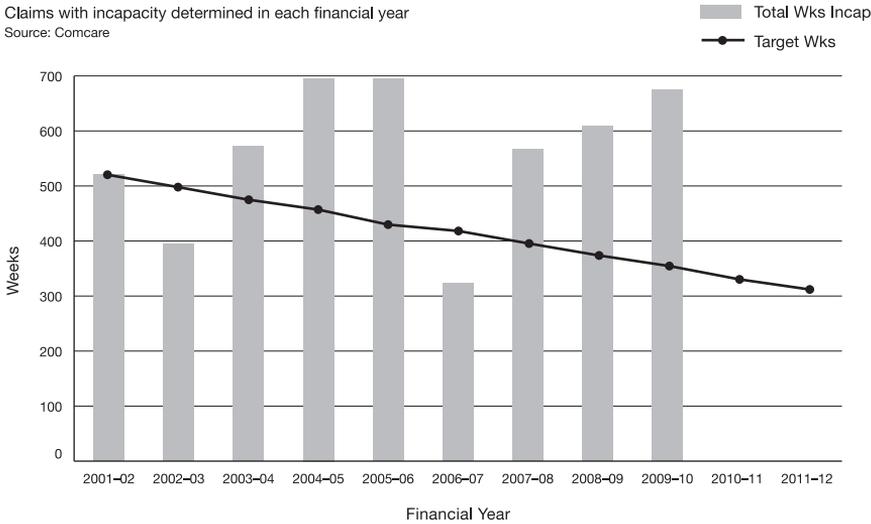
Target 3—Reduce Average Lost Time Rate by 40%

The ABC did not meet Target 3 in 2009–10. There were a number of isolated workplace illness cases which significantly affected performance against this target. Excluding those illness cases, the ABC would have approached the target more closely.

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%

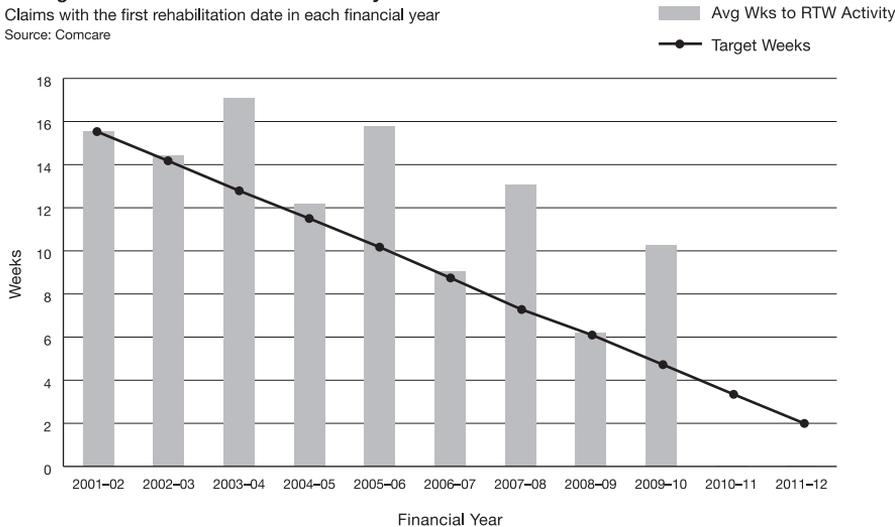
The ABC did not meet Target 4 in 2009–10. Target 4 measures the average number of weeks after the date of an injury for the injured employee to return to work. Strategies for continued improvement against this target include:

- Developing and implementing a Quality Assurance program to monitor and better manage return to work plans for all rehabilitation cases
- Immediate case manager contact with the injured worker, once notified via ABC WorkSafe or referred by their manager.

Average weeks for return-to-work activity to commence

Claims with the first rehabilitation date in each financial year

Source: Comcare



Appendix 13—Occupational Health and Safety continued

ABC Workers' Compensation Premium Rates

ABC Performance Against Australian Government Agencies Combined

Premium Rates	2010–11	2009–10	2008–09	2007–08
ABC Premium Rates	1.09%	0.54%	0.63%	0.86%
Premium Rates for all Australian Government Agencies Combined	1.20%	1.25%	1.36%	1.55%

Comcare revised down the ABC's workers' compensation premium rate for the 2009–10 year from 0.59% to 0.54%. This was due to an improvement in the rehabilitation of some high-cost claims. However, the ABC's 2010–11 workers' compensation premium rate increased significantly to 1.09% of total salary costs as a result of an increase in compensation claims, including high-cost claims. This is lower than the Commonwealth

average of 1.20% of salary costs, and represents a better-than-average performance in injury prevention and management than other Comcare insured organisations in 2009–10.

The ABC also compares favourably to the Government average in relation to the estimated average lifetime claim cost. However, the claim frequency is double the All-Government average.

Claim Frequency and Cost Compared to the Australian Government Average

ABC	2009	2008	2007	2006
Estimated Claim Frequency (per \$m of payroll)	0.32*	0.22	0.28	0.39
Average Lifetime Claim Cost (after capping)	\$43 760†	\$18 584	\$7 963	\$12 969

All Australian Government Premium Paying Agencies

Estimated Claim Frequency (per \$m of payroll)	0.18*	0.21	0.26	0.39
Average Lifetime Claim Cost	\$49 600†	\$41 182	\$35 055	\$31 384

* Estimate at end May 2010

† Development at end February 2010

Appendix 14—Commonwealth Disability Strategy

Compliance with Performance Reporting Framework

The ABC is required to report on its performance in meeting the Commonwealth Disability Strategy under two of the designated core government roles of Employer and Provider.

Employer

Employment policies, procedures and practices comply with the requirements of the Disability Discrimination Act 1992.

The ABC Disability Action Plan, which forms part of the Equity and Diversity Plan, includes strategies for recruitment, training, development and support. Strategies included in the Equity and Diversity Plan are linked to ABC Corporate plans and policies.

The ABC's representation of non-casual employees with disabilities was 8.3% at 30 June 2010, compared with 8.9% in 2009.

The ABC's *Equity and Diversity in the ABC: An Overview* includes references to people with disabilities and a statement about access and equity for people with disabilities. Recruitment and selection guidelines advise on selection processes, merit selection and avoidance of stereotyping, assumptions and discrimination.

The *ABC Workplace Values and Code of Conduct* include references to values that provide for a workplace that is free from discrimination and that promote equity in employment and a workplace that values diversity. ABC Values are represented by the promotion and integration of four key areas: Integrity, Respect, Collegiality and Innovation. ABC employees are required to be aware of and apply the ABC's Workplace Behaviour Policy and the principles of the Equity and Diversity Plan and comply with Australian anti-discrimination legislation.

Appendix 14—Commonwealth Disability Strategy *continued*

Relevant plans, policies and guidelines are available to staff on the ABC's intranet site. State and Territory People and Learning managers have access to information on external disability organisations, contacts and resources to assist managers and staff.

The News and Radio Divisions have provided job opportunities in conjunction with external disability programs. Under an external mentoring program coordinated by the Australian Network on Disability, the Television Division continues to provide support and career advice to a student with a disability, through access to an ABC senior management mentor.

Mental Health First Aid Certificate Courses have been undertaken by ABC People and Learning managers and other relevant staff in all States and Territories. Depression awareness seminars open to all staff have been delivered to the majority of States and Territories, with the final State to be covered later in 2010. The Technology Division has tailored a two-day course for managers around Australia that provided mental health awareness training and strategies for managing issues in the workplace.

The ABC's online *A–Z of Safety* site includes a section with information for staff with disabilities.

The ABC continued to improve accessibility to its properties for both employees and visitors with disabilities. This has been achieved through the provision of accessible toilet facilities as part of the extension of the ABC's premises at Bundaberg, Queensland and through the provision of tactile indicators and handrails at Hobart and Launceston, Tasmania. Disability issues were an integral component of the planning processes undertaken for the ABC's new buildings in Brisbane, Broome, Esperance and Wollongong.

An external resource regarding the preferred terminology and reportage of people with disabilities has been distributed to the News Division as a guide for journalists.

Recruitment information for potential job applicants is available in accessible formats on request.

Accessible formats are available for potential job applicants and were provided on request during the year by mail, fax, email and online. The turnaround for responding to accessible format requests was usually the same as for other requests. Advertisements have also been provided on the internet.

The ABC did not receive any requests from applicants with disabilities for formats other than those already available.

The eRecruitment system introduced in February 2010 allows potential applicants to view current vacancies on the ABC website and apply directly online. For those who do not have access to a computer, a postal application or other agreed format will be accepted and manually entered into the system on the applicant's behalf by the National Recruitment Unit.

The online application form asks applicants if they wish to identify themselves as a person with a disability and whether they require additional assistance to participate in selection activities.

Agency recruiters and managers apply the principle of reasonable adjustment.

Information on the principles of reasonable adjustment has been provided to managers and those responsible for recruitment. Both training and information have been provided to ABC State and Territory People and Learning managers and Health and Safety representatives. Research has been undertaken and provided to State and Territory People and Learning managers on case law about disability discrimination, reasonable adjustment and meeting the inherent requirements of work duties. The Equal Employment Opportunity (EEO) data collection form includes a question about individual staff needs and adjustments in the workplace for staff with disabilities. Employees who requested assistance were followed up and assisted individually with their needs. A number of staff were accommodated with equipment, facilities and flexible work arrangements during the year.

An information sheet has been developed for managers to alert them to the Australian Government workplace modifications program for people with disabilities.

Training and development programs consider the needs of staff with disabilities.

The ABC's Equity and Diversity Plan includes strategies on training, development and support. Through its performance management system, the ABC ensures that all staff, including people with disabilities, have their training needs identified and addressed. The ABC is a Registered Training Organisation, and is required to meet standards of training and accommodation which are inclusive of people with disabilities. Accessibility issues are taken into account as a matter of course by both Property Services and Capital Works in the redesign or fitout of any space.

Appendix 14—Commonwealth Disability Strategy *continued*

Training and development programs include information on disability issues as they relate to the content of the program.

The ABC's mandatory training program, "Creating a Better Place to Work," continued to be delivered nationally during 2009–10. A total of 5 545 staff, including executive directors and managers, have been trained since its introduction. The workshops cover the areas of diversity, bullying, discrimination, harassment and conflict resolution and provide the opportunity to focus on disability employment issues.

Staff induction also includes information on policies and issues relating to diversity, bullying, discrimination and harassment.

Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised by staff.

The ABC's Workplace Behaviour Policy and Complaints Resolution Process are included in a comprehensive webpage on the ABC's intranet. This site includes information on what discrimination, harassment and bullying mean; complaint support and procedures; access to external complaint mechanisms and the appointment and role of employee contact officers. Contact officers receive specific training when appointed.

The ABC's employment agreements include provisions for consultation and settlement of individual grievances and other disputes and the performance management system has provision for appeals.

A professional counselling service for staff and their families is provided through the ABC Employee Assistance Program (see page 184).

Provider

Providers have established mechanisms for quality improvement and assurance.

Several mechanisms assist with quality improvement and assurance within the ABC, such as the *ABC Editorial Policies* and the *ABC Code of Practice*. Importantly, the *ABC Editorial Policies* cover a range of areas and include content standards on discrimination and stereotypes, with express reference to people with disabilities. The use of the term "mental illness" is explained and reference is

given to the availability of external resources about portraying people with a mental illness. The content standards also address accessibility. A section in the News content area warns against labelling groups or individuals, so as not to portray stereotypes. The *ABC Code of Practice* also includes a clause about taking care with the use of language and images so as to avoid discrimination and stereotypes.

The ABC Advisory Council also makes recommendations to the ABC Board on programming issues and holds small group consultations to obtain community views on ABC programs and services. The Council includes members with disabilities—see Appendix 7 (page 180).

Providers have an established service charter that specifies the roles of the provider and consumer and service standards which address accessibility for people with disabilities.

A statement of what audiences and customers can expect in their dealings with the ABC is incorporated in the *ABC Service Commitment*—see Appendix 19 (page 202). Access for people with disabilities is provided through captioning, accessible television and online. Guidelines have been developed specifically to make ABC Television services more accessible for people who are blind or have a visual impairment or limited reading comprehension.

Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised about performance.

The ABC's *Editorial Policies*, *Code of Practice* and *Service Commitment* include extensive guidelines for dealing with program complaints and the range of methods of lodging complaints. The guidelines include the option for people who are not satisfied with the ABC's response to a complaint about an *ABC Code of Practice* issue to refer their complaint to an independent body, the Australian Communications and Media Authority. The *ABC Editorial Policies* allow for alternative arrangements to be made where a person has genuine difficulties, such as a disability, in putting their complaint in writing.

A teletypewriter (TTY) facility is available for the purpose of contacting the ABC about services and programs.

Appendix 15—Performance Pay

The ABC paid bonuses to 138 executives totalling \$732 898, an average of \$5 312 per executive.

It paid bonuses to 133 non-executive employees totalling \$535 723, an average of \$4 028 per employee.

Appendix 16—Staff Profile

Total ABC Staff Strength, June 2010

Division	ACT	NSW	NT	Over-seas	Qld	SA	Tas	Vic	WA	Totals	%
ABC Commercial	6.12	165.92			20.24	9.15	6.23	32.19	14.55	254.41	5.6%
ABC International		19.47		7.00	0.50	10.43		72.62		110.03	2.4%
ABC Resources	66.00	452.81	33.54		59.76	73.16	54.45	203.87	63.00	1 006.58	22.1%
Business Services	3.77	105.08	3.24		10.65	51.43	8.13	20.72	8.59	211.62	4.6%
Corporate Management*	4.00	127.17	2.00		8.55	3.21	1.50	17.53	2.25	186.79	3.6%
Innovation		49.94			3.80			11.77		65.51	1.4%
News	53.24	369.70	37.76	26.50	128.24	71.66	42.90	157.23	60.15	947.36	20.8%
People and Learning	2.40	51.86			2.00	5.61	1.00	3.95	2.45	69.27	1.5%
Radio	24.55	378.19	40.32		135.58	88.29	38.48	165.40	82.77	953.57	20.9%
Technology†	11.20	226.39	10.86		19.05	21.38	14.95	47.91	21.72	352.88	8.2%
Television		271.20	1.53		1.21	15.08	11.53	85.51	13.24	399.29	8.8%
Total	174.33	2 157.61	133.13	37.00	383.63	352.89	190.59	828.12	277.83	4 535.13	100.0%
%	3.8%	47.6%	2.9%	0.8%	8.5%	7.8%	4.2%	18.3%	6.1%	100.0%	

Notes

1. Values in full-time equivalents.
 2. Statistics current as at the end of the last pay period in 2009–10 (20 June 2010).
- * Includes Managing Director's Office, ABC Secretariat, Communications, Corporate Strategy and Marketing, Editorial Policies, Legal and the Office of the Chief Operating Officer.
- † Includes Communications Networks

Gender Breakdown

	Head Count	%
Female	2 666	49.0%
Male	2 776	51.0%
Total	5 442	100.0%

Appendix 17—Independent Complaints Review Panel

The Independent Complaints Review Panel (ICRP) published ten reports in 2009–10.

1. The Panel **did not uphold** a complaint made against various editions of two ABC Radio National programs broadcast in June 2008. The complaint related to *The Ark* and *The Spirit of Things*, both presented by Dr Rachael Kohn. The complainant expressed concern that on a number of occasions during the month of June 2008, the interviewer displayed “inaccuracy and pro-Israeli bias” while presenting both of these programs.

The complainant alleged that the programs “presented a straight Israeli world view, rather than any examination of Judaism in its own right or in relation to the other faiths of the Holy Land”. The complainant believed that both *The Ark* and *The Spirit of Things* should have been more analytical and critical of comments made by interviewees.

The complaint was reviewed by Audience and Consumer Affairs and the Complaints Review Executive, who both concluded the ABC had met its editorial standards and that the complaint should not be upheld. The complaint was then referred to the ICRP for review.

In its final report, the Panel noted that both *The Ark* and *The Spirit of Things* were classified as Topical and Factual content to which section 7.4.1 of the *ABC Editorial Policies* applies. It states, “[t]he ABC is committed to impartiality: where topical and factual content deals with a matter of contention or public debate, a diversity of principal relevant perspectives should be demonstrated across a network or platform in an appropriate timeframe”.

The Panel concluded that Dr Kohn was free, under section 7.4, to create the program she wished and select interviewees appropriate for that program and that it was not to the point to criticise her for not producing a different program with different themes, focuses and participants. No breach of the *ABC Editorial Policies* was found.

2. The Panel **did not uphold** a complaint against the ABC’s *AM* program, broadcast on 6 October 2008. The complaint related to use of the term “disputed land” in the introduction to a report titled “Israeli settler violence on the rise”. The complainant asserted that the presenter should have used the term “Palestinian occupied land”.

The complaint had originally been investigated by Audience and Consumer Affairs who found that the introduction to the report used the term “disputed land” as a shorthand description of the complex circumstances in the West Bank, that the term was used accurately and in context, and did not breach the *ABC Editorial Policies*.

The complainant was dissatisfied and referred the matter to the ICRP for review.

In its assessment of the complaint, the Panel was satisfied that the term “disputed land” used in the context of this short introductory passage did not convey any wider or misleading impression. Nonetheless, the Panel recommended that care be exercised in its use in other and wider circumstances. No breach of the *ABC Editorial Policies* was established.

3. The Panel **partially upheld** a complaint against *The 7.30 Report*, broadcast on 25 November 2008. The complaint related to an item broadcast on the subject of domestic violence. The complainant claimed that two false and misleading statistics remained published on *The 7.30 Report* website that could be misinterpreted by readers. The two statements were made by the presenter in the introduction of the program.

The first statement referred to by the complainant was: “more than one in three Australian women will experience violence inflicted by their partner at some point in their lifetime”. In its responses to the complaint, the ABC identified the research from which this figure was derived. The ABC considered that the figure had been used accurately.

In its review, the Panel suggested that the key question was whether a reasonable paraphrase was made of the research findings. The Panel noted that the research had addressed the prevalence of “intimate partner violence”, which included both “current-partner violence” (occurring during a relationship) and “former-partner violence” (occurring after a relationship has ended).

The Panel noted that the distinction was clearly an important one in the area of domestic violence. In the Panel’s opinion, the distinction was not brought out by the use of the words “at some point in their lifetime”. Consequently the website was found to contain an inaccuracy, and the Panel upheld this part of the complaint. The Panel recommended that the words “or former partner” be added to the website. The ABC agreed with this recommendation.

The second statement referred to by the complainant was: “[a]s one insight into an unacceptable national situation, violence is the leading cause of death, disability and illness to Victorian women under the age of 45”.

The complainant referred to a range of statistics in support of his complaint that the program should have referred to violence as a “contributor”, rather than a “cause” in this statement. The ABC explained that the program relied on a statement made to the program by the Deputy Commissioner of the Victorian Police Force, but not used in the broadcast.

Appendix 17—Independent Complaints Review Panel continued

The Panel considered the material available provided a reasonable basis for the making of the statement in the form chosen, and did not uphold this part of the complaint. Notwithstanding this finding, the ABC added an Editor's Note to the program transcript to clarify that the information on violence as a factor in the death, disability and illness of Victorian women came from a VicHealth study which found that "Intimate partner violence... is the leading contributor to death, disability and illness in Victorian women aged 15–44...".

4. The Panel **did not uphold** a complaint against *The 7.30 Report* relating to its coverage of events in Gaza in late 2008 and the early part of 2009. The complainant suggested there was a "very noticeable bias" in the program's coverage and alleged that the Palestinian viewpoint was not presented to balance the views of Israeli representatives. Specifically, the complainant alleged that the program failed to balance an interview with Dr Martin Indyk.

The complaint was initially investigated by Audience and Consumer Affairs and was not upheld. The complainant then sought review from the Complaints Review Executive, who was also satisfied that the coverage met ABC editorial requirements. Both responses were unsatisfactory to the complainant. The complaint was referred to the ICRP for review.

The Panel noted that a review of *The 7.30 Report* coverage amply demonstrated that Palestinian perspectives were adequately presented to the television audience. Questions of the cause of the outbreak of hostilities were canvassed, including the previous imposition of the Israeli blockade and its devastating effect on the Gaza economy, after the military takeover by Hamas and its refusal to recognise Israel. Also, the size of the Israeli onslaught, its alleged lack of proportionality, and its effect on the lives and property of innocent Gazans, received adequate exposure.

In relation to the complainant's specific complaint that persons named were not interviewed to provide balance to the Dr Martin Indyk interview, the Panel accepted the ABC's response that they "were largely not considered by ABC News to represent principal relevant viewpoints in the Gaza conflict".

The Panel concluded that the Indyk interview in itself could hardly be described as emotive or provocatively partisan, meriting some in-depth attack from the "opposite side", in order to provide a proper degree of balance. The Panel found that the program's coverage met the requirements for balance set out in the *ABC Editorial Policies*.

5. The Panel **did not uphold** a complaint against two segments on ABC Radio National: the *World News Wrap* and *News*, both broadcast on 21 April 2009. The complainant alleged inaccurate representations were made of statements by Iranian President Mahmoud Ahmadinejad, namely a remark that Israel should be wiped off the map. The complainant asserted the President had in fact instead stated that "the Israeli regime must vanish from the page of time".

The complaint was reviewed by Audience and Consumer Affairs and was not upheld. It was subsequently reviewed by the ABC's Complaints Review Executive who found reasonable effort had been made to ensure accuracy in the translation.

The Panel noted material provided to it by the complainant and the ABC. It observed that the speech by President Ahmadinejad showed extreme hostility to Israel. The Panel also noted that Farsi is apparently difficult to translate when metaphorical language is being used. The Panel considered that the President, in asserting that the Israeli/Zionist regime should be eliminated and its stain purged was, in effect, saying that Israel as a nation or political entity should be expunged from the map of the world, that is, it should cease to exist. The Panel found no breach of *ABC Editorial Policies*.

6. The Panel **upheld** a complaint against a *Lateline* segment broadcast on 16 February 2009. The segment set out to examine the fuel reduction debate in the aftermath of the Black Saturday fires. It included an interview with a local resident, as well as comments from the Country Fire Authority's Chief Fire Officer and the Victorian Premier. The complainant felt the segment was biased. He criticised the program for a lack of effort in investigating claims made by the local resident and for failing to present the view of the local council.

The Panel identified the complaint as including allegations of inaccuracy, lack of balance and partiality. The Panel therefore reviewed the *Lateline* item against the relevant standards from section 5 of the *ABC Editorial Policies*.

The Panel noted that, in its initial response to the complainant, the ABC had already acknowledged inaccuracies in the report. Notwithstanding the corrections subsequently made, the Panel concluded that the report failed to meet editorial standards for accuracy because it omitted details which the Panel believed would provide "an entirely different picture" of the dealings between the local council and the resident.

Appendix 17—Independent Complaints Review Panel continued

The Panel considered that the report needed to include the perspective of the local council in order to meet editorial requirements for balance and impartiality. The Panel also considered that the perspective of the resident's neighbours would have been helpful. They concluded that the issue raised was a distinct one, being the effect of council planning and regulations and their implementation. It was the Panel's view that some input, even if quite brief, was required from the council to achieve a satisfactory degree of balance on this issue. The Panel found that no attempt was made in the program to achieve this through any approach to the council. Also, in view of the reference made to the neighbour's destroyed home in the absence of clearing, the Panel considered that some input of neighbours' views on clearing would have assisted in providing balance. Consequently, the Panel found that the program lacked balance and, in favouring the resident's perspective on this issue, was not impartial.

The Panel did not consider it appropriate to make any recommendations for further action on the part of the ABC.

7. The Panel **did not uphold** a complaint about interviews broadcast on ABC Radio National's *The Religion Report* on 17 September and 1 October 2008. The complainant asserted that the program had accused an academic of "having active sympathies with terrorism" and "conspiracy in support of and in the future planning of indiscriminate Jihadist murder", and had then failed to retract these accusations.

The Panel identified the complaint as relating to impartiality.

The Panel noted that neither program made these charges expressly and was firmly of the view that they did not arise by way of reasonable implication from the words that were in fact used. In its opinion, an ordinary reasonable listener would not have inferred these meanings from the words used. Accordingly, the Panel did not agree that, in order to satisfy the requirements for impartiality, the presenter was required to put these accusations to the academic in the interview with him.

The Panel also concluded that the two programs satisfied the requirement for platform impartiality. The Panel noted that it was appropriate that the only named academic, and the focus of much of the criticism, be the chosen interviewee to provide the other side of the story. In the Panel's view, he was given ample and fair opportunity to provide the answers he wished, which he did in an articulate and forceful manner, as evidenced by both the transcript and audio of the program. In doing so, he and the program dealt with "a diversity of principal relevant perspectives". The Panel concluded that no breach of the *ABC Editorial Policies* had been established.

8. The Panel **did not uphold** a complaint against ABC presenter Tony Jones for comments made on *ABC Fora*, broadcast on 4 September 2008. The complaint related to remarks made by Mr Jones following the presentation of a speech by John Pilger on *ABC Fora*. Mr Pilger's speech had included criticism of the *Lateline* program's coverage of issues in the Mutijulu community. It had also subsequently referred to statistics relating to suspected abuse of Aboriginal children in the Northern Territory. Mr Pilger's speech included reference to certain statistics relating to suspected abuse of Aboriginal children in the Northern Territory. Mr Jones' remarks were as follows:

"That was journalist and provocateur John Pilger with an attack on the world's media, including the ABC's *Lateline*, a show which I regularly present, so you won't be too surprised to hear that in my view, John Pilger's allegations about *Lateline* are simply wrong. And it's also worth noting that the ABC's Independent Complaints Review Panel dismissed the same allegations after a 14-month investigation, and you can find their report on our website at abc.net.au/fora. I only wish Mr Pilger had read it before making that speech".

In its assessment, the Panel identified the complaint as relating to accuracy. The Panel considered whether Mr Jones' statement conveyed that the Panel, in its investigation of the *Lateline* program, had dismissed the statistics cited by Mr Pilger. They noted that Mr Jones made no direct statement that the Panel, in its report, had even considered these statistics, let alone refuted or dismissed them.

The Panel concluded that the audience could not reasonably have taken Mr Jones' comment as meaning that the Panel had considered, let alone dismissed, the recent statistical information in the course of its investigation. Mr Jones' comment was clearly in answer to what was said by Mr Pilger in the first paragraph of the excerpt cited above. Indeed, the *Lateline* program provided material from sources other than the "anonymous youth worker" and examined the question of "paedophile rings" and "sex slavery" in a focussed way, which went well beyond the making of "lurid allegations". The Panel found no breach of *ABC Editorial Policies*.

9. The Panel **did not uphold** a complaint against an item broadcast on the 7pm television *News* on 27 July 2008. The complaint related to words used by a presenter in the introduction of a news segment about a ceremony held at the Korean War Memorial in Canberra. In the introduction, the presenter stated "[d]ignitaries have marked fifty-five years since the Korean War ended. Today is the anniversary of the signing of a peace treaty which put an end to the three-year conflict between the North and South Korean regimes". The complainant suggested it was wrong for the presenter to state that the war had ended and a peace treaty was signed. The

Appendix 17—Independent Complaints Review Panel continued

complainant wanted it clarified that “[f]ifty-five years ago the two sides signed an armistice, not a peace treaty. The difference is that the two sides are still technically at war and the conflict could resume at any time”.

The Panel identified the complaint as relating to accuracy and noted the ABC had accepted that a breach of the accuracy provisions occurred when the presenter referred to a “peace treaty” having been signed at the end of the Korean War. A correction was posted on the ABC’s website. The Panel was satisfied that the ABC had dealt appropriately with this aspect of the complaint.

The Panel examined whether the complaint established that a further error had been made in the report in the description of the Korean War as having ended. The Panel noted that it did not find it easy to decide whether an error in the program had been established. It considered that, in light of the materials relied on by the complainant, there may well have been such an error. However, even if it were established, this would still leave open the question as to whether it was a significant error.

The Panel was not persuaded that the description of the Korean War as having ended was a significant error that required admission and correction. Accordingly, the Panel did not uphold the complaint.

10. The Panel **did not uphold** a complaint against the documentary series *Rivers and Life* which presented six of the most important rivers of the world. The complaint related to an episode which dealt with the Rhine River, broadcast on ABC1 on 27 October 2009.

The complainant claimed the program was a disappointment which “instead of revealing to viewers the complex and fortuitous geography of the Rhine River basin and the deep history of the region... was dominated by war-time propaganda, anti-German sentiment and historical distortion”.

The complainant suggested there was no mention of cities such as Cologne, Bonn or Mainz, with their history of Roman origins, or of “the baroque cities of Mannheim and Karlsruhe”. The suggestion was also made that the complex history of Alsace was inadequately exposed, “with the narrator trying very hard to explain that Alsace is part of France”, and that too much time had been devoted to Rotterdam.

Audience and Consumer Affairs and the Complaints Review Executive had responded to the complaint. Both responses were unsatisfactory to the complainant. The complaint was referred to the ICRP for review.

The Panel did not agree that the program was dominated by wartime propaganda and anti-German sentiment. The wartime segments were not historically inaccurate and did not amount to propaganda. There was no anti-German sentiment in relation to post-war Germany.

It was the Panel’s view that the *ABC Editorial Policies* did not oblige the producers to take the history any further. There was no fundamental inaccuracy which would engage section 7.4.2. Nor was there any obvious matter of contention or public debate to require the demonstration of principal relevant perspectives as required by section 7.4.1. The Panel found no breaches of the *ABC Editorial Policies*.

Appendix 18—ABC Code of Practice

Current as at 30 June 2010; last updated 1 July 2008.

This Code of Practice summarises the major principles which guide ABC content.

1. Introduction

1.1 The ABC’s place in the media industry is distinctive. The *Australian Broadcasting Corporation Act 1983*, gives the Corporation particular responsibilities such as the provision of an independent news service. The ABC Charter (Section 6 of the Act) sets out the functions of the Corporation and can be found on the internet at abc.net.au/corp/pubs/charter.htm.

1.2 The ABC Act guarantees the editorial independence of the Corporation’s programs. The ABC holds the power to make programming decisions on behalf of the people of Australia. By law and convention neither the Government nor Parliament seeks to intervene in those decisions.

1.3 This Code of Practice applies to ABC Radio and Television, Online and other emerging media services. Some parts of the Code apply to a particular medium such as Section 6: Television Program Classifications. Where this is the case material is marked accordingly.

1.4 The word “content” is generally used throughout the Code and covers material broadcast on ABC Radio and Television, provided on ABC Online and through emerging media services.

1.5 This Code of Practice sets out the major principles which apply to ABC content. The ABC distinguishes between four types of content:

- news and current affairs
- opinion
- topical and factual
- performance.

Appendix 18—ABC Code of Practice continued

1.6 All four content categories are covered by the general content codes below. In addition specific requirements apply to the content categories of news and current affairs, opinion, and topical and factual.

1.7 The *ABC Editorial Policies* set out programming policies and guidelines in full and can be found at abc.net.au/corp/pubs/edpols.htm.

2. General content codes

2.1 The guiding principle in the application of the following general content codes is context. What is unacceptable in one context may be appropriate and acceptable in another. However, the use of language, sound or images for no other purpose but to offend is not acceptable.

2.2 This Code is not intended to ban certain types of language or images from bona fide dramatic or literary treatments, nor is it intended to exclude such references from legitimate reportage, debate or documentaries.

2.3 Warnings. From time to time the ABC presents content that it recognises may disturb or offend some of the audience. Where appropriate, the audience will be given advance notice about such content.

2.4 Violence. There will be times when there are genuine reasons for using violent images and sounds to adequately illustrate a story. Particular care must be taken in the presentation or portrayal of violence. The ABC's decision to use such images or sounds should be based on editorial judgement, together with regard for the reasonable susceptibilities of audiences to the detail of what is broadcast or published. Such content should not put undue emphasis on the violent images or sounds, and where appropriate it should be preceded by a warning.

2.5 Language. Variations of language favoured by different groups of Australians are valid and have their place in ABC content. On occasions, the language of one group may be distasteful to another. Use of such language is permitted provided it is not used gratuitously and can be justified in the context of, for example, news, current affairs, fiction, documentary, dramatisation, comedy or song lyrics.

2.6 Sex and Sexuality. Provided it is handled with integrity, any of the following treatments of sex and sexuality may be appropriate and necessary:

- it can be discussed and reported in the context of news, current affairs, information or documentary programs
- it can be referred to in drama, comedy, lyrics or fictional programs
- it can be depicted or implied.

2.7 Discrimination and Stereotypes. To avoid discrimination and stereotyping, content should not use language or images which:

- disparage or discriminate against any person or group on grounds such as race, ethnicity, nationality, sex, age, disability or sexual preference; marital, parental, social or occupational status; religious, cultural or political belief or activity
- are not representative and reinforce stereotypes, or convey stereotypic assumptions
- convey prejudice
- make demeaning or gratuitous references; for example to people's physical characteristics, cultural practices or religious beliefs.

The above requirements are not intended to prevent content which is factual or the expression of genuinely-held opinion, or content presented in the legitimate context of a humorous, satirical or dramatic work.

2.8 Privacy. The rights to privacy of individuals should be respected in all ABC content. However, in order to provide information which relates to a person's performance of public duties or about other matters of public interest, intrusions upon privacy may, in some circumstances, be justified.

2.9 Suicide. Suicide is a legitimate subject in ABC content. The depiction or description of suicide must be handled with extreme sensitivity. Care must be taken to ensure that events or methods depicted or described do not encourage others to copy these actions.

2.10 Intrusion into Grief. Sensitivity should be exercised in presenting images of, or interviews with, bereaved relatives and survivors or witnesses of traumatic events. Except in special circumstances, children who have recently been victims of, or eyewitnesses to, a tragedy or traumatic experience should not be interviewed or featured.

2.11 Program Promotions. Program Promotions should be scheduled so as to be consistent with the nature of surrounding content.

2.12 Content for Children. In providing enjoyable and enriching content for children, the ABC does not wish to conceal the real world from them. It can be important for the media, especially television, to help children understand and deal with situations which may include violence and danger. Special care should be taken to ensure that content which children are likely to watch or access unsupervised should not be harmful or disturbing to them.

Appendix 18—ABC Code of Practice continued

2.13 Religious Content. ABC religious content includes coverage of worship and devotion, explanation, analysis, debate and reports. This content may include major religious traditions, indigenous religions and new spiritual movements, as well as secular perspectives on religious issues. The ABC does not promote any particular belief system or form of religious expression.

2.14 Indigenous Australian Content.

Significant cultural practices of Indigenous Australians should be observed in content and reporting.

2.15 Television Programs: Closed Captioning on Domestic Television Services for People who are Hearing Impaired or Deaf.

Closed caption content will be clearly marked when information is provided to the press or when captioned programs are promoted. Where possible, open captioned advice will be provided if technical problems prevent scheduled closed captioning. Television programs broadcast between 6 pm and 10.30 pm and news and current affairs programs broadcast at any time are captioned in accordance with the *Broadcasting Service Act 1992*. Addresses to the nation and events of national significance will also be transmitted with closed captioning.

2.16 Television Programs: Accessible Domestic Television Services for People who are Blind or Have a Visual Impairment or Limited Reading Comprehension.

Where material appears in text format on ABC Television, the ABC will endeavour to provide it in audio as well, subject to availability of resources and considerations of creativity, editorial integrity and immediacy.

2.17 ABC Online. The ABC aims to make its online services accessible to audience members who are blind or have a visual impairment. It should however, be recognised that it will not always be possible to achieve this while maintaining standards of creativity, editorial integrity and immediacy. There may also be cases where time or resources limit the ABC's ability to provide this service.

3. News and current affairs content

3.1 This section applies to content categorised by the ABC as news and current affairs in accordance with Section 5 of the *ABC Editorial Policies*. This content will be accurate, impartial and objective and thereby avoid bias.

3.2 Every reasonable effort, in the circumstances, must be made to ensure that the factual content of news and current affairs is accurate and in context.

3.3 The ABC will correct a significant error when it is established that one has been made. When a correction is necessary, it will be made in an appropriate manner as soon as reasonably practicable.

3.4 Content will be impartial. Editorial judgements will be based on news values. One perspective will not be unduly favoured over others.

3.5 Balance will be sought but may not always be achieved within a single program or publication; it will be achieved as soon as reasonably practicable and in an appropriate manner. It is not essential to give all sides equal time. As far as possible, principal relevant views on matters of importance will be presented.

3.6 The ABC will serve the public interest by investigating issues affecting society and individuals.

3.7 Re-enactments of events will be clearly identified as such and presented in a way which will not mislead audiences.

3.8 Television Programs: News Updates.

Care will be exercised in the selection of sounds and images used in television news updates and news promotions. Consideration must also be given to the likely composition of the audience.

3.9 Television Programs: News Updates During Children's Viewing Times.

Particular care should be taken with scheduled television news updates at those times when programming is directed at children. News updates at such times must not include any violent content.

3.10 Television Programs: News Flashes.

Because the timing and content of news flashes on television are unpredictable, particular care should be exercised in the selection of sounds and images and consideration given to the likely composition of the audience. This should be done, notwithstanding the need to get a news flash to air as quickly as possible. Before any news flash during children's and other G classified programs, a visual and audio announcement must be broadcast advising viewers that regular programming will be interrupted with a news flash.

4. Opinion content

4.1 This section applies to content categorised by the ABC as opinion content in accordance with Section 6 of the *ABC Editorial Policies 2007*.

4.2 Content must be signposted to audiences in advance.

4.3 The ABC is committed to impartiality and must demonstrate this through the presentation of a diversity of perspectives across a network or platform in an appropriate timeframe.

Appendix 18—ABC Code of Practice continued

4.4 Reasonable steps will be taken to ensure factual content is accurate and that content does not misrepresent other viewpoints.

5. Topical and factual content

5.1 This section applies to content categorised by the ABC as topical and factual content in accordance with Section 7 of the *ABC Editorial Policies*.

5.2 The ABC is committed to impartiality: where topical and factual content deals with matters of contention or public debate, a diversity of principal relevant perspectives should be demonstrated across a network or platform in an appropriate timeframe.

5.3 Every reasonable effort must be made to ensure that factual content is accurate and in context and that content does not misrepresent other viewpoints.

5.4 The ABC will correct a significant error when it is established that one has been made. When a correction is necessary, it will be made in an appropriate manner as soon as reasonably practicable.

6. Television program classifications

6.1 The ABC applies the classifications listed below to all its domestic television programs with the exception of news, current affairs and sporting events. The ABC classifications are based on the Guidelines for the Classification of Films and Computer Games issued by the Office of Film and Literature Classification (OFLC), made under the *Classification (Publications, Films and Computer Games) Act 1995*.

6.2 Classification of television programs

G—General (suitable for all ages)

G programs may be shown at any time. This category is considered suitable for all viewers, and includes programs designed for pre-school and school age children. The G classification symbol does not necessarily indicate that the program is one that children will enjoy. Some G programs contain themes or story-lines that are not of interest to children.

Parents should feel confident that children can watch material in this classification without supervision. 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 have a very low sense of threat or menace, and be justified by context. 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.

Nudity in a sexual context is not permitted.

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
- on weekends at any time **except** between 6 am and 10 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: Supernatural or mild horror themes may be included. The treatment of themes should be discreet and mild in impact. More disturbing themes are not generally dealt with at PG level.

Violence: Violence may be discreetly implied or stylised and should also be:

- mild in impact, and
- not shown in detail.

Appendix 18—ABC Code of Practice continued

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 high.

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 high impact, and/or
- 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 indirect 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 be discreet.

Violence: Generally, depictions of violence should not have a high impact. Depictions with a strong impact should be infrequent, and should not be prolonged or gratuitous.

Realistic treatments may contain detailed depictions, but these should not be prolonged.

Depictions of violence in stylised treatments may be more detailed and more frequent than depictions of violence in close to real situations or in realistic treatments if this does not increase the impact.

Visual suggestions of sexual violence are permitted only if they are not frequent, prolonged, gratuitous or exploitative.

Appendix 18—ABC Code of Practice continued

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.

6.3 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-slots. For example, a PG program or segment of a program designed for teenage viewers could appear before 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 OFLC Guidelines, may be modified so that they are suitable for broadcast or suitable for broadcast at particular times.

Due to local scheduling arrangements, some programs will be broadcast to Broken Hill outside their classification time zone.

6.4 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.

6.5 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. Complaints

7.1 This Code of Practice does not apply to any complaint concerning content which is or becomes the subject of legal proceedings or any complaint about a radio or television program which is made to the ABC more than six months after the broadcast to which it refers. However, please note the ABC cannot guarantee that it will have the necessary tapes to review complaints made more than six weeks after broadcast as this is the statutory period for which the ABC is required to retain radio and television tapes.

7.2 ABC Audience and Consumer Affairs.

Complaints that the ABC has acted contrary to this Code of Practice should be directed to the ABC in the first instance. Phone complainants seeking a written response from the ABC will be asked to put their complaint in writing. All such written complaints are to be directed to ABC Audience and Consumer Affairs, GPO Box 9994, in the capital city of the complainant's State or Territory. The complainant will receive a response from the ABC within 60 days of receipt of their complaint.

The ABC makes considerable efforts to provide an adequate response to complaints about Code of Practice matters, except where a complaint is frivolous, vexatious or not made in good faith or the complainant is vexatious or not acting in good faith.

7.3 ABC Complaints Review Executive.

If a complainant is dissatisfied with a response from Audience and Consumer Affairs, the complainant may request that the matter be reviewed by the Complaints Review Executive (CRE). The CRE is a senior ABC manager with editorial experience, who is separate from Audience and Consumer Affairs and content areas, and who can consider the complaint afresh. Complainants can write to the CRE at GPO Box 9994, in the capital city of the complainant's State or Territory.

7.4 Independent Complaints Review

Panel. The Independent Complaints Review Panel (ICRP) is appointed by the ABC Board to review written complaints which relate to allegations of serious cases of factual inaccuracy, bias, lack of balance or unfair treatment arising from ABC content.

A complaint of this nature may only be referred to the ICRP for review:

- if the ABC's normal complaints handling procedures (as described in 7.2 above) have been completed and the complainant is dissatisfied with the ABC's response; or
- the ABC has not responded within 60 days and the ABC has failed to provide an acceptable reason for the delay; and
- if in the case of a radio or television program, the complaint was originally lodged with the ABC within six weeks of the date of broadcast.

Appendix 18—ABC Code of Practice continued

Further information can be obtained from the Convener, Independent Complaints Review Panel, GPO Box 688, Sydney, NSW 2001 or by phoning (02) 8333 5639.

If the Panel does not accept the complaint for review or if the complainant is dissatisfied with the outcome of the review and the complaint is covered by the *ABC Code of Practice*, the complainant may make a complaint to the Australian Communications and Media Authority about the matter.

7.5 Australian Communications and Media Authority. If a complainant:

- does not receive a response from the ABC within 60 days; or
- is dissatisfied with the ABC's response; or
- is dissatisfied with the outcome of the ICRP review (as mentioned above) and the complaint is covered by the *ABC Code of Practice*;

the complainant may make a complaint to the Australian Communications and Media Authority about the matter.

7.6 Contact Addresses

Australian Broadcasting Corporation

Audience and Consumer Affairs
GPO Box 9994, in the capital city
of your State or Territory

Complaints Review Executive

GPO Box 9994, in the capital city
of your State or Territory

Independent Complaints Review Panel

GPO Box 688, Sydney, NSW, 2001

Australian Communications and Media Authority

PO Box Q500, Queen Victoria Building, NSW

Appendix 19—ABC Service Commitment

The *ABC Service Commitment* is a statement of what individuals are entitled to expect in their dealings with the ABC. The *ABC Service Commitment* sits beside a number of other Corporate documents, particularly the *ABC Code of Practice* and *ABC Editorial Policies*.

The *Service Commitment* is freely available to members of the public, including through the ABC's website. The table below summarises ABC performance against its service commitments:

The ABC is committed to:	Measure	Performance 2009–10
Treating audience members with fairness, courtesy and integrity.	Whether this is a significant subject of complaint.	Rarely a subject of complaint.
Respecting legitimate rights to privacy and confidentiality.	Whether the ABC has appropriate privacy policies. Whether privacy is a significant subject of complaint.	Corporation-wide ABC Privacy Policy. Rarely a subject of complaint.
Complying with relevant legislation such as the Commonwealth <i>Freedom of Information Act 1982</i> .	Number of FOI requests received and ABC response.	See FOI report (page 88).
Responding to audience enquiries promptly and as comprehensively as possible; Welcoming comments and answering, as far as possible, all written correspondence; Welcoming and responding to complaints;	Statements welcoming comments and complaints; Number of calls logged by capital city switchboards; emails and letters to Audience and Consumer Affairs; Number of complaints upheld by review bodies.	Comments and complaints are publicly welcomed in statements on website, in Annual Report and Service commitment; individual correspondents are thanked for their feedback; for details of audience contacts and findings of review bodies see Audience Contacts (page 89).
Providing accurate information.		
Making information such as the Service Commitment and the <i>ABC Code of Practice</i> freely available.	Whether such information is made freely available.	Available from ABC Online, ABC Shops and offices throughout Australia.
Making program information, including closed caption details and timely advice on program changes, widely available.	Whether ABC provides such information.	Available through press, on-air announcements and on ABC website.
Monitoring audience concerns through phone calls, mail and press coverage; ensuring relevant staff are provided with details of audience response to programs.	Whether phone calls, mail and press coverage are monitored for audience concerns; Whether relevant staff are provided with audience response information.	Daily and weekly monitoring; reports available via intranet and distributed to program areas and other key staff; regular reports and analysis to the ABC Board.

Appendix 20—ABC Awards 2009–10

International Awards

2009 Association of International Broadcasters Media Awards

Most Creative Marketing Strategic: Radio Australia, *Pacific Break* Music Competition.

2010 Le Cordon Bleu World Food Media Awards

Best Radio Food and Drink Segment: Kelli Brett, ABC South West, *The Main Ingredient*.

2009 International Association of Women in Radio and Television

Honourable Mention for Radio Documentary: Sharon Davis and Eurydice Aroney, ABC Radio National, "The Search for Edna Lavilla".

2010 International Federation of Agricultural Journalists

Star Prize for Agricultural Broadcasting: Kerry Staight, *Landline*, "All in the Family".

Star Prize for Radio Broadcasting: Sarina Locke, Rural Reporter ABC Canberra, "Development in West Timor".

2009 International Paralympic Committee Media Awards

Broadcast: ABC Television, *2008 Beijing Paralympic Games*.

2010 Kidscreen Awards

Family Category, Best Animated Series: *Figaro Pho*.

Creative Talent Category, Best Animation: *Figaro Pho*.

Creative Talent Category, Best Direction: Luke Jurevicius, *Figaro Pho*.

25th Menigoute International Film Festival

First place, Jury Prize: ABC Television, "Cassowaries".

Third place, Grand Prix Award: ABC Television, "Cassowaries".

2010 New York Festival Radio Awards

Gold World Medal, New York Festival Radio Awards: Kirsti Melville and Ian Manning, ABC Radio National, *Street Stories*, "Losing Erin".

Silver World Medal: Sharon Davis, Gina Perry and Russell Stapleton, Radio National, *Radio Eye*, "Beyond the Shock Machine".

Bronze World Medal: Anne McInerney, Melissa Reeve and Paul Penton, ABC Radio National, *Airplay*, "The Spook".

2010 New York Festival Television and Film Awards

Gold World Medal, Coverage of On-Going News Story (Long form): *Foreign Correspondent*, "Iran: The Rebellion Network".

Silver World Medal, Inserts: Coverage of On-Going Story: *The 7.30 Report*, "Afghan Hospital".

Silver World Medal, Best Editing: *Foreign Correspondent*, "Antarctica: What Lies Beneath?".

Silver World Medal, Best Public Affairs Program: *Foreign Correspondent*, "Colombia; The Third Amigo".

Silver World Medal, Coverage of On-Going News Story (Long form): *Foreign Correspondent*, "DRC: The Congo Connection".

Silver World Medal, Cultural Issues: *Foreign Correspondent*, "India: Children of Zanskar".

Silver World Medal, Social Issues/Current Events: *Foreign Correspondent*, "India: Stolen and Sold".

Silver World Medal, National/International Affairs: *Foreign Correspondent*, "Somalia: Pirateland".

Silver World Medal, Best Investigative Report (Long form): *Four Corners*, "The Many Faces of Brother Paul".

Bronze World Medal, Best News Documentary/Special: *Foreign Correspondent*, "Bulgaria: One Night in Sofia".

Bronze World Medal, Cultural Issues: *Foreign Correspondent*, "Bangladesh: A Brave Face".

Bronze World Medal, Coverage of On-Going News Story (Long form): *Foreign Correspondent*, "India: Trapped In Terror".

Bronze World Medal, The Arts: *Foreign Correspondent*, "Venezuela: Bravo! Encore!".

14th Official Prix Marulic Festival

Grand Prix Marulic, Documentary (shared): Jane Ulman and Russell Stapleton, ABC Radio National, "The Devil in Music".

2010 White House News Photographers' Association

First place, Camera Awards, Magazine Feature: Dan Sweetapple, "American Emergency".

First place, Camera Awards, Documentary: Louie Eroglu, "Detroit".

Second place, Camera Awards, News Feature: Louie Eroglu, "Las Vegas".

Third place, Camera Awards, Feature: Dan Sweetapple, "Wind Power".

Second place, Editing Awards, Day Feature: Dan Sweetapple, "Fort Campbell".

2010 Woodrow Wilson Centre Australian Scholarship

Edmond Roy.

2009 World Short Film Festival

Best Documentary Short: Rhys Graham, *Skin*.

Appendix 20—ABC Awards 2009–10 *continued*

National Awards

2010 Andrew Olle Scholarship
Sarah Dingle.

2010 Australasian Reporting Awards

Gold: *ABC Annual Report 2008–09*.

2009 Australasian Society for Traumatic Stress Studies Media Awards

ASTSS Media Award: Jane Cowan, ABC Local Radio, Black Saturday coverage.

2010 Australian Cinematographers' Society National Awards

Golden Tripod, Current Affairs: Louie Eroglu, "Detroit Ain't Too Proud To Beg".

Distinction, Neil Davis International News: Wayne McAllister, "Long March".

Distinction, Current Affairs: Wayne McAllister, "Cats in the Clouds".

2009 Australia Corporate Lawyers Association In-House Lawyer of the Year Awards

In-house Legal Team of the Year: Australian Broadcasting Corporation, Legal Team.

2010 Australian Council of Agricultural Journalists Awards

Australian Star Prize for Rural Broadcasting: Sarina Locke, Rural Reporter ABC Canberra, "Development in West Timor".

2009 Australian Cyclist of the Year Awards

Keith Esson Regional Media Award: Jim Trail, ABC Canberra.

2009 Australian Film Institute Awards

Best Guest or Supporting Actress in an Australian Drama Series: Anni Finsterer, *3 Acts of Murder*.

Best Feature Length Documentary: Scott Hicks and Susanne Preissler, *Glass: a Portrait of Philip in Twelve Parts*.

International Award for Best Actress: Toni Collette, *United States of Tara*.

Members Choice: *Samson & Delilah*.

Best Childrens' Television Animation: Luke Jurevicius, *Figaro Pho*.

Best Light Entertainment Television Series: *Spicks and Specks*.

Best Performance in a Television Comedy: Phil Lloyd, *Review With Myles Barlow*.

Best Television Comedy Series: Dean Bates, *Review With Myles Barlow*.

Outstanding Achievement in Television Screencraft: Luke Jurevicius, *Figaro Pho*.

Best Editing in a Documentary: Zen Rosenthal, "How Kevin Bacon Cured Cancer".

Best Documentary Under One Hour: Jennifer Peedom, *Solo*.

Award for Screen Content Innovation: Sam Doust, Meena Tharmarajah, Astrid Scott, *Gallipoli: The First Day*.

2009 AFL Media Association Awards

Best AFL Radio Commentator: Gerard Whateley, ABC Radio Sport, *Grandstand*.

Best New Talent: Matt Clinch, ABC Radio Sport, *Grandstand*.

2009 Australian Human Rights Medal and Awards

Radio Award: Ian Townsend, ABC Radio National, *Background Briefing*, "Crisis for Children".

Highly Commended: Kirsti Melbille, ABC Radio National, "Losing Erin".

Television Award: Debbie Whitmont, Michael Doyle, Kate Wild and Anne Connolly, *Four Corners*, "Going back to Lajamanu".

2009 Australian Independent Record Labels Association

Best Independent Jazz Album: Radio National, *Music Deli*, "The World According to James".

16th Annual Australian Interactive Multimedia Industry Association Awards

Best Cultural or Lifestyle: *Gallipoli: the First Day*.

Best Classified, News, Media or Reference: ABC Innovation, *Black Saturday*.

Best Online Video: ABC Innovation, *Black Saturday*.

2009 Australian Museum Eureka Prizes

Environmental Journalism: Ruth Fogarty, Neale Maude, Kate Wile, Marian Wilkinson, *Four Corners*, "The Tipping Point"

Science Journalism: Annamaria Talas, Aline Jacques and Simon Nasht, "How Kevin Bacon Cured Cancer".

2009 Australian Netball Association Awards

Best Radio Presentation: Peter Walsh, Andrea Williamson, ABC Radio Sport, *Grandstand*.

2009 Australian Record Industry Association Awards (The ARIAs)

Engineer of the Year: Greg Wales, *triple j*, You Am I's album *Dilettantes*.

2009 Australian Screen Sound Awards

Best Achievement in Sound for Film Sound Design: Liam Egan, David Tranter, Tony Murtagh, Yulia Ackerholt, Jennifer Sochackyj, Les Fiddess and Mike Jones, *Samson & Delilah*.

2009 Australian Sports Commission Media Awards

Best Contribution to Coverage of Sport by an Individual: Gerard Whateley, ABC Radio Sport, *Grandstand*.

42nd Annual Australian Writers Guild Awards (The AWGIES)

Major AWGIE Award: Warwick Thornton, *Samson & Delilah*.

Feature Film Screenplay (Original): Warwick Thornton, *Samson & Delilah*.

Appendix 20—ABC Awards 2009–10 *continued*

Best Original Radio Script: Noelle Janaczewska, Freelance Writer, ABC Radio National, *Airplay*, “There’s Something About Eels”.

Radio Adaptation: Catherine Ryan, Freelance Writer, ABC Radio National, *Airplay*, “Aurora Calling: The Results of a Joint Observation”.

Comedy, Situation or Narrative: *Review with Myles Barlow*, “Episode 3”.

Best C-Drama Script, Children’s Television: *CJ the DJ*, “Si’s Slide”.

Best Pre-school Script, Children’s Television: *Zigby*, “Zigby and the Mango”.

2009 ANZ Championship Media Awards

Best Radio Interview or Feature: Peter Walsh, ABC Radio Sport, “Trans-Tasman Netball Grand Final Preview”.

2009 Bates Smart Award for Architecture in the Media

State Award: Tony Wyzenbeek, “IOU Robyn Boyd”.

2010 Citi Journalism Awards for Excellence in Business Reporting

Broadcast Media Category, Peter Ryan, ABC News Business Editor, “Analysis of the Global Financial Crisis”.

2009 Content+Technology Awards

Production (Rich Media): ABC Innovation, *Gallipoli: The First Day*.

2009 Deadly Awards

Outstanding Achievement in Television: ABC Television, *Message Stick*.

2010 Donald McDonald Reuters Foundation Scholarship

Margot O’Neill, *Lateline*.

2009 Enhance TV Australian Teachers of Media [ATOM] Awards

Best Animation: Luke Jurevicius, Andrew Kunzel, *Figaro Pho*, “Fear of Poo”.

Best Interactive/Video Game: *Figaro Pho*.

Best Multimodal Production: ABC/Hoodlum, *Dharma Wants You*.

2009 Excellence in Health Journalism Awards

Best Documentary or Documentary Series: Mark Horstman and Dr Holly Trueman, *Catalyst*, “Monkey Malaria”.

Best Health Feature/Article or Presentation: Dr Maryanne Demasi, *Catalyst*, “Clearing the Fog”.

2009 Hitwise Australia Online Performance Awards

Most Popular Children’s Website: *abc.net.au/children*.

Most Popular Radio Entertainment Website: *triple j*.

Most Popular Television Website: *abc.net.au*.

2009 Horticultural Media Association Australia Awards for Excellence (The Laurel Awards)

Gold Laurel (Induction into the HMA Hall of Fame): Colin Campbell.

Television (Environmental): Josh Byrne, *Gardening Australia*, “Creating a School Garden”.

Television (Technical): *Gardening Australia*, “Episode 22”.

Television (General): Jane Edmanson, *Gardening Australia*, “A Singular Obsession”.

Anita Boucher Young Achiever Award: Millie Ross

2009 Human Rights Television Award

Debbie Whitmont, Michael Doyle, Kate Wild and Anne Connolly, *Four Corners*, “Going Back to Lajamanu”.

2009 Inside Film Awards

Best Documentary: *The Last Confessions of Alexander Pearce*.

2009 Kidspot Best of Awards

Best Website for Under 4s: *ABC Playground*.

Best Website for 5–7 years: *ABC Reading Eggs*.

2010 Logie Awards

Most Outstanding Children’s Program: Penny Chapman, *My Place*.

Most Outstanding Public Affairs: Sarah Ferguson, Ivan O’Mahoney, Kate Wild, Anne Connolly, Murray Gill, Geoff Krix, Jessica Miller, Sue Spencer, Neale Maude and Guy Bowden, *Four Corners*, “Code of Silence”.

2009 MediaConnect IT Journalism Awards (The Lizzies)

Best Video Program: *Good Game*.

2009 National Basketball League Awards

Best Radio Presentation Package: Peter Walsh and Andrea Williamson, ABC Radio Sport, “Oh to be a Basketballer”.

Best Radio News Package: Zane Bojack, ABC Radio Sport (Townsville).

2009 National Disability Services Media Award

Promoting Recognition of the Rights of Tasmanians Living with Disabilities: Tim Cox, ABC Hobart, *Statewide*.

2009 National Press Club of Australia Journalism Awards

Engineers Australia Excellence in Journalism: Michael Sexton, *ABC News*.

2009 Older People Speak Out Media National Awards

National Television Public Affairs and Interviews under 10 minutes: Ian Henschke, *Stateline SA*, “Professor Nordin”.

National Television Public Affairs, Documentaries and Interviews: Roger Carter, *Australian Story*, “When We Were Racers—Jack Brabham” (joint winner).

National Radio: Debbie Kalik, ABC North West Queensland, “Drovers Stories”.

Intergenerational – Electronic: Ian Henschke, *Stateline SA*, “Birthing Kits”.

People’s Choice Award for Electronic Media: Stephanie Ferrier, *ABC TV News*, “103yo learners”.

Appendix 20—ABC Awards 2009–10 *continued*

2009 United Nations of Australia Association Media Peace Awards

Best Radio: Anita Barraud and Paul Penton, Radio National, 360, “Indonesian Journeys: Democracy and Diversity: Jakarta, Aceh, West Timor, Bali”.

Promotion of Positive Images of Older People [Office of Senior Victorians]: Ian Henschke, John Gilbert, Stephen Opie, Phillip Jinks, *Stateline SA*, “Professor Nordin”.

Increasing Awareness and Understanding of Women’s Rights [Office of Women’s Policy and Issues]: Sarah Ferguson, Ivan O’Mahoney, Anne Connolly and Kate Wild, *Four Corners*, “Code of Silence”.

Increasing Awareness and Understanding of Children’s Rights and Issues [Office for Children and Portfolio Coordination]: Felicity Ogilvie, ABC Radio, “Urgent Need for Youth Psychiatric Ward in Tasmania”.

2009 Walkley Awards for Excellence in Journalism (The Walkleys)

Best Coverage of Indigenous Affairs: Janine Cohen, Liz Jackson and Kate Wild, *Four Corners*, “Who Killed Mr Ward?”.

Coverage of Community and Regional Affairs: Louise FitzRoy, Steve Kyte, Kon Karamountzos and Simon Rogers, ABC Kinglake Ranges, “A New Voice”.

Best Sports Journalism: Anne Connolly, Sarah Ferguson, Ivan O’Mahoney and Kate Wild, *Four Corners*, “Code of Silence”.

Radio News and Current Affairs Reporting: Samantha Donovan, ABC Radio, *The World Today*, “Black Saturday Aftermath”.

Radio Feature, Documentary or Broadcast Special: Anita Barraud, Radio National 360, “Indonesian Journeys: Democracy and Diversity: Jakarta, Aceh, West Timor, Bali”.

Television Current Affairs Reporting (Less Than 20 Minutes): Andrew Geoghegan and Mary Ann Jolley, *Foreign Correspondent*, “Zimbabwe, Left to Die”.

2010 Walkley Young Australian Journalist of the Year Award

Highly Commended Overall: Drew Ambrose, *abc.net.au*, “Black Saturday”.

2009 Webby Awards

Websites, Official Honouree, Television: ABC3.

Online Film and Video, Official Honouree, Video Remixes/Mashups: *The Gruen Transfer*.

2009 White Ribbon Foundation

White Ribbon Ambassador of the Year: Charlie King, ABC Radio Sport, *Grandstand*.

2009 Yooralla Media Awards

Best Radio Feature, Documentary or Broadcast Special: Kirsti Melville, Radio National, 360, “Cam-can”.

Best Television News and Current Affairs Reporting: Melissa Polimeni, *Stateline*, “Autism Again”.

Government 2.0 Taskforce Brainstorming Awards

Gov 2.0 Innovators, Large Agency: ABC Radio National, *Pool*.

State and Territory Awards

Australian Capital Territory

2009 Chief Minister’s Community Media Award

Greg Bayliss, 666 ABC Canberra, Weekends, “Saturday Spruce Up”.

New South Wales

2009 Australian Cinematographers Society Awards (NSW/ACT)

Bronze, News: Taryn Southcombe, “Feeling Green”.

Bronze, News: Michael Nudl, “Stick Insects”.

Bronze, News: Michael Nudl, “Wallabies”.

Bronze, News: Nathan English, “Colin The Whale Euthanised”.

Gold, International News: Wayne McAllister (NSW), “Long March”.

Gold, Current Affairs: Louis Eroglu ACS (NSW), “Detroit ‘Ain’t Too Proud to Beg”.

Gold, Current Affairs: Wayne McAllister (NSW), “Cats in the Clouds”.

Silver, Current Affairs: Simon Beardsell (NSW), “East Timor Gangs”.

Silver, Current Affairs: Wayne McAllister (NSW), “A Brave Face”.

Silver, Documentaries Cinema and TV: Quentin Davis, “Fruit of the Sun”.

2009 Mackellar Media Awards (NSW Farmers Association)

Country Media, Radio: Reporter: Elysse Morgan, ABC Mid North Coast.

Excellence in TV Reporting: Sean Murphy, *Landline*.

2009 Basketball NSW Media Awards

Best Coverage of Newcastle Basketball: ABC Newcastle.

MEAA Northern NSW and Regional Journalism Awards

Best Radio Journalist: Aaron Kearney, ABC Newcastle.

Best Radio Current Affairs Reporting, Feature or Special: Aaron Kearney, ABC Local Radio, Newcastle, “Kokoda Steps to Healing”.

Best Use of Medium: Kim Honan, ABC Port Macquarie, Series on the Slim Dusty Way.

2010 NSW Cricket Association Awards

Best Electronic Story on Women’s Cricket: Peter Walsh, ABC Radio Sport, *Grandstand*.

Appendix 20—ABC Awards 2009–10 *continued*

2010 Royal Agricultural Society Media Awards

Best Reporting Agriculture Sydney Royal Show: ABC Rural Radio, *NSW Country Hour*.

Best Radio Show AM Radio: ABC Rural Radio, *NSW Country Hour*.

Best Contribution by Radio Personality: Simon Marnie, 702 ABC Sydney, *Weekends*.

2009 Sydney Film Festival

Foxtel Australian Documentary Prize: ABC Documentaries, *A Good Man* and *Contact* (joint winners).

11th Annual Sydney Morning Herald Couch Potato Awards

Readers' Choice Award, Overseas Drama: *Doctor Who*.

Best Local Miniseries/Telemovie: *The Last Confession of Alexander Pearce/3 Acts of Murder*.

Best Overseas Miniseries/Telemovie: *Lost in Austen*.

Readers' Choice Award, Overseas Miniseries/Telemovie: *Lost in Austen*.

Best Local Comedy: *John Safran's Race Relations*.

Readers' Choice Award, Local Comedy: *The Chaser's War on Everything*.

Best Overseas Comedy: *Beautiful People*.

Best Local Documentary Feature: *Skippy: Australia's First Superstar* (joint winner).

Best Local Documentary Series: *Bombora: The Story of Australian Surfing* (joint winner).

Best Overseas Documentary Series: *Stephen Fry in America*.

Readers' Choice Award, Overseas Documentary Series: *Stephen Fry in America*.

Best Infotainment/Lifestyle Show: *Grand Designs*.

Best News and Current Affairs: *The 7.30 Report*.

Readers' Choice Award, News and Current Affairs: *Media Watch*.

Best Variety/Panel Talk Show: *The Gruen Transfer*.

Readers' Choice Award, Variety/Panel Talk Show: *The Gruen Transfer*.

Readers' Choice Award, Quiz/Game Show: *Spicks and Specks*.

Queensland 2009 Australian Cinematographers Society Awards (Qld/NT)

Gold, Current Affairs: Brett Ramsay, *The Congo Connection*.

Silver, Current Affairs: Brett Ramsay, *Iceland—Hook, Line and Sunk*.

2009 Gold Coast Media Awards (The Maccas)

Best Radio News Story: Scott Mayman, *Afternoons*, "Qantas out of the Gold Coast".

Best Radio Feature Story: Nicole Dyer and Briony Petch, ABC Coast FM, *Mornings*, "Homeless Connect".

2009 Queensland Media Awards

Best Broadcast Report, Regional and Community Media: Megan Woodward, *ABC News*.

Best Rural Journalism: Pip Courtney and Ingrid Just, *Landline*.

Best TV Current Affairs: Caitlin Shea and Kristine Taylor, *Australian Story*.

Most Outstanding Contribution to Journalism: Albert Astbury, TV Chief of Staff (posthumous).

Best Radio Current Affairs or Feature: Heather Stewart, Anita Barraud and Damien Carrick, ABC Radio National, *The Law Report*, "Queensland's Child Protection System".

2009 Queensland Mental Health Week Achievement Awards

Madonna King, ABC Brisbane, *Mornings*.

2009 Queensland Premier's Literary Awards

Literary or Media Work Advancing Public Debate—The Harry Williams Award: Sarah Ferguson, Anne Connolly, Ivan O'Mahoney and Kate Wild, *Four Corners*, "Code of Silence".

South Australia 2009 Australian Cinematographers' Society Awards (SA/WA)

Gold, International News: Brant Cumming (SA), "Umm El-Fahm Riots".

Silver, International News: Brant Cumming (SA), "Iran's New Revolution".

Silver, International News: Brant Cumming (SA), "Hamas Tunnels".

Bronze, International News: Robert Hill (SA), "Tibet Tension".

Gold, Current Affairs: Robert Hill (SA), "Kashgar: The Uighur Dilemma".

Gold, Current Affairs: Robert Hill (SA), "China: The Big Smoke".

Silver, Current Affairs: Brant Cumming (SA), "West Bank Police".

Silver, Current Affairs: Robert Hill (SA), "Sichuan: Return to the Epicentre".

Bronze, Current Affairs: Brant Cumming (SA), "Mission Afghanistan".

Silver, TV Magazine, Lifestyle and Reality: Brant Cumming (SA), "The Aramaic Language".

Bronze, TV Magazine, Lifestyle and Reality: Brant Cumming (SA), "Black Hebrews".

Bronze, TV Station Breaks and Promos: Robert Hill (SA), "ABC Beijing Christmas Greeting".

2009 Rural Media South Australia Awards

Best Rural Radio Journalist: Annabelle Homer and Drew Radford, ABC Rural Radio, *Country Hour*, "Murray River Crossing".

Appendix 20—ABC Awards 2009–10 *continued*

2010 South Australian Media Awards

TV Broadcaster of the Year:
Kerry Staight, *Landline*.

Best TV Current Affairs Report:
Kerry Staight, *Lateline*, “Planning Succession Farming”.

Best Radio Current Affairs Report:
Nance Haxton.

South Australian Press Club Awards

Best Radio Current Affairs Report:
Nance Haxton, “River Murray”.

South Australian National Football League

Best Commentator: Peter Walsh,
ABC Radio Sport, *Grandstand*.

2009 South Australian of the Year Awards

Arts Category: Timothy Sexton,
ABC Classic FM.

Tasmania

2009 Tasmanian Media Awards

Excellence in reporting on Mental Health: Felicity Ogilvie, Radio Current Affairs.

Victoria

2009 Australian Cinematographers Society Awards (Vic/Tas)

Silver, Current Affairs: Peter Curtis ACS (TAS), “Antarctica: What Lies Beneath”.

Silver, Current Affairs: Ron Ekkel (VIC), “The Doctor and his Daughters”.

Bronze, Current Affairs: Ron Ekkel (VIC), *The 7.30 Report*, “Russian Icons”.

Bronze, Current Affairs: Peter Healy (VIC), *The 7.30 Report*, “Crothers Cordials”.

2009 Melbourne Racing Club Spring Media Awards

Radio: ABC Radio Sport,
Grandstand.

2009 Quill Awards for Excellence in Victorian Journalism

Best Radio News Report:
Jane Cowan, *ABC News*, “Marysville Lost”.

Best TV Current Affairs: Quentin McDermott, Sarah Curnow, Alec Cullen, Caro Meldrum-Hanna, *Four Corners*, “Two Days in Hell”.

Young Journalist of the Year:
Drew Ambrose, *Black Saturday*.

Best Use of Online Medium:
Priscilla Davies and Dew Ambrose,
Black Saturday.

2009 State Library of Victoria Creative Fellowship

Michael Shirrefs, ABC Radio National.

Western Australia

WA Cricket Media Guild

WACA Test Match Media Award:
Clint Wheeldon, ABC Radio Sport,
Grandstand.

Radio Award, Most Outstanding Broadcaster: Clint Wheeldon,
ABC Radio Sport, *Grandstand*.

West Australian Football Commission Media Awards

Best Radio Commentator:
Clint Wheeldon, ABC Radio Sport,
Grandstand.

Best TV Commentator: Glen Mitchell, ABC Radio Sport,
Grandstand.

Best coverage of WAFL:
ABC Radio.

2009 Western Australian Journalists’ Association Media Awards

Radio Prize: Geoff Hutchison and David Weber, ABC Perth.

Online reporting Prize: Sharon Kennedy, ABC South West (Bunbury).

A.H. Kornweibel Arts Prize: Nikki Wilson Smith, *Stateline*.

2009 Rural Media Association of Western Australia Awards

Best News Coverage: Skye Shannon, ABC Rural Radio,
Country Hour, “Grain on Rail”.

ABC Commercial Awards

2009 Australian Magazine Awards

Best Food Magazine Award:
Delicious., ABC Publishing/ABC Magazines.

2009 Australian Recording Industry Association Awards (The ARIAs)

Best Classical Album: Australian Brandenburg Orchestra/Paul Dyer,
Handel Concerti Grossi Opus 6, ABC Music (Classics).

Best Children’s Album: The Wiggles, *Go Bananas*, ABC Music (Contemporary).

Best Original Soundtrack/Cast/Show Album, Soundtrack: *Balibo*, ABC Music (Contemporary).

2009 Australian Music Centre/ Australasian Performance Rights Association Limited Classical Music Awards

Outstanding Contribution to Australian Music in Education: Southern Cross Soloists, ABC Music (Classics).

Outstanding Contribution by an Individual: Riley Lee, ABC Music (Classics).

Instrumental Work of the Year: Tony Gould, Imogen Manins and David Jones, ABC Music (Classics).

Orchestral Work of the Year: Graeme Koehne, *Tivoli dances*, ABC Music (Classics).

Vocal/Choral Work of the Year: Lyn Williams, ABC Music (Classics).

Best Performance of an Australian composition: West Australian Symphony Orchestra/Carl Vine, ABC Music (Classics).

Tasmanian State Award: Tasmanian Symphony Orchestra, ABC Music (Classics).

Queensland State Award: Southern Cross Soloists, ABC Music (Classics).

Victorian State Award: Richard Mills, ABC Music (Classics).

Appendix 20—ABC Awards 2009–10 *continued*

West Australian State Award: West Australian Symphony Orchestra, ABC Music (Classics).

2009 Australian Video Software Awards

Best Marketing Campaign for a TV Series (New and Re-Promote): *Little Britain*, ABC Sales and Distribution/DVD.

Special Interest Documentary Title of the Year: *Planet Earth*, ABC Sales and Distribution/DVD.

Children's Title of the Year: *The Wiggles: Racing to the Rainbow*, ABC Sales and Distribution/DVD.

2010 Gourmand World Cookbook Awards

Best Health and Nutrition Book (Australia): *The Gut Foundation Cookbook*, ABC Publishing/ABC Books.

Best Children and Family Cookbook (Australia): *Feeding Fussy Kids*, ABC Publishing/ABC Books.

2010 Grant McLennan Memorial Fellowship

Danny Widdicombe and Andrew Morris, ABC Music/Contemporary.

2009 Limelight Awards

Best Classical Album: Goldner String Quartet, *Beethoven Complete String Quartets*, ABC Music (Classics).

2009 News Limited's News Awards

Magazine of the Year Award: *Delicious.*, ABC Publishing/ABC Magazines.

2010 Online Retail Industry Awards

Best On-line Retailer in Australasia: ABC Shop On-line, ABC Retail.

Best Multi-channel Retailer in Australasia: ABC Shop On-line, ABC Retail.

Queensland Country Music Awards

Best New Talent: Shea Fisher, *Getaway Heart*, ABC Music (Contemporary).

2009 Screen Music Awards

Best Feature Film Score-Soundtrack: *Balibo*, ABC Music (Contemporary).

Best Original Song Composed for the Screen-Soundtrack: *Balibo*, ABC Music (Contemporary).

2009 World Championships of Performing Arts

Senior Grand Champion of the World: Joe Robinson, Time Jumping, ABC Music/Contemporary.

Appendix 21—Television Transmission Frequencies

Digital Television		Central Western Slopes		Kings Cross		Richmond/Tweed	
Australian Capital Territory		Cobar	6	Kotara	37	Stanwell Park	52
Canberra	9A	Coffs Harbour	61	Kyogle	58	SW Slopes/ E Riverina	46
Tuggeranong	59	Condobolin	64	Laurieton	60	Sydney	12
Weston Creek/ Woden	59	Coolah	55	Lightning Ridge	11†	Tamworth	54
New South Wales		Cooma	55	Lithgow	31	Tenterfield	58
Albury North	31	Cooma/Monaro	29	Lithgow East	56	Thredbo	33
Armidale	32	Cowra	62	Manly/Mosman	30	Tumut	53
Ashford	59	Deniliquin	55	Manning River	7	Tumut	53
Balranald	40	Dubbo	58	Mansfield	60	Ulladulla	28
Batemans Bay/ Moruya	9A	Dungog	59	Merewether	37	Upper Hunter	7
Bathurst	7	Eden	55	Merriwa	48	Upper Namoi	8
Bega	35	Glen Innes	59	Mudgee	56	Vacy	32
Bombala	62	Gloucester	41	Murrumbidgee Irrigation Area	11	Wagga Wagga	55
Bonalbo	53	Gosford	37	Murrundi	41	Walcha	48
Bouddi	37	Goulburn	56	Murwillumbah	29	Walgett	40†
Bowral/Mittagong	52	Grafton/Kempsey	36	Narooma	56	Wilcannia	9†
Braidwood	56	Hay	55	Narooma	56	Wollongong	52
Broken Hill	10	Illawarra	51	Newcastle	37	Wyong	37
Cassilis	30	Inverell	59	Nowra North	66	Young	10
Central Tablelands	36	Jerilderie	55	Nyngan	53	Northern Territory	
		Jindabyne	59	Oberon	56	Alice Springs	8
		Kandos	56	Port Stephens	30#	Darwin	30
		Khancoban	59	Portland/ Wallerawang	56	Katherine	8

Appendix 21 – Television Transmission Frequencies *continued*

Digital Television	Analog Television					
<i>continued</i>						
Dampier	28	Australian Capital Territory	Eden	1	Newcastle	48
Denham	7		Elizabeth Beach	57*	Nowra North	32
Derby	9†	Canberra	Emmaville	55	Nundle	56*
Esperance	9A	Conder	Enngonia	69*	Nymagee	66*
Exmouth	7	Fraser	Eugowra	55*	Nyngan	3
Fitzroy Crossing	59†	Tuggeranong	Forster	47*	Oberon	57
Geraldton	41	60	Glen Davis	48*	Ocean Shores	56*
Halls Creek	9†	Weston Creek/ Woden	Glen Innes	50	Orange	
Jurien	56		Glengarry and Grawin	67*	(Rosewood)	55*
Kalbarri	8†	New South Wales	Gloucester	42	Patonga	46*
Kalgoorlie	9A	Adelong	Goodooga	8	Peak Hill	55*
Kambalda	56	Albury North	Gosford	46	Portland Town	55*
Karratha	53	Araluen	Goulburn	55	Portland/ Wallerawang	57
Kojonup	68	Armidale	Grafton/Kempsey	2	Quirindi	5A
Kununurra	8†	Armidale North	Gunning	58*	Richmond/Tweed	6
Kununurra East	67†	Ashford	Hartley	48*	Smiths Lake	55*
Lake Grace	34	Balranald	Hay	66	Stanwell Park	33
Leeman	6	Bateman's Bay/ Moruya	Hillston	62*	Stroud	63*
Leinster	11	6	Illawarra	56	SW Slopes/ E Riverina	0
Manjimup	58	Bathurst	Inverell	2	Sydney	2
Marble Bar	7	Batlow	Ivanhoe	6	Talbingo	67*
Margaret River	45	Bega/Cooma	Jerilderie	10	Tamworth	55
Meekathurra	9	Berry	Jindabyne	60	Tamworth City	2
Merredin	56	Bolivia	June	58*	Telegraph Point	49*
Moora	52	Bonalbo	Kandos	60	Tenterfield	69
Morawa	7	Bonalbo	Kangaroo Valley	58*	Thredbo	34
Mt Magnet	9	Bonny Hills	Khancoban	60	Tottenham	10
Nannup	31†	Booral	Kings Cross	46	Tullamore	55*
Narrogin	58	Bouddi	Kotara	58	Tullibigeal	69*
Newman	6	Bourke	Kyogle	57	Tumbarumba	66*
Norseman	6	Bowral/Mittagong	Laurieton	44	Tumut	57
Northam	57	Braidwood	Lightning Ridge	10	Tweed Heads	31
Northampton	55†	Broken Hill	Lismore East	56*	Ulladulla	33
Onslow	7†	Burra Creek	Lithgow	32	Upper Hunter	8
Pannawonica	9	Byron Bay	Lithgow East	55	Upper Namoi	7
Paraburdoo	9A	Capertee	Long Flat	49*	Uralla	56*
Pemberton	32	Captains Flat	Maclean/Ashby	58*	Urbenville	58*
Perth	12	Cassilis	Manly/Mosman	42	Vacy	31
Port Hedland	8	Central Tablelands	Manning River	6	Wagga Wagga	56
Roebourne	9A	Central Western Slopes	Mannus	67*	Walcha	6
Roleystone	56	11	Megalong	55*	Walgett	69
Southern		Cobar	Menindee	9	Walwa/Jingellic	56*
Agricultural	11	Coffs Harbour	Merewether	50	Warialda	52*
Southern Cross	7	Collarenebri	Merriwa	8	White Cliffs	69*
Springsure	46	Condobolin	Mount George	28*	Wilcannia	8
Tom Price	12	Coolah	Mount Kembla	39*	Wollongong	30
Toodyay	56	Cooma	Mudgee	55	Woronora	46*
Wagin	38	Cooma Town	Mudgee Town	54*	Wyangala	62*
Wongan Hills	7	Cootamundra	Mullumbimby	33*	Wyong	42
Wyndham	12†	Cowra	Mungindi	10	Young	11
		Crookwell	Murrumbidgee			
		Darbys Falls	Irrigation Area	7		
		Deniliquin	Murrurundi	6	Northern Territory	
		Drake	Murwillumbah	60	Adelaide River	11
		Dubbo	Narooma	0	Alexandria Station	
		Dungog	Newcastle	5A	Homestead	63*
		Eastgrove				

Appendix 21 — Television Transmission Frequencies continued

Ali Curung	57*	Peppimenarti	69*	Cairns North	56	Hungerford	69*
Alice Springs	7	Pine Creek	10	Camooeal	8	Ilfracombe	59*
Alice Springs North	69*	Port Bremmer	56*	Canungra	60*	Injune	8
Ampilatwatja	67*	Santa Teresa	68*	Cape Flattery Mine	69*	Isisford	7
Angurugu	58*	South Alligator — Kakadu Resort	65*	Capella	32	Jackson Oil Field	69*
Areyonga	66*	Tennant Creek	9	Cardwell	69*	Jericho	7
Arlparra	60*	Ti Tree	67*	Charleville	9	Julia Creek	10
Barunga	69*	Timber Creek	69*	Charters Towers	44	Jundah	69*
Batchelor	69*	Tindal	47*	Chillagoe	69*	Karumba	6
Bathurst Island	11	Tipperary	66*	Clairview	69*	Kelso	59*
Bathurst Island	69*	Uluru	69*	Clermont	10	Kooralbyn	56*
Bickerton Island	60*	Umbakumba	56*	Cloncurry	7	Kowanyama	69*
Borrooloola	6	Urapunga	68*	Coen	8	Kubin	53*
Brunette Downs	59*	Wadeye	69*	Collinsville	55	Lakeland	69
Canteen Creek	63*	Willowra	57*	Conondale	57*	Lakeland	
Cattle Creek	68*	Wilora	57*	Cooktown	67	Roadhouse	57*
Cooinda	45*	Wudykapildiya	69*	Coppabella	55*	Laura	8
Daguragu	69*	Yarralin	69*	Corfield	10	Little Mulgrave	45*
Daly River	10	Yirrkala	60*	Cracow	68*	Lockhart River	69*
Darwin	6	Yuelamu	56*	Crows Nest	58*	Longreach	6
Darwin	46*	Yuendumu	55*	Croydon	8	Mackay	8
Darwin North	55			Cunnamulla	10	Mareeba	54
Docker River	51*	Queensland		Currumbin	33	Maroon	56*
Douglas Daly	63*	Adavale	69*	Dajarra	69*	Meandarra	59
East Alligator	65*	Agnes Water	53*	Darling Downs	32	Middlemount	8
Elliott	58*	Airline Beach	49	Dimbulah	46	Miles	9
Engawala	57*	Alligator Creek	58*	Dingo Beach	57*	Miriam Vale/Bororen	55
Galiwinku	8	Almaden	64*	Dirranbandi	7	Mission Beach	2
Gapuwiyak	69*	Alpha	8	Doomadgee	69*	Mitchell	6
Groote Eylandt	7	Anakie	59*	Dysart	2	Monto	56
Haasts Bluff	57*	Aramac	11	Eidsvold	57	Moonford	40*
Harts Range	69*	Atherton IBL	68	Einsleigh	66*	Moore	33
Hodgson Downs	69*	Augathella	11	Eloise Mine	66*	Moranbah	5A
Imangara	57*	Ayr	63	Emerald	11	Moranbah Town	55
Imanpa	63*	Ayton	62*	Eromanga	66*	Morven	7
Jabiru	8	Babinda	54	Esk	55	Mossman	41
Jim Jim	69*	Ballera	56*	Eulo	69*	Mount Alford	55*
Kalkaringi	57*	Bancroft	55*	Flame Tree and Jubilee Pocket	54*	Mount Garnet	2
Katherine	7	Barcaldine	10	Forsyth	56*	Mount Isa	6
Katherine Gorge	62*	Bedourie	7	Georgetown	7	Mount Molloy	7
Kings Canyon Resort	69*	Bell	56	Gladstone East	32	Mount Morgan	56*
Kintore	57*	Birdsville	8	Gladstone West	55	Mount Surprise	55*
Knocker Bay	58*	Blackall	9	Glenden	47*	Moura	54
Laramba	56*	Blackwater	8	Gold Coast	49	Murgon	57
Maningrida	63*	Bogantungan	69*	Goondiwindi	6	Muttaborra	8
Mary River	65*	Bollon	69*	Gordonvale	55	Nambour	58
Mataranka	8	Boonah	57	Greenvale	8	Napranum	63*
Maxwell Creek		Bouli	8	Gunpowder	69*	Nebo	55
Forestry HQ	47*	Bowen	5A	Gununa	69*	Nelly Bay	30*
Mereenie	67*	Boyne Island	57	Gympie	45	New Mapoon	64*
Minjilang	69*	Brisbane	2	Gympie Town	57	Noosa/Tewantin	32
Mount Liebig	57*	Burdekin Falls	69*	Herberton	60	Normanton	8
Newcastle Waters	8	Burketown	69*	Hervy Bay	55	Osborne Mines	63*
Nhulunbuy	11	Byfield	55*	Hope Vale	69*	Paluma	59*
Numbulwar	69*	Cairns	9	Horseshoe Bay	56*	Pentland	8
		Cairns East	41	Hughenden	9	Port Douglas	55
						Proserpine	56

Appendix 21 – Television Transmission Frequencies *continued*

Analog Television

continued

Quilpie	8	Yaraka	30*	Renmark/Loxton	3	Penguin	31
Rathdowney	40*	Yarrabah	69*	Roxby Downs	56	Port Arthur	56*
Ravenshoe	41	Yeppoon	56	South East	1	Port Sorell	64
Redlynch	60	Yowah	69*	Spencer Gulf North	1	Pyengana Valley	33
Richmond	6	Yuleba	68*	Streaky Bay	10	Queenstown/ Zeehan	56
Rockhampton	9	South Australia		Swan Reach	66*	Ringarooma	55
Rockhampton East	55	Adelaide	2	Truro Grove	66*	Rosebery	33
Roma	7	Adelaide Foothills	46	Tumby Bay	32	Savage River	4
Rosedale	57*	Andamooka	8	Umuwa	54*	Sisters Beach	60*
Saibai Island	57*	Angaston	58*	Victor Harbor	55	Smithton	32
Sapphire/Rubyvale	46*	Arkaroola	69*	Waikerie	56	South Springfield	56
Shute Harbour	2	Bookabie	68*	William Creek	69*	St Helens	31
Smithfield Heights	56	Bordertown	2	Wirrulla	8	St Marys	56
Somerset Dam	60*	Burra	56	Woomera	7	Strahan	57
Southern Downs	1	Cape Jervis	46*	Wudinna	30	Strathgordon	43
Speewah	55*	Caralue Bluff	59	Yalata	66*	Swansea	57
Springsure	8	Carrickalinga	55*	Yankalilla	56*	Taroona	46
St George	8	Ceduna/Smoky Bay	9	Yunta	69*	Tullah	55*
St Lawrence	68*	Coffin Bay	45	Tasmania		Ulverstone	59
Stanage Bay	68*	Coober Pedy	8	Acton Road	55	Upper Derwent Valley	58*
Stonehenge	69*	Cowell	6	Avoca	45	Waratah	57
Stuart	59	Cudlee Creek	54*	Barrington Valley	46	Wayatinah	46*
Sue Island	55*	Elizabeth South	63	Bicheno	10	Weldborough	56
Sunshine Coast	40	Elliston	69*	Binalong Bay	33	Wynyard	33
Surat	11	Eudunda	66*	Blackstone (Tas)	55*		
Tambo	6	Glendambo	69*	Burnie	58	Victoria	
Tara	57	Golden Grove	56*	Cygnets	45	Alexandra	59
Taroom	11	Gumeracha	56*	Derby (Tas)	57	Alexandra Environs	31
Texas	11	Hallett Cove	63	Dover	56	Anglesea and Aireys Inlet	56*
Thallon	69*	Hawker	48	Dover South	44	Apollo Bay	55
Thangool	58*	Keith	42	Eaglehawk Neck	56*	Bairnsdale	57
Thargomindah	69*	Kingscote	69*	East Devonport	57	Ballarat	42
Theodore	58	Kingston SE/Robe	56	Forth	43*	Bemm River	58*
Thursday Island	8	Lameroo	57	Geeveston	57	Bendigo	1
Tieri	68*	Leigh Creek South	9	Gladstone	54	Blackwood	61*
Tin Can Bay	55*	Lyndoch	56*	Goshen/Goulds Country	57	Bonnie Doon	58
Toogoolawah	59*	Mannum	66*	Gunns Plains	57*	Boolarra	56*
Toowoomba	56	Marion Bay	56*	Hillwood	46	Bright	32
Townsville	3	Marla	69*	Hobart	2	Bruthen	53
Townsville North	55	Marree	8	Hobart NE Suburbs	57	Buchan	65*
Trinity Beach	45	Melrose/Wilmington	59*	King Island	11	Buxton	33*
Tully	55	Mintabie	64*	Launceston	56	Cann River	11
Tully Heads	54*	Moomba	69*	Lileah	8	Casterton	55
Wallumbilla	46*	Myponga	39*	Lilydale	57	Churchill	55
Wandoan	5A	Naracoorte	57	Little Swanport/ Ravensdale	56*	Cobden	8
Wangetti	51	Nepabunna	69*	Mangana	55	Cohuna	68*
Warwick	55	Normanville	57*	Maydena	61*	Colac	5A
Weipa	7	Oodnadatta	60*	Meander	56	Coleraine	2
Wide Bay	6	Orroroo	69*	Mole Creek	57*	Corryong	9
Willows	59*	Penong	69*	NE Tasmania	32	Dargo	57*
Windorah	69*	Peterhead	56*	Neika/Leslie Vale	56*	Dartmouth	54*
Winton	8	Pinnaroo	56	New Norfolk	56	Eildon	33
Wujal Wujal	69*	Port Lincoln	60	Orford	55	Eildon town	57
Wyandra	69*	Quorn	47	Paloona	47*	Ensay	55*
		Rawnsley Park Station	69*				

Appendix 21 — Television Transmission Frequencies continued

Falls Creek	56*	Western Australia	Hyden	29*	Northcliffe	56*	
Ferntree Gully	56	Albany	7	Jameson	Nullagine	50*	
Flowerdale and Hazeldene	56*	Albany West	63*	(Mantamaru)	Nyabing	66*	
Foster	57	Argyle	69	Jerramungup	69*	One Arm Point	69*
Freeburgh/Smoko	56*	Augusta	56	Jurien	55	Ongerup	67*
Geelong (Newtown)	56*	Badgingarra	68*	Kalbarri	9	Onslow	8
Genoa	31	Bayulu	45	Kalgoorlie	6	Ora Banda	59*
Gisborne	56*	Beacon	69*	Kambalda	55	Pallottine Mission	69*
Goulburn Valley	40	Bencubbin	68*	Karalundi	68*	Pannawonica	11
Halls Gap	55	Blackstone	57*	Karratha	54	Paraburdoo	6
Healesville	57*	Boddington	68*	Karratha South	42*	Peaceful Bay	67*
Hopetoun-Beulah	56	Borden	65*	Katanning	7	Pemberton	31
Horsham	45	Bremer Bay	69*	Kellerberrin	41*	Perth	2
Howqua	57*	Bremer Bay South	67*	Kojonup	69	Perth East	49*
Jamieson	58*	Bridgetown	56	Kondinin	69*	Pingrup	67*
Jeeralang/Yinnar		Broome	8	Koolyanobbing	11	Port Hedland	7
South	54*	Bruce Rock	66*	Koorda	52*	Prevelly	65*
Kiewa	57	Bunbury	5	Kulin	31*	Punmu	66*
Lakes Entrance	32	Burrurrah	69*	Kununoppin	67*	Quinninup	56*
Latrobe Valley	40	Camballin	68*	Kununurra	9	Ravensthorpe	11
Lorne	57	Carnarvon	7	Kununurra East	68	Roebourne	9
Mallacoota	57	Central Agricultural	5A	Lake Grace	33	Roleystone	57
Mansfield	50	Cervantes	46	Lake Gregory	68*	Salmon Gums	8
Marysville	46	Christmas Island		Lake King	69*	Sandstone	63*
Melbourne	2	Drumsite	6*	Lancelin	53*	Seabird	55*
Mildura	6	Christmas Island		Laverton	10	Southern Agricultural	2
Mitta Mitta	53*	Phosphate Hill	40*	Learmonth	66*	Southern Cross	9
Monbulk	56*	Christmas Island		Leeman	5A	Tambellup	67*
Murray Valley	2	Rocky Point	57*	Leinster	10	Telfer	60*
Murrayville	63*	Coalmine Beach	65*	Leonora	8	Tjirrkarli	57*
Myrtleford	2	Cocos Islands		Mandurah	57*	Tjuntjuntjara	57*
Nhill	9	(West Island)	9*	Manjimup	57	Tom Price	10
Nowa Nowa	55	Condingup/Howick	6	Marble Bar	8	Toodyay	40
Omeo	32	Coolgardie	63*	Margaret River	57	Traying	69*
Orbost	2	Coonana	57*	Marvel Loch	55*	Useless Loop	68*
Port Campbell	54*	Coral Bay	68*	Maryville	56*	Vlaming Head	59*
Portland	60	Cue	10	Meekatharra	8	Waddi Bush Resort	61*
Rosebud	56*	Dalwallinu	46	Menzies	10	Wagin	8
Safety Beach	61	Dampier	29	Merredin	8	Walpole	57*
Selby	57	Denham	8	Monkey Mia	58*	Wanarn	57*
Seymour	55	Denmark	67*	Moora	60	Wandering	58*
South Yarra	61	Derby	8	Morawa	8	Warakurna	57*
Swifts Creek	59	Djarindjin	56*	Mount Magnet	8	Warburton (WA)	57*
Tawonga South	32	Dongara	61*	Mukinbudin	31*	Warmun	56*
Tidal River	67*	Eneabba	46	Mullewa	9	Warralong	60*
Upper Murray	1	Esperance	10	Munglinup	69*	Wellstead	67*
Upwey	39	Eucla	69*	Muradup	67*	Westonia	65*
Warburton (Vic)	61	Exmouth	8	Murrin Murrin	65*	Wharton	69*
Warrnambool	2	Fitzroy Crossing	58	Nannup	32	Wongan Hills	6
Warrnambool City	29	Gairdner	68*	Narembeen	64	Wongan Hills Town	53*
Western Victoria	5A	Gascoyne Junction	66*	Narrogin	57	Wurreranginy	
Wye River	52*	Geraldton	6	Newdegate	66*	Community	8*
Yea	33	Gnowangerup	69*	Newman	7	Wyndham	10
Yendon/Lal Lal	67*	Golden Grove Mine	65*	Norseman	7	Yalgoo	10
		Gracetown	61*	North Rankin	61*	Youngaleena	60*
		Halls Creek	8	Northam	56		
		Hopetoun (WA)	65	Northampton	8		

Appendix 21 – Television Transmission Frequencies continued

BRACS Analog Television The Australian Communications and Media Authority has issued a licence for a community facility formerly known as Broadcasting for Remote Aboriginal Communities Scheme (BRACS). Communities with such facilities have a transmitter which allows rebroadcasting of the ABC or programming from other sources.	Kintore	66	Darnley Island	66	Western Australia	
	Lajamanu	63	Dauan Island	65	Balgo	66
	Maningrida	66	Doomadgee	63	Beagle Bay	66
	Milikapiti	66	Gununa	63	Blackstone	69
	Milingimbi	65	Hope Vale	66	Coonana	66
	Minjilang	66	Injinoo	64	Cosmo Newberry	66
	Ngukurr	69	Kowanyama	63	Djarindjin	65
	Numbulwar	66	Kubin	65	Jameson	
	Oenpelli	66	Lockhart River	63	(Mantamaru)	69
	Palumpa	66	Mabuiag Island	66	Jigalong	66
	Papunya	66	Murray Islands	66	Kalumburu	66
	Peppimenarti	63	New Mapoon	58	Kanpa	66
	Pmara Jutunta	66	Pompuraaw	66	Karilywara	66
	Pularumpi	63	Saibai Island	66	Kiwirrkurra	66
	Ramingining	66	Seisia	65	La Grange	66
Santa Teresa	65	St Pauls	66	Looma	66	
Umbakumba	65	Stephens Island	65	Oombulgurri	66	
Wadeye	63	Sue Island	64	Tjirrkarli	69	
Warruwi	66	Umagico	59	Tjukurla	66	
Yirrkala	66	Woorabinda	66	Tjuntjuntjara	66	
Yuelamu	65	Wujal Wujal	66	Wanarn	66	
Yuendumu	66	Yam Island	65	Warakurna	66	
		Yorke Islands	66	Warburton (WA)	69	
Northern Territory				Warmun	65	
Ali Curung	66			Wingellina	66	
Barunga	63			Yandeearra	66	
Bathurst Island	66			Yungngora	66	
Beswick	69					
Bulman	65					
Daguragu	63					
Finke	66					
Galiwinku	66					
Hermannsburg	63					
Imanpa	66					
		Queensland		South Australia		
		Aurukun	66	Amata	66	
		Badu Island	64	Ernabella	66	
		Bamaga	66	Fregon	66	
		Boigu Island	66	Indulkana	63	
		Coconut Island	66			

* SBRS—The Australian Communications and Media Authority has issued a licence to rebroadcast the service indicated under the Self-Help Broadcasting Reception Scheme. Transmission facilities are provided by the licensee.

† New Services established in 2009–10.

‡ Services in testing during 2009–10.

§ Service funded under the Regional Communications Partnership Self-Help Subsidy Scheme (RCP).

Service funded under the Alternative Technical Solutions (ATS) program.

Television Transmitter Statistics

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	Total
Digital	3	81	3	82	25	38	52	58	342
—SBRS	0	0	0	0	0	1	7	0	8
Analog	4	93	16	121	33	45	54	73	439
—SBRS	1	55	61	83	34	14	27	89	364
BRACS	0	0	32	28	4	0	0	25	89
Total	8	229	112	314	96	98	140	245	1 242

Appendix 22—Radio Transmission Frequencies

ABC Local Radio	SW Slopes/ E Riverina	89.9	Nhulunbuy	990	Forsayth	105.3*
	Sydney	702	Numbulwar	104.5*	Georgetown	106.1
Australian Capital Territory	Talbingo	88.9*	Palumpa	102.9*	Gladstone	99.1
Canberra	Tamworth	648	Pine Creek	106.1	Glenden	92.5
	Taree	756	Ramingining	107.3*	Gold Coast	91.7
New South Wales	Tenterfield	88.9	Ranger Uranium Mine	88.5*	Goondiwindi	92.7
Armidale	Thredbo	88.9	Tanami	96.1*	Goonyella	89.7*
Ashford	Tottenham	98.9	Tennant Creek	106.1	Greenvale	105.9
Batemans Bay/ Moruya	Tumbarumba	102.9*	Ti Tree	107.7*	Gunpowder	106.1*
Bega	Tumut	97.9	Timber Creek	106.9*	Gununa	92.7
Bombala	Upper Hunter (Muswellbrook)	105.7	Uluru	93.3*	Gympie	95.3
Bonalbo	Upper Namoi	99.1	Umbakumba	104.7*	Gympie	1566
Broken Hill	Wagga Wagga	102.7	Warruwi	103.7*	Hope Vale	106.1*
Byrock	Walcha	88.5	Wilora	107.3*	Hughenden	1485
Central Western Slopes	Walgett	105.9	Yirrkala	92.5*	Hungerford	106.1*
Cobar	White Cliffs	107.7*	Yuelamu	100.1*	Ilfracombe	97.9*
Cooma	Wilcannia	1584			Injune	105.9
Corowa	Young	96.3	Queensland		Jackson Oil Field	102.9*
Crookwell			Airlie Beach	89.9	Jackson Oil Field	107.7*
Cumnock	Northern Territory		Almaden	106.5*	Julia Creek	567
Dubbo	Adelaide River	98.9	Alpha	105.7	Karumba	16.1
Eden	Alexandria	105.5*	Atherton	720	Kowanyama	106.1*
Glen Innes	Alice Springs	783	Aurukun	102.9*	Lady Annie Mine	98.1*
Gloucester	Alice Springs	783	Ayton	103.9*	Lakeland	106.1
Goodooga	Barunga	101.7*	Babinda	94.1	Laura	106.1
Gosford	Bathurst Island	91.3	Ballera	105.9*	Lockhart River	106.1*
Goulburn (Town)	Bickerton Island	105.7*	Bedourie	106.1	Longreach	540
Grafton	Borroloola	106.1	Biloela	94.9	Mackay	101.1
Grafton/Kempsey	Brunette Downs	106.7*	Birdsville	106.1	Middlemount	106.1
Hay	Daly River	106.1	Bogantungan	106.1*	Miriam Vale	88.3
Illawarra	Darwin	105.7	Boulia	106.1	Mission Beach	89.3
Ivanhoe	Elliott	105.3*	Brisbane	612	Mitchell	106.1
Jindabyne	Engawala	100.3*	Burketown	96.3*	Moranbah	104.9
Kandos	Galiwinku	105.9	Cairns	801	Mossman	639
Kempsey	Gapuwiyak	106.1*	Cairns	106.7	Mount Cuthbert	107.5*
Khancooban	Groote Eylandt	106.1	Cairns North	95.5	Mount Garnet	95.7
Lightning Ridge	Haasts Bluff	105.9*	Camooweal	106.1	Mount Isa	106.5
Lithgow	Hodgson Downs	106.3	Carmila	94.5*	Mount Molloy	95.7
Manning River	Imangara	104.1*	Charleville	603	Mount Surprise	105.3*
Menindee	Jabiru	747	Chillagoe	106.1*	Moura	96.1
Merriwa	Jim Jim	105.9*	Clairview	94.1*	Nambour	90.3
Mudgee	Kalkaringi	98.1*	Coen	105.9	Normanton	105.7
Murrumbidgee Irrigation Area	Katherine	106.1	Collinsville	106.1	Osborne Mines	107.1*
Murrundi	Kings Canyon Resort	89.1*	Cook Oil Facility	105.1*	Pentland	106.1
Murwillumbah	Laramba	107.7*	Cooktown	105.7	Pialba-Dundowran (Wide Bay)	855
Muswellbrook	Laramba	107.7*	Croydon	105.9	Quilpie	106.1
Newcastle	Maningrida	104.5*	Cunnamulla	106.1	Rockhampton	837
Nyngan	Mataranka	106.1	Dimbulah	91.7	Roma	105.7
Port Stephens	Mereenie Gas/ Oil Field	96.3*	Dysart	91.7	Roma/St George	711
Portland/ Wallerawang	Milikapiti	94.1*	Eaglefield Coal Mine	97.5*	Southern Downs	104.9
Richmond/Tweed	Milingimbi	104.5*	Eidsvold	855	St Lawrence	94.9*
	Minjiang	102.9*	Einsleigh	96.9*	Tambo	105.9
	Mount Liebig	104.9*	Emerald	1548	Tarbat	102.9*
	Newcastle Waters	106.1	Ernest Henry Mine	100.5*	Taroom	106.1
	Ngukurr	104.5*			Thargomindah	106.1*

Appendix 22—Radio Transmission Frequencies *continued*

ABC Local Radio

continued

Theodore	105.9
Thursday Island (Torres Strait)	1062
Toowoomba	747
Townsville	630
Tully	95.5
Wandoan	98.1
Weipa	105.7*
Weipa	1044
Wide Bay	100.1

South Australia

Adelaide	891
Andamooka	105.9
Coober Pedy	106.1
Glendambo	106.1*
Leigh Creek Coalfield	99.3*
Leigh Creek South	1602
Marree	105.7
Mintabie	88.7*
Moomba	106.1*
Mount Gambier	1476
Naracoorte	1161
Oodnadatta	95.3*
Oxiana Mine	89.7*
Port Lincoln	1485
Port Pirie	639
Renmark/Loxton	1062
Roxby Downs	102.7
Streaky Bay	693
Todmorden	106.1*
Woomera	1584
Yalata	105.9*

Tasmania

Bicheno	89.7
Burnie	102.5
Devonport East	100.5
Fingal	1161
Hobart	936
King Island	88.5
King Island	99.7*
Lileah	91.3
Maydena	89.7*
NE Tasmania	91.7
Orford	90.5
Queenstown/ Zeehan	90.5
Rosebery	106.3
Savage River/ Waratah	104.1
St Helens	1584
St Marys	102.7

Strahan	107.5
Swansea	106.1
Waratah	103.3
Weldborough	97.3

Victoria

Alexandra	102.9
Apollo Bay	89.5
Ballarat	107.9
Bendigo	91.1
Bright	89.7
Cann River	106.1
Corryong	99.7
Eildon	98.1
Flowerdale/ Hazeldene	97.3*
Goulburn Valley	97.7
Horsham	594
Latrobe Valley	100.7
Mallacoota	104.9
Mansfield	103.7
Melbourne	774
Mildura/ Sunraysia	104.3
Murray Valley	102.1
Myrtleford	91.7
Omeo	720
Orbost	97.1
Portland	96.9
Sale	828
Upper Murray, Albury/ Wodonga	106.5
Warrnambool	1602
Western Victoria	94.1

Western Australia

Albany	630
Argyle	105.9
Augusta	98.3
Barrow Island	102.3*
Blackstone	106.1*
Bridgetown	1044
Brockman Village	99.3*
Broome	675
Bunbury (Busselton)	684
Cape Lambert	88.5*
Carnarvon	846
Channar Mine	92.5*
Cocos Islands (West Island)	102.1*
Coral Bay	104.9*
Cue	106.1
Dalwallinu	531
Darlot	105.9*
Derby	873
Djarindjin	104.5*

Eighty Mile Beach	88.9*
Esperance	837
Exmouth	1188
Fitzroy Crossing	106.1
Geraldton	828
Halls Creek	106.1
Hope Downs Village	94.9*
Hopetoun	105.3
Jack Hills Mine	91.9*
Jameison	106.1*
Jimblebar Mine	99.9*
Jundee Mine	102.5*
Kalbarri	106.1
Kalgoorlie	648
Kalumburu	104.5*
Karratha	702
Koolyanobbing	105.9*
Kununurra	819
Lake Gregory	107.7*
Laverton	106.1
Leonora	105.7
Manjimup	738
Marandoo	106.1*
Marble Bar	105.9
Meekatharra	106.3
Menzies	106.1
Mesa A Mine	103.5*
Mesa J Mine	92.5*
Mount Magnet	105.7
Mt Jackson	105.7*
Mt Keith (Mine Village)	105.3*
Murrin Murrin	92.5*
Murrin Murrin Open Cut Mine	99.3*
Murrin Murrin Open Cut Mine	105.3*
Nannup	98.1
Newman	567
Norseman	105.7
Northam	1215
Northcliffe	105.9*
Nullagine	106.3*
Pannawonica	567
Paraburdoo	106.1*
Paraburdoo	567
Perth	720
Port Hedland	603
Punmu	107.3*
Ravensthorpe	105.9
Sandstone	106.3*
Sinclair Nickel	100.7*
Sir Samuel Mine	94.3*
Southern Cross	106.3
Tallering Peak Mine	100.7*

Tanami Mines Site 2	96.1*
Telfer	100.5*
Ti Tree (WA)	106.9*
Tjirrkarli	106.1*
Tom Price	100.1*
Tom Price	102.5*
Tom Price	567
Useless Loop	100.3*
Wagin	558
Walpole	106.1*
Warakurna	101.9*
Warburton	106.1*
West Angelas	94.5*
West Angelas	99.7*
Windarling	106.1*
Wodgina	106.9*
Wyndham	1017
Yalgoo	106.1
Yandicoogina	102.5*
Yandicoogina Village	97.7*

ABC Radio National

Australian Capital Territory

Canberra	846
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New South Wales

Armidale	720
Balranald	93.1
Batemans Bay/ Moruya	105.1
Bathurst (City)	96.7
Bega/Cooma	100.9
Bonalbo	92.1
Bourke	101.1
Broken Hill	102.9
Cadia Mine Site	98.7*
Central Tablelands	104.3
Central Western Slopes	107.9
Cobar	107.7
Condobolin	88.9
Cooma (Town)	95.3
Crookwell	107.7
Deniliquin	99.3
Eden	107.9
Emmaville	93.1
Glen Innes	105.1
Gloucester	102.5
Goodooga	100.9
Goulburn	1098
Grafton/Kempsey	99.5

Appendix 22—Radio Transmission Frequencies *continued*

ABC Radio National *continued*

Victoria

Albury/Wodonga	990
Alexandra	104.5
Bairnsdale	106.3
Bright	88.9
Cann River	107.7
Corryong	98.1
Eildon	97.3
Flowerdale/ Hazeldene	98.1*
Hopetoun (Vic)	88.3
Horsham	99.7
Mallacoota	103.3
Mansfield	105.3
Melbourne	621
Mildura/ Sunraysia	105.9
Nhill	95.7
Omeo	99.7
Orbost	98.7
Portland	98.5
Swifts Creek	103.5
Wangaratta	756
Warrnambool	101.7
Western Victoria	92.5

Western Australia

Argyle	107.5
Augusta	99.1
Barrow Island	100.7*
Brockman Village	107.7*
Broome	107.7
Busselton	1269
Carnarvon	107.7
Christmas Island	97.3*
Cloudbreak Mine	106.7*
Cue	107.7
Dalwallinu	612
Dampier	107.9
Denham	107.5
Derby	107.5
Eneabba	107.7
Esperance	106.3
Exmouth	107.7
Fitzroy Crossing	107.7
Fortesque Rail Camp 2	106.7*
Geraldton	99.7
Halls Creek	107.7
Hopetoun (R01 WA)	106.9
Jurien	107.9
Kalbarri	107.7

Kalgoorlie	97.1
Kambalda	93.9
Karratha	100.9
Kununurra	107.3
Laverton	107.7
Leeman	107.3
Leonora	107.3
Marandoo	107.7*
Marble Bar	107.5
Meekatharra	107.9
Menzies	107.7
Merredin	107.3
Mesa A Mine	98.5*
Moly Metals Mine	95.3*
Monkey Mia	89.9*
Mount Magnet	107.3
Mt Keith (Mine Village)	107.7*
Mullewa	107.5
Nannup	98.9
Narembeen	107.7
Newman	93.7
Norseman	107.3
Northcliffe	107.5*
Onslow	107.5
Pannawonica	107.7
Paraburdoo	107.7
Perth	810
Plutonic Gold Mine	107.5*
Port Hedland	95.7
Ravensthorpe	107.5
Roebourne	107.5
Sally Malay Mine	107.7*
Salmon Gums	100.7
Southern Agricultural	96.9
Southern Cross	107.9
Sunrise Dam	96.1*
Tom Price	107.3
Wagin	1296
Walpole	107.7*
West Angeles	97.3*
Wiluna	107.7*
Wongan Hills	107.9*
Wyndham	107.7
Yalgoo	107.7

ABC Classic FM

Australian Capital Territory

Canberra	102.3
Tuggeranong	99.1

New South Wales

Armidale	103.5
Batemans Bay/ Moruya	101.9
Bathurst (City)	97.5
Bega/Cooma	99.3
Broken Hill	103.7
Central Tablelands	102.7
Central Western Slopes	105.5
Cobar	106.9*
Goulburn (Town)	89.5
Grafton/Kempsey	97.9
Illawarra	95.7
Ivanhoe	101.3*
Jindabyne	107.5*
Khancoban	88.1*
Lightning Ridge	88.9*
Lord Howe Island	104.1*
Lord Howe Island	106.1*
Manning River	98.7
Murrumbidgee Irrigation Area	97.3
Newcastle	106.1
Richmond/Tweed	95.3
SW Slopes/ E Riverina	88.3
Sydney	92.9
Talbingo	88.1*
Tamworth	103.1
Upper Namoi	96.7
Wagga Wagga	105.9
Walgett	100.3*

Northern Territory

Alice Springs	97.9
Darwin	107.3
Katherine	94.9*
Tennant Creek	98.1*

Queensland

Airlie Beach	95.5
Barcardine	97.7*
Brisbane	106.1
Cairns	105.9
Cairns North	94.7
Chillagoe	107.7*
Clermont	104.5
Cooktown	100.9*
Darling Downs	107.3

Emerald	90.7
Ernest Henry Mine	90.5*
Gold Coast	88.5
Gympie	93.7
Mackay	97.9
Mount Isa	101.7
Nambour	88.7
Rockhampton	106.3
Roma	97.7
Southern Downs	101.7
Tarbat	104.5*
Thallon	90.9*
Thargomindah	104.5*
Townsville	101.5
Townsville North	95.9
Weipa	102.5*
Wide Bay	98.5

South Australia

Adelaide	103.9
Adelaide Foothills	97.5
Angaston	90.7*
Mount Gambier	104.1
Port Lincoln	93.1*
Renmark/Loxton	105.1
Roxby Downs	103.5
Spencer Gulf North	104.3
Woomera	103.3*

Tasmania

Hobart	93.9
NE Tasmania	93.3

Victoria

Ballarat	105.5
Bendigo	92.7
Bright	88.1
Goulburn Valley	96.1
Latrobe Valley	101.5
Melbourne	105.9
Mildura/ Sunraysia	102.7
Murray Valley	103.7
Upper Murray	104.1
Warrnambool	92.1
Western Victoria	93.3

Western Australia

Barrow Island	99.1*
Broome	93.3*
Bunbury	93.3
Cape Lambert	90.1*
Central Agricultural	98.9
Esperance	104.7
Geraldton	94.9
Golden Grove Mine	106.3*

Appendix 22—Radio Transmission Frequencies *continued*

triple j *continued*

Lake Gregory	104.7*
Laverton	98.9*
Leonora	96.9*
Marandoo	104.5*
Marble Bar	101.1*
Marvel Loch	103.9*
Mesa A Mine	100.1*
Mesa J Mine	99.3*
Moly Metals Mine	104.9*
Moora	105.1*
Morawa	106.3*
Mount Magnet	99.3*
Mt Jackson	104.1*
Mt Keith	98.5*
Mt Keith (Mine Village)	100.9*
Mukinbudin	89.1*
Murrin Murrin Open Cut Mine	100.9*
Newman	95.3*
Nullagine	104.7*
Ongerup	104.5*
Onslow	105.1*
Pannawonica	106.1*
Paraburdoo	104.5*
Perth	99.3
Plutonic Gold Mine	103.5*
Port Hedland	98.9*
Roebourne	104.9*
Sinclair Nickel	105.5*
Southern Agricultural	92.9
Southern Cross	103.9*
Ti Tree	105.3*
Tom Price	98.5*
Tom Price	100.9*
Useless Loop	102.7*
Varley	104.3*
Warmun	106.9*
West Angeles	98.9*
Westonia	99.5*
Windarling	104.5*
Wodgina	106.9*
Wurreranginy Community	92.5*
Wyndham	98.9*
Yandicoogina	104.1*
Yandicoogina Village	100.9*
Yungngora	103.7*

NewsRadio

Australian Capital Territory

Canberra	103.9
Tuggeranong	99.9

New South Wales

Batemans Bay/ Moruya	100.5
Bathurst	98.3
Broken Hill	104.5
Central Western Slopes	106.3
Gosford	98.1
Goulburn	99.9
Inverell	93.5
Lithgow	91.3†
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
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
Renmark/Loxton	93.9
South East/ Mt Gambier	105.7
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
Colac	104.7†
Latrobe Valley	95.1
Melbourne	1026
Mildura/ Sunraysia	100.3
Portland	97.7†
Warrnambool	91.3
Western Victoria	91.7

Western Australia

Broome	106.9
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

BRACS Radio

The Australian Communications and Media Authority has issued a licence for a community facility formerly known as Broadcasting for Remote Aboriginal Communities Scheme (BRACS). Communities with such facilities have a transmitter which allows rebroadcasting of the ABC or programming from other sources.

Northern Territory

Ali Curung	106.1
Barunga	106.1
Bathurst Island	98.9
Beswick	105.7
Bulman	106.1
Daguragu	106.1
Daly River	101.3
Finke	106.1
Galiwinku	106.7
Hermannsburg	106.1
Imanpa	106.1
Central Kintore	106.1
Lajamanu	106.1
Maningrida	106.1
Milikapiti	99.3
Milingimbi	106.1
Minjilang	106.1
Ngukurr	101.3
Numbulwar	106.1
Oenpelli	106.1
Palumpa	106.1
Papunya	106.1
Peppimenarti	106.1
Pmara Jutunta	106.1
Pularumpi	98.5
Ramingining	97.7
Ramingining	105.7
Santa Teresa	106.1
Umbakumba	106.3
Wadeye	102.1
Wadeye	106.1
Warruwi	106.1
Yirrkala	105.3
Yuelamu	105.9
Yuendumu	106.1

Appendix 22—Radio Transmission Frequencies *continued*

Queensland		Kubin	105.9	Wujal Wujal	107.7	Lagrange	106.1
Aurukun	107.7	Lockhart River	107.7	Yam Island	106.1	Looma	106.1
Badu Island	107.5	Mabuiag Island	106.3	Yorke Islands	106.1	Oombulgurri	106.1
Bamaga	106.7	Murray Islands	106.1			Tjukurla	106.1
Boigu Island	105.5	New Mapoon	107.5	South Australia		Warmun	106.1
Coconut Island	105.7	Pormpuraaw	107.7	Indulkana	106.1	Wingellina	106.1
Darnley Island	106.1	Saibai Island	106.1	Western Australia		Yandearra	106.1
Darnley Island	104.5	Seisia	106.3	Balgo	106.1	Yungngora	106.1
Doomadgee	107.7	St Pauls	106.7	Beagle Bay	106.1		
Gununa	107.7	Stephens Island	105.9	Djarindjin	106.1		
Hope Vale	107.7	Umagico	105.9	Jigalong	106.1		
Injinoo	107.1	Umagico	101.1	Kalumburu	106.1		
Kowanyama	107.7	Woorabinda	99.7	Kiwirrkurra	106.1		

* SBRS—The Australian Communications and Media Authority has issued a licence to rebroadcast the service indicated under the Self-Help Broadcasting Reception Scheme. Transmission facilities are provided by the licensee.

† New Services established in 2009–10.

‡ Services in testing during 2009–10.

Radio Transmitter Statistics

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	Total
ABC Local Radio	1	59	15	68	13	18	24	41	239
—SBRS	0	4	35	33	8	2	1	49	132
ABC Radio National	1	52	15	87	18	13	21	50	257
—SBRS	0	4	24	18	3	1	1	18	69
ABC Classic FM	2	19	2	18	6	2	11	8	68
—SBRS	0	9	3	8	3	0	0	11	34
<i>triple j</i>	1	18	2	13	5	2	10	6	57
—SBRS	0	8	31	38	11	5	0	70	163
NewsRadio	2	16	3	14	5	4	6	11	61
—SBRS	0	0	0	0	0	0	0	0	0
Domestic Shortwave	0	0	3	0	0	0	0	0	3
BRACS	0	0	34	28	1	0	0	14	77
Total	7	189	167	325	73	47	74	278	1 160

Appendix 23—Radio Australia and Australia Network Transmission and Distribution

Radio Australia Frequencies

Radio Australia is transmitted on the following frequencies:

English—24 Hours

Tonga	Nuku'alofa	103 FM
Cook Islands	Rarotonga	93 FM
Kiribati	Tarawa	90 FM
Fiji	Nadi*	92.6 FM
	Suva*	92.6 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	106.5 FM
Cambodia	Phnom Penh	101.5 FM
	Siem Reap	101.5 FM
	Sihanoukville	101.5 FM
Laos	Vientiane	96 FM
Samoa	Apia	102 FM
Singapore	Singapore	
	(subscription digital radio)	1452 – 1492 MHz

* Services suspended by the Fiji interim government in April 2009.

English—Part Rebroadcast

Samoa	Apia	89.1 FM
Fiji	National*	558 AM
	Suva*	107.6 FM
Nauru	Nauru	88.8 FM
Tuvalu	Funafuti	100.1 FM
Norfolk Island		1566 AM
Kiribati	Tarawa	88 FM
Thailand	Bangkok	918 AM
	Bangkok	88 FM
Indonesia	Bali	101.9 FM
Vanuatu	Port Vila	98 FM
Papua New Guinea	Mt Hagen	98.1 FM
Solomon Islands	Honiara	1035 AM

* Services suspended by the Fiji interim government in April 2009.

Languages Other Than English—Rebroadcast Partner Stations

French

New Caledonia	Noumea	89.9 FM
	Noumea	99.3 FM
	Noumea	666 AM
Vanuatu	Port Vila	98 FM
	Port Vila	1125 AM
	Santo	1179 AM

French continued

Wallis and Futuna	Mata-Utu	90.6 – 101 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	Horeatoa	107.5 FM
		Port Vila	1125 AM
Solomon Islands	Santo	1179 AM	
	Honiara	1035 AM	

Indonesian

Indonesia	Bandah Aceh	104.4 FM
	Sigli, Aceh	105.8 FM
	Medan	90.8 FM
	Medan	105.8FM
	Pematangsiantar	101.2FM
	Padang	106.85FM
	Jakarta	89.2 FM
	Jakarta	90.0 FM
	Jakarta	105.8 FM
	Jakarta	99.1FM
	Jakarta	91.2FM
	Jakarta	88.8FM
	Jakarta	999AM
	Jakarta	11850 kHz
	Bandung – West Java	106.7 FM
	Bandung – West Java	107.5 FM
	Bandung – West Java	96 FM
	Bandung – West Java	107.7FM
	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

Appendix 23—Radio Australia and Australia Network Transmission and Distribution continued

Radio Australia Frequencies continued

Indonesian continued

Solo	98.8 FM
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	101.5FM
	Sihanoukville	101.5FM
	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

Mandarin continued

Liaoning	95.9 FM
Jilin	91.6 FM
Zhejiang	810 AM
National coverage via China National Radio	Various

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, Singapore and Taiwan. The ABC uses these transmission facilities on a commercial basis for several hours each day to broadcast Radio Australia to selected areas in Asia.

The Cox Peninsula shortwave transmission facility near Darwin ceased operations on 31 January 2010. This site had previously been Radio Australia's main shortwave site for broadcasting to Asia. The commercial operator of the site, CVC, gave notice in October 2009 that the facility would close because of a successful Aboriginal land claim on the area. Before Cox Peninsula closed, the ABC was able to relocate Radio Australia's broadcasts to the above off-shore sites ensuring minimal disruption to listeners.

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.

Appendix 24—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

Communications

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

Corporate Strategy and Marketing

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone 02 8333 5133
Fax 02 8333 5305
Director: Michael Ebeid

Appendix 24—ABC Offices

Editorial Policies

ABC Southbank Centre
120 Southbank Boulevard,
Southbank VIC 3006;
GPO Box 9994
Melbourne VIC 3001;
Phone 03 9626 1594
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: Murray Green

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: Ian Carroll

Legal Services

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

Communications 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 (Acting)

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

Appendix 24—ABC Offices *continued*

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: Dean Leith (Acting)
Local Content Manager NSW:
Martin Corben (Acting)

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

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 St
(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 Ingal

Appendix 24—ABC Offices continued

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

Cnr Kembla and Market Streets
(PO Box 973)
Wollongong East 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: Mark Bowling
Local Content Manager NT:
Stewart Brash (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: Rohan Barwick (Acting)

Katherine

(administered by Darwin)
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

15 Lissner Street
Toowong QLD 4066;
GPO Box 9994
Brisbane QLD 4001;
Phone 07 3377 5227
Fax 07 3377 5265
(Local Radio station:
612 ABC Brisbane)
State Director: Mike McGowan
Local Content Manager QLD:
Jenny Brennan

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 4972 3812
Fax 07 4972 2650
(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: Tom Harwood

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

Appendix 24—ABC Offices *continued*

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: Patrick Hession (Acting)

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 Tce
(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:
Cath Hurley

Burnie

(administered by Hobart)
81 Mount Street
(PO Box 533)
Burnie TAS 7320;
Phone 03 6430 1211
Fax 03 6430 1299
(Local Radio station:
ABC Northern Tasmania)

Launceston

(administered by Hobart)
45 Ann Street
(PO Box 201)
Launceston TAS 7250;
Phone 03 6323 1011
Fax 03 6323 1099
(Local Radio station:
ABC Northern Tasmania)

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
Local Content Manager VIC:
Cameron Burgess (Acting)

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)

Appendix 24—ABC Offices continued

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: Louise Ray

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: Mark Bennett (Acting)

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: Kelli Brett

Esperance

(administered by Kalgoorlie)
Port Authority Building
The Esplanade
(PO Box 230)
Esperance WA 6450;
Phone 08 9083 2011
Fax 08 9083 2099
(Local Radio station:
ABC Goldfields–Esperance)

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)
RCM: Andrew Phillips

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: Andrew Collins

Kununurra

(administered by Broome)
15 Sandalwood Street
(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)

Appendix 24—ABC Offices *continued*

Overseas Offices

Amman

Ihsan El Nimer Street
Abdoun-House No. 14 Third Floor
Amman Jordan;
Phone +962 6 461 6130
Fax +962 5 930 2789

Auckland

Level 3
TVNZ Centre
100 Victoria St. 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 21 316 2041
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

54 Portland Place
London W1B 1DY
United Kingdom;
Phone +44 20 7079 3200
Fax (Admin) +44 20 7079 3250
Fax (News) +44 20 7079 3252

Moscow

Kutuzovsky Prospekt
Building 13, Apartment 113
Moscow 121248 Russia;
Phone +7 495 074 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 25—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
Phone 02 6282 0746
Fax 02 6282 3508

New South Wales

Bondi

Shop 1003 Level 1
Westfield
Bondi Junction NSW 2022
Phone 02 9386 5582

Brookvale

Shop 110 Level 1
Warringah Mall Shopping Centre
Brookvale NSW 2100
Phone 02 9905 3758
Fax 02 9939 7834

Burwood

Shop 204 Level 1
Westfield Shoppingtown
Burwood NSW 2134
Phone 02 9744 5172
Fax 02 9715 2845

Campbelltown

Shop C029 Level 1
Macarthur Square
Campbelltown NSW 2560
Phone 02 4626 8624
Fax 02 4620 5007

Appendix 25—ABC Shops continued

Castle Hill

Shop 28
Castle Towers Shopping Centre
Castle Hill NSW 2154
Phone 02 9899 3273
Fax 02 9894 5425

Chatswood

Shop 350 Level 3
Westfield Shopping Town
Chatswood NSW 2067
Phone 02 9904 8047
Fax 02 9413 4203

East Gardens

Shop 325
Westfield Shoppingtown
East Gardens
152 Bunnerong Rd
East Gardens NSW 2035
Phone 02 9349 3695
Fax 02 9349 7169

Erina

Shop T253 The Parallel Mall
Erina Fair
Erina NSW 2250
Phone 02 4367 6892
Fax 02 4367 0617

Hornsby

Shop 3033/34
Westfield Shoppingtown
Hornsby NSW 2077
Phone 02 9482 3671
Fax 02 9476 0098

Miranda

Shop 1087/88 Level 1
Westfield Shoppingtown
Miranda NSW 2228
Phone 02 9524 4289
Fax 02 9542 8573

Newcastle

Shop 205 Upper Level
Charlestown Shopping Square
Charlestown NSW 2290
Phone 02 4943 9763
Fax 02 4920 9526

North Ryde

Shop 417 The Loft
Macquarie Shopping Centre
North Ryde NSW 2113
Phone 02 9878 4253
Fax 02 9878 8027

Parramatta

Shop 4069 Level 4
Westfield Shoppingtown
Parramatta NSW 2150
Phone 02 9635 9922
Fax 02 9689 3421

Penrith

Shop 150 Ground Level
Westfield Penrith Plaza
Penrith NSW 2750
Phone 02 4721 8299
Fax 02 4721 3613

Rouse Hill

Shop GR048 10–14 Market Lane
Rouse Hill Town Centre
Windsor Rd
Rouse Hill NSW 2155
Phone 02 8882 9179
Fax 02 8882 9200

Sydney

Shop 48 The Albert Walk
Queen Victoria Building
Sydney NSW 2000
Phone 02 9286 3726
Fax 02 9262 7690

Tuggerah

Shop 2043a
Westfield Shoppingtown
Corner Wyong and Gavenlock
Roads
Tuggerah NSW 2259
Phone 02 4353 9305
Fax 02 4353 9475

Ultimo

The Foyer
ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007
Phone 02 8333 2055
Fax 02 9333 1240

Queensland

Brisbane

Shop 240 Level 2
The Myer Centre
Brisbane QLD 4000
Phone 07 3003 1321
Fax 07 3211 1453

Broadbeach

Shop 139A Boston Way
Pacific Fair Shopping Centre
Broadbeach QLD 4218
Phone 07 55754 231
Fax 07 5575 4706

Cairns

Shop L01 153
Cairns Central Shopping Centre
Corner McLeod and Spence
Streets
Cairns QLD 4870
Phone 07 4041 5392
Fax 07 4041 2046

Carindale

Shop 2063
Carindale Shopping Centre
Carindale QLD 4152
Phone 07 3398 1606
Fax 07 3324 9681

Chermside

Shop 253
Westfield Shoppingtown
Chermside QLD 4032
Phone 07 3359 1378
Fax 07 3359 1407

Indooroopilly

Shop 3017
Indooroopilly Shopping Centre
Indooroopilly QLD 4068
Phone 07 3878 9923
Fax 07 3878 3126

Mt Gravatt

Shop 210A
Garden City Shopping Centre
Mt Gravatt QLD 4122
Phone 07 3420 6928
Fax 07 3420 6894

Robina

Shop 2047A
Robina Town Centre
Robina QLD 4226
Phone (07) 5575 7260
Fax (07) 5578 9236

South Australia

Adelaide

Shop T027
The Myer Centre
Adelaide SA 5000
Phone 08 8410 0567
Fax 08 8231 7539

Appendix 25—ABC Shops *continued*

Modbury

Shop 200
Westfield Shoppingtown
Tea Tree Plaza
Modbury SA 5092
Phone 08 8396 0000
Fax 08 8395 6645

Oaklands Park

Shop 2047 Level 2
Westfield Shoppingtown Marion
297 Diagonal Road
Oaklands Park SA 5046
Phone 08 8298 6350
Fax 08 8377 5253

Tasmania

Hobart

Shop 209B
Centrepoint
70 Murray Street
Hobart TAS 7000
Phone 03 6236 9972
Fax 03 6234 1734

Rosny Park

Shop GO38
Eastlands Shopping Centre
Rosny Park TAS 7018
Phone 03 6245 0933

Victoria

South Yarra

Vogue – South Yarra
Shopping Centre
670 Chapel Street
South Yarra VIC 3141
Phone 03 9804 7443
Fax 03 9804 7199

Chadstone

Shop B186 The West Mall
Chadstone Shopping Centre
Chadstone VIC 3148
Phone 03 9568 8245
Fax 03 9563 4802

Cheltenham

Shop 3026
Westfields Shoppingtown
Southlands
Cheltenham VIC 3192
Phone 03 9583 5589
Fax 03 9585 4601

Forest Hill

Shop 132
Forest Hill Chase Shopping Centre
270 Canterbury Road
Forest Hill VIC 3131
Phone 03 9894 7582
Fax 03 9878 6652

Knox

Shop 3115
Knox Shopping Centre
425 Burwood Highway
Wantirna South VIC 3152
Phone 03 9800 4965
Fax 03 9837 5319

Maribyrnong

Shop 2072
Highpoint Shopping Centre
Maribyrnong VIC 3032
Phone 03 9317 4652
Fax 03 9317 5290

Melbourne

Shop M01 Mezzanine Level
GPO Building
Corner Elizabeth and Bourke St
Melbourne VIC 3000
Phone 03 9662 4522
Fax 03 9662 4402

Preston

Shop K28 Level 1
Northland Shopping Centre
50 Murray Road
East Preseton VIC 3072
Phone 03 94714863
Fax 03 9470 5672

Ringwood

Shop L60
Eastland Shopping Centre
171–175 Maroondah Highway
Ringwood VIC 3134
Phone 03 9879 5094
Fax 03 9847 0956

Western Australia

Booragoon

Shop 75
Garden City Shopping Centre
Booragoon WA 6154
Phone 08 9315 9289
Fax 08 9315 2763

Cannington

Shop 1016
Westfields Shoppingtown Carousel
Cannington WA 6107
Phone 08 9451 6352
Fax 08 9451 7849

Karrinyup

Shop F124 Level 1
Karrinyup Shopping Centre
200 Karrinyup Rd
Karrinyup WA 6018
Phone 08 9445 9233
Fax 08 9276 3086

Morley

Shop 173 Level 1
The Galleria Morley
Walter Rd
Morley WA 6062
Phone 08 9276 7673
Fax 08 9276 3088

Perth

Shop 60 Gallery Level
Carillon City Arcade
Perth WA 6000
Phone 08 9321 6852
Fax 08 9481 3123

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.

Charter—the fundamental operating responsibilities of the ABC, as set out in Section 6 of the *Australian Broadcasting Corporation Act 1983*.

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 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 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. In the 2008–09 annual report, “first release” was reported as “first broadcast on ABC Television”.

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.

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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