



Corporate

The ABC's Technology Explained website aims to dispel the myths around new technologies and devices, and explores the possibilities these new technologies give rise to.



**NOW
MORE
THAN
EVER**

In order to deliver innovation, an organisation must always look for opportunities to grow a culture of innovation. In 2011–12, the ABC continued to deliver on its Charter responsibility to provide innovative and comprehensive services.

To unearth and celebrate innovation among its people, the ABC launched the Spark Awards. The awards were designed to tap into the creative minds of staff and to draw out new, innovative ideas and support their implementation.

From 435 entries from across all divisions of the ABC, five were

selected and granted funding for development and implementation. All projects have now been fully implemented.

One of these projects seeks to ensure the benefits of innovation are shared with as many people as possible. The "Technology Explained" online portal features short videos and step-by-step guides to help audiences understand and reap the benefits of a wide range of digital technologies, including podcasting, social media, broadband and mobile plans and privacy online.

Now more than ever, technology and audience behaviour are changing as the old analog world gives way. The ABC has responded through relentless innovation.

Sustainability performance

- Corporate responsibility
- Environmental responsibility
- Social responsibility
- Sustainability in a broadcasting context
- Employment practices and employee wellbeing

responsibility

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Corporate responsibility

The ABC is committed to fulfilling its obligations under the *Australian Broadcasting Corporation Act 1983* in a manner which is socially, environmentally and financially responsible.

BEING RESPONSIBLE is one of the ABC's six strategic goals. For the ABC, this means "being visible and active in the community, setting high standards of social, environmental and regulatory responsibility".

Rapid changes in technology, public policy, innovations in communications, and the consequent cultural changes, have created opportunities for the ABC to interact with audiences in new ways, to reconsider the way the Corporation does business, and to reassess how it impacts society and the environment.

The ABC is committed to improving the management of its social, environmental and economic impacts, and ensuring that it has appropriate governance mechanisms in place to guide decision-making in those areas.

Scope and boundary

The ABC reports its corporate responsibility and sustainability performance annually, with the current report covering the financial year from 1 July 2011 to 30 June 2012.

Other than references to the activities of ABC International, the report is limited to domestic operations. Sustainability information about the ABC's investments in MediaHub Australia Pty Limited, Freeview Australia Limited, and National DAB Licence Company Limited are not included in the report.

Any additional limitations to the scope or completeness of particular data is identified within the reported data.

Contact

The ABC welcomes feedback on the 2012 Sustainability Report. Comments, questions or feedback can be addressed to:

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Key reporting developments

In 2011–12, the ABC continued to align its sustainability data and reporting with the internationally recognised Global Reporting Initiative (GRI) framework for sustainability reporting. The GRI framework provides a common language for organisations to measure and report their sustainability performance. The framework relies on the key reporting principles of materiality, stakeholder inclusiveness, sustainability context, and completeness.

Over the year, the primary focus of work in this area was on improving the composition and quality of data considered material for the ABC's sustainability reporting. This is consistent with the ABC strategic priority of applying "best practice standards of financial and corporate governance and public accountability", and the recommendations made as part of the external assurance of the ABC's 2010–11 Sustainability Report.

A GRI Content Index is available on the ABC's website, along with additional corporate responsibility and sustainability information: about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility.

GRI Media Sector Supplement

In May 2012, the GRI published the Media Sector Supplement (MSS) guidelines for sustainability reporting in the media sector. The ABC was a member of the MSS working group which developed the guidelines.

The MSS guidelines included additional reporting requirements in areas which are unique or material for the media sector, including:

- editorial independence
- freedom of expression
- approaches to the creation and dissemination of content.

The ABC has included in its 2012 Sustainability Report additional information which addresses some of the specific priorities identified in the MSS. This includes information about efforts to improve media literacy for both ABC employees and the community, accessibility of content for people with disabilities, and further detail about how the ABC fulfils its editorial responsibilities.

Management of corporate responsibility

Management and coordination of the ABC's corporate social responsibility efforts is the responsibility of the Corporate Governance unit. However, responsibility for implementing and demonstrating corporate social responsibility rests with every employee and manager across the Corporation.

A number of senior management positions within the ABC have a particular focus on corporate responsibility and sustainability priorities as part of their roles, including Head Corporate Governance, Equity and Diversity Manager, Green at Work National Coordinator, Manager Business Continuity Program, Manager Work Health and Safety, Manager Risk and Insurance, Director of Editorial Policies, Manager Emergency Broadcasting and Community Development and, State and Territory Directors.

The ABC's Corporate Social Responsibility Policy reinforces the ABC's commitment to acting ethically and responsibly in all areas of its operations. The Policy outlines the ABC's commitment to key principles of corporate social responsibility, which include adhering to relevant laws and regulations, respecting human rights, as well as engaging with both internal and external stakeholders.

A cross-divisional Corporate Responsibility Reference Group meets monthly to identify appropriate corporate social responsibility objectives and strategies for the ABC to improve performance against agreed benchmarks in the areas of the workplace, the environment, the community and the marketplace.

Principles for defining report content

The ABC has adopted the GRI Reporting Principles for defining content for the 2012 Sustainability Report. Those principles include materiality and stakeholder inclusiveness.

Materiality

In 2010–11, the ABC undertook a detailed materiality analysis to identify the issues most important to report about the sustainability of the Corporation. The relative importance of each indicator was determined having regard to a range of factors, including whether the indicator:

- emerged as important to stakeholders
- constituted a future challenge for the media and broadcasting sector
- was regularly reported by others in the industry
- presented an opportunity for the ABC to manage its impacts or affect the priorities of its stakeholders
- was recognised by experts or the scientific community as a risk for sustainability
- contributed to the successful implementation of corporate strategy or reinforced ABC Values
- was recognised as a risk in the corporate risk process.

In 2011–12, this materiality analysis was reviewed and updated. The review included a scan of performance against the *ABC Strategic Plan 2010–13*, the ABC Charter, the ABC's corporate risk profile, outcomes from stakeholder engagement processes, developments relevant to the media sector, and relevant submissions to government.




Stakeholder inclusiveness

The content in the 2012 Sustainability Report has been informed by engagement with a variety of stakeholders on a range of subjects related to sustainability.

Internal stakeholders were identified as those engaged within the organisation's boundaries, including employees, structural divisions and departments, executive and non-executive committees, and project teams that influenced or had control over aspects of sustainability. External stakeholders were identified as those directly impacted by the ABC outside its structural boundaries, including major suppliers, the community, audiences, and government.

Stakeholders were prioritised according to the extent to which they had influence or control over the ABC's economic, social or environmental impacts, or were affected by the ABC's impacts.

In 2011–12, mechanisms for engaging with external stakeholders included:

- ABC Advisory Council processes (see page 123) 
- formal audience contacts and complaints processes (see pages 103–106) 
- the annual Newspanel *ABC Appreciation Survey* (see pages 30–33) 
- online feedback mechanisms specific to ABC content areas
- ABC community forums.

In 2011–12, community forums were held in Victoria, Western Australia, the Northern Territory, New South Wales, and South Australia. Members of the community were invited to attend the open meetings and provide their views on issues that are important to them, as well as views about how the ABC is run. Details of community forums held in 2011–12, including dates, locations, attendance and outcomes, are available on the ABC's website: about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility.

Internally, the ABC engaged across divisions and departments regarding sustainability performance and reporting relevant to material indicators.

The ABC provided community groups and staff with the opportunity to jointly recognise commemorative days which draw attention to environmental, health or other community issues. Regional and capital city offices in each state and territory took part in activities relating to initiatives including Harmony Day, International Women's Day, National Diabetes Week, National Indigenous Literacy Week, Walk to Work, Ride to Work, and NAIDOC Week. ■

Environmental responsibility

Managing environmental impacts

The ABC has implemented a range of initiatives to reduce the ABC's environmental impact whilst at the same time delivering a range of business benefits.

Products and services


The ABC generates a significant volume of printed material and merchandise, and it seeks to do so in a manner which minimises environmental impact. Following is an indicative report of the initiatives currently being pursued. The ABC does not yet collect and maintain comprehensive environmental data regarding its publishing and manufacturing activities.

ABC Magazines' *Organic Gardener*, *Gardening Australia* and *Limelight* magazines were produced with sustainably sourced and certified paper, and utilised processes certified under ISO 14001. The details of these activities are noted on the mastheads of the relevant magazines.

The majority of Radio Australia's printed materials used 100% uncoated, recycled stock that is Forest Stewardship Council of Australia (FSC) certified. The majority of Radio Australia merchandise is purchased from suppliers that source materials from factories and working environments that are Worldwide Responsible Accreditation Production (WRAP) accredited; ensuring natural fabrics and fibres are used, hourly wages are secure and working conditions are fair and equitable and do not exploit child labour. In instances where Radio Australia has sourced materials that are not recycled or compliant with WRAP, suppliers offering carbon-offset schemes have been chosen.

Radio Australia is conscious of the cost of energy in small island states. Transmitters in these countries can be expensive to operate and the network is actively seeking ways to minimise energy impact. In 2011–12, Radio Australia worked with FM88 in the Cook Islands on a more sustainable electricity model by exploring renewable energy sources.

Utilising technology to reduce the ABC's impact

"Virtualisation" software has been introduced to reduce the impact of computer server hardware on greenhouse gas emissions. Since 2008–09, over 300 systems have been virtualised. The ABC estimates that the virtualisation has resulted in a significant reduction in capital costs, as well as lower energy costs. Increases in the creation and distribution of content by the ABC has necessarily required the installation of new servers and equipment, increasing the ABC's energy needs. However, energy efficiency measures in other areas (see pages 133–134)  have helped contribute to a net reduction in energy consumption. Further information and results are available at the ABC Green@Work website at www.abc.net.au/greenatwork/ourperformance.

Integrating environmental considerations in building and planning

The ABC has introduced a number of environmental management tools to reduce energy consumption and environmental impact, including: consideration of environmental factors as part of the evaluation of capital projects; requirements for compliance with energy star ratings; and procurement requirements to determine if potential suppliers have adopted the ISO 14001 standard for environment management.

In 2011–12, building plans for the new ABC Mackay facility included raised floor construction one metre above recommended height for a 1 in 100 year flood. The building has also been designed to withstand category four cyclone winds.

Green@Work: changing behaviours

The ABC's Green@Work program continued to undertake a number of activities to promote environmentally sustainable workplace habits amongst employees. Some of the initiatives included:

- Green@Work presentations were delivered at quarterly Staff Induction days. ABC Green@Work campaigns and results were promoted to staff through the Green@Work website and

intranet, posters in high traffic areas, state online newsletters, and the ABC internal social media network.

- A national “Pre-Christmas Switch Off” campaign encouraged staff to switch off non-essential office equipment before taking their holiday leave. In total, electricity billing data comparisons demonstrated that ABC capital city sites reduced electricity consumption by 4.4% in December 2011 compared with December 2010.
- In 2011–12, 85% of copy paper purchased was made from recycled content, compared to 40% in 2010–11. Paper consumption fell by 5% compared to 2010–11. Since 2008–09, annual paper consumption has reduced by 1.2 reams of paper per full-time equivalent employee.
- Power management software was trialled on over 500 ABC computers, putting those computers automatically into standby mode after 6 pm weekdays if they had not been shutdown. In 2012–13, the initiative will be deployed more broadly across the ABC.

Measuring environmental impacts

Energy consumption

Based on forecasts of 2011–12 consumption, the ABC has reduced its total energy consumption by 0.7% to 170 531 GJ (from 171 758 GJ in 2010–11).

	2010–11 (actual) Total GJ	2011–12* Total GJ	% change (from actual)
NSW	74 984	74 745	-0.3%
ACT	5 253	4 813	-8.4%
Vic	31 259	32 230	3.1%
Qld	13 417‡	14 912 †	11.1%
SA	20 606	18 733	-9.1%
WA	11 289	10 349	-8.3%
Tas	9 166	9 031	-1.5%
NT	5 784	5 716	-1.2%
Total ABC	171 758	170 531	-0.7%

The ABC’s energy is obtained directly from energy suppliers, which source energy primarily from non-renewable energy sources.

In 2011–12, the ABC has implemented a number of initiatives across its operations aimed at reducing energy consumption, including:

- In Canberra, in the Australian Capital Territory, the air conditioning system serving the main equipment room has been reconfigured to utilise outside air, resulting in significant reduction in energy required for mechanical cooling.
- In Ultimo, New South Wales, movement sensors have been installed in all bathrooms in Building B; a lighting control system was installed to optimise the use of natural light in the building’s atrium; and new gas boilers were installed for the air conditioning system to replace existing inefficient boilers.
- In Adelaide, South Australia, the car park floodlights at the ABC’s Collinswood site were replaced with magnetic induction lights which are expected to save 5 000 kWh per annum and reduce car park energy consumption by 60%.
- In Hobart, Tasmania, significant changes have been made to studio lighting. The existing 50 watt halogen globes have been replaced with 10 watt LED downlights, reducing studio consumption by 90%. In the TV studio the 1kW and 2kW fittings were replaced with a mix of 100 watt fluorescents and LED lights, reducing studio energy load by 90%.
- In Perth, Western Australia, the replacement of car park and the outside broadcast yard floodlights with LED low watt alternatives is expected to

Note: energy use from ABC Shops and ABC Centres is not included in the energy figures reported.

* Electricity consumption is based on 95% actual billed consumption and 5% forecast consumption. Gas consumption is based on 98% actual billed consumption and 2% forecast consumption.

† Queensland energy consumption includes six month’s actual consumption data for the South Bank site and six months of historical consumption data for the former Toowong site based on 2006–07 energy consumption.

‡ Queensland energy consumption includes 12 months of historical data for Toowong, Brisbane. Historical data is based on 2006–07 energy consumption.

save 10 000 kWh per annum and reduce energy consumption by 87%. LED lights have replaced 50 watt lights in common areas of the building, reducing the lighting consumption of these areas by 80%. Similarly, 250 watt metal halide lamps in the drama studio have been replaced with 40 watt induction lamps, reducing energy consumption of studio lighting by 60%.

Water consumption

Based on forecasts of 2011–12 consumption, the ABC consumed 69 768kl of water during the reporting period, a 4.6% decrease from 73 114 in 2010–11.

Water consumption at capital city sites

	2010–11 Water (kl)	2011–12* Water (kl)	% change %
NSW	43 993	39 912	-9.3%
ACT	612	709	15.9%
Vic	8 884	9 976	12.3%
Qld	1 099	1 295	17.9%
SA	7 319	8 240	12.6%
WA	9 265	7 645	-17.5%
Tas	151	151	0.0%
NT	1 791	1 840	2.8%
Total ABC	73 114	69 768	-4.6%

* Figures are based on 91% actual consumption and 9% forecast consumption.

The ABC has 27 rain water tanks installed in 14 locations around Australia. Four rainwater harvesting tanks in Perth are used exclusively to supplement the air conditioning cooling tower water for that site.

Capacity of rainwater tanks at ABC sites

Location	Capacity (L)	Quantity	Total capacity (kL)	
NSW	Orange	2 100	1	2.1
	Port Macquarie	500	6	3.0
	Wollongong	750	3	2.3
	Wagga	2 200	1	2.2
WA	Perth – small tanks	8 775	2	17.6
	Perth – large tanks	11 000	2	22.0
	Broome	10 000	1	10.0
SA	Port Pirie	10 000	1	10.0
Vic	Sale	13 000	1	13.0
	Bendigo	24 500	1	24.5
NT	Alice Springs	4 500	1	4.5
Qld	Brisbane	13 200	5	66.0
	Gold Coast	5 000	1	5.0
	Longreach	10 000	1	10.0
				192.1

Emissions

The ABC uses the National Green Accounts Factors (July 2011) published by the Department of Climate Change and Energy Efficiency, to identify and quantify greenhouse gas (GHG) emissions. These are further classified as electricity, waste and fuel. Data is reported in the Commonwealth Government's Online System for Comprehensive Activity Reporting (OSCAR) database.

Based on available data, the ABC reduced its total direct GHG emissions by 1.4% (from 46 232 tonnes in 2010–11 to 45 577 tonnes in 2011–12).¹¹⁴

¹¹⁴ GHG emissions are identified and quantified using the National Green Accounts Factors (July 2011) published by the Department of Climate Change and Energy Efficiency.

Greenhouse Gas Emissions

Categories	2010–11 (actual)				2011–12			GHG tCO ₂ -e	% change
	Scope 1	Scope 2	Scope 3	GHG tCO ₂ -e	Scope 1	Scope 2	Scope 3		
Electricity	0	38 399	6 190	44 589	0	37 837	6 092	43 928	-1.5%
Natural Gas	864	0	161	1 025	910	0	172	1 081	5.5%
Automotive Diesel (non-transport) (L) ¹¹⁵	27		2	29	27	0	2	29	
Other Building	891	38 399	6 353	45 643	936	37 837	6 265	45 038	-1.3%
LPG (L)	0	0	0	0	2	0	0	2	
E10 (L)	318	0	52	370	299	0	49	348	-5.9%
Automotive gasoline (petrol) (L)	848	0	67	915	1 082	0	86	1 167	27.6%
Passenger Vehicles	1 166	0	119	1 285	1 383	0	135	1 517	18.1%
Automotive diesel (transport) (L)	425	0	32	457	435	0	33	468	2.5%
Aviation Turbine Fuel (L) ¹¹⁶	427	0	33	460	275		21	295	-35.8%
Other Transport	852	0	65	917	710	0	54	764	-16.7%
Greenfleet offset ¹¹⁷				-1 613				-1 742	-7.4%
All Categories	2 909	38 399	6 537	46 232	3 029	37 837	6 454	45 577	-1.4%

Capital city waste disposal

	2011–12 ¹¹⁸		2010–11 (actual)		% change	
	Recycle m ³	Landfill m ³	Recycle m ³	Landfill m ³	Recycle m ³	Landfill m ³
NSW	222	119	206	241	7.9%	-50.6%
ACT	52	218	77	256	-32.2%	-14.8%
Vic	407	449	183	956	123.1%	-53.1%
Qld	51	139	0	0		
SA	897	35	877	34	2.3%	1.5%
WA	149	272	172	239	-13.4%	13.8%
Tas	72	292	66	257	9.5%	13.6%
NT	162	150	152	126	6.1%	18.6%
Total	2 013	1 673	1 733	2 109	16.1%	-20.7%

¹¹⁵ Based on estimates of tank capacity.

¹¹⁶ Data is based on 2009–2010 figures.

¹¹⁷ Offsets provided by Greenfleet are not reported in OSCAR. This is the first year offsets are reported in the table.

¹¹⁸ Recycled figures based on 98% actual billed waste disposal and 2% forecast. Landfill totals based on 96% actual billed waste disposal and 4% forecast. ABC Shops and ABC Centres waste disposal data is not included. e-waste collection, fluorescent tube recycling collection, toner cartridge recycling collection, liquid waste, and mobile phone recycling data is not included in the capital city waste disposal data.

Waste and recycling

The ABC is seeking to improve its waste management and recycling performance, and is developing measurement systems to accurately record and report waste disposal. Waste disposal data is currently reported for capital city sites only.

Based on the billing information from waste management contractors, the ABC disposed of 3 686m³ of waste from its capital city sites in 2011–12, a 4.1% decrease from 2010–11. Waste is made up of secure paper destruction, co-mingled recycling, recycled paper, recycled cardboard and landfill. Total recycled waste constituted 2 013m³ (representing 54.6% of total waste disposed) and 1 673m³ became landfill (45.5% of total waste disposed).¹¹⁹ The ratios of recycling to landfill in 2011–12 represent a significant improvement compared to those in 2010–11 (which were 45.1% and 54.9% respectively). The ratios demonstrate that a greater proportion of waste is being recycled and diverted from landfill.

The ABC operates separate waste and recycling collection streams at all capital city sites. Collection receptacles are distributed throughout each site to provide co-mingled recycling collection, general waste collection, e-waste collection (Ultimo only), fluorescent tube recycling collection, toner cartridge recycling collection, secure paper destruction collection and mobile phone recycling collection.

Toner cartridge recycling is available in all ABC sites. In 2011–12 the ABC diverted 2 642 toner items (weighing an estimated 1.8 tonnes) from landfill.

Travel and transport

In 2011–12, car hire kilometres travelled decreased by 17.3% compared with 2010–11, and car hire fuel usage fell by 17.7%. Total fuel consumption (hire and ABC fleet) has increased by 14.4% in 2011–12 compared to 2010–11. There were increases in auto gasoline petrol (27.5%) and diesel fuel (2.5%).

¹¹⁹ Refer to footnote 118.

The addition of liquid petroleum gas used for passenger vehicles accounted for 0.15% of total fuel consumption.

The process for tracking kilometres travelled using fleet vehicles is presently being refined to improve the alignment of the availability of the data with the reporting period. Total flight kilometres travelled decreased by 2.9% from 2010–11.

The ABC aims to reduce carbon emissions from travel and transport through a range of initiatives. Hybrid vehicles comprise 3% of the ABC fleet, and vehicles with a Green Vehicle Guide (GVG) rating of 10 or more comprise 61% of the fleet. Vehicles are pooled amongst staff to reduce fleet numbers.

Initiatives have also been introduced at a local level to encourage the reduction of carbon emissions. In particular, video-conferencing facilities are available in all ABC capital city sites to reduce the demand for air and car travel. Activities to increase awareness about emissions associated with travel were conducted, including:

- 180 ABC staff across each state and territory participated in National Ride to Work Day on 12 October 2011, more than double the number of participants in 2010.
- Over 50 ABC staff at various sites across the country participated in 'Walk to Work Day' held on 16 September 2011.
- In 2011–12, 1 742 tonnes of the ABC's fleet related GHG emissions were offset through arrangements with the not-for-profit organisation, Greenfleet.¹²⁰ ■

¹²⁰ Emissions were offset by the planting of 6 501 trees. The number of trees planted is a reasonable estimate made by Greenfleet of the number of trees required to be initially planted to sequester the total quantity of carbon purchased and takes into account that not all trees initially planted will survive due to the natural survival rate of trees. Accordingly, trees that do not survive following initial plantation may not necessarily be replanted.

Social responsibility

The ABC's role as emergency broadcaster

Emergency broadcasting

In 2011–12, ABC Local Radio's metropolitan and regional stations across Australia provided emergency coverage to their communities as required. The most serious situations involved fires and cyclones in Western Australia, and floods in New South Wales and Victoria. Other emergency broadcasts during the reporting period included:

- In September 2011, more than one million hectares of central Australia and the Barkly were burnt by wildfires. 783 ABC Alice Springs kept residents updated with fire information as well as fire education Community Service Announcements.
- In December 2011, Western Australia was affected by fires, and in January 2012 tropical cyclones Heidi and Iggy caused flooding. January 2012 also saw bushfires in the Gascoyne region which spread across a wide geographic area. Western Australia Local Radio stations and ABC Local websites provided bushfire, cyclone and flood warnings, coverage and updates and remained on alert throughout these emergencies.
- In January 2012, northern New South Wales and west and south-east Queensland experienced significant rural flooding as a result of storms and heavy rains. Local Radio stations and ABC Local websites provided emergency warnings, updates and information and remained on alert as the adverse conditions continued into February.
- During March 2012, ABC Local Radio New South Wales and Victoria covered flood emergencies in southern New South Wales and north-east Victoria.

During its coverage of emergencies in 2011–12, the ABC adapted to the changing environmental circumstances as required. The ABC Riverina studios were evacuated and a temporary broadcast point was arranged during the March 2012 floods. ABC Riverina was transmitted through the ABC Grandstand studio in Ultimo for a period of time. Emergency coverage was provided from ABC Mt Isa, with parts of the region being cut off due to flooding in January 2012. ABC Longreach was involved in emergency and recovery coverage in south-west Queensland due to continued flooding.

Deployment of temporary emergency transmission and satellite reception equipment to ensure the continuity of services was undertaken during emergency events including cyclone, fire and flood in Queensland, New South Wales, Victoria, the Northern Territory and Western Australia from September 2011 to April 2012.

Information is increasingly being provided and sought online. In December 2011, a Mapping Emergencies trial web portal was launched, and on 12 January 2012, the ABC launched a new emergency site: www.abc.net.au/news/emergency.

Timely consular information is also provided on the Australia Network, Australia's international television and online service for Australians overseas who find themselves in emergency situations. The service is available in 46 countries across Asia, the Pacific and the Indian sub-continent, on-air and online.

Strengthening our capabilities in emergencies

The ABC continued to maintain and build relationships with emergency services organisations and communities. Formal partnerships are maintained through Memoranda of Understanding and ongoing liaison between ABC Radio's Manager Emergency Broadcasting and ABC Local Radio Managers in each state and territory. In 2011–12, the ABC participated in a number of activities to prepare for emergencies, including:

- Local Radio Victoria representatives attended the Regional Emergency Planning and Recovery Committee meeting in Kerang and ABC Mildura-Swan Hill, which featured a bushfire preparedness day.
- ABC Regional Content Managers in Queensland addressed their local Queensland Tropical Cyclone Consultative Committee preparedness seminars.
- In Canberra, the Local Content Manager and News Editor attended a pre-fire season briefing by the Emergency Services Association (ESA) Commissioner. ESA representatives subsequently briefed ABC Canberra staff about expected conditions for the coming season.
- 105.7 ABC Darwin, in conjunction with the Northern Territory Emergency Services, recorded cyclone messages in various Indigenous languages for broadcast in the top end throughout the cyclone season as CSAs.

The ABC's internal disaster recovery capability has been enhanced with a new communications link from the Ultimo studios to the Optus satellite uplink site at Belrose. The program to remediate older AM radio sites with corroded copper wire systems continued with work on 83 AM radio services and 40 standby aerials completed. An effective disaster recovery capability ensures that the ABC is able to continue providing essential emergency broadcasting services, even when ABC facilities are themselves affected by natural disasters or other emergencies.

Continuous Improvement

In November 2011, ABC Radio commissioned an internal review of emergency broadcasting to examine the effectiveness of current practices. The Review Panel included external representatives from the Bureau of Meteorology and the Australasian Fire and Emergency Service Authorities Council. The review considered staff, content, internal and external stakeholders, and best practice incident management.

Recovering from emergencies

Providing emergency broadcasting support extends beyond the emergency. The ABC plays a role in the physical and emotional recovery of communities affected by emergencies.

In 2011–12, the Cassowary Coast marked six months since Cyclone Yasi, and ABC Cairns *Breakfast*, *Mornings* and *Drive* programs went on the road, returning to communities that were significantly affected by the cyclone.


ABC Open's *Aftermath* project provided a comprehensive, interactive online documentary of the personal stories created with communities affected by natural disasters throughout 2011. *Aftermath* featured as an exhibition at the Queensland Museum and the Queensland State Library.

Employee welfare

The ABC provides training, support and mentoring to those involved in disaster and emergency coverage. Protocols have been established within ABC Radio to deploy relief personnel and teams as necessary to provide additional resources, 'time out' from extended reporting shifts, and backfill for those personally affected by emergencies. Counselling services and other support is provided to staff beyond the immediate emergency periods.

Educating Australians

The ABC is committed to meeting its Charter obligation to provide programs of an educational nature. In 2011–12, the ABC produced content that engaged audiences in a range of learning and educative experiences around topics that reflect the diverse interests and concerns of the community.

In December 2011, Ministers Conroy and Garrett announced funding for a new online education portal to be developed by the ABC and Education Services Australia (ESA). The project will allow the ABC to develop and increase its online presence and audience reach in education (see page 64). 



The ABC is delivering educative content in new and innovative ways.

Now more than ever, young people are seeking out engaging and immersive digital learning experiences which reflect the media-rich environment of today.

The ABC is meeting this challenge, delivering on its Charter obligation to educate and inform Australians in new and innovative ways.

In December 2011, the Government announced a new National Broadband Network-enabled education portal, which will provide access to the ABC's comprehensive database of contemporary and archival content. The content will be digitised and linked to the Australian curriculum, maximising the value and reach of educationally relevant ABC content.

By providing a wealth of digital media clips, content and interactive tools which align to the new Australian national curriculum, the project seeks to engage students and parents in the home to support their learning at school.

ABC Radio's primary contribution to education content is through Radio National, with triple j, ABC Classic FM and Local Radio also broadcasting and publishing educative content, along with coverage of developments in education policy and related issues. In 2011–12, educational and educative content on ABC networks and platforms included:

- triple j carried educative segments on issues such as mental health and self esteem issues affecting young people. *The Morning Show* features a weekly science segment with Dr Karl Kruszelnicki, also available as podcasts.

- a dedicated education timeslot on ABC1 (10 am–11 am weekdays) focuses on language programs.
- educational content for use by teachers is provided through ABC1's educational block, a one-hour daily block which offers programs covering primary and secondary school topics, including science, maths, English, technology (for primary school students), and history, news and current affairs, languages, English, and science (for secondary school students).

- specialist content on Radio National, such as *The Science Show* (ideas and discoveries in science), *Hindsight* (Australian history), *The Law Report* (law-makers and the legal system), *All in the Mind* (the mind, brain and behaviour), *Away!* (Indigenous arts, music and culture), and *Encounter* (exploring religion and life).
- Australia Network provides Australian children's educational content and English Language Learning programs such as *English Bites*.
- Australia Network partnered with the Adult Migrant English Program (AMEP) Flexible Learning Network to produce materials for its online course *Your Call*, a three-level English Language Learning course commissioned by the Department of Immigration and Citizenship, designed for newly-arrived migrants needing English language skills.

Contributing social value

ABC Local Radio plays an important role in Australian communities, not only because of the content that is broadcast and available online, but also because Local Radio employees live and work in those communities. Engaging with and building those communities is an explicit objective of the *ABC Strategic Plan 2010–13*. Following are some examples of the ways in which the ABC engaged with local communities in 2011–12:

- In September 2011, ABC Mt Isa travelled to Riversleigh to cover an annual Open Day associated with a Bush Training program for Indigenous youth. The program has been running for ten years and aims to provide young Indigenous men and women with personal development skills they need to make good life choices. www.abc.net.au/rural/content/2011/s3318795.htm.
- In February 2012, the 70th anniversary of the bombing of Darwin on 19 February 1942 was marked by ABC Local Radio in the Northern Territory and other Local Radio stations around the country. 105.7 ABC Darwin broadcast live from the Cenotaph on The Esplanade on 19 February. Pod

tours were developed of eight sites of significance as seen through the eyes of survivors sharing their accounts of events.

- In June 2012, 891 ABC Adelaide *Breakfast* team conducted a Breaky Blanket Drive, calling out to listeners to donate new blankets, quilts, and clothing to help Adelaide's homeless in winter. *Breakfast* was broadcast live from a collection point and others from the 891 team hosted drop off points, including one outside the ABC Collinswood studios. More than 1 000 blankets were donated during the three hour broadcast.

In 2011–12, employees participating in the ABC's Workplace Giving program contributed over \$91 000 of their salaries to a range of charities.

Reflecting diversity

Wide appeal and specialised interest

The ABC is committed to providing diverse content across its platforms. In 2011–12, 82% of Australians considered that the ABC achieves a good balance between programs of wide appeal and specialised interest.¹²¹

Music forms the core content of triple j, ABC Classic FM and the digital radio services, ABC Dig Music, ABC Jazz, ABC Country and triple j Unearthed, traversing genres such as classical, rock, pop, hip hop, heavy metal, soul, blues, roots, jazz, country and world music.

ABC Local Radio's coverage extends to all forms of the arts, including film, ballet, opera, books and writing, painting, sculpture, music, theatre, comedy and exhibitions with live and recorded performance of local artists, along with arts festivals.

Arts content remains central to the purpose of Radio National with content covering music, drama, Indigenous arts and culture, literature, film, poetry and comedy. *Books and Arts Daily* is Australia's only national radio program devoted to all aspects of literature and the arts.

¹²¹ Newspoll, *ABC Appreciation Survey*, 2012

ABC television content provides a wide range of genres and programming, covering news and current affairs (*News, 7.30, Four Corners, Q&A*), drama (*The Slap, Silk*), factual including religion (*Compass, Songs of Praise*), and science (*Catalyst*), Indigenous (*Message Stick, Mabo*), documentaries (*Australia: The Time Traveller's Guide, I Can Change Your Mind About Climate Change*), comedy (*Laid, My Family*), arts (*First Tuesday Book Club, At the Movies*), entertainment (*Randling, QI*) and childrens' programming (*Giggle and Hoot, Play School*) (see page 49). ■

Social and cultural diversity

In 2011–12, 80% of Australians considered that the ABC reflects the cultural diversity of the Australian community.¹²²

Australia's social and cultural diversity is reflected in a range of children's television programs. Social issues were explored in *My Great Big Adventure* including family, friendship and identity, and dramas on ABC3 explored social and historical issues, with a particular emphasis on Indigenous stories (*My Place*), and contemporary issues (*Dance Academy*).

The ABC is committed to representing diversity and minority groups in the characters and faces that appear on screen. In 2011–12, Indigenous presenters featured in programs such as *Play School, Go Lingo* and *Studio 3*; *Mabo* told the real life story of Eddie Mabo; *The Straits* highlighted the diversity of cultures in the Torres Strait; the comedy series *Outland* revolved around a gay science fiction fan club; and *The Slap* portrayed Greek-Australian families.

A number of documentaries broadcast in 2011–12 have explored issues affecting minority groups including: *Divorce: Aussie Islamic Way, Miss South Sudan Australia*, and *Orchids: My Intersex Adventure*.

Regional diversity

The ABC's programming reflects Australia's regional diversity.

State-based news bulletins are broadcast on ABC1, as well as regional sport (Victorian Football League, South Australian National Football League, West Australian Football League and NSW Rugby Union Shute Shield). *Landline* provides dedicated national rural news with reports and stories from across country Australia.

In 2011–12, the Q&A program was broadcast from Hobart, Brisbane, Adelaide, Darwin, Toowoomba, Casula and Dandenong. The program aims to visit regional and suburban centres to provide an opportunity for a broader cross-section of the community to participate in the audience, as well as to directly explore the issues that concern those regions and communities.

Factual series *Country Town Rescue* and *Two on the Great Divide* looked at a number of issues experienced in country regions and rural towns in Australia. *Poh's Kitchen: On the Road* travelled around Australia in 2011 from King Island to the Kimberley to see how people cook and what they eat in different regions.

In 2011–12, a range of children's television content was produced across Australia. A series of 3 on 3 segments were produced for ABC3's *Studio 3* in regional centres. *Prank Patrol Road Trip* was filmed in Victoria, Western Australia and South Australia.

ABC Open's photography project, *Now and Then: Series 2*, involved holding a historical image in its present day location and re-photographing it. The images, which are published online, provide a visual representation of the regional diversity of Australia.

Entries to ABC Rural's *Heywire* initiative reflect the different experiences of young people living in regional communities across Australia. ■

122 Newspan, ABC Appreciation Survey, 2012

Sustainability in a broadcasting context

THE MSS, published in May 2012, was developed by the GRI with the assistance of stakeholders from within the media industry, as well as other relevant participants including regulators, academics and advocacy groups.

The MSS recognises that media organisations play a unique role in society, and as such have distinct corporate responsibilities to the communities in which they operate.

Improving accessibility for disability groups

Content aggregation

The ABC's *Ramp Up* website provides news, discussion and debate about disability issues in Australia. As well as aggregating all ABC content on disability-related topics, the site provides a forum for Australia's disability communities to share opinions and debate issues.

Ramp Up is produced by the ABC with funding assistance from the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA). In June 2012, the ABC entered into an agreement with FaHCSIA for a further two years of funding.

Captioning

The ABC provides a closed captioning service on ABC1, ABC2, ABC4Kids, ABC3 and ABC News 24. In 2011–12, the ABC captioned 98% of programs on ABC1 in prime time, 97% on ABC2 in prime time, 82% on ABC4Kids, 93% on ABC3 throughout the day, and 72% on ABC News 24. The ABC exceeds the captioning requirements of the *Broadcasting Services Act 1992*.

Growing numbers of media conferences include an Auslan interpreter, and wherever possible, ABC1 and ABC News 24 include vision of the interpreter in coverage.


ABC Television provides a closed captioning service on its iView service. Programs that were broadcast on ABC1 and ABC2 in primetime with captions are captioned on iView. All ABC DVD products (other than pre-school titles) are closed captioned.

Audio description

In 2011–12, the ABC developed an audio description trial to assist people with a visual impairment access television programs. The trial will launch in August 2012 and run for 13 weeks. This will be the first trial of audio description on Australian free-to-air television.

In 2011–12, ABC Books published 15 titles with Read How You Want, an organisation which produces Braille and large print books for the visually impaired.

Digital literacy

The ABC has a strong commitment to regional and rural Australia, and the ABC Open initiative is aimed directly at bridging the digital divide that often exists for those outside metropolitan areas. In 2011–12, ABC Open producers held in excess of 1 860 workshops teaching basic digital literacy to over 4 200 participants in regional communities across the country, and worked intensively with many individual contributors. ABC Open has produced a suite of video tutorials which are hosted on the ABC Open channel on Vimeo. The site includes instructional information sheets covering a range of digital skills (see pages 36 and 40). 

The ABC is contributing to building digital literacy skills for younger audiences through a range of online content and resources that educate and inform. For example, the *Play School* Art Maker iPad app, ABC3 Facebook page, ABC3 YouTube channel, and a variety of online games help children develop their digital literacy in an engaging and entertaining way.



Now more than ever, Australians need reliable, trustworthy and independent news and information. In an environment in which these traits are increasingly rare, a strong public broadcaster is important.



Four Corners on-air team: Left to right: Sarah Ferguson, Debbie Whitmont, Quentin McDermott, Kerry O'Brien, Matthew Carney, Marian Wilkinson, Liz Jackson.

In 2011, the ABC won journalism's highest accolade, the Gold Walkley. *Four Corners* team Sarah Ferguson, Michael Doyle and Anne Worthington won the Gold Walkley award for 'A Bloody Business', an exposé of the cruelty inflicted on Australian cattle exported to the slaughterhouses of Indonesia.

The program tackled an intensely difficult subject with rigour, intelligence and context. The story created a strong response from

audiences and ignited a national debate about the humane slaughter of animals exported from Australia.

The award judges said "This is an outstanding example of how good investigative journalism can change an entrenched, unacknowledged evil in society... One of the best stories of the year, with huge political ramifications."

Protecting young audiences

The *ABC Editorial Policies* contain Principles and Standards in relation to Children and Young People, and Harm and Offence. One of the key Editorial Standards (Standard 7.3) requires that that all domestic television programs—with the exception of news, current affairs and sporting events—are classified and scheduled for broadcast in accordance with the ABC's *Associated Standard on Television Program Classification*.

The ABC has an in-house television classification team. ABC Classifiers assess and classify content using the *ABC Editorial Policies Associated Standard on Television Program Classification*. Content is allocated to individuals within the classification team on a rostered weekly basis. Second opinions are sought when required, and a system of upward referral operates in the event that an appropriate classification cannot be agreed.

The ABC employs both visual and audio warnings before news and current affairs items which are considered to have particular potential to disturb or concern viewers.

The ABC provides safe platforms and content for younger audiences. A range of news content is specifically designed for younger audiences, including *Behind the News*, which exposes younger audiences to news and current affairs in an appropriate and engaging format.

Content on ABC4Kids and ABC3 is specifically targeted to, and appropriate for, younger audiences.

The ABC4Kids and ABC3 websites are also designed as safe online destinations for younger audiences. Audience participation on those sites is closely monitored and pre-moderated. Participation in online chat services is limited by tools that restrict the types and extent of content that can be posted on the website, including childrens' names and photos. Personal details and identifying information about schools or sports teams are also carefully controlled by trained moderators.

Human rights

The ABC is able to contribute to the protection of human rights in two ways: by ensuring that internal business processes are in line with international standards (see page 147), and by drawing attention to human rights issues through relevant and appropriate content.

In 2011–12, the coverage of human rights and social justice issues continued to be a focus of ABC content across a range of programs and platforms. This coverage was in accordance with the *ABC Editorial Policies Principles and Standards*, including Independence, Integrity and Responsibility (Principle 1), and Impartiality and Diversity of Perspectives (Principle 4).

News coverage of human rights issues has included: "Without Consent", *Four Corners*, an investigation into forced marriages in Australia; "Sex Slavery", *Four Corners*, a report into forced prostitution and human trafficking in Australia; "Sayonara Baby", *Foreign Correspondent*, a report examining Japan's reputation as a safe haven for people who have illegally snatched their children in defiance of Family Court orders; "A Place in the Sand", *Foreign Correspondent*, a report on refugee camps in Kenya; "Toomelah Reports", *7.30*, reports highlighting ongoing sexual abuse and below-standard living conditions in Indigenous communities.

A range of websites examine human rights issues, including *Ramp Up*, the Religion and Ethics Portal, and The Drum. In 2011–12, the ABC published articles about the National Disability Insurance Scheme (NDIS) and employment for people with disabilities nationally and internationally on *Ramp Up*; articles on the ethics of euthanasia and on same-sex marriage on the Religion and Ethics portal; and special coverage of Australia's asylum policy on The Drum.

On television, *Mabo* told the story of the struggle for Indigenous land rights in Australia; *Utopia Girls* documented the journey of women fighting for gender equality in the late 19th century, *Divorce: Aussie Islamic Way* addressed the issues faced by Muslim women in Australia; and the *Dumb, Drunk & Racist* documentary series highlights issues of racial prejudice in contemporary Australia. Current affairs programming in 2011–12 addressed issues including the rights of refugees and asylum seekers, Indigenous rights, and same-sex marriage.

Evaluating program quality

ABC News conducted regular program reviews of news bulletins and current affairs programs, covering editorial policy issues in addition to questions of quality, style and technical issues. A new process of “quality circles” has been instituted in relation to current affairs programs, involving gatherings of senior staff from a number of programs to discuss a range of editorial issues.

Radio’s Policy Advisers provide advice regularly to ABC Radio managers and editorial staff about interpretation and application of the Principles and Standards of the *ABC Editorial Policies* on a needs basis. From time to time, issues are identified that may require general reminders to be issued, such as the importance of accurately identifying lobby groups who present opinions on-air, and complaints-handling during election campaigns.

During 2011–12, the ABC carried out a series of content reviews of a selection of the ABC’s specialist online portals. The focus of these reviews was on editorial quality. Key editorial Principles and Standards considered during these content reviews included Accuracy (Principle 2), Impartiality and Diversity of Perspectives (Principle 4) and Public Access and Participation (Principle 9).

Editorial Policies training

ABC Editorial Policies training is conducted regularly for all staff with editorial responsibilities.

In 2011–12, the News division conducted training for 126 staff, including 10 staff working on childrens’ news programs *Behind the News* and *News on 3*, and 14 staff in the Asia Pacific News Centre.

Similarly, the Television division conducted the following targeted training on *ABC Editorial Policies*:

- Three workshops on the *ABC Editorial Policies*, attended by 35 staff;
- Seven *ABC Editorial Policies* workshops (designed for new employees), attended by 56 staff;
- Nine specialist *ABC Editorial Policies* workshops (designed for senior editorial managers and specialist groups) attended by 27 staff;
- Eight workshops on Moderating User-Generated Content and Facebook, attended by 33 staff;
- Three Social Media Strategy sessions, attended by 42 staff; and
- Seven Classification information sessions, attended by 95 staff.

Twenty four of Radio Australia’s foreign language staff undertook extensive training in editorial skills to improve understanding and implementation of the *ABC Editorial Policies* during 2011–12. Editorial skills were also refreshed, including writing, interviewing, generating content and working in teams. The training was delivered in a series of workshops and reinforced at daily discussions at editorial meetings and by coaching with individual staff. Compliance with the *ABC Editorial Policies* was monitored by checking online content daily, which often involves translation into English. Major editorial issues were upwardly referred and discussed at a weekly Content Executive meeting. Radio Australia’s three Indonesian based staff also attended an *ABC Editorial Policies* workshop during a visit by the ABC’s Australian-based Asia Editor in October 2011.

Seven short *ABC Editorial Policies* training videos were developed, addressing key editorial principles and issues. These videos were placed on the ABC intranet for all staff to access in their own time as required. The videos covered accuracy, impartiality, independence, fair and honest dealing, commercial references, privacy, and harm and offence.

Responding to complaints

The ABC assesses its performance with its core constituency through audience feedback, including complaints. The ABC's Audience and Consumer Affairs unit deals with written complaints about issues such as factual inaccuracy, bias or inappropriate content. Audience and Consumer Affairs is independent of ABC program areas and can investigate written complaints referring to possible breaches of the *ABC Editorial Policies or Code of Practice* (see pages 103–106). ■■

In 2011–12, the unit dealt with a number of complaints about issues related to corporate responsibility, including complaints about the ABC's marketing or cross-promotion activities; accessibility of content by people with disabilities; breaches of privacy.

Marketing or cross-promotion activities –

644 complaints about promotions were logged (representing 2.8% of total complaints). These related to promotions about specific programs as well as promotions generally. Common concerns were that promotions were too intrusive or that there were too many. Other complaints included that programs were not broadcast as promoted, that they were louder than surrounding content, that they contained errors of language usage such as spelling or pronunciation, and that they included inappropriate content.

Television captioning – 138 complaints about closed captioning of television programs were logged (representing 0.6% of total complaints). These included complaints about the quality of captions as well as complaints about a failure to provide captions on various programs. Fourteen of the complaints resulted in findings that the ABC had failed to satisfy the requirements set out in the *Broadcasting Services Act 1992*. Other than complaints about captions, qualitative data is not available for complaints about accessibility of content by people with disabilities.

Breach of privacy – 48 complaints that were categorised as intrusiveness or invasion of privacy were logged (representing 0.2% of total complaints). The majority were concerns about intrusiveness, particularly that various news stories about tragedies inappropriately focussed on victims or grieving relatives. There were 17 complaints from people who felt that their own privacy, or that of someone they knew, had been breached by the ABC. ■

Employment practices and employee wellbeing

Work health and safety

Information about work health and safety at the ABC is set out at page 93 and in Appendix 12 (see page 226). ■■

Human rights in the workplace

In 2011–12, one complaint of age discrimination was made to the Australian Human Rights Commission (AHRC). The AHRC dismissed the complaint on the basis that it was lacking substance.

There were no incidents during the reporting period involving violation of Indigenous rights relating to ABC employees who are Indigenous, or relating to Indigenous communities.

The ABC monitors and investigates the incidence of bullying, harassment and discrimination for each reporting period. Complaints are dealt with in accordance with the Complaint Resolution Procedures in the *ABC Workplace Behaviours Policy*. In 2011–2012, no complaints of harassment or discrimination were made using the Complaint Resolution Procedures under the *ABC Workplace Behaviours Policy*. There were no substantiated incidents of bullying, harassment or discrimination. Statistical information is not being reported for legal and confidentiality reasons.

Mentoring

In 2010–11, the ABC implemented a pilot mentoring program, pairing new employees with an experienced staff member. As well as acting as a role model, the purpose of the mentor is to support the new employee to learn about their role and the ABC, and to build their confidence and skills.

The nine month pilot program was run with new employees in Local Radio from around the country. Reported outcomes for mentees included increased confidence, enhanced networking across regions, improved program development, presentation, reporting and multi-media skills.

Both mentors and mentees reported tangible benefits in improving their work and output, as well as less tangible but equally important benefits in work/life balance skills and strategies, as well as improving confidence and encouragement to reach career development goals. For mentors, a sense of helping others was rewarding, but also they learned and gained equally from the mentoring experience.

The results of the pilot will be used to extend the program more widely in Local Radio, and potentially into other areas.

Training and development

Details of training opportunities provided by the ABC to its employees and contractors is provided at pages 89–91. ■■

Details of specialist support for employees whose work involves covering or dealing with potentially traumatic incidents is provided at page 91. ■■

Caring responsibilities

Parental leave for ABC employees is governed by the National Employment Standards set out in the *Fair Work Act 2009 (Cth)* (the Act). Pursuant to section s.67(1) of the Act, all ABC employees, with the exception of casuals, that have completed 12 months of continuous service are entitled to parental leave.

In accordance with section s.67(1) of the Act, casual employees are entitled to parental leave if they have been employed on a regular and systematic basis for 12 months and have a reasonable expectation of continuing employment with the ABC. ■