



**ABC**  
Australian  
Broadcasting  
Corporation

connect

Annual Report 2009



engage

**Redefining the town square**

belong

improve

support



Once, the town square was a place where people gathered to talk and exchange ideas.

Now, the ABC is redefining the town square as a world of greater opportunities: a world where Australians can engage with one another and explore the ideas and events that are shaping our communities, our nation and beyond. A world where people can come to speak and be heard, to listen and learn from each other.

Sarah, Victoria and Amy love taking time out from study to catch up on all the latest. Whether it's watching last night's episode of *The Chaser*, downloading a *triple j* pod or vod, or grabbing a movie review on ABC Mobile, wherever they are, the ABC is their town square.

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Radio—**8 760** radio hours on each network and station.

Television—total of **14 965** television hours across ABC1 and ABC2.

**4.8 million** pages of content on ABC Online.

ABC services reach an estimated **73%** of all Australians each week via Television, Radio and Online.

ABC Radio had a five-city weekly reach of **four million** or **34%**.

ABC1 had a weekly metropolitan reach of **8.34 million** or **57.9%** and weekly regional reach of **4.01 million** or **60.9%**.

Total ABC Television (ABC1 + ABC2) had a weekly metropolitan reach of **8.54 million** or **59.3%** and weekly regional reach of **4.08 million** or **62.0%**.

ABC Online had an average monthly reach of **19%** of Australia's active internet population.

More than **19 million** podcast downloads and **four million** vodcast downloads in the six months to June 2009.

Weeknight *7pm News* on ABC1 averaged an audience of **1.05 million** people.



2008-09 AT

Radio Australia programming available through local rebroadcasts in **Asia** and the **Pacific**, shortwave broadcasts, satellite services and **16** 24-hour FM relays.

Australia Network television available in 44 countries, reaching **22 million** homes and with a measured monthly audience of around **two million** viewers.

ABC1 broadcast **1 081** hours of first-release Australian television content.

ABC's digital television services can reach **97.7%** of Australia's population from **324** transmitter locations.

**43** ABC Shops and **117** ABC Centres throughout Australia.

ABC Commercial generated **\$18.8 million** net profit in 2008–09 which was returned to programming.

**89%** of Australians continue to believe the ABC provides a valuable service to the community.

**83%** of Australians believe the ABC does a good job covering country/regional issues.

**72%** of Australians believe the ABC is efficient and well-managed.

The ABC had total revenues of **\$1 084 million** from ordinary activities with **\$1 225 million** in total assets.



# A GLANCE



## Radio ●

The ABC has four national radio networks—ABC Radio National, ABC Classic FM, *triple j* and ABC NewsRadio—as well as 60 Local Radio stations around Australia, and three internet music-based services, *dig*, *dig jazz* and *dig country*. *dig* and *dig jazz* are also available on free-to-air digital and subscription television platforms.

## Television ■

ABC1 is a national service with State and Territory news breakouts. It is available nationally in analog and on free-to-air digital and subscription television platforms.

ABC2 is a digital-only television service, available on free-to-air and subscription platforms.

iView ([abc.net.au/iview](http://abc.net.au/iview)) is a free internet-only television-on-demand service providing a range of programs.

## Online ▼

The ABC Online website provides nearly five million pages, including content available via streaming, podcasting, vodcasting and video-on-demand and content uniquely designed for broadband delivery. ABC services are also available via WAP, SMS, 3G and other wireless platforms.

## Shops

ABC-related products are available from 43 ABC Shops and 117 ABC Centres throughout Australia, as well as the ABC Shop Online and an order-based Customer Delivery Service.

## International Broadcasting

International radio service, Radio Australia, is available by shortwave, satellite and terrestrial rebroadcast arrangements in Asia and the Pacific.

International television and online service, Australia Network, is available via satellite and terrestrial rebroadcast arrangements in Asia and the Pacific.

## Transmission information

ABC Television (Appendix 22)

ABC Radio (Appendix 23)

Radio Australia (Appendix 24)

Australia Network (Appendix 25)



# THE NATIONAL BROAD



• Darwin ● ◻ ▾  
• Katherine ● ▾

• Cairns ● ▾

• Townsville ● ▾

• Mackay ● ▾

• Mt Isa ● ▾

• Rockhampton ● ◻ ▾  
• Gladstone ● ▾

• Longreach ● ▾

• Bundaberg ● ▾

• Alice Springs ● ▾

• Toowoomba ● ▾

• Maroochydore ● ▾  
• Brisbane ● ◻ ▾  
• Gold Coast ● ▾

• Lismore ● ▾

• Coffs Harbour ● ▾

• Broken Hill ● ▾

• Tamworth ● ▾

• Port Macquarie ● ▾

• Dubbo ● ▾

• Muswellbrook ● ▾

• Newcastle ● ▾

• Pt Augusta ● ▾

• Pt Pirie ● ▾

• Mildura ● ▾

• Orange ● ▾

• Erina ● ▾

• Renmark ● ▾

• Sydney ● ◻ ▾  
• Wollongong ● ▾

• Pt Lincoln ● ▾

• Adelaide ● ◻ ▾

• Wagga Wagga ● ▾

• Canberra ● ◻ ▾

• Nowra ● ▾

• Horsham ● ▾

• Shepparton ● ▾

• Wodonga ● ▾

• Bendigo ● ▾

• Bega ● ▾

• Mt Gambier ● ▾

• Ballarat ● ▾

• Melbourne ● ◻ ▾

• Sale ● ▾

• Warrnambool ● ▾

• Morwell ● ▾

• Burnie ● ▾

• Launceston ● ◻ ▾

• Hobart ● ◻ ▾

# CASTER



**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 2009

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 2009.

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—*Redefining the Town Square*—reflects the ABC's role as a facilitator of Australia's national conversation, and the innovative ways in which the Corporation is hosting that conversation.

Yours sincerely

MAURICE L NEWMAN AC  
Chairman



# Corporate Report

## Our Vision is

to be trusted for playing a meaningful role in the lives of all Australians.

## 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.



# Corporate Plan Summary

THE ABC CORPORATE PLAN for the 2007–10 period is structured to reflect four key dimensions of activity: good corporate governance; content delivery and the ABC's relationship with audiences; the value for money the Corporation provides to the Australian community; and the organisation's commitment to learning and growth. The Plan is framed around four Corporate Objectives derived explicitly from the *Australian Broadcasting Corporation Act 1983*, including the Charter (s6).

Specific legislative responsibilities are addressed through the strategic priorities and actions identified in support of these four overall objectives.

## Objective 1—Good Governance

**Ensure the ABC's independence, integrity and high standards (s6(1)(a); s8(1)(b)).**

Meeting its legislative obligations to...

- Ensure news and information is accurate and impartial (s8(1)(c))
- Develop codes of practice relating to programs (s8(1)(e))
- Take account of standards determined by the Australian Communications and Media Authority (s6(2)(a)(iii))
- Comply with all relevant legislation (s8(1)(d))
- Give consideration to any policy statement by the Commonwealth on any matter relevant to broadcasting or administration (s8(2)).

Detailed reporting against Objective 1 can be found on page 121.

## Objective 2—Output and Audiences

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

Meeting its legislative obligations to...

- Contribute to a sense of national identity (s6(1)(a)(i))
- Engage audiences with comprehensive and innovative programs and services (s6(1)(a)); s6(2)(a)(iii); programs of wide appeal and specialised interest (s6(2)(a)(iii))
- Content genre: News and information (s6(1)(b); s8(1)(c)); programs of an educational nature (s6(1)(a)(i)); promotion of the musical, dramatic

and other performing arts (s6(1)(c)); reflect cultural diversity (s6(1)(a)(ii))

- Transmit overseas programs of news, current affairs, entertainment and cultural enrichment (s6(1)(b))
- Take account of the multicultural character of the Australian community (s6(2)(a)(iv))
- Take account of services provided by the commercial and community broadcasting sectors (s6(2)(a)(i)).

Detailed reporting against Objective 2 can be found on page 122.

## Objective 3—Value for Money

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

Meeting its legislative obligations to...

- Provide maximum benefit to the people of Australia (s8(1)(a))
- Ensure the functions of the Corporation are performed efficiently and with the maximum benefit to the people of Australia (s8(1)(a))
- Determine charges payable with a view to raising as much net revenue as is practicable, having regard to the proper performance of the (the ABC's) functions (s29(2)).

Detailed reporting against Objective 3 can be found on page 124.

## Objective 4—Learning and Growth

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

- The Managing Director is responsible for ensuring the Corporation (makes) as efficient and economical use of the services of its employees as is practicable (s50(1)(a)).

Detailed reporting against Objective 4 can be found on page 126.

## Measures of Community Satisfaction

The following measures apply to the Corporate Plan in its entirety and reflect community perceptions and beliefs about the value of the ABC's contribution to Australian society as measured by the annual *Newspoll ABC Appreciation Survey*.

	2008-09	2007-08	2006-07	2005-06	2004-05
<b>Standards will be measured by...</b>					
% of people who believe the ABC provides quality programming	82	82	81	80	80
Television	69	65	64	63	63
Radio	89	91	88	89	89
Online (among ABC Online users)					
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	83	81	79	83	82
<b>Community Standards will be measured by...</b>					
% of people who value the ABC and its services to the community	89	88	89	90	90
<b>Charter Services will be measured by...</b>					
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	86	84	84	84	84
% of people who believe the ABC reflects the cultural diversity of the Australian community	83	80	81	81	82
% of people who consider the ABC:					
• encourages and promotes Australian performing arts such as music and drama	83	82	80	79	78
• provides programs of an educational nature	88	86	85	86	85
• provides an appropriate mix of news and topical information					
	On 21 out of 22 issues listed in the 2009 ABC Appreciation Survey, 50% or more of ABC news and current affairs audiences believed the ABC had about the right amount of coverage (based on people who use the ABC for news and current affairs at least once per fortnight). This is comparable to the 2008 survey. In 2009 the one issue where less than 50% believed the amount of coverage was about right was local politics/government. In 2008 the results were also 21 out of 22, and in both 2007 and 2006 they were 20 out of 22.				
• achieves a good balance between programs of wide appeal and specialised interest	86	83	85	84	84
% of people who perceive the ABC to be innovative	75	73	72	73	74
<b>Value for Money will be measured by...</b>					
% of people who believe the ABC is efficient and well managed	72	69	71	70	70

# ABC Board of Directors

**The role and responsibilities** of the ABC Board derive from the *Australian Broadcasting Corporation Act 1983* ("ABC Act"). Section 8 of the ABC Act requires the Board to ensure the functions of the Corporation are performed efficiently and with the maximum benefit to the people of Australia, while maintaining the ABC's independence and integrity. It is required to ensure that the gathering and presentation of news and information is accurate and impartial according to the recognised standards of objective journalism; to develop codes of practice relating to programming matters; 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, the Board is subject to further obligations and 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 on an "as required" basis.

| Maurice Newman AC *Chairman* | Janet Albrechtsen | Peter Hurley | Michael Lynch CBE AM



## 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. He was also Chairman of Deutsche Asset Management (Australia) Limited from 1997 until 2000. Mr Newman retired from Deutsche Bank in July 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 the Consultative Committee on Relations with Japan (1984–87); a Commissioner of the National Commission of Audit (1996); a member of the Business Advisory Panel established by the Minister for Multicultural

Affairs (1997–2002); Chairman of the National Judging Panel for Innovation in Local Government (1997–98); Chairman of the Commonwealth Government's National Year 2000 Steering Committee (1997–2000); the Business Mature Age Workforce Advisory Group (2000–01); Co-Chair of the Singapore Australia Business Alliance Forum (1999–2002); Chairman of the Federal Treasurer's Financial Sector Advisory Council (1998–2007); Member of the New South Wales Premier's Major Events Board (2002–04); Chairman of the Sydney Convention and Visitors Bureau (2001–07); and Chairman of Tourism New South Wales (2002–07).

In 1997, he was Australia's Private Sector Representative to the First Commonwealth Heads of Government Meeting Business Forum held in London; and in 1999 led a delegation of senior Australian executives to New York promoting "Australia, the Dynamic Success Story of the Asia Pacific—A Centre for Global Financial Services".

Mr Newman was the Chairman of Acrux Limited (1999–2003); Chairman of the Sydney Legacy Citizen's Committee (1998–2004); Member of the Advisory Committee of Australasian Medical Insurance Ltd (January to August 2003); Member of the Advisory Council of the Asia Society AustralAsia Centre (2001–04); Member of the Business Council of Australia's Chairmen's Panel

| Dr Julianne Schultz AM

| Mark Scott

| Steven Skala

| Keith Windschuttle





“Australians prize the ABC for being a reliable, impartial and honest voice—  
and their trust is the basis of the Corporation’s present and future relevance.

(2003–07); and Civil Patron, Royal Australian Naval Reserves, Professional Studies Program (2005–09).

He served as Chancellor of Macquarie University from 2002 to February 2008 and as a Director of the ABC from 2000 to 2004.

In 2002, Mr Newman was appointed an Adviser to the Marsh Group of Companies. In June 2004, he was appointed a Director of the Queensland Investment Corporation.

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.

Mr Newman was awarded a Companion of the Order of Australia, AC in 2002, and an Order of Australia, AM in 1994. In 1999, Mr Newman was awarded the Economic Medal First Class by Taiwan’s Ministry of Economic Affairs for services to Australia-Taiwan relations; in 2001, the AustCham Singapore President’s Medal for services to Australia-Singapore relations; and in 2002, was made an Honorary Life Member and Fellow of the Security and Derivatives Industry Association (SDIA). In 2003, 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.

### **Janet Albrechtsen**

**Appointed a Director  
for a five-year term from 24 February 2005.**

Janet Albrechtsen, a former solicitor, is a columnist with *The Australian* newspaper. She has also written for *The Wall Street Journal Asia*, *The Australian Financial Review*, *The Sydney Morning Herald*, *The Age*, *The Sunday Age* and other publications.

She was previously employed with law firm Freehill, Hollingdale and Page, practicing in the

areas of banking and finance, corporate and securities law.

Ms Albrechtsen has a doctorate in law from the University of Sydney Law School and has taught at the University of Sydney Law School.

### **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 (1997–2003) and Chair of the Audit Committee of the South Australian Tourism Commission, and as a Board Member of the Australian Tourist Commission (2000–04).

### **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 Royal Festival Hall, the Hayward Gallery, Queen Elizabeth Hall, the Purcell Room and Jubilee Gardens. During his time in London he was responsible for the major renovation of Royal Festival Hall and the transformation of the Southbank cultural precinct.

Previously, Mr Lynch had a long career in arts administration in Australia. He was Chief Executive of the Sydney Opera House from 1998–2002, and General Manager of the Australia Council from 1994–98. Prior to that he was General Manager of the Sydney Theatre Company.

The Board is committed to servicing that trust and maintaining the integrity of the ABC.”

In his earlier working life he was a casting director with his own agency Forcast, and an agent for the performing arts and film and television. He 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, AM in the Queen’s Birthday Honours for services to arts administration. In 2008 he was named a Commander of the British Empire, CBE for services to the arts in the United Kingdom. Mr Lynch returned to Australia in 2009.

### **Dr Julianne Schultz AM**

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

Dr Julianne Schultz is the founding editor of *Griffith REVIEW*, the award-winning literary and public affairs quarterly established by Griffith University in 2003 to provide public, intellectual leadership and a platform for long-form essays addressing topical issues beyond the daily news agenda.

Julianne is a professor at Griffith’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 University Press); *Steel City Blues* (Penguin); *Not Just Another Business* (Pluto), co-author of *The Phone Book* (Penguin) and numerous chapters on journalism and media practice.

Julianne began her career as a reporter with the ABC and the *Australian Financial Review*. She has held senior editorial roles and worked as media columnist and Director of Corporate and Digital Strategy. She was the founding director of the Australian Centre for Independent Journalism and actively involved in research and discussion about the future of journalism and its role in public life. Her doctorate from the University of Sydney explored the contemporary relevance of the fourth estate to the practice of journalism in Australia.

### **Mark Scott**

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

Prior to his appointment as ABC Managing Director, Mark Scott spent almost 12 years in a variety of editorial and executive positions with John Fairfax Publications. From 2003–05 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 degree in Government from the University of Sydney. During 1992–93 he completed a Masters degree in Public Administration at Harvard University.

### **Steven Skala**

**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. In addition, he is a member of the International Council of The Museum of Modern Art (New York), the Grievance Tribunal of Cricket Australia, The Global Foundation and the Advisory Council of the Australian Innovation Research Centre.

Mr Skala was Chairman of Film Australia Limited until its recent merger into Screen Australia, 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.

### Keith Windschuttle

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

Mr Keith Windschuttle is an 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.

# Board Directors'

## Securing the ABC's Future

A key focus of the Board in 2008–09 was securing adequate funding for the ABC for the next triennium, 2009–12. It was rewarded in the May 2009 Federal Budget, which allocated the Corporation an additional \$165 million over three years, the single largest funding increase since the ABC was incorporated in 1983.

The 2009–12 triennial funding agreement is critical to the Corporation's growth and renewal not just over the next three years, but throughout the decade ahead. By 2012, when the agreement concludes, the ABC will be in its 80th year.

Board directors were active in communicating the ABC's case to Parliamentary representatives and the ABC's varied constituencies throughout the year. The Government has acknowledged the role played by both the Australia 2020 Summit and the many public submissions made to the discussion paper *ABC and SBS: Towards a Digital Future* in shaping funding decisions. The ABC is indebted to all those Australians—audience members, artists, actors and creative industry groups—whose support for the ABC contributed to the historic funding increase.

In recognising both the gravity of the economic conditions in which the Budget was framed, and the many competing priorities for Government spending, the Board would like to place on record its appreciation for this significant increase in ABC funding.

While the Budget clearly aspired to secure Australia's economic prosperity, the investment of funds in the ABC ensures Australia's civic and cultural prosperity will also be protected.

The ABC is ideally positioned to continue its present work and to deliver new benefits to the Australian public as opportunities emerge, and its long contribution to nation-building will continue.

# Statement

## A New Television Landscape

Television has now been shaping our appreciation of the Australian experience for over 50 years. Without Australian content on television, Australia's unique culture would have been slow to develop, and the culture itself less distinctive than it is today.

The ABC has long provided quality Australian television programming that helped reflect and shape Australia's sense of cultural identity. Through ABC2, it has successfully positioned itself in the digital television environment, offering a diversity of content to an increasingly diverse audience.

One of the catalytic effects of the additional funding provided in the 2009–12 triennial funding agreement is the ability for the ABC to continue this culturally-significant work by investing further in both drama and children's content.

The planned children's channel ABC3, scheduled to launch by December 2009, will help shape a strong sense of Australian identity for the next generation. Dedicated to Australian school-age children, ABC3 will be accessible beyond television, through a range of digital technologies, and will feature social interactivity, games, video and user-generated content online.

*The Australian Broadcasting Corporation Act 1983* ("ABC Act") demands that "the Corporation shall take account of the broadcasting and television services provided by the commercial and public sectors of the Australian broadcasting and television system." Due to high production costs, investment in Australian drama is increasingly a challenge for Australia's commercial television services. It represents a greater risk than other forms of content, such as reality television, which is able to deliver similar size audiences at lower cost. In such a market and in these economic times, it increasingly falls to the ABC to ensure that a choice of free, quality Australian content remains open to all Australians.

While the range of channels available through digital television will increase, the growth of internet television (IPTV) channels, along with the proposed National Broadband Network, will also see broadband become more widely used to bring television into the home.

The ABC is already preparing for the fundamental transformation that will result. Its pioneering iView service, launched in July 2008, is already demonstrating the potential of IPTV for Australian audiences.

## Increased Opportunities for Regional Australia

The first stages of the rollout of the National Broadband Network will commence in Tasmania in 2009, with services expected to be available in 2010. Meanwhile, the growing use of broadband continues to bring a new dimension to Australian citizenship and community life. As the ability to contribute content becomes easier and faster, the nature and extent of the ABC's collaboration with its audiences will inevitably increase.

Over the past year, the ABC has responded to this growing public interest in creating and sharing content, gradually evolving beyond the public broadcasting model to become a more open public access media organisation. This emerging pattern of media use has effectively established the ABC as a "town square", where anyone can participate in the Australian conversation, and where the notion of community is not restricted to where you live.

The sense of participation and connection that the ABC has successfully developed with its audiences for many years is being given new life through new technology. \$15.3 million of the new funding will be applied to developing Regional Multimedia Centres based on existing ABC regional radio sites. These centres will deliver more locally-focused information, feature more content from audiences and provide online tutorials and tools for staff and the community that will make it easier for audiences to contribute and participate.

"The ABC is ideally positioned to continue its present work and  
to deliver new benefits to the Australian public as opportunities

### **Safeguarding Trust: Review of ABC Self-Regulation Framework**

The Corporation has also strived to ensure that the values that have helped build its reputation and brand over the course of three-quarters of a century of Australian life have been safeguarded and preserved.

With so many sources of news now available, with varying degrees of reliability, the ability to trust the information provided by the ABC is even more critical. Australians prize the ABC for being a reliable, impartial and honest voice—and their trust is the basis of the Corporation's present and future relevance. The Board is committed to serving that trust and maintaining the integrity of the ABC.

In that spirit, the Chairman, Maurice Newman, and Director of Editorial Policies, Paul Chadwick, undertook a review of the ABC's self-regulatory processes. During the course of the review the Director of Editorial Policies consulted widely, both within and outside the ABC. The review was completed by 30 June, with implementation which includes intensive training expected during 2009–10. It will be a valuable contribution to the continuous improvement of the ABC's editorial standards and the ways in which it handles any lapse in those standards.

Under the ABC Act, the Board is responsible for ensuring that the Corporation's news and information is accurate and impartial according to recognised standards of objective journalism. To this end, quality assurance projects assessing ABC editorial content were conducted throughout the year. The projects were designed after consultation with academic specialists, similar public media organisations and corporate bodies. In the interests of full transparency, all results were published on the ABC *Editorial Policies* website.

Further, to ensure these projects were as effective as possible, independent reviews of three pilot quality assurance projects were commissioned. The reviews were conducted by Ms Kerry Blackburn, an experienced journalist and Editorial Adviser to the BBC Trust, and by one of Australia's leading media scholars, Professor Rod Tiffin of the Department of Government and International Relations at the University of Sydney. Each review revealed potential for improving the methodology, design and execution of the projects and for refinements of the ABC's *Editorial Policies*. These are also published on the ABC *Editorial Policies* site.

### **Continually Improving Efficiency**

The Corporation's argument for additional funding for the next triennium was made more effective by demonstrating that existing funds were being efficiently used to provide the maximum possible benefit to the Australian people.

The Production Review, commenced in 2007, generated savings which were used to begin production of *News Breakfast*, a new three-hour live program on ABC2, in November 2008.

In a further initiative aimed at improving efficiency, the Board approved the creation of a new television presentation system, in partnership with WIN TV. The new system will allow the ABC to offer state-specific versions of all of its television services and provide breaking news and emergency coverage into any region around the clock. The new distribution system will generate savings for investment in future ABC television production.

The Board also approved the acquisition of a new site to house the ABC's Brisbane operations and staff. The purpose-built accommodation will be in the hub of the city's arts and cultural centre at the South Bank. An environmentally-responsible and sustainable building is scheduled for completion in late 2011.



emerge, and its long contribution to nation building will continue.”

## Welcome to new Board Members

The Board welcomes new Directors Michael Lynch CBE AM and Dr Julianne Schultz AM who were appointed on the recommendation of the Government’s new Nominations Panel. Both Directors bring a depth and range of expertise and the Board looks forward to their future contributions in helping fulfil its duties under the ABC Act.

## International Broadcasting and International Relations

Throughout the year, the ABC continued to represent Australia to the world through the diversity of content on Radio Australia and Australia Network and through the nation-building work commissioned by International Projects. By helping to develop a better understanding of Australia internationally, they have continued to play a strategically-important public diplomacy role throughout the year.

Despite increasing fragmentation of international television audiences, Australia Network has grown its audience in key markets such as India. Radio Australia has developed further partnership and rebroadcasting arrangements to ensure its services become even more widely available. Through the Pacific Media Assistance Scheme (PACMAS), ABC International Projects continued to extend its range of grassroots level projects in Vanuatu, Solomon Islands, Papua New Guinea and other areas of the Pacific.

The creation in November 2008 of the 24-hour Asia Pacific News Centre in Melbourne, which combined the editorial expertise of Radio Australia, Australia Network and their online services, was a significant milestone in strengthening and improving the ABC’s international services in an increasingly competitive environment.

In October 2008, the ABC celebrated the 35th anniversary of its Beijing bureau. As the only media organisation to have broadcast from China for that length of time, the ABC has been privileged to report the epic changes that have taken place in Chinese society, economy and government over that period.

## Emergency Services Broadcasting

During the year, as the nation’s emergency services broadcaster, the ABC was often called upon to provide up-to-the-minute, reliable and sometimes life-saving information.

The Board would like to express its gratitude and pay particular tribute to ABC staff for their outstanding work during the Victorian bushfires in February and March 2009.

Because the stakes had never been higher, and to get the job done, staff suspended their routines, rearranged their home lives and worked around the clock—the impact of which was then also felt by partners, spouses and children. The Board also therefore thanks those people who stood behind ABC staff.

Much was asked, and much was given, and the work was intensely demanding, both physically and emotionally.

This was difficult, unprecedented work, from which lessons were learned that will help the ABC continue to improve this vital service, and better fulfil its responsibility as the nation’s emergency services broadcaster.

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

# ABC Advisory Council

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.

## **Back row**

Jaime Phillips  
Moira Neagle  
Joshua Knackstredt  
Anthony Peters  
Joel Buchholz  
Geoffrey Cadogan-Cowper  
Catherine Prosser

## **Front row**

Craig Wallace  
Jane Munro (Convenor)  
Rosemary Redgen  
Joanne Roach

## **Absent**

Victoria Shenstone

The ABC Board appoints the 12 members of the Council for a period of up to four years. 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 2008–09 are from each State and Territory and they 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 at the University of Melbourne. Her background is in Asian language study. She has been a teaching fellow at Harvard University and a Board Member of the Melbourne Festival, Opera Australia and The Victorian Women's Council.

### **Mr Joel Buchholz** (Kirwan, Qld)

Mr Buchholz is Deputy Principal of Kirwan State High School. Joel has a great interest in current affairs and entertainment programming and is keen to engage in community discussion—in particular, about current affairs, the arts and education. Joel sees his time on the Council as a way to exploit the potential for the ABC to broaden the focus on the gap between children's programming and programs aimed at older audiences.



**Mr Geoffrey Cadogan-Cowper** (Ross, Tas)

Mr Cadogan-Cowper is a Volunteer Ambulance Officer, a Trustee (Director) of the Tasmanian Wool Centre and Chair of Tasmania's Heritage Highway Tourism Association. He is interested in science, history and public affairs, as well as the arts, specifically music and visual arts.

**Mr Joshua Knackstredt** (Cammeray, NSW)

Mr Knackstredt graduated with a combined Bachelor of Arts/Bachelor of Laws from Macquarie University in early 2005. He is currently practising as a barrister at Seven Wentworth Chambers and previously worked as a solicitor at Clayton Utz. He is also the Vice President of NSW Young Lawyers, a division of the Law Society of New South Wales. In addition to the law, he is interested in politics, international affairs and the world of music.

**Ms Moira Neagle** (Millicent, SA)

Ms Neagle is an Assistant Principal of a government Primary School. Rosemary is a mother of two, farmer's wife, daughter of an ageing mother, an educator and involved community member. Her special interests are gardening, reading, playing the piano, forming opinions about current affairs and debating these with others. Ms Neagle, a poet, published *In My Garden of Words* in 2007.

**Mr Anthony Peters** (Sydney, NSW)

Mr Peters is a former farmer and grazier from the central western region of New South Wales. Being a member of various Boards and advisory groups has given Anthony a deep understanding of regional issues. Amongst his interests in ABC programming are health and community welfare, news and documentaries and he also regularly accesses rural affairs on ABC Online.

**Ms Jaime Phillips** (Perth, WA)

Ms Phillips' career has taken her to regional communities across WA. She has worked on leadership and capacity building programs involving culturally diverse groups. As a professional historian Jaime has researched Australia's regional, environmental and corporate history. She is employed at FORM, an industry liaison group aimed at developing Western Australia as a "state of creativity".

**Ms Catherine Prosser** (Narrabundah, ACT)

Ms Prosser works in theatre production and design. Catherine sees her role on the Council as an opportunity to encourage people to be actively involved in shaping media. Her interests in ABC programming are Local Radio, Classic FM, NewsRadio and Television programs: *Catalyst*; *Australian Story*; *Spicks and Specks*; and *The Einstein Factor*.

**Ms Rosemary Redgen** (Nhulunbuy, NT)

Ms Redgen is an administration trainer at 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. Previously, Ms Redgen worked for a multi-national company in Melbourne and employed market research companies, interpreting and reporting on their findings.

**Ms Joanne Roach** (Kununurra, WA)

Ms Roach is a Community Librarian. As a member of a remote regional community, she has first-hand knowledge of the importance of access to quality free-to-air programming for non-urban Australians. Good quality drama, history and documentaries (particularly social sciences and environmental issues) are areas where she has a special interest.

**Miss Victoria Shenstone** (Kenmore, Qld)

Miss Shenstone is a Senior Commercial Consultant with RISC Pty Ltd, an international consulting firm to the oil and gas industry. Victoria consults to both Australian junior gas exploration and development companies and international oil companies in areas of coal-seam gas resource economics and project management. She has a special interest in rural economic and energy affairs throughout western Queensland and Australia.

**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 and has also been a community leader with various Canberra organisations for more than a decade. Craig is a past Chair of the ACT Disability Advisory Council and was President of the ACT peak body People with Disabilities ACT from 1999–2005. He was awarded a Centenary medal in 2002 for service to the disabled community as well as Australia Day medals in 2003, 2004 and 2007 for his work on corporate volunteering, supporting the volunteer response to the Canberra bushfires and in the social housing area. Craig enjoys drama, politics, news and current affairs, science fiction and history, especially the colonial history of Australia and national development.

The role of members and functions of the ABC Advisory Council has been recently reviewed to provide 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.

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 Darwin, and 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 met with the Advisory Council at each Council meeting.

ABC Divisional Directors also met with the Council to discuss key areas of interest including radio, television, online and audience research.

The Advisory Council prepared papers on:

- Australians and their Food System (May 2009)
- The ABC's Online Educational Presence (December 2008)
- The Look, Feel and Vibe of the ABC (July 2008).

These papers have been circulated in the ABC and will be considered in the Corporation's strategic planning.

The Council also provided input into the framework for the ABC's Reconciliation Action Plan and continues to be interested in that body of work.

At the request of the Managing Director, the Council's work plan for the remainder of 2009 includes community consultation on education. This work will be undertaken in consultation with community groups and school principals and teachers and will provide unfiltered views back to the Corporation.

The Advisory Council's recommendations and commendations for the year, together with responses from ABC management, appear in Appendix 6 (page 194).



# Significant Events

## July

ABC launched iView, Australia's first high-resolution, full-screen online video service.

The ABC provided cross-platform coverage of World Youth Day events and surrounding stories including the Pope's visit and the pilgrim's walk and evening vigil.

107.9 FM ABC Ballarat invited the people of Ballarat to celebrate its 5th birthday with a special live broadcast celebration on 25 July from the Queen Alexandra Bandstand rotunda.

999 ABC Broken Hill celebrated its 60th anniversary with a special day of broadcasting and a public open day on 30 July.

## August

ABC Local Radio broadcast over 170 hours of the Games of the 29th Olympiad from Beijing on stations around Australia, with the exception of 702 ABC Sydney.

Northern Territory *Grandstand's* Charlie King became the first Indigenous broadcaster to cover an Olympic Games.

*triplejuneartthed.com* celebrated its 2nd anniversary of discovering the best of unsigned Australian artists.

ABC Classic FM broadcast the final of the 9th Sydney International Piano Competition of Australia (SIPCA) live from the Sydney Opera House.

ABC Science launched the award-winning simulation game *Catchment Detox*. The online game was developed in collaboration with industry partners as the national project for Science Week 2008.

ABC Radio National launched *Pool*, a new online social networking and media sharing site inviting audiences to collaborate and share content and offering ABC archival material for mash-up.

## September

ABC Local Radio provided coverage of the Paralympic Games from Beijing.

ABC Classic FM broadcast live from Albury North Public School in Southern NSW, which won ABC Classic FM's 2008 *Grab the Goanna* competition.

*Landline* celebrated its 1 000th program on ABC1.

## October

Broadcaster Ray Martin delivered the 2008 Andrew Olle Media Lecture.

## November

The Asia Pacific News Centre launched, merging the news resources of Radio Australia and Australia Network.

*ABC News Breakfast* began on ABC2, and is also broadcast across the Asia-Pacific region on Australia Network. The three-hour weekday program is hosted by Virginia Trioli and Joe O'Brien.

Rupert Murdoch delivered the first of his six 2008 Boyer Lectures, "A Golden Age of Freedom".

A four-part series on the government of John Howard, *The Howard Years*, went to air on ABC1.

*triple j's* AusMusic Month included live events at the Powerhouse Museum in Queensland with John Steel Singers and Josh Reed, and a successful free Josh Reed gig at Sydney's Oxford Art factory.

Innovation launched *Sydney Sidetracks*, a cross-platform project combining Google Maps with archival content from the ABC and other cultural institutions. A mobile phone application allowed Sydney locals to experience content, such as radio documentaries, on location.

## December

ABC journalists and crews collected nine Walkley Awards for Excellence in Journalism at the 53rd annual awards ceremony in Melbourne.

Host of *The 7.30 Report*, Kerry O'Brien, crowned "Investigator of the Year" in the annual *GQ Magazine* "Man of the Year" awards.

ABC Classic FM broadcast "Just Classics" from the Tuggeranong Arts Centre in the ACT to celebrate the December launch of the new frequency Tuggeranong 99.1FM.

## January

*triple j's* 2008 Hottest 100 event held at Parramatta Park, attracting a crowd of about 6 000.

triplejuneearthed.com selected five unsigned bands to play at Big Day Out events in their state. The winners were: Gold Coast—*The Hungry Kids Of Hungary*; Sydney—*The Philadelphia Grand Jury*; Melbourne—*Washington*; Adelaide—*The Shiny Brights*; and Perth—*The Scotch of Saint James*.

## February

During the “Black Saturday” bushfires on 7 February, ABC Local Radio made unprecedented rolling emergency broadcasts in Victoria, accompanied by extensive news coverage across radio, television and online. ABC News designed a special website for the coverage.

*Message Stick* and *Behind the News* marked the first anniversary of the Federal Government’s apology to the Stolen Generations with a special broadcast.

## March

Temporary radio station 94.5 FM ABC Kinglake Ranges and complementary online site established to enable communication to surrounding fire-affected communities.

Crowds turned up to the Sidney Myer Music Bowl in Melbourne on 1 March for an ABC Community Concert in the aftermath of the Victorian bushfires.

Innovation launched a comprehensive suite of mobile phone products under the banner of ABC Mobile. ABC Mobile includes m.abc.net.au, a website designed for mobile phones, and two downloadable applications.

ABC Values announced: Integrity, Respect, Collegiality and Innovation.

## April

A range of individual activities and programs across all platforms commemorated, reflected and explored the historical meaning of ANZAC Day and related stories.

Innovation launched the ambitious three-dimensional website *Gallipoli: The First Day* for ANZAC Day. This interactive site is the equivalent of a stand-alone television feature documentary and sets a new standard for the coverage of historical factual events online.

## May

The ABC received a \$167 million triennial funding package for new initiatives in the Federal Budget, representing the biggest funding increase for the ABC since its incorporation in 1983.

More than a million Australians tuned in to ABC Television, or visited ABC’s iView site, to watch “Code of Silence” on *Four Corners*.

The *WotWots*, a new pre-school series launched on ABC Television and online.

ABC Commercial unveiled the new look for ABC Shops at the launch of its new concept store at Bondi Junction in Sydney.

*Australia All Over's* 2009 Say G'Day Tour launched on 20 May and takes in all the mainland states over a five month period. The first leg commenced in Victoria.

*triple j's* Gippsland *One Night Stand* concert was held in Sale, Victoria on 30 May.

ABC Classic FM launched The Classic 100 Symphony campaign in conjunction with the Melbourne Symphony Orchestra and *Limelight* magazine.

The first set of ABC Online user interface guidelines released by Innovation, outlining design and information architecture standards for use across the entire abc.net.au website.

ABC News co-hosted a conference at Ultimo, “Reporting Wars: Challenges and Responsibilities”.

## June

The ABC announced winner of the “Best Progress” category at the Corporate Responsibility Index (CRI) Awards held at the 10th National Business Leaders Forum on Sustainable Development at Parliament House, Canberra.

ABC Radio signed a contract with Australian rights holders Network Ten and Foxtel to acquire the Radio Rights (Australia only) for the 2010 Delhi Commonwealth Games.

Innovation launched *The Big Diary* website in beta mode, providing a national events portal that allows members of the Australian community to upload information about local events, no matter how large or small they are.

# The Year Ahead

THE ABC ENTERS the first year of the 2009–12 funding triennium ready to pursue its strategic vision as a media innovator delivering services to all Australians. The major funding increase granted in the 2009 Budget and the accompanying policy statement, *Strengthening our National Broadcasters*, demonstrates that there is significant support for the ABC as it navigates the challenges of the digital present.

The ABC's first task in the coming year will be to deliver to its audiences the new programs and services for which it received additional funding. In December 2009, it will launch ABC3, a dedicated digital television channel and website for older children, with a target of 50% Australian content. It will commission new and diverse drama content to ensure that the number of hours of high-quality, first-release Australian drama on ABC1 increases significantly in each year of the triennium. The Corporation will enhance the multimedia capabilities of its regional radio centres to transform them into broadband hubs delivering rich content created for and with regional and rural communities.

The ABC's Continuous News Centre will enable the ABC to expand on its already significant contribution to the diversity of news and current affairs in Australia. The project involves building a dedicated, 24-hour video news capability for online and broadcast delivery. To better meet the needs and expectations of growing online audiences, the Corporation will continue to refine and enhance abc.net.au, including improved way-finding and search tools to create a more responsive site.

The Corporation will continue to look for operational efficiencies, including the technological changes flowing from the Production Review.

Reflecting the ABC's long history of engagement with Asia and the Pacific, Radio Australia will celebrate the 70th anniversary of its first international broadcasts in December 2009.

Having committed to developing a values-based organisational culture in March 2009, the ABC will embed the new ABC Values—Integrity, Respect, Collegiality and Innovation—in its policies, strategies and performance frameworks, beginning with its senior management. These values will also be reflected in the ABC's new Corporate Plan, which will be prepared by the ABC Board and Management over the course of the year for introduction on 1 July 2010.

The ABC will engage 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. These include: the launch of digital radio services in the mainland capital cities; the cessation of analog television broadcasts in Mildura and the beginning of the countdown to full digital switch-over; the determination of the size and nature of the "digital dividend" that will be realised from the spectrum vacated in that process, a decision that may limit the scope of future broadcasting services; and the regulatory and company arrangements for the National Broadband Network, which will eventually deliver universally-available high-speed broadband.

Throughout, the ABC's focus will remain steadfastly on the needs and interests of the Australian community that it serves. Charged with encouraging a sense of national identity and informing the Australian people, the ABC has acquired the status of the "town square" in which the national conversation takes place. As both catalyst and host of this conversation, the Corporation will continue to use digital platforms and fast networks to redefine ideas about the nature of community.

## The ABC.



PHOTO: CAMILLA BOURKE

“A remarkable change is taking place at the ABC, as we’ve been rethinking the idea of the town square. Through digital media, the public broadcaster has been able to revitalise the public space, Australia’s town square. Where more and more Australians exchange ideas, listen and learn from one another, and share in the wider experience of Australian life.”

**Mark Scott**, ABC Managing Director

For more than 75 years, the ABC has been bringing Australians together. In 2009, that tradition is continuing in new and exciting ways.

Redefining the town square.







## TOGETHER WE STAND

THE UBIQUITOUS *triple j* is a lifeline to the outside world for many youth in regional Australia. Towns without a transmitter have held sausage sizzles just to raise the cash to buy one so that they can tune in. In turn, *triple j* encourages bands to play beyond the capital cities, helping regional youth to become part of the wider music scene.

*One Night Stand*—the free, all-ages concert that visits one lucky regional town each year—is another way *triple j* helps young people in the far flung corners of Australia feel like they belong.

When the *One Night Stand* circus rolls into town, *triple j* turns on the full arsenal of its cross-platform media—radio, television and online—to shed light on life there and give locals a voice. *triple j* presenters hit the road and broadcast live from the town, while reporters immerse themselves in the local community, filing

stories, photographs and weblogs online. Young people learn what is different—and the same—about growing up in regional Australia.

“It is a great thing for staff to go out to regional areas because they come face to face with listeners,” said Linda Bracken, the then Manager of *triple j*. “Presenters like Robbie Buck are from regional towns, they remember what it was like when *triple j* came to their town. I remember when it came to Newcastle. The connection we have with these kids is really something quite special.”

In 2009, Gippsland hosted *One Night Stand* and more than 15 000 locals saw some of Australia’s top bands. But many more were a part of the action through the radio, television or *triple j* website.

When young Australians tune in or log on to *triple j*, it doesn’t matter whether they’re from Cowra or Collie, Humpty Doo or Horsham. The *js* is their town square.



Robbie, Marieke and the Doctor in front of an enthusiastic crowd at triple j's Hottest 100 at Parramatta Park, Sydney; The Hilltop Hoods take the stage at triple j's One Night Stand in Sale, Victoria.



The Surfing Scientist—Ruben Meerman—brings science to life for school children; Below. test your environmental management skills online with Catchment Detox.

## SCIENCE CENTRAL

THE ABC's DEDICATION to scientific discovery has a long history and ABC Science Online is the latest meeting place for Australia's scientific community. Here they can chat on three online forums: the *Self Service Science Forum* for science-based talk, *Scribbly Gum* for all things nature and *Tech Talk*, where curly digital problems are discussed.

ABC Science Online is also the place to find original online material, including a daily science news service, in depth features, quizzes, videos, audio and podcasts.

Programs from ABC Radio and Television also feature, including the long-running *Catalyst*, which celebrated 300 episodes in June 2009. Starting from the premise that science changes all our lives, *Catalyst* has been showing us the future for 10 seasons, introducing us to scientists at the forefront of discovery.

Popular broadcaster Dr Karl Kruszelnicki has his own space where he shares *Great Moments in Science* whenever he is not talking science on ABC Radio.

ABC Science is also home to the *Catchment Detox* project, in which participants try to manage a river catchment while creating a thriving economy. Named Best Science, Health or Environment website at the AIMIA awards, the game shows how hard it is to juggle society's competing interests when trying to protect the waterways.





NEW TECHNOLOGY IS CHANGING THE WAY PEOPLE TALK TO EACH OTHER AND NOWHERE IS THIS MORE IMPORTANT THAN IN A COUNTRY AS DIVERSE AND VAST AS AUSTRALIA.



## YOUR COMMUNITY IS BIGGER THAN YOU THINK

CONNECTING CREATIVE AUSTRALIANS—with each other and with audiences—has always been central to the ABC's role. *ABC Contribute* is the latest in this heritage—an online space where our audience can upload photos, video and audio. After signing up, they get free access and can manage their own online space, maintain a profile and a blog, start discussions and add comments. They can also join groups and share content with others in their areas of interest.

A growing community of users are sharing their experiences and creativity and their work is finding its way all over the ABC. Some of the most terrifying and emotional photographs of the 2009 Victorian bushfires were those posted by people who were right there. Our contributors are also some of the first to react to news, posting photographs and accounts of events all over the country.

*ABC Contribute* is a place to engage, discuss and share ideas and just another way in which the ABC allows more Australian voices to be heard.

Always quick to adopt new technology, children have made the *RollerCoaster* website their own patch by seizing the opportunity to interact online. They can cast votes in online polls, submit feedback on a range of issues and chat in moderated online forums with other kids and special guests. It's where they post their own reviews, create art and music and learn from each other.

Some of them might aspire to even further creativity—and a new outlet for creative content makers and producers of all ages is Radio National's social media project, *Pool*.

Launched in 2008, *Pool* is a collaborative online space where audiences become creators by uploading text, music, photos, animation, video and audio and making the content available for others to view and use.

The project sits right at the crossroads between conventional broadcasting and participatory media. It is new territory for media agencies and a key role for the project is to uncover and deal with challenges that will be relevant to the whole media industry.

Executive Producer Sherre DeLys said it was important for the ABC to explore popular new rights, open frameworks and new production models.

"With *Pool*, the innovation will come from the community. Already we're witnessing the emergence of new collaborative forms of story-telling and new roles for media workers" Sherre said. "*Pool* brings together ABC professionals and audiences in an open-ended process of co-creation—both sectors coming together as a community to inform, entertain and surprise each other."

An important part of *Pool* is the capacity for members to share their work for others to reuse, repurpose and remix within a safe legal framework. Creative Commons licensing enables contributors to choose

ABC Contribute: "Smoke storm over Warburton", uploaded by Kathryn, February 2009;  
Pool: "Ferris Wheel" uploaded by Andrew May, 28 May 2009. "People of the Past in the Night" uploaded by Graeme Dunlop, 4 June 2009. "Tyler", uploaded by Morganna Magee, 7 August 2008.



which rights they wish to retain, while encouraging sharing, exposure and distribution.

The site is also designed to encourage skill sharing, as can be seen with the "City Nights" project where producers from Radio National's *360* have been mentoring audience submissions.

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"WITH A SITE LIKE POOL, WE THE PRODUCERS SET IT UP. WE GIVE PEOPLE SOME GREAT TOOLS TO WORK WITH BUT THEN IT'S A MATTER OF WATCHING IT GROW."

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*Pool's* educational potential is a major point of difference from YouTube and Facebook. Through peer collaboration and active moderation by ABC staff and industry representatives, Radio National wants to create a place where emerging content makers can hone their skills.

Digital media continually presents more opportunities to augment and improve how we present content and encourage our audience to take part in the debate.

Screening live on ABC2 each weekday, 6 am–9 am (AEST), *News Breakfast* covers national news, analysis, debate, finance, sport and weather in a style different from most regular news bulletins.

*News Breakfast* links live to ABC studios in Sydney (702 ABC Sydney and Radio National) and Melbourne (774 ABC Melbourne), the ABC's Canberra bureau and the *AM/PM/The World Today* studios, allowing viewers to see interviews they could only previously hear. The program is interactive as well as being streamed live on the internet.

"We invite viewers to send in their views and comments via text, multimedia messaging and email," Associate Producer Tim Ayliffe said. "The idea is to broadcast viewer-generated content, whether it be comments displayed on screen during the interviews, or photos and video of breaking news taken by the viewers."

Audience participation is also encouraged in programs like *Four Corners*, where they can view broadband/web specials with additional information and background material, including full, unedited interviews from that night's program. By evaluating the choices made in editing, audiences can judge for themselves whether the conclusions drawn by the program makers were correct. Online forums then host the ensuing debate between our passionate viewers.

The current affairs program *Q&A* has taken audience participation to a new, real-time level, where panellists respond to questions derived exclusively from audiences via SMS, online, and through uploaded video.



Todd Sampson, Wil Anderson, and Russel Howcroft reveal the tricks of the trade.

## ADVERTISING ON ABC?

A PROGRAM ABOUT advertising on a broadcaster that does not advertise: *The Gruen Transfer* challenged our concepts of broadcasting from the time it hit our screens in 2008.

Each week, comedian Wil Anderson invited advertisers to own up to the tricks and tactics they use to influence our behaviour. Through a series of challenges and games, consumers got an insight into the ideas and motivations that drove the panellists and the campaigns they produced. The initial 10-part series was a hit, regularly winning its timeslot and averaging more than 1.25 million viewers a week. A second series in early 2009 kept people talking and *The Gruen Transfer* website allowed viewers to upload their own ads. Advertising had never been exposed in such a way.

## EVERYONE'S SOAPBOX

*UNLEASHED* IS ABC Online's opinion site that ignites public debate and presents diverse perspectives from many commentators. The site is a vigorous, lively and uninhibited space that brings people together to debate topics as disparate as the latest political hot potato, climate change, religion, fad diets or celebrity misdemeanours.

*Unleashed* was launched just before the 2007 Federal Election. Since then it has become the place where considered opinions on almost any topic are published by leading commentators and debated by the public.

Pundits as diverse as left-wing provocateur Bob Ellis, former AFL footballer Nick Holland and parenting guru Miriam Stoppard share the space with activists and agitators of all persuasions. The result is a rugged range of opinions and a healthy dose of argument. Professional or amateur, from the left, right or

centre—anyone can have their say on *Unleashed*, making all Australians part of the discussion. And Australians have been more than willing to join the debate. As with any good opinion space, heckling is encouraged and the debate generated by a meaty *Unleashed* contribution is all part of the brief to help generate discussion.

Contentious topics can attract hundreds of responses and that figure can soar beyond 600, depending on the issue and author. Liberal MP Tony Abbott's treatise on John Howard as "United States' man of steel," author Clive Hamilton's meditation on the bush-fire season and climate change and broadcaster Kaz Cooke's fury over a certain television commercial all attracted brickbats and bouquets in equal measure.

A moderator is on hand to ensure debate does not degenerate into abuse. But as long as you keep to the rules, it's gloves off on *Unleashed*.

The screenshot shows the ABC Unleashed website interface. At the top, there's a navigation bar with links for ABC Home, Radio, Television, News, Your Local ABC, More Subjects..., and Shop. A search bar is on the right. Below the navigation is the ABC logo and the URL abc.net.au. The main content area features a large red banner with the word "Unleashed" and a sub-headline: "Unleashed presents diverse and robust opinion about politics, society, belief and behaviour." Below this is a featured article titled "Is this Australia's future?" dated 10 February 2009, 10:09. The article includes a photo of Clive Hamilton and a large image of a bushfire. The text of the article reads: "A 2007 report by the Bushfire CRC and the CSIRO concluded that global warming is expected to make southeastern Australia hotter and drier, raising the Forest Fire Danger Index. The researchers found the previous top fire danger category of 'extreme' inadequate for their purposes and added the new categories of 'very extreme' and 'catastrophic'." To the right of the article is a sidebar titled "Explore Unleashed" with a "By Date" list showing dates from Friday 21 August 2009 to Monday 10 August 2009. Below that is a "Recent Contributors" list with names like Alan Moran, Jack Ellis, and Kate Smith.



Rupert Murdoch presented the first of the Boyer Lectures on 3 November 2008 at the Sydney Opera House. His lecture "The Golden Age of Freedom" is available on ABC Fora; Q&A's Tony Jones with guests Louise Adler, Tanya Plibersek and Senator Bob Brown.

## MAKING SENSE OF NEWS

CELEBRATING 40 YEARS in 2009, *Behind the News* is the hugely popular children's program that strips the jargon from the headlines to help schoolkids understand the news of the day.

*BtN* uses the words, music and culture of 10–13 year olds to engage them in news and current affairs. A program might include discussion of the disputed election in Iran, swine flu and a debate about the merits of homework.

It aims not just to complement the current school curriculum but also current teaching methods, which encourage students to look at different sides of an argument.

The *BtN* website invites debate among its audience and includes input from children via online polls, surveys and a moderated guestbook. Twittering is just the latest way presenters keep in touch with their young audience. The *BtN* team is preparing to launch a range of programs for the new children's channel, ABC3.

*BtN* presenters Sarah Larsen, Nathan Bazley and Catherine Ellis.



## A FORUM FOR THOUGHT

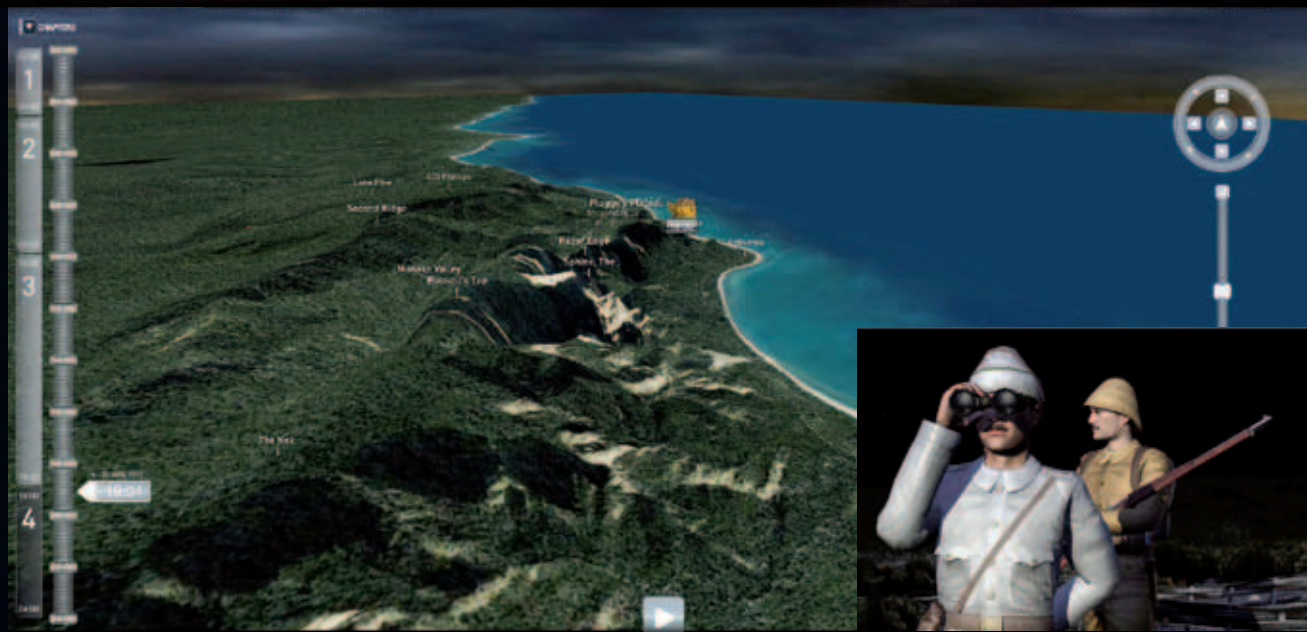
LOCATION NO LONGER matters—if you are interested in ideas, arguments, talk and debate on a myriad of topics anywhere in the world, you can be there with *ABC Fora*.

Launched in 2008, *ABC Fora* gathers the most engaging speeches and debates from Australia and around the world and delivers them to our audience's computer screen, living room and radio.

Talks and debates happening anywhere from major conferences and inner-city bookshops to libraries, town halls and universities are displayed on the website, with a huge selection viewers can video-stream, pod or vodcast. With regular spots on ABC2 and Radio National, *ABC Fora* fans have the option of engaging in whatever way they choose.



## BREAKING NEW GROUND WITH HISTORY



THE JEWEL IN the crown of the ABC's ANZAC Day commemorations in 2009 was the launch of the groundbreaking interactive website, *Gallipoli: The First Day*. The 3D website explores the ANZAC landing at Gallipoli on 25 April 1915, providing a startlingly different way to view this crucial event in Australian history. The basis of the site is a 3D map of Anzac Cove, built using topographical data from 1916. Visitors to the site can move around the landscape—along beaches, up cliffs and over hills.

The site offers an hour-by-hour timeline of the landing, key events are illustrated with 3D dioramas and fly-throughs and a wealth of supplementary

media—including audio, video, photographs and first-hand accounts from soldiers—can be explored.

*Gallipoli: The First Day* was built almost entirely in-house by the Strategic Development team in the Innovation Division. It is Innovation's most ambitious content project to date, with technical firsts like the use of Adobe Flash 10 software to create an accurate three-dimensional environment.

The challenge was to develop a stand-alone broadband site that did not hinge on a television or radio program. *Gallipoli: The First Day* successfully demonstrates the potential for broadband to integrate a range of media content, offering audiences a rich narrative experience.



Radio Australia's Isabelle Genoux recording a soundscape in the Solomon Islands.

## SHARING REGIONAL PERSPECTIVES

AUSTRALIA NETWORK and Radio Australia are Australia's voice in the Asia Pacific. With a powerful line-up of Australian programs broadcast to 44 countries across Asia, the Pacific and Indian subcontinent, the ABC's international television service, Australia Network, is a bridge between our country and the many cultures of the region.

Australia Network's educational content such as *Living English*, *The Business of English* and *English Bites* are available on air and online to help develop language skills, while programs like *Pacific Pulse* take viewers beyond the headlines, with stories of achievers and those making a difference across the Pacific Islands.

Broadcasting in seven languages, Radio Australia is the ABC's international radio and online service working to provide an independent voice in the region. Regional news and features are broadcast on radio and available online, while multiple language podcasts make listening and learning English even more convenient. Programs like *In the Loop* demonstrate Radio Australia's ability to connect with audiences and bring together listeners across vast distances.

Between Australia Network and Radio Australia, the ABC is where international audiences can discover Australian perspectives on global and regional events.

## INTERACTION FOR KIDS

AUSTRALIAN PARENTS have trusted the ABC to inform, educate and entertain children for more than 75 years. Free of advertising at a time when we are increasingly concerned about children's health and obesity, ABC Television and ABC Online are instead full of wonder and discovery.

The entry point is *The Playground*, ABC Online's gateway to fun for preschoolers. It includes online games and activities, a radio where they can create their own playlist from ABC Kids songs and websites with all their favourite ABC Television characters. The site is designed so that preschoolers can use it without the help of adults—and parents and carers can let them explore and discover in a safe environment. Older kids enjoy the interactive mayhem of the *RollerCoaster* website, with its emphasis on fun learning—everything from reading and writing to computer skills, science and nature. The site allows kids

to get together online, with film and music reviews and online forums where they can chat about their issues. Dedicated children's television in the morning and afternoon on both ABC1 and ABC2 cater to all ages. Classic ABC Television fare such as *Bananas in Pyjamas* and *Play School* sit alongside newer programs like *The WatWots*, while *RollerCoaster* keeps older children entertained.



DottyWot and SpottyWot





# BROADCASTING THROUGH

IN THE PAST 12 months the ABC delivered on its role as the nation's emergency broadcaster on a number of fronts across the country. In Victoria and New South Wales, fires peaked on Black Saturday, 7 February, while almost simultaneously much of Queensland was covered in floods. At such times people turn to the ABC for help. It's where Australians come together—to show support and to receive it.

THE ABC'S VAST network of stations meant it was able to deliver essential information directly to those in peril. By switching between metropolitan and regional broadcasting on a number of frequencies, the ABC could address local needs. And because its staff in regional Australia live alongside its listeners, they knew the roads and paddocks, schools and halls they were discussing on air.

During both the Queensland floods and the Victorian fires, usual schedules were abandoned when needed as Local Radio provided round-the-clock coverage of the latest news and official advice. ABC NewsRadio took the stories to the nation and to the world through online streaming and our staff on the ground reported for radio, television and online.

774 ABC Melbourne reporter and producer Mary-Jane Fenech was just one of many ABC staff who worked around the clock to provide vital information to listeners during that period.

"There was an urgency in the studios that I had never witnessed in all my time working in radio," she said. "The phones were ringing constantly and mostly from terrified listeners. Some calls that I answered that afternoon I will never forget. They could see smoke. They could see flames."

Later, she watched as 774 ABC Melbourne *Mornings* host Jon Faine spoke on-air. He had a map of Victoria covering his desk and beside him an Incident Controller

from the Country Fire Authority who used a red pen to mark exactly where the fires were. "I recall him asking the Incident Controller, with astonishment, 'so the fire that started in Kilmore East, is now in Marysville?'"

On the Tuesday after Black Saturday, Fenech was still reading out urgent warnings. It wasn't until she had to inform listeners that, for a particular road in Churchill, "it was too late to leave," that the emotion of the past four days began to sink in.

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"MY COLLEAGUES WERE COMPASSIONATE, DEDICATED, PROFESSIONAL AND COMMITTED," SHE SAID. "IT WAS A TEAM EFFORT FULFILLING THE RESPONSIBILITY AS THE EMERGENCY SERVICES BROADCASTER, THAT I AM SO PROUD TO BE A PART OF."

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During the Victorian firestorm, the ABC Bushfire Community website ([abc.net.au/emergency/bushfire](http://abc.net.au/emergency/bushfire)) provided vital details to those in harm's way—from urgent emergency phone numbers, Country Fire Authority safety messages and fire maps to road closures, the location of emergency relief centres, power outages, community meetings and counselling services.

The website soon became a rallying point. In



*A huge crowd turned out to see Macca broadcast Australia All Over live from Kinglake. Macca was in Kinglake as part of his Say G'Day Tour, which has already taken him to other fire affected towns including Healesville, Calignee, Marysville, Churchill and Boolarra.*

# DARK TIMES

In addition to continuing news updates, ABC Bushfire Community was a place to send messages of condolence, for fire victims to blog their experience and for people in these shattered communities to come together. It was a meeting place, in areas where most physical evidence of community was in short supply.

The ABC's audience took advantage of a suite of new communication tools, with users posting updates and requests for information via Twitter, and others communicating further warnings via SMS. The "@774melbourne" Twitter account was a valuable source of information for both people on the ground and those outside the fire affected regions. This account grew from approximately 250 followers to 1 200 in the space of two days and was in the top three re-tweeted accounts in the world over this time.

User-generated content showed the extent of the crisis in full colour, with ABC contributors posting photographs and videos, from the heart-rending "View out our kitchen window," to the helpful—showing roads cut off by flames or smoke.

The online coverage was also important in helping Australians who were far from home to keep in touch. They listened to ABC broadcasts online and watched events unfold on the internet, telling us how important it was to stay connected: "Listening hard on ABC from the UK. Praying and thinking about all those affected by this horrible event."

## COMMITMENT TO THE JOB

IN 2009, ONE man with a hose stood between the ABC's FM transmitter in Mt Tassie, Victoria and the fire front. Battling burns, smoke inhalation and falling embers, Clem Jarvis kept the facility standing. Later, other dedicated employees from Broadcast Australia—the ABC's transmission service provider—went back in to shore up the site.

Ultimately, with no power—23km of power lines up the mountain were gone and the Mt Tassie site's emergency generator destroyed—the transmitter had to be shut down. But without Clem and his hose, the damage could have been much worse, and the ABC off-air for months. As it was, Local Radio service to the area was restored within days.

Mark Spurway, Head of Transmission Services, said the ABC's vast network of transmission infrastructure was vulnerable to natural disasters and bad weather, requiring much preparation before, and protection during, an emergency.

"Because of the nature of what they have to do, transmitter facilities are often either surrounded by forests or on top of mountains and hills. They are sometimes hard to access and often in the path of the storm or fire," he said.

He said the ABC works with emergency agencies to keep track of cyclone and bushfire threats to transmission infrastructure and our transmission service provider Broadcast Australia works with us to prepare these facilities as much as possible in times of natural disaster.

The ABC's transmitters are positioned so that most of Australia's populated areas are covered by overlapping signals. So when power is lost or equipment damaged and the ABC is off-air, many regions can take the ABC Radio or Television signals from an alternative transmitter site.



*Clem Jarvis and the remains of the batteries at Mt Tassie, Victoria.*

Being there when we are needed

Support

## THE TOWN SQUARE IN YOUR HAND

IN 2009, THE ABC made its biggest move into the mobile platform with the launch of the ABC Mobile site at [m.abc.net.au](http://m.abc.net.au). The new site brings reliable and up-to-date ABC content directly to mobile phones, including news, sport and entertainment stories; localised information like weather forecasts and radio schedules; movie reviews and session times; television guides for ABC1 and ABC2; music news from *triple j*; and more.

The site launched with a text and image service to keep data charges low and has been developed specifically for mobile phone screen sizes so content is fast to load and easy to navigate.

“The ABC is already a leading provider of digital media content in Australia,” ABC Managing Director Mark Scott said. “But we are now delivering even more with this significant move onto the mobile platform. ABC Mobile provides yet another way for Australians to access reliable, quality content wherever and whenever they choose.”

The ABC Mobile offering also includes a sophisticated ABC iPhone application and a news application for the new G1 Android handsets. Both applications are available online as free downloads.



*m.abc.net.au can be accessed via any 3G handset.*



*Inside a control room operating with the new Ignite studio automation system.*

## IGNITION ON ALL FRONTS

ADVANCES IN TECHNOLOGY help lower the ABC’s technology and running costs, and such savings allow us to produce more content—of better quality—to our audience.

One of the major projects undertaken by the ABC has been the replacement of television news studio technology with a higher level of studio automation that will deliver considerable efficiency gains.

The Ignite studio automation system will help the ABC reduce capital and production costs and is now doing the Melbourne, Sydney and Perth news as well as *ABC News Breakfast* and *Midday*. Ignite has been used for several years at the ABC’s international network,

Australia Network. Australia Network also pioneered the use of desktop editing technology with which journalists can edit their own stories.

The ABC also has plans to improve the efficiency of graphics production for News programs by making better use of our graphic designers and equipment in Sydney and Melbourne.

In other areas the ABC is creating technical solutions to problems faced by the broadcasting industry. The Technology Research and Standards group has developed several software packages that help resolve audio problems experienced with the introduction of digital television.



## THE CORE OF OUR BEING

INTEGRITY, RESPECT, COLLEGIALITY and INNOVATION are the new cornerstones of ABC workplace culture. The ABC Values, which were launched in 2009, emerged as the result of staff consultation and were developed to guide ABC employees in the way we work and interact with others, as well as in the decisions we make.

They apply to all employees and are designed to build and support a workplace culture where everyone can do their best work.

"ABC Values encapsulate what we stand for and are a filter through which organisational behaviour, including behaviour towards each other and towards the Corporation, and decision-making, is interpreted," Managing Director Mark Scott said.



ABC Headquarters  
at Ultimo in Sydney.

## AN EYE ON OURSELVES

THE ABC IS PRIVILEGED TO OPERATE with guaranteed independence to fulfil statutory functions with public money. It maintains that independence partly by undertaking genuine self regulation.

The ABC is conducting a review of its self-regulation framework in which it has invited comment from ABC staff and the public on the Corporation's codes and practices. The review focuses on each part of ABC self-regulation, including standards-setting, complaints handling, reporting lines and the appropriate action to be taken when standards are breached.

A well-designed, strong framework for self-regulation does more than look back case-by-case, it looks ahead to continuous improvement. The ABC's review will help further its journey along this path.

## ASSURING QUALITY

THE ABC'S EDITORIAL POLICIES are based on key values of honesty, fairness, independence and respect, and are designed to ensure and encourage the best quality work in the ABC. They also help make the Corporation more accountable to the public.

Quality Assurance surveys help verify whether the ABC is meeting the standards set in its *Editorial Policies* and the ABC Act. Samples of content that have already been broadcast or published across radio, television and online are assessed for accuracy and impartiality.

In the past 12 months, the QA surveys reviewed accuracy in radio news and the impartiality of the ABC's news, opinion content and election coverage.

# Overview

## ABC Audiences



### Audience Trends

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.

In 2008–09, the ABC continued to demonstrate its commitment to ensuring content is available to audiences when and where they choose, across different channels, formats and devices. At June 2009, the combined average weekly reach of ABC Television, Radio and Online was estimated to be 73%. This result was consistent with the past three years.<sup>1</sup>

Offering a vast array of content ranging from news and current affairs, television, radio and sport; to health, science and technology, children's content and parenting, ABC Online offers audiences an opportunity to watch, listen, read and engage in a variety of ways. ABC Online audiences can create and share their own content and mash-ups, and join conversations and share experiences via message-boards and forums.

In 2008–09 ABC Online averaged nine million visitors and 20 million visits a month.<sup>2</sup>

Podcasting and vodcasting allows the audience to download audio and video files to their computer or portable digital device so that they can listen to or watch programs at a time and in a location more convenient to them. The ABC is one of the largest creators of podcasting and vodcasting material in the world, with a wide variety of television, radio and news programs available for download.

<sup>1</sup> Newspoll, *ABC Awareness and Usage Survey 2006–09* and ratings data analysis for same periods.

<sup>2</sup> WebTrends OnDemand data, July 2008–June 2009.



Victoria *Country Hour* host Libby Price talks to the crowd at Meningie about the condition of Lake Albert; Russell Woolf, presenter 720 ABC Perth *Drive* program broadcasting from the most marginal seat of Kingsley during the Western Australian state election in September 2008.

In the six months to June 2009, 23 million podcasts and vodcasts were downloaded from ABC Online. Of these, 19 million were podcasts downloaded from ABC Online, with Radio National alone delivering eight million podcasts. The most frequently downloaded programs included *triple j's New Music*, *News' AM* program and Radio National's *Late Night Live* and *Breakfast* programs.

The interplay of the traditional media and new media was embraced by ABC Television's *The Gruen Transfer*. Available to audiences in a variety of forms, *The Gruen Transfer* was one of ABC Television's most popular programs in 2008–09, achieving a combined five-city average audience of 1.3 million across ABC1 and ABC2.<sup>3</sup> It was also watched via ABC iView, recording 70 000 views<sup>4</sup> and downloaded 260 000 times via ABC Online.<sup>5</sup> *The Gruen Transfer* website was visited by 185 000 Australians in the quarter ending May 2009.<sup>6</sup>

<sup>3</sup> OzTAM data, March–May 2009.

<sup>4</sup> WebTrends OnDemand, April–June 2009.

<sup>5</sup> WebTrends Analytics, downloads of MP4 and WMV files, January–June 2009.

<sup>6</sup> Nielsen Online, Home and Work Panel, ABC Custom Reports, quarter ending May 2009.

<sup>7</sup> Nielsen Radio surveys, five-city, Newcastle and Canberra, 2008–09 and 2007–08.

<sup>8</sup> Nielsen Radio surveys, five-city, Newcastle and Canberra, 2008–09 and 2007–08.

## ABC Radio Networks and Content

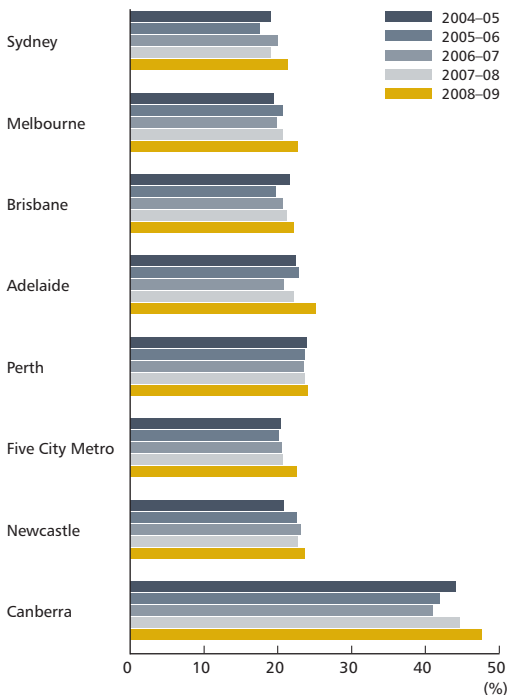
In 2008–09, ABC Radio continued to grow its audiences in terms of overall number of listeners and share of listening. The average weekly reach of ABC Radio in the five major mainland capital cities was a record four million, up by 6.2% on the previous year. The number of listeners to ABC Radio grew in every city with growth ranging from 4% in Brisbane and Perth, to almost 8% in Melbourne. When the cities of Newcastle and Canberra are added the reach of ABC Radio grew to 4.3 million listeners a week, up by 6% on the previous year.<sup>7</sup>

Overall ABC Radio share was also on the rise in 2008–09. In the five cities ABC Radio share was a record 22.6%, up 1.9 points on the previous year. Increases in share were recorded in all cities. Growth in share ranged from 0.4 of a point in Perth, to 3.0 points in Adelaide, while share in Sydney and Melbourne increased by 2.2 points and 2.0 points respectively. Share in Newcastle was also up, at 23.7% (22.7% in the previous year) and share in Canberra was 47.6% up 2.9 points on the previous year.<sup>8</sup>

ABC Local Radio reached a record 2.3 million listeners a week in the five cities and when Newcastle and Canberra were added, reach was just under 2.5 million. Local Radio reach ranged from approximately 200 000 to 300 000 in the smaller cities of Adelaide, Perth and Brisbane, while in the larger cities of Sydney and Melbourne reach ranged from 700 000 to 800 000.

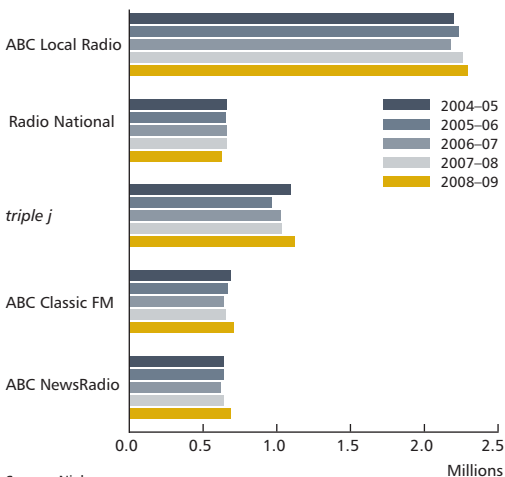


Aggregate ABC Radio Audience Share %



Source: Nielsen Media Research

Average Weekly Radio Reach—Five City



Source: Nielsen



The average weekly reach of Local Radio in both Newcastle and Canberra was just under 100 000 listeners a week.<sup>9</sup>

ABC Local Radio's share was also at a record high of 11.3% in the five cities in 2008–09, up by 0.9 of a point on the previous year. Share was over 10% in Sydney, Brisbane and Perth, and over 12% in Melbourne and Adelaide. Local Radio share was 10.3% in Newcastle and 18.2% in Canberra.<sup>10</sup>

774 ABC Melbourne, on radio and online, performed a vitally important role for communities affected by the February 2009 bushfires in Victoria. ABC Local Online and ABC News Online combined forces to provide extensive coverage and a space for communities to share their experience. Content that generated strong interest among audiences included interactive elements (such as maps) and user-generated content (such as blogs and photos). Emergency and assistance information provided local communities with vital facts and links. In the five days of peak fire activity, from 7 February to 11 February 2009, ABC News and ABC Local Online recorded a total of 17 million page views.<sup>11</sup> In the month of February 2009, more than one million Australians used the combined ABC Radio websites, representing the peak month of audience reach for these sites.<sup>12</sup>

In 2008–09, *triple j* reach grew for the third consecutive year to an average of 1.1 million

<sup>9</sup> Nielsen Radio surveys, five-city, Newcastle and Canberra, 2008–09 and 2007–08.

<sup>10</sup> Nielsen Radio surveys, five-city, Newcastle and Canberra, 2008–09 and 2007–08.

<sup>11</sup> WebTrends OnDemand data, 7–11 February 2009.

<sup>12</sup> Nielsen Online, home and work panel, Australia, 2008–09.



*triple j*'s 2008 Hottest 100 event attracted a crowd of about 6 000. Over 800 000 votes were cast from around the country.

listeners a week in the five cities. Share in the five cities was also up for the third year running, averaging 4.5% for the year. Among those aged 18–24 *triple j* share was 12.6% in the five cities, up by two points on the previous year.<sup>13</sup>

*triple j* also enjoys a significant online presence. Over 250 000 Australians engaged with the site in January 2009 when it featured the countdown to the *triple j* Hottest 100.<sup>14</sup> In the first six months of 2009, *triple j* recorded just under four million podcast downloads. *New Music* files proved to be most popular, with a total of 2.3 million downloads for the period.<sup>15</sup>

ABC Classic FM and ABC NewsRadio both grew their audience reach by 8% in 2008–09, both reaching an average of 700 000 listeners a week in the five cities. ABC Classic FM five-city share was up half a share point to 2.9%, while share for ABC NewsRadio share was up by 0.2 of a point to 1.6% in 2008–09. In the five cities in 2008–09, Radio National reached more than 600 000 listeners a week and share held steady at 2.2%. In the first six months of 2009, Radio National delivered eight million podcast downloads to audiences. Among the more popular downloads from the more than 50 regular Radio National programs available to audiences as podcasts, were *Late Night Live* (880 000 downloads), *The Science Show* (660 000 downloads) and *All in the Mind* (600 000 downloads).<sup>16</sup>

<sup>13</sup> Nielsen Radio surveys, five-city, 2008–09 and 2007–08.

<sup>14</sup> Nielsen Online, home and work panel, Australia, January 2009.

<sup>15</sup> WebTrends Analytics, downloads of MP3 files, from January–June 2009.

<sup>16</sup> WebTrends Analytics, downloads of MP3 files, from January–June 2009.

<sup>17</sup> Australian Government, Department of Broadband, Communications and the Digital Economy, Digital Switchover Taskforce, Digital Tracker, Report on Quarter 1, 2009.

<sup>18</sup> OzTAM data, 2007–08 and 2008–09.

## Television

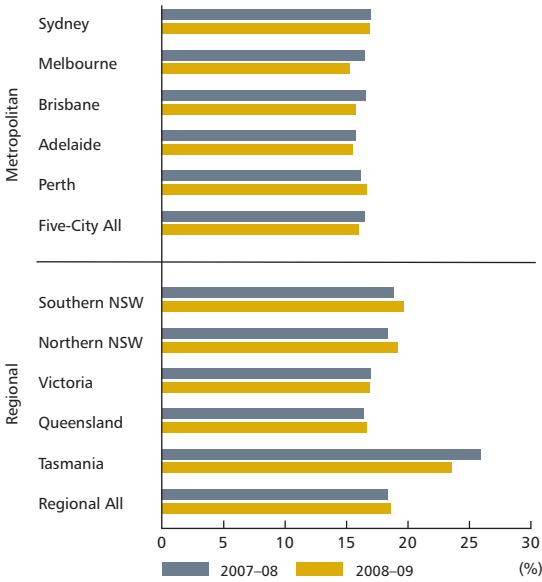
The take-up of digital television continues to increase. The Digital Switchover Taskforce's Digital Tracker estimated, in a report released in March 2009, that 47% of Australian households had converted to digital terrestrial television.<sup>17</sup> The Tracker acknowledged that a further 16% use subscription television. The majority of these would also have access to ABC digital services.

In the past 12 months, the ABC's digital channel, ABC2 has experienced significant audience growth, providing complementary programming to ABC1. Network Ten has launched its high-definition digital channel, ONE, and SBS has launched its standard definition channel, SBS TWO. In the coming year, Australians will have even more choice with the launch of additional free-to-air digital channels including ABC Television's children's channel, ABC3.

## ABC Television Programs and Content

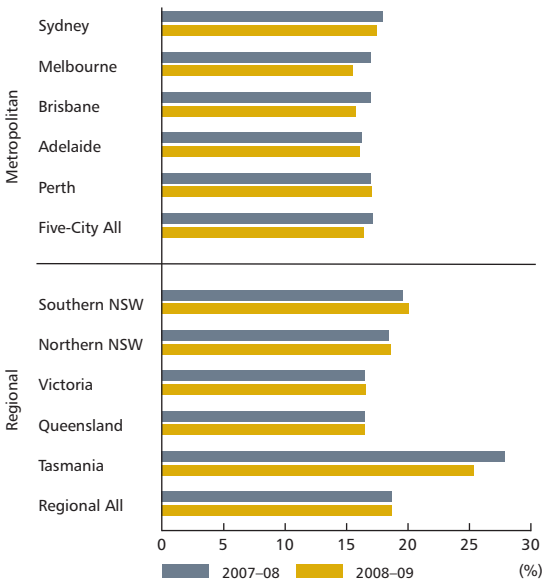
2008–09 marks the first full year of television ratings available for ABC2 in the five major mainland capital cities. The combined prime-time, free-to-air share in the metropolitan markets for ABC1 and ABC2, was 17.2%. ABC1's share for this period was 16.4% (down from the record 17.2% in 2007–08). All-day free-to-air share (6 am to midnight) for ABC1 and ABC2 was 17.2%, while ABC1's share was 16%, compared with 16.5% in 2007–08.<sup>18</sup>

ABC1 Free-to-Air Television People Share 2008–09, 6 am to Midnight

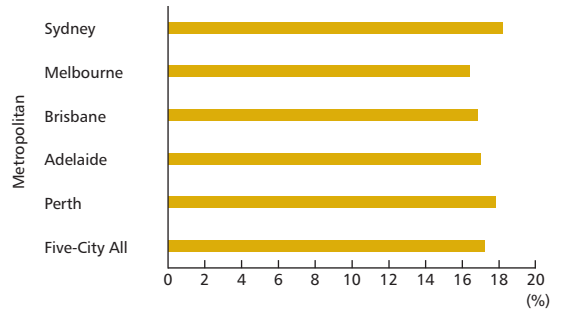


Source: OzTAM and RegionalTAM Television Ratings

ABC1 Free-to-Air Television People Share 2008–09, 6 pm to Midnight

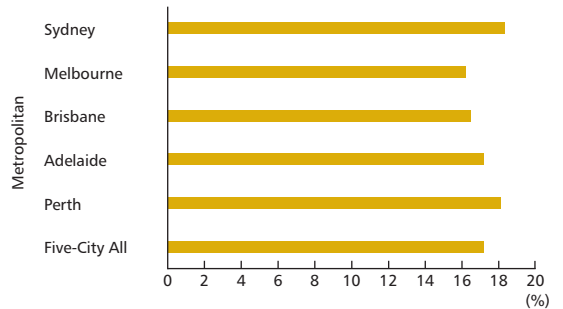


Total ABC (ABC1 + ABC2) Free-to-Air Television People Share 2008–09 6 am to Midnight



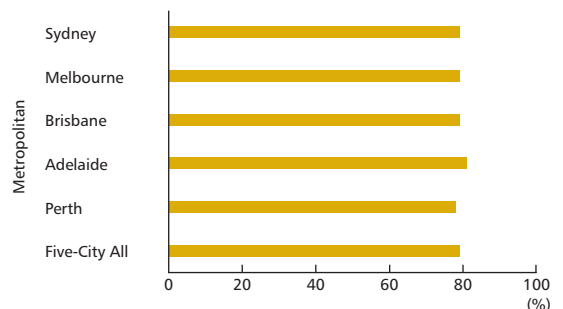
Source: OzTAM Television Ratings

Total ABC (ABC1 + ABC2) Free-to-Air Television People Share 2008–09 6 pm to Midnight



Source: OzTAM Television Ratings

Total ABC (ABC1 + ABC2) Television Reach 2008–09, Four Weekly



Source: OzTAM Television Ratings



Two of the ABC's most popular television programs: *Spicks and Specks* and *The Chaser's War on Everything*.

In 2008–09, in the five cities, 35 programs on ABC1 achieved audiences of one million viewers or more. Of those, 21 were Australian, including *Spicks and Specks*, *The Chaser's War on Everything*, *The Gruen Transfer*, *ABC News*, *Australian Story*, *Enough Rope with Andrew Denton* and *The Prime Minister is Missing*.<sup>19</sup>

In the aggregate regional television markets of Queensland, northern and southern New South Wales, Victoria and Tasmania, ABC1's free-to-air prime-time share was 18.7%, the same as in 2007–08. All-day share (6 am to midnight) was 18.6%, up by 0.2 of a point on the previous year.<sup>20</sup>

According to OzTAM, live viewing of television at home (in the five cities) has declined slightly since 2007–08.<sup>21</sup> From early 2010, OzTAM will report time-shifted viewing (i.e. the at-home playback of recorded material within a specified timeframe) in the ratings data. RegionalTAM, measuring the aggregated regional television markets and Tasmania, will also measure and report time-shifted viewing in their data from 2010.

In the five cities, total free-to-air reach was down slightly, while the reach of subscription television increased marginally. The average weekly reach of ABC Television across both ABC1 and ABC2 was 8.54 million (59.3% of the population) in 2008–09. ABC1's average metropolitan weekly reach was 8.34 million in 2008–09, down compared to 8.50 million in 2007–08. This represents 57.9% of the metropolitan population, compared to 60.1% in 2007–08. In 2008–09,

ABC2's average metropolitan weekly reach was 1.4 million which represents 9.6% of the metropolitan population.<sup>22</sup>

In the aggregated regional markets and Tasmania, ABC1's reach was 4.01 million in 2008–09, compared with 4.04 million in 2007–08. This represents 60.9% of the regional population, compared with 62.4% in 2007–08. However, when reach is combined across both ABC1 and ABC2 for 2008–09, ABC's total reach is 4.08 million or 62% of the regional population.<sup>23</sup>

Increasingly audiences are consuming ABC Television in different ways. Many ABC Television programs are available to stream or download via ABC Online. Since its launch in July 2008, ABC iView has recorded an average of 400 000 visitors and just under one million visits per quarter.<sup>24</sup> Australians are able to catch-up on shows they have missed and discover new programs across a range of genres including drama, entertainment, children's, arts, education, factual and news and current affairs programs.

Audiences continue to enjoy the option of downloading ABC Television programs. In the first six months of 2009, there were four million vodcast downloads of ABC programs from ABC Online. Among the most frequently downloaded

<sup>19</sup> OzTAM data, 2008–09.

<sup>20</sup> RegionalTAM data, 2008–09.

<sup>21</sup> Total television viewing includes free-to-air and subscription television.

<sup>22</sup> OzTAM data, 2008–09.

<sup>23</sup> RegionalTAM data, 2008–09.

<sup>24</sup> WebTrends OnDemand, July 2008–June 2009.





*Play School* presenters Justine Clarke and Jay Laga'aia with some of their friends; *The WotWots* scoot around on their hover-chairs, in front of their steam-powered spaceship; *News Breakfast* on ABC2 breaks the news of Michael Jackson's death via the giant screen in Melbourne's Federation Square.

were *Media Watch* (495 000 downloads), *triple jtv* (485 000), *Good Game* (445 000) and *The Gruen Transfer* (258 000).<sup>25</sup>

Among Australians, ABC Television Online continues to be one of the most popular Australian television sites. In 2008–09 the site reached 711 000 viewers, up 5% on the previous year.<sup>26</sup> When the ABC Kids sites are included, the reach was 924 000 in 2008–09, up 8% on the previous year.<sup>27</sup> The most visited program websites 2008–09 included *Gardening Australia*, *At the Movies* and *The Gruen Transfer*.

### ABC Children's Programs and Content

ABC Television maintained its dominant share among children in its weekday children's timeslots on ABC1 and ABC2. Among children aged 0–12 years, ABC1's free-to-air share in the morning slot (6 am to 10 am), was 65.7%, steady compared to last year. In the afternoon timeslot (3 pm to 6 pm), ABC1's share was 54.0%, down by 5.6 points on last year. Popular Australian children's programs on ABC1 in 2008–09 included *Blue Water High*, *Tracey McBean*, *Bindi the Jungle Girl*, *Justine Clarke: Songs to Make You Smile* and *Zigby*.<sup>28</sup>

ABC2 provides programming for pre-schoolers on weekdays between 10 am and 4.30 pm. In 2008–09, ABC2 achieved a free-to-air share

of 19.5% among pre-schoolers. In the Saturday children's timeslot (7 am to 3 pm), ABC2's share among pre-schoolers was 14.1%. Popular Australian children's programs on ABC2 in 2008–09 included *Adventures of Bottle-Top Bill and His Best Friends*, *Pop Pups*, *Creature Features* and *Play School*.<sup>29</sup>

In the first six months of 2009, the average weekly reach of ABC1 and ABC2 children's timeslots was 2.8 million, which represents 19.2% of the metropolitan population. Among children aged 0–12 years, average weekly reach across ABC1 and ABC2 children's timeslots was 1.2 million (50.9% of the population aged 0–12).<sup>30</sup>

Young Australians who enjoy children's programming on ABC1 and ABC2 also visit the ABC Children's websites, including *The Playground*, aimed at pre-schoolers, and *RollerCoaster* aimed at older children. Reach for *The Playground* site peaked at 229 000 in May 2009, and reached an average audience of 162 000 each month in 2008–09 compared to 144 000 in 2007–08. *RollerCoaster's* audience also grew year-on-year, peaking at 311 000 in December 2008 and reaching an average of 146 000 Australians each month in 2008–09 compared with 122 000 in 2007–08.<sup>31</sup>

<sup>25</sup> WebTrends Analytics, downloads of MP4 and WMV files, from January–June 2009.

<sup>26</sup> Nielsen Online, Home and Work Panel, 2008–09.

<sup>27</sup> Nielsen Online, Home and Work Panel, ABC Custom Reports, 2008–09.

<sup>28</sup> OzTAM Data, 2008–09, five-city metro.

<sup>29</sup> OzTAM Data, 2008–09, five-city metro.

<sup>30</sup> OzTAM Data, January–June 2009, five-city metro.

<sup>31</sup> Nielsen Online, Home and Work Panel, ABC Custom Reports 2008–09.



## ABC News and Current Affairs Programs and Content

Daily, millions of Australians watch, listen and read ABC news and current affairs programs, while a growing number contribute online and on-air. The ABC delivers news in a wide range of formats meeting the growing demand from audiences for news as it happens.

An example of multi-platform content delivery, and corresponding audience response, was the May 2009 *Four Corners* program, “Code of Silence”. On ABC1, the program achieved a five-city average audience of one million viewers<sup>32</sup>, while on ABC Online, in the week of broadcast, there were 122 000 views of the episode on ABC iView<sup>33</sup>, a then record high for a program.

Audience response to ABC news and current affairs online continues to be strong. In the first six months of 2009, 2.4 million ABC News and Current Affairs programs were downloaded with *AM*, *PM* and *The World Today* among the most popular.<sup>34</sup> In 2008–09, ABC news and current affairs online, achieved an average monthly reach of 1.1 million, up by 6% on the previous year. Reach peaked at 1.4 million in the month of February 2009.<sup>35</sup>

On ABC1, the five-city average for the *7pm News* decreased compared to 2007–08 on both weeknights and weekends. The weeknight *7pm News* was down by 5%, with an average audience of 1 million, Saturday *7pm News* was down by 9% at 902 000, and Sunday *7pm News* was down by 8% at 978 000.

Consistent performers among the flagship current affairs programs were: *Lateline Business*, with an average audience of 156 000 (up 20% on the previous year); *Insiders*, with an average audience of 199 000 (up 9%); *Australian Story*, with an average audience of 932 000 (up 3%); and *The 7.30 Report* with an average audience of 860 000 (up 1%). Compared to 2007–08, audiences for *Four Corners* were down slightly, by 2%, to an average of 817 000 and for *Foreign Correspondent* were down 3% to 522 000. Since moving to its new 8 pm timeslot, *Foreign Correspondent*'s audience is averaging 674 000, up 42% compared to its average audience in the 9.30 pm slot (474 000).<sup>36</sup>

ABC Radio continued to attract and retain substantial audiences for news and current affairs programs. The *7.45 am News* on ABC Local Radio achieved a five-city average weekly reach of 1.1 million listeners (up 8% on the previous year). The combined weekly reach for *Early AM* on ABC Local Radio and *AM* on ABC Radio National and ABC Local Radio was 1.41 million listeners, up 9% on the previous year.<sup>37</sup>

<sup>32</sup> OzTAM data May 2009.

<sup>33</sup> WebTrends, OnDemand, May 2009.

<sup>34</sup> WebTrends Analytics, downloads of MP3 files, from January – June 2009.

<sup>35</sup> Nielsen Online, Home and Work Panel, ABC Custom Reports 2008–09.

<sup>36</sup> OzTAM data, 2007–08 and 2008–09, five-city metro.

<sup>37</sup> Nielsen, five metropolitan cities, 2007–08 and 2008–09.





## Appreciation Survey

In June 2009, the ABC commissioned Newspoll to conduct the 10th annual ABC Appreciation Survey. These surveys provide an overview of community attitudes towards the ABC. They allow the Corporation to assess the value placed on its services by the Australian public and the delivery of its Charter obligations. Newspoll conducted similar surveys in 1998 and 1999, and annually from 2002. The 2009 research was conducted by telephone and derived from a national sample of 1 900 people aged 14 years and over.

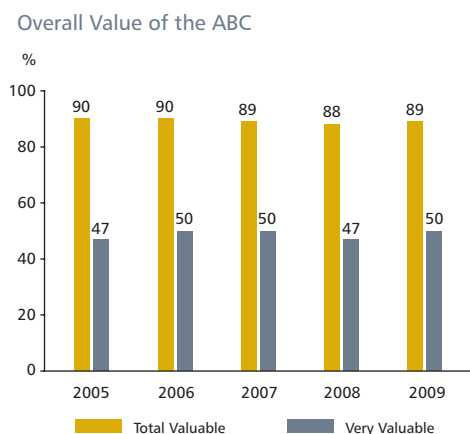
Overall, the 2009 survey results show the community's view of the ABC has remained consistent over time. Nine-in-ten (89%) Australians continue to believe the ABC provides a valuable service to the community and half (50%) believe it provides a "very valuable" service. A generally positive view about the ABC is shared by men and women, all age groups and both city and country/regional residents.

In terms of year-on-year changes in perception, there was a small increase in the proportion of females believing the ABC does not provide a valuable service, up from 4% to 7%. There was an increase in the proportion of 25–34 year olds believing that the ABC is very valuable, up from 48% to 59%. Over the longer time frame of the past two years, the proportion of 18–24 year olds who regard the ABC and its services as very valuable has been lower than in the previous two years.

## Radio

The majority of Australians continue to describe the quality of programming on ABC Radio as "good" with year-on-year results up from 65% in 2008 to 69% in 2009. In terms of the amount of programming people like to listen to, again the majority, 62%, believe that ABC Radio does a "good job" on this dimension. In terms of this dimension, overall, there has been no change in community attitude compared to 2008.

The improvement in community perceptions about the quality of ABC Radio has been driven largely by the segment of audience classified as



Based on the total sample aged 14 years and over. "Don't Know" and "Not Valuable" responses are not displayed. Source: Newspoll. ABC Appreciation Survey 2009.



Paul Petran, Presenter of Radio National's *Music Deli*, wraps up the "Under an Eastern Moon" concert produced by the ABC with Multicultural Arts Victoria in June 2009; The audience joins in at the ABC Community Concert at the Sidney Myer Music Bowl in Melbourne; Lal Skipworth and Lil Baker at the Esperance Museum, WA, play and yodel their "Skylab song" at a special Outside Broadcast marking the 30th anniversary of Skylab.

non-listeners.<sup>38</sup> This implies that the improved perceptions relate to some occasional usage of ABC Radio, or something positive these people have seen or heard about ABC Radio. Analysis by geography reveals that the improvement was most pronounced in Victoria and Queensland. Newspoll posits that these improved perceptions may relate to positive reports about ABC Radio's role in covering this year's fire and flood disasters in these states and/or, increased listening during a particular period because of these same events.

<sup>38</sup> While the *non* ABC Radio listeners segment includes those who never listen to ABC Radio, it would also include some people who do listen, but comparatively infrequently.

Radio-Quality of Programming



Based on the total sample aged 14 years and over. "Don't Know" responses are not displayed. Source: Newspoll. ABC Appreciation Survey 2009.

■ Total Good    ■ Total Poor  
■ Very Good    ■ Very Poor    → Statistically significant change





Professor Adrian Franklin, Niccole Warren and Gordon Brown, regular panellists on *Collectors*; Marieke Hardy, regular guest panellist on *First Tuesday Bookclub*; The BBC's pathology drama, *Silent Witness*; Richard Armitage and Hermione Nomis in the high-suspense spy drama *Spooks*.

Over a longer period of time, improvements in community perceptions about the quality of ABC Radio were recorded among those aged 18–24 up from 58% in 2007 to 70% in 2009. On this same dimension, perceptions about ABC Radio improved among those living in the five major mainland capital cities and those living in country and regional Australia. The proportion of capital city dwellers believing ABC Radio does a good job in terms of the quality of programming rose from 60% in 2006 to 66% in 2009, while over the same period the proportion of country and regional residents with this view rose from 66% to 73%.

Generally, perceptions about ABC Radio and commercial radio are more similar than perceptions about ABC Television and commercial television. This similarity is borne of the more diverse and fragmented radio market. On the measures of quality and amount of programming people like to listen to, commercial radio attracts a higher level of negative sentiment than ABC Radio.

### Television

Consistent with previous surveys, the majority of Australians (82%) believe that ABC Television provides quality programming and 70% believe it does a “good job” in terms of the number of programs it provides that they personally like to watch. These attitudes remain far more favourable for the ABC than for commercial television.

Compared to the previous year there have been no overall changes in attitudes towards ABC Television. Perceptions about the quality of ABC Television continue to be fairly uniform across demographic groups and year-on-year there were no changes in attitudes in any segment. Over a longer timeframe the overall level of positive sentiment among the 25–34 year old age group (85%) is up compared with 2006 (77%), while the small proportion of those aged 50 and over who regard ABC Television as providing poor quality programming was up slightly from 6% in 2006 to 11% in 2009.

In terms of the number of programs people like to watch, 70% believe ABC Television does a good job compared with only 48% for commercial television. For ABC Television, year-on-year, there was an increase in the proportion of women who believe that it does a “very good job” at providing shows they like to watch, along with an increase in the number of 35–49 year olds who feel it does a “poor job” on this dimension, up from 14% to 20%. Over a longer period of time there has been an improvement in number of 14–17 year olds



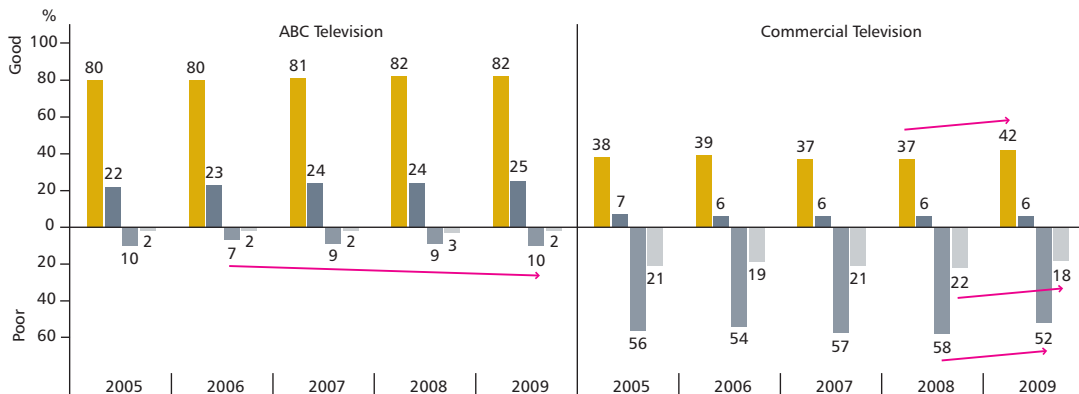
who feel ABC Television has done a “very good job” at providing programs they like to watch, up from 16% in 2006 to 27% in 2009. Since 2007 there has been a decline in the proportion of “light” users.<sup>39</sup> ABC viewers who believe ABC Television does a “good job” on this dimension is down from 72% in 2007 to 66% in 2009.

The survey includes a measure of perceptions about Australian-made television shows. Perceptions on this dimension improved for both the ABC and commercial television, with the

view that the ABC is doing a “good job” up from 75% in 2008 to 79% in 2009, and commercial television up year-on-year from 62% to 69%. The 2009 survey revealed some other year-on-year improvements in community perceptions about commercial television. For example the proportion of the community believing commercial television provides quality programming rose from 37% to 42%, while the number believing it provides shows they like to watch rose from 44% to 48%. Analysing these results in conjunction with results on perceptions about Australian-made television shows indicates that the improved perceptions about commercial television are likely to be driven by the popularity of a range of new Australian programs on commercial television.

<sup>39</sup> To explore attitudes according to people’s usage of ABC services, Newspoll segment the sample into *heavy*, *light* and *non* ABC users. The segments are based on respondents’ self assessment. A *heavy* ABC user consumes six or more hours a week of ABC Television (and/or ABC Radio); a *light* user less than six hours a week; and a *non* user consumes no ABC Television (or ABC Radio) in a given week.

### Television–Quality of Programming

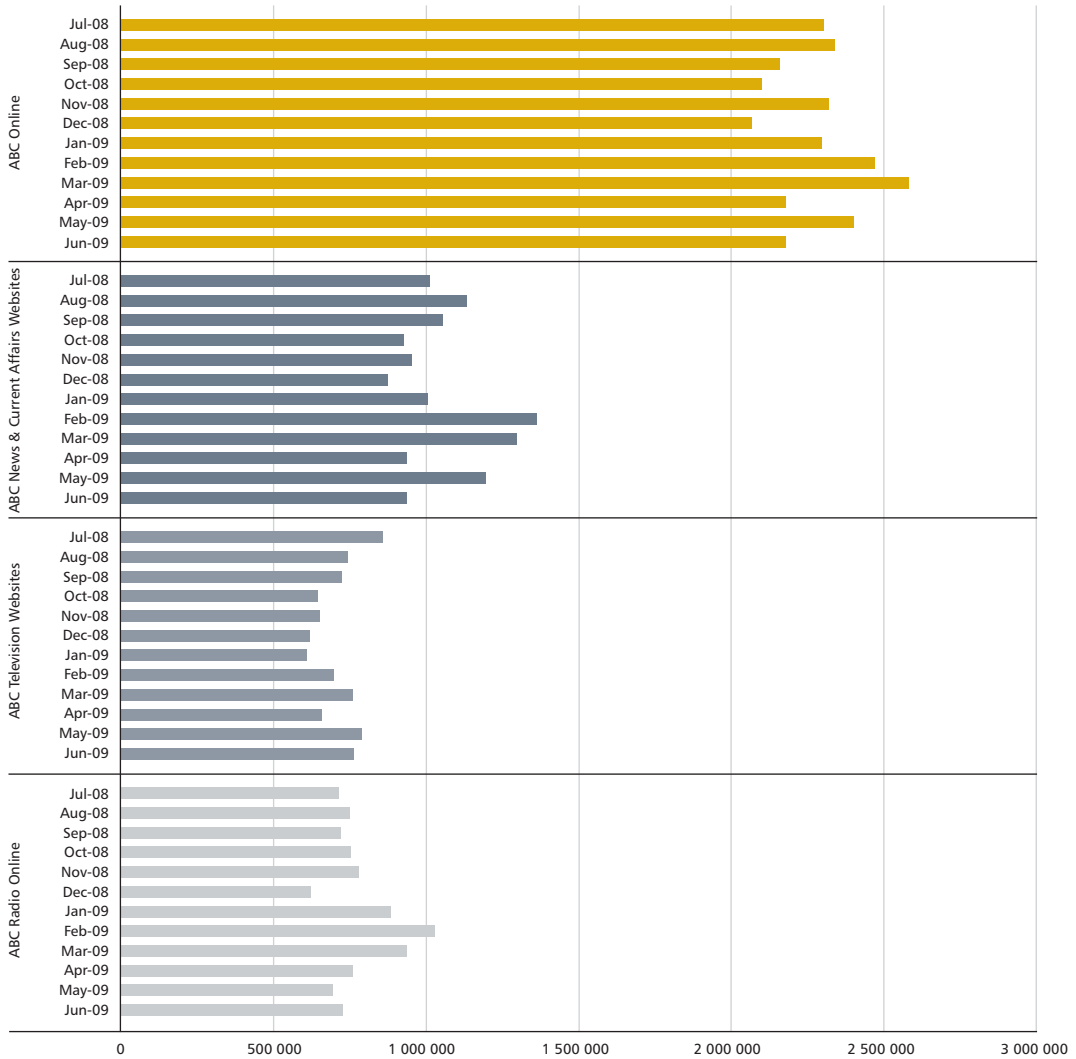


Based on the total sample aged 14 years and over. “Don’t know” responses are not displayed. Source: Newspoll. ABC Appreciation Survey 2009.

■ Total Good    ■ Total Poor  
■ Very Good    ■ Very Poor    → Statistically significant change

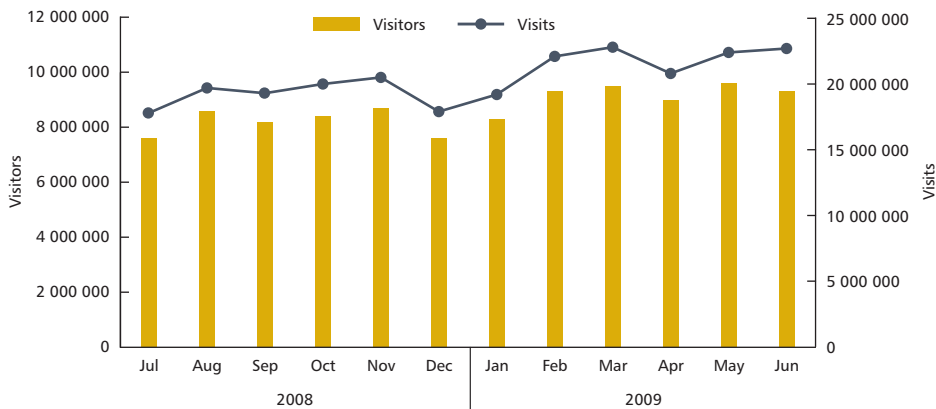


ABC Online Monthly Audience Reach 2008–09, Major Websites



Source: Nielsen Online, AU-Monthly-Home and Work Panel

ABC Online Monthly Visitors and Visits 2008–09



Source: WebTrends OnDemand



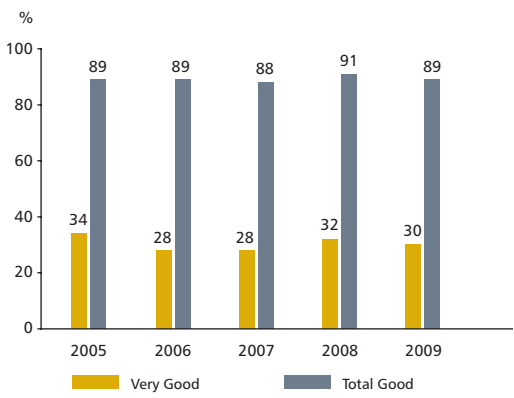
**Online**

The proportion of the community “ever using” ABC Online increased this year to 31% compared to 25% in 2008. The growth reflects increased use of the site among occasional users. Year-on-year there was no change in the proportion who use the site more regularly (at least once a week), though over a longer time frame, there has been gradual growth in the number of regular users.

Consistent with previous results nine-in-ten (89%) believe the quality of content on ABC Online is “good” while the same proportion say the website does a “good job” in terms of the amount of content it provides on things they use it for. The

survey results show that the website contributes to the consumption of other ABC content and that the site extends the life of ABC content in a variety of ways. There was strong growth in the usage of video content, with the proportion of users stating they had used video in the past three months up from 41% last year to 48% this year and the number downloading ABC Television programs up from 10% last year to 18%. Listening to ABC Radio remained popular, with 39% of ABC Online users having listened in the past three months. Other activities engaging audiences on ABC Online included usage of the following in the past three months: playing games either by themselves or with others (21%); participating in a forum or posting comments (8%); and a small number had uploaded photos, video or music to ABC Online (1%).

ABC Website—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 2009.

**Coverage of Country News and Information**

Community perceptions about coverage of country news and information continue to be far more favourable for the ABC than for commercial media. This remains apparent among people in the capital cities and people living in country and regional areas. The vast majority of Australians (83%, up from 80% last year) believe the ABC does a “good job” covering country and regional issues, compared with 48% for commercial media.

### News and Current Affairs Content

The research explored community perceptions about the amount of coverage given by the ABC to specific news and current affairs issues. Consistent with all previous surveys, on nearly all issues a majority of ABC users<sup>40</sup> believed the amount of coverage by the ABC was “about right”. Year-on-year there were a number of small improvements in perceptions that the ABC was getting the amount of coverage “about right” for sports news, national security and defence, immigration issues, health care, social welfare issues, coverage of accidents/disasters, financial matters affecting average Australians, business and finance news (it is noted that this issue had previously been surveyed as “business news”) and, compared to 2007, industrial relations issues.

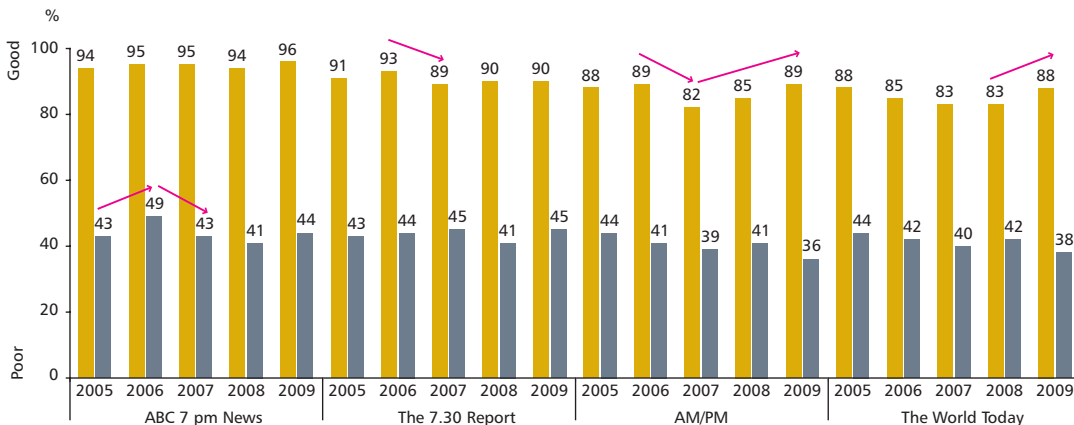
<sup>40</sup> ABC users, for this analysis, are defined as those who say they use ABC Television, ABC Radio or ABC Online as a source of news and current affairs at least once a fortnight.

### Other Specific Charter Obligations

As found in previous years, the majority of Australians believe the ABC is doing a “good job” in meeting various other Charter obligations. Compared with the 2008 results, there were several small positive shifts of two to three percentage points in a number of areas. In a few cases these represent statistically significant improvements on the 2008 results, specifically: broadcasting programs that are different from commercial media, up from 89% to 92%; having a good balance between broadcasting programs of wide appeal, and broadcasting programs that appeal to people with special interests, up from 83% to 86%; and broadcasting programs that reflect the cultural diversity of the Australian community, up from 80% to 83%.

Compared with the 2007 results, there were two areas where statistically significant improvements were recorded: being balanced and even-handed when reporting news and current affairs, up from 79% to 83%; and broadcasting programs of an educational nature, up from 85% to 88%.

ABC 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 2009.

■ Total Good Job     — Statistically significant change  
■ Very Good Job

# ABC Services

In achieving 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).
- Nine metropolitan radio stations, in capital cities and Newcastle, New South Wales.
- 51 regional radio stations throughout Australia.
- ABC Radio National, ABC Classic FM, *triple j* and ABC NewsRadio, as well as some of the metropolitan and regional radio services are also available via digital satellite subscription services.
- *dig*, *dig jazz* and *dig country*—three music-based services available via the internet. *dig* and *dig jazz* are also available on free-to-air digital and subscription services.

## ABC Television

- ABC1, a national analog television service.
- Digital television with analog simulcast of ABC1 from 273 transmitters around Australia.
- ABC2, the ABC's second free-to-air digital television channel.
- iView, an internet-only television service.
- Local television in each State and Territory.

## ABC Online and Other Platforms

- ABC Online, providing nearly five million pages including 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 platforms.

## ABC Commercial

- 43 ABC Shops
- 117 ABC Centres throughout Australia
- ABC Shop Online
- Customer Delivery Service (fax, telephone and mail orders).

## ABC International

- Radio Australia, an international radio and online service broadcasting in seven 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.



### Transmission

- 900 terrestrial transmitters around Australia for analog television services, including Self-Help and Broadcasting for Remote Aboriginal Communities Scheme (BRACS) facilities.
- 1 161 terrestrial transmitters around Australia for analog radio services, including Self-Help and BRACS.
- 328 terrestrial transmitters around Australia for digital terrestrial television services, including Self-Help, which also deliver the radio services *dig* and *dig jazz*.
- As a major funding initiative ABC NewsRadio coverage is currently being expanded in regional centres with populations of 10 000 and above. Over a three-year period (2006–09) approximately 70 ABC NewsRadio transmission services will be installed to deliver a potential increase in population coverage from 78% to 95%.
- A digital satellite service to remote homesteads and communities, within Australia, carrying ABC analog television, ABC Radio National, ABC Classic FM and *triple j*, nine different regional radio services (two each for the Northern Territory, Queensland and Western Australia, one each for New South Wales, South Australia and Victoria) and ABC NewsRadio and Parliamentary broadcasts on the Parliamentary and News Network.
- ABC Television retransmission on various subscription television platforms, including Foxtel, Optus TV, Austar, TransACT and Neighbourhood Cable.
- Australia Network, transmitted on the Intelsat 5, Intelsat 8, Intelsat 10 satellites and via rebroadcast arrangements in 44 countries across Asia and the Pacific. Also via PanAmSat 2, PanAmSat 8, AsiaSat3s satellites and via rebroadcasts in countries across Asia and the Pacific.
- Radio Australia services via shortwave transmission from Brandon in Queensland, Shepparton in Victoria, Darwin and the Intelsat 5, Intelsat 8 and Intelsat 10 satellites in association with Australia Network. Also via 24-hour FM services in 14 key Asia-Pacific centres, rebroadcasts on local stations and outlets in countries across Asia and the Pacific, including Sky Pacific; and in Europe and North America via the World Radio Network with outlets including Sky Digital (United Kingdom) and Sirius Radio (United States). For Radio Australia frequencies, see Appendix 24 (page 237).

ABC International Bureaux and News Correspondents



## ABC Broadcasting Coverage

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

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
Analog Television	98.29%	99.25%	98.90%	97.66%	97.06%	98.95%	95.15%	79.86%
Digital Television (includes <i>dig</i> and <i>dig jazz</i> )	97.66%	98.46%	99.18%	96.67%	95.88%	98.23%	96.37%	72.57%
ABC Local Radio	99.38%	99.70%	99.81%	99.60%	98.69%	99.67%	99.34%	81.44%
ABC Radio National	98.67%	99.28%	99.51%	98.29%	96.51%	99.59%	99.19%	80.49%
ABC Classic FM	95.95%	97.76%	98.13%	94.94%	90.06%	95.24%	95.81%	67.43%
<i>triple j</i>	95.46%	97.37%	98.06%	93.78%	89.27%	94.97%	95.81%	67.43%
ABC NewsRadio	90.22%	89.06%	89.17%	92.39%	87.78%	97.57%	95.05%	71.92%
Domestic Shortwave	0.95%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	86.55%

Notes: Population derived from Australian Bureau of Statistics (ABS) 2006 Census data.



# ABC in the Community

The ABC serves as a “town square” for Australians, providing reliable information to encourage a meaningful, national conversation, and creating a forum in which everyone—not just those in public life—can be heard. Playing an important role in the lives of all Australians is a fundamental part of the ABC’s mission.



FOR OVER 75 YEARS, the ABC has been part of local communities across Australia. As the national public broadcaster, not bound by a need for profitability, the ABC is able to deliver dedicated services to all areas. The presence of the ABC in 51 regional and nine metropolitan centres gives the ABC the unique ability to engage with local communities, not only through content and programming, but through ABC staff who live and work in those communities.

ABC broadcasting, online and mobile services are unique in their extensive reach to both communities of interest and to geographic communities, throughout Australia and internationally.

## Emergency Broadcasting

Floods, fires, cyclones and storms directly affected a significant number of Australians in 2008–09 and the devastating impacts were seen and felt by many more.

The ABC worked closely with emergency services to provide essential information and support to local communities during the Victorian bushfires, which killed 173 people and destroyed thousands of homes. Rolling coverage and emergency broadcasts were mounted by Local Radio stations in Horsham, Bendigo, Wodonga, Sale and Melbourne. The ABC presented a free, family-focused concert at the Sidney Myer Music Bowl on 1 March 2009 to reflect on and celebrate the resilience and remarkable spirit of the Victorian community and to recognise the efforts of emergency service providers and volunteers.

In South Australia, program teams in Adelaide, Port Pirie and Port Lincoln provided comprehensive coverage of a major bushfire at Port Lincoln which destroyed a number of commercial buildings and threatened homes over a 15-hour period.

ABC Townsville broadcast extended emergency coverage including overnight warnings and local afternoon updates during and following Tropical Cyclone Charlotte, giving out vital information on local flooding and road closures. ABC Cairns also covered Charlotte with hourly weather updates and special extended programming for the Far North, Mt Isa and the rest of the state.



The ABC held its first Emergency Expo in Townsville on 1 November 2008, bringing together many of the agencies and groups that help the Townsville community prepare, survive and recover from a weather emergency; *Gardening Australia's* Josh Byrne went to Broome for Science Week 2008 and made an organic vegie garden that flourishes to this day with class 4M at St Mary's College.

105.7 ABC Darwin provided vital information to listeners as the first cyclone of the season threatened communities there and in Western Australia and worked closely with Local Radio in Western Australia to ensure warnings for Cyclone Billy reached listeners in Wadeye and communities across East Kimberley. The station also covered flooding in the Barkly region, providing vital updates on the state of the highway connecting Queensland and the Northern Territory which was cut for two-and-a-half weeks.

Local Radio stations held Bushfire Awareness Days in November in conjunction with local fire and emergency services organisations to help listeners prepare for the fire season with programs and online features drawing attention to risk minimisation and preventative measures in the lead up to summer.

Similarly, Cyclone Emergency Awareness days were held in northern Queensland to help communities prepare for a major event and explore ways to protect themselves in an emergency. ABC Far North radio and online focused on cyclone preparedness with ABC Townsville hosting its inaugural ABC Emergency Expo and ABC Cairns launching Big Picture Day, with *Breakfast* and Rural programs broadcasting from the Cairns Esplanade with Emergency Management Queensland.

ABC Local Radio is partnering the Red Cross by promoting the "Red Cross Rediplan" project which encourages people to prepare a written emergency plan. ABC Local Radio is broadcasting

information about the initiative and programs are interviewing the Red Cross about this initiative to keep Australians safe.

It remains a priority in 2009–10 to continue to develop the ABC's role as emergency broadcaster, taking into account lessons learned and new opportunities identified to improve and make more effective the service provided by the ABC.

## Connecting with Australian Communities

The Corporation supports and participates in local community events, on both a large and small scale.

World Youth Day events and surrounding stories were covered across a number of radio networks and ABC News. 702 ABC Sydney *Weekends* broadcast live from the destination of the pilgrims' walk and evening vigil in Sydney, and shared a field reporter with ABC NewsRadio for the duration of the Pope's visit. Radio National *Breakfast* covered feature stories and the network's specialist religion programs, *The Religion Report* and *The Spirit of Things*, covered a range of events and related issues. *triple j's* news and information program, *Hack* presented a week long "Belief" feature looking at the role of faith in the lives of young people. The program focused on issues such as the science of belief; lesser known, emerging religions;





Richard Aedy interviewing Margaret Robertson and Robert Sexton at an Outside Broadcast of *Life Matters* at The Kodja Place Museum, Kojonup, WA; Radio Australia's Adelaide Ng broadcasting live from the Phnom Penh Water Festival; Australia Network's Tania Nugent in Vanuatu interviewing 26 Roots, the winners of Radio Australia's *Pacific Break* music competition; Australia Network launched its new on-air look in Kuala Lumpur in April 2009 by wrapping a local bus in the network's colours, featuring the theme: *From our world to yours*.

whether belief and reason are compatible; losing or gaining religion.

In July 2008, the inaugural 2008 Marvellous Regional Museum Awards were presented by ABC Radio National in partnership with Museums Australia. The Awards recognise the vital role played by regional museums in the cultural lives of their communities. The 2008 overall prize winner, and winner of the Small Museum category, was the Kodja Place Visitor and Interpretive Centre in Kojonup, Western Australia.

In July 2008, 1233 ABC Newcastle's Aaron Kearney travelled to Papua New Guinea as part of the *Camp Quality Kokoda Challenge 2008*, and walked the gruelling 96 kilometres over seven days, sharing his experiences with listeners via daily live crosses and a series of radio and online packages following the walkers.

In August 2008, the South Australian and Victorian *Country Hour* teams combined to present a major radio and online Outside Broadcast to highlight the crisis facing the lower lakes of the Murray River system. The program was broadcast from Meningie on the shore of the dying Lake Albert and included crosses into Local Radio in Melbourne and stations

in Mildura, Bendigo, Shepparton and Wodonga to outline the implications of severe water restrictions and drought for communities along the Murray River. Video, audio, text and images were posted online as the special 90 minute broadcast was aired.

In October 2008, 783 ABC Alice Springs supported the Masters Games in Alice Springs, holding a series of Outside Broadcasts from various events.

During March 2009, the 720 ABC Perth *Breakfast* program broadcast from five towns in five days in regional Western Australia. The program met and interviewed dozens of people from all walks of life, showing the incredible diversity of Western Australia. The listeners nominated places to go and people the *Breakfast* team should meet. The stories captured were broadcast on air from 6 am through to 6 pm across all programs. It was a cross-media event with content on air, online and blogs.

In May 2009, marking the famous Ord Valley Muster in Kununurra, the Kimberley *Morning* team travelled across the top of Western Australia to meet the characters along the way and broadcast live from all of the festivities.

A range of innovative broadcasts were conducted by ABC Rural, including a week-long "surf and turf" tour between the Great Sandy Desert and the Indian Ocean in Western Australia; a series of outside broadcasts along the Slim Dusty Way in New South Wales; stories looking at medical improvements in remote communities west of



Katherine; a remote pearl farm in the Northern Territory; and from flooded highways between Queensland and the Northern Territory border.

The ABC's presence at a number of community events was highlighted by the attendance of the ABC Exhibition Trailer. The Trailer crossed the continent and attended 18 events including the Alice Springs and Darwin Shows, the Mt Isa Rodeo, Gardening Australia Expos, Adelaide, Perth and Sydney Royal Shows and regional community ABC Events.

### International communities

Through Australia Network and Radio Australia, the ABC is also connecting with the international community in Asia and the Pacific.

In July 2008, ABC International's Director, Murray Green led a team from both networks to Pacific Island countries. In the capitals of Papua New Guinea, Solomon Islands, Vanuatu, Fiji and Samoa, community leaders' briefings were held with local representatives from government, business and Non-Government Organisations. Audience feedback forums were also held in each capital, and Papua New Guinea's second city of Lae. Radio Australia and Australia Network gained invaluable insights into the interests and needs of their Pacific audiences.

In November 2008, Radio Australia broadcast from the pan-Pacific music festival, Fest'Napuan, in Vanuatu. The winners of Radio Australia's *Pacific Break* competition—open to unsigned musicians

from across the Pacific Islands—played for the crowd and Radio Australia's listeners across the Pacific. Reggae band 26 Roots (pronounced Two Six Roots), from the remote island of Santo, were already a well-known story in their small community. Eight unemployed youths, using a collection of rough instruments, including a drum kit made from plastic containers and tin-cans, began to forge a rich, home-grown sound. Their community raised funds to help buy the band "modern" instruments. 26 Roots won the *Pacific Break* competition with their original song "Broken Promises".

In the same month, Radio Australia was broadcasting live on stage over two days from the annual Water Festival in Phnom Penh, on the banks of the Tonle Sap and Mekong River. The Cambodian crowd were treated to a bilingual mix of music, interviews and a karaoke competition hosted by Seda Douglas from the Khmer service and Adelaide Ng from the English service's *Breakfast* program.

Australia Network launched its new on-air look in Kuala Lumpur in April 2009 by wrapping a local bus in the network's colours, featuring the theme: *From our world to yours*. To mark the bus sponsorship, Australia Network hosted members of the Malaysian media to an Anzac Day Australian Rules Football carnival, organised by the Australian High Commission. Among the activities was an "Auskick" Australian Rules football clinic for children. The highlight of the day was the Aussie Rules football competition between the Malaysian Warriors, Singapore Wombats and the Australian Army.

# ABC People

The ABC relies on the experience, skill and dedication of its workforce in order to make and deliver content to ABC audiences in Australia and overseas.

IN 2008–09 THE TOTAL number of full-time equivalent staff increased marginally to 4 535 (from 4 499 in 2007–08). The composition of the workforce remained virtually unchanged with a gender balance of 51% men and 49% women, 10.8% of employees from non-English speaking backgrounds, Indigenous employees making up 1.2% and people with a disability representing 8.9% of staff.

The ABC is an independent media organisation for all Australians. Our values are the foundation of our 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.

## Our Values

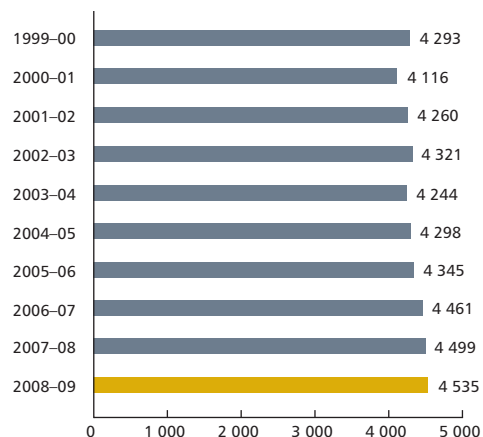
### ABC Values

In March 2009, the Corporation introduced a new set of ABC Values that capture what it means to work in the ABC. They act as a filter through which organisational behaviour including behaviour towards other employees and towards the Corporation, and decision-making, is interpreted.

The new values were developed after an extensive staff consultation process. A total of 532 staff participated in 55 Focus Groups around Australia. A further 47 wiki entries were recorded. The ABC Values are expressed in the Values Statement above.

Information about ABC Values is available on the ABC Values intranet site, which also provides staff with an opportunity to directly email the People and Learning Division with questions or feedback.

### ABC Staff Numbers (Full-Time Equivalent) 2008–09







The Annual ABC Leaders Conference is an opportunity for the Managing Director and his senior management to discuss the ABC's strategic priorities.

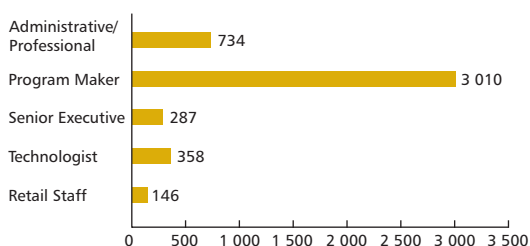
## Organisational culture

In 2008–09, the ABC commenced a process of examining the impact of leadership style on staff, and testing the existing leadership culture against a series of external and internal benchmarks.

The purpose of this work is to identify and establish a “preferred” workplace culture, which will be visibly represented at all levels of leadership and management. By embedding ABC Values, and promoting constructive leadership behaviours aligned to those values, the ABC aims to build a strong and positive workplace culture in which all staff can do their best.

The project is underpinned by a suite of tools and consultancy support from an external provider which specialises in strengthening individual and organisational effectiveness. In May 2009, briefings began for the Organisational Cultural Inventory rollout. The inventory is designed to take a sample of the ABC's leadership culture, overall and divisionally, with a view to redressing any barriers to a more constructive and enabling culture.

ABC Staff by Job Group (Full Time Equivalent) 2008–09



## Building and developing talent

In 2008–09, the ABC continued to introduce training and development programs for its staff, focusing on talent management and succession planning.

In January 2009, the ABC completed a nine-month, nation-wide process of identifying mission-critical leadership roles, identifying potential successors and building a talent pool to develop the next generation of ABC leaders. People and Learning are working closely with divisions to develop personal development plans for those individuals.

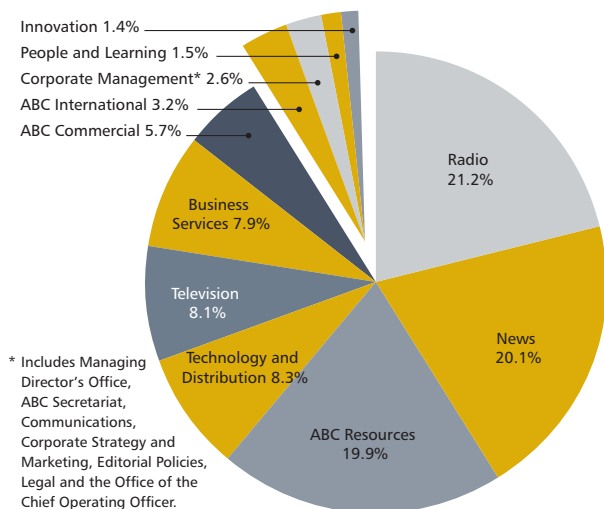
The 2009 ABC Managers program is a national, cross-divisional program designed to provide employees with the skills needed to make the transition from working with a team, to managing a team. The six-month program is designed to assist those in their first management role or to provide greater development for existing managers who have not had the opportunity of formal management training. A Diploma of Management is awarded on successful completion through the ABC Registered Training Organisation.

For those who occupy, or have the high potential to occupy, a role critical to the ABC's future, a new program was launched in 2008–09. In August 2008, 15 senior ABC managers commenced a two-year Accelerated Leadership Program, conducted by the Accelerated Learning

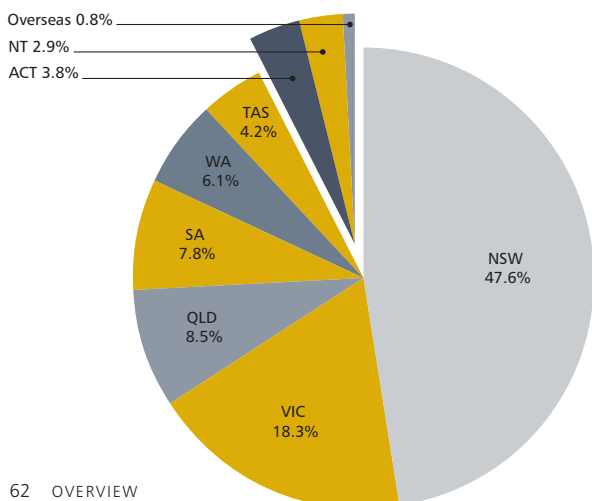




Distribution of ABC Staff by Division 2008–09



Distribution of ABC Staff By Region 2008–09



Laboratory at the University of New South Wales. Participants were selected against criteria of merit and potential by a panel chaired by the Managing Director. The program focuses on personal performance and assists participants develop the skills and flexibility needed to provide effective leadership and management.

The ABC is gaining a reputation internationally as a leader in the field of trauma and resilience training. The value of the trauma-awareness program the News Division developed became evident in supporting staff during and after the Victorian bushfires. More than 600 staff from across the ABC have attended awareness sessions and 38 have been trained as peer supporters.

The total number of hours of training and development undertaken by ABC staff increased by 40.8%, to 99 484 hours (previously 70 658 hours for 2007–08). This included nationally recognised training through the ABC Registered Training Organisation, which issued 75 full qualifications and 13 statements of attainment, totalling 749 national competencies.

### Providing opportunities

The ABC continued to successfully search for and develop new talent.

In 2008–09, the Technology and Distribution Division took on three electronics apprentices in Adelaide, Canberra and Hobart. Three Graduate Technologists commenced work and training activities in Sydney, before undertaking placements



Producer Albert Koomen, camera operator Stephen Cavenagh and sound recordist Andrew Boys take a break during a *Sunday Arts* shoot in Darwin; ABC sound recordist Daniel O'Connor and producer/cameraman Neale Maude in the Arctic circle for *Four Corners*, "The Tipping Point"; The Producers of *ABC News Breakfast*.

in Adelaide, Brisbane and Darwin. Four Women in Engineering (WIE) Scholarships were awarded in the last 12 months. The News Division appointed nine cadets, including one sports news cadet.

In 2008, the ABC partnered with IBM and the Reserve Bank of Australia to deliver in-house "Springboard" programs for women in Sydney and Melbourne between September and November. These career and personal development programs for women in non-managerial positions were attended by 24 ABC employees.

The Andrew Olle Scholarship for 2008–09 was awarded to Oscar McLaren, a bi-media journalist in the ABC's Sydney newsroom. The scholarship, founded by the ABC in 1996 to commemorate the life and work of esteemed journalist and broadcaster, Andrew Olle, provides the opportunity for talented young journalists to develop their skills under the guidance of experienced journalists who are leaders in their field.

In March 2009, the Donald McDonald ABC Scholarship to the Reuters Institute of Oxford was awarded to Eleanor Hall, presenter of *The World Today* on ABC Radio. The Reuters Institute program gives experienced journalists from around the world an opportunity to develop their skills further.

## Epidemiological Study

In 2008–09, the Cancer Council New South Wales concluded its investigation into the incidence of breast cancer in ABC staff and former staff across Australia. The study examined whether ABC

employees, employed by the ABC between 1 January 1994 and 31 July 2007 have an elevated risk of developing breast cancer. The final report will be presented to the ABC in August 2009.

## Workplace Giving

In June 2009, the ABC Workplace Giving program was launched. ABC Workplace Giving is an opportunity for staff to give to selected charities from their pre-tax salary each fortnight. It effectively replaces a staff-initiative called the "Care Club", which operated for 26 years, predominantly in Sydney and with the majority of money going to Sydney-based charities.

The Managing Director, senior executives and staff all recognised that there were many benefits in expanding the Care Club to a Workplace Giving Program, to be inclusive of staff in all States and Territories and for charities in local communities to benefit from the generosity of ABC staff.

ABC Workplace Giving is a simple and effective way for employees in every State and Territory to further assist and connect with their local communities through giving monetary donations and through offering support of various kinds to registered charities.



Alan Dowler at the viewfinder during Advanced Camera Training for Indigenous camera operators in Darwin; Jonathon Lee capturing sound for ABC News during the Victorian bushfires.

## Indigenous Culture in the ABC

The ABC's *Corporate Plan 2007–10* includes a commitment to achieving a target of 2% Indigenous employment. A number of initiatives were undertaken during 2008–09 in pursuit of that target.

In July 2008, the People and Learning Division conducted an Indigenous Employment Forum in Ultimo, New South Wales. The forum focused on current Indigenous recruitment and retention models which could be used to increase the ABC's performance in this area. Following the forum, a number of divisions agreed to target Indigenous employment opportunities in their areas.

Indigenous Employment Reference Groups have begun to be established in all divisions to identify and act on employment opportunities for current and potential Indigenous employees.

In late 2008, the ABC entered into a partnership with the New South Wales Department of Education to provide support for Indigenous secondary-school students in New South Wales to complete their final two years of schooling while undertaking work placements with the ABC. The scheme provides an incentive for young people to complete their schooling, and is also an avenue for students, and their families and communities, to have links with the ABC and foster future employment with the Corporation.

The ABC has continued to work towards the development of a Reconciliation Action Plan (RAP) under the Reconciliation Australia official framework.

A RAP is a tool to assist organisations to build positive relationships between Indigenous and non-Indigenous people. The ABC is in a consultation phase with divisions, States and Territories and with the Bonner Committee to prepare its RAP, which will be launched in October 2009 at the annual Indigenous Staff Conference.

## Health and Safety

The ABC continues to improve in the management of occupational health and safety (OHS). There was a significant improvement in injury prevention and management in 2008–09, which was reflected in a workers' compensation premium rebate for 2008–09 and a significant decrease in the calculation rate of premiums for 2009–10.

2009 also saw the creation of the OHS Department within the People and Learning Division, and the appointment of an OHS Manager and Injury Prevention and Management Adviser. With a focus on prevention of workplace injury and illness the OHS department has developed a strategic OHS plan to be implemented across the ABC (see also Appendix 12, page 199).



# Commitment to a Greener Future

The ABC takes its environmental responsibilities seriously and aims to substantially lower its carbon footprint over the coming years.



New facilities at ABC Ultimo make commuting easier and safer for bike riders.

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. In October 2008, the project employed its first full-time staff member to focus solely on the greening of the Corporation.

Initiatives over 2008–09 have focused on building design, maintenance, and encouraging staff to recycle and turn off their computers and lights.

The ABC tracks and publishes its progress through the *Green At Work* website and encourages other businesses to follow suit ([abc.net.au/greenatwork/](http://abc.net.au/greenatwork/)). The site provides tools and information for other organisations and individuals to reduce their own impact on the environment and shares lessons from the ABC's successes and failures in this area.

## Progress and Achievements

Overall, the ABC reduced its gross greenhouse gas emissions by 0.9% from 2007–08 levels. The net effect of the ABC's greenhouse gas emissions is 49 451 tonnes (using the Online System for Comprehensive Activity Reporting (OSCAR) conversion methodology).<sup>41</sup> The ABC improved its "green" performance in a number of areas:

- Overall energy intensity of all ABC Australian buildings was 858 megajoules per square metre per annum in 2008 and remained at this level in 2009
- Overall fleet fuel intensity for the ABC fleet was reduced by 6.5% from 3.75 megajoules per kilometre per annum in 2008 to 3.51 megajoules per kilometre per annum in 2009
- Electricity consumption decreased by 2.1% in 2008–09.<sup>42</sup>

Some of the significant initiatives undertaken in 2008–09 to reduce the ABC's greenhouse emissions and its impact on the environment included:

### Energy

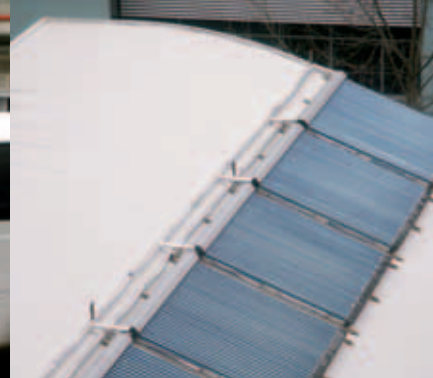
Fluorescent lights were converted from T8 tubes to the more efficient T5 fluorescent tubes at Ultimo, Southbank, Adelaide, Darwin, Hobart, Launceston and Burnie.

Light switches were installed in offices to enable switching that is separate from general office

<sup>41</sup> 2008 reported emissions of 43 758 tonnes was based on the Energy Data Gathering and Reporting (EDGAR) conversion methodology.

<sup>42</sup> Based on 97.5% actual billed consumption and 2.5% forecast consumption pending account receipt.





Green initiatives introduced by the ABC include reducing fleet size, installing solar panels, separate switches for office lights, duplex printing and shower monitors.

lighting in Ultimo. Movement sensors have been used to automatically switch off lights in other sites. Similarly, timer switches were installed on office equipment in Ultimo to turn them off overnight and save power. Timers were also installed on televisions and boiling water units to regulate their usage.

Variable speed drives were installed on the main refrigeration chillers in the air-conditioning system in Ultimo to reduce electricity demand by up to 70%. The first stage of a project to replace the air-conditioning chiller plant at Southbank with high-efficiency chillers was completed.

## Recycling

The introduction of a co-mingled recycling system in Ultimo resulted in a reduction of waste going to landfill of 30%. Co-mingled recycling is also in place in Southbank, Canberra and Perth. Recycling for media such as CDs, DVDs, VHS, floppy disks and batteries is now in place in Ultimo.

The ABC recycled 4 153 items of print consumables (mostly printer cartridges) in 2008–09 saving 3.76 tonnes of waste going to landfill.

## Travel and transport

The ABC reduced the total number of kilometres flown by its staff for work purposes by 18% from 33.9 million kms in 2007–08 to 28.4 million kms in 2008–09. This in part reflects the installation of video conferencing facilities in all capital cities. The number of video conferencing facilities at both Ultimo and Southbank has doubled. Further, video conferencing over the internet has also been introduced on individual computers to facilitate face-to-face meetings between staff in different locations.

Substantial improvements have been made across the ABC fleet including the purchasing of hybrid vehicles and carbon offsets for fleet emissions. The fleet itself decreased by 75 vehicles.

In May 2009, bicycle facilities in Ultimo were upgraded to provide better facilities and security for bicycle riders. Two bicycle cages were installed as well as an air-pump, work-bench and drying-rack. Bicycle storage facilities in Sale, Victoria have also been upgraded for both security and safety. Facility upgrades in other areas are being explored. The ABC runs a Ride Share site on its intranet. Staff can use the site to organise a car-pool or to find a “bike buddy”.

Deliveries by suppliers of office products to ABC Sydney and Melbourne sites have been changed from daily to twice-weekly to reduce carbon emissions.

## Paper use

On average, 40% of the paper used by the ABC over the last 12 months was recycled paper. Most of this paper is 80–100% recycled from post-consumer waste. Double-sided printing has been set as the default print on all ABC printers.

The ABC is automating a significant number of its processes, resulting in a reduction in the amount of paper being used. Staff Australia-wide now have the option of switching from paper payslips to email payslips. Paper payslips will be phased out in 2010. A move to paperless forms for employment-related activities should be completed in 2010.

An average of 3 600 Remittance Advices and 1 500 Purchase Orders are now being emailed to vendors every month instead of being faxed. 92% of Travel Allowance forms are now approved electronically and processed by email, saving nearly 2 000 pieces of paper each month.



## Water

Water-efficient shower heads have been fitted at various sites Australia-wide. Twelve rainwater harvesting tanks have been installed around the country with a total collection capacity of 152 kl.

## Other initiatives

In conjunction with the Edible Gardening project, community garden projects have been started at all capital-city sites. Environmentally-friendly products are used in the wardrobe and make-up department at Ultimo to clean clothes, props, make-up and stage set-up including paints and cleaners.

The ABC participated in a number of events, including Earth Hour on 28 March 2009 and the 37th annual World Environment Day on 5 June 2009.

## Green at Work Website

The *Green at Work* website ([abc.net.au/greenatwork/](http://abc.net.au/greenatwork/)) details the actions, successes and failures of the ABC's own "greening" process and helps other organisations to green their workplaces by providing advice, tools and support online.

*Green at Work* is a publicly-available website for everyone, including small businesses and corporations. It is designed to be an informative and a straight-talking guide to going green at work.

The site offers a range of educational material about steps that can be taken to reduce the carbon footprint of local workplaces. It also carries substantial information on the energy and water usage of individual ABC sites over the past three years and tracks the ABC's progress in meeting its established targets.

## Future Steps

The ABC's Green Futures program is ongoing and aims to keep improving the ABC's environmental performance. The program is supported nationally and State and Territory-based "green committees" operate to encourage staff to change their attitudes and behaviour that will lead to improved environmental performance and to enable all staff to contribute to energy savings and improve environmental performance.

Work continues in relation to other opportunities including:

- Continued efforts to identify and implement "property-based" green initiatives
- Building a five-star green building at the ABC's new Brisbane headquarters
- Use of hybrid vehicles or vehicles with a Green Vehicle Guide (GVG) rating of greater than 10.5
- Working with suppliers to increase the use of environmentally-friendly products and services
- A continued effort to reduce both domestic and international air travel
- Encouraging staff to consider the environmental effects of their work choices
- Reaching out to regional ABC centres to include all levels of the ABC in its greening efforts.

# Corporate Governance

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

THROUGHOUT 2008–09, the ABC gave particular attention to editorial quality assurance, self-regulation and establishing a set of corporate values as the basis for the transition to a values-based organisational culture (see ABC People, page 60).

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 page 251). 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.

## Strategy Setting

The Australian media are in a state of transition from a linear broadcasting world with few channels on scarce spectrum to a complex, multi-channel, multi-platform, digital world offering audiences a nearly limitless array of content. The ABC thus finds itself operating across two worlds: delivering traditional radio and television broadcasts to continuing strong audiences, while at the same time allocating resources to developing new services that meet the needs and expectations of the growing numbers of Australians who are using digital platforms and services.

Faced with these challenges, the Corporation has adopted a strategy for meeting its Charter obligations over the next five-to-ten years and maximising the public benefits it delivers to the Australian people that consists of:

- Fully embracing digital platforms
- More channels for diverse Australian content
- Creating a platform for Australian creativity
- Being the "town square" that hosts the national conversation
- Delivering the best possible news and information across all platforms
- Providing a voice in and for regional Australia and
- Engaging with Asia and the Pacific with relevant and authoritative content.

This strategy extends the long-term vision for public broadcasting articulated by the Corporation in the paper *The ABC in the Digital Age—Towards 2020*, which was prepared for the April 2008 Australia 2020 Summit.

It also informed the Corporation's *Triennial Funding Submission 2009–12*, which was presented to the Government in October 2008. The submission sought support for a range of initiatives consistent with the ABC's strategic directions. The Corporation received additional funding for several of these initiatives in the May 2009 Federal Budget.

On 15–16 June 2009, the ABC Board and Management held an off-site planning event to consider the Budget outcome and set the Corporation's directions for the coming year and the 2009–12 triennium. The event was highly successful and will now be held annually.

## Board Governance

The ABC Board held seven meetings during 2008–09.

Throughout much of the reporting period, the Corporation awaited the replacement of two Directors who completed their terms in the first half of 2008. This did not impede the Board's ability to perform its governance functions. The remaining six Directors, including the Managing Director, tended to deal with specific matters as a full Board rather than delegate them to committees. As a consequence, Board committees met less frequently.

In March 2009, Mr Michael Lynch CBE AM and Dr Julianne Schultz AM were appointed to the Board for five-year terms.

The Audit and Risk Committee met on five occasions. The Editorial Policies Committee and the Human Resources Committee did not meet during 2008–09, as all pertinent matters were dealt with by the full Board.

Further information about the ABC Board and its Committees is provided in Appendices 4 and 5 (page 192).

## 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. 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, Technology and Distribution, Business Services, People and Learning and Corporate Strategy and Marketing.

## Planning and Performance Reporting

Part IVA of the ABC Act requires the Board to prepare corporate plans. 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 community appreciation survey (see page 46)
- 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 121)
- Actions and Targets—the achievement or non-achievement of specific initiatives intended to improve the ABC's performance (see page 127).

During 2009–10, the Board will prepare a Corporate Plan for the period 2010–13.

## Production Review

In 2007, the ABC engaged the Boston Consulting Group to review its production activities and advise on the most efficient and effective production model and the appropriate balance between internal and external production. The consultants' final report proposed a number of initiatives to improve the efficiency of television production. In March 2008, following detailed evaluation of these proposals, the Managing Director announced the first three of a series of initiatives that the ABC intended to pursue.

In 2008–09, the Corporation continued to implement initiatives arising from the Production Review, including: the formation of a new division, ABC Resources, from the previous Production Resources and Resource Hire areas; a transfer pricing system to allow transparent assessment of the costs of internal production; the nationwide replacement of ageing television news studio technology with a more efficient, automated studio system; desktop editing of television news stories by journalists and the centralisation of graphics production for television news programs.



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 Corporate Strategy and Marketing.

### 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. During 2008–09, business-specific recovery and continuity plans and processes were developed across all ABC metropolitan sites and key broadcasting operations were targeted to ensure consistent readiness, response and recovery activities in the event of a major business interruption. As a result, the Corporation is confident of its capacity to manage potential impacts on its outputs and the key resources that support them, including its people, facilities and critical technical infrastructure.

The ABC also continued to implement recommendations from an external risk management benchmarking review. Key milestones included the revision of the ABC's corporate risk profile and identification of top risks. Additionally, work began on divisional risk profiles to enable all ABC divisions to identify the risks and opportunities associated with achieving their objectives and the processes and systems they have implemented in response, as well as to assess the effectiveness of established processes and systems. The Comcover 2009 risk management benchmarking survey of 126 government agencies rated the Corporation's risk management practices as "advanced," with a benchmarking score representing marked improvement on the 2008 survey.

The ABC's 2008–09 workers' compensation premium rate was reduced from 0.77% of the Corporation's 2008–09 payroll to 0.63%. This represents a significant return to the Corporation. It reflects a reduction in ABC claim costs, attributed to decreased numbers of workers' compensation claims and effective injury management and return-to-work strategies for injured workers.

For 2009–10, the workers' compensation premium rate is 0.59% of the 2009–10 ABC payroll. This represents a 44% decrease in workers' compensation premium costs.

### Compliance Reporting

In June 2008, the Department of Finance and Deregulation issued Finance Circular No. 2008/5 relating to the *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*, *CAC Orders 2008* and *CAC Regulations 1997* and the Corporation's financial sustainability to the Minister of Finance and Deregulation and the ABC's responsible Minister by 15 October each year.

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

The Board signed and submitted the Compliance Report relating to the 2007–08 reporting period before the due date in October 2008.

### Internal Audit

Group Audit provides an independent and objective audit, review and advisory service to:

- provide assurance to the Board that the Corporation's financial and operational controls, designed to manage the organisation's risks and support the achievement of the Corporation's objectives, are operating in an efficient and effective manner; and
- assist management in improving the Corporation's business performance.

In 2008–09, 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 expertise and industry experience. Group Audit also provided advice and guidance to ABC management and staff on good governance,

policies, risk management and controls, as well as advice on a number of projects and initiatives of the Corporation.

Further information is provided in Appendix 5, Audit and Risk Committee (page 192).

### Fraud Control

In 2008–09, the ABC continued to implement its Fraud Control Plan 2008–10 to ensure the Corporation meets 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.

### Annual Report Awards

The *ABC Annual Report 2007–08* received a gold award in the Australasian Reporting Awards for the quality of its content and presentation. This was the sixth successive ABC Annual Report to win gold.

### Election Coverage Review Committee

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

The ECRC is chaired by the Director of Editorial Policies.

The 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 2008–09, elections were held in the Northern Territory in August 2008, Western Australia in September 2008, the Australian Capital Territory in October 2008 and Queensland in March 2009.

## Summary of Contacts Received

Contact type	Email/Letter		Phone		Total
	Number	%	Number	%	
Complaint	19 750	35.2	12 380	8.8	32 130
Appreciation	4 629	8.2	6 304	4.5	10 933
Other*	31 794	56.6	121 778	86.7	153 572
Total	56 173	100.0	140 462	100.0	196 635

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

## Subject Matter of Contacts Received

Subject	Email/Letter	Phone	Total	% Total
Requests for information, programs, product availability and other matters	29 259	108 285	137 544	69.9
Complaints about program standards and scheduling	15 344	8 995	24 339	12.4
Radio and television transmission enquiries and complaints	3 164	15 353	18 517	9.4
Appreciation of programs and presenters	4 629	6 304	10 933	5.6
Complaints of factual inaccuracy	1 492	246	1 738	0.9
Party political bias	698	935	1 633	0.8
Bias (other than party political)*	1 320	243	1 563	0.8
Lack of balance	267	101	368	0.2
Total	56 173	140 462	196 635	100.0

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

## 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, bias or inappropriate content are referred to the ABC 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 legislative Charter. The unit also coordinates responses to a range of programming and policy enquiries.

In 2008–09, the ABC logged 196 635 audience contacts—a 3% increase on the previous year. This total included 56 173 letters and emails (a 4% decrease on the previous year) and 140 462 calls to switchboards in State and Territory capitals and particular ABC programs and services (a 6% increase).<sup>42</sup>

Key concerns reflected in the audience contacts this year included 4 995 written and phone complaints about *The Chaser's War On Everything*. Of these, 4 286 were in relation to an item known as the "Make a Realistic Wish Foundation" sketch, which the ABC acknowledged had caused significant distress and offence to many people in the community. The sketch was found to have been in breach of the ABC's *Editorial Policies* and the ABC withdrew it from the repeats of the episode in which it occurred on ABC2 and from ABC online sites. Members of *The Chaser* team apologised. The Corporation suspended the program for two weeks and made changes to management responsibilities in ABC Television.

Changes to the ABC Radio National broadcast schedule entailing the cessation of various programs, including the *Religion Report*, generated 1 379 complaints.

Of the 32 130 complaints received, 3 196 were claims of party political or other bias, 368 alleged lack of balance and 1 738 were claims of factual inaccuracy. These complaints related to a broad range of ABC programs and services.

## Timeliness

As outlined in the ABC *Editorial Policies*, the ABC endeavours to respond to all audience contacts within 28 days. Between 1 July 2008 and 30 June 2009, ABC Audience and Consumer Affairs responded directly to 19 396 audience contacts. Of these, 16 337 (84%) received responses within 28 days.

During 2008–09, 17 646 written complaints were finalised by Audience and Consumer Affairs. The unit provided a personal response to 10 197 of these complaints (comprising 12 479 issues), of which 8 190 (80%) received responses within 28 days. 4 528 complaint contacts were referred to other areas of the Corporation for direct response, 50 complaint contacts were handled by the Complaints Review Executive and no substantive response was required for 2 871 complaint contacts.

## Upheld complaints

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 10 197 responses to complaints sent by Audience and Consumer Affairs this year includes both categories of complaint. During 2008–09, 8 851 complaint issues were investigated of which 4 654 (53%) were upheld. Of these upheld complaint issues, 4 004 were in relation to *The Chaser's War On Everything* "Make a Realistic Wish Foundation" sketch. In the reporting period, 2 002 complaints about this segment were each upheld on two counts. Excluding these complaints, 4 847 issues were investigated, of which 650 (13%) were upheld.

<sup>42</sup> Combined audience contacts received by Audience and Consumer Affairs, News and the Reception Advice Line (phone, letter and email).

All upheld complaints are brought to the attention of the senior editorial staff responsible. In 2008–09, 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.

In 2008–09, the ABC improved the transparency and accountability of its complaints process by publishing summaries of upheld complaints and reviews conducted by the Complaints Review Executive as individual complaints are finalised. Previously, the Corporation had released this data on a quarterly basis in the form of a *Public Report on Audience Comments and Complaints*. The new approach provides members of the public with more timely access to complaint decisions. The ABC continues to publish a quarterly statistical overview of audience contacts on its web site.

### 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 all external to the ABC. Two of the three members were nominated by independent bodies external to the ABC (the Communications Law Centre and the St James Ethics Centre). The Convenor is nominated separately by the ABC Board. During the year, the term of one panellist, Ms Jane Singleton, expired. The Panel currently comprises the Convenor, the Hon Michael Foster QC and panellist, Ms Susan Brooks.

In the period 1 July 2008 to 30 June 2009, the Panel received 17 requests to review complaints, of which nine were accepted for review. Five 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. As the reporting year ended, the Panel were

actively considering three complaints and had not yet decided whether to accept these matters for review.

Eight cases finalised by the Panel were published on the ABC's website during the reporting year, two of which were upheld and six of which were not upheld (see Appendix 17, page 208). A further two 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, three reviews were 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 the outcome of an ICRP review may seek review from the Australian Communications and Media Authority (ACMA).

During 2008–09, ACMA advised the ABC that it had finalised investigations into 14 such matters (the same number as in 2007–08). In each of these cases, ACMA found no breach of the ABC *Code of Practice*.

### Commonwealth Ombudsman

The Ombudsman's office did not commence or finalise any investigations in relation to the ABC during the current reporting period.

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

Independent of both Audience and Consumer Affairs and all program units, the CRE 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. All CRE determinations are reported to the ABC Board.



During 2008–09, 50 complaints were referred to the CRE, of which 49 were accepted for review. Two complaints were upheld. The CRE also adjudicated between ABC Audience and Consumer Affairs and ABC program units on six responses to complainants, leading to four upheld complaints. One was assessed as a request rather than a complaint and another was not upheld.

Summaries of CRE reviews are published on the ABC’s website.

### Transmission Failures

As the national broadcaster, the ABC is expected to provide uninterrupted radio and television services. To deliver these services, the ABC is dependent on Broadcast Australia to maintain the infrastructure and facilities at each transmission site. Power supply issues at some remote transmission sites affect the Corporation’s ability to deliver uninterrupted services. In 2008–09, the ABC and Broadcast Australia continued to develop initiatives to assess and improve reliability of mains power and emergency power plants in regional and remote areas.

As part of its emergency broadcasting role, the ABC owns portable FM “flyaway” transmitter units that can be deployed quickly to supplement ABC Local Radio coverage of natural disasters in regions that require specific emergency information and to ensure continuity of ABC Local Radio in the event of a major failure of existing transmission facilities. In 2008–09, the ABC acquired a third unit to service the southern states of New South Wales, Victoria, South Australia and Tasmania. This complements existing flyaway transmitters in cyclone-prone areas in Queensland and Western Australia. Each unit is fully self-contained, with audio-mixing and transmission equipment. The ABC works closely with the various State and Territory emergency services authorities to ensure effective use of these transmitters.

In February 2009, flyaway units were deployed to Kinglake and Healesville following the Victorian bushfire disaster to enable hyper-local coverage and to supplement Melbourne Local Radio coverage. As a result of heavy flooding in February 2009, a unit was also deployed to Ingham, North Queensland, for a two-week period.

# Corporate Sustainability

The ABC is committed to fulfilling its obligations under the *Australian Broadcasting Corporation Act 1983* in a manner which is financially responsible and does not compromise the environment or the community.

## Sustainability snapshot

The ABC’s performance in the areas of economic, social and environmental responsibility are reported by a range of quantitative measures and qualitative assessments.

### Our environment

- Energy consumption (pages 65–7, 208)
- Green at Work initiatives (pages 65–7)
- Heritage protection (pages 128, 208)
- Launch of Catchment Detox (pages 27, 84, 97)

### Our community

- Emergency broadcasting (pages 34, 56, 74, 80, 106)
- Supporting regional youth (pages 26, 113, 134)
- International communities (pages 33, 59)
- Diversity of content and ideas, contributing to a sense of national identity (pages 8–9, 17, 87–8, 135)

### Our financial resources

- Financial performance (pages 76, 141)
- Building revenue (pages 102–3, 130–1)

### Our people

- Introduction of ABC Values (pages 24, 37, 60, 110)
- Resilience training (pages 62, 93)
- Succession planning (pages 61, 109–11)
- Protection of health and safety (pages 64, 110–1, 199)
- Scholarships and traineeships (pages 63, 109, 117)

## Corporate Social Responsibility

The ABC's performance in 2008 as a corporate citizen was assessed against the Corporate Responsibility Index (CRI). The CRI was developed and is maintained by the United Kingdom organisation, Business in the Community, and run in Australia through the St James Ethics Centre in Sydney.

The CRI assesses the extent to which corporate strategy is integrated into responsible business practice throughout an organisation and is a tool to evaluate management practices in key environmental and social impact areas. Performance is benchmarked against the organisation's own stated strategies and objectives as well as against other participating Australian and global organisations.

Participating organisations had their responses and documentation audited on site by PricewaterhouseCoopers. The ABC was one of 38 organisations from Australia and New Zealand participating in the CRI.

In 2008, the ABC received an index score of 89.63% (up from 61% in 2007). The ABC's achievement was recognised with the Best Progress award at the annual CRI Awards.

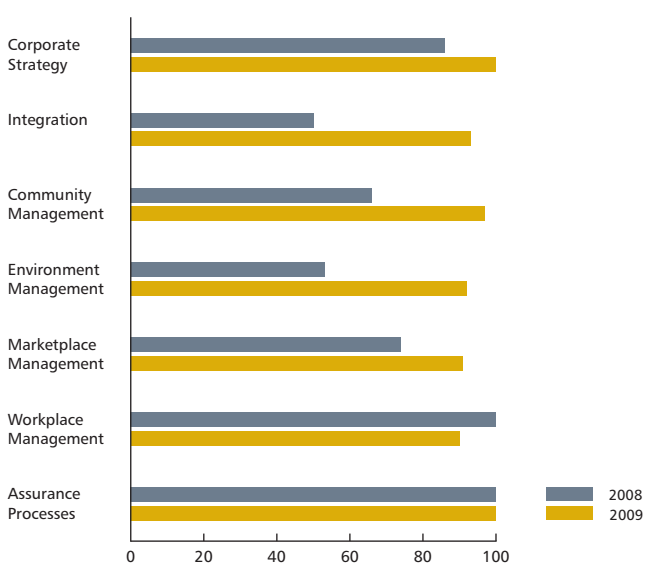
Overall the CRI demonstrated that the ABC has a well-developed approach to two-way consultation with a broad number of stakeholders in relation to its corporate responsibility activities. It was recognised that, as a result of the ABC's unique position in the Australian community, the Corporation has the opportunity for significant penetration of its activities to influence the broader community.

The ABC improved its results from 2007 in all areas other than workplace management. The decrease in the workplace management section from 100% in 2007 to 90% in 2008 can be partly attributed to changed index parameters in this area that led to a decrease in the Australian and New Zealand average score.

A number of opportunities for improvement were identified, including: working more closely with program content suppliers to improve energy efficiency and reduce emissions associated with production; continuing the implementation of the ABC Environmental Management System; and seeking independent ISO14001 certification over areas identified as higher risk.

The ABC is developing processes to improve its corporate social responsibility and will continue to use the CRI to benchmark improvements in performance.

Summary of the ABC's Overall Performance Across the CRI Key Impact Areas



Source: Corporate Responsibility Index Feedback Report 2008.

# Financial Summary

On 30 July 2009, the Audit and Risk Committee endorsed the signing of the 2008–09 Financial Statements and the Australian National Audit Office (ANAO) issued an unqualified audit opinion.

## Financial Outcome 2008–09

As in previous years, the ABC operated within its total sources of funds and revenue from Government for the 2008–09 financial year.

## Sources of Funds 2008–09

The ABC was allocated \$869.7 million in the May 2008 Federal Budget.

The ABC also received \$225.6 million from other sources, including ABC Commercial.

The chart “ABC Source of Funds” depicts the ABC’s budgeted funds for the various categories against actual sources for 2008–09 and its budgeted sources for 2009–10.

## Application of Funds

The chart “Split Actual Expenditure 2008–09” broadly represents the ABC’s application of funds by function for the 2008–09 financial year.

## The Year Ahead

### Revenue from Government

In October 2008, the ABC submitted its *Triennial Funding Submission 2009–12* (the Submission) to the Australian Government. The Submission outlined proposals for: boosting Australian drama content on television; a new dedicated digital children’s television channel; a new digital public affairs television channel; enhanced international broadcasting; enhanced online delivery and additional content, including archival information for education; improved services for regional Australia; additional digital radio content; and ensuring the adequacy of the Corporation’s funding for operational and capital expenditures. The Submission was supplemented by the *ABC Cost and Performance Report 2008*.

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 2009–10 financial year is:

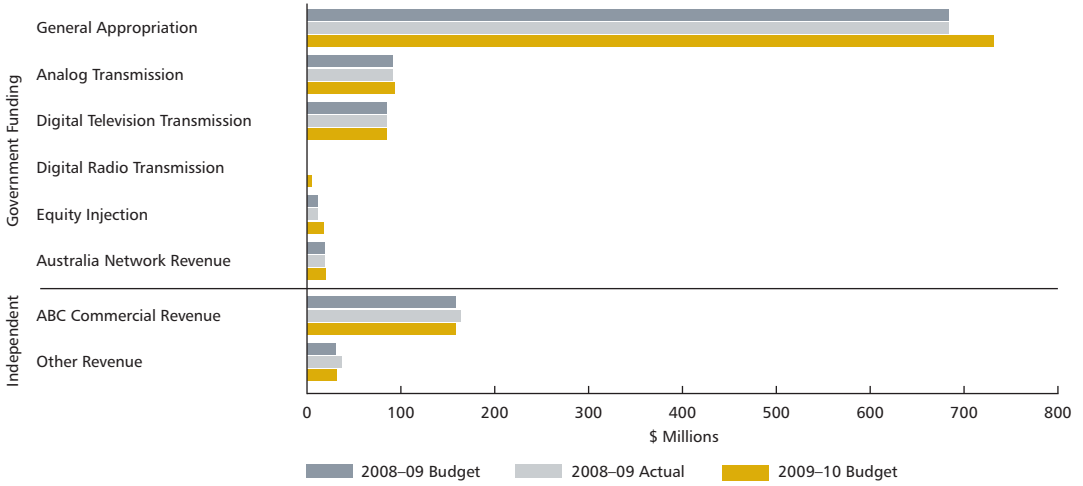
	\$m
Total revenue from Government per Outcomes 1, 2, 3 and 4, and including equity injection	929.9
Less Analog Transmission funds	–92.7
Less Digital Transmission funds	–84.2
Less Digital Radio Transmission funds	–4.4
Total Revenue from Government	748.6

The chart “ABC Revenue from Government by Output 2009–10” broadly represents the ABC’s budgeted appropriation of funds by output for the 2009–10 financial year.

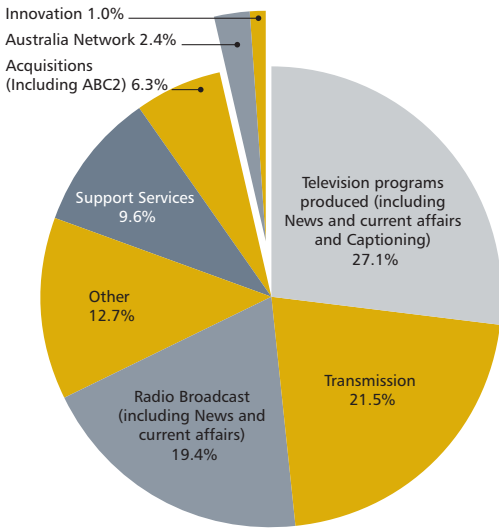
### Budget Strategy

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 Global Financial Crisis and its resulting impact on the ABC’s foreign currency purchases also brings additional pressure to tight financial conditions within the Corporation.

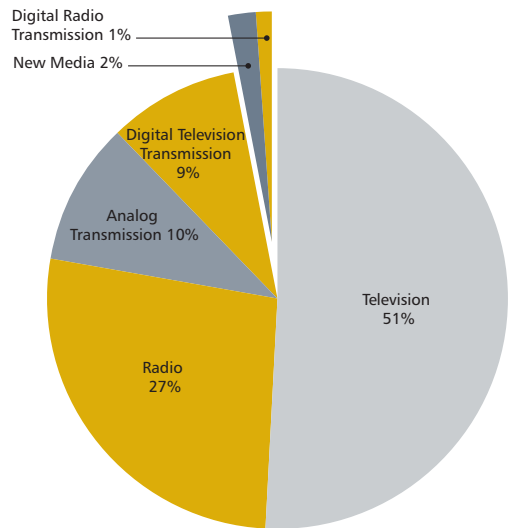
ABC Source of Funds



ABC Split Actual Expenditure 2008-09

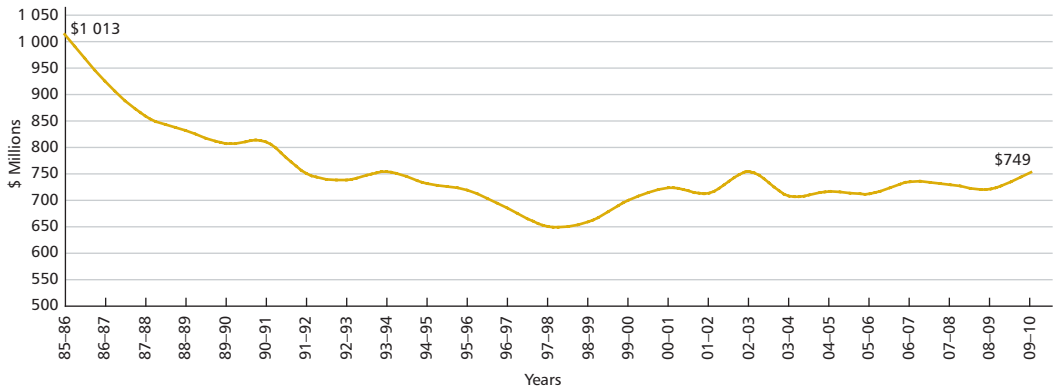


ABC Revenue from Government by Output 2009-10



ABC Operational Revenue from Government

Including Capital Indexed at 2008-09 levels (December 2008 six months CPI Index) 26.1% reduction from 1985-86 to 2009-10





The 2009–10 Budget Strategy seeks to address this pressure and maintain ABC output activities and levels, so as 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 funding vital future projects for the ABC, for example, a proposed dedicated 24-hour News service and ensuring existing content, facilities and operations are maintained at sustainable levels.

The Corporation is in the process of implementing recommendations of a review of its television production activities. This process has already delivered operational savings, which are being applied to sustainability as well as new strategic initiatives and is also expected to deliver further operational efficiencies over the next few years.

Funding to assist with the maintenance of the ABC’s asset base announced in the May 2009 Federal Budget, is for 2009–10 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 2009–10 operational revenue from Government of \$748.6 million represents a decrease in real funding of \$264.4 million or 26.1% since 1985–86 as depicted in the chart “ABC Operational Revenue from Government”.

## Five-Year Analysis

ABC Operating	Recast 2005					
	2009 \$'000	2008 \$'000	2007 \$'000	2006 \$'000	(AEIFRS)* \$'000	2005 \$'000
Cost of Services	1 088 535	1 041 391	976 459	929 236	891 298	926 161
Operating Revenue	244 002	219 641	185 206	187 015	166 430	201 712
Net Cost of Services (a)	844 533	821 750	791 253	742 221	724 868	724 449
Revenue from Government	858 411	833 963	809 532	774 254	757 532	757 532

Financial Position	Recast 2005					
	2009 \$'000	2008 \$'000	2007 \$'000	2006 \$'000	(AEIFRS)* \$'000	2005 \$'000
Current Assets	275 761	276 332	244 513	248 309	209 682	209 683
Non-Current Assets	948 920	978 828	801 727	795 930	815 269	816 191
Total Assets	1 224 681	1 255 160	1 046 240	1 044 239	1 024 951	1 025 874
Current Liabilities	230 403	174 080	150 428	147 567	134 452	115 635
Non-Current Liabilities	48 187	114 002	136 059	154 518	174 095	194 712
Total Liabilities	278 590	288 082	286 487	302 085	308 547	310 347
Total Equity	946 091	967 078	759 753	742 154	716 404	715 527

#### Ratios

Current Ratio (b)	1.20	1.59	1.63	1.68	1.56	1.81
Equity (c)	77%	77%	73%	71%	70%	70%

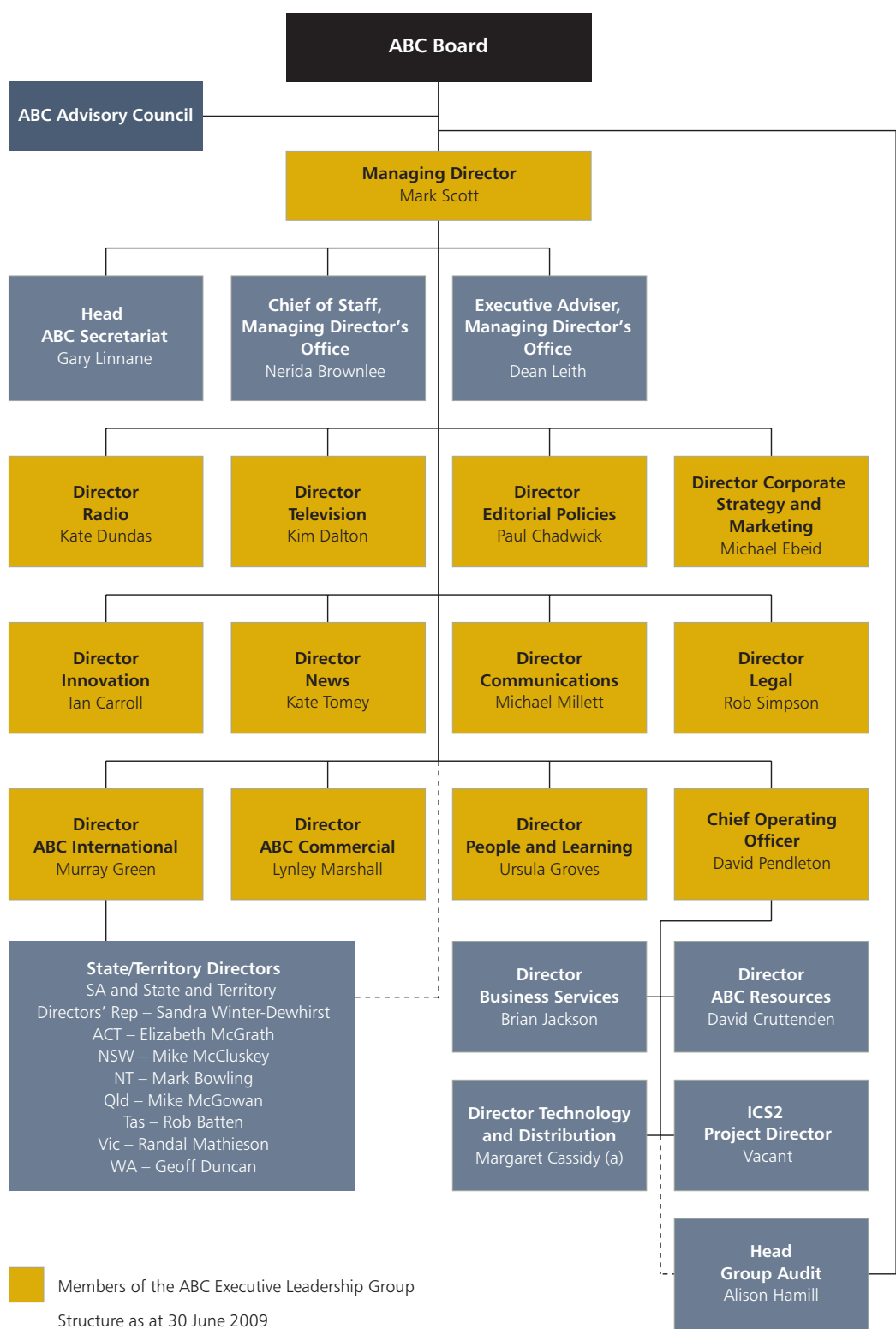
\* Australian Equivalents to International Financial Reporting Standards.

(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.

# ABC Divisional Structure



Members of the ABC Executive Leadership Group  
Structure as at 30 June 2009

# ABC Divisions

## Radio



### 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 from Charles Sturt University focused on radio and television.

IN 2008–09, ABC Radio's primary focus was the introduction of digital radio in Australia in the five mainland capital cities and the development of ABC Digital Radio services to commence on air from 1 July 2009.

ABC Digital Radio will initially comprise simulcasts of its existing analog services—ABC Radio National, ABC Classic FM, ABC NewsRadio, *triple j* and the relevant Local Radio metropolitan station—along with new music services, ABC Dig Music, ABC Jazz and ABC Country, each complemented by media-rich websites ([abc.net.au/radio/digital](http://abc.net.au/radio/digital)).

In 2008, ABC Radio achieved record audience results for a second consecutive year: a record market share of 21.2% and a record reach of 3.82 million listeners a week in the five major cities (or 33% of that population). Each of the radio networks recorded year-on-year growth in reach (see page 39).

Not all feedback to ABC Radio was positive. In October 2008, decisions to change Radio National's 2009 program schedule generated significant adverse reaction from loyal listeners, many of whom incorrectly perceived the changes would deliver increased online content at the expense of radio programs. In 2009, the response to new radio programs has generally been positive.

### Communities in Crises

The unique role played by ABC Local Radio in times of emergency was never more evident than with the Victorian bushfires and the floods in Queensland and northern New South Wales.

In Victoria, rolling coverage and emergency broadcasts were mounted by local stations in Horsham, Bendigo, Wodonga, Sale and Melbourne. All warnings were delivered within a minute of being received, no inaccurate warnings were issued and no talkback callers went to air with inaccurate advice.

Portable transmitters were erected and temporary radio services established in the towns of Warburton and Kinglake. 94.5 FM ABC Kinglake Ranges and its online service provided key weekday programs including *State News* and *AM*, with the local community mounting their own content with support and technical advice from the ABC. The service was extended to mid-July 2009.

National ABC Radio networks and ABC Television helped to guide affected communities in Victoria to coverage and essential information on ABC Local Radio and online.

ABC Local Radio and ABC News established a single bushfires site ([abc.net.au/emergency/bushfire/](http://abc.net.au/emergency/bushfire/)) with links to emergency agencies. A similar site was established for the floods in Queensland and New South Wales.

In Queensland, Local Radio broadcast from a temporary station at the Civic Centre in Ingham for almost two weeks when the community was completely isolated by floodwater.

### Recovery and Rebuilding

The ABC presented a free, family-focused concert at the Sidney Myer Music Bowl on 1 March to reflect on and celebrate the resilience and remarkable spirit of the Victorian community and to recognise the emergency service providers and volunteers.

In March 2009, *triple j* joined with Australian concert promoters and sections of the media to support the *Sound Relief* fundraiser events held simultaneously at the Melbourne Cricket Ground and the Sydney Cricket Ground.

On 30 March 2009, the Attorney-General presented ABC Local Radio Victoria with a certificate in recognition of the outstanding contribution, commitment, professionalism and dedication in covering the Victorian bushfire tragedy.

ABC Local Radio programs mounted Outside Broadcasts from many fire-affected regions focusing on community recovery and rebuilding. In April, ABC Radio Sport provided commentary from the football match celebrating the return of the game to the Kinglake football ground.

Debriefing sessions and specialist support services were made available to all staff involved throughout the stressful period and they have been buoyed by the response and support from their communities and the general public.

ABC Radio participated in cross-ABC and external debriefs and reviews, including the Victorian Bushfires Royal Commission.

### Beijing Olympics and Paralympics

In August 2008, ABC Radio continued the unbroken tradition of Olympic Games radio coverage begun in 1936, with over 170 hours of the Beijing Olympic Games broadcast on ABC Local Radio around Australia, with the exception of 702 ABC Sydney where Rights were not available. This was followed by coverage of the Paralympic Games.

ABC Radio celebrated the Northern Territory *Grandstand's* Charlie King becoming the first Indigenous broadcaster to cover an Olympic Games.

Tony Eastley with fire crew from Lancefield at Whittlesea Showground; ABC Reporter Richelle Hunt interviewing Victorian Department of Sustainability and Environment's Geoff McClure, reporting in Crystal Creek, Victoria during the bushfire crisis.





*triple j*'s former legendary sports commentators, Rampaging Roy Slaven and HG Nelson provided special daily half-hour wraps of Olympics highlights called *The Golden Ring*, the podcast of which reached No. 1 on iTunes in August 2008.

### Sport

ABC Radio Sport continued to deliver coverage of regional, national and international sports through *Grandstand* on ABC Local Radio and ABC Grandstand Online.

In 2008–09 coverage included Test, One Day and 20/20 cricket, the Women's cricket World Cup, football of all codes, the Sydney to Hobart yacht race, Australian Open tennis, netball, men's and women's basketball, and national coverage of the Tour Down Under cycling event in Adelaide.

ABC Radio Sport acquired the first-ever Australian digital radio Rights, in addition to AM and FM Radio Rights, to the Ashes Cricket in England in July 2009. The Radio Rights (Australia only) were also acquired for the 2010 Delhi Commonwealth Games.

ABC NewsRadio introduced the new *Aussie Rules Preview* on Friday nights in March 2009, hosted by sports journalist Chris Glasscock ahead of the evening's game-for-broadcast. The network also mounted a special series, *A Month of Saturdays*, featuring legendary sports journalist Max Presnell in October 2008 to mark the Melbourne Spring Racing Carnival.

ABC NewsRadio's iconic sports presenter David Lord interviewed Australian sporting legends in a special series called *Green and Gold Greats*, broadcast on ABC NewsRadio on Saturday mornings. Legends include Sam Loxton, Betty Cuthbert, Ken Rosewall, Peter Thomsen, Margaret Court, John Landy and John Konrads. The series was made available as a podcast via *Grandstand*.

### Australian Content

*triplejuneearthed.com* celebrated its second anniversary in August 2008 providing unique opportunities for unsigned bands to play at key festivals in Australia. In 2008–09, the site attracted 434 291 unique visitors and 3 371 956 unique page views.<sup>43</sup> Since inception, 23 464 artists have uploaded music, more than 140 000 users have registered, 2.8 million tracks have been downloaded and eight million tracks streamed.<sup>44</sup>

The second *Uearthed High* was launched in May 2009 on radio and online, urging students to start a band and enter their songs in the competition. The winning band will be flown to Sydney to record their song professionally, have it played on *triple j* and win a *triple j* concert at their school.

A four-part documentary series, *Wide Open Road*, was broadcast on *triple j*, Radio National and Local Radio and was covered online during Ausmusic month in November 2008. It looked at the sound of Australian music and how the landscape has

<sup>43</sup> Source: Google Analytics.

<sup>44</sup> Source: *triple j*.



helped shape that sound. The series included interviews with The Saints, The Presets, Midnight Oil, Hilltop Hoods, The Go-Betweens, John Butler, Magic Dirt, Sarah Blasko, Silverchair, The Waifs, and The Pigram Brothers among others.

Northern Territory Local Radio launched a new comedy series, *Tough at the Top*, featuring 12 video comedy sketches written and performed by Territorians, Anne Edmonds and Anna Daniels. The series attracted over 6 000 hits on both ABC Local and YouTube in its first four weeks.

ABC Local Radio and ABC Local online featured the national finals of the Australian Poetry Slam 2008 from the Sydney Opera House. For the first time, poets competed for a wild card entry to the National Grand Slam via Local Radio's Online Poetry Slam Competition. Eighteen finalists competed for the national title and \$5 000 prize money before a live audience at the Grand Slam hosted by 702 ABC Sydney's Andrew Daddo and Miles Merrill.

In November, ABC Classic FM launched *classic/amp*, a new website capturing Australia's classical and experimental music heritage drawn from the ABC's vast archive of music recordings.

In April, the network also presented the premiere broadcasts of four Australian works: Richard Mills' *Passion According to St Mark*; Damien

Ricketson's *Porphyrius' Shuffle*, circle for piano; the world premiere broadcast for Stuart Greenbaum's *Chamber Concerto for Flute and Percussion*; and Nigel Butterley's *Beni Avshalom*.

The J Awards were announced in December 2008 at the Oxford Arts Factory in Sydney coinciding with a live-to-air broadcast on *triple j*. The Awards have become respected in the music industry with winners selected on quality rather than commercial potential. The Presets were awarded Australian Album of the Year, The John Steel Singers received the *Unearthed J Award* and Mike Daly, director of The Herd's *20/20* clip received the award for Australian Music Video of the Year.

### Indigenous Content

ABC Radio partnered with Umeewarra Aboriginal Media Association in Port Augusta in two cross-media projects. *Port Augusta Reimagines* was made by Umeewarra radio producers for broadcast on ABC Radio and online on the new ABC Indigenous portal. Coverage of the inaugural *Yarnballa Indigenous Culture Festival* in October was featured on ABC North West and Radio National and 5UMA 89.1 FM community radio station. Four young Indigenous radio producers were mentored through the process of making video and radio content for ABC North West and contributing to a documentary for ABC Radio National's *AWAYE!*

Local Radio Northern Territory provided radio and online coverage of the Tiwi Island Grand Final and in partnership with the Top End Aboriginal and Bush Broadcasting Association ensured people in remote Aboriginal communities across the Top End could listen in to the ABC's coverage of the Northern Territory Football League through their local community radio station.

### Audience Interaction and Social Media

ABC Radio embraced new forms of social and interactive media.

In August, ABC Radio National launched *Pool* ([pool.org.au](http://pool.org.au)) an online "town square" for Australians where people can upload and publish content in a variety of forms, remix and reuse content made available under Creative Commons licence by others including ABC archival material, and discuss creative works with the *Pool* community and ABC producers (see page 28).

Lance Armstrong signs on to the "Tour Down Under" amongst the media scrum in Adelaide, SA; The Presets won Australian Album of the Year for *Apocolypso* at the 2008 J Awards, held on 5 December 2008; Children in the Tiwi Islands wear their ABC tattoos with pride.



*ABC Contribute* ([contribute.abc.net.au](http://contribute.abc.net.au)) is a collaborative project between ABC Local, ABC News, Rural and Sport designed to generate a community of “correspondents” across Australia to share videos, audio, photos and stories.

*Catchment Detox* came as an external idea to ABC Radio and culminated in a joint initiative with Innovation and a number of external partners. It was launched in August 2008 as part of National Science Week and comprised an online game, competition and radio series to build audience engagement on the dilemma of how to sustainably manage land, soil and water (see page 97).

ABC Radio increased its presence on social networking sites with many networks now on Twitter and Facebook.

ABC Radio podcasts continued to perform strongly. In June 2009,<sup>45</sup> Radio National and *triple j* topped the ABC podcasts list achieving 7.9 million and 3.8 million downloads respectively out of a total 18.9 million ABC downloads.

Four *triple j* podcasts were in the iTunes top 25 podcasts across October and November, including *The Race Race* hosted by *The Chaser's* Chris Taylor and Craig Reucassel. The daily program covering the United States election over two weeks was the most downloaded iTunes podcast in Australia while on air.

Throughout the year, Radio National made podcasts available of individual stories from *Breakfast*, *Life Matters* and *Late Night Live* in addition to the entire programs. ABC Rural Radio is now podcasting all programs, a total of 208 separate podcasts.

### **Community and Broadcast Highlights**

The 2008 Boyer Lectures, “*A Golden Age of Freedom*,” were delivered by Rupert Murdoch. Launched on 2 November, the first of the six lectures was delivered at the Sydney Opera House, broadcast on ABC Radio National and televised on ABC1.

ABC Classic FM celebrated Australia Day with a special live broadcast from Hyde Park in Sydney featuring live performances by the Royal Australian

Navy Band, The Song Company, New Sydney Wind Quintet and Continuum Sax.

*triple j's* 2008 Hottest 100 event was held at Parramatta Park on Australia Day, attracting a crowd of about 6 000. Over 800 000 votes contributed to the 2008 Hottest 100. In 2009, a special Hottest 100 Of All Time will be launched to mark the initiative's 20th anniversary.

On 7 May, ABC Local Radio hosted a special forum to address Australia's readiness to deal with a national health crisis with the outbreak of A/H1N1 (swine flu). Hosted by AM presenter Tony Eastley, accompanied by co-host bio-ethicist and writer Dr Leslie Cannold, the forum was broadcast nationally across ABC Local Radio networks and streamed online with regular crosses to ABC reporters throughout Australia.

*triple j's* 2009 *One Night Stand* was held in Sale, Victoria on 30 May, attracting approximately 15 000 people. In the lead up, *Breakfast* team Robbie, Marieke and The Doctor joined band Hilltop Hoods for a road trip from Melbourne to Sale stopping at Monash University, Warragul and Traralgon. The road trip was filmed for broadcast by *triple jtv*.

*Australia All Over's* 2009 Say G'Day Tour launched in May with the first leg commencing in Victoria where Ian “Macca” McNamara visited the bushfire affected towns of Boolarra, Churchill, Marysville and Kinglake. The Victorian leg of the tour culminated in an Outside Broadcast at Kinglake ([abc.net.au/australiaallover/](http://abc.net.au/australiaallover/)).

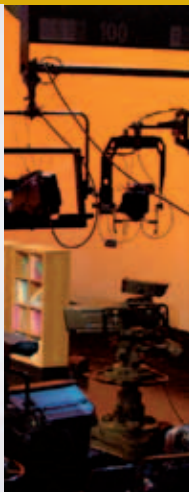
ABC Radio National's 2009 Regional Museums Award focused this year on the smallest centres run by volunteers. The project looks at how museums tell the stories they have in their collections, their contribution to tourism and regional development and has fostered a valuable partnership with Museums Australia.

### **The Future**

A new three-year strategy for ABC Radio is in development. It places audiences at the centre of the division's activities and concentrates on values and characteristics that are essential to the long-term performance, sustainability and social contribution of ABC Radio.

<sup>45</sup> Podcasts figures only reflect 2009 calendar year to date due to new measurement process.

# Television



## Kim Dalton

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 from the City University of London.

In June 2007, Kim was awarded an OAM for service to the film and television industry.

ABC TELEVISION DELIVERS two commercial-free, free-to-air national television channels. ABC1 continues to provide comprehensive broadcasting services to a national audience. ABC2, the ABC's free-to-air digital-only channel, is an alternative destination for innovative and challenging programming with a focus on music, culture, comedy and entertainment.

In the 2009–10 Federal Budget, \$67 million was allocated to a dedicated children's channel, ABC3, expected to launch pre-Christmas 2009. On 18 June 2009, the ABC launched MeOn3, a nationwide competition to scout for new talent to host ABC3.

In 2008–09, ABC2 experienced a significant improvement in average weekly reach. Audience reach measures the percentage of the total population who watched the ABC within a specific time frame. For the week ending 20 June 2009, ABC2 achieved its highest ever five-city average weekly reach of 2.1 million (or 14.5% of the five-city population). ABC2's average weekly reach in June 2008 was 700 000, growing to 1.4 million by the end of 2008, and by late May 2009 it soared to more than 2 million.

In accordance with legislation, ABC Television broadcast 8 405 hours of high definition material in 2008–09, including 1 462 hours in prime time.

### Freeview and the switch to digital television

On 24 November 2008, Freeview—a not-for-profit consortium of all Australian free-to-air television broadcasters including the ABC—was launched to help drive take-up of the free-to-air digital television platform in Australia. The ABC's Director of Television, Kim Dalton, is Chair of the organisation. Freeview will work closely with all relevant areas of Government to ensure consistent messaging in the lead-up to the switch-over to digital television broadcasting in Australia.

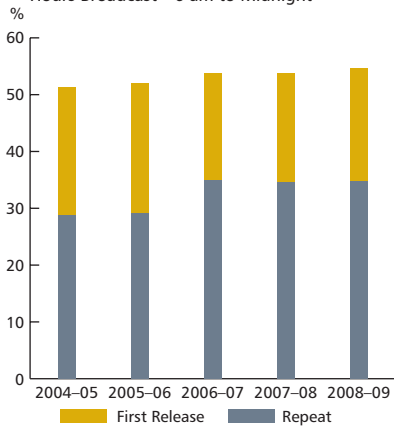
### Content highlights

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

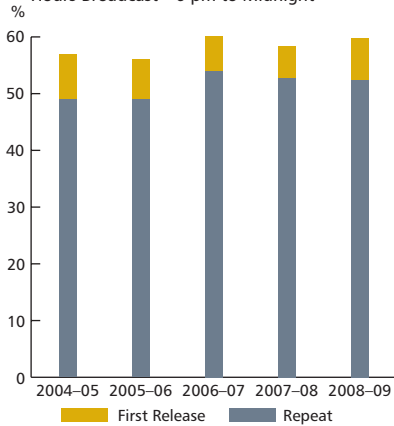
Several new Australian comedies were broadcast on ABC in 2008–09. *The Hollowmen* premiered on 9 July 2008 attracting 1.185 million viewers with a 27.1% audience share, winning its timeslot nationally and in Sydney, Melbourne and Perth.



ABC1 Australian First-Release and Repeat Content as a Percentage of Hours Broadcast—6 am to Midnight



ABC1 Australian First-Release and Repeat Content as a Percentage of Hours Broadcast—6 pm to Midnight



*Lawrence Leung's Choose Your Own Adventure* debuted in 2009 and featured an interactive website with additional content in the form of games, clips, competitions, wallpaper and expert tips and tricks.

ABC Television's news offerings have continued to expand, with the debut of *ABC News Breakfast* on ABC2 on 3 November 2008. *News Breakfast* provides news and analysis in a contemporary manner to an audience experiencing the program on a range of broadcast platforms. It is streamed live online at [abc.net.au/breakfast](http://abc.net.au/breakfast) and is highly interactive, with viewers able to contribute to content and comment on stories via text, multimedia messaging (MMS) and email. Viewers' comments are also displayed on screen during the program.

A number of new Australian dramas were broadcast during 2008-09: *The Cut*, *Dirt Game* and *3 Acts of Murder*. The Indigenous feature film *Samson & Delilah* marked the re-entry of ABC Drama into feature film production, going on to win the coveted Camera d'Or at the Cannes Film Festival in May 2009.

The final series of *The Chaser's War on Everything* premiered in May, watched by 1.5 million people, representing a 32.1% share of the audience. Series two of *The Gruen Transfer* continued to be highly popular in the Wednesday night line-up with audiences of over a million consistently. *Spicks and Specks* averaged 1.2 million in 2009 and in May became the ABC's highest-rating show since September 2007 with a 32.5% audience share.



Q&A, the ABC's public affairs panel discussion program featuring experienced journalist Tony Jones, maintains a strong audience, with a 2009 average of 512 000. The program continues to pioneer the use of new platforms to engage Australians including contributions to the program via video, web and SMS questions submitted during the program, as well as lively Twitter and web forums.

ABC Television's 2008-09 documentaries *Rogue Nation*, *Bombora: The Story of Australian Surfing*, *Solo* and *The Prime Ministers* series all screened to critical acclaim. *The Prime Minister is Missing* attracted 1 241 000 viewers (28.5% audience share) and the *Family Fortunes* documentary series rated well, with the first episode achieving an audience of 1 084 000 (21.4% audience share).

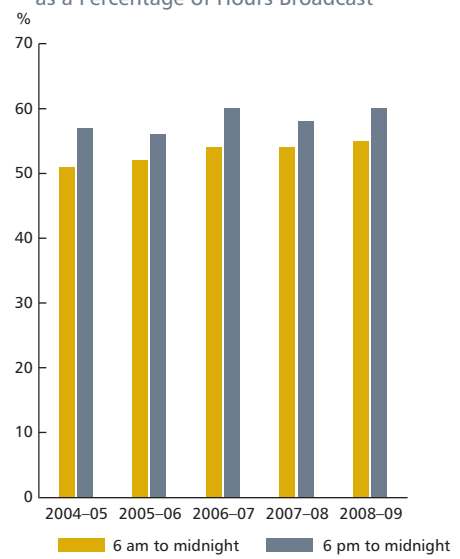
Throughout 2008-09, ABC Television continued to provide Australian audiences with a wide diversity of topics, styles and formats: the best of science (*Catalyst*), religion and ethics (*Compass*), Indigenous culture and history (*Message Stick*) and State and Territory sport.

ABC Television broadcast a range of outstanding international content in 2008-09, including period mini-series *Cranford* and new series of the dramas *Silent Witness*, *Spooks*, *Dr Who*, *Torchwood*, *New Tricks*, *Midsomer Murders*, *Rebus*, *Miss Marple* and *Poirot*; the comedies *Lost in Austen*, *Moving Wallpaper* and *Peep Show*; and the documentary series *The Story of India*, *Around the World in 80 Gardens* and *The Ascent of Money*.

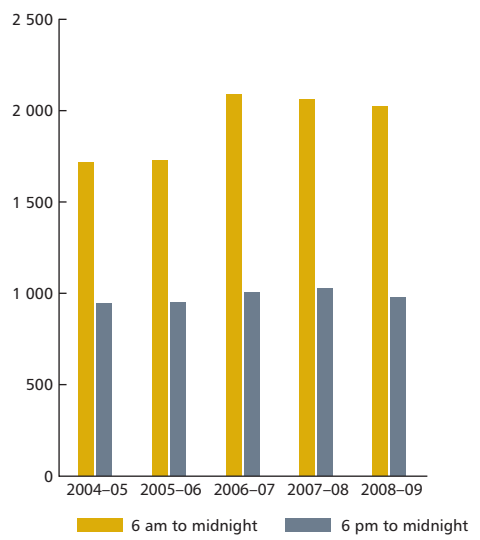


On location with *Dirt Game*, the six-part drama series which screened on ABC1; Luke Ford as Snowy Rowles and Oliver Wenn as Louis Carron in *3 Acts of Murder*.

ABC1, Australian Content as a Percentage of Hours Broadcast

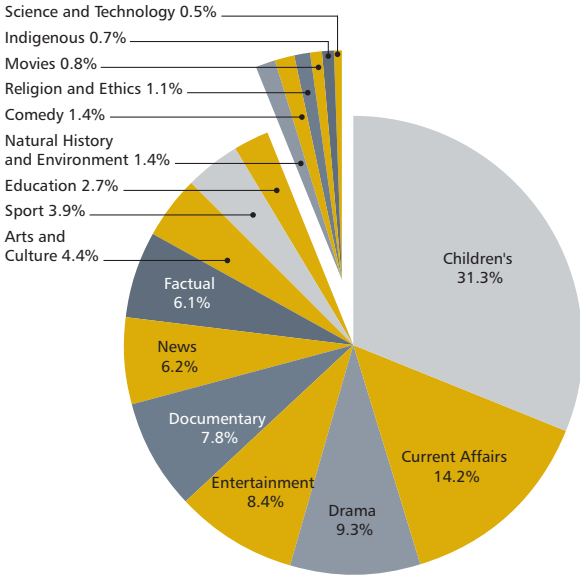


ABC1, ABC Commissioned Programs,\* First Release, Hours Broadcast

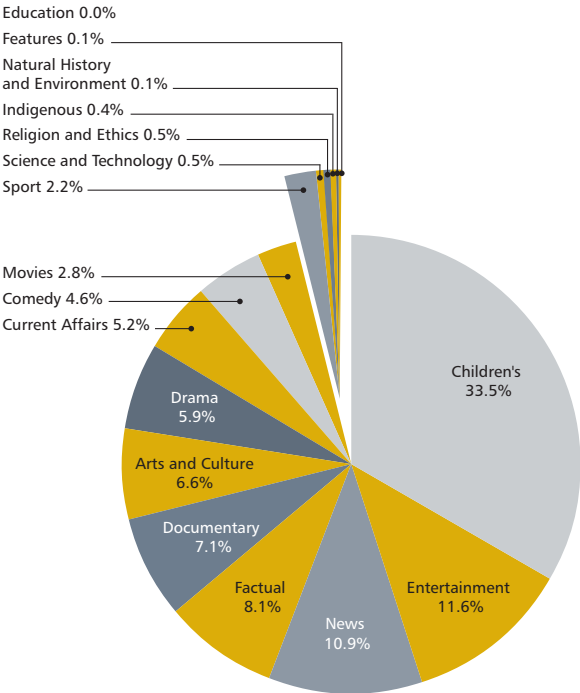


\* ABC internal productions and co-productions; excludes pre-purchased programs (including many documentaries and children's drama programs).

**ABC1 Genre Mix 2008–09**  
as a percentage of Hours Broadcast 6 am – Midnight  
(excludes interstitial material)



**ABC2 Genre Mix 2008–09**  
as a percentage of Hours Broadcast 6 am – Midnight  
(excludes interstitial material)



**Children's programming**

The ABC is the pre-eminent Australian children's broadcaster and continues to broadcast the best of local and international children's programming on both ABC1 and ABC2. In April 2009, a major launch was held for *The WotsWots*, a pre-school children's animation created by Academy Award-winning animation studio Weta Workshops. The ABC is a leader in children's programming, and in its Monday to Friday 10 am – 4.30 pm children's timeslot, ABC2 achieves higher audiences among children 0–12 than all dedicated subscription television children's channels.

The diversity of content offered as part of the ABC's children's program offerings also continued to grow, with ABC Television's first reality show for kids, *Escape from Scorpion Island*, launched at the beginning of November 2008. *Escape from Scorpion Island* garnered good audience figures, with ratings particularly strong among the target 8–12 demographic. Other innovative Australian children's programs, including *Dance Academy* and *My Place*, have been commissioned and are currently in production.

**Multiplatform Content**

**iView**

Since iView was launched on 23 July 2008, its content offering has grown to approximately 400 full episodes of content. Each week more than 70 hours of content from ABC1, ABC2 and exclusive-to-iView is published, via nine channels: *Catch Up*,





three channels for children, arts, documentaries and news channels. ABC Commercial and Australia Network also offer exclusive content online via iView.

The launch and growth of iView has been positively received by ABC audiences. In June 2009, iView averaged 631 000 visits, an increase of over 150% on the average number of visits in September 2008 (251 000).

### Websites

ABC Television's range of multi-platform services continues to expand, with content available online and other online services catering increasingly for consumers seeking on-demand content and engagement with media.

The new websites launched in 2008–09 include the ABC's unique Indigenous portal, the children's portal *Playground*, *Escape from Scorpion Island*, *Storm Hawks* kids website and *Lawrence Leung*. A new, full-featured flash website for *The Chaser's War on Everything* was launched to coincide with the broadcast of the final series, featuring the most popular *Chaser* skits from previous series, a virtual tour of the set and a "viral video creator".

### Vodcasts

The total number of vodcast downloads in the six months to June 2009 was four million. The most downloaded vodcasts in 2008 included *At The Movies*, *triple jtv* (including *jtvtv*), *Catalyst*, *Enough Rope*, *The Cook and the Chef* and *Gardening Australia*.

Another new initiative in 2008–09 was the February launch of *triple jtv* "Vodbytes"—short segments of *jtvtv* that can be downloaded daily to a computer or portable media device, consisting of both material unique to this platform and television content. In recognition of the new manner in which younger audiences consume television, ABC Television is aiming to create content that is easily forwarded to online friends and communities.

### The Chaser's War on Everything

Following *The Chaser's* "Make a Realistic Wish Foundation" skit in June 2009, the ABC's Managing Director and Director of Television made the decision to withdraw the program from the television schedule for two weeks. *The Chaser* is a satirical program aimed at provoking debate and providing social commentary on topical issues, current affairs and public life in general. Allowing the skit to go to air was a significant misjudgment by ABC Television and this was confirmed by the significant level of negative audience reaction. In immediate response to the public's concerns, ABC Television edited the segment out of the repeat screening of the program on ABC2 and online. The suspension of the program also gave ABC Television an opportunity to complete a review of its editorial approval processes.

Popular children's reality television program, *Escape from Scorpion Island*; Laurence Leung invited audiences to choose their own adventure; With *triple j* and *jtvtv*, you can see, hear and download Brisbane trio, The Grates.





### Independent Production Commissioning Fund (IPCF)

In the 2006 Federal Budget, the Australian Government provided an extra \$10 million annually over three years (2006–09) to increase the amount of Australian content on ABC Television. This funding has been used to commission independently-produced programs, helping to increase the level and diversity of Australian programs broadcast.

ABC Television has fully committed the additional \$30 million over the three-year period of funding and commissioned a slate of independently-produced programs with production budgets totaling \$110 million. This represents a gearing ratio of over three-to-one for each dollar of the Government funding to the ABC. The ABC has commissioned 156 hours of production, comprising 67 hours of documentaries, 50 hours of children’s programs and 39 hours of Australian drama.

The programs that have been broadcast in the last two years have all performed strongly in both

regional and metropolitan markets. In particular, Australian dramas such as *Bed of Roses*, *Rain Shadow* and *3 Acts of Murder* performed well. Documentaries such as *Ten Pound Poms*, *Gallipoli Submarine*, *Miracle on Everest* and *Humpbacks: From Fire To Ice* all performed well nationally.

### The Future

The future for ABC Television involves new channels, new platforms and new content. Higher levels of Australian content, particularly in the area of adult drama and children’s television are clear priorities for the Division. As Australia moves towards a future of an expanded free-to-air platform, with increased numbers of digital channels available to all, ABC Television will provide clear choices for viewers by offering relevant, informative and entertaining content at the most appropriate times. Launching ABC3 as the home for primary school children, and formalising ABC For Kids on ABC2 as the home for preschoolers is the first step in the division’s plans for maximising channels to best advantage.

## Most Popular ABC Television Programs 2008–09

Five-City Metropolitan	Average Audience
Spicks and Specks	1 592 000
The Chaser’s War on Everything	1 540 000
The Gruen Transfer	1 450,000
Midsomer Murders	1 319 000
New Tricks	1 283 000
ABC News	1 281 000
Australian Story	1 252 000
Enough Rope with Andrew Denton	1 243 000
The Prime Minister is Missing	1 238 000
Foyle’s War	1 215 000
The 7.30 Report	1 208 000
Doctor Who	1 207 000
Spicks And Specks: A Very Specky Christmas <sup>1</sup>	1 198 000
The Howard Years	1 189 000
The Hollowmen	1 185 000
Silent Witness	1 168 000
The New Inventors	1 152 000
Agatha Christie: Poirot	1 147 000
Four Corners	1 124 000
Agatha Christie’s Miss Marple	1 117 000

Source: OzTAM Television Ratings

Regional	Average Audience
New Tricks	698 000
The New Inventors	672 000
Spicks and Specks	666 000
Midsomer Murders	636 000
The Prime Minister is Missing	615 000
Australian Story	614 000
ABC News	602 000
Doctor Who	601 000
The Chaser’s War on Everything	598 000
The Gruen Transfer	576 000
The 7.30 Report	575 000
Foyle’s War	575 000
Wire in the Blood	572 000
Rough Diamond	564 000
The Treasurer’s Budget Speech 2009	550 000
Silent Witness	548 000
Mountain with Griff Rhys Jones	536 000
Four Corners	532 000
Spicks and Specks: A Very Specky Christmas	531 000
Taggart	529 000

Source: Regional TAM Television Ratings

# News



## Kate Torney

Director of News

Kate Torney was appointed Director of News in April 2009. Before that, Kate was Head, Asia Pacific News, leading the ABC's newsgathering operation for international audiences. In 2008, she coordinated the merger of the Australia Network and Radio Australia newsrooms. Kate has worked as a radio and television reporter and producer, bureau chief, executive producer and news editor. During her 14 years at the ABC she has worked in local radio, news, current affairs, politics and international broadcasting. 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 Royal Melbourne Institute of Technology.

## Programs and staff

2008–09 HAS BEEN a period of change for the News Division, with a revolution in the way the ABC produces television content, the expansion of international news programming and continuous news across platforms, new programs and a range of appointments to senior positions. This has happened while existing programs have continued to perform strongly.

The change in the way television programs are produced is a result of an ABC-wide review of production. It has involved installing automated studio equipment, centralising the production of graphics and introducing desktop editing. The desktop editing technology allows journalists to browse and edit video at their desks and take direct creative control of their stories. It also ensures journalists and producers are equipped for what is becoming standard practice in the industry. Desktop editing was already being used by journalists in the Australia Network newsroom and in the Continuous News Centre (CNC). The production changes have meant extensive work-practice change, efficiencies, new technology and training for hundreds of staff across the country.

*ABC News Breakfast* began on ABC2 in early November 2008. The three-hour program is hosted from Melbourne by Virginia Trioli and Joe O'Brien. Within six months of its launch, the program was watched by close to 200 000 viewers a week in the five capital cities. The program is also broadcast across the Asia-Pacific region on Australia Network.

*News Breakfast* expands and enhances Australia's most comprehensive broadcast news service, which now extends across radio and television networks, and is complemented by a wealth of news and current affairs content online through video, audio and text.

The Asia Pacific News Centre (APNC) was launched in November 2008, merging the news resources of Radio Australia and Australia Network. The APNC has 60 journalists dedicated to 24-hour cross-platform coverage of Asia and the Pacific. One of the Centre's first priorities was a merged website where audiences can explore a full range of multimedia news content.

With the departure of the former Director of News, John Cameron, and the appointment of

Kate Torney to the position, there has been some realignment of the News Executive to reflect strategic priorities, notably with the appointment of a Head of Continuous News and an acting Head of International Operations. There have also been appointments to key program positions, including new correspondents in Washington, the Middle East, New Delhi, Tokyo and Papua New Guinea; senior producer positions for Online News, Online Sport, Radio News, Television News, *Foreign Correspondent*, *Four Corners* and *News Breakfast*; new presenters on television news in Queensland and *Stateline* in Victoria and Queensland; and a new Political Editor for *The 7.30 Report*.

News appointed nine cadets, including one sports news cadet, and has introduced a pilot program to recruit two Indigenous journalism students to paid internships.

News dedicated considerable resources to coverage of major incidents and events, including the Global Financial Crisis, the Beijing Olympics, the United States Presidential election and the

inauguration of Barack Obama, elections in the ACT and Western Australia, and the devastating bushfires in Victoria. Much of this coverage included special and extended programs, including a television documentary about the bushfires, *After the Firestorm*. News also developed dedicated websites to aggregate coverage of these major stories.

News has made changes to its News Online operations, improving the range and depth of text by using more journalists to do original reporting as well as sourcing more stories from national television programs such as *Four Corners*, *The 7.30 Report* and *Foreign Correspondent*.

The websites of the radio current affairs programs have been redesigned. The new sites for *AM*, *PM* and *The World Today* greatly increase the speed in getting the content from the radio programs online and providing more content for the News front page.

The CNC has enhanced the video news service it provides online, branded as *News in 90 seconds* and featuring longer segments more regularly on a greater range of topics. These include separate programs on international news, sport, business and entertainment.

News, Innovation, Radio and Television worked together to develop a new website to bring all sports content under the *Grandstand* banner. Previously the material had been sitting under separate sites. The new site was launched on 8 July 2008, the same day as the opening day in the Ashes Test series in England.

The one-hour news special *After the Firestorm* presented by Barry Cassidy included discussions with local community members about their experiences, as well as debate about the main issues affecting them; The ABC's Washington Correspondent, Lisa Millar, reported on the Presidential elections in November 2008; ABC Washington cameraman, Dan Sweetapple, being congratulated by President Obama in March 2009 for winning the 2009 White House News Photographers Association "The Eyes of History" award; Peter Cave, the ABC's Foreign Affairs Editor, working in Lebanon; ABC reporter Megan Pailthorpe in the flooded town of Ingham, Qld; Fran Kelly interviewing former Prime Minister the Hon. John Howard for *The Howard Years*.





In July 2008, the ABC's then South Asia correspondent, Peter Lloyd, was jailed in Singapore for drug-related offences. He was on leave at the time of his arrest, receiving treatment in a Singapore hospital for an eye infection. He has since been released from jail.

*The Howard Years*, a four-part television series examining the government of John Howard, went to air late in 2008 in the *Four Corners* timeslot on ABC1. The program attracted extensive media interest and significant audiences for each episode.

*Foreign Correspondent* has been moved to the new timeslot of 8 pm on Tuesday on ABC1. Since the timeslot changed, the average five-city audience has increased by approximately 250 000 (more than 50%) compared with its 9.30 pm broadcast.

*Behind the News* worked with *Message Stick* to present a special program on ABC1 to mark the first anniversary of the Federal Government's apology to the Stolen Generations.

A *Four Corners* program on rugby league, "Code of Silence," attracted significant media attention and a five-city television audience of more than a million, the highest for 2009 and the highest New South Wales audience since 2001. The program was also largely responsible for tripling the number of visitors to the ABC's iView site the week it was shown.

The radio current affairs program *PM* and the children's television program *Behind the News* celebrated 40 years of broadcasting. *Landline* also celebrated its 1 000th program in September 2008.

In April 2009, the ABC's Pacific Correspondent, Sean Dorney, was expelled from Fiji after the military-led government objected to his stories on the media crackdown in the country.

### Initiatives

The ABC is gaining a reputation internationally as a leader in the field of trauma and resilience training. The value of the trauma awareness program the News Division developed became evident in supporting staff during and after the Victorian bushfires. So far more than 600 staff from across the ABC have attended awareness sessions and 38 have been trained as peer supporters.

News is working with other areas of the ABC to review international operations. The review's main aims include ensuring sustainability and meeting the increasingly diverse output requirements foreign correspondents are asked to file for. It will also look at other issues, including compliance with local employment and tax laws.

News has introduced a website that aggregates clarifications and corrections, as well as the findings of complaints review bodies. The focus of the site is on correcting and clarifying significant errors across all programs and platforms.





Working with the International Committee of the Red Cross and the University of Technology, Sydney, News co-hosted a conference called "Reporting Wars: Challenges and Responsibilities" at Ultimo in May 2009. In conjunction with the conference, a multimedia exhibition was held in the ABC foyer, with photos, video and audio from Australian media outlets represented in the News Safety Group.

ABC News has agreed to sponsor the Walkley Foundation's new initiative, the Young Australian Journalist of the Year Awards. The new awards recognise and celebrate the work of journalists aged 26 and under.

## Radio News

Outlet	Hours
ABC Local Radio, ABC Radio National and ABC Classic FM	7 864
Regionals	3 356
<i>triple j</i>	253
Radio Australia	949
<b>Total</b>	<b>12 422</b>

## Radio Current Affairs

Program	Hours
Early AM (ABC Local Radio)	42
AM (ABC Radio National)	85
AM (ABC Local Radio)	154
AM/PM special election coverage	5
The World Today	210
PM (ABC Radio National)	192
PM (ABC Local Radio)	210
Saturday AM (ABC Local Radio and ABC Radio National)	40
Correspondents' Report	19
Finance Market Report PM	18
Summer Specials	6
<b>Radio Australia:</b>	
Connect Asia	216
Asia Pacific	108
Pacific Beat	195
Correspondents' Notebook	4
Asia Pacific Business	13
<b>Total</b>	<b>1 517</b>

## Annual Production of News

In 2008–09 the ABC broadcast more than 19 000 hours of unduplicated news and current affairs programming on television and radio on its domestic services and on the Australia Network and Radio Australia.

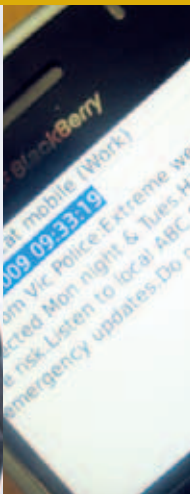
These figures do not include material provided to ABC NewsRadio, live crosses to reporters into radio programs, and any rolling coverage. The figures also do not include seasonal variations such as sport broadcasts that interrupt bulletin schedules.

## Television News and Current Affairs

Program	Hours
7 pm News (all States and Territories)	1 465
News Updates	161
News Special	46
Summer Late Edition News	6
Australian Story	17
News Breakfast (ABC2)*	518
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
The 7.30 Report: Encore (Highlights)	6
Stateline	153
The Midday Report	240
The Midday Report Special: Victorian Bushfires	1
Behind the News	15
BtN Daily	17
BtN Specials	3
State Election coverage	15
National Press Club	92
Order in the House	19
Parliamentary Question Time	141
Australia Network News	1 735
Asia Pacific Focus	17
The Howard Years	4
After the Firestorm	1
Budget Specials	2
<b>Total</b>	<b>5 184</b>

\*Began 3 November 2008, figure includes Sunday bushfires special.

# Innovation



## 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 also established two channels for ABC Digital Television and led 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.

THE LAST 12 MONTHS have been a period of consolidation for the Innovation Division, now in its second year of operations. The division has a broad brief to provide editorial and technical leadership across ABC Online (abc.net.au) and maintain the Corporation's web infrastructure whilst also identifying and exploring emerging trends in online and digital media. Innovation has met this challenging brief and, in collaboration with other divisions, has ensured the ABC remains connected and relevant to Australian audiences.

During the last year, Innovation led two major new initiatives that enabled the distribution of ABC content on new platforms: ABC iView and ABC Mobile. In addition, Innovation continued to respond to changing audience needs by streamlining and strengthening its existing web presence. Over the past year, Innovation has collaborated with other divisions to improve policy and guidelines for web design and development across ABC Online. It continued to manage the Web Content Management System (WCMS) replacement project and to provide thought leadership for web development and online strategy. Innovation also produced a number of acclaimed ground-breaking projects, which explored the possibilities of the digital media environment.

### Pioneering new platforms

Innovation's second full year of operation began with the launch of iView, Australia's first high-quality, full-screen online video service. iView was designed and developed in-house by Innovation and provides yet another example of the ABC's leadership within the digital media landscape. iView allows audiences to access a wide range of video programs and removes the limitations of scheduled programming. Its creation represents a significant step by the ABC into the broadband future. ABC Television is now responsible for maintaining the content and delivery of iView and has continued to expand the number of channels and programs offered.

The Innovation Division also delivered the ABC's first comprehensive suite of mobile phone services under the banner of ABC Mobile. Although the ABC has developed content for the mobile phone platform in the past—releasing niche mobile applications for music, sports and election

results—ABC Mobile represents an ongoing and holistic mobile presence for the Corporation. The mobile website [m.abc.net.au](http://m.abc.net.au) is accessible from any handset connected to the web and was designed to be fast loading and easy to read on a mobile phone. Two applications were also released as part of ABC Mobile: one for the iPhone and the other for handsets using the Android operating system. The iPhone application has been particularly successful, with over 140 000 downloads in its first four months.

### Streamlining ABC Online

The Innovation Division led the development of a number of policies and guidelines concerned with streamlining ABC Online. Innovation made a significant contribution towards the amendment to Section 9 of the ABC *Editorial Policies*, which relates to user-generated content, and the development of a “Compliance checklist for ABC interactive services”.

In February 2009, Innovation published the first set of User Interface Guidelines for ABC Online. The guidelines will introduce standards and make recommendations across ABC Online that will improve the overall coherence, usability and audience experience of all ABC websites. The guidelines are a “living document” that is being developed in collaboration with all divisions and will respond to feedback and suggestion as ABC Online continues to evolve. Innovation remains the central point of contact for help with implementation of the guidelines during changes to existing sites and the design and development of new ones.

ABC Mobile includes a custom built application for use on iPhones.



Innovation also scoped and assessed a number of other initiatives to streamline ABC Online and improve the audience’s online experience. A number of key online portals—including several digital radio sites, Radio National and the *Grandstand Sport* gateway—were in redesign and developed in accordance with these new guidelines. Innovation will continue to collaborate with other divisions as they look to develop new sites and redesign existing ones.

### Updating web infrastructure

Each month an average of 2.6 million Australians visit ABC Online for up-to-date news, information and entertainment. Approximately 700 ABC staff create, edit and upload digital content that attracts and retains that audience. Since its arrival in 1997, ABC Online has grown to nearly five million pages, all of which are managed and delivered through Wallace, the original and current WCMS.

Wallace was developed in-house and launched over a decade ago. It provided a sound solution to establish a significant and popular ABC website, however, the technology and software that Wallace uses are at the end of their life-cycle. Rapid changes in online audience expectations and web technology means the system is no longer able to effectively meet current and future needs. The replacement of the WCMS is essential to the future of the ABC and its ability to play a central role in Australia’s digital future.

In 2008, after an assessment of options by the Innovation Division, the ABC Board approved the search for an external partner with expertise in WCMS development to create a new system for ABC Online content management.

Innovation conducted a global search and tendering process for an “off-the-shelf” solution which could then be tailored to meet the Corporation’s tight specifications. Two vendors were then invited to demonstrate the strength of their system during a six week in-house trial at the ABC. During the rigorous trials the vendor systems were tested on performance, availability, scalability, supportability and disaster recovery. In addition, the vendors were rated against functional content creation, functional content management, functional content delivery and

overall performance. At the close of this process one vendor, yet to be announced, was selected to deliver the replacement WCMS for the ABC.

Innovation will lead the set-up of an Executive Review Group and provide project governance, to identify and engage key internal stakeholders and ensure the smooth planning and deployment of the new infrastructure.

### Exploratory projects

Innovation also produced a number of acclaimed projects exploring the capabilities of broadband. In August 2008, ABC Science collaborated with several partners, including ABC Local Radio, to produce the national project for National Science Week. *Catchment Detox* ([catchmentdetox.net.au](http://catchmentdetox.net.au)) is an online simulation game that allows players to manage a virtual water catchment by balancing three basic factors: the health of the environment, the economy and population growth. Designed to increase public understanding of the dilemmas involved in managing a typical Australian river system, the simulation format was chosen to allow players to experiment with different approaches to the one problem, therefore coming to understand the complex underlying principles of water management.

The site received the Best Science, Health or Environment Award from the Australian Interactive Media Industry Association (AIMIA), the Australian digital media industry's peak association.

*Sydney Sidetracks* ([abc.net.au/sidetracks](http://abc.net.au/sidetracks)), produced by Innovation in collaboration with a number of external institutions, is a unique multimodal experience that utilises mapping technologies to allow audiences to explore the hidden past of some of Sydney's oldest inner-city suburbs. *Sydney Sidetracks* offers a rich range of historic audio, video, text and images via an interactive map of Sydney. The map includes moments of national interest such as Australia's first television broadcast in 1956 and the Hon. Paul Keating's Redfern speech in 1992. The map can also be loaded onto a mobile phone handset, and individual media files can be downloaded to a portable media device, so the material can be accessed on the street at the actual scene of the story. This gives a real-world experience to historical and archived content.

Innovation also launched a groundbreaking, interactive 3D website *Gallipoli: The First Day* ([abc.net.au/gallipoli](http://abc.net.au/gallipoli)). The site accurately recreates the first 24 hours of the 1915 ANZAC landing at Gallipoli in rich, interactive detail. The basis of the site is a sophisticated 3D map of Anzac Cove, which was built using topographical data from 1916. Visitors to the site can move through the landscape, creating the feeling of actually being at the battle itself as the day unfolds.

The site offers an hour-by-hour timeline of the key events of the landing. Several narrated sequences, voiced by actor Lucy Bell, carry audience members through the story of the day and detailed 3D dioramas provide dramatic visualisations of what the experience might have been like for both the ANZAC and Turkish soldiers. The site was built almost entirely in-house by Innovation; only the soundscapes and 3D models underlying the soldiers and military equipment were completed by independent production companies.

Each key event contains a wealth of supplementary media, including diary extracts and letters voiced by Hugo Weaving, video interviews with survivors from Gallipoli and photographs from behind the trenches. The site also offers background material about the broader Gallipoli campaign, including expert opinion by renowned historian Harvey Broadbent, information about the weaponry and transport used by ANZAC and Ottoman soldiers, and short biographies of each soldier highlighted in the project.

These projects have taken advantage of the latest technologies to offer new and exciting ways for audiences to experience and engage with ABC content. In the year ahead, Innovation will continue to experiment with new forms of content and will also ensure that the reach of all ABC content is maximised by improving the technologies and interfaces across ABC Online, and distributing ABC content across new and emerging platforms.



# ABC International



## Murray Green

Director of ABC International

Murray Green leads ABC International and has responsibility for the State and Territory Directors. The activities of State and Territory Directors are reported separately on page 116.

Prior to a corporate restructure in March 2009, Murray was also Director of Corporate Strategy and Governance. He earlier served as State Director Victoria and the ABC's Complaints Review Executive, dealing with the review of complaints about accuracy and bias.

He is a graduate of the Australian Film, Television and Radio School, has an honours degree in Asian and Pacific History, and is a lawyer.

ABC INTERNATIONAL INCLUDES Australia Network, Radio Australia, International Projects and International Relations. In 2008–09, the division continued to grow audiences and build partnerships across the Asia Pacific region.

A major structural change occurred in November 2008 with the creation of the Asia Pacific News Centre (APNC) based in Melbourne. The APNC is a 24-hour multimedia news operation focused on coverage of Asia and the Pacific for international audiences. Managed by ABC News, it combines the news and current affairs resources of Australia Network and Radio Australia to create a centre of excellence for regional reporting with some 60 editorial staff (see News Division report, page 91). A further restructure in March 2009 resulted in the Corporate Strategy and Governance unit becoming part of the Corporate Strategy and Marketing Division (see page 114).

### Australia Network

Australia Network is Australia's international television and online service and is currently available in 22 million homes in more than 40 countries across Asia, the Pacific and the Indian subcontinent and in more than 200 000 hotel rooms. The television service is accessed via three time-shifted satellite signals: Intelsat 5 (Pacific), Intelsat 8 (North and South East Asia) and Intelsat 10 (South Asia). These satellites also carry Radio Australia signals, and closer links have been developed between Australia Network and Radio Australia to coordinate transmission and distribution.

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 aim has been to establish a programming line-up which clearly reflects the quality, credibility and integrity of a brand that carries the name "Australia". Australia Network draws on the extensive inventory of programming available from the ABC and Australian commercial television networks, as well as reputable international independent production houses.

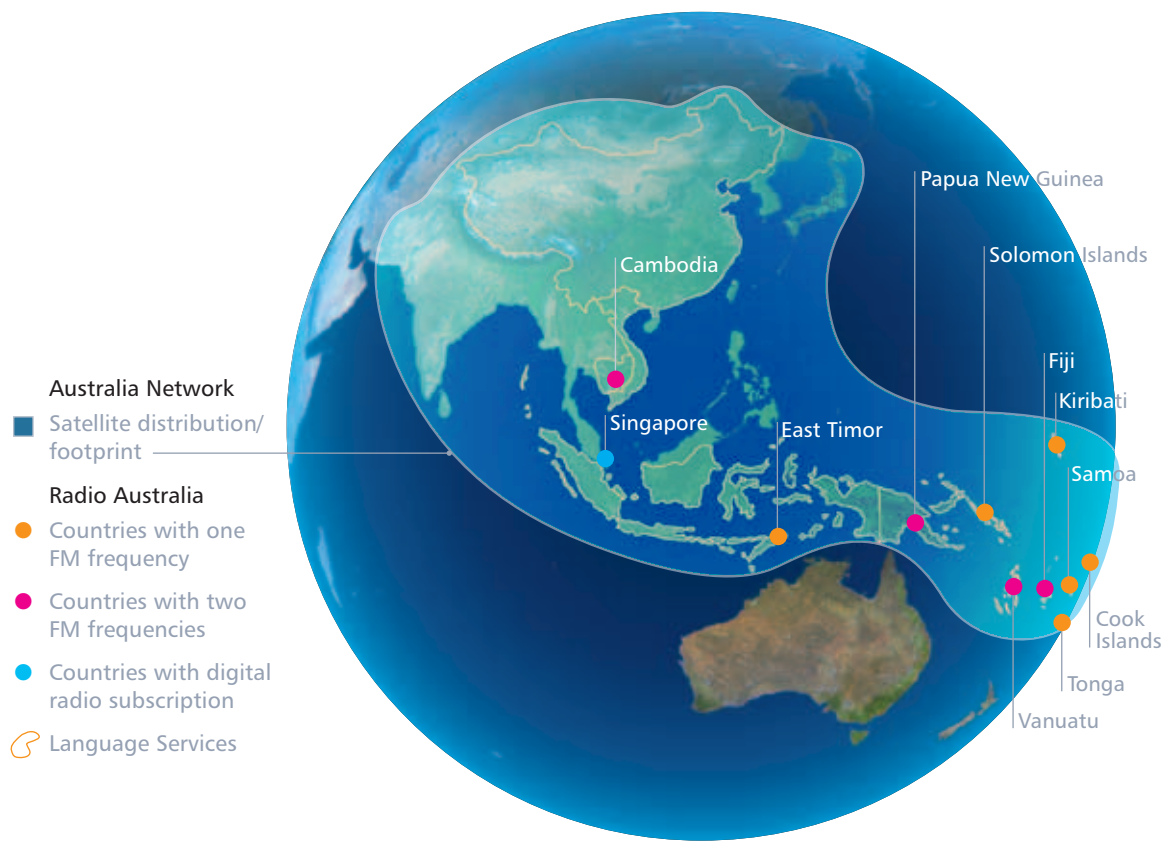
The channel is also the only international broadcasting service to provide English-language learning programming for intermediate and advanced students, backed up by a comprehensive interactive website allowing the development of skills and strategies for those seeking admission to overseas universities and educational institutions.

Australia Network demonstrated its commitment to significantly increase coverage of the Pacific with the launch of a new weekly magazine program, *Pacific Pulse*. The program focuses on stories outside the daily news agenda and seeks out voices that are rarely heard, from community leaders to villagers, with a focus on aspiration and achievement. The program is presented by two experienced producers who share a Pacific Island heritage—Tania Nugent, who grew up in Papua New Guinea, and Clement Paligaru, who is from Fiji. Audience research in Pacific urban centres indicates that on average about 50% of viewers had watched an Australia Network program in the past week.

Over the past year, Australia Network underwent a major re-refresh resulting in an updated brand and on-air look, new station identifications, website and promotional material and a revised tagline *From our world to yours* that better reflects the channel’s vision.

The network schedule was also revamped with the addition of new reality, lifestyle and travel programs to give the channel a more dynamic and engaging look that better reflects the strength of the brand. A series of programs, *This Australian Life*, was commissioned to showcase the experiences of Asian students attending Australian educational institutions. At the height of the Indian student crisis in Australia, Australia Network played a valuable public diplomacy role by broadcasting news specials and extended coverage that provided fair, balanced and comprehensive coverage of the issues to the region.

The Synovate PAX cable and satellite survey is the only ongoing audience research available in Asia. For the period ending 2008, it indicated the



viewership of Australia Network had grown 6% on the previous year in what is an increasingly fragmented marketplace. Large increases were recorded in Hong Kong, India (Mumbai, Delhi and Bangalore in particular) and Bangkok, with modest increases in Manila and Jakarta. Based on these results, Australia Network reaches over 1.1 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 exceeds two million.

Australia Network is largely funded by the Department of Foreign Affairs and Trade, but the ABC maintains editorial independence over the service, which is charged with providing a credible, reliable and independent voice in the region.

### Radio Australia

Radio Australia is a multilingual radio and online service providing content in seven languages: English, Indonesian, Mandarin, Pidgin, Vietnamese, Khmer and French. At the end of 2009 Radio Australia will celebrate 70 years of international broadcasting.

Radio Australia was drawn into the centre of the Fiji political crisis in early 2009 with the military government ordering the shutdown of Radio Australia's FM transmission sites in Suva and Nadi. There is still no indication as to when the order will be rescinded enabling transmission in Fiji to be restored. Radio Australia continues to reach audiences in Fiji through shortwave broadcasts, online and satellite services.

Notwithstanding the transmission shutdown, Radio Australia has been granted interviews with leading political figures in Fiji and some ABC journalists have been permitted entry into Fiji to report on the latest political events there.

Radio Australia undertook its biggest cross-media and cross-platform marketing and content project with the *Pacific Break* initiative. Inspired by *triple j's Unearthed*, *Pacific Break* called on unsigned Pacific musicians to submit their original recordings with the best entry earning the right to perform at Vanuatu's Pacific-wide music festival, Fest'Napuan, culminating in a live broadcast from the festival site. Radio Australia is following up with another *Pacific Break* in 2009 and hopes it will become a fixture in the Pacific music calendar.

Audience research conducted across the Pacific region showed that, on average, one in three urban radio listeners tuned in weekly to a Radio Australia program. This weekly figure peaked in Vanuatu and Solomon Islands with 58% and 57% of urban audiences respectively tuning in to Radio Australia. The increase in listenership in Fiji was most encouraging, with urban audiences measured at less than 1% per week in 2004, growing to 23% at the end of 2008 (before the FM transmission shutdown).

Radio Australia now has eleven 24-hour FM outlets in the Pacific and five in South East Asia (see Appendix 24, page 237). In 2009, new 24-hour FM services were opened in Sihanoukville in Cambodia and Vientiane in Laos. Radio Australia's FM 96 is the only English-language FM service in Laos and after eight months of operation registers an estimated 20 000 weekly listeners. New services are anticipated in 2009 in Luang Prabang in Laos and the Northern Pacific including the Marshall Islands, Northern Marianas and Federated States of Micronesia.

Radio Australia continues to maintain shortwave services for audiences outside the range of local FM transmitters. It uses the same satellites as Australia Network for program distribution and direct-to-home use.

Continuing a mix of local marketing initiatives and strategic rebroadcast arrangements, Radio Australia's Khmer language audience continues to grow. The Khmer service reached 6% of the Cambodian radio market weekly in 2008, up from 2.5% in 2006 and 1% in 2002. To build on this success, the Khmer and English services broadcast live from Phnom Penh's Water Festival in November 2008.

Radio Australia's Vietnamese service reaches its audiences via the internet ([www.bayvut.com.au](http://www.bayvut.com.au)). A relaunch of its website has sharpened its focus on providing Vietnamese audiences with free English lessons and information about the lives of Vietnamese students in Australia, Australian society and attitudes, as well as stories on health, environment, good governance and regional news and current affairs.

Re-broadcasting by partner radio stations remains a key focus in Indonesia and in July 2008 Radio Australia hosted a workshop with key radio partners in Jakarta. From this emerged numerous new partner opportunities in broadcasting and education.

## International Projects

ABC International Projects works to support the development of robust media institutions in the Asia Pacific region that operate in the public interest. It is a growing self-funding enterprise with some 20 staff (including locally engaged staff) located in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu, and 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 in partner countries, leading to better development outcomes. This goal is in line with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for the activities of International Projects.

In 2008–09, 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 Cambodia project has been extended until 2011 having attracted funding from the World Bank as well as AusAID.

International Projects also managed a number of smaller projects including a program of support to broadcasters across 14 Pacific countries. The unit also scoped a program of support for Vietnam Television which will begin in 2009–10.

## International Relations

International Relations is the first point of contact and coordination for international visitors to the ABC and the Corporation's involvement with public broadcasters and broadcasting associations around the world. These include the: Asia-Pacific Broadcasting Union (ABU); Asia-Pacific Institute for Broadcasting Development (AIBD); British Broadcasting Corporation (BBC); Canadian Broadcasting Corporation (CBC); Commonwealth Broadcasting Association (CBA); European Broadcasting Union (EBU); International Radiocommunications Advisory Committee (IRAC), International Telecommunications Union (ITU); Nippon Hoso Kyokai (NHK); Pacific Islands News Association (PINA); Radio New Zealand (RNZ); Television Hong Kong (RTHK); and the South African Broadcasting Corporation (SABC).

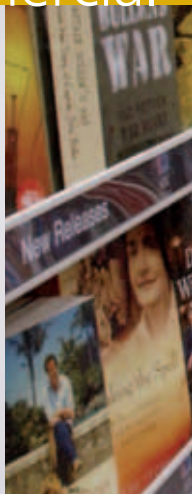
During 2008–09, the ABC benefited from an exchange of ideas and debate by welcoming to its premises in Australia delegations from China, Nepal, Papua New Guinea, Korea, Sudan, the Netherlands, South Africa, Sweden, Canada, Vietnam, East Timor and the United States.

Australia Network's Tania Nugent is welcomed home to Butibam village in Lae, Papua New Guinea; Clement Paligaru and camera operator Steve Ritchie on location in Fiji; A wood carver in Tonga being filmed for Australia Network.





# ABC Commercial



## Lynley Marshall

Director of ABC Commercial

Lynley Marshall 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, including ABC Online, ABC2, Video On Demand, interactive television, mobile and other emerging platforms. She was appointed Director of ABC Commercial in February 2007 to develop the ABC's commercial business including DVD, Music, Books and Retail and pursue new business opportunities in the digital media environment.

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.

ABC COMMERCIAL PROVIDES a revenue stream through its commercial activities to assist the ABC fulfill its Charter obligations as the national public broadcaster. Established in February 2007, the Division assumed the revenue-generating activities of the former ABC Enterprises and responsibility for developing new revenue streams for the Corporation, including the potential afforded by digital technology. Since the formation of the division, screen rights and the ABC's Resource Hire business revenues are no longer part of ABC Commercial.

## Financial Performance

ABC Commercial recorded a net profit for the year of \$18.8 million, an increase of \$2.54 million from 2007–08, adjusting for Resource Hire income.

In 2008–09, ABC Commercial entered into two new commercial partnerships—a publishing and distribution partnership with HarperCollins Publishers Australia (HCP) for ABC Books and a licensing agreement with Pascal Press for *ABC Reading Eggs*. The revenues generated from those agreements will be returned to the Corporation via ABC Commercial as currently occurs with other commercial partnerships that have been operated by ABC Commercial for many years.

The Division also executed a number of key contracts including those which support the development of Australian talent in the industry.

The marketing campaigns, which complemented a strong product catalogue and competitive pricing model, enabled ABC Commercial to continue to perform strongly, particularly in the distribution and retail sectors.

During the year, ABC Commercial continued to develop its digital capability resulting in the delivery of new revenue from digital business initiatives. The redevelopment of the ABC Shop Online resulted in record sales for the Christmas period. Further technical capabilities were developed for the delivery of digital downloads while digital content sales for online and mobile distribution continued to grow. In addition, ABC Commercial extended the ABC's presence on social network sites such as Facebook and MySpace.

Content distribution businesses performed well with DVD, Music and Program Sales Worldwide reporting strong growth in net profits.

## Digital Business

During the year, ABC Commercial continued to build its digital capability. In 2008–09, ABC Commercial launched an educational initiative, *ABC Reading Eggs*, through a partnership with publisher Pascal Press. *ABC Reading Eggs* is an educational website with associated printed material aimed at helping young children learn to read.

The ABC Shop Online website was relaunched with a new look and feel, featuring a product catalogue of over 1 000 items, a product preview option, a currency converter for international shoppers and an improved search engine. The redevelopment of the ABC Shop Online resulted in record sales for the Christmas period.

Other ABC Shop Online initiatives included opening a store on eBay, and the Affiliate Program which commenced with the designation as *Top Gear's* official online shop. ABC Shop Downloads underwent improvements to the customer interface resulting in a significant increase in sales.

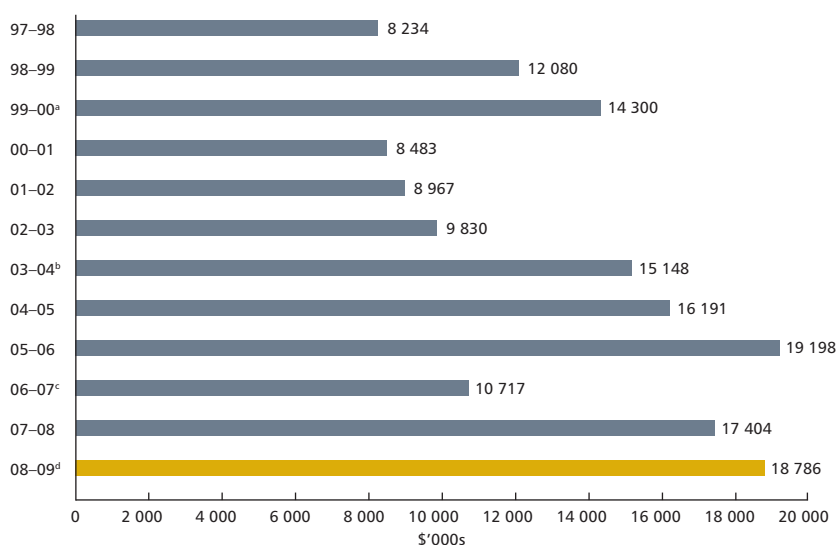
Digital Content Licensing continued to extend the availability of ABC content across digital platforms. The Division launched two new profiles on YouTube: *The Gruen Transfer* ([youtube.com/user/EntertainmentOnABC](http://youtube.com/user/EntertainmentOnABC)) and *Lawrence Leung*

([youtube.com/user/ComedyOnABC](http://youtube.com/user/ComedyOnABC)). During the year, the ABC licensed 920 short-form video clips to YouTube, which generated over 6.2 million views. The division also extended the reach of ABC Television programming, including *Summer Heights High*, *We Can Be Heroes*, *The Chaser's War on Everything* and the *Wiggles*, on the Apple iTunes Store in Australia where there is a total of 150 hours of ABC content available for purchase. In addition, ABC Commercial developed the "Hottest 100" widget enabling audiences to share their predictions for the *triple j* Hottest 100 using popular social networking tools like Facebook and MySpace.

## Content Distribution

ABC DVD continued to grow with revenue and profit both increasing from 2007–08. More than 200 titles were released in 2008–09 including: the Special Edition of *Summer Heights High*; *The Gruen Transfer*; *Lost in Austen*; and the *Bindi the Jungle Girl Series*. ABC DVD continued to lead the children's DVD market with over two million DVDs shipped including *Sing-A-Song of Wiggles*, *Thomas the Tank Engine*, *Yo Gabba Gabba*, and *Play School*. Bestselling titles from the BBC DVD catalogue included *Doctor Who*, *Cranford*, *In the Night Garden* and *Top Gear*. ABC DVD renewed its distribution agreement with Village Roadshow.

## Contribution to ABC Net Revenue by ABC Commercial



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.

The breadth of music under the ABC Music umbrella continued to be acknowledged with ABC Music, ABC Classics and ABC for Kids receiving a total of 16 nominations in eight categories for the 2008 Australian Recording Industry Association (ARIA) Awards. Catherine Britt received a Golden Guitar Award for Female Artist of the Year at the 2009 Country Music Association of Australia (CMAA) Awards held in Tamworth. The bestselling release for ABC Music was *triple j Hottest 100 Volume 16*, selling more than 150 000 units.

In the Audit Bureau of Circulation magazine report for June–December 2008, ABC Magazine titles performed well in contrast with circulation for the total market, which experienced a 5.7% drop in total copy sales for the period, compared to the same period the previous year. *delicious* increased sales by 4.2% and *Gardening Australia* declined 2.9% (retaining its spot as the number one gardening-only title), year-on-year. Niche title *Organic Gardener* magazine was a star player for ABC Magazines. For the June–December 2008 period, the title increased 38% in sales year-on-year, with a 29% growth in subscriptions contributing substantially to that result. The January/February 2009 issue was the highest selling ever in the magazine’s 10-year history, with a circulation of just under 30 000.

During 2008–09, ABC Books won nine awards and was short-listed or commended for 17 others. The bestselling titles for ABC Books for 2008–09 were: *Spotless 1 and 2*; *Speedcleaning*; *Change Your Thinking*; *Faking It: How to Cook Delicious Food Without Really Trying*; *Wayne Bennett: The Man in the Mirror*; *Beyond The Brink*; and *Through A Glass Darkly*. Top children’s titles included: the 2009 edition of *Sing*; *Parsley Rabbit’s Book About Books*; *Captain Crabclaw’s Crew*; *Mythical Creatures*; and titles from *Play School*, *Wiggles*, *Hairy Maclary* and *The Fairies*.

In January 2009, ABC Commercial announced a new partnership with HarperCollins Publishers (HCP) as its new publishing and distribution partner for ABC Books. The licensing and publishing agreement with HCP ensures the continued sustainability of ABC Books. HCP assumed operational control of the ABC Books business on 1 May 2009, however the ABC retains full editorial control of ABC Books.

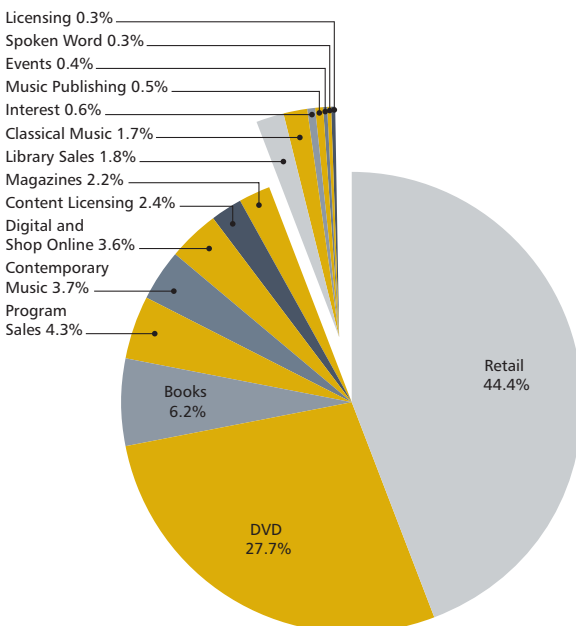
**Production and Sales**

During 2008–09, ABC Program Sales Worldwide represented more than 70 hours of first-release programming and 1 800 hours of catalogue titles to more than 130 countries worldwide. Sales to top networks continued, including *The WotWots* to Channel 5 UK. *Bindi: The Jungle Girl* was the best performing title during the year, with sales to Italy, United Kingdom, Denmark, Eastern Europe, Turkey, Latin America, Middle East, Asia and South Africa. Format sales included: BNN, the Dutch Public Broadcaster, commissioning *The Chaser’s War on Everything*; and *The Gruen Transfer* format being optioned by Fremantle, Granada, Endemol and Nordisk.

Library Sales provides access to the ABC Archive’s collection of footage, radio and still images. This year, Library Sales provided ABC archival content for the making of Australian feature films such as *Balibo*, *Mary and Max* and *The Boys Are Back*, and to institutions such as The Old Parliament House Museum of Democracy.

Non-Theatric Sales expanded distribution opportunities to allow ABC content to be made available via Clickview and other streaming software.

ABC Commercial’s Gross Revenue by Activity 2008–09



ABC Events entertained more than 430 000 young Australians by staging ABC for Kids concerts and “meet and greets” across the nation. *Gardening Australia Expos* were enjoyed by over 70 000 green thumbs and there was an increased focus on comedy and music events such as the *Spicks and Speck-tacular* tour where 45 000 Australians had a laugh. The launch of the new ABC Events website ([abc.net.au/abcevents](http://abc.net.au/abcevents)) allows Australians to keep up-to-date with the hundreds of events staged by ABC Events.

### ABC Retail

The ABC Retail business comprises ABC Shops, ABC Shop Online and ABC Centres. At the end of the financial year, ABC Retail had 160 outlets—43 ABC Shops and 117 ABC Centres—trading throughout Australia. One new ABC Shop opened at Robina on the Gold Coast in Queensland. Seven new ABC Centres were opened and five ABC Centres closed.

During the year, ABC Retail developed 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. This look and direction was reflected in the new concept store at Bondi Junction, launched in May, and will be rolled out across all shops nationally.

The major national promotions of Father’s Day, October Lifestyle, Christmas, Summer Sale, Bookshelf, Parents and Learning, ABC for Kids, Mother’s Day and Mid Year Sale were all

A new ABC Commercial colour logo was launched on-air coupled with a brand awareness program. New signage reflecting this logo was rolled out to all ABC Shops nationally.



successful in boosting sales. During the year, 158 local promotions were undertaken in ABC Shops and Centres. The most successful of these were the appearances by Lawrence Leung, Ross Noble, Dylan Moran, Wayne Bennett and the character costumes *Wallace and Gromit*.

ABC Retail continued to leverage the success of ABC DVD and Music catalogues, including top selling DVD titles such as: *The Gruen Transfer*; *Australia: Land of Parrots*; *Two in the Top End* and *Lost in Austen*. Top-selling Music titles included: *triple j Hottest 100 Vol 16* CD (ABC Music—Contemporary); David Hobson and Teddy Tahu Rhodes—*You’ll Never Walk Alone* (ABC Classics); Justine Clarke—*Songs To Make You Smile* (ABC For Kids); *triple j Like a Version Vol 4*—Various Artists (ABC Music—Contemporary) and *Hit Country 2009*—Various Artists (ABC Music—Contemporary).

The ABC’s new concept store in Bondi Junction, NSW.





# Operations Group



## 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.

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), a Graduate Diploma from the Securities Institute of Australia and is a fellow of CPA Australia.

THE ABC OPERATIONS Group consists of the divisions and units reporting to the Chief Operating Officer. The Group provides expertise and a range of vital services and support functions across the Corporation. The Group comprises the Technology and Distribution, ABC Resources and Business Services Divisions; the Capital Works and Business Affairs and Development Units; and, for administrative purposes, Group Audit.

### Emergency Broadcast Support

As the official emergency broadcaster, Australian communities turn to the ABC in times of crisis to stay informed. The ABC's comprehensive coverage of the Victorian bushfire disaster in February 2009 was maintained by Operations Group staff from across the country. In responding to the emergency, the Corporation mobilised resources from across the country. ABC Resources provided coverage of the Bushfire Memorial Service and supplied a studio and crew to support production of the "Australia Unites" Bushfire Appeal Telethon on the Nine Network.

The Corporation owns three portable FM "flyaway" transmitter units that are able to supplement ABC Local Radio coverage of natural disasters in regions that require specific emergency information. They also ensure continuity of ABC Local Radio in the event of a major failure of existing transmission facilities.

Following the devastation wrought by the Victorian bushfires, one flyaway transmitter unit was dispatched to the Kinglake area to broadcast localised information and relay Local Radio programs from 774 Melbourne. A second unit was dispatched to Healesville to relay ABC Local Radio programming from Melbourne.

In North Queensland, a flyaway transmitter unit was also set up at the Ingham Civic Centre for two weeks in February 2009 following heavy flooding in the region. The unit enabled hyper-local coverage to supplement Townsville Local Radio services.

### Contribution to Output

ABC Resources manages the facilities and labour for the ABC to meet its Charter obligations to bring content of relevance to the Australian public. In 2008–09, ABC Resources supplied 1.158 million skilled-labour hours for television production. This

is a decrease from 1.212 million hours in 2007–08, reflecting improved efficiency in production methodology and increased training within the Division.

ABC Resources continued to provide wide-ranging production services for all television production. This now includes ABC *News Breakfast* following its successful launch on ABC2. It was a busy year in polling booths around Australia, with support provided for local election coverage in the Australian Capital Territory, Queensland, Northern Territory and Western Australia.

Over the past 12 months, the Division supported coverage for issues and events as diverse as: Anzac Day, including delivery of services from Gallipoli and France; the Tiwi Island Football final; the Hopman Cup; and the Federal Budget, with a week's production of *News*, *Press Club* coverage, *The 7.30 Report*, *Lateline* and *Q&A* in Canberra. ABC Resources also worked to provide web streaming for Local Radio events, including the 702 ABC Sydney Knit In, the Australian Poetry Slam from the Sydney Opera House and Canberra's National Folk Festival.

ABC Resources and Capital Works staff provided crucial support for the Corporation's coverage of the Beijing Paralympics across all platforms, including the launch of the ABC High Definition service during the Games.

Other major projects for the Operations Group included delivery of the production centre for the Continuous News Centre in Sydney; the creation of a fully integrated and automated *News Breakfast* studio facility in Melbourne; implementation of the ABC Online portal designed for mobile phone access, [m.abc.net.au](http://m.abc.net.au); and the refit of Regional Radio stations in Dubbo, Tamworth, Muswellbrook, Bundaberg, Gladstone and Kalgoorlie.

In addition to ABC production, the Corporation's labour and facilities were contracted to make *Newstopia* (for SBS), *Good News Week*, *Rove* and *Talkin 'bout your Generation* (for Network Ten), and *Project Runway* (for Foxtel), significantly contributing to the net profit returns to the ABC through resource hire activities.

### Improving Content Presentation and Distribution

New technology and changing audience behaviour mean the ABC must respond to an environment characterised by digitisation of traditional broadcasting platforms, the emergence of multi-platforms, and the corresponding fragmentation of audiences. The ABC is committed to evaluating its production systems and processes to respond to these challenges and take advantage of emerging opportunities.

Over the past 12 months, a range of initiatives and projects were undertaken to enhance production and service provision to ABC audiences.

As part of the transition to file-based production, studio automation was completed for *News* in Melbourne, Sydney, Brisbane and Adelaide. Studio automation capitalises on current technologies, embracing file-based capture, distributed editing capabilities, browse-level desktop capabilities and complete Newsroom automation integration. This work will continue in 2009–10.

Work commenced on the implementation of digital links that carry ABC radio distribution services to Local Radio and Radio National transmitter sites from studios across Australia. The ABC will also replace its audio links to a number of Outside Broadcast (OB) sites, including sports grounds and performance venues. One-third of all links had been cut over to the digital network by 30 June 2009. When complete, some 200 sites will be connected Australia-wide. Moving the ABC's radio distribution and contribution services to a digital platform provides more reliable and higher-quality radio services. A further benefit is enhanced monitoring of audio content as it arrives at the transmitter.

The ABC also commenced replacement of its OB video links with digital link equipment. This change will not only improve the quality of content provided from OB venues, but greatly expand the scope of content produced. The new link equipment extends support of both Standard Definition and High Definition digital video. The links are also capable of carrying surround sound and may be configured to transport multiple video streams across a single link. At the conclusion of the deployment, the ABC will have a completely digitised program chain for OB events that will meet the Corporation's requirements for production of high-quality content.

**ABC Distribution and Transmission Network Aggregated 2008–09**  
**Performance as Reported by Broadcast Australia**

	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)	
		2008–09	2007–08	Target	2008–09	2007–08	2008–09	2007–08	2008–09	2007–08
		%	%	%	%	%	%	%	%	%
<b>ABC Service</b>										
ABC Classic FM	68	99.98	99.98	99.83	99.89	99.92	98.78	98.38	99.79	99.82
<i>triple j</i>	58	99.98	99.86	99.82	99.91	99.92	99.08	98.02	99.82	99.78
Local Radio	242	99.69	99.83	99.79	99.81	99.79	98.15	98.10	99.75	99.74
ABC NewsRadio	13	99.99	99.98	99.89	99.91	99.91	99.60	99.03	99.87	99.88
ABC Radio National	257	99.97	99.98	99.74	99.79	99.82	99.44	99.16	99.74	99.74
Analog Television	439	99.98	99.92	99.75	99.79	99.78	98.90	98.84	99.68	99.68
Digital Television	309	99.85	99.97	99.77	99.90	99.88	99.14	98.99	99.74	99.83
NewsRadio Extension	45	99.98	99.97	99.83	99.90	99.94	99.54	99.27	99.80	99.64
<b>State</b>										
NSW	256	99.84	99.96	99.80	99.85	99.85	98.44	98.04	99.81	99.78
NT	54	99.94	99.96	99.71	99.74	99.58	99.55	99.24	99.66	99.53
Qld	310	99.96	99.87	99.76	99.78	99.81	99.15	98.57	99.73	99.64
SA	76	99.98	99.97	99.79	99.86	99.87	99.59	99.24	99.82	99.82
Tas	82	99.93	99.77	99.81	99.86	99.65	97.82	98.10	99.81	99.55
Vic	120	99.97	99.94	99.82	99.83	99.82	98.66	99.04	99.45	99.75
WA	179	99.85	99.94	99.75	99.77	99.85	99.85	99.94	99.68	99.80

**Notes:**

**1. ABC Distribution Network:** The ABC distribution network ensures that programs are delivered from the studio to local transmitters around Australia. It includes outsourced satellite and terrestrial broadcast distribution services from telecommunications carriers such as Optus and Telstra. This measure has been designed to be consistent with contracted transmission targets and represents the aggregated performance of the many agreements the ABC has in place to distribute programs. With the exception of digital television and Local Radio, the network's overall performance in 2008–09 was well above expectations and performance in the previous year. Digital television program distribution performance declined due to a major Telstra Digital Video Network (DVN) fault of over 24-hours duration that affected all states except New South Wales and Queensland. Local Radio services in remote and regional Australia were affected by a number of factors, including: an increase in reported line failures to remote sites relying on non-redundant Telstra broadcast lines, particularly in Western Australia and Queensland; distribution failures in NSW, particularly the ABC's own microwave link in Wollongong; and failures on the Telstra Apollo digital distribution service, which operates over the ageing Telstra copper broadcast line network.

**2. Broadcast Australia Transmission Network (ABC Transmission Services Provider):** The transmission network performance, as reported by Broadcast Australia, was above the targets for 2009, but declined marginally relative to 2007–08. The largest contributing factor to delivery performance below specified minimum levels were higher-than-expected levels of main and standby power failures during the year, an increase on the previous year. New digital television services performed above targets, unchanged from 2007–08. Some Broadcast Australia services were subject to interference issues that were not anticipated during planning and construction.

**3. Total Network Availability:** These figures show the impact of all outages on the overall network. They reflect the delivered service availability to the audience, regardless of the source of fault or interruption. In practice, during the majority of reported outages, a reduced level of service continued to be provided, accounting for the difference between the contracted and overall network performance.

Overall, the delivery of services to ABC analog network audiences improved in 2008–09 compared with 2007–08. New South Wales, Victorian and Tasmanian services and Local Radio performed below expectations. Victorian performance was adversely affected by bushfires in February 2009, which caused the total loss of two digital transmission services. Overall, digital television services' performance improved marginally compared to the previous year, but remained below expectations. Broadcast Australia, with the ABC's permission, operated a number of services below minimum performance levels for sustained periods throughout the year; this is only partially reflected in the data. Additionally, major long-term technical deficiencies have been identified on a number of the large AM radio broadcast sites around the country that are not reflected as faults in performance reports and hence not reflected in the data presented here. The ABC continues to investigate the extent and impact of the identified deficiencies.

**4. Total "On-Air" Availability:** These figures show the direct impact of all outages experienced by the audience, where at least some level of service continued to be provided throughout faults and maintenance. Broadcast Australia reported similar overall performance in 2008–09 to 2007–08.

Victoria was adversely impacted by bushfires. The Northern Territory was affected by the loss of one inland High Frequency (HF) Vertical Incidence Local Radio service due to the impact of ongoing day-night switching faults at the new transmission facility; the affected service improved in 2008–09 relative to 2007–08, but remained well below expectations.

In April 2009, region specific *triple j* services became available in Western Australia, Queensland, Northern Territory and South Australia on the Remote Area Broadcasting Services (RABS) platform. RABS provides Australians in remote areas with television and radio services. Services are broadcast on the Optus Aurora satellite platform. Prior to the change, listeners across the country could only access the ABC's south-east *triple j* service.

### Industry Engagement

Technology and Distribution works closely with broadcast industry partners and stakeholders to share expertise and ensure delivery of high-quality services. The Group has worked in partnership with other free-to-air networks to develop standards to support development of the Freeview receiver standard and Electronic Program Guide (EPG).

Technology and Distribution was also involved in technical planning for Digital Radio through participation in two Standards Australia drafting groups for the Digital Audio Broadcasting Plus (DAB+) transmission standard and a DAB+ receiver standard. The Division evaluated and purchased suitable audio processing units and advised on sub-channel data rates and other multiplex configuration issues. All transmitters were installed in preparation for the 1 July 2009 "switch-on" of the ABC's Digital Radio service in Sydney, Melbourne, Brisbane, Adelaide and Perth using the DAB+ advanced encoding standard.

The ABC continued to work with the Government and its transmission service provider, Broadcast Australia (BA), to deliver digital television (DTV) services across Australia. By 30 June 2009, the ABC had 324 of the 440 planned DTV services in operation, including eight in test mode, with a potential population reach of 97.7%.

### Succession Planning

Several ABC staff completed a two-year, mentor-based training program to multi-skill, cross-skill or up-skill into operational roles. The program was initiated within ABC Resources in 2006. A number of participants attained a Certificate IV in Screen or Certificate III in Media. The pilot intended to test a relatively cost-neutral approach to skills training with a mentor-based training model used in real operational environments.

To ensure provision of skilled staff for future development and implementation of technology strategies, the Technology and Distribution Division conducts a range of succession planning initiatives. In 2008–09, the Division hosted three electronics apprentices in Adelaide, Canberra and Hobart. Three Graduate Technologists commenced work and training activities in Sydney, before undertaking placements in Adelaide, Brisbane and Darwin. Four Women in Engineering (WIE) Scholarships were also awarded in the last 12 months. The Scholarships are part of the ABC's strategy to promote the education, training and practice of engineering among women in the broadcast and technology fields.

Studio automation in action.





# People and Learning



## 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.

THE PEOPLE AND LEARNING Division is a specialised and strategic area responsible for people and performance with particular focus on leadership and cultural development, reward, organisational development and performance, industrial relations, learning, and succession and talent management. It is responsible for managing occupational health and safety (OHS) issues throughout the Corporation.

2008–09 was the first full financial year of operation under a new structure and new service delivery model for the People and Learning Division. Under that model, People and Learning Business Partners and People Development Advisers work with assigned Divisions to provide people and learning solutions. In August 2008, the Human Resources Operations unit, including Payroll and administration systems, formally moved across to the Business Services Division as part of the restructure.

In 2008–09, People and Learning were instrumental in introducing a more modern values-based culture at the ABC. A People and Learning team researched and developed a draft set of values from existing value-sets and other cultural markers from within the Corporation. The team undertook an extensive staff consultation process prior to gaining the agreement of the Executive Leadership Group regarding the ABC Values: Integrity, Respect, Collegiality and Innovation. The values were launched at the annual Leaders' Conference in March 2009, after which People and Learning began embedding the values into the broader organisation through education programs and policy and system redevelopment.

In 2008, the Business Partner teams contributed to the implementation of Production Review initiatives by assisting with planning, communications to staff, occupational health and safety (OHS) advice and the implementation of skills development programs. This was in addition to the industrial relations and change management advice and support given to the Steering Committee. The availability of State and Territory People and Learning managers and staff around the country was also integral to the achievement of Corporate and divisional objectives throughout the year.

The People and Learning management structure was strengthened with two key appointments to new roles in the second half of the financial year. The role of Manager Digital Skills Development is to develop and manage strategies and programs to develop digital media skills and media industry knowledge across the ABC, in consultation with the divisions and the team of People Development Advisers. The Manager of OHS will lead the OHS unit in the development of strategies, programs and services to continue the work of improving the occupational health and safety of staff, contractors and visitors across the ABC.

The People and Learning Division recently developed a three-year Business Plan identifying the following six priorities:

- Embed the ABC Values into the broader organisation
- Partner with leaders and staff to implement change
- Develop and implement talent management and workforce planning strategies
- Provide employees with industry knowledge and digital media skills
- Initiate flexible forms of employment
- Ensure all People and Learning-led processes and frameworks are business enablers.

People and Learning increased its focus on Indigenous employment targets across all divisions through a number of strategic initiatives. In 2008–09, Indigenous staff represented 1.2% of the ABC workforce, the same level of representation as the previous year. The division ran an Indigenous Employment Forum in July 2008 which brought together external government and employment agencies, and 50 key ABC managers and staff. The workshop focused on current Indigenous recruitment and retention models which could be used to increase the ABC's performance in this area. Indigenous Employment Reference Groups were established in a number of divisions to identify and action employment opportunities for current and potential Indigenous employees. Following the delivery in 2008 of

cross-cultural Indigenous training for all employees based in Darwin, an educational package, entitled *Indigenous Culture in the ABC*, is currently being developed for national roll-out over the 2009–10 and 2010–11 financial years.

Following a review and redesign of development programs for managers, including New Managers and Advanced Managers Programs, the inaugural learning module for the Accelerated Leadership Program was conducted in August 2008. Fifteen senior ABC managers attended the workshop at the Accelerated Learning Laboratory at the University of New South Wales.

This program is part of a broader talent-development and succession-planning initiative being undertaken across the Corporation. A nine-month process of identifying mission-critical leadership roles, assessing incumbent capability and building a talent pool to develop the next generation of ABC leaders, including succession planning for the Executive Leadership Group, was completed with presentations by Directors of their divisional talent management plans to the ABC Executive Leadership Group. This is the first time that both mission-critical leadership roles and upcoming leadership talent have been identified, with support from People and Learning Business Partners, as part of a wider talent-management process.

To combat escalating labour market pressures and in response to feedback from ABC managers, People and Learning worked on key strategic initiatives to fast track its recruitment processes and to more effectively target and engage quality candidates. Funding was approved for the purchase and implementation of an e-recruitment system. The system will transform the ABC's recruitment processes from manual to web-based, streamline recruitment processing administration, improve candidate management, increase reporting capability and provide access to a talent pool database. The e-recruitment system will allow development and promotion of the ABC employment brand through an enhanced ABC careers website.

The ABC reached an agreement with the Media Entertainment and Arts Alliance (MEAA) and the Community and Public Sector Union (CPSU) to extend the current ABC Employment Agreement 2006–09 beyond its nominal expiry date of 31 March 2009 to 30 June 2010. This extension was approved by the Workplace Authority and has provided more time to undertake a measured and detailed review of the Employment Agreement including forms of employment, work level standards and performance management.

The ABC achieved significant improvements in OHS management during the year. Key to these improvements was a focus on preventative strategies. Part of the preventative focus was the delivery of specific concentrated OHS training to divisional risk areas, including the roll-out of fatigue management training for News, ABC Resources, Television and Radio Divisions. Through the effective management of OHS and injured worker rehabilitation and return to work, a significant decrease in the workers' compensation premium rate has been achieved, representing a significantly better than average performance when compared to other Comcare insured organisations for the 2008–09 period. This workers' compensation premium rate represents a considerable saving for the ABC (see Appendix 12, page 199).

## Corporate Communications



### 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 his 20-year stint with *The Sydney Morning Herald*, Michael also served as a political correspondent, Canberra bureau chief, North Asia correspondent based in Tokyo, senior writer and news editor. Before that, he worked in Canberra and Melbourne with the now defunct afternoon newspaper the *Melbourne Herald*.

### Corporate Communications

THE CORPORATE COMMUNICATIONS unit manages the ABC's media relations and all corporate communications matters. This includes the ABC intranet, the ABC Corporate website *About the ABC* and all major policy announcements. The unit also produces two electronic publications: *Access ABC*, a monthly newsletter for external distribution, taking readers behind the scenes of the public broadcaster, and *ABCYou*, a fortnightly internal staff newsletter.

The unit is currently managing a project to replace the ABC intranet with a new platform designed to foster collaboration across the Corporation and improve staff communication. The new site will be enabled with web 2.0 tools, including blogs, forums and wikis, and allow for features including online training. The site is due to go live at the end of 2009.

Major ABC statements and news events handled by the Corporate Communications unit during 2008–09 included the triennial funding outcome for 2009–12, issues management regarding the ABC Production Review, information and news for ABC staff in Brisbane concerning the shift to a new accommodation site in the South Bank cultural precinct and the announcement of the ABC's new mobile web service, [m.abc.net.au](http://m.abc.net.au), in March 2009.

### Government and Parliamentary Relations

The Government and Parliamentary Unit liaises with parliamentarians, government and parliamentary committees, government agencies and industry groups on policy matters.

The unit is the first point of contact for the Minister's office, the ABC's portfolio agency (the Department of Communications, Broadband and the Digital Economy) and other government agencies, as well as parliamentarians requesting information about the ABC.

Communications played a key role in co-ordinating lobbying efforts by the ABC and some stakeholders in preparation for the 2009–10 Federal Budget. As Mark Scott noted, the outcome was a tribute to "a true team effort and reflected collegiality at its best".

Government and Parliamentary Relations continued to expand its role as a conduit between the ABC and parliamentarians for other key ABC activities, such as the annual *Heywire* project for youth in regional and rural areas. In March 2009, the ABC hosted its second reception at Parliament House, inviting all Members and Senators.

The Manager of Government and Parliamentary Relations coordinates the preparation and lodgment of answers to Questions on Notice from Senate Estimates Committee hearings. During the year, the ABC appeared before the Senate Estimates Committee twice and provided answers to 63 Questions on Notice. The ABC also provided submissions to a number of enquiries.

Senator the Hon. Steven Conroy is joined by B1 and B2 at an ABC reception at Parliament House.





# Corporate Strategy and Marketing



## Michael Ebeid

Director of Corporate Strategy and Marketing

Michael Ebeid joined the ABC in March 2008 as Director of Corporate Development and is now Director of Corporate Strategy and Marketing.

Michael brings to the ABC over 20 years experience in information technology, telecommunications and media, having held senior management and executive positions at IBM, Optus and Westpac. 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 IEP and AMP programs in France. He is a member of the Australian Society of Accountants.

IN MARCH 2009, the Corporate Strategy and Marketing Division was formed when the role of the former Corporate Development Division was expanded to include corporate governance, audience research and corporate marketing.

The division is responsible for implementing the Corporation's strategic agenda through major cross-divisional projects, providing advice on strategic and governance issues, ensuring a holistic ABC response to strategic and regulatory matters, analysing ABC audiences, managing the ABC's brand, and corporate marketing. It plays a central role in shaping decision-making around critical issues within the ABC, including the evaluation of expenditure priorities, investment in technology and infrastructure and the development of funding proposals for government and other partners.

Corporate Strategy and Marketing also provides a coordination role to enable effective policy formulation around strategic issues affecting multiple ABC divisions. This includes leading internal discussions to promote shared understanding and approaches to issues, as well as assisting in the identification of critical factors affecting decisions and providing supporting market and financial analysis.

The division functions as a Corporation-wide "consulting group," offering analytical skills and policy insights to assist divisions' decision-making.

During 2008–09, the Corporate Strategy and Marketing team managed and led the preparation and presentation to government of the ABC's *Triennial Funding Submission 2009–12* (see Financial Summary page 76) and completed a review of television rights.

## Corporate Strategy and Governance

A key divisional focus is identifying and assessing issues of strategic importance to the current and future directions of the ABC. The Corporate Strategy and Governance unit provides advice to the ABC Board and management on technological innovations and world-wide trends in broadcasting, online services and public broadcasting 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.

Corporate Strategy and Governance has a central role in the ABC's regulatory response activities. During the year, it wrote or coordinated submissions to Parliamentary inquiries, Government Departments and the Australian Communications and Media Authority.

### **Corporate Development**

Corporate Development is responsible for assessing significant domestic and international opportunities to strengthen and grow the Corporation, including partnerships, acquisitions and divestments.

Corporate Development provides a central coordination, delivery and reporting mechanism for the initiatives arising from the Production Review (see page 69). The unit oversees the development and validation of business cases for initiatives, coordinates the implementation process for each initiative, facilitates internal communications and expedites resolution of issues as they arise.

In 2008–09, Corporate Development was also involved in a number of new projects, including: working with Rights Management and Legal to develop a negotiation strategy for dealings with key blanket rights music bodies; assisting Television Multi-Platform prepare a business case reviewing the processes by which content is published on iView; working with Television, ABC Resources and Capital Works to manage the ABC's transition to file-based broadcasting; assisting ABC Commercial review the ABC Books publishing business and in assisting Innovation develop an efficient content distribution strategy.

### **Corporate Marketing**

The Corporate Marketing unit manages the ABC's brand, its partnerships with other Australian organisations, community events and cross-divisional marketing needs. Digital marketing staff within the unit provide advice across the Corporation on new marketing technologies and opportunities.

In 2008–09, Corporate Marketing coordinated a refresh of the ABC's brand. The new, unified brand vision, which was developed in collaboration with divisional marketing heads, will become the basis for all ABC marketing activities in the second half of 2009. The group has also developed a detailed 18-month Strategic Marketing Plan which will ensure all marketing teams across the ABC work together to strengthen the ABC brand.

The unit also continued to focus on brand awareness and identifying opportunities to reach new audiences. Corporate Marketing managed a number of internal and external Corporate events during this period, including the ABC Leaders' Conference, the 2008 Boyer Lectures presented by Rupert Murdoch and the annual ABC Showcase at Parliament House in Canberra.

The Corporation's travelling Exhibition Trailer visited 18 events. Its schedule included: an Australia Day broadcast of ABC Classic FM in Hyde Park, Sydney; the Apollo Bay Music Festival in Victoria; the Mt Isa Rodeo; Gardening Australia Expos; and ongoing participation in Royal Agricultural Shows around the country.

Corporate Marketing organises and manages public tours of the ABC Ultimo Centre in Sydney, attracting approximately 8 000 visitors to the complex in 2008–09, up from 7 332 in the previous year, with a total of 420 different groups visiting the centre. Currently there are 16 volunteer tour guides involved in the Ultimo program. The unit has also supported and implemented tours of studios in other States and Territories.

### **Audience Research**

Since March 2009, Corporate Strategy and Marketing has been responsible for Audience Research on behalf of the Corporation. In 2008–09, the ABC subscribed to a range of quantitative services to measure audiences and commissioned a range of quantitative and qualitative research to help inform strategy, programming, scheduling and marketing decisions; and to gauge audience attitudes to the Corporation's services.

Information on the ABC's audiences in 2008–09 can be found in ABC Audiences (page 38).

# State and Territory Directors

THE STATE AND TERRITORY DIRECTORS lead their local executive teams to facilitate whole-of-business and cross-divisional outcomes in their branches. Responsibility for the State and Territory Directors lies with Murray Green, Director of International (see page 98).

As key representatives for the ABC at a local level, the State and Territory Directors play an important external role communicating the ABC's corporate objectives, liaising with key stakeholders, building relationships with local communities and providing a central point of contact for the branch.

Internally, they oversee the business of the ABC in their region, lead their executive teams and strive to promote and facilitate whole-of-business and cross-divisional outcomes. They support and promote a culture where staff can do their best work.

2008–09 saw the continuation of local feedback forums across the country both in metropolitan and regional Australia. Regional forums were held in places as far reaching as Geraldton, Broome, Karratha, Albury, Burnie, Launceston, Loxton, Whyalla and Cairns. These gatherings continued to provide the ABC with valuable, direct feedback from stakeholders and audiences, which contribute to on-going strategic discussions.

In the past year, the State and Territory Directors worked closely with a range of external partners including emergency services agencies (particularly in relation to the floods and cyclones in the north and west and fires in the south-east of the country) and other public institutions. They also represented the ABC on a variety of community boards and consultative committees.

Regular, ongoing discussions with both Federal and State politicians provided an important local point of contact for the ABC. A number of Directors also assisted with election coverage planning in their branch.

Some key external initiatives undertaken by the group included: the production of an Indigenous football documentary for ABC Television, *In a League of Their Own* (NT); a major road show of content in Whyalla (SA), and for the first time, the remote Kimberley and Pilbara regions (WA); the commencement of the Brisbane and Melbourne accommodation projects (Qld and Vic); and support for the ABC's contribution to the Victorian Bushfires Royal Commission.

Internally, the group oversaw a number of key initiatives including: the roll-out of the ABC Workplace Giving initiative; chairing local Green Futures committees (including the creation of staff community gardens); creating cross-divisional ideas groups for multi-platform content; and assisting with the development of the ABC's Reconciliation Action Plan.

The State and Territory Directors were also instrumental in the launch and national roll-out of the new ABC Values. This took the form of staff consultation sessions in metropolitan and regional locations through to the launch and communication of ABC Values to staff.

The group has a significant role in helping to monitor best practice standards of corporate governance and compliance within their branches. Various Directors were involved in governance functions such as: the Policy Reference Group; Operations Support Group; National Green Futures Steering Group; National Business Continuity Group; Editorial Policies Group; Election Coverage Review Committee; and Executive Risk Committee. Territory Director (ACT) continued to conduct Freedom of Information internal reviews while State Director (Tas) supported by Territory Director (NT) also continued in their roles on the Complaints Review Executive and State Director (SA) continued to work on the Production Review. Directors also gathered information for the ABC's entry into the Corporate Responsibility Index.

In line with fostering relationships with international communities, the State Director (Tas) took on the role of Program Director for the Solomon Island's Media Assistance Scheme (SOLMAS).

# Bonner Committee

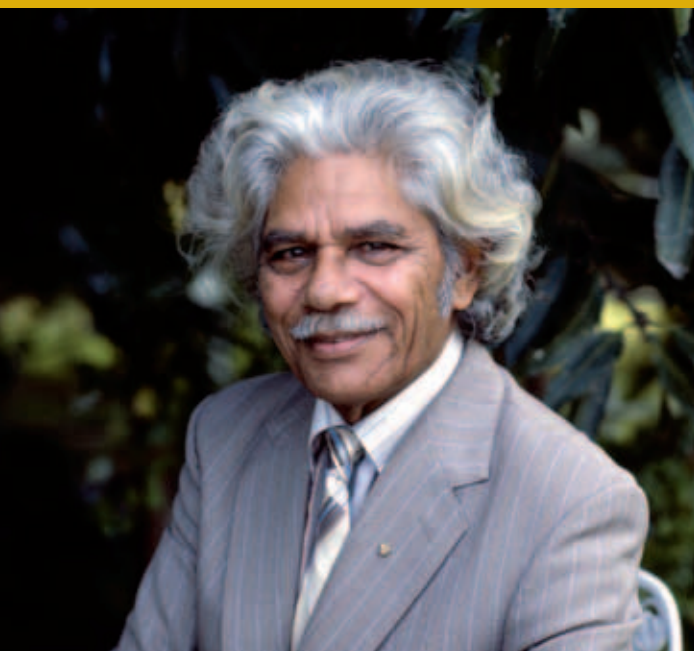
THE BONNER COMMITTEE'S role is to advance Indigenous development across the Corporation including areas of employment, cross-cultural awareness and supporting Indigenous events both internally and externally.

The Bonner Committee has played a role in supporting the development of the ABC's Indigenous Cultural Awareness package, providing input and advice regarding the content and format.

The Committee's activities included attending NAIDOC Week events and supporting a range of content in programs that reflected the recognition of NAIDOC Week around Australia in July 2008.

In July 2008, the annual Indigenous Staff Scholarship Awards were presented at Ultimo, Sydney. Each year as part of the Scholarship Awards the Committee also presents an award in recognition of the work of an ABC non-Indigenous employee who promotes and supports Indigenous employment and Indigenous initiatives. In 2008–09, the Bonner Award was presented to Mary-Jane Stannus, Head of Content Services in the Business Services Division for her continued contribution to major Indigenous initiatives, including the cultural awareness program.

The Committee is a key stakeholder in the development of the Corporation's Reconciliation Action Plan (RAP). Work is currently being undertaken on the RAP, which will be launched in October 2009 at the annual Indigenous Staff Conference.



The Committee is named after the late Neville Bonner AO, who was an ABC Board Director from 1983-91 and Australia's first Indigenous Senator.



# Corporate Editorial Policies



## Paul Chadwick

Director of Editorial Policies

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

Paul holds an honours degree in Law (Melbourne) and is admitted to practice as a barrister and solicitor of the Victorian Supreme Court and federal courts.

THE DIRECTOR OF EDITORIAL POLICIES has three main functions: to advise, verify and review in relation to compliance with the ABC's *Editorial Policies*.

The *Editorial Policies* are the ABC's leading standards and a day-to-day reference for makers of content for radio, television, online and in print. They give practical shape to statutory obligations in the *Australian Broadcasting Corporation Act 1983* (ABC Act), 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 *Editorial Policies* set out the ABC's self-regulatory standards and how it enforces them, and are the source for the ABC *Code of Practice*. The code is notified to the Australian Communications and Media Authority, as required by the ABC Act.

### Advise

Advice work aims at clarity and consistency in the interpretation of the *Editorial Policies*. The Director is available to advise the Managing Director and other Directors. The divisions have their own Editorial Policies specialists and day-to-day queries follow the longstanding procedure for upward referral within each division. The Director of Editorial Policies develops training events, issues papers and guidance materials on which the divisions may draw for their own training programs.

### Verify

Quality Assurance (QA) 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 work is also separate from the ABC's system for handling formal complaints about particular items of content.

The Director of Editorial Policies' QA projects examine broad samples of ABC content. The sample may have been created initially for any one of the ABC's delivery platforms—Radio, Television or Online. Of course, a large amount of ABC content appears on more than

one platform, simultaneously or through methods such as podcasting or the iView service. 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-producing divisions themselves. The purpose is to contribute to accountability and to the continuous improvement of ABC content.

Two projects in 2008–09 examined the accuracy of samples of radio news bulletins, a staple of the service the ABC provides to Australians. In the first, QA Project 6, a sample of 128 items was tested for accuracy, using the methodology developed for and successfully tested in QA Project 2 in 2007–08. The overall level of accuracy was high: 91.4% were accurate for plain facts and 93.8% were accurate for context. However, the results indicated that weekday bulletins may be more accurate than items in weekend bulletins and that metropolitan bulletins may be more accurate than regional radio news bulletins. QA Project 10 looked at another sample of items drawn from metropolitan and regional bulletins from weekdays and weekends. This confirmed the accuracy differential indicated in QA6, but also found a high to very high level of accuracy overall: 92% for plain facts and 97% for contextual accuracy. In response, the News Division said it would look closely at the differential in accuracy between weekday and weekend items and between metropolitan and regional items.

A review was conducted of the three quality assurance projects which in 2007–08 assessed aspects of the impartiality of samples of ABC content on Radio, Television and Online. The findings of the review were taken into account in developing methodologies for the next three QA projects dealing with impartiality, which were ongoing as at 30 June 2009.

### Review

As the ABC adapts to the swiftly-evolving media environment, the *Editorial Policies* must be continuously reviewed and updated. Changing circumstances, especially changing technologies, can reveal gaps in the *Editorial Policies* which, unless filled, make the standards difficult to apply in practice and may expose the ABC to risk of harm to reputation. In 2008–09 the following review major work was undertaken:

### User-generated content (UGC)

Section 9 of the ABC *Editorial Policies* was revised to adapt the ABC to the opportunities and risks inherent in this rapidly growing field online. The Board adopted the amendments in December 2008 and they took effect on 1 March 2009.

### Use of Social Media

The astonishing growth of social media such as Facebook, YouTube and Twitter—as third-party platforms for ABC content and as places online where ABC staff and contractors engage for official and private purposes—poses complex and still-evolving policy challenges for all large media organisations. The Director of Editorial Policies, in consultation with colleagues from other divisions, led ongoing work to ensure the ABC's policies allow it to maximise the benefits of social media while minimising the risks.

### Self-regulation Framework Review

The standards set out in the *Editorial Policies* are part of the larger framework by which the ABC self-regulates. The framework also 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 Managing Director established a review of the framework in 2008–09, to be conducted by the Director of Editorial Policies with the Chairman.

The Review involved significant and wide-ranging internal and external consultation. It was ongoing as at 30 June 2009.

### Helping ABC International to help Cambodia

In November 2008, the Director of Editorial Policies, as part of the ABC International Division's project to assist Cambodia's public broadcaster Radio National Kampuchea (RNK), visited Phnom Penh, reviewed initial implementation by RNK of Editorial Policies prepared for RNK and adopted by it in 2007, delivered workshops and undertook consultations with staff, management and the Minister responsible for broadcasting.

# Corporate Legal



## 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 of Optus.

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

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
- Detailed advice on contractual and rights issues, regulatory regimes and the statutory obligations of ABC divisions
- Advice on legal aspects of policy issues and developing submissions to parliament, government and other organisations about law reform.

During 2008–09, Legal was involved in a number of major technology and distribution projects including contracting for new Web Content and Broadcast Management Systems; successfully defended a defamation action by Professor Bruce Hall in respect of a 2002 *Science Show* report (currently under appeal); and contributed to submissions on law reform including proposed amendments to the Commonwealth *Freedom of Information Act 1982* and a Senate committee inquiry into sports news reporting and digital media.

Other significant projects included providing pre-publication advice on a number of controversial programs including *Four Corners*, “Code of Silence”; standardisation of Television contracting processes; extension of major contracts with Optus and Broadcast Australia; and completion of contracts for the launch of digital radio on 1 July 2009.

Legal continued its in-house 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 within the Corporation, covering topics such as contempt of court and defamation.

# Summary Reports

## 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 2008–09 are set out in the Corporate Plan Summary (page 8).

The second measures how well the ABC performs in relation to four high-level objectives. These measures encompass 11 key result areas across four dimensions of performance identified in the Plan: good governance; output and audiences; value for money; and learning and growth.

The third level of evaluation relates to the actions and performance targets set for each of 18 strategic priorities. For reporting purposes, these targets are assessed as:

<b>Achieved</b>	Target reached, no further action required
<b>On Track</b>	On schedule towards achieving a measurable target or required standard
<b>Not Achieved</b>	Deadline passed without meeting target, or fundamental failure to achieve the required standard
<b>Ongoing achievement</b>	Required standards have been met and are being maintained. Work will continue indefinitely in these areas.

## Key Results Areas

Measuring how well the ABC performs in relation to 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 2008–09, Audience and Consumer Affairs provided a personal response to 10 197 written complaints. Of these 80.3% were responded to within the 28-day time period specified in the ABC *Editorial Policies*. Overall, 99.73% 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 49 complaints. Of these 82% were responded to within 28 days and 100% within 60 days.



**Results of Editorial Policy Assurance Surveys.**

*Five Editorial Policies Quality Assurance (QA)*

Projects were undertaken during the reporting period, building on the five projects completed in 2007–08:

QA 6 Accuracy (Radio News) examined the accuracy of ABC Radio news. A random sample of 150 items was checked. The result was 91.4% were accurate for plain facts and 93.8% were accurate for context.

QA 10 examined another sample of ABC Radio news, with a focus on whether, as QA6 data had suggested, there was a difference in accuracy rates between metropolitan and regional bulletins and between weekday and weekend bulletins. The metropolitan and weekday bulletins were confirmed to be slightly more accurate. For the whole sample of 100 items the overall result was high to very high accuracy—92% for plain-facts accuracy and 97% for contextual accuracy.

The purpose of QA 9 Impartiality (Election Coverage) was to design a fair and rigorous way to assess the impartiality of samples of election campaign coverage. The methodology was to be capable of being scaled up to assess much larger amounts of content drawn from radio and content from other platforms. As at 30 June 2009, the methodology was being piloted using a sample of ABC Local Radio Brisbane’s coverage of the 2009 Queensland election and ABC Local Radio Canberra’s coverage of the 2008 ACT election.

Two other QA projects were still in progress as at 30 June 2009.

**Fulfilment of statutory and regulatory obligations.**

The Corporation believes it has fulfilled all of its statutory and regulatory obligations during 2008–09 with the exception of responding to all written complaints within the 60-day statutory period. The ABC responded to 99.73% 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 position of Green Futures Co-ordinator has been established and filled to manage the Corporation’s overall drive to meet its 2020 and 2050 targets.

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 2008–09, the ABC reduced its greenhouse gas emissions by 0.9% to 43 375 tonnes CO<sub>2</sub>-e (carbon dioxide equivalent) (from 43 758 tonnes CO<sub>2</sub>-e in 2007–08). Electricity consumption was reduced by 2%.

The ABC performed well in the 2009 Corporate Responsibility Index, co-ordinated by the St James Ethics Centre (see page 75).

(See also Commitment to a Greener Future page 65).

**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, between 6 am and midnight) annually.**

- 6 pm and midnight: 52.4% (52.8% in 2007–08) on ABC1
- 6 am and midnight: 34.8% (34.5% in 2007–08) 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. 17.3% was achieved in 2008–09 compared to 9.9% in the previous year.

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

- ABC1, Metropolitan: 65% (65% in 2007–08)
- ABC1, Regional: 55% (50% in 2007–08).

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

- *triple j*: 42.6% against target of 40%
- ABC Classic FM: 36.5% against target of 30%
- ABC Radio National: 36.7% against target of 25%
- ABC Local Radio: 30.9% against target of 25%
- *dig*: 40.8% against target of 40%
- *dig jazz*: 25.4% against target of 25%
- *dig country*: 25.5% against a target of 25%.

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

- Original content: 90.6% (88.1% in 2007–08)
- Web Stories: This has become an impractical measurement. Work is underway to determine relevant measures for Online content across all Radio networks.

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

Of the 10 901 total ABC1 television hours 2 275 hours (20.9%) were unduplicated, state-based, first-run television broadcast hours compared to 20.3% in 2007–08. Data is not collected for ABC2 as this network transmits a national feed only.

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

Television: 82% (82% in 2007–08)

Radio: 69% (65% in 2007–08)

Online: 89%, among users of ABC Online (91% in 2007–08).

*Comment: The change for Radio represents a statistically significant improvement.*

Source: Newspoll, ABC Appreciation Survey, 2008 and 2009.

### Critical recognition through major media awards.

(See Appendix 21, page 219).

### Overall ABC (combined) audience reach.

73% (72% in 2007–08).

Source: ABC Awareness and Usage Survey, 2008 and 2009 and ratings analysis.

### Audience share for ABC Television and ABC Radio.

Television:

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

- 6 am to midnight: 16.0% (16.5% in 2007–08)
- 6 pm to midnight: 16.4% (17.2% in 2007–08)

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

- 6 am to midnight: 1.2%
- 6 pm to midnight: 0.8%

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

- 6 am to midnight: 18.6% (18.4% in 2007–08)
- 6 pm to midnight: 18.7% (18.7% in 2007–08)

ABC1, Metropolitan (total viewing, people share)

- 6 am to midnight: 12.1% (12.4% in 2007–08)
- 6 pm to midnight: 13.3% (13.9% in 2007–08)

ABC2, Metropolitan (total viewing, people share)

- 6 am to midnight: 0.9%
- 6 pm to midnight: 0.6%

ABC1, Regional (total viewing, people share)

- 6 am to midnight: 13.2% (13.2% in 2007–08)
- 6 pm to midnight: 14.2% (14.5% in 2007–08).

*Comment: Share data for ABC2 was not available during 2007–08. Share data for ABC2 available in metro only 2008–09. Regional Share includes ABC spill.*

Radio: 22.6% (20.7% in 2007–08).

### Audience reach by media platform and network.

Television:

ABC1, Metropolitan (24 hour): 57.9% (60.1% in 2007–08)

ABC1, Regional (24 hour): 60.9% (62.4% in 2007–08)

ABC Radio, Metropolitan: 34.2% (32.9% in 2007–08)

ABC Online: 19% of active internet population (19.5% in 2007–08).

### Total podcasts, vodcasts and streamed media.

Podcasts: not available for full financial year

Vodcasts: not available for full financial year

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 within the ABC Resources Division was 88.2% for 2008–09 compared to 89.2% in 2007–08.

**Levels of asset utilisation.**

Phase 1 of the ScheduAll software upgrade project saw the reconfiguration and expansion of the facilities that are provided to television production (News and general television) with significantly improved processes for accurately planning, assigning, recording and tracking facilities usage.

Phase 1 also saw the tracking of actual usage statistics on facilities for television production. Whilst the precise levels of usage can now be reported, the next stage of the ScheduAll implementation involves defining capacity against which usage can be measured. Reporting of this data will commence in July 2009.

**Efficiencies delivered through business process re-engineering.**

The following provides a cross-section of activity during 2008–09.

Major efficiency gains are being sought through increased studio automation with the replacement of Television News studio technology which is reaching the end of its life cycle. This technology will reduce capital and production costs.

A Centralised Graphics Production project will improve the efficiency of graphics production for ABC Television News programs by making better use of the existing capacity of graphic designers and equipment in Sydney and Melbourne.

Part of ABC Resources remit is to flexibly respond to the changing demands of the digital media environment. ABC Resources have been given incentives to increase utilisation of both resources and facilities through the hiring of production services to the ABC's output divisions or to the external market.

The News Division, in collaboration with other areas of the ABC, is beginning the introduction of desktop television news editing around the country. The technology allows journalists to browse and edit video at their desks and take direct creative control of their stories.

The ScheduAll system has been upgraded to ensure optimum use of major production assets, provide an online planning solution for ABC Resources and client divisions to capture demand for facilities and labour and manage supply in real-time.

Following the Production Review, a new transfer pricing approach was introduced from 1 July 2008. Divisions are now charged by ABC Resources for use of major assets as well as labour.

**Levels of new business activities.**

The following is a cross-section of activity during 2008–09.

ABC iView was launched in July 2008. iView is a free internet broadcasting service, designed and built in-house by Innovation, which offers full-screen video, streamed on-demand and at a high resolution.

ABC *News Breakfast* began on ABC2 in early November. The three-hour program is hosted by Virginia Trioli and Joe O'Brien. The program is using new technology, including studio automation, and is a key building block in the development of the ABC's Continuous News Centre. The Continuous News Centre, announced in March 2008, is being set up to provide multiple, simultaneous streams of news content, 24 hours a day, to every outlet of the ABC and any destination within the digital domain.

The Asia Pacific News Centre was launched in November, merging the news resources of Radio Australia and Australia Network. With 60 journalists dedicated to 24-hour cross-platform coverage of Asia and the Pacific, the APNC will be one of the most significant multimedia newsrooms in the region. One of the APNC's first priorities was a merged website where audiences can explore a full range of multimedia news content.

ABC Earth went live, allowing the audience to view selected ABC News and local content in Google Earth.

*Sydney Sidetracks* was launched in November 2008. This is a website that presents selected audio and video archive recordings related to points of interest around inner city Sydney that can be explored via a map. The site also offers a version which can be downloaded to mobile phones. The project involved collaboration with a number of institutions, including the Powerhouse Museum, City of Sydney, National Film and Sound Archive and the State Library of NSW.

The Cricket results site was established in time for the 4th test between Australia and India in early November. The site provided live scores and running commentary for all four matches in the series.

Innovation established the ABC's presence on the Twitter platform. The importance of this new communication platform was apparent during the emergency broadcasting coverage of the February Victorian bushfires.

A comprehensive suite of mobile phone products under the banner of ABC Mobile was launched in March. ABC Mobile includes [m.abc.net.au](http://m.abc.net.au), a website designed for mobile phones which can be accessed from any web enabled mobile phone handset, and a downloadable application for both the Apple iPhone and handsets running the Android operating system.

During 2008–09, ABC Commercial entered a range of business ventures, including arrangements with BBC/Roadshow (DVD distribution); Zapruder's Other Films (development and production rights for *Project Next*); Chaser Broadcasting (for the distribution rights for *Lawrence Leung's Choose Your Own Adventure*); Spotty Ltd Partnership (Weta Productions, for the distribution rights for *The Wot Wots*); iTunes (ABC Content Licensing Online—Download to Own); HBO (Program Sales Worldwide for *Summer Heights High*); ITV (for the DVD distribution rights for *Lost in Austen* and *Wuthering Heights*); HarperCollins Publishing Australia (licensing partnership for the publishing

and distribution of ABC Books); Pascal Press (logo license for *ABC Reading Eggs*); Mobilestreams (for the distribution rights for mobile catalogue in Australia and New Zealand); Mio.TV (sale of rights to publish video short-form programming on Mio.TV website); Livewire (sale of rights to publish ABC content to the Livewire website in Australia); and Mushroom Music (music publishing).

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

6.0% (5.1% in 2007–08).

#### **Qualitative evidence of engagement with external stakeholders.**

The following is a cross section of activity during 2008–09:

- In November 2008, the ABC joined Freeview, along with other free-to-air networks to help drive the take-up of digital television in Australia. Freeview will work with Government to ensure consistent messaging regarding the switch from analog to digital television broadcasting.
- Technology and Distribution continued to work closely with other free-to-air networks to support development of the Freeview receiver standard and Electronic Program Guide.
- Engagement with Government regarding the ABC's *Triennial Funding Submission 2009–12*.
- ABC Radio liaised with emergency services, Broadcast Australia and other relevant bodies during the unprecedented bushfire crisis in Victoria in February 2009.
- 32 young Australians attended the annual *Heywire* Youth Issues Forum held in Canberra in February 2009.
- In March 2009, the ABC hosted its second reception at Parliament House, inviting all Members and Senators.
- Production partnerships: ongoing relationship and initiatives being developed with funding agencies including Film Australia, Australian Film Commission, State film funding bodies and the Australia Council.



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

**Employee survey results.**

The restructure of the People and Learning Division was finalised in December 2008. Since then, the division has focused on the introduction of ABC Values (see page 60), and has also embarked on a significant business planning process. People and Learning aims to build employee engagement by creating a leadership culture based on ABC Values. In that context, an employee survey is not considered beneficial, and accordingly it no longer forms an integral part of the division’s current plans. Measurement of employee engagement may be undertaken once further steps have been taken to embed ABC Values and enhance 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 (AHRI) 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 2008–09, the rate of turnover was 7.01% (compared to 9.98% in 2007–08).

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 2008–09, the absence rate was 6.87 days per full time equivalent employee (compared to 6.71 days in 2007–08). This indicates that each employee, on average, is absent from work (for instance due to illness) for about seven days each year.

**Investment in staff learning and development.**

A level of 2.06% of base salary expenditure was spent on staff learning and development in 2008–09 (compared to 2.12% in 2007–08, incorrectly reported in that year as 2.14%). 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 (OHS) 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:

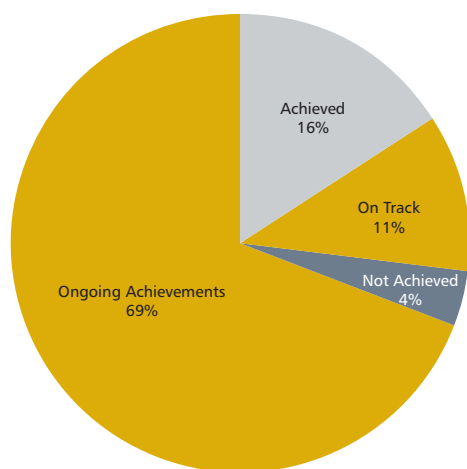
- met the targets relating to achieving workplace fatalities and reducing the average time taken for rehabilitation intervention in workers’ compensation claims
- is on track to deliver on the target relating to reducing workplace injury and disease
- did not meet the target relating to reducing the average lost-time rate. However, a significant amount of lost time (38.4%) was directly linked to an isolated number of workplace illness cases, which affected performance against this target (See Appendix 12, page 199).

## Performance Targets

The ABC *Corporate Plan 2007–10* sets out 100 individual targets. In 2008–09, 69 were identified as areas of ongoing achievement which will continue to be a focus for the life of the Plan.

Of the remaining 31 targets, 16 have been achieved, 11 are on track to be achieved as required, and four have not been achieved.

Performance against the Corporate Plan 2008–09



**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. **Ongoing Achievement**

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

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

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

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

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

### 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. **Ongoing Achievement**

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

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

### 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. **Ongoing Achievement**

Through the ABC’s selective participation in charity events, provide support to communities in need. **Ongoing Achievement**

**Ongoing Achievement**

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

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

**Ongoing Achievement**

**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. **On Track**

**On Track**

Set and achieve annual targets to reduce the Corporation’s CO<sub>2</sub> (carbon) emissions. **On Track**

Undertake energy audits of ABC facilities. **Ongoing Achievement**

**Ongoing Achievement**

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

Identify and care for heritage places under the ABC’s control through the implementation of its Heritage Strategy. **Ongoing Achievement**

Comply with the Corporation’s obligations under the *Environment Protection and Biodiversity Conservation Act 1999* (Cwlth). **Ongoing Achievement**

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

**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. **On Track**

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. **Ongoing Achievement**

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. **On Track**

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

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

**On Track**

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

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

**On Track**

#### **Online and Other Platforms:**

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

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

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

#### **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*. **Ongoing Achievement**
- state/local breakouts from the national television schedule. **Ongoing Achievement**

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

#### **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. **Ongoing Achievement**

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

#### **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. **Ongoing Achievement**

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

**Ongoing Achievement**

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. **Ongoing Achievement**

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

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

#### **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. **Ongoing Achievement**



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

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

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

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

#### **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. **Ongoing Achievement**

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

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

#### **Innovation**

##### **Strategic Priority 8**

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

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.**

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. **On Track**

**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. **Ongoing Achievement**

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

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

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

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

### 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.

#### Ongoing Achievement

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

#### Ongoing Achievement

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

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

#### Ongoing Achievement

### 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. **Ongoing Achievement**

Based on 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. **Ongoing Achievement**

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

Repurpose and commercialise content across all new media digital platforms (including distribution to third-party platforms as appropriate). **Ongoing Achievement**

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

#### Ongoing Achievement

### 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. **Ongoing Achievement**

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.

#### Ongoing Achievement

### 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. **Ongoing Achievement**

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. **Ongoing Achievement**

Consider and respond to advice from the ABC Advisory Council and conduct regular meetings between the Council and the ABC Board Advisory Council Committee. **Ongoing Achievement** (*The ABC continues to consider and respond to advice from the ABC Advisory Council, however the former Board Committee no longer meets.*)

Support the ABC's *Triennial Funding Submission 2009–12* 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. **Ongoing Achievement**

Review systems and programs such as recruitment, performance management and the leadership capability framework to ensure integration with and promotion of shared corporate values.

**Ongoing Achievement**

Undertake a benchmark survey and, thereafter, measure regularly levels of employee engagement and alignment of organisational culture with corporate values. **Ongoing Achievement**

**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.

**Ongoing Achievement**

Support an alumni of management program graduates with opportunities for continuing professional development. **Ongoing Achievement**

Provide managers with improved access to relevant workforce data and analysis. **Ongoing Achievement**

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. **Ongoing Achievement**

**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**—People and Learning completed a pilot program by December 2008 with the Executive Leadership Group, which addressed capabilities, talent management and succession planning. That program will be extended in 2009.

Implement measures to support effective restructuring, job design, succession planning and other initiatives in a timely manner. **Ongoing Achievement**

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. **Ongoing Achievement**

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 November 2009.

Commit a minimum of two percent 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.

#### **Ongoing Achievement**

Seek to achieve a two percent level of Indigenous employment. **Not Achieved**—The level of Indigenous employment was 1.2% at 30 June 2009.

Seek to employ a minimum of five percent 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.

#### **Ongoing Achievement**

### **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. **Ongoing Achievement**

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. **On Track**

Organise quarterly events to stimulate cross-divisional understanding and cooperation.

#### **Ongoing Achievement**

# Outcomes and Outputs

## Outcome 1

**Audiences throughout Australia—and overseas—are informed, educated and entertained.**

### **Contributions to Outcome 1**

#### **Output 1.1—Radio**

**Provides distinctive radio programs that give an Australia-wide focus to local and regional communities, and satisfy diverse audience needs, nationally and internationally.**

#### **Radio Share**

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

The ABC's overall five-city metropolitan share in 2008–09 was 22.6%, a 1.9 share-point increase on 2007–08 (20.7%).

Metropolitan Share	2008–09 %	2007–08 %
Sydney	21.3	19.1
Melbourne	22.7	20.7
Brisbane	22.2	21.2
Adelaide	25.1	22.1
Perth	24.0	23.6
<b>Five-City Metropolitan</b>	<b>22.6</b>	<b>20.7</b>
Newcastle	23.7	22.7
Canberra	47.6	44.7

Source: Nielsen

#### **Radio Reach**

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

Metropolitan Reach	2008–09	2007–08
Sydney	1 249 000	1 171 000
Melbourne	1 295 000	1 205 000
Brisbane	577 000	555 000
Adelaide	364 000	340 000
Perth	515 000	493 000
<b>Five-City Metropolitan</b>	<b>4 000 000</b>	<b>3 765 000</b>
Newcastle	162 000	164 000
Canberra	187 000	174 000
<b>Seven-City Reach</b>	<b>4 349 000</b>	<b>4 103 000</b>

Source: Nielsen



**Audience Appreciation**

*Target: Percentage of people who consider the quality of programming on ABC Radio is good in 2008–09 compared to results achieved in 2007–08.*

According to the Newspoll Appreciation Survey 2009, the majority of Australians describe the quality of programming on ABC Radio as “good” (69% in 2009, compared to 65% in 2008).

**Levels of Australian music on networks which broadcast music**

*Target: Achieve or exceed annual targets.*

All radio networks that broadcast music have a strong commitment to Australian music and have set annual targets. In 2008–09 all networks met or exceeded these targets.

	Target	Achievement	
		2008–09	2007–08
ABC Radio National	25%	36.7%	30.2%
ABC Local Radio	25%	30.9%	31.1%
ABC Classic FM	30%	36.5%	34.6%
<i>triple j</i>	40%	42.6%	41.1%
<i>dig</i>	40%	40.8%	40.5%
<i>dig jazz</i>	25%	25.4%	24.9%
<i>dig country</i>	25%	25.5%	25.6%

**Levels of Australian drama on ABC Radio National**

*Target: Maintain level of Australian drama at 75% of all drama broadcasts.*

Australian drama comprised more than 90% of all drama on ABC Radio National in both 2007–08 and 2008–09.

**Recording of music concerts**

*Target: Record 600 major music concerts.*

ABC Classic FM, *triple j* and Radio National recorded 728 concerts in 2008–09 (compared to 659 in 2007–08).

**Support new artists**

*Target: A minimum of five initiatives to identify and support new Australian artists.*

The ABC’s commitment to new artists is very strong as reflected in the number of initiatives undertaken in 2008–09, including:

- *triplejuneearthed.com* celebrated its 2nd anniversary in August 2008 providing unique opportunities for unsigned bands to play at key festivals in Australia including Big Day Out, Homebake, Falls Festival and Splendour in the Grass. Since inception, 23 464 artists have uploaded music, 2.8 million tracks have been downloaded and eight million tracks streamed.
- 105.7 ABC Darwin partnered with Music NT to record a series of weekly concerts with up and coming Northern Territory musicians at the Darwin Entertainment Centre during the wet season. The series *Jam in the Wet* will be broadcast Territory-wide on Local Radio and replayed on other ABC Radio platforms.
- 936 ABC Hobart hosted the Amplified 2009 Awards night, a joint initiative with the Tasmanian Government which mentors emerging artists, helping them move to the next level in the music industry by providing master classes, workshops and networking opportunities with key industry players.
- Local singer-songwriters, Jason Lowe and Bob Corbett, swept up the key awards in the 7th 1233 ABC Newcastle Music Awards at the Civic Theatre in Newcastle in November 2008. The Awards provide support and airplay to emerging artists living in the New South Wales Hunter and Central Coast regions.
- A capacity audience filled the Renmark Institute on 2 April 2009 for the live broadcast on ABC Local Radio across South Australia and western New South Wales of a radio play called *Colliding Worlds*, performed by the Riverland Youth Theatre. Developed by ABC Local Radio in collaboration with the South Australia Come Out Youth Festival and Regional Arts South Australia, the play was the culmination of the *Wireless Voices* project, which comprised months of collaborative online script writing, editing and creative thinking by school children from across the Riverland and Mallee under the direction of a professional playwright. *Wireless Voices* was commissioned through the Regional Production Fund and dealt with themes such as family relationships, water and the environment.

- *triple j* launched the second *Unearthed High* in May 2009 on radio and online, urging high school students to start a band and enter their songs in the competition. The winning band will be flown to Sydney to record their song professionally, have it played on *triple j* and win a *triple j* concert at their school.
- ABC Local Radio and ABC Local online supported the Australian 2008 Poetry Slam culminating in the broadcast and online coverage of the national finals from the Sydney Opera House. For the first time, poets competed for a wild card entry to the National Grand Slam via Local Radio's Online Poetry Slam Competition, giving Australians greater access than ever before to this national event. Eighteen finalists competed for the national title and \$5 000 prize money before a live audience at the Grand Slam hosted by 702 ABC Sydney's Andrew Daddo and Miles Merrill.

## Output 1.2—Television

**Presents television programs of wide appeal and more specialised interest that contribute to the diversity, quality and innovation of the industry generally.**

### Audience Share

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

In the 6 am to midnight timeslot, total ABC Television (ABC1 + ABC2) five-city metropolitan free-to-air share in 2008–09 was 17.2%.<sup>46</sup>

Total ABC Regional share data is not available.

Consistent with industry practice, the ABC no longer uses households as a measure of reporting television share.

### ABC1

#### 6 am to midnight

People Metropolitan Share	2008–09 %	2007–08 %
Sydney	16.9	17.0
Melbourne	15.3	16.5
Brisbane	15.8	16.6
Adelaide	15.5	15.8
Perth	16.7	16.2

<b>Five-City Metropolitan All</b>	<b>16.0</b>	<b>16.5</b>
-----------------------------------	-------------	-------------

Regional Share	%	%
Southern NSW	19.7	18.9
Northern NSW	19.2	18.4
Victoria	16.9	17.0
Queensland	16.7	16.4
Tasmania	23.6	25.9

<b>Regional All</b>	<b>18.6</b>	<b>18.4</b>
---------------------	-------------	-------------

Source: OzTAM and RegionalTAM Television Ratings.

In the 6 pm to midnight timeslot, total ABC Television (ABC1 + ABC2) five-city metropolitan free-to-air share in 2008–09 was 17.2%.

Total ABC Regional share data is not available.

### ABC1

#### 6 pm to midnight

People Metropolitan Share	2008–09 %	2007–08 %
Sydney	17.5	18.0
Melbourne	15.5	17.0
Brisbane	15.8	17.0
Adelaide	16.1	16.3
Perth	17.1	17.0

<b>Five-City Metropolitan All</b>	<b>16.4</b>	<b>17.2</b>
-----------------------------------	-------------	-------------

Regional Share	%	%
Southern NSW	20.1	19.6
Northern NSW	18.6	18.5
Victoria	16.6	16.5
Queensland	16.5	16.5
Tasmania	25.4	27.9

<b>Regional All</b>	<b>18.7</b>	<b>18.7</b>
---------------------	-------------	-------------

Source: OzTAM and RegionalTAM Television Ratings.

<sup>46</sup> Comparative data for total ABC Television (ABC1 + ABC2) audience share is not available for 2007–08. Total ABC Television share is a more realistic measure of performance than ABC1 share due to the fragmentation of the ABC audience between ABC1 and ABC2.

**Audience Reach**

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

In the five metropolitan cities, total ABC Television (ABC1 + ABC2) four-weekly reach was 11.4 million (79.0%). Four-weekly reach for ABC2 was 2.7 million (18.6%).<sup>47</sup>

<b>ABC1 Four-weekly Metropolitan Reach</b>	<b>2008–09 %</b>	<b>2007–08 %</b>
Sydney	76.8	78.5
Melbourne	78.0	80.6
Brisbane	78.4	79.0
Adelaide	79.5	83.7
Perth	76.6	78.4
<b>All Metropolitan</b>	<b>77.7</b>	<b>79.7</b>

<b>ABC1 Regional Reach</b>	<b>%</b>	<b>%</b>
Southern	80.5	81.3
Northern	78.2	79.1
Victoria	79.0	83.2
Queensland	79.0	79.4
Tasmania	85.1	85.4
<b>All Regional</b>	<b>79.5</b>	<b>80.8</b>

Source: OzTAM and RegionalTAM Television Ratings.

**Audience Appreciation**

*Target: Percentage of people who consider the quality of programming on ABC Television is good in 2008–09 compared to results achieved in 2007–08.*

According to the Newspoll Appreciation Survey 2009, the majority of Australians describe the quality of programming on ABC Television as “good” (82% in 2007–08 and 2008–09).

**Australian Content**

*Target: Percentage of first-run Australian content (between 6 pm and midnight) and between 6 am and midnight) in 2008–09 compared to 2007–08 levels.*

- 6 pm and midnight: 52.4% (52.8% in 2007–08) on ABC1
- 6 am and midnight: 34.8% (34.5% in 2007–08) 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.

*Target: Percentage of Australian television programs in the ABC’s 20 highest rating programs in 2008–09 compared to results achieved in 2007–08.*

The percentage of Australian television programs in the ABC’s 20 highest ratings programs was:

- five-city metropolitan audiences: 65% in 2008–09 (compared to 60% in 2007–08)
- regional audiences: 55% (compared to 50% in 2007–08).

**State/Local Television**

*Target: Percentage of state/local “breakout” television broadcast hours achieved in 2008–09 compared with 2007–08.*

Of the 10 901 total ABC1 television hours, 2 275 hours (20.9%) were unduplicated, state-based, first-run television broadcast hours compared to 20.3% in 2007–08.

**Output 1.3—New Media Services**

**Engages audiences through new media services including the internet and emerging broadband platforms.**

**Audience Share**

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

There is no accepted method, or consistent industry standard, for measuring share of online activity due to the existence of many millions of web sites 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.

<sup>47</sup> Comparative data for total ABC Television (ABC1 +ABC2) audience reach is not available for 2007–08. Total ABC Television reach is a more realistic measure of performance than ABC1 reach due to the fragmentation of the ABC audience between ABC1 and ABC2.

## Audience Reach

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

ABC Online's monthly reach in the active Australian internet population averaged 19% in 2008–09 (19.5% in 2007–08), with a peak of 21.2% in March 2009.

## Audience Appreciation

*Target: Percentage of people who consider the quality of programming on ABC Online is good in 2008–09 compared to results achieved in 2007–08.*

According to the Newspoll Appreciation Survey 2009, the majority of Australians describe the quality of content on ABC Online as "good" (89% in 2008–09 and 91% in 2007–08).

## Total podcasts

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

The ABC's methodology for measuring podcasts changed during 2008–09. A report of full year performance will not be available until 2009–10.

## Total vodcasts

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

The ABC's methodology for measuring vodcasts changed during 2008–09. A report of full year performance will not be available until 2009–10.

## Total streamed media

*Target: Levels achieved in 2008–09 compared to results in 2007–08.*

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.**

## Contributions to Outcome 2

### Output 2.1—Analog Terrestrial Transmission Services

**Provides ABC satellite and analog terrestrial transmission services through the effective management of Transmission Service Agreements.**

#### Number of analog terrestrial transmission services

*Target: Number in 2008–09 compared to 2007–08.*

The number of ABC analog transmitters was as follows:

	2008–09	2007–08
Analog Television	439	440
Domestic Radio	686	671
International Radio	8	8
<b>Total</b>	<b>1 133</b>	<b>1 119</b>

#### Audience contacts via the ABC Reception Advice Line

*Target: Contacts received in 2008–09 compared to 2007–08.*

The ABC monitors audience responses to transmission issues via its Reception Advice Line (RAL). In 2008–09, this unit received the following television and radio services enquiries:

	2008–09	2007–08
Total number of emails received	3 333	2 718
Total number of letters received	57	76
Total number of telephone enquiries received	21 779	23 534
<b>Total enquiries</b>	<b>25 169</b>	<b>26 328</b>
Total number of hits to the RAL website	2 445 795	Not Available*

Note: these figures reflect both analog and digital transmission contacts.  
\*Total number of hits to the Reception Advice Line are unavailable for 2007–08 due to a change in the web statistical systems used by the ABC.



The unit works closely with the ABC’s transmission providers to ensure that any transmission faults are rectified as soon as possible. There was an increase in the number of enquiries regarding terrestrial digital television, as well as an increase in enquiries about free-to-air digital television equipment and reception. Analog television enquiries saw a corresponding reduction that reflects the growing penetration of digital television.

## Outcome 3

**The Australian community has access to ABC digital television services in accordance with approved digital implementation plans.**

### Contributions to Outcome 3

#### Output 3.1—Digital Television Services

**Implements the roll-out of digital television transmission services while keeping the Australian community aware of the changes to broadcast services.**

**The degree to which the Australian population has access to ABC digital television transmissions**

*Target: 2008–09 results compared to 2007–08.*

The coverage of ABC digital television transmissions by percentage of the population was as follows:

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
<b>2008–09</b>	97.66%	98.46%	99.18%	96.67%	95.88%	98.23%	96.37%	72.57%
<b>2007–08</b>	97.30%	98.45%	99.18%	96.19%	93.57%	97.85%	95.98%	72.57%

Note: 2008–09 population was derived from Australian Bureau of Statistics (ABS) 2006 Census data.

**Terrestrial facilities operate within the limits set by the relevant Transmitter Licence and the approved Implementation Plan**

*Target: All facilities meet the requirements.*

This target was achieved.

**The number of digital terrestrial television facilities in operation against the approved Implementation Plans**

*Target: Number of facilities in operation and in test mode compared to approved Implementation Plans.*

There were 334 approved implementation plans, 324 digital terrestrial services in operation, including eight in test mode as at the end of June 2009.



## 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 2009, which comprise: a Statement by Directors and Chief Financial Officer; Income Statement; 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 Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including Australian Accounting Standards (which include 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. My audit has been conducted in accordance with Australian National Audit Office Auditing Standards, which incorporate Australian Auditing Standards. These auditing standards require me to 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***

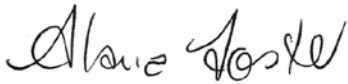
In conducting the audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the requirements of the Australian accounting profession.

### **Auditor's Opinion**

In my opinion, the financial statements of the Australian Broadcasting Corporation:

- (a) have been prepared in accordance with Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including 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 2009 and of its financial performance and cash flows for the year then ended.

Australian National Audit Office



Alana Foster  
Executive Director  
Delegate of the Auditor-General

Sydney  
30 July 2009

# Financial Statements

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## Statement by Directors and Chief Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2009 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*.

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 2009



Mark Scott  
Managing Director  
30 July 2009



David Pendleton  
Chief Financial Officer  
30 July 2009



Income Statement  
for the year ended 30 June 2009



	Notes	2009 \$'000	2008 \$'000
<b>INCOME</b>			
<b>Revenue</b>			
Revenue from government	3	858 411	833 963
Sale of goods and rendering of services	4A	184 898	176 142
Interest	4B	11 072	13 295
Other revenue	4C	29 636	34 790
<b>Total revenue</b>		<b>1 084 017</b>	1 058 190
<b>Gains</b>			
Net foreign exchange gain/(loss)	4D	625	(935)
Net gain/(loss) from disposal of assets	4E	17 771	(3 651)
<b>Net gains/(losses)</b>		<b>18 396</b>	(4 586)
<b>Total income</b>		<b>1 102 413</b>	1 053 604
<b>EXPENSES</b>			
Employee benefits	5A	418 616	391 006
Suppliers	5B	448 736	444 644
Depreciation and amortisation	5C	85 228	66 488
Program amortisation	5D	128 197	130 296
Finance costs	5E	4 319	5 673
Write-down and impairment of assets	5F	3 439	3 284
<b>Total expenses</b>		<b>1 088 535</b>	1 041 391
<b>Surplus</b>		<b>13 878</b>	12 213
<i>The above statement should be read in conjunction with the accompanying notes.</i>			
<b>NOTE</b>	<b>Surplus before return of capital and reserves</b>	<b>13 878</b>	12 213
	Return of capital to the Australian Government	(40 739)	(7 733)
	Reserves	(18)	18
	<b>Contribution to total equity</b>	<b>(26 879)</b>	4 498

# Balance Sheet

as at 30 June 2009

	Notes	2009 \$'000	2008 \$'000
<b>ASSETS</b>			
<b>Financial assets</b>			
Cash and cash equivalents	6A	8 154	5 897
Receivables	6B	159 658	152 096
Accrued revenue	6C	9 126	11 541
<b>Total financial assets</b>		<b>176 938</b>	169 534
<b>Non-financial assets</b>			
Land and buildings	7A	643 272	677 903
Infrastructure, plant and equipment	7B	278 334	274 011
Intangibles	7C	17 672	15 685
Inventories	7D	90 570	88 306
Other non-financial assets	7E	17 895	14 721
Assets classified as held for sale	7F	–	15 000
<b>Total non-financial assets</b>		<b>1 047 743</b>	1 085 626
<b>Total assets</b>		<b>1 224 681</b>	1 255 160
<b>LIABILITIES</b>			
<b>Payables</b>			
Suppliers	8A	55 935	66 284
Other	8B	44 142	27 021
<b>Total payables</b>		<b>100 077</b>	93 305
<b>Interest bearing liabilities</b>			
Loans	9A	56 500	80 000
<b>Total interest bearing liabilities</b>		<b>56 500</b>	80 000
<b>Provisions</b>			
Employees	10A	120 886	114 777
Other	10B	1 127	–
<b>Total provisions</b>		<b>122 013</b>	114 777
<b>Total liabilities</b>		<b>278 590</b>	288 082
<b>NET ASSETS</b>		<b>946 091</b>	967 078
<b>EQUITY</b>			
Contributed equity		103 663	133 152
Reserves		551 387	556 763
Retained surplus		291 041	277 163
<b>Total equity</b>		<b>946 091</b>	967 078
<b>Current assets</b>		<b>275 761</b>	276 332
<b>Non-current assets</b>		<b>948 920</b>	978 828
<b>Current liabilities</b>		<b>230 403</b>	174 080
<b>Non-current liabilities</b>		<b>48 187</b>	114 002

The above statement should be read in conjunction with the accompanying notes.

# Statement of Changes in Equity

as at 30 June 2009



	Contributed equity / capital		Retained surplus		Asset revaluation reserve		Other reserves		Total equity	
	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000
<b>Opening balance as at 1 July</b>	<b>133 152</b>	128 135	<b>277 163</b>	264 950	<b>556 785</b>	366 708	<b>(22)</b>	(40)	<b>967 078</b>	759 753
<b>Income and expense</b>										
Cash flow hedges (loss)/gain taken to equity	–	–	–	–	–	–	<b>(18)</b>	18	<b>(18)</b>	18
<b>Income and expenses recognised directly in equity</b>	–	–	–	–	–	–	<b>(18)</b>	18	<b>(18)</b>	18
Surplus for period	–	–	<b>13 878</b>	12 213	–	–	–	–	<b>13 878</b>	12 213
<b>Total income and expenses</b>	–	–	<b>13 878</b>	12 213	–	–	<b>(18)</b>	18	<b>13 860</b>	12 231
<b>Net revaluation in land and buildings</b>	–	–	–	–	<b>(5 358)</b>	190 077	–	–	<b>(5 358)</b>	190 077
<b>Transactions with owner</b>										
<i>Distributions to owner</i>										
Return of capital	<b>(40 739)</b>	(7 733)	–	–	–	–	–	–	<b>(40 739)</b>	(7 733)
<i>Contributions by owner</i>										
Equity injection	<b>11 250</b>	12 750	–	–	–	–	–	–	<b>11 250</b>	12 750
<b>Transactions with owner</b>	<b>(29 489)</b>	5 017	–	–	–	–	–	–	<b>(29 489)</b>	5 017
<b>Closing balance as at 30 June</b>	<b>103 663</b>	133 152	<b>291 041</b>	277 163	<b>551 427</b>	556 785	<b>(40)</b>	(22)	<b>946 091</b>	967 078

The above statement should be read in conjunction with the accompanying notes.

# Cash Flow Statement

for the year ended 30 June 2009

	Notes	2009 \$'000	2008 \$'000
		Inflows (Outflows)	Inflows (Outflows)
<b>OPERATING ACTIVITIES</b>			
<b>Cash received</b>			
Government		858 411	833 963
Goods and services		199 684	148 564
Interest		10 877	13 215
Net GST received		30 448	30 162
Other		27 783	29 290
Realised foreign exchange gains		818	–
<b>Total cash received</b>		<b>1 128 021</b>	<b>1 055 194</b>
<b>Cash used</b>			
Employees		(409 447)	(379 592)
Suppliers		(627 474)	(569 373)
Finance costs		(4 322)	(5 690)
<b>Total cash used</b>		<b>(1 041 243)</b>	<b>(954 655)</b>
<b>Net cash from operating activities</b>	11	<b>86 778</b>	<b>100 539</b>
<b>INVESTING ACTIVITIES</b>			
<b>Cash received</b>			
Proceeds from sale of assets		40 110	302
<b>Total cash received</b>		<b>40 110</b>	<b>302</b>
<b>Cash used</b>			
Purchase of property, plant and equipment		(64 093)	(71 669)
Purchase of investments and bills of exchange		(17 158)	(9 748)
<b>Total cash used</b>		<b>(81 251)</b>	<b>(81 417)</b>
<b>Net cash used in investing activities</b>		<b>(41 141)</b>	<b>(81 115)</b>
<b>FINANCING ACTIVITIES</b>			
<b>Cash received</b>			
Equity contributed by Government		11 250	12 750
<b>Total cash received</b>		<b>11 250</b>	<b>12 750</b>
<b>Cash used</b>			
Repayment of loans		(23 500)	(22 000)
Return of capital		(31 130)	(7 733)
<b>Total cash used</b>		<b>(54 630)</b>	<b>(29 733)</b>
<b>Net cash used in financing activities</b>		<b>(43 380)</b>	<b>(16 983)</b>
<b>Net increase in cash and cash equivalents</b>		<b>2 257</b>	<b>2 441</b>
Cash and cash equivalents at beginning of reporting period		5 897	3 456
<b>Cash and cash equivalents at end of reporting period</b>	6A	<b>8 154</b>	<b>5 897</b>

The above statement should be read in conjunction with the accompanying notes.



# Schedule of Commitments

as at 30 June 2009



	2009 \$'000	2008 \$'000
<b>BY TYPE</b>		
<b>Capital commitments</b>		
Buildings	462	215
Infrastructure, plant and equipment (1)	13 944	12 079
<b>Total capital commitments</b>	<b>14 406</b>	<b>12 294</b>
<b>Other commitments</b>		
Operating leases (2)	59 083	35 889
GST payable on commitments	6 232	10 341
Other payables (3)	1 689 093	1 167 088
Attributable to joint ventures (4)	14 790	–
<b>Total other commitments</b>	<b>1 769 198</b>	<b>1 213 318</b>
<b>Commitments receivable</b>		
GST recoverable on commitments	(159 912)	(107 274)
Other receivables (5)	(169 437)	(285 793)
<b>Total commitments receivable</b>	<b>(329 349)</b>	<b>(393 067)</b>
<b>Net commitments by type</b>	<b>1 454 255</b>	<b>832 545</b>

1. Outstanding contractual commitments associated with the purchase of infrastructure, plant and equipment, including communications upgrades and technical equipment fit out.

2. Operating leases included are effectively non-cancellable and comprise:

**Nature of Lease**

**General description of leasing arrangement**

- Motor vehicles—business and senior executive – Fully maintained operating lease over 24/36 months and/or 40 000/60 000km; no contingent rentals; no renewal or purchase options available.
- PC leasing – Includes specific equipment covering hardware, operating system and maintenance of hardware; operating lease over 36 months; 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.

3. Other payables commitments are covered by agreements and are associated with the supply of transmission services, satellite services, purchase of programs and program rights.

4. Commitments arising from, in proportion, the Corporation's 16% interest in Freeview Australia Limited and 50% interest in ACN 137 880 758 Pty Limited.

5. Other receivables comprise transmission, royalties, co-production commitments, resource hire, content licensing, media development support initiatives, contract revenue and grants.

*The above statement should be read in conjunction with the accompanying notes.*

Schedule of Commitments continued  
as at 30 June 2009

	2009 \$'000	2008 \$'000
<b>BY MATURITY</b>		
<b>Capital commitments</b>		
One year or less	13 475	10 187
From one to five years	931	2 107
<b>Total capital commitments</b>	<b>14 406</b>	<b>12 294</b>
<b>Operating lease commitments</b>		
One year or less	16 025	16 538
From one to five years	42 949	19 143
Over five years	109	208
<b>Total operating lease commitments</b>	<b>59 083</b>	<b>35 889</b>
<b>GST and other payables commitments</b>		
One year or less	283 942	256 243
From one to five years	889 159	459 729
Over five years	522 224	461 457
<b>Total GST and other payables commitments</b>	<b>1 695 325</b>	<b>1 177 429</b>
<b>Attributable to joint ventures</b>		
One year or less	11 844	–
From one to five years	2 946	–
<b>Total attributable to joint ventures</b>	<b>14 790</b>	<b>–</b>
<b>Commitments receivable</b>		
One year or less	(123 581)	(171 790)
From one to five years	(142 154)	(164 736)
Over five years	(63 614)	(56 541)
<b>Total commitments receivable</b>	<b>(329 349)</b>	<b>(393 067)</b>
<b>Net commitments by maturity</b>	<b>1 454 255</b>	<b>832 545</b>

*The above statement should be read in conjunction with the accompanying notes.*

# Schedule of Contingencies

as at 30 June 2009



	<u>Notes</u>	<b>2009</b> <b>\$'000</b>	2008 \$'000
<b>Contingent liabilities—guarantees</b>			
Balance from previous period		<b>1 150</b>	1 010
Net change during the year		<b>35</b>	140
<b>Total contingent liabilities—guarantees</b>	13	<b>1 185</b>	1 150

The Corporation has no material contingent assets as at 30 June 2009 (2008 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 13: 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 2009 was authorised for issue by the Directors on 30 July 2009.

### 1.1 Basis of Accounting

The financial statements and notes are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997* 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 2008; and
- Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that apply for the reporting period.

The Corporation's Income Statement, Balance Sheet and Statement of Changes in Equity 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 report is 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 13: Contingent Assets and Liabilities).

Unless alternative treatment is specifically required by an accounting standard, revenues, gains and expenses are recognised in the Corporation's Income Statement when and only when the flow or consumption or loss of economic benefits has occurred and can be reliably measured.

### 1.2 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 1.11: Employee Benefits;
- Provision for make good, as detailed in Note 1.12: Leases;
- Valuation of properties, plant and equipment, as detailed in Note 1.21: Property (Land and Buildings), Infrastructure, Plant and Equipment;
- Depreciation, as detailed in Note 1.21: Property (Land and Buildings), Infrastructure, Plant and Equipment; and
- Impairment of non-financial assets, as detailed in Note 1.22: Impairment of Non-Current Assets.

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 accounting period.

## 1. Summary of Significant Accounting Policies continued

### 1.3 Statement of Compliance

#### **Adoption of new Australian Accounting Standard requirements**

No accounting standard has been adopted earlier than the application date as 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 1052: Disaggregated Disclosures*

The standard is effective for reporting periods beginning on or after 1 July 2008 and amends the disclosure requirements for entities to disclose departmental assets and liabilities by major activity, in addition to income and expenses. Major activities are considered to be equivalent to outcome, rather than output reporting. As such, assets, liabilities, income and expenses are disclosed by outcome, with additional disclosures required at the output group and output level for income and expenses, in Note 20: Reporting by Outcomes.

#### *AASB Interpretation 13 Customer Loyalty Programmes*

The Interpretation provides guidance on accounting for customer loyalty programs. It discusses credits granted to customers as part of a sales transaction, which subject to meeting any further qualifying conditions, customers can redeem for free or discounted goods or services. This Interpretation is applicable to annual reporting periods beginning on or after 1 July 2008.

This Interpretation affects all applicable ABC Shop sales transactions from 1 July 2008 and has the effect of reducing revenue recognised in the Income Statement and recognising a liability in the Balance Sheet for the equivalent monetary value of the loyalty points awarded.

As there has been no material impact on the Income Statement from applying the new Interpretation, the ABC has elected not to retrospectively adjust for the impact on prior-year balances.

#### **Future Australian Accounting Standard requirements**

The following new standards, amendments to standards or interpretations have been issued by the Australian Accounting Standards Board but are effective for future reporting periods. It is estimated that the impact of adopting these pronouncements when effective will have no material financial impact on future reporting periods.

#### *AASB 101 Presentation of Financial Statements and AASB 1049 Whole of Government and General Government Sector Financial Reporting*

These Standards are applicable to annual reporting periods beginning on or after 1 January 2009. The changes introduce the notion of a "complete set of financial statements", which alters the structure and includes replacing the balance sheet with a statement of financial position and replacing the income statement with a statement of comprehensive income. The statement of comprehensive income will include all income and expense items, including those previously recognised in equity, such as asset revaluation increments. 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.

The Corporation has chosen not to early adopt this Accounting Standard to be consistent with the current FMO.

#### *AASB 2007-6 Amendments to Australian Accounting Standards arising from AASB 123*

This amendment removes the option of expensing borrowing costs related to qualifying assets. This Standard is applicable to annual reporting periods beginning on or after 1 January 2009. The ABC has chosen not to early adopt this Standard as the current FMO stipulate that borrowing costs are to be expensed as incurred.

There are other changes to the Australian Accounting Standards but these are not expected to have a material impact on the Corporation's reporting in future periods.



## 1. Summary of Significant Accounting Policies continued

### 1.4 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 2009.

#### 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 gross basis. GST commitments recoverable from, or payable to, the ATO are disclosed separately.

### 1.5 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 through 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.

### 1.6 Reporting by Outcomes and Segments

A comparison by outcomes relevant to the Corporation is presented in Note 20: 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.

### 1.7 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.

## 1. Summary of Significant Accounting Policies continued

### 1.7 Revenue continued

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.

### 1.8 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.

### 1.9 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.

### 1.10 Transactions by the Government as Owner

#### Revenue from Government

Parliament appropriates monies to the Department of Broadband, Communications and the Digital Economy (DBCDE) which are 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 3: 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 9: Interest Bearing Liabilities.

#### Contributions

Income is measured at the fair value of the contributions received or receivable. Income arising from the contributions 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. Summary of Significant Accounting Policies continued

### 1.11 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 due 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, 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 2009. The estimate of the present value of the liability takes into account attrition rates and pay increases through promotion and inflation.

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.

#### 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.

The liability for defined benefits is recognised in the financial statements of the Australian Government and is settled by the Australian Government in due course. This liability is reported by the Department of Finance and Deregulation as an administered item.

The Corporation makes employer contributions to the employee superannuation schemes at rates determined by an actuary to be sufficient to meet the current cost to the Government of the superannuation entitlements of the Corporation's employees. The Corporation accounts for the contributions as if they were contributions to defined contribution plans.

The liability for superannuation recognised as at 30 June represents outstanding contributions for the last 9 days of the year.

## 1. Summary of Significant Accounting Policies continued

### 1.12 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 all retail leases, where the Corporation is obligated per the lease agreement, based on the estimated costs to make good the site.

##### *Other leased premises*

A provision has been recognised for non-retail leased premises where the Corporation believes there is some likelihood that it will cease to occupy the leased premises in the future. The provision is calculated as follows:

<b>Leases expiring in:</b>	<b>Method</b>
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.

### 1.13 Borrowing Costs

All borrowing costs are expensed as incurred.

### 1.14 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. Summary of Significant Accounting Policies continued

### 1.15 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 selling 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 in the Income Statement except if they are classified as a cash-flow hedge where they are recognised in 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 fair value is negative.

For the purpose of hedge accounting, the Corporation's hedges are classified as cash-flow hedges when they hedge exposure to variability in cash flows that is attributable either to a particular risk associated with a recognised asset, liability or to a highly probable forecast transaction.

At the inception of a hedge relationship, the Corporation formally designates and documents the hedge relationship to which the Corporation wishes to apply hedge accounting and the risk management objective and strategy for undertaking the hedge. The documentation includes identification of the hedging instrument, the hedged item or transaction, the nature of the risk being hedged and how the Corporation will assess the hedging instrument's effectiveness in offsetting the exposure to changes in the hedged item's fair value or cash flow attributable to the hedged risk. Such hedges are expected to be highly effective in achieving offsetting changes in fair value or cash flows and are assessed on an ongoing basis to determine that they actually have been highly effective throughout the financial reporting periods for which they were designated.



## 1. Summary of Significant Accounting Policies continued

### 1.15 Financial Assets continued

#### **Fair Value through Profit or Loss** continued

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 the Income Statement 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 the Income Statement. 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 the Income Statement.

#### **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 recognised in the Income Statement.

##### *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 probability 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

### 1.16 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). Settlement is 30 days commercial or as otherwise negotiated.

### 1.17 Repairs and Maintenance

Maintenance, repair expenses and minor renewals which do not constitute an upgrade or enhancement of equipment is expensed as incurred.

### 1.18 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 15: Related Party Disclosures.

### 1.19 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 13: 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.

### 1.20 Acquisition of Assets

Assets are recorded at cost on 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. Summary of Significant Accounting Policies continued

### 1.21 Property (Land and Buildings), Infrastructure, Plant and Equipment

#### Asset Recognition Threshold

Purchases of property, infrastructure, plant and equipment are recognised initially at cost in the Balance Sheet. Purchases costing less than \$2 000 are expensed in the year of acquisition except where they form part of a project or group of similar items, which are significant in total.

#### Basis of Revaluation

Land, buildings, infrastructure, plant and equipment are carried at fair value.

Fair values for each class of asset are determined as shown below.

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 and loss. Revaluation decrements for a class of assets are recognised directly through profit and 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 based on the following useful lives:

	2009	2008
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 5C: 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.

## 1. Summary of Significant Accounting Policies continued

### 1.22 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*;
- 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.

### 1.23 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 (2008 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. Summary of Significant Accounting Policies continued

### 1.24 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. 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.

#### Produced Programs

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;
- Children's, Education and Movies—straight line over three years from completion of production;
- Programs produced specifically for ABC2—equally over three years;
- All other programs not covered above—90% first screening and 10% second screening or in third year; and
- Programs not shown within three years of completion or purchase to be amortised 100% in year three.

The costs of programs produced for Radio are expensed as incurred. Such programs are normally broadcast soon after production, stock on hand at any time being minimal.

#### Purchased Programs

Purchased program inventory is amortised in accordance with the policy noted above or over the rights period of the contract (whichever is lesser).

Subsequent sales of residual rights are recognised in the period in which they occur.

#### Write-down of Merchandise Inventory

The amount of any write-down of inventories to net realisable value and all losses of inventory are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories arising from an increase in the net realisable value, will be recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

#### Write-down of Inventory Held for Distribution

When inventories held for distribution are distributed, the carrying amount of those inventories is recognised as an expense. The amount of any write-down of inventories for loss of service potential and all losses of inventories are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories arising from a reversal of the circumstances that gave rise to the loss of service potential will be recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

### 1.25 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. Revenue and Expenses

	Notes	2009 \$'000	2008 \$'000
<b>Income</b>			
Revenue from Government	3	858 411	833 963
<b>Income from independent sources</b>			
Co-production contributions		4 548	1 686
Interest	4B	11 072	13 295
Insurance settlement	4C	3 600	10 400
Merchandising		88 751	90 636
Net foreign exchange gain/(loss)—non-speculative	4D	625	(935)
Net gain/(loss) from disposal of assets	4E	17 771	(3 651)
Program sales		8 454	6 502
Rent and hire of facilities		17 360	11 725
Royalties		61 804	62 144
Subsidies, grants and contract revenue	4C	20 336	20 906
Technology sales		3 981	3 449
Other	4C	5 700	3 484
<b>Total income from independent sources</b>		<b>244 002</b>	<b>219 641</b>
<b>Total income</b>		<b>1 102 413</b>	<b>1 053 604</b>
<b>Expenses</b>			
Artist fees		4 656	5 093
Auditor's remuneration	17	215	251
Communications		21 135	22 831
Computer costs		9 879	9 914
Consultants and contract labour		22 441	25 583
Depreciation and amortisation	5C	85 228	66 488
Employee benefits	5A	418 616	391 006
Finance costs	5E	4 319	5 673
Freight		1 789	1 714
Incidentals		9 124	6 063
Legal costs		2 963	4 260
Materials and minor items		13 408	11 983
Merchandising and promotion		99 407	105 329
Operating leases and occupancy		28 250	25 320
Program amortisation	5D	128 197	130 296
Program rights		13 462	11 511
Repairs, maintenance and hire		18 550	20 321
Satellite and transmission		33 267	31 973
Transmission services		145 047	137 284
Travel		17 368	19 071
Video production services		5 025	4 023
Workers' compensation premiums		2 750	2 120
Write-down and impairment of assets	5F	3 439	3 284
<b>Total expenses</b>		<b>1 088 535</b>	<b>1 041 391</b>
<b>Surplus</b>		<b>13 878</b>	<b>12 213</b>

### 3. Revenue from Government

	2009 \$'000	2008 \$'000
<b>3A Revenue from Government—Outcome 1</b>	<b>683 384</b>	666 586
<b>3B Revenue from Government—transmission revenue</b>		
Outcome 2—satellite and analog transmission	90 671	87 317
Outcome 3—digital transmission (a)	84 356	80 060
<b>Total revenue from Government—transmission revenue</b>	<b>175 027</b>	167 377
<b>Total revenue from Government</b>	<b>858 411</b>	833 963

Revenue from Government was received from the Department of Broadband, Communications and the Digital Economy.

(a) The Corporation returned **\$7 520 000** (2008 \$7 733 000) of previous years' revenue received from Government as a repayment of capital.

### 4. Revenue from Independent Sources

	Notes	2009 \$'000	2008 \$'000
<b>4A Sale of goods and rendering of services</b>			
Goods		159 009	159 281
Services		25 889	16 861
<b>Total sale of goods and rendering of services</b>		<b>184 898</b>	176 142
Cost of sales of goods		93 575	100 286
<b>4B Interest</b>			
Deposits		5 559	1 132
Bills receivable		5 513	12 163
<b>Total interest</b>	12	<b>11 072</b>	13 295
<b>4C Other revenue</b>			
Subsidies, grants and contract revenue		20 336	20 906
Insurance settlement		3 600	10 400
Other		5 700	3 484
<b>Total other revenue</b>		<b>29 636</b>	34 790
<b>4D Net foreign exchange gain/(loss)</b>			
Non-speculative		625	(935)
<b>Total net foreign exchange gain/(loss)</b>	12	<b>625</b>	(935)

#### 4. Revenue from Independent Sources continued

	2009 \$'000	2008 \$'000
<b>4E Net gain/(loss) from disposal of assets</b>		
<b>Land and buildings</b>		
Total proceeds from disposal	6	–
Carrying value of assets disposed	(146)	(475)
Cost of disposal	(1)	–
<b>Net gain/(loss) from disposal of land and buildings</b>	<b>(141)</b>	<b>(475)</b>
<b>Infrastructure, plant and equipment</b>		
Total proceeds from disposal	265	302
Carrying value of assets disposed	(3 545)	(3 223)
Cost of disposal	(59)	(39)
<b>Net loss from disposal of infrastructure, plant and equipment</b>	<b>(3 339)</b>	<b>(2 960)</b>
<b>Intangibles</b>		
Total proceeds from disposal	–	–
Carrying value of assets disposed	(36)	(216)
Cost of disposal	–	–
<b>Net loss from disposal of intangibles</b>	<b>(36)</b>	<b>(216)</b>
<b>Other assets (a) and (b)</b>		
Total proceeds from disposal	39 839	–
Carrying value of assets disposed	(16 998)	–
Cost of disposal	(1 554)	–
<b>Net gain from disposal of other assets</b>	<b>21 287</b>	<b>–</b>
Total proceeds from disposal	40 110	302
Total carrying value of assets disposed	(20 725)	(3 914)
Total costs of disposal	(1 614)	(39)
<b>Net gain/(loss) from disposal of assets</b>	<b>17 771</b>	<b>(3 651)</b>

(a) *Disposal of Adelaide Terrace, Perth*

During 2009, the Corporation sold its former ABC Perth property, located at 187 Adelaide Terrace, Perth. The property was sold for \$37 580 000 using an open tender process and settlement occurred on 14 October 2008. The property was classified as an asset held for sale as at 30 June 2008 and was carried at \$15 000 000. Current year costs associated with the sale of Adelaide Terrace, Perth were \$488,510 which resulted in a net gain from disposal of **\$22 091 490**. Total costs related to the sale of the former ABC Perth property, at Adelaide Terrace over the duration of the sale process amounted to \$5 170 620.

(a) *Disposal of ABC Books*

The Corporation sold its books publishing business, "ABC Books" effective 1 May 2009. Assets totalling \$1 998 113 were transferred as part of the sale and included book inventory and author agreements and advances. The Corporation will receive a licence fee for continued use of the Corporation's trade mark and book imprint, as well as providing access to ABC originated content suitable for book publishing and /or related activities. Sale proceeds received or receivable total \$2 259 094 and costs directly related to the sale amount to \$1 064 689 resulting in a loss on sale of **\$803 708**.

## 5. Expenses

	Notes	2009 \$'000	2008 \$'000
<b>5A Employee benefits</b>			
Wages and salaries		301 497	284 750
Superannuation—Defined contribution plans		14 691	11 187
Superannuation—Defined benefit plans		37 488	37 434
Leave and other entitlements		45 636	45 102
Separation and redundancies		10 015	2 871
Other employee benefits		9 289	9 662
<b>Total employee benefits</b>		<b>418 616</b>	<b>391 006</b>
<b>5B Suppliers</b>			
Goods		125 066	125 265
Services—external parties		303 035	299 844
Services—related entities		421	–
Operating lease rentals		17 464	17 415
Workers' compensation premiums		2 750	2 120
<b>Total suppliers</b>		<b>448 736</b>	<b>444 644</b>
<b>5C Depreciation and amortisation</b>			
Land and buildings		36 896	20 782
Leasehold improvements		69	2 563
Infrastructure, plant and equipment		44 742	40 128
Intangibles: computer software		3 521	3 015
<b>Total depreciation and amortisation</b>		<b>85 228</b>	<b>66 488</b>
<b>5D Program amortisation</b>			
Purchased		44 324	45 866
Produced		83 873	84 430
<b>Total program amortisation</b>		<b>128 197</b>	<b>130 296</b>
<b>5E Finance costs</b>			
Loans		4 319	5 673
<b>Total finance costs</b>	12	<b>4 319</b>	<b>5 673</b>
<b>5F Write-down and impairment of assets</b>			
<b>Financial assets</b>			
Receivables and advances		996	944
<b>Non-financial assets</b>			
Land and buildings		135	447
Infrastructure, plant and equipment		1 092	14
Inventory held for sale		1 216	1 879
<b>Total write-down and impairment of assets</b>		<b>3 439</b>	<b>3 284</b>

## 6. Financial Assets

	Notes	2009 \$'000	2008 \$'000
<b>6A Cash and cash equivalents</b>			
Cash at bank and on hand		8 154	5 897
<b>Total cash and cash equivalents</b>	12	<b>8 154</b>	<b>5 897</b>
<b>6B Receivables</b>			
<b>Goods and services</b>			
Goods and services		12 425	13 940
Less: Allowance for doubtful debts		(297)	(180)
<b>Net goods and services receivables</b>	12	<b>12 128</b>	<b>13 760</b>
<b>Other receivables</b>			
Held to maturity financial assets	12	141 300	124 142
Net GST receivable	12	4 079	6 652
Other receivables	12	2 151	7 542
<b>Total other receivables</b>		<b>147 530</b>	<b>138 336</b>
<b>Total receivables (net)</b>		<b>159 658</b>	<b>152 096</b>
Receivables are carried at amortised cost and are categorised as follows:			
Current		158 957	151 319
Non-current		701	777
<b>Total receivables (net)</b>		<b>159 658</b>	<b>152 096</b>
Receivables (gross) are aged as follows:			
Not Overdue		154 951	146 284
Overdue by:			
– less than 30 days		2 509	4 134
– 30 to 60 days		780	901
– 61 to 90 days		242	175
– more than 90 days		1 473	782
<b>Total receivables (gross)</b>		<b>159 955</b>	<b>152 276</b>
<b>Reconciliation of the allowance for doubtful debts</b>			
Opening balance		(180)	(307)
Amounts written off		173	190
Amounts recovered and reversed		3	4
Net increase recognised in surplus		(293)	(67)
<b>Closing balance</b>		<b>(297)</b>	<b>(180)</b>
The allowance for doubtful debts relates only to debts that are aged more than 90 days.			
<b>6C Accrued revenue</b>			
Goods and services		8 630	11 240
Interest receivable		496	301
<b>Total accrued revenue</b>	12	<b>9 126</b>	<b>11 541</b>

Accrued revenue are all current assets.



## 7. Non-Financial Assets

	2009 \$'000	2008 \$'000
<b>7A Land and buildings</b>		
<b>Freehold land</b>		
Fair value (a) and (b)	169 305	183 611
<b>Total freehold land</b>	<b>169 305</b>	<b>183 611</b>
<b>Buildings on freehold land</b>		
Fair value (a)	470 042	460 468
Accumulated depreciation	(22 389)	–
<b>Total buildings on freehold land</b>	<b>447 653</b>	<b>460 468</b>
<b>Leasehold land</b>		
Fair value (a)	3 062	3 062
Accumulated amortisation	(46)	–
<b>Total leasehold land</b>	<b>3 016</b>	<b>3 062</b>
<b>Leasehold buildings</b>		
Fair value (c)	6 998	12 291
Accumulated amortisation	(541)	–
<b>Total leasehold buildings</b>	<b>6 457</b>	<b>12 291</b>
<b>Leasehold improvements</b>		
Fair value (c)	24 564	15 246
Accumulated amortisation	(11 409)	(414)
<b>Total leasehold improvements</b>	<b>13 155</b>	<b>14 832</b>
<b>Total land and buildings excluding capital work in progress</b>	<b>639 586</b>	<b>674 264</b>
<b>Capital work in progress at cost</b>	<b>3 686</b>	<b>3 639</b>
<b>Total land and buildings</b>	<b>643 272</b>	<b>677 903</b>
<b>7B Infrastructure, plant and equipment</b>		
Fair value (c)	544 689	534 823
Accumulated depreciation	(319 495)	(315 326)
<b>Total infrastructure, plant and equipment excluding capital work in progress</b>	<b>225 194</b>	<b>219 497</b>
<b>Capital work in progress at cost</b>	<b>53 140</b>	<b>54 514</b>
<b>Total infrastructure, plant and equipment</b>	<b>278 334</b>	<b>274 011</b>

## 7. Non-Financial Assets continued

	2009 \$'000	2008 \$'000
<b>7C Intangibles (d)</b>		
Computer software at cost	41 277	36 992
Accumulated amortisation	<b>(26 838)</b>	(23 374)
<b>Total intangibles excluding capital work in progress</b>	<b>14 439</b>	13 618
<b>Capital work in progress at cost</b>	<b>3 233</b>	2 067
<b>Total intangibles</b>	<b>17 672</b>	15 685

- (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 2009 in accordance with the revaluation policy stated in Note 1.21: Property (Land and Buildings), Infrastructure, Plant and Equipment, and were completed by independent valuers, McGees Property.
- (b) Land includes assets classified as held for sale relating to the ABC's Brisbane site at 600 Coronation Drive, Toowong. In December 2008, the ABC formally appointed Colliers International as agent to sell the site. Separately disclosing the value of the Toowong site and other related information in the 30 June 2009 Financial Statements may compromise the sale process, therefore the carrying amount of the asset is included in total land and buildings above.
- (c) Leasehold buildings and improvements and Infrastructure, plant and equipment are carried at the Directors' determination of fair value in accordance with the revaluation policy stated in Note 1.21: 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 analog 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.

## 7. Non-Financial Assets continued

**Table A1**  
**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	1 453	3 844	2 629	6 473	7 926	55 076	4 378	67 380
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
<b>Net book value as at 30 June 2009 represented by:</b>								
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)
<b>Closing net book value 30 June 2009</b>	172 321	447 653	19 612	467 265	639 586	225 194	14 439	879 219

## 7. Non-Financial Assets continued

**Table A2**  
Reconciliation of the opening and closing balances of property,  
infrastructure, plant and equipment and intangibles (2007–08)

	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 2007								
Gross book value	158 956	615 881	36 306	652 187	811 143	514 824	31 818	1 357 785
Accumulated depreciation and amortisation	( 163)	(284 536)	(18 395)	(302 931)	(303 094)	(295 386)	(20 531)	(619 011)
Net book value 1 July 2007	158 793	331 345	17 911	349 256	508 049	219 438	11 287	738 774
Additions	–	10 764	7 143	17 907	17 907	40 922	5 562	64 391
Net revaluation increment	43 368	141 602	5 107	146 709	190 077	–	–	190 077
Depreciation and amortisation	( 41)	(20 741)	(2 563)	(23 304)	(23 345)	(40 128)	(3 015)	(66 488)
Write-down and impairment	( 447)	–	–	–	( 447)	( 14)	–	( 461)
Disposals	–	–	( 475)	( 475)	( 475)	(3 223)	( 216)	(3 914)
Transfers and reclassifications	(15 000)	(2 502)	–	(2 502)	(17 502)	2 502	–	(15 000)
Net book value 30 June 2008	186 673	460 468	27 123	487 591	674 264	219 497	13 618	907 379
Net book value as at 30 June 2008 represented by:								
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)
Closing net book value 30 June 2008	186 673	460 468	27 123	487 591	674 264	219 497	13 618	907 379

**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 2009	–	1 390	2 296	3 686	3 686	53 140	3 233	60 059
Carrying amount at 30 June 2008	1 680	1 681	278	1 959	3 639	54 514	2 067	60 220

## 7. Non-Financial Assets continued

	2009 \$'000	2008 \$'000
<b>7D Inventories</b>		
<b>Retail</b>		
Inventory held for sale	12 584	13 707
Provision for stock obsolescence	(112)	(6)
<b>Total retail</b>	<b>12 472</b>	13 701
<b>Broadcasting consumables</b>		
Inventory not held for sale at cost	68	79
<b>Total broadcasting consumables</b>	<b>68</b>	79
<b>TV programs held for distribution</b>		
Purchased	31 976	32 337
Produced	31 865	26 735
In progress	14 189	15 454
<b>Total TV programs held for distribution</b>	<b>78 030</b>	74 526
<b>Total inventories</b>	<b>90 570</b>	88 306
Inventories are categorised as follows:		
Current	84 996	79 284
Non-current	5 574	9 022
<b>Total inventories</b>	<b>90 570</b>	88 306
During 2009, <b>\$45 681 910</b> (2008 \$46 473 289) of inventory held for sale was recognised as an expense.		
During 2009, <b>\$5 398 753</b> (2008 \$7 438 001) of inventory held for distribution was recognised as an expense.		
<b>7E Other non-financial assets</b>		
Prepaid property rentals	9	74
Prepaid royalties	8 911	5 535
Other prepayments	8 975	9 112
<b>Total other non-financial assets</b>	<b>17 895</b>	14 721
Other non-financial assets are categorised as follows:		
Current	14 528	13 291
Non-current	3 367	1 430
<b>Total other non-financial assets</b>	<b>17 895</b>	14 721
<b>7F Assets classified as held for sale</b>		
Land and buildings at carrying value	-	15 000
<b>Total assets classified as held for sale</b>	<b>-</b>	15 000

The asset held for sale in 2008 related to the ABC's former Perth site at 187 Adelaide Terrace. The site was sold during the year and further information is included in Note 4E: Net gain/(loss) from disposal of assets.



## 8. Payables

	Notes	2009 \$'000	2008 \$'000
<b>8A Suppliers</b>			
Trade creditors	12	55 935	66 284
<b>Total suppliers</b>		<b>55 935</b>	66 284
Suppliers are categorised as follows:			
Current		55 930	66 279
Non-current		5	5
<b>Total suppliers</b>		<b>55 935</b>	66 284
<b>8B Other</b>			
Interest payable	12	17	20
Other payables	12	10 908	2 474
Salaries and wages	12	18 321	15 261
Superannuation	12	241	256
Unearned revenue	12	14 655	9 010
<b>Total other</b>		<b>44 142</b>	27 021
Other is categorised as follows:			
Current		42 335	26 271
Non-current		1 807	750
<b>Total other</b>		<b>44 142</b>	27 021
<b>Total payables</b>		<b>100 077</b>	93 305

Other payables include forward exchange contracts held as cash flow hedges of **\$57 982** (2008 \$34 730) and forward exchange contracts at fair value through profit or loss of **\$42 232** (2008 \$82 850).

## 9. Interest-Bearing Liabilities

	Notes	2009 \$'000	2008 \$'000
<b>9A Loans</b>			
Loans from Government	12	56 500	80 000
<b>Total loans</b>		<b>56 500</b>	80 000
Maturity schedule for loans:			
Payable within one year		25 500	23 500
Payable in one to five years		31 000	56 500
<b>Total loans</b>		<b>56 500</b>	80 000

The loans are provided on a long term fixed interest rate basis at a weighted average interest rate of **5.29%** (2008 5.39%). The loans are to be repaid in full on maturity, the dates of which range between 2010 and 2012. Interest is payable annually in arrears.

## 10. Provisions

	2009 \$'000	2008 \$'000
<b>10A Employees</b>		
Annual leave	48 910	47 166
Long service leave (a)	71 976	67 611
<b>Total employees</b>	<b>120 886</b>	114 777

(a) Independent actuarial valuations for the Corporation were performed by Professional Financial Consulting Pty Ltd (as at 30 June 2009).

Employees categorised as follows:

Current	105 776	58 030
Non-current	15 110	56 747
<b>Total employees</b>	<b>120 886</b>	114 777

The classification of current includes amounts for which there is not an unconditional right to defer settlement by one year, hence in the case of employee provisions the above classification does not represent the amount expected to be settled within one year of reporting date. Employee provisions expected to be settled in one year **\$43 302 000** (2008 \$39 772 000), in excess of one year **\$77 584 000** (2008 \$75 005 000).

### 10B Other

Make good	1 127	–
<b>Total other</b>	<b>1 127</b>	–

Other categorised as follows:

Current	862	–
Non-current	265	–
<b>Total other</b>	<b>1 127</b>	–

During the year, the Corporation provided for make good to leased premises for the first time in relation to its obligations under lease agreements.

## 11. Cash Flow Reconciliation

	2009 \$'000	2008 \$'000
<b>Reconciliation of cash and cash equivalents between Balance Sheet and Cash Flow Statement</b>		
<b>Cash and cash equivalents per:</b>		
Cash Flow Statement	8 154	5 897
Balance Sheet	8 154	5 897
<b>Difference</b>	–	–
<b>Reconciliation of operating surplus to net cash from operating activities</b>		
<b>Operating surplus</b>	<b>13 878</b>	12 213
Depreciation of fixed assets	81 707	63 473
Amortisation of intangibles	3 521	3 015
Transfer to employee entitlement provisions	6 109	11 414
Transfer to other provisions	1 127	–
Other revenue	(1 853)	–
Impairment of:		
– receivables and advances	996	944
– land and buildings	135	447
– infrastructure, plant and equipment	1 092	14
– inventories	1 216	1 879
(Gain)/loss from disposal of assets	(17 771)	3 651
Unrealised foreign exchange loss	176	–
<b>Changes in assets and liabilities</b>		
Increase/(decrease) in receivables	8 558	(5 384)
Decrease/(increase) in accrued revenue	2 415	(1 264)
(Decrease)/increase in prepayments	(3 174)	3 153
Increase in inventories	(3 480)	(4 230)
(Decrease)/increase in supplier payables	(17 238)	7 579
Increase in other payables	9 364	3 635
<b>Net cash from operating activities</b>	<b>86 778</b>	100 539

## 12. Financial Instruments

### 12.1 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 9: Interest Bearing Liabilities and operating and financing cash flows used to manage operations and make loan repayments.

### 12.2 Categories of Financial Instruments

	Notes	2009 \$'000	2008 \$'000
<b>12.2A Categories of Financial Instruments</b>			
<b>Financial assets</b>			
Cash and cash equivalents	6A	8 154	5 897
Goods and services receivables (net)	6B	12 128	13 760
Held to maturity financial assets	6B	141 300	124 142
Net GST receivable	6B	4 079	6 652
Other receivables	6B	2 151	7 542
Accrued revenue	6C	9 126	11 541
<b>Carrying amount of financial assets</b>		<b>176 938</b>	<b>169 534</b>
<b>Financial liabilities</b>			
Loans from Government	9A	56 500	80 000
Trade creditors	8A	55 935	66 284
Interest payable	8B	17	20
Other payables	8B	10 908	2 474
Salaries and wages	8B	18 321	15 261
Superannuation	8B	241	256
Unearned revenue	8B	14 655	9 010
<b>Carrying amount of financial liabilities</b>		<b>156 577</b>	<b>173 305</b>
<b>12.2B Net Income and Expense from Financial Assets and Liabilities</b>			
<b>Net income from financial assets</b>			
Interest	4B	11 072	13 295
Net foreign exchange gain/(loss)	4D	625	(935)
<b>Total net income from financial assets</b>		<b>11 697</b>	<b>12 360</b>
<b>Net expense related to financial liabilities</b>			
Finance costs	5E	4 319	5 673
<b>Total net expense related to financial liabilities</b>		<b>4 319</b>	<b>5 673</b>

### 12.3 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".

## 12. Financial Instruments continued

### 12.3 Financial Risk Management continued

The Corporation's Treasury function provides advice and services to the business, coordinates access to foreign currency contracts and monitors and assesses the financial risks relating to the operations of the Corporation through internal risk reports.

Where appropriate, the Corporation seeks to minimise the effects of its financial risks by using derivative financial instruments to hedge its risk exposures. The use of financial derivatives is governed by the Corporation's policies as approved by the Board of Directors, which provide written principles on foreign exchange risk, credit risk, the use of financial derivatives and investment of funds.

The Corporation does not enter into or trade financial instruments, including derivative financial instruments, for speculative purposes.

### 12.4 Market Risk

Market risk includes foreign currency risk, which is detailed in Note 12.5: Foreign Currency Risk, and interest rate risk, which is detailed in Note 12.7: Interest Rate Risk.

The Corporation is not exposed to any other price risk on financial instruments.

### 12.5 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.

The Corporation is exposed to foreign currency denominated in United States Dollar (USD), Great British Pounds (GBP) and Euro (EUR).

The following table details the effect on the profit and equity as at 30 June from a 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 year ended 30 June*

	2009 \$'000	2009 \$'000	2008 \$'000	2008 \$'000
Foreign Currency outstanding positions at 30 June	Profit and Loss	Equity	Profit and Loss	Equity
<b>USD</b>				
AUD / USD +12%	(341)	(24)	(281)	(10)
AUD / USD -12%	341	24	281	10
<b>GBP</b>				
AUD / GBP +12%	(210)	(6)	(221)	-
AUD / GBP -12%	210	6	221	-
<b>EUR</b>				
AUD / EUR +12%	(110)	(9)	(111)	-
AUD / EUR -12%	110	9	111	-

The impact on the Corporation's surplus is not material.



## 12. Financial Instruments continued

### 12.6 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 net loss of **\$39 383** (2008 \$21 584) on specific hedges of anticipated foreign currency purchases from July 2008 to June 2009 has been recognised at balance date in the Statement of Changes in Equity. 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	
	2009 \$'000	2008 \$'000	2009	2008
<i>Buy USD</i>				
Less than 1 year	<b>1 295</b>	2 087	<b>0.7423</b>	0.9094
<i>Buy GBP</i>				
Less than 1 year	<b>51</b>	849	<b>0.4927</b>	0.4709
<i>Buy EUR</i>				
Less than 1 year	<b>73</b>	82	<b>0.5617</b>	0.6111

#### 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 recognised in the Income Statement. The net gain of **\$52 528** (2008 net loss \$41 669) on general hedges of anticipated foreign currency purchases from July 2008 to June 2009 has been recognised at balance date in the Income Statement.

### 12.7 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 0.75% decrease in the interest rate would result in a decrease in interest revenue of **\$1 600 698** (2008 \$1 385 136) and a 0.75% increase in the interest rate would result in an increase in interest revenue of **\$1 600 698** (2008 \$1 385 136). The change in interest revenue is proportional to the change in interest rates.

### 12.8 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 indirect revenue from Government. In excess of 79% (2008 78%) of normal activities are funded in this manner, and without these appropriations the Corporation would be unable to meet its obligations.

## 12. Financial Instruments continued

### 12.8 Liquidity Risk continued

#### Maturities for financial liabilities

	Carrying Amount	Contractual Cash Flows	1 year or less	1 to 5 years
	\$'000	\$'000	\$'000	\$'000
<b>2009</b>				
<b>Financial liabilities</b>				
Loans from Government	56 500	57 841	26 051	31 790
Trade creditors	55 935	55 935	55 935	–
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
<b>Total financial liabilities</b>	<b>156 577</b>	<b>157 918</b>	<b>124 321</b>	<b>33 597</b>
<b>2008</b>				
<b>Financial liabilities</b>				
Loans from Government	80 000	89 250	28 342	60 908
Trade creditors	66 284	66 284	66 284	–
Interest payable	20	20	20	–
Other payables	2 474	2 474	2 152	322
Salaries and wages	15 261	15 261	15 261	–
Superannuation	256	256	256	–
Unearned revenue	9 010	9 010	8 582	428
<b>Total financial liabilities</b>	<b>173 305</b>	<b>182 555</b>	<b>120 897</b>	<b>61 658</b>

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.

### 12.9 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 undertakes credit ratings assessments 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 evaluation is 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.

## 12. Financial Instruments continued

### 12.9 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 high credit ratings assigned by international credit rating agencies.

The Corporation's maximum exposure to credit risk at reporting date in relation to each class of recognised financial assets is the carrying amount, net of allowance for doubtful debts, of those assets as indicated in the Balance Sheet.

Credit exposure of foreign currency and interest rate bearing investments is represented by the net fair value of the contracts, as disclosed.

	<b>Not Past Due nor Impaired</b>	Not Past Due nor Impaired	<b>Past Due or Impaired</b>	Past Due or Impaired
	<b>2009</b>	2008	<b>2009</b>	2008
	<b>\$'000</b>	\$'000	<b>\$'000</b>	\$'000
<b>Categories of financial instruments</b>				
<b>Financial assets</b>				
Cash and cash equivalents	8 154	5 897	–	–
Goods and services receivables	7 124	7 768	5 004	5 992
Held to maturity financial assets	141 300	124 142	–	–
Net GST receivable	4 079	6 652	–	–
Other receivables	2 151	7 542	–	–
Accrued revenue	9 126	11 541	–	–
<b>Carrying amount of financial assets</b>	<b>171 934</b>	163 542	<b>5 004</b>	5 992

### Ageing of financial assets that are past due but not impaired

	0 to 30 days	31 to 60 days	61 to 90 days	90 plus days	Total
	\$'000	\$'000	\$'000	\$'000	\$'000
<b>2009</b>					
<b>Financial assets</b>					
Goods and services receivables	2 509	780	242	1 473	5 004
<b>Total past due financial assets</b>	<b>2 509</b>	<b>780</b>	<b>242</b>	<b>1 473</b>	<b>5 004</b>
<b>2008</b>					
<b>Financial assets</b>					
Goods and services receivables	4 134	901	175	782	5 992
<b>Total past due financial assets</b>	<b>4 134</b>	<b>901</b>	<b>175</b>	<b>782</b>	<b>5 992</b>

### 12.10 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.

## 12. Financial Instruments continued

### 12.10 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	
	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000
<b>Financial Assets</b>				
Forward exchange contracts	(92)	(63)	(92)	(63)
<b>Financial Liabilities</b>				
Loans from Government	56 500	80 000	57 841	76 500

## 13. Contingent Assets and Liabilities

	2009 \$'000	2008 \$'000
<b>Quantifiable Contingencies</b>		
<b>Contingent liabilities</b>		
Other guarantees (a)	1 185	1 150
<b>Total contingent liabilities</b>	<b>1 185</b>	<b>1 150</b>

(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 officers. 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 2009 (2008 Nil).

## 14. Directors' Remuneration

	2009 \$	2008 \$
Remuneration received or due and receivable by Directors of the Corporation	987 429	1 051 897

The number of Directors of the Corporation included in these figures are shown below in the relevant remuneration bands:

	Number	Number
\$ Nil – \$ 14 999	2	–
\$ 30 000 – \$ 44 999	–	1
\$ 45 000 – \$ 59 999	4	5
\$ 135 000 – \$ 149 999	1	–
\$ 150 000 – \$ 164 999	–	1
\$ 600 000 – \$ 614 999	–	1
\$ 645 000 – \$ 659 999	1	–
<b>Total number of Directors of the Corporation</b>	<b>8</b>	<b>8</b>

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.

## 15. 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
- Peter Hurley
- Steven Skala
- Keith Windschuttle
- Michael Lynch (Appointed 27 March 2009)
- Dr Julianne Schultz (Appointed 27 March 2009)

The aggregate remuneration of Directors is disclosed in Note 14: 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 2008–09 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

#### *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 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.

Two ABC employees are directors of Freeview with one also the Chairman of the Freeview Board. Neither is 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 2009, the Corporation had contributed \$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 Income Statement.

#### *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 have an equal share. The company's first financial year will end on 30 June 2010.

Two ABC employees are directors of National DAB Licence Company Limited. Neither is remunerated nor do they receive any other benefits from National DAB Licence Company Limited.

As at 30 June 2009, the ABC has not entered into any material transactions with National DAB Licence Company Limited. The Corporation's equity interest as at 30 June 2009 was Nil.

#### *ACN 137 880 758 Pty Limited*

The Corporation and WIN Television Network Pty Ltd (WIN) have agreed to enter 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 parties have an equal share. The company's first financial year will end on 30 June 2010.

Two ABC employees are directors of ACN 137 880 758 Pty Limited. Neither is remunerated nor do they receive any other benefits from ACN 137 880 758 Pty Limited.

As at 30 June 2009, no material transactions were entered into with ACN 137 880 758 Pty Limited and the Corporation's equity interest was Nil. However, a number of commitments exist and are disclosed in the Schedule of Commitments.



## 16. Officers' Remuneration

	2009 \$	2008 \$
The aggregate amount of total remuneration of Officers shown is:	<b>2 217 196</b>	1 809 969
The number of Officers who received or were due to receive total remuneration of \$130 000 or more:	Number	Number
\$325 000 – \$339 999	<b>1</b>	1
\$340 000 – \$354 999	<b>1</b>	3
\$370 000 – \$384 999	<b>1</b>	–
\$385 000 – \$399 999	–	1
\$415 000 – \$429 999	<b>1</b>	–
\$715 000 – \$729 999 (includes separation payment)	<b>1</b>	–
<b>Total</b>	<b>5</b>	<b>5</b>

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 14: Directors' Remuneration.

### Separation Payment

The total remuneration of Officers disclosed above includes a separation payment totalling \$516,795 (2008 Nil).

## 17. Auditor's Remuneration

	2009 \$	2008 \$
Remuneration to the Auditor-General for auditing the financial statements for the reporting period	<b>215 000</b>	251 117

KPMG has been contracted by the Australian National Audit Office to provide audit services to the Corporation on their behalf. Fees for these services are included in the above. In addition, the external auditors have earned **\$7 232** (2008 \$11 590) where separately contracted by the Corporation

## 18. Assets Held in Trust

	2009 \$	2008 \$
<b>Ian Reed Foundation</b>		
The Corporation is trustee for a foundation with accumulated funds at 30 June as follows:		
Balance carried forward from previous year	575 870	568 385
Interest received	12 951	18 273
Available for payments	588 821	586 658
Payments	(7)	(10 788)
Fund closing balance	<b>588 814</b>	575 870

Monies were received under formal trust arrangements. These trusts are independently managed in accordance with the terms of the trusts and the funds are held in authorised trustee investments. These funds are not available for other purposes of the Corporation and are not recognised in the financial statements.

## 19. Controlled Entities

	Place of incorporation	Beneficial percentage held by economic entity	
		2009	2008
<b>Ultimate parent entity:</b>			
Australian Broadcasting Corporation			
<b>Controlled entities of Australian Broadcasting Corporation:</b>			
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 2008–09 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.

## 20. Reporting by Outcomes

The Corporation is structured to meet three 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.

#### Note 20A—Net Cost of Outcome Delivery

	Outcome 1		Outcome 2		Outcome 3		Total	
	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000
Departmental expenses	921 304	883 378	90 603	85 445	76 628	72 568	1 088 535	1 041 391
<b>Total expenses</b>	<b>921 304</b>	<b>883 378</b>	<b>90 603</b>	<b>85 445</b>	<b>76 628</b>	<b>72 568</b>	<b>1 088 535</b>	<b>1 041 391</b>
Other external income								
Departmental								
Sale of goods and services	184 898	176 142	–	–	–	–	184 898	176 142
Interest	11 072	13 295	–	–	–	–	11 072	13 295
Net gain from disposal of assets	17 771	(3 651)	–	–	–	–	17 771	(3 651)
Other	30 233	33 828	–	–	28	27	30 261	33 855
Total departmental	243 974	219 614	–	–	28	27	244 002	219 641
<b>Total other external income</b>	<b>243 974</b>	<b>219 614</b>	<b>–</b>	<b>–</b>	<b>28</b>	<b>27</b>	<b>244 002</b>	<b>219 641</b>
<b>Net cost/(contribution) of outcome</b>	<b>677 330</b>	<b>663 764</b>	<b>90 603</b>	<b>85 445</b>	<b>76 600</b>	<b>72 541</b>	<b>844 533</b>	<b>821 750</b>

## 20. Reporting by Outcomes continued

### Note 20B—Departmental Income and Expenses by Outcome Groups and Outputs

	Outcome 1						Outcome 2		Outcome 3 (a)		Total	
	Output Group 1.1		Output Group 1.2		Output Group 1.3		Output Group 2.1		Output Group 3.1		2009 \$'000	2008 \$'000
	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000		
<b>Operating expenses</b>												
Employees	128 887	121 131	279 557	260 335	10 172	9 540	–	–	–	–	418 616	391 006
Suppliers	86 672	88 796	187 993	190 842	6 840	6 993	90 603	85 445	76 628	72 568	448 736	444 644
Depreciation and amortisation	26 241	20 598	56 916	44 268	2 071	1 622	–	–	–	–	85 228	66 488
Write-down and impairment of assets	1 059	1 017	2 296	2 187	84	80	–	–	–	–	3 439	3 284
Finance costs	1 330	1 757	2 884	3 778	105	138	–	–	–	–	4 319	5 673
Other	39 470	40 365	85 612	86 752	3 115	3 179	–	–	–	–	128 197	130 296
<b>Total operating expenses</b>	<b>283 659</b>	<b>273 664</b>	<b>615 258</b>	<b>588 162</b>	<b>22 387</b>	<b>21 552</b>	<b>90 603</b>	<b>85 445</b>	<b>76 628</b>	<b>72 568</b>	<b>1 088 535</b>	<b>1 041 391</b>
<b>Funded by:</b>												
Revenue from Government	232 966	227 239	432 640	422 006	17 778	17 341	90 671	87 317	84 356	80 060	858 411	833 963
Sale of goods and services	36 993	35 240	144 448	137 609	3 457	3 293	–	–	–	–	184 898	176 142
Interest	2 215	2 660	8 650	10 386	207	249	–	–	–	–	11 072	13 295
Net gain from disposal of assets	3 555	(730)	13 884	(2 853)	332	(68)	–	–	–	–	17 771	(3 651)
Other	6 048	6 768	23 620	26 428	565	632	–	–	28	27	30 261	33 855
<b>Total operating income</b>	<b>281 777</b>	<b>271 177</b>	<b>623 242</b>	<b>593 576</b>	<b>22 339</b>	<b>21 447</b>	<b>90 671</b>	<b>87 317</b>	<b>84 384</b>	<b>80 087</b>	<b>1 102 413</b>	<b>1 053 604</b>

(a) The Corporation returned **\$7 520 000** (2008 \$7 733 000) of previous years' revenue received from Government as a repayment of capital.

#### Output cost attribution

The ABC's price of outputs is determined through an attribution process that identifies those costs and revenues directly related to the provision of a particular output. Those support costs and revenues that can be attributed as directly supporting a particular output and other overhead costs and revenues are attributed across outputs on a notional basis. This attribution approach is applied fully in determining the price of outputs for Radio, Television and New Media within Outcome 1. The price of outputs for Outcome 2 and Outcome 3 consist entirely of direct costs, as these outcomes are comprised entirely of dedicated analog and digital transmission functions.

## 20. Reporting by Outcomes continued

### Note 20C—Departmental Assets and Liabilities by Outcome

	Outcome 1		Outcome 2		Outcome 3		Total	
	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000	2009 \$'000	2008 \$'000
<b>Assets</b>								
Cash and cash equivalents	8 154	5 897	–	–	–	–	8 154	5 897
Receivables	147 096	140 171	4 410	4 344	8 152	7 581	159 658	152 096
Accrued revenue	9 126	11 541	–	–	–	–	9 126	11 541
Land and buildings	643 272	677 903	–	–	–	–	643 272	677 903
Infrastructure, plant and equipment	278 334	274 011	–	–	–	–	278 334	274 011
Intangibles	17 672	15 685	–	–	–	–	17 672	15 685
Inventories	90 570	88 306	–	–	–	–	90 570	88 306
Other non-financial assets	17 215	13 945	152	151	528	625	17 895	14 721
Assets classified as held for sale	–	15 000	–	–	–	–	–	15 000
<b>Total assets</b>	<b>1 211 439</b>	<b>1 242 459</b>	<b>4 562</b>	<b>4 495</b>	<b>8 680</b>	<b>8 206</b>	<b>1 224 681</b>	<b>1 255 160</b>
<b>Liabilities</b>								
Suppliers	55 184	65 798	–	1	751	485	55 935	66 284
Other payables	36 213	26 820	–	–	7 929	201	44 142	27 021
Loans	56 500	80 000	–	–	–	–	56 500	80 000
Provisions	122 013	114 777	–	–	–	–	122 013	114 777
<b>Total liabilities</b>	<b>269 910</b>	<b>287 395</b>	<b>–</b>	<b>1</b>	<b>8 680</b>	<b>686</b>	<b>278 590</b>	<b>288 082</b>

#### Output assets and liabilities attribution

The ABC's assets and liabilities are attributed to Outcome 1 unless they can specifically be attributed to Outcome 2 or Outcome 3.



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## Appendix 1—ABC Television Program Analysis

### ABC1 Program Hours Transmitted—24 Hours

	Australian			Overseas			Total	
	First Release	Repeat	Total Australian	First Release	Repeat	Total Overseas	2008–09	2007–08
Arts and Culture	87	66	153	27	124	151	304	346
Children's	112	364	476	330	1 160	1 490	1 966	1 956
Comedy	18	23	41	32	55	87	128	127
Current Affairs	813	292	1 105	0	1	1	1 106	1 094
Documentary	46	139	185	164	217	381	566	572
Drama	14	351	365	312	247	559	924	732
Education	37	111	148	1	52	53	201	200
Entertainment	965	260	1 225	0	92	92	1 317	1 233
Factual	158	214	372	28	17	45	417	397
Indigenous	17	42	59	0	0	0	59	65
Movies	2	0	2	86	527	613	615	938
Natural History and Environment	2	25	27	33	40	73	100	101
News	393	0	393	0	0	0	393	366
Religion and Ethics	17	10	27	29	29	58	85	94
Science and Technology	15	25	40	0	0	0	40	38
Sport	254	51	305	0	0	0	305	314
<b>Total Program Hours</b>	<b>2 950</b>	<b>1 973</b>	<b>4 923</b>	<b>1 042</b>	<b>2 561</b>	<b>3 603</b>	<b>8 526</b>	<b>8 573</b>
<b>% of Total Program Hours</b>	<b>34.6%</b>	<b>23.1%</b>	<b>57.7%</b>	<b>12.2%</b>	<b>30.0%</b>	<b>42.3%</b>	<b>100.0%</b>	
Other*			234			0	234	211
<b>Total Hours</b>			<b>5 157</b>			<b>3 603</b>	<b>8 760</b>	<b>8 784</b>
<b>% of Total Hours</b>			<b>58.9%</b>			<b>41.1%</b>		

\*Other: includes interstitial material, program announcements and community service announcements.

Notes: 2007–08 was a leap year, i.e. 366 days. This table reflects hours broadcast from the Sydney transmitter, comprising national and local 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 pm to Midnight

	Australian			Overseas			Total	
	First Release	Repeat	Total Australian	First Release	Repeat	Total Overseas	2008–09	2007–08
Arts and Culture	45	23	68	19	37	56	124	134
Children's	0	0	0	0	3	3	3	0
Comedy	18	17	35	30	26	56	91	101
Current Affairs	412	34	446	0	0	0	446	446
Documentary	45	18	63	138	53	191	254	269
Drama	14	15	29	273	150	423	452	419
Education	0	0	0	0	0	0	0	1
Entertainment	109	18	127	0	6	6	133	176
Factual	149	7	156	22	3	25	181	167
Indigenous	2	16	18	0	0	0	18	21
Movies	2	0	2	7	10	17	19	14
Natural History and Environment	2	0	2	29	10	39	41	37
News	219	0	219	0	0	0	219	210
Religion and Ethics	18	4	22	11	3	14	36	40
Science and Technology	15	0	15	0	0	0	15	16
Sport	30	0	30	0	0	0	30	15
<b>Total Program Hours</b>	<b>1 080</b>	<b>152</b>	<b>1 232</b>	<b>529</b>	<b>301</b>	<b>830</b>	<b>2 062</b>	<b>2 066</b>
<b>% of Total Program Hours</b>	<b>52.4%</b>	<b>7.4%</b>	<b>59.7%</b>	<b>25.7%</b>	<b>14.6%</b>	<b>40.3%</b>	<b>100.0%</b>	
Other*			128			0	128	130
<b>Total Hours</b>			<b>1 360</b>			<b>830</b>	<b>2 190</b>	<b>2 196</b>
<b>% of Total Hours</b>			<b>62.1%</b>			<b>37.9%</b>		

\*Other: includes interstitial material, program announcements and community service announcements.

Notes: 2007–08 was a leap year, i.e. 366 days. This table reflects hours broadcast from the Sydney transmitter, comprising national and local 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.

## Appendix 1—ABC Television Program Analysis continued

### ABC1 Program Hours Transmitted—6 am to Midnight

	Australian			Overseas			Total	
	First Release	Repeat	Total Australian	First Release	Repeat	Total Overseas	2008–09	2007–08
Arts and Culture	81	58	139	24	116	140	279	310
Children's	112	364	476	330	1 160	1 490	1 966	1 957
Comedy	18	18	36	32	18	50	86	117
Current Affairs	688	207	895	0	0	0	895	896
Documentary	46	97	143	163	183	346	489	469
Drama	14	71	85	311	187	498	583	636
Education	17	109	126	1	42	43	169	189
Entertainment	368	81	449	0	78	78	527	538
Factual	158	179	337	28	17	45	382	350
Indigenous	17	25	42	0	0	0	42	46
Movies	2	0	2	13	33	46	48	54
Natural History and Environment	2	16	18	33	35	68	86	77
News	391	0	391	0	0	0	391	366
Religion and Ethics	19	6	25	28	19	47	72	78
Science and Technology	15	15	30	0	0	0	30	35
Sport	243	2	245	0	0	0	245	236
<b>Total Program Hours</b>	<b>2 191</b>	<b>1 248</b>	<b>3 439</b>	<b>963</b>	<b>1 888</b>	<b>2 851</b>	<b>6 290</b>	<b>6 354</b>
<b>% of Total Program Hours</b>	<b>34.8%</b>	<b>19.8%</b>	<b>54.7%</b>	<b>15.3%</b>	<b>30.0%</b>	<b>45.3%</b>	<b>100.0%</b>	
Other*			280			0	280	234
<b>Total Hours</b>			<b>3 719</b>			<b>2 851</b>	<b>6 570</b>	<b>6 588</b>
<b>% of Total Hours</b>			<b>56.6%</b>			<b>43.4%</b>		

\*Other: includes interstitial material, program announcements and community service announcements.

Notes: 2007–08 was a leap year, i.e. 366 days. This table reflects hours broadcast from the Sydney transmitter, comprising national and local 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.

### ABC2 Program Hours Transmitted

	Australian			Overseas			Total	
	First Release	Repeat	Total Australian	First Release	Repeat	Total Overseas	2008–09	2007–08
Arts and Culture	22	112	134	116	144	260	394	294
Children's	5	290	295	122	1 589	1 711	2 006	1 808
Comedy	6	25	31	56	187	243	274	196
Current Affairs	99	213	312	0	0	0	312	969
Documentary	2	58	60	92	273	365	425	503
Drama	0	141	141	26	184	210	351	144
Education	0	0	0	0	0	0	0	23
Entertainment	54	335	389	36	273	309	698	783
Factual	82	150	232	171	81	252	484	621
Features	0	4	4	0	0	0	4	39
Indigenous	0	23	23	0	0	0	23	34
Movies	0	6	6	78	81	159	165	182
Natural History and Environment	0	4	4	0	2	2	6	25
News	634	21	655	0	0	0	655	195
Religion and Ethics	0	32	32	0	0	0	32	42
Science and Technology	1	21	22	0	7	7	29	76
Sport	134	0	134	0	0	0	134	248
<b>Total Program Hours</b>	<b>1 039</b>	<b>1 435</b>	<b>2 474</b>	<b>697</b>	<b>2 821</b>	<b>3 518</b>	<b>5 992</b>	<b>6 182</b>
<b>% of Total Program Hours</b>	<b>17.3%</b>	<b>23.9%</b>	<b>41.3%</b>	<b>11.6%</b>	<b>47.1%</b>	<b>58.7%</b>	<b>100.0%</b>	
Other*			213			0	213	409
<b>Total Hours</b>			<b>2 687</b>			<b>3 518</b>	<b>6 205</b>	<b>6 591</b>
<b>% of Total Hours</b>			<b>43.3%</b>			<b>56.7%</b>	<b>100.0%</b>	

\* Other: includes interstitial material, program announcements and community service announcements.

Notes: 2007–08 was a leap year, i.e. 366 days. Hours have been rounded to nearest whole number. ABC2 transmission hours, schedule and content changed from February 2008 and thus figures from 2008–09 cannot be used as a comparison to 2007–08. 2008–09 calculated on 17 transmission hours a day.

## Appendix 2—ABC Radio Networks Content Analysis

### Indicative Output by Genre by Network 2008–09

	<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	2.3	135.9	80.9	37.0	22.0	30.1	17.9	43.2	25.7	7.5	4.5
Topical Information	23.2	13.9	0	0	35.7	21.2	76.6	45.6	49.5	29.5	0.3	0.1
Specialist Information	0	0	8.0	4.8	15.1	9.0	9.3	5.5	19.1	11.4	20.9	12.4
Arts and Entertainment	0	0	3.0	1.8	40.9	24.4	10.0	6.0	30.5	18.2	0.4	0.2
Music	140.7	83.8	0	0	2.8	1.7	16.0	9.5	24.0	14.2	138.6	82.6
Education	0	0	0	0	0	0	0	0	1.0	0.6	0.3	0.2
Sport	0	0	21.1	12.5	36.5	21.7	26	15.5	0.7	0.4	0	0
Parliament	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>	<b>168</b>	<b>100</b>

**Notes:** This is only an indicative analysis of ABC Radio output. It reflects one sample week of regular programming in June 2009. It does not include the 24-hour digital music services *dig*, *dig jazz* and *dig country*, the content of which is predominantly music. The analysis of ABC Local Radio is generic only (this analysis is based on Melbourne (metropolitan) and a regional South Australian station). It does not take into account station-to-station or seasonal program variations. The sample week reflects a non-Parliament sitting week for purposes of ABC NewsRadio.

### Radio Australia Indicative Output by Genre 2008–09, Hours per Week

	2008–09	2007–08
News	34.8	31.2
Current Affairs	87.9	92.8
Arts and Culture	4.1	2.3
Business and Finance	1.7	0.9
Children's		
Comedy		
Drama	0.4	0.5
Education	16.9	19.2
Contemporary Lifestyle	1.2	3.6
Health	3.6	3.3
Indigenous	2.3	2.3
Law, Consumer Affairs and Media	2.5	4.0
Special Events		
Topical Radio	51.9	43.7
History	6.6	5.8
Light Entertainment	1.9	1.3
Music	20.0	18.9
Religion and Ethics	0.9	2.9
Rural	6.0	6.0
Science, Technology, Environment, Natural History	14.4	8.7
Sport	18.2	18.1
<b>Total</b>	<b>275.0</b>	<b>265.5</b>

**Notes:** Radio Australia's figures represent duplicated transmission to Asia and Pacific. This breakdown is across programming in five languages—English, Indonesian, Pidgin, Mandarin and Khmer. Vietnamese is an internet service and the French service is not broadcast directly on transmitters leased by Radio Australia but is rebroadcast by partner stations.

## Appendix 3—ABC Organisation, as at 30 June 2009

Managing Director Mark Scott  
Chief of Staff Nerida Brownlee  
Executive Adviser, Managing Director's Office Dean Leith  
Head, ABC Secretariat Gary Linnane

### Corporate

**Audience and Consumer Affairs**  
(reports to Director of ABC International)  
Head, Audience and Consumer Affairs  
Kirstin McLiesh

### Communications

Director of Communications  
Michael Millett  
Head, Corporate Communications  
Sandy Culkoff  
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 (Acting) David Sutton

### Editorial Policies

Director of Editorial Policies  
Paul Chadwick  
Manager, Research Michelle Fisher

### ABC International

Director of ABC International  
Murray Green  
Head, ABC International Projects  
Domenic Friguglietti  
Manager, International Relations  
Joan McKain  
Manager, Policy and Cross Platform  
Development Tony Hastings

### Australia Network

Chief Executive Bruce Dover  
Executive Head, Network and Business  
Operations (Acting) John Paul  
Head, Business Development  
Larry Anderson  
Head, Marketing (Acting) Pam Murray  
Head, Production Barry Mitchell  
Head, Programming Rod Webb  
Head, Sales Colin Anson  
Senior Manager, Business Operations  
Peta Astbury

### Radio Australia

Chief Executive Hanh Tran  
Manager, Marketing  
Mark Hemetsberger  
Manager, Partnerships and Projects  
John Westland

### ABC Commercial

Director of ABC Commercial  
Lynley Marshall  
General Manager, Digital Business  
Development Robert Hutchinson  
General Manager, Finance Operations  
Ainsley Henderson  
General Manager, Marketing and  
Communications John Woodward  
General Manager, Multi-Channel  
Retailing Alun Noll  
General Manager, Sales and Distribution  
Leon Coningham  
Head, Policy and Strategy Ellen Herlihy

### 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

Director of Legal Rob Simpson  
Deputy General Counsel Jennifer Wright  
Deputy General Counsel Michael Martin

### News

Director of News Kate Torney  
Head, Asia Pacific News Marco Bass  
Head, Budgets and Resources  
John Turner  
Head, Continuous News Gaven Morris  
Head, International Coverage (Acting)  
John Turner  
Head, National Programs  
Alan Sunderland  
Head, News Coverage Craig McMurtrie  
Head, Policy and Staff Development  
Steven Alward

### Operations

Chief Operating Officer  
David Pendleton  
Head, Business Affairs (Acting)  
Wendy Hallam  
Head, Business Development (Acting)  
Lachlan Foster  
Head, Capital Works Unit (Acting)  
Toni Robertson  
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  
Development Andrew Cavenett  
Manager, Strategy and Projects  
Judy Grant  
National Manager, News Resources  
Steven Kates  
National Manager, Resource Sales  
Richard McGrath  
National Manager, Television Planning  
Patricia Carney-Bray  
National Operations Manager  
Paul De Odorico  
National Planning Manager  
Jorge Redhead

### Business Services

Director of Business Services  
Brian Jackson  
Head, Content Services  
Mary Jane Stannus  
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

### Technology and Distribution

Director of Technology and Distribution  
(Acting) Margaret Cassidy  
Head, Broadcast Network Services  
Marie Wines  
Head, Information Technology  
Tony Silva  
Head, Technical Services Adrian Potter  
Head, Technology Strategy and Policy  
Michael Ward  
Head, Transmission Network Services  
Mark Spurway  
Manager, Business Continuity  
Stephen Flohr

### People and Learning

Director of People and Learning  
Ursula Groves  
Head, Industrial Relations Don Smith  
Head, People and Learning Services  
Luke Caruso  
Head, People Development (Acting)  
Chrissie Tucker  
Head, Planning and Performance  
Charlie Naylor  
Manager, Strategy and  
Communications Colin Langdon

### Radio

Director of Radio Kate Dundas  
Head, Local Radio Michael Mason  
Head, Multi-platform and Content  
Development (Acting) Linda Bracken  
Head, People and Communications  
Vanessa MacBean  
Head, Radio Marketing  
Warwick Tiernan  
Head, Technology and Digital Radio  
Development Russell Stendell  
Manager, ABC Classic FM (Acting)  
Richard Buckham  
Manager, ABC NewsRadio  
Helen Thomas  
Manager, Digital Radio Tony Walker  
Manager, Policy and Administration  
Cathy Duff  
Manager, Radio National Jane Connors  
Manager, *triple j* (Acting)  
Ann Chesterman

### Television

Director of Television Kim Dalton  
Executive Head, Children's  
Tim Brooke-Hunt  
Executive Head, Content Creation  
Courtney Gibson  
Head, Business and Operations  
Chris Oliver-Taylor  
Head, Multi-Platform Production  
(Acting) Arul Baskaran  
Head, Programming  
Marena Manzoufas  
Head, Strategy and Governance vacant  
Head, Television Marketing and  
Promotions Sue Lester

### State/Territory Directors

Director, ACT Elizabeth McGrath  
Director, NSW Mike McCluskey  
Director, NT Mark Bowling  
Director, Qld Mike McGowan  
Director, SA Sandra Winter-Dewhirst  
Director, Tas Rob Batten  
Director, Vic Randal Mathieson  
Director, WA Geoff Duncan



## Appendix 4—ABC Board and Board Committees

### Board members and attendance at meetings

The ABC Board held seven meetings during 2008–09.

Member	Number of Board meetings attended
Maurice Newman AC, Chairman	7
Mark Scott, Managing Director	7
Janet Albrechtsen	6
Steven Skala	6
Peter Hurley	7
Keith Windschuttle	7
Julianne Schultz AM	2
Michael Lynch CBE AM	1

### Board Committees

#### Audit and Risk Committee

The Audit and Risk Committee provides the Board with assistance on the ABC's risk, control and compliance framework, as required to ensure that the functions of the Corporation are performed with integrity, efficiency and maximum benefit to the people of Australia (s.8(1)(a) of the ABC Act). 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 five meetings in 2008–09.

Member	Position on Committee	Meetings attended
Steven Skala	Committee Chairman	5
Peter Hurley	Director	5
John Brown	External Member	5

Board members are invited to attend all ABC Audit and Risk Committee meetings. Also in attendance at meetings: 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 ABC Group Audit for 2008–09 is provided in Appendix 5 (page 192).

#### Editorial Policies Committee

The Editorial Policies Committee is responsible for overseeing the periodic review of the ABC's *Editorial Policies*. The Committee did not formally meet in 2008–09 as Editorial Policies matters were dealt with in Board meetings.

#### 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 2008–09 as these matters were dealt with in Board meetings.

## Appendix 5—Audit and Risk Committee

### Audit and Risk Committee

The Audit and Risk Committee provides independent assistance to the ABC Board on 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 Board, senior management and both internal and external auditors.

The Committee met on five occasions during 2008–09:

Meeting No. 3 2008	30 July 2008
Meeting No. 4 2008	18 September 2008
Meeting No. 5 2008	10 December 2008
Meeting No. 1 2009	19 March 2009
Meeting No. 2 2009	14 May 2009

Meetings during 2008–09 were attended by Steven Skala, Chair of the Audit and Risk Committee, Peter Hurley and John Brown. John Brown was appointed to the Audit and Risk Committee in December 2007 and is not a member of the 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 5—Audit and Risk Committee continued

At its meetings, the Audit and Risk Committee endorsed the 2007–08 Annual Financial Statements and monitored progress against the 2008–09 Audit Plan. During 2008–09, the Committee conducted an assessment of its performance and reviewed the Audit and Risk Committee Charter to ensure it aligned with best practice. The Committee also noted the implementation of audit recommendations by management, fraud awareness initiatives and fraud investigations undertaken. The Committee 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 2008–09, the Committee also endorsed the 2009–10 Audit Plan for approval by the Board and considered and discussed the findings of audit reports and the performance of ABC Group Audit in providing services to the Corporation. The Audit and Risk Committee also considered information papers related to risk management and compliance matters and matters related to the preparation and finalisation of the 2008–09 Annual Financial Statements.

### Group Audit

Group Audit provides an independent and objective audit, review and advisory service to:

- Provide assurance to the Board that the Corporation’s financial and operational controls, designed to manage the organisation’s risks and support the achievement of the Corporation’s objectives, are operating in an efficient and effective manner
- Assist management in improving the Corporation’s business performance.

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 the integration of risk management into day-to-day business activities and processes
- Developing and maintaining a culture of accountability and integrity and promoting a culture of cost-consciousness, 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 risk areas to the Corporation. The Audit Plan is endorsed by the Audit and Risk Committee and approved by the Board annually.

In 2008–09, Group Audit performed unscheduled reviews at the specific request of management and continued to utilise technology to undertake continuous auditing and monitoring of transactional data. Group Audit also provided advice and guidance on good governance, policies and controls, and provided advice and input on a number of key projects and initiatives being undertaken by the Corporation.

Group Audit reviewed the processes implemented by the Corporation to support reporting requirements in respect of compliance with the *Commonwealth Authorities and Companies Act 1997*.

During 2008–09, 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 representatives, KPMG, who were appointed during 2008–09. It sought advice regarding proposed areas of focus, the identification of areas of potential ABC 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 2008–09, highlighting areas of audit coverage and reliance, as well as audit coverage of ABC strategic risk and financial reporting risk areas.

## Appendix 6—ABC Advisory Council

In 2008–09, the ABC Advisory Council met three times. It made seven recommendations and 16 commendations.

### Advisory Council Members

- Jane Munro—Convenor
- Joanne Roach
- Geoffrey Cadogan-Cowper
- Joshua Knackstredt
- Jaime Phillips
- Anthony Peters
- Catherine Prosser
- Joel Buchholz
- Rosemary Redgen
- Moira Neagle
- Victoria Shenstone
- Craig Wallace

### Summary of Recommendations, Responses and Commendations 2008–09

#### Recommendation R1/2/08 *Collectors*

The Advisory Council recognises the incredible popularity and excellent presentation of the television program, *Collectors* and suggests that the magazine which accompanies each series be published more frequently.

*Director of ABC Commercial:* The Director of ABC Commercial thanks the Advisory Council for their recommendation. In order to increase the frequency of the *Collectors* magazine, and to meet the resulting increase in editorial and advertising sales demands, ABC Commercial would need to engage an external publisher to publish under licence to the ABC. ABC Commercial has explored this option and has an interested publisher. However, it needs to further build sales and advertising to make a revenue share more profitable for the ABC than the existing arrangements, under which the ABC publishes the magazine itself twice a year.

ABC Commercial may look to engage the external publisher from next financial year, dependent on the ongoing success of the magazine and the *Collectors* program.

#### Recommendation R2/2/08 *Design*

The Advisory Council suggest a program on three-dimensional design, in areas such as jewellery, domestic objects, textiles and furniture. The design of new products is a strong impetus for creativity and innovation in society, inviting the user to re-imagine the way they shape their world. A strong design

industry helps to create distinctive cities and local cultures, stimulating economic activity. A five-minute program profiling a designer, their influences and the iterative/inventive process of design would be appropriate. Potential subjects could include Marc Newson, Julia deVille, Jon Goulder and Akira Isogawa.

*Director of Television:* Each week the ABC program *New Inventors* regularly showcases the design of innovative new products including domestic household objects, various aids, furniture, electrical and mobility and other designs all seeking to bring benefits to everyday life. The program seeks to showcase the actual invention and design process of each week's contestants with filmed and studio segments. In tandem the program seeks, through showing by example and the encouragement of the show's host and regular panel, the nurturing of a strong, creative and innovative design industry and for the viewer to enjoy and have an awareness of the benefits, complexity and sometimes simplicity of modern design.

*Director of Radio:* Council may not be aware that ABC Radio National's weekly *By Design* program presented by Alan Saunders includes items covering Australian designs for new products. The program deals with architecture and material culture, from the latest developments in urban design through to the design of everything that humans make, from cars to clothes. It is broadcast first on Saturday mornings at 9.00 am and repeated at 3.00 pm on Wednesday afternoons. It is also available as a podcast and can be downloaded at [abc.net.au/rn/bydesign/](http://abc.net.au/rn/bydesign/).

Council's suggestions regarding potential subjects for interview have been passed on to the program. In addition, ABC Local Radio covers aspects of these and other related topics from local and regional perspectives. A range of this content is available and searchable online through [abc.net.au/local/](http://abc.net.au/local/).

#### R3/2/08 *Urban Planning and City-Building*

The Advisory Council recommends greater coverage of urban planning and design, looking at the creative and practical processes that underpin the development of Australian cities. How do architecture, landscape design and commercial streetscapes contribute to the social fabric, sustainability and liveability of our cities?

*Director of Television:* The issues of urban planning and design has been covered in the following programs: *Walks with an Architect*; *The Perfect Home*; *Building the Gherkin*; *I Love Carbundles*; *Stone Upon Stone Upon Stone*; *Raising Valhalla*; *Frank Lloyd Wright: Murder, Myth and Modernisation*; *Daniel Libekind: The Making of an Architect*; *Sir John Sloane: An English Architect, An American Legacy*; *Invitation To A Voyage: Eileen Gray, Designer and Architect* and *IOU: Robin Boyd*.

## Appendix 6—ABC Advisory Council continued

*Director of Radio:* ABC Radio National's weekly program *By Design* also includes a strong element of coverage of urban planning and design. While there isn't a dedicated program on ABC Local Radio, these issues are covered frequently in regular Radio and Online content, from local and regional as well as state and national perspectives.

### R1/3/08 Reality Check

Council recommends that ABC programming reduce the airing of commercial-style "reality" programs such as *Navy Divers*, *Brat Camp* and *Chopper Rescue* as the Council feels that the demand for these programs are well catered for by other networks.

*Director of ABC Television:* ABC Television notes the Council's recommendation. However, ABC Television believes that these documentaries add to the range of diverse programming presented on ABC platforms. The programs were popular and appreciated by our audiences.

### R2/3/08 State and Territory Election Coverage

Council noting recent feedback recommends that when utilising expertise of national analysts, commentators and presenters in the coverage of State and Territory elections, the ABC ensure these staff are adequately briefed in relation to details such as pronunciation of local placenames and aspects of the political landscape idiosyncratic to the area.

*Director of News:* News acknowledges the point raised. Great care is taken by the likes of Antony Green and Kerry O'Brien to ensure they get local pronunciations correct. Sometimes, some commentators err and News is acutely aware that these errors can affect the credibility of the ABC's election coverage. The Council's feedback has been noted and forwarded to the Executive Producer, Election Coverage.

*Director of Radio:* Wherever possible, ABC Radio makes use of national analysts, commentators and presenters in the coverage of State and Territory elections and ensures that they are made aware of pronunciation of candidates and local placenames, as well as unique characteristics of the local political landscape. Radio notes the Council's comments and feedback, and will keep this recommendation in mind for future election coverage.

### R3/3/08 The ABC's Online Educational Presence

Council recommends that, in the development of the ABC's proposed online education portal, the ABC addresses issues in the current [abc.net.au/learn](http://abc.net.au/learn) domain pertaining to inconsistent style, dated content and uneven attention to different areas of the curriculum. The ABC should aspire to the portal becoming the nation's pre-eminent online learning environment and educational resource repository. As such, it will be vital for the ABC to:

- Enhance partnerships with schools, educational authorities and universities
- Respond to the changing national curriculum landscape
- Connect authentically and seamlessly to other ABC content and platforms
- Effectively promote access to schools, teachers, students and parents.

*Director of Television:* ABC Television notes the Council's recommendation and that the Managing Director has recently established a cross-divisional Education Group, convened by the Director of ABC Commercial, with the aim of better coordinating educational content and programming, both existing and planned.

ABC Television is represented on this group, which it believes will address issues raised by the Council.

*Director of News:* The Council's recommendation on ABC's Online Educational presence has been noted.

*Director of ABC Commercial:* ABC Commercial's educational activities leverage ABC-generated content as well as best-practice educational information. This information and related materials are developed for children, parents, students and teachers and are provided across a range of platforms and channels, including online.

ABC Commercial publishes *Behind the News Magazine* and *Behind the News Teacher's Kit*, which complement ABC Television's long-standing educational initiative for students to learn about current issues and events. Both these publications refer readers back to the relevant link on [abc.net.au](http://abc.net.au).

ABC Commercial has recently launched, *ABC Reading Eggs*, a digital learning portal to help children learn to read, in partnership with Pascal Press. Developed by an experienced team of teachers and educational writers and developers, the portal focuses on a core reading curriculum using skills and strategies which complement what children are learning at school.

*Director of Innovation:* ABC Innovation would like to thank the Advisory Council for their recommendation. The proposed development is under active consideration and Innovation will keep the Council informed.

*Director of ABC International:* Australia Network's and Radio Australia's educational programming focuses on providing English-language learning (ELL) content to overseas audiences. This is provided in the form of television programs and segments, multilingual radio programs and associated online content. The online content includes a range of downloadable podcasts and vodcasts so that audiences can access the content whenever and wherever they choose.

## Appendix 6—ABC Advisory Council continued

Much of the above content has been produced in cooperation with educational institutions, including AMES (Adult Multicultural Education Services) and Insearch at the University of Technology, Sydney. Discussions have been initiated with several Australian universities and other educational institutions to explore further opportunities for cooperation.

### **R1/1/09 Improved indexing system for *delicious***

While Council acknowledges that the annual indices published in the December/January issue of *delicious* magazine each year and also on the web are useful, Council recommends that a cumulative index which collates all previous annual indices in a single, consistent fashion would be of benefit to the many readers who collect all their magazines over many years. A format which allows users to easily mark their favourite recipes would also be of benefit.

*Director of ABC Commercial:* *delicious* magazine has looked into publishing a Lifetime Recipe Index at various times. Unfortunately, it is not financially viable. Each annual index runs to around 16 pages, so a Lifetime Recipe Index would run to well over 100 pages. This would be very expensive due to the cost of printing an additional edition of the magazine.

As indexes are traditionally offered as free supplements to the magazine, a Lifetime Recipe Index could only be funded via advertising or sponsorship. In the current economic climate, advertising spend budgets are tight. There has not been sufficient advertiser interest to make publishing of a Lifetime Recipe Index financially viable.

Currently, *delicious* has searchable indexes online from 2002 to 2008 (in the form of searchable PDFs) at [deliciousmagazine.com.au](http://deliciousmagazine.com.au). It is agreed it would be valuable and useful to be able to collate all of the recipes into a single, searchable database, but it has previously not been determined to be cost-effective. *delicious* is now in the process of redesigning its website, and is examining whether new technology would allow this option to be revisited.

### **Commendations**

The ABC Advisory Council commended the following programs and publications: *Australia: Land of Parrots*; *Wild China*; *The Elders with Andrew Denton*; *The Gruen Transfer*; and *Life at 1/Life at 3*.

Also the Council commends the coverage of the 2008 Beijing Paralympic Games by the Grandstand Team; ABC Television for iView; ABC Radio National for the ABC hosting of the National Poetry Slam; ABC Television for making politics, both past and present, accessible, engaging and entertaining for Australians via a range of programs such as *The Howard Years*, *The Hollowmen*, *Q&A* and the series of documentaries on past Prime Ministers; Radio National for its consistently high-quality programs, such as *Breakfast with Fran Kelly*, *The Book Show*, *By Design*, *Background Briefing*, *Australia Talks*; *Q&A* and Tony Jones for the program's strong format and public-interest content; Irene Poinkin for her assiduous, erudite and humorous defence of the English language; the ABC for its increased coverage of the Australian arts scene in all its forms and the ABC's coverage of the 2009 Victorian bushfires.



## Appendix 7—Consultants

During 2008–09, the ABC spent \$2 301 671 on consultancies, broken down as follows (payments to consultants includes amounts paid and payable as at 30 June 2009):

Consultant	Purpose of Consultancy	Total \$
<b>Below \$10 000</b>		
Various	Various	206 034
<b>Sub total</b>		<b>206 034</b>
<b>\$10 000—\$50 000</b>		
KPMG	Taxation and financial advisory services	10 000
Robert Walters Pty Ltd	Recruitment services	10 440
Colin Reynolds	International development projects	11 000
Rosalind Gray-Spencer	Business effectiveness reviews	11 364
QPL Limited	Recruitment services	11 588
Global Risk Alliance Pty Ltd	Risk management services	12 200
Pinpoint HRM	Human resource systems and processes	12 670
Naviro Pty Ltd	Recruitment services	12 765
Professional Financial Consulting Pty Ltd	Taxation and financial advisory services	13 250
LaVolta Consulting Pty Ltd	Recruitment services	13 620
Broadcast Solutions Electronics (Pty) Ltd	International development projects	14 048
Austin Strategic Research Pty Ltd	Technical advice and reviews	14 613
The Cancer Council Queensland	Environmental assessment	15 150
e-Secure Pty Ltd	Information technology services	15 500
Mark Lucas	Programming advice	16 000
Arup Pty Ltd	Property services	16 960
Performance Partners Consulting	Business effectiveness reviews	17 587
Profero Pty Limited	Website development services	17 820
CPG New Zealand Ltd	International development projects	18 300
Authentic Brands Pty Ltd	Business effectiveness reviews	19 500
Rosemary Broomham	Industry and historical research	19 500
Altiris Australia Pty Ltd	Information technology systems	20 000
Andrea Wills	Editorial policy review	21 458
Brewster Murray Pty Limited	Property services	26 000
Perceptor Recruitment	Recruitment services	28 525
PricewaterhouseCoopers	Taxation and financial advisory services	30 600
Hays Specialist Recruitment (Australia) Pty Ltd	Recruitment services	34 557
Andrew Watson	International development projects	35 000
Orrong House Pty Ltd	Strategic advice	36 245
Talent Partners Pty Ltd	Recruitment services	36 750
Kerry Blackburn	Editorial policy review	37 183
Fulcrum Risk Services Pty Limited	Business continuity services	38 586
Charter Keck Cramer	Property services	39 500
Business Management Services	International development projects	41 664
Susan Hayes	International development projects	43 564
Attain IT Pty Ltd	Information technology services	46 167
Allcom PNG Limited	International development projects	48 403
<b>Sub total</b>		<b>868 077</b>
<b>Above \$50 000</b>		
Invisible Hand Consulting Pty Ltd	Strategic advice	50 020
Digital Distribution Australia Pty Ltd	Technical advice and reviews	54 653
Oakton AA Services Pty Ltd	Business effectiveness reviews	56 731
McGees Property (NSW) Pty Ltd	Property services	61 317
Kordia Solutions Pty Limited	International development projects	69 492
Denis Muller & Associates	Editorial policy review	72 407
OPPEUS Pty Ltd	Recruitment services	75 478
Saatchi & Saatchi Australia Pty Ltd	Industry research	92 870
ECA International Pty Ltd	Human resource systems and processes	94 500
Cancer Council New South Wales	Environmental assessment	116 599
Stancambe Research & Planning Pty Ltd	International development projects	139 073
Trident Media Partners	Infrastructure planning services	142 293
Hewlett Packard Australia Pty Ltd	Information technology systems	202 127
<b>Sub total</b>		<b>1 227 560</b>
<b>Grand total</b>		<b>2 301 671</b>

## Appendix 8—Overseas Travel Costs

The total cost of overseas travel for 2008–09 was \$5.7m, compared with \$5.3m in 2007–08.

### ABC Overseas Travel Costs

	2008–09 (\$m)	2007–08 (\$m)
Travel allowances and accommodation	2.4	2.3
Airfares	2.5	2.4
Other*	0.8	0.6
<b>Total</b>	<b>5.7</b>	<b>5.3</b>

\* Other includes car hire, taxis, excess baggage, hire of personnel and equipment.

## Appendix 9—Reports Required Under s80 of the ABC Act

Section 80 of the *Australian Broadcasting Corporation Act 1983* (“the Act”) 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 Act
- *Particulars of any advice received by the Board during that year from the ABC Advisory Council*—See Appendix 6 (page 194).

Other reporting requirements under Section 80 of the ABC Act are included as follows:

- Codes of practice developed under subsection 8(1)—See Appendix 19 (page 212)
- Corporate plan performance summary—See Corporate Plan Summary (page 8) and Performance Against the ABC *Corporate Plan 2007–10* (page 121)
- Activities under subsection 25A—See Financial Statements (page 141)
- Particulars of significant changes of transmission coverage and quality—See Operations (page 108) and Outcomes 2 and 3 of Outcomes and Outputs (pages 137–138).

## Appendix 10—Other Required Reports

### Discretionary Grants

The ABC does not administer any discretionary grants and has not made any discretionary grants in 2008–09.

### 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 73).

## Appendix 11—Promotion and Market Research

Expenditure on market research and promotion for 2008–09 was \$10 082 240, compared with \$11 355 092 in 2007–08.

	2008–09 \$	2007–08 \$
Advertising	823 096	1 722 775
Market Research	4 729 623	4 106 940
Promotion	4 529 521	5 525 377
<b>Total</b>	<b>10 082 240</b>	<b>11 355 092</b>

The Corporation uses advertising agencies and market research organisations predominantly for activities related to ABC Commercial, ABC Radio, ABC Television and Australia Network.

## Appendix 12—Occupational Health and Safety

The *Occupational Health and Safety Act 1991* (“the 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 2008–09 to ensure the continued improvement of its OHS management system including:

- Appointing an OHS Manager. Reporting to the Head of Industrial Relations, the OHS Manager is responsible for developing strategies, advice and services to assist the ABC to achieve its business objectives and ensure compliance with relevant legislation, industrial agreements and duty of care.
- Appointment of a part-time Injury Prevention and Management Adviser. Reporting to the OHS Manager, the Injury Prevention and Management Adviser is responsible for the development and implementation of national injury management and prevention strategies aimed at the progressive reduction of injury numbers and severity.

This complements the National OHS Adviser position, also reporting to the OHS Manager. The National OHS Adviser is responsible for providing advice and support to the ABC on technical OHS matters, the implementation of the OHS management system and coordinating cross-divisional collaboration to ensure consistency in the delivery of OHS.

- Coordinated cross-divisional approach to safety and security at events in which the ABC participates, organises or manages.

- In 2008–09, Radio launched an OHS intranet site addressing safety issues associated with Outside Broadcasts. Radio worked with Legal, and the risk and insurance units to develop standard processes and documents for use across Radio. A training module was also developed and rolled out across Radio’s networks.
- Ergonomic assessments provided to staff on request to promote safe working practices and reduce the incidence of occupational overuse injuries and muscular strains. A total of 182 ergonomic assessments nationally were completed in 2008–09, with 21 being for compensable cases and 161 as injury-prevention measures.
- Amalgamation of the National OHS Management Group and the Executive Risk Committee to better coordinate risk management of common and cross-divisional safety issues and to provide a clear line of reporting to the Board Audit and Risk Committee.

These initiatives are in addition to the range of existing strategies previously reported such as:

- OHS consultative framework including state-based OHS Committees to address local issues
- Divisionally-based OHS Groups in the ABC Resources and Technology and Distribution Divisions
- The ABCWorkSafe Incident Reporting and Return to Work computer modules to monitor safety incidents and better manage the return to work of ill and injured employees
- Quarterly ABC OHS reports of compensation and incident data and analysis on a divisional basis for areas to better manage their OHS responsibilities
- Hazard identification and risk assessment procedures, governing activities and projects in which the ABC participates
- Ongoing review and development of the ABC A–Z of Safety site providing online advice for Managers, employees and contractors to manage operational OHS risks
- Including in employee job plans individual role-based safety accountabilities

## Appendix 12—Occupational Health and Safety continued

- Ongoing electrical appliance inspection, testing and tagging program delivered nationally
- Ergonomic assessment and advice provided to divisions on request, and where new technologies and new equipment have been introduced in order to prevent injuries.

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 employees are likely to be off work for five days or more
- Development of return to work plans for all employees that are expected to be off work for more than 10 days to ensure a safe and durable return-to-work outcome
- 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 Act. The ABC implemented Comcare recommendations based upon investigations throughout the year.

### Employee Assistance Program

The Employee Assistance Program (EAP) continues 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 2009 was 5.75%, which is a slight increase on 5.36% for 2007–08. This represents a greater usage by the ABC than the average across media and entertainment organisations of 3.52%.

The EAP service was accessed in every State and Territory during the 2008–09 financial year with reported high levels of EAP awareness amongst staff. A breakdown of issues presented to the EAP show that 69% of issues were personal issues and 31% work-related issues.

Twelve specialised trauma sessions were requested by the ABC during 2008–09 for employees who attended significant trauma events where their well-being was likely to have been affected.

The Managers Assist service was accessed by 23 ABC managers during 2008–09.

### Incident and Claim Statistics 2008–09

A total of 217 incidents were logged in ABCWorksafe in 2008–09. This compared favourably to the 259 OHS-related incidents reported in 2007–08. Since ABCWorksafe 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 217 incidents, 60 claims for workers' compensation have been accepted by Comcare to date. An analysis of the workers' compensation claims in 2008–09 shows that the main types of injuries contributing to the ABC's workers' compensation premium were body stressing and slips, trips and falls. While there are fewer slips, trips and falls than manual handling injuries, per claim they are more expensive. As a comparison, body stressing accounted for 50% of workers' compensation claims this financial year and only 29% of workers' compensation claim costs, while slips, trips and falls accounted for 17% of workers' compensation claims, yet 36% of workers' compensation costs.

Over the past four financial years, mental stress workers' compensation claims have continued to decline. In 2008–09, mental stress workers' compensation claims accounted for 3% of workers' compensation claims and 14% of workers' compensation costs. Whilst this is an increase from 2007–08 (when there were zero mental stress workers' compensation claims) it is a significant decrease from the 2005–06, when mental stress claims were 7% of claims and 32% of actual costs, and 2006–07, when mental stress claims accounted for 6% and 34% of actual costs.

There has been an overall decline 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, which for 2008–09 was \$10 626 compared with \$14 563 for 2007–08. This compares favourably to the Australian Government Agency average total cost of \$29 886.

The average cost to date for ABC workers' compensation claims for 2008–09 is \$2 419, compared to the Australian Government Agency average cost to date of \$5 535.

ABC injury prevention activities in the 10-year period between 1998–99 and 2008–09 has seen 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. The sustained improvement in the ABC's OHS performance is evidenced by the 2009–10 workers' compensation premium of \$1 753 187, representing a 44% reduction on the \$3 151 923 premium for 2008–09.

## Appendix 12—Occupational Health and Safety continued

### Number of Claims by Mechanism of Incident Group

Mechanism of Incident Major Groups	Average cost to date (\$)	Financial Year			
	(2008–09)†	2008–09*	2007–08	2006–07	2005–06
Falls, trips and slips of a person	5 235	10	17	21	22
Hitting objects with a part of the body	345	4	6	6	6
Being hit by moving objects	4 828	5	9	10	5
Sound and pressure	782	2	1	1	0
Body stressing	1 381	30	47	55	55
Heat, electricity and other environmental factors	0	0	2	1	2
Chemicals and other substances	2 086	1	1	0	5
Biological factors	0	0	0	0	0
Mental stress	9 818	2	0	6	9
Other and unspecified	428	6	7	8	19
<b>All claims</b>	<b>2 419</b>	<b>60</b>	<b>90</b>	<b>108</b>	<b>123</b>

\* The 2008–09 data is immature and the ultimate number and cost of accepted claims may differ from the data reported here.

† Claim costs are based on case estimates as at 29 June 2009.

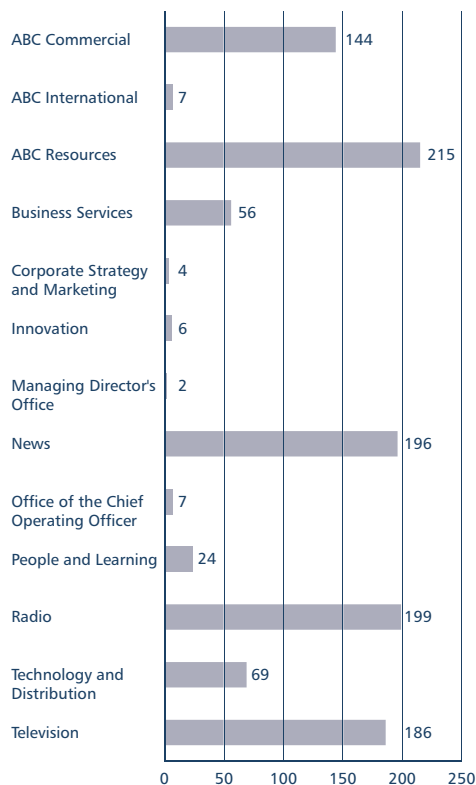
### OHS Training

OHS training programs specific to divisional OHS risks and hazardous operations programs delivered included:

- Fatigue Management. Initially training commenced in New South Wales, and was delivered to the News, ABC Resources, Television and Radio Divisions. The purpose of the training is to address the risks of fatigue in operational areas. The approach has been cross-divisional and a selection of employees have been trained as trainers to present this package to their colleagues. To date, 220 employees have been trained in New South Wales with positive feedback received, indicating the content is relevant to the participant's work. The delivery of training to other ABC Divisions including Business Services, Technology and Distribution, and Innovation is planned for 2009–10.
- 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.
- A 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 = 1 115





## Appendix 12—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%.

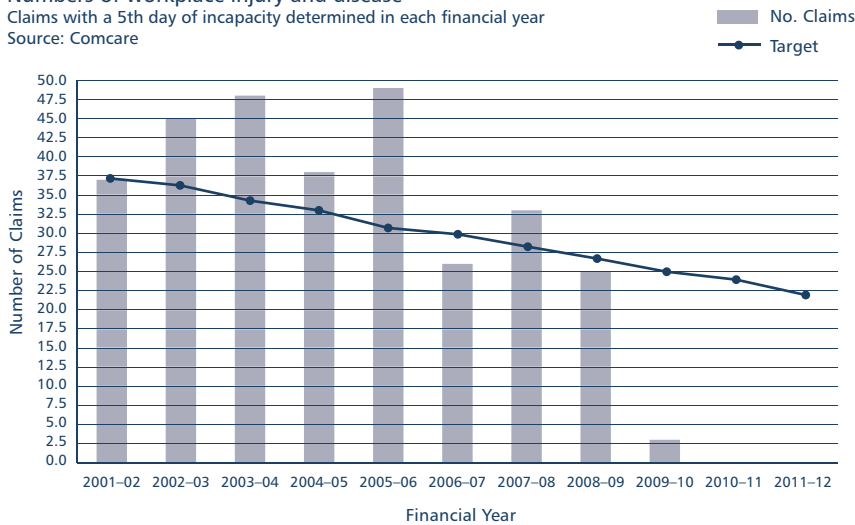
The following graphs demonstrate that in 2008–09, the ABC achieved a continued improvement in reducing the incidence of workplace injury and disease-related workers’ compensation claims. These graphs are current as at July 2009. However, due to latency effects and retrospective claims as reported by Comcare the 2008–09 data must be considered “immature” and the ultimate incidence rate, lost time and rehabilitation intervention rate may differ from the information reported here.

### Target 1—Reduce Incidence of Workplace Injury and Disease by 40%

The ABC remains on target to reduce the incidence of workplace injury and disease, resulting in a decrease in workers’ compensation claims. This change represents a significant improvement from 2007–08. The following graph represents the number of claims with a fifth day of incapacity determined in that financial year.

#### Numbers of workplace injury and disease

Claims with a 5th day of incapacity determined in each financial year  
Source: Comcare



### Target 2— Zero Workplace Fatalities

The ABC met this target. There were no workplace fatalities in 2008–09.

## Appendix 12—Occupational Health and Safety continued

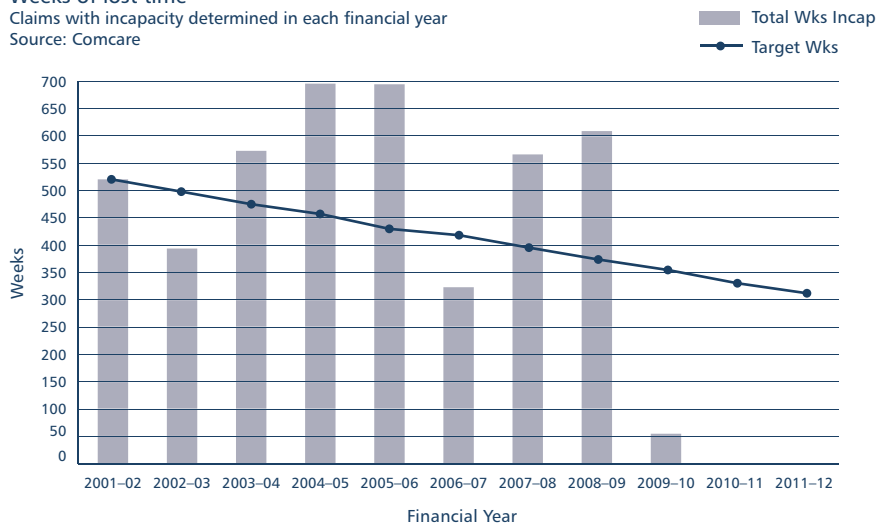
### Target 3—Reduce Average Lost-Time Rate by 40%

The ABC did not meet Target 3 for 2008–09. Analysis of the claims contributing to the ABC’s workers’ compensation lost-time incidence rate indicates that 237.6 incapacity weeks lost by ABC employees were directly linked to a number of isolated workplace illness cases which significantly affected this target. Without including these illness cases, the ABC would have recorded 381 weeks of ABC employee incapacity, close to the targeted 375 weeks.

#### 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%

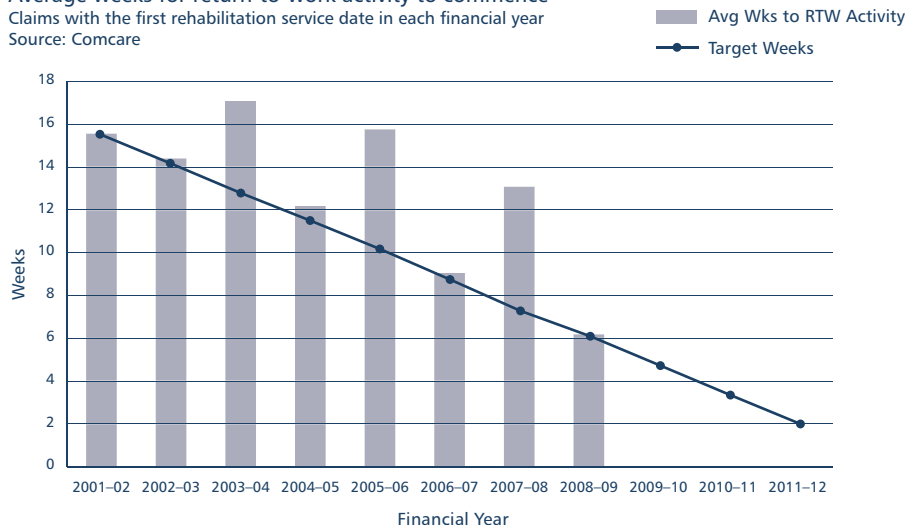
Target 4 measures the average number of weeks after the date of an injury for the employee to return to work. The ABC has met this target for 2008–09. Strategies for continued improvement against this target include:

- Developing and implementing a “Return to Work Plan” for rehabilitation cases where an employee is likely to be off work for more than 10 days
- Immediate case manager contact with the injured worker, once notified via ABCWorksafe or referred by their manager.

#### Average weeks for return-to-work activity to commence

Claims with the first rehabilitation service date in each financial year

Source: Comcare



## Appendix 12—Occupational Health and Safety continued

### ABC Workers' Compensation Premium Rates

#### ABC Performance Against Australian Government Agencies Combined

Premium Rates	2009–10	2008–09	2007–08	2006–07
ABC Premium Rates	0.59%	0.63%	0.86%	1.20%
Premium Rates for all Australian Government Agencies Combined	1.25%	1.36%	1.55%	1.77%

The ABC's workers' compensation premium rate continues to improve. This represents a financial saving for the ABC. The ABC's current workers' compensation premium rate at 0.59% of total salary costs is lower than the Commonwealth average of 1.25% of salary costs, and represents a substantially

better-than-average performance in injury prevention and management than other Comcare insured organisations in 2008–09.

The ABC also compares favourably to the Government average in relation to the estimated claim frequency and the average lifetime claim cost.

#### Claim Frequency and Cost Compared to the Australian Government Average

ABC	2008	2007	2006	2005
Estimated Claim Frequency (per \$m of payroll) *	0.22	0.28	0.39	0.44
Average Lifetime Claim Cost (after capping)†	\$18 584	\$7 963	\$12 969	\$16 272

#### All Australian Government Premium Paying Agencies

Estimated Claim Frequency (per \$m of payroll) *	0.21	0.26	0.39	0.45
Average Lifetime Claim Cost†	\$41 182	\$35 055	\$31 384	\$31 031

\* Estimate at end May 2009

† Development at end February 2009

## Appendix 13—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, selection, training, development and support. Strategies included in the Equity and Diversity Plan are linked to the Corporation's plans and retain the target of 5% representation of staff with disabilities of the total workforce.

The ABC's representation of non-casual employees with disabilities was 8.9% at 30 June 2009, compared with 9.4% in 2008.

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. New ABC Values of Integrity, Respect, Collegiality and Innovation were introduced in 2009, following extensive consultations with staff (see page 60). ABC employees are required to be aware of and apply the ABC's Discrimination and Harassment Policy and the principles of the Equity and Diversity Plan and comply with Australian anti-discrimination legislation.

Relevant plans, policies and guidelines are available to staff on the ABC's intranet site. State 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 agency programs.

The Television Division has participated in an external mentoring program, coordinated by the Australian Employers' Network on Disability, by providing a mentor to support a student with a disability with skills and information to assist with future career aspirations in the television industry.

Mental Health First Aid Certificate Courses have been undertaken by ABC People and Learning Managers and other relevant staff in New South Wales, South Australia, Victoria and Western Australia. Further courses are scheduled for the remaining States and Territories. In October 2008, the ABC presented a Depression Awareness seminar for all staff at ABC Ultimo.

An A-Z of Safety site has been developed on the ABC intranet that 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 building fitout of the ABC's new premises at Esperance, Western Australia and through the provision of hearing augmentation in the Eugene Goossens Hall and the Main Reception Desk at the ABC's Ultimo building.

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.

#### 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 People and Learning Managers and Health and Safety Representatives. Research has been undertaken and provided to State 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.

## Appendix 13—Commonwealth Disability Strategy continued

A number of staff were accommodated with equipment, facilities and flexible work arrangements during the year.

### **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. ABC Property Services has been consulted about the need for accessible training rooms and facilities.

### **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 2008–09. A total of 5 347 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 information includes the ABC's Discrimination and Harassment Policy and the Anti-Bullying Policy.

### **Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised by staff.**

The ABC's Discrimination and Harassment Policy and the Anti-Bullying Policy are included in a Complaint and Grievance Resolution web page. This site includes information on what discrimination, harassment and bullying mean; the responsibilities of management and staff; complaint and grievance support and procedures; access to external complaint mechanisms and the appointment and role of grievance 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 widely-publicised professional counselling service for staff and their families is provided through the ABC Employee Assistance Program (see Page 200).

## **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 *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 (see page 194). The Council includes members with disabilities.

### **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*. 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 *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 a Code of Practice issue to refer their complaint to an independent body, the Australian Communications and Media Authority. The *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 14—Performance Pay

Bonuses were paid to 137 executives totalling \$723 040, an average of \$5 278 per executive.

Bonuses were paid to 109 non-executive employees totalling \$449 383, an average of \$4 123 per employee.

## Appendix 15—Staff Profile

### Total ABC Staff Strength, June 2009

Division	ACT	NSW	NT	Over-seas	Qld	SA	Tas	Vic	WA	Totals	%
ABC Commercial	3.78	176.34	0.30		21.09	9.50	6.97	25.94	14.48	258.40	5.7%
ABC International	3.36	37.23	2.00	9.00	3.00	12.00	2.00	73.39	2.00	143.98	3.2%
ABC Resources	66.90	359.49	37.53		54.37	64.38	55.46	195.45	67.81	901.39	19.9%
Business Services	6.55	195.83	7.56		14.59	61.76	12.11	49.98	11.68	360.06	7.9%
Corporate Management*	1.00	101.73			5.40	1.38		9.00		118.51	2.6%
Innovation		51.53			0.85			13.25		65.63	1.4%
News	55.28	334.48	33.89	28.00	126.04	69.21	45.01	159.40	61.83	913.14	20.1%
People and Learning	1.40	50.31	1.00		2.00	6.00	1.00	4.00	3.38	69.09	1.5%
Radio	25.06	380.90	39.96		134.79	90.23	37.48	174.31	82.06	961.79	21.2%
Technology and Distribution	11.00	221.89	11.89		20.23	22.43	17.85	49.99	21.91	377.19	8.3%
Television		247.88	2.00		1.27	16.00	12.71	73.41	12.68	365.95	8.1%
<b>Total</b>	<b>174.33</b>	<b>2 157.61</b>	<b>133.13</b>	<b>37.00</b>	<b>383.63</b>	<b>352.89</b>	<b>190.59</b>	<b>828.12</b>	<b>277.83</b>	<b>4 535.13</b>	<b>100.0%</b>
%	3.8%	47.6%	2.9%	0.8%	8.5%	7.8%	4.2%	18.3%	6.1%	100.0%	

### Notes

- Values in full-time equivalents.
  - Statistics current as at the end of the last pay period in 2008–09 (21 June 2009).
- \* Includes Managing Director's Office, ABC Secretariat, Communications, Corporate Strategy and Marketing, Editorial Policies, Legal and the Office of the Chief Operating Officer.

### Gender Breakdown

	Head Count	%
Female	2 624	48.7%
Male	2 764	51.3%
<b>Total</b>	<b>5 388</b>	<b>100.0%</b>

## Appendix 16—Ecologically-Sustainable Development and Environmental Performance

The ABC continued to ensure its compliance with the requirements of Sections 341ZA and 516A of the *Environment Protection and Biodiversity Conservation Act 1999* (“EPBC Act”).

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 preparation of the ABC’s Thematic History has been completed to assist in the ongoing identification of ABC owned properties that demonstrate Commonwealth Heritage values.

In March 2009, the Heritage Assessment and Conservation Management Plan for the Coronation Drive, Toowong site in Brisbane was completed. Evidence of the existence of Commonwealth heritage values was confirmed and an EPBC referral was made in July 2009 in preparation for the divestment of the Toowong site.

The ABC identified its properties at Wagin, Western Australia; Collinswood, South Australia; and Hobart, Tasmania as having Commonwealth heritage values and nominated each for inclusion in the Commonwealth Heritage List in February 2009.

The ABC is currently undertaking a Heritage Assessment of the ABC Orchestra and Music Centre at West End in Brisbane.

In August 2008, the ABC returned its annual National Environment Protection Measures Questionnaire to the Commonwealth Department of Environment, Water, Heritage and the Arts (DEWHA).

In October 2008, the ABC lodged its total Annual Energy Consumption on the Department of Climate Change OSCAR (Online System for Comprehensive Activity Reporting).

In February 2009, the ABC submitted its waste data for inclusion in the Australian Government’s Annual Report for 2007–08 to the National Packaging Covenant (NPC).

## Appendix 17—Independent Complaints Review Panel

The Independent Complaints Review Panel (ICRP) published eight reports in 2008–09.

1. The Panel upheld a complaint against ABC News in Tasmania in relation to a report of the murder of the late John Lewis Thorn, broadcast on 29 August 2006.

The complainant alleged that the broadcast contained serious inaccuracy and was unfair in its reporting, and pointed in particular to the statement in the report that Mr Thorn had been “convicted of growing marijuana in the area.” The complainant alleged that the words “in the area” introduced a wider and more detrimental meaning.

The complaint was not upheld by ABC Audience and Consumer Affairs or the Complaints Review Executive, and was then referred to the ICRP for consideration.

The Panel’s review of the complaint focused on the use of the words “in the area” in reference to Mr Thorn’s conviction. The Panel was satisfied that Mr Thorn’s actual drug conviction and penalty were manifestly less serious than what was presented in the ABC news report. The Panel therefore was satisfied that an inaccuracy in the news report had been established.

The Panel recorded that it was not satisfied that there was deliberate sensationalising involved in the report; rather, there was a lack of adequate care in

reporting. However, the lack of reasonable effort to ensure accuracy led to the public possibly obtaining an incorrect impression of Mr Thorn.

The Panel did not recommend that the ABC make a public apology as sought by the complainant. However, the Panel recommended that, in addition to notifying the complainant of the Panel’s decision, the ABC give consideration to providing a similar notification directly to the Thorn family and that a report of the Panel’s decision be placed on the radio station’s website in a prominent position.

An Editor’s Note was added to the version of the news report available on the ABC’s website. The note included a link to the Panel’s full report.

2. The Panel did not uphold a complaint made against an ABC News Online report entitled “Aurora defends dumping BPL”, published on 6 December 2007.

The report dealt with the Parliament of Tasmania House of Assembly’s Businesses Scrutiny Committee’s sitting on 6 December 2007 which scrutinised Aurora Energy’s operations, including its decision to end its Broadband over Powerlines (BPL) trial.

The complainant alleged that the ABC report failed to mention that Aurora Energy Pty Ltd was then under investigation by the Office of the Tasmanian Energy Regulator (OTTER) for breaches of the conditions of its

## Appendix 17—Independent Complaints Review Panel continued

licence occurring during its trial of the BPL technology over powerlines. The complainant alleged that the ABC engaged in a “deliberate case of suppression” of this fact.

The complaint was not upheld by ABC Audience and Consumer Affairs or the Complaints Review Executive, and the complainant then referred it to the ICRP for consideration.

The Panel noted that the broadcast was no more than a short news item dealing with part of the proceedings before the Parliamentary Committee on 6 December 2007. It was not, and nor did it claim to be, an in-depth analysis of the matters under consideration. Nor was it in any way a piece of investigative journalism. In relation to the OTTER investigation, the Panel found that “although the Complainant complains of the absence of reference, in the broadcast, to the OTTER investigation, the fact is that no reference was made to it before the Committee and, consequently, such a reference would have had no place in a report of the contents of the hearing.”

The ABC provided the Panel with a schedule listing 14 online, radio and television program segments dated between 2005 and 2008, which, according to the Panel, demonstrated that the issues surrounding the BPL trial were appropriately covered in that period.

The Panel noted that Editorial Principles require staff to ensure balance is sought although it may not necessarily be achieved within a single program, but will be achieved as soon as practicable and in an appropriate manner. The Panel was of the view that all relevant news issues relating to the BPL trial appeared to have been appropriately and regularly covered by the ABC.

The Panel concluded that the ABC acted responsibly and appropriately given the purpose and nature of the broadcast complained of, in reporting the Parliamentary Committee’s hearing in the way that it did.

3. The Panel did not uphold a complaint made against a report broadcast in the ABC Television 7 pm *News* bulletin on 6 December 2007. The report was about the brumby population in the Kosciusko National Park and dealt briefly with problems posed by it, its history, previous attempts at control and the current Horse Management Draft Plan propounded by the NSW National Parks and Wildlife Service (NPWS), which involved a significant reduction in the population size.

The segment contained film footage of large numbers of brumbies galloping together across open parkland, through water and across a dirt road. These scenes were shot from above from an ABC helicopter.

The complainant alleged that the ABC report was “biased against the brumby” and that the aerial

camera work in the report was “nothing short of sensationalism”. The complainant also criticised particular parts of the program, asserting they were inaccurate or unsupported by independent evidence.

The complainant also asserted the uncontrolled galloping of a large mob of brumbies, shown in the film footage, indicated an imbalance occasioned by undue favouring of the NPWS’s position on culling.

The complaint was not upheld by ABC Audience and Consumer Affairs or the Complaints Review Executive, and the complainant then referred it to the ICRP for consideration.

The Panel considered that more should have been done in the program to indicate that the “charge” scenes were helicopter induced. However, the Panel noted that this was only a short news item, not an in-depth documentary or current affairs type of program, in which competing points of view should, necessarily, receive appropriate exposure. The Panel can find a relevant breach of the Policies only when a sufficiently “serious” case is demonstrated. In the Panel’s view, this was not such a case.

4. The Panel upheld a complaint made against a segment on *The 7.30 Report* titled “Pulp mill could taint catch: fishing industry”, broadcast on 5 June 2007 and later made available on ABC Online.

The complainant took exception to a graphic displayed in the program which showed dioxin effluent from the pulp mill being apparently discharged directly from the mill to the adjacent waters. The complainant also objected to the use of old, unacknowledged file footage of scallop fishing activities in the introduction to the segment, claiming it was misleading because “no commercial scallop catch had been made in the vicinity of the effluent outfall since before 1999”. The complainant felt that the material was significantly misleading and damaging to Timber Communities Australia.

ABC Audience and Consumer Affairs had upheld the complaint, acknowledging errors in the use of the footage of scallop fishing and the diagram used to illustrate the dioxin outflow from the plant. The ABC also acknowledged that these specific segments of the report, through misrepresentation, lacked the necessary impartiality required by the ABC’s *Code of Practice*. The next working day, the video was removed from the website and an Editor’s Note added which stated: “The video of this story has been removed from the site, as it contained visual elements that were potentially misleading”.

The complainant was not satisfied with the ABC’s response and lodged a complaint with the Complaints Review Executive and, remaining dissatisfied, referred the matter to the ICRP.

The Panel considered whether in this instance an online correction several months after the program

## Appendix 17—Independent Complaints Review Panel continued

went to air on national television, was the most appropriate correction available to the ABC.

The Panel found that these breaches did constitute a serious misrepresentation of the situation and in these circumstances, considered it incumbent on ABC management to ensure that any misunderstanding was properly and fully corrected.

The Panel found that no further apology was required since the complainant had received an apology from the ABC in a letter dated 14 December 2007.

However, the Panel considered that corrections should have been broadcast promptly, as part of *The 7.30 Report*, clarifying that (a) scallop farming did not currently occur and was, therefore, not under threat and (b) the dioxin outflow from the plant was not as depicted in the diagram. In this way, the corrections would have reached as many as possible of the original viewers who could have been misled by the program.

Although considerable time had elapsed since the broadcast went to air, the Panel believed that ongoing public interest in this development meant these corrections should be supplemented by an appropriate on-air correction broadcast during a segment on *The 7.30 Report*, on an occasion when the program was again dealing with issues relating to the pulp mill development.

The ABC accepted the Panel's recommendation and an on-air correction was broadcast on the program on 16 December 2008.

5. The Panel did not uphold a complaint made against an item on *The 7.30 Report* titled "The Middle East in 2007," broadcast on 3 January 2008, prepared by the ABC's then Middle East correspondent Matt Brown.

The complainant was concerned by a remark made in the report by commentator Professor Barry Rubin during his analysis of significant events in the Middle East in 2007. The complainant said the views Professor Rubin expressed on *The 7.30 Report* were at odds with the views he has consistently expressed elsewhere. The complainant asserted that the construction of the report was an example of "blatant journalistic fraud" on the part of the ABC.

The Panel acknowledged that ABC Audience and Consumer Affairs initially considered the complaint and concluded that the inclusion of the edited remarks of Professor Rubin, where they appeared in the item, could lead the audience to believe that he attributed "the impossibility of peace" to the Israeli blockade, which was not what the Professor had stated in his interview. The ABC's response to the complainant acknowledged the "regrettable error" and "clumsy construction" of this aspect of the report. An Editor's Note was added to the transcript on *The 7.30 Report* website which stated: "The ABC advises that Professor

Rubin's comments do not refer to the Israeli blockade in Gaza. He was referring to Hamas' control of the Gaza Strip."

The complainant was not satisfied with the ABC's response and lodged a complaint with the Panel. He rejected the ABC's explanation that a mistake had been made and referred to a number of other instances in ABC programs which he considered examples of "the ABC doing its bit to promote hatred of Israel". In relation to these allegations, the Panel formed the view that, consistent with the role given to it under the ABC's *Editorial Policies*, it must confine its review to the program in respect of which the complaint had been made. The Panel noted however that "the Complainant clearly asserts the view that it is an example of what he conceives to be a pronounced anti-Israel bias on the part of the ABC".

As the ABC had already accepted that the editing of Professor Rubin's views was problematic and had taken remedial action, the Panel considered that the only question for its investigation was whether the acknowledged inaccuracy "was not due to the reasons accepted by the ABC but was, in fact, deliberate on the part of the reporter, being occasioned by bias against Israel". Accordingly, the Panel sought and considered statements from the reporter to assess how the error had arisen.

The Panel expressed satisfaction with the answers provided by Mr Brown. The Panel accepted that Mr Brown had seen Professor Rubin's comment as providing a succinct conclusion and used it as such, without adverting to the possibility that its positioning could appear to reflect adversely on the Israeli blockade.

The Panel concluded that this explanation effectively ruled out any deliberate intent on the part of Mr Brown to give effect to a bias against Israel in this report. The Panel also found that Mr Brown "holds and has evinced no such bias."

6. The Panel did not uphold a complaint against an ABC News Online report published on 1 March 2008, titled "Israel warns of reply to Hamas' rocket fire."

The report translated the Hebrew word "shoah", used by the Israeli Deputy Defence Minister Matan Vilnai in the item, to describe the response that would be felt by Palestinians in the Gaza Strip, as "holocaust" rather than "disaster." The complainant alleged the ABC had incorrectly translated the Hebrew word "shoah". The complainant's concerns were initially investigated by ABC Audience and Consumer Affairs and upheld. The ABC accepted that the report should be changed and this was done. An Editor's Note was added to the report to explain the change.

The complainant remained dissatisfied with the ABC's response and referred his complaint to the ICRP. The Panel noted that the complainant "referred

## Appendix 17—Independent Complaints Review Panel continued

to this as being yet another ‘mistake’ on the part of the ABC, which served to portray Israel negatively, leading to the inference that these mistakes were not inadvertent but deliberate.” The Panel noted that an aspect of the complaint made to it was that “the ABC has a negative attitude or, perhaps, policy towards the State of Israel, this being regularly exemplified in its reporting of events concerning it”. The Panel explained that it could not enter into an investigation of this assertion. In keeping with the Panel’s expressed role and jurisdiction, it was required to confine its review to the action program item about which the complainant complained.

The Panel acknowledged the actions taken by the ABC in response to the complaint. When the ABC was apprised of this problem arising from the dual meaning of the Hebrew word, it moved to deal with it by publishing an Editor’s Note to the Online story, which read “The original version of this story reported Defence Minister, Matan Vilnai, saying the stepped-up rocket fire would trigger what he calls a bigger holocaust in the Hamas-controlled coastal strip. The Hebrew word ‘shoah’ can mean a big disaster and also the Nazi Holocaust. The story was amended on 3 April 2008 to replace the word ‘holocaust’ with ‘disaster’.”

The Panel found that this explanation by the ABC sufficiently indicated that there was no bias, deliberate or otherwise, in the relevant reporting and no breach of the Policies was established.

7. The Panel did not uphold a complaint made against a report in the ABC1 Television News bulletin broadcast on 29 May 2008. The report was from ABC US correspondent Mark Simkin about a new book released by a former adviser to former US President George W Bush.

The news reader introduced the segment, “In a major embarrassment for the White House, a former adviser to George W Bush has released an explosive, tell-all memoir. Scott McClellan says the war with Iraq was unnecessary and the President used propaganda rather than the truth to sell it to the public.” Mr Simkin continued his report, “The criticisms aren’t new ... the source is.” He continued the report with quotes from the author, Scott McClellan, the White House press secretary and two former Bush advisers.

The complainant alleged that Mr Simkin’s report had missed “the real story on US politics and the illegal actions committed by the Bush Administration.”

ABC Audience and Consumer Affairs and the ABC Complaints Review Executive both found the editorial requirements for this report had been met. The complainant then referred the complaint to the ICRP.

The Panel considered that the segment clearly did not purport in any way to involve a close analysis of the book’s contents or an in-depth discussion of issues

raised in it concerning the Bush Administration’s handling of the Iraq War or its response to Hurricane Katrina. It was a very brief report of a clearly newsworthy event of the day, namely the release of Mr McClellan’s “explosive tell-all memoir,” including the reported reaction to it by current representatives of the White House administration.

The Panel concluded that this short news segment did not, and could not, provide an appropriate occasion for the ABC to enter upon a full consideration of the issues raised by the complainant. It was a program which clearly had the narrow focus referred to above and would have been so perceived by viewers. In these circumstances, the Panel found that the requirements for accuracy and balance were not infringed and therefore found no breach of the ABC Code of Practice or ABC Editorial Policies.

8. The Panel did not uphold a complaint made against the ABC Radio National *Breakfast* program broadcast on 25 September 2008. The complainant alleged that the program’s presenter Fran Kelly misled listeners by referring to Kurds and Sunnis in the same sentence.

The complainant explained that “to refer to Kurds and Sunnis in the same sentence has the potential to mislead listeners, some of whom can be expected to know little about the peoples and religions of the Near East. The distinction is potentially misleading because almost all Kurds living in the northern region of Iraq are Sunnis. (A small number of Kurds living in the north of Iran are Shiites).”

Both ABC Audience and Consumer Affairs and the Complaints Review Executive did not accept the report was misleading; the complaint was referred to the ICRP for review.

The Panel was of the view that a clear distinction could have been made between Arab Sunnis and Sunnis in general. However, the Panel also acknowledged that the complaint related to a short introduction to a program segment and considered that the audience would have recognised it as such and would not have focused on the individual words to the extent that the complainant had done and the Panel had also done in its analysis.

The Panel acknowledged that it is desirable for all possible misleading impressions to be eliminated from radio broadcasts, but recognised that the *Editorial Policies* require only that “every reasonable effort” be made “in the circumstances” to ensure accuracy. The Panel was made aware that the producer of the *Breakfast* program must work at consistently high speed to meet an early deadline analysing and collating material from a number of news sources worldwide and took these matters into account. The Panel can find a relevant breach of the Policies only when a sufficiently “serious” case is demonstrated. In the Panel’s view, this was not such a case.

## Appendix 18—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 10 requests for access to documents under the FOI Act.

Two requests were granted, three were granted in part and five were refused.

## Appendix 19—ABC Code of Practice

Current as at 30 June 2009; 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](http://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.

**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](http://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.



## Appendix 19—ABC Code of Practice continued

**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 stereotypical 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.

**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 Services 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.

## Appendix 19—ABC Code of Practice continued

**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*.

**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.

**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.

## Appendix 19—ABC Code of Practice continued

**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.

**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.

## Appendix 19—ABC Code of Practice continued

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.

**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.

## Appendix 19—ABC Code of Practice continued

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.

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, 1230

## Appendix 20—Performance Against Service Commitment

The *ABC Service Commitment* is a statement of what individuals are entitled to expect in their dealings with the ABC. The *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 2008–09
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, Appendix 18 (page 212).
Responding to audience enquiries promptly and as comprehensively as possible;	Statements welcoming comments and complaints;	Comments and complaints are publicly welcomed in statements on website, in the Annual Report and <i>Service Commitment</i> ; individual correspondents are thanked for their feedback; for details of audience contacts and findings of review bodies see Audience Contacts (page 72).
Welcoming comments and answering, as far as possible, all written correspondence;	Number of calls logged by capital city switchboards; emails and letters to Audience and Consumer Affairs;	
Welcoming and responding to complaints;	Number of complaints upheld by review bodies.	
Providing accurate information.		
Making information such as the <i>Service Commitment</i> 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 ABC Board.



## Appendix 21—ABC Awards 2008–09

### International Awards

#### Academy of Canadian Cinema for Gemini Awards

Best History Documentary: *Captain Cook: Obsession and Discovery*.

#### Bird and Nature Festival

Winner, The Bird in its Natural Environment: David Parer and Elizabeth Parer-Cook, *Australia: Land of Parrots*.

#### Cannes International Film Festival

Camera d'Or: Warwick Thornton, Director, *Samson and Delilah*, ABC Drama.

#### CINE Awards

Golden Eagle, Environment and Natural Science: David Parer and Elizabeth Parer-Cook, *Australia: Land of Parrots*.

#### Commonwealth Broadcasting Association [CBA] Awards

CBA-IBC (International Broadcasting Convention) Award for Innovative Engineering: Nathaniel Clarke, ABC Technical Services, WA.

#### 2008 Emmy Awards

Outstanding Performance in a Children's Series: *Bindi the Jungle Girl*, ABC Sales and Distribution.

#### International Festival of Mountain Films, Poprad

Best Documentary: *Mawson: Life and Death in Antarctica*.

#### 24th International Festival of Ornithological Films

Grand Prix de Menigoute: David Parer and Elizabeth Parer-Cook, Mark Street, Lynne Butler and Keith Thomas, *Australia: Land of Parrots*.

#### Jules Verne Film Festival

Jules Verne Nature Award: *Rainforest: The Secret of Life*, ABC Sales and Distribution.

#### 2009 New York Radio Programming and Promotions Awards

Gold World Medal, Social Issues/Current Events: Kirsti Melville, Ian Manning, ABC Radio National, *Street Stories*, "Losing Erin, Parts 1 and 2".

Silver World Medal, History: Sharon Davis, Gina Perry, Russell Stapleton, ABC Radio National, *Radio Eye*, "Beyond the Shock Machine".

Bronze World Medal, Best Regularly Scheduled Drama Program: Anne McInerney, Melissa Reeves and Paul Penton, ABC Radio National, *Airplay*, "The Spooks".

#### 2009 New York Television Programming and Promotions Awards

Grand Award Winner, Best News Documentary/Special: Mary Ann Jolley, Renata Combac and Deborah Masters, *Australian Story*, "Jihad Sheilas".

Silver World Medal, Best Camerawork: David Martin, *Foreign Correspondent*, "Greenland Ice Cap Beer".

Silver World Medal, Best Editing: Lile Judickas, *Australian Story*, "Jihad Sheilas".

Silver World Medal, Best News Magazine Program: Steve Marshall, Trevor Bormann, Erik Havnen, Garth Thomas and Kave Savese, *Foreign Correspondent*, "Dangerous Liaisons".

Silver World Medal, History and Society: Belinda Hawkins, Wayne Sanderson, Roger Carter, Angela Trabucco and Julian Mather, *Australian Story*, "Behind Enemy Lines, Parts 1 and 2".

Bronze World Medal, Best Camerawork: David Martin, *Foreign Correspondent*, "Paris, City of Light".

Bronze World Medal, Health/Medical Information: Belinda Hawkins, Elena Christie, Jennifer Feller and Rebecca Latham, *Australian Story*, "Abby's Road".

Bronze World Medal, Magazine Format: Eric Campbell, Ian Altschwager, David Martin, Brant Cumming and Bryan Milliss, *Foreign Correspondent*, "Armenia: Ghosts of the Past".

Bronze World Medal, National/International Affairs: Mark Corcoran, Stephen Dupont, Andrew Taylor, Shane Munro and Simon Brynjolfsson, *Foreign Correspondent*, "Afghanistan: A Survivor's Tale".

#### Rose D'Or Awards, Paris

Performing Arts Award: *The Eternity Man*, ABC Sales and Distribution.

#### Slamdance 2009 Awards

Grand Jury Award for Best Documentary Short: *Rare Chicken Rescue*, ABC Sales and Distribution.

#### 13th Annual Webby Awards

Official Honouree, Video Remixes/Mash-ups: *The Gruen Transfer*, "Consumer's Revenge," ABC Multi-platform Production.

#### 2009 White House News Photographers Association Award

The Eyes of History 2009: Dan Sweetapple, *Foreign Correspondent*, "Death on Trial".

### National Awards

#### Australasian Society for Traumatic Stress Studies Media Awards

2008 ASTSS Media Award: Patrick Emmett, ABC News, *Stateline SA*, "The Ultimate Betrayal".

#### Australian Cinematographers' Society National Awards

Tripod, Current Affairs: Robert Hill *ABC News* and *The 7.30 Report*, "Trek to the Epicentre".

Tripod, Dramatised Documentaries: Mark Wareham, "The Eternity Man".

Distinction, Current Affairs: Ron Ekkel, *Foreign Correspondent*, "Poland's Steam Trains".

Distinction, Documentaries, Cinema and Television: Malcolm Ludgate, "Navy Divers: Hell Week".

Distinction, Dramatised Documentaries: Hugh Miller, "Miracle on Everest".

## Appendix 21—ABC Awards 2008–09 continued

### **2009 Australian Council of Agricultural Journalists Awards**

Alltech Young Leaders in Rural Journalism Award: Arlie Douglas, *Country Hour*, ABC Rural.

### **Australian Film Institute Awards [AFI]**

AFI Raymond Longford Award: Dione Gilmour.

Best Children's Television Drama: Noel Price and Dennis Kiely, *Blue Water High*, Series 3.

Best Light Entertainment Television Series: Andrew Denton and Anita Jacoby, *Enough Rope with Andrew Denton*.

Best Performance in a Television Comedy: Chris Lilley, *Summer Heights High*.

Best Screenplay in Television: Santo Gilauro, Tom Gleisner and Rob Sitch, *The Hollowmen*, Episode 1 "Fat Chance".

Best Television Comedy Series: Chris Lilley and Laura Waters, *Summer Heights High*.

Bryon Kennedy Award: Chris Lilley.

### **Australian Food Media Awards**

Sizzler Award for Best Television Food Segment—The Bernard King Award: Maggie Beer and Simon Bryant, Presenters and Margot Phillipson, Producer, *The Cook and the Chef*.

### **Australian Football Media Association Awards**

AFMA Life Member: Tim Lane.

Most Outstanding Radio Program: Dan Loneragan, Drew Morphet and Gerard Whateley, *ABC Grandstand*.

### **Australian Government's Certificate of Appreciation Award**

Certificate of Appreciation: ABC Local Radio Victoria for the ABC's coverage of the bushfires.

### **Australian Human Rights Medal and Awards 2008**

Television Award: Quentin McDermott, Steve Taylor and Stephen Skinner, *Four Corners*, "In My Shoes".

### **Australian Interactive Multimedia Industry Association [AIMIA] Awards**

Best Science, Health or Environment Award: Michael Mackenzie, ABC Science, ABC Local Radio, CSIRO and eWater CRC, *Catchment Detox*.

Winner Best Children's: ABC Television, *The Playground*.

### **Australian Museum Eureka Prizes**

Science Journalism: Richard Smith, Life Judickas, Maria Ceballos-Wallis and Sonya Pemberton, *Crude*.

### **Australian NetGuide Awards 2008**

Best Media Site: ABC, abc.net.au.

Site of the Year: ABC, abc.net.au.

### **Australian Screen Sound Awards 2008**

Best Achievement in Sound for a Documentary: Mark Street, Lynne Butler and Keith Thomas, *Australia: Land of Parrots*.

### **Australian Sports Commission**

Best Profiling of an Athlete, Team or Coach: Ben Cheshire, Peter Wilkins and Quentin Davis, *Australian Story*, "She's Not There".

### **Australian Teachers Of Media (ATOM) Awards 2008**

Winner Best Images of Age: ABC TV *Australian Story*, "In Her Father's Eyes".

Winner Best Multimedia Learning Resource: ABC Multi-platform Kids, *Rollermache*.

### **Better Hearing Australia Clear Speech Awards**

Best Radio Personality: Carole Whitelock, ABC Local Radio SA.

### **Churchill Fellowship**

Michael Condon, NSW *Country Hour* presenter to undertake international research into the prevention of rural suicide.

### **Content+Technology (C+T) Awards for Innovations 2008**

Recognition of Innovation (Project/Facility Roll-Out Rich Media): ABC Innovation, *ABC Now*.

### **2008 Deafness Awareness Awards**

Deafness Forum Members' Choice Award, Commended: *Collectors and Play School*.

Free-to-Air Television Captioning, Highly Commended: ABC Television.

Most Consistent Use of Captioning, Highly Commended: ABC Television Children's and Educational programs.

### **Desktop Magazine Create Awards**

Best Website Design: *The Librarians*.

### **2009 Donald McDonald Reuters Foundation Scholarship**

Eleanor Hall.

### **Enhance TV Australian Teachers of Media [ATOM] Awards**

Best Documentary Short Film: *Casualties of War*.

Best Experimental Film: *The Eternity Man*.

### **GQ Magazine "Man of the Year" Awards**

Investigator of the Year: Kerry O'Brien, *The 7.30 Report*.

### **Hitwise Australia Online Performance Awards**

Most popular book shop site: ABC Shop online.

Most popular children's site: *The Playground*.

Most popular radio website: *triple j*.

### **John Newfong Media Prize**

Grant Saunders, *Message Stick*, "Freak Show to Big Top".

### **2008 Juvenile Diabetes Research Foundation "Jelly Belly" Awards**

Outstanding achievement in broadcast media: Sophie Scott, *News*.

### **Kidspot Best of Awards**

Best Website for Under 4s: abc.net.au.

## Appendix 21—ABC Awards 2008–09 continued

### Leukaemia Foundation

Certificate of Appreciation: 936  
ABC Hobart.

### 2009 Logie Awards

Most Outstanding Comedy  
Program: *The Hollowmen*.

Most Outstanding News Coverage:  
Stephen McDonnell, Robert Hill,  
Jiang Xin, *ABC News*, "The China  
Earthquake".

Most Outstanding Public Affairs  
Report: Stephen Dupont, Mark  
Corcoran, Simon Brynjolfsson,  
*Foreign Correspondent*,  
"Afghanistan: A Survivor's Tale".

### MediaConnect IT Journalism Awards 2008—The Lizzies

Best Video Production: *Good  
Game*.

### Melbourne International Film Festival 2008

Best Documentary: *TV Artscape*,  
"Heart".

### National Drug and Alcohol Awards

Excellence in Alcohol and Other  
Drug Media Reporting: Suzanne  
Smith, Brett Evans, Tony Jones,  
Chris Schembri, *Lateline*.

### National Press Club of Australia

Health Journalism Awards, Best  
Feature/Article or Presentation:  
Maryanne Demasi, *Catalyst*,  
"Magic Bullet or Clever Con?".

Paul Lyneham Award for Excellence  
in Journalism: Lyndal Curtis, ABC  
Radio.

### Older People Speak Out [OPSO] Media National Awards

Intergenerational, Radio: Aaron  
Kearney, Karen Shrosbery and Beth  
McMullen, ABC Radio Newcastle,  
"Youth 'n' Experience".

OPSO Excellence Award: Madonna  
King, ABC Brisbane, "The Value of  
Our Elderly".

OPSO People's Choice Award,  
Radio or Television: Dr Anne  
Ring, *Enough Rope with Andrew  
Denton*, "Margaret Fulton".

First, Radio: Madonna King,  
ABC Brisbane, "The Value of Our  
Elderly".

Third, Radio: Marcia De Los Santos,  
ABC Radio National, "Who Will  
Look After Me".

First, Television > 10 minutes:  
Andrew Denton, *Elders*.

Second, Television > 10 minutes:  
Ian Henscke, *Let's Cook*.

Third, Television > 10 minutes:  
Kerry Straight, *School of the Air*.

### 2008 SCINEMA Festival of Science Film

Best Cinematography: Rory  
McGuinness and Jeni Clevers,  
Producer, *The Big Blue*.

Best Director: Richard Smith,  
*Crude*, ABC Science Unit.

Best Science Television: Klaus  
Toft, Producer and Director,  
*Thunderheads*.

Prix du Jury: Vickie Guest, Producer  
and Ian Walker, Director, *Over My  
Dead Body*.

### 2008 Sidney Myer Performing Arts Award [SMPAA]

Outstanding Contribution to  
Australia's Cultural Life: Paul  
Petran, *Music Deli*.

### The Australian's Media Awards

The Australian Media Person of the  
Year: Mark Scott, ABC Managing  
Director.

Digital Award: Dan Fill and the  
multi-platform team.

### United Nations Association of Australia Environment Awards 2008

Media Award for Environmental  
Reporting: Mark Corcoran, Vivien  
Altman, David Martin, David  
Verrecchia and Simon Brynjolfsson,  
*Foreign Correspondent*, "Bolivia  
Meltdown".

### United Nations Association of Australia Media Peace Awards 2008

Best Radio: Damien Carrick and  
Anita Barraud, ABC Radio National,  
*Law Report*, "Central Australia".

Best Television, Current Affairs:  
Matt Brown, Brant Cumming  
and Simon Brynjolfsson, *Foreign  
Correspondent*, "Syria: Iraqi  
Refugees".

Best Television, Documentary,  
Special Commendation: Eric  
Campbell, Ian Altschwager, David  
Martin, Brant Cumming and Bryan  
Milliss, *Foreign Correspondent*,  
"Armenia: Ghosts of the Past".

Office of Senior Victorians  
Promotion of Positive Images of  
the Older Person: Kent Gordon,  
Colin Cosier, John Bean and  
Angela Trabucco, *Australian Story*,  
"Bomber and Roy".

Office of Women's Policy Increasing  
Awareness and Understanding of  
Women's Rights and Issues: Wendy  
Page, Ian Harley, Mike Chirgwin  
and Colin Cosier, *Australian Story*,  
"Before You Leap".

### Walkley Awards

Best Use of Medium: Ruth Fogarty,  
Kate Wild and Marian Wilkinson,  
*Four Corners* Broadband Edition,  
ABC Online, "The Tipping Point".

Broadcast Interviewing: Chris  
Uhlmann, *AM* "Last Days".

Coverage of the Asia-Pacific Region:  
Robert Hill and Stephen McDonnell,  
*Foreign Correspondent*, *News* and  
*The 7.30 Report*, "Pre-Olympic  
China".

Radio Feature, Documentary or  
Broadcast Special: Tony MacGregor,  
Colm McNaughton and Russell  
Stapleton, *Radio Eye*, ABC Radio  
National, "Awakening from  
History?"

Radio Journalism Current Affairs  
Reporting: Rachael Brown, *AM*,  
"Medical Board Ignores Doctor  
Rape Claims".

Radio Journalism News Reporting:  
Stephen McDonnell, *ABC News* "The  
*China Earthquake*".

Sports Feature Journalism: Ben  
Cheshire, Quentin Davis and Peter  
Wilkins, *Australian Story* "She's Not  
There".

## Appendix 21—ABC Awards 2008–09 continued

Television Journalism Current Affairs, Feature, Documentary or Special (More Than 20 Minutes): Morag Ramsay and Debbie Whitmont, *Four Corners*, "The Newman Case".

Television News and Current Affairs Camera: Andrew Taylor, *Australian Story*, "Show of Force, Part 2".

### Young Australian Journalist of the Year Award

Online Winner: Nic MacBean, abc.net.au, "Profiteers, Looters Circle in Firestorm's Aftermath".

Radio Winner: Michael Atkin, *triple j Hack* "Getting Out of Juvi".

## State and Territory Awards

### Australian Capital Territory ACT Local Hero 2009

Australian of the Year Award: Tim Gavel for excellence in sports broadcasting, community work and being an inspiration.

### New South Wales

#### Australian Cinematographers Society Awards [NSW/ACT]

Gold, Dramatised Documentaries: *The Prime Minister is Missing*.

Silver, Current Affairs: Laurence McManus, (NSW), *Landline*, "Clean and Green".

Bronze, Current Affairs: Louie Eroglu, (NSW), *Foreign Correspondent*, "Russia: Male Ballet".

Bronze, Documentaries, Cinema and Television: Quentin Davis, *Australian Story*, "The Finishing Line".

#### Mackellar Media Awards [NSW Farmers Association]

Best Rural Reporter: Emily Doak, *NSW Country Hour*.

#### Media Entertainment and Arts Alliance's Northern NSW Journalism Awards

Best Radio Feature: Jenny Bates, ABC Newcastle, "Newcastle Storms and Floods June 2007".

Best Use of the Medium: 1233 ABC Newcastle, "Coverage of the 2007 June Storms".

#### NSW Premier's History Awards Audio/Visual History Prize: *Captain Cook: Obsession and Discovery*.

#### The Sydney Morning Herald Couch Potato Awards

Readers' Choice Award, Best Local Feature Documentary: *The Hunt for HMAS Sydney*.

Readers' Choice Award, Best Local Miniseries/Telemovie: *The Prime Minister is Missing*.

### Northern Territory

#### Darwin Fist Full Of Films Festival

Best Local Comedy Film: Anna Daniels and Anne Edmonds, ABC Darwin, *Grog Runner*.

### Queensland

#### Australian Cinematographers Society Awards [Qld/NT]

Silver, Documentaries, Cinema and Television: Randall Wood, (Qld), *Rare Chicken Rescue*.

Bronze, Documentaries, Cinema and Television: John Bean, (Qld), *Artists At Work*, "Roadkill".

#### Gold Coast International Women's Day Leadership Awards

Outstanding Inspirational Role Model Award: Charmaine Kane, ABC Gold Coast.

#### Gold Coast Media Awards

Best Radio Feature Story: Nicole Dyer and Producer Briony Petch, *Mornings*, OB, "Homeless Connect".

Best Radio News Story: Scott Mayman, *Afternoons*, "Night Watch".

#### Older People Speak Out Media Awards [Qld]

First, Radio: Madonna King, ABC 612, *The Morning Show*, "The Value of Our Elderly".

Third, Television: Megan Pailthorpe, "Cane Cutters".

### Queensland Media Awards

Best Broadcast Interview and Regional and Community Award for Best Broadcast: Stacey Katter, ABC North West Queensland, "Is Mount Isa Mine Poisoning the Children?".

Best Radio Current Affairs or Feature: Heather Stewart, *Law Report*, ABC Radio National, "Coronial Inquests".

Best Radio Production Work: Ian Townsend, ABC Radio National, "Lost Planes, Lost Men".

Best Television Current Affairs, Documentary or Feature: Mark Willacy, *The 7.30 Report*, "Toxic Town".

Excellence in Rural Journalism: Pip Courtney, *Landline*.

#### Queensland Premier's Literary Awards

Harry Williams Award for a Literary or Media Work Advancing Public Debate: Quentin McDermott and Steve Taylor, *Four Corners*, "In My Shoes".

#### Surf Lifesaving Queensland Media Awards 2008

Best Radio Support: Matt Gees, ABC Wide Bay.

#### South Australia Archbishop of Adelaide Media Citation Awards

Best Television Coverage: Ian Henschke, *Stateline SA*.

#### Australian Cinematographers' Society Awards [SA/WA]

Gold, Current Affairs: Robert Hill, (SA), "Trek to the Epicenter".

Silver, Current Affairs: Robert Hill, (SA), "The Great Firewall of China".

Silver, Current Affairs: Robert Hill, (SA), "China: Three Gorges Dam".

Silver, News: Robert Hill, (SA), "Earthquake Epicenter, China".

Silver, News: Brant Cumming, (SA), "Russia Withdraws".

Bronze, Current Affairs: Brant Cumming, (SA), "Australian Lighthorse".

Bronze, News: Brant Cumming, (SA), "Poti Russians".

## Appendix 21—ABC Awards 2008–09 continued

### South Australian Media Awards

Silver, Best Radio Broadcaster: Peter Goers, *Evenings*, ABC Adelaide.

Silver, Best Television Broadcaster: Ian Henschke, *Stateline SA*.

Bronze, Best Coverage of Youth Affairs: Prue Adams, *Landline*, "Lone Scouts".

Bronze, Best Radio Feature, Documentary or Broadcast Special: Nance Haxton, ABC Radio, "Drought Exit Packages Changing Murray Darling".

Bronze, Best Radio News and Current Affairs Reporting: Alexandra Parry, ABC Radio, "Riverland Current Affairs".

Bronze, Best Television Current Affairs Report: Michael Sexton, *The 7.30 Report*, "Sorry Day".

Bronze, Best Television Feature, Documentary or Special: Prue Adams, *Landline*, "Food Miles".

### South Australian Rural Media Awards

Best Royal Show Story: Elyse Morgan, ABC Port Pirie, "Junior Pig Parading".

### South Australia's Better Hearing Clear Speech Awards

Best News reader: Dominique Schwartz.

Best Sports Presenter: Neil Cross.

Outstanding Contribution to Clear Speech: Michael Smyth.

### Surf Life Saving Association of SA Media Awards

Surf Lifesaving Award: Grant Cameron, 891 ABC Adelaide, *Drive*.

### Tasmania

#### Tasmanian Media Awards 2008

Excellence in Radio News Award: Philippa Duncan.

Excellence in Television News Award: Linda Hunt.

### Victoria

#### Australian Cinematographers Society Awards [Vic/Tas]

Gold, Current Affairs: Ron Ekkel (Vic), *Foreign Correspondent*, "Poland Steam Trains".

Gold, Dramatised Documentaries: Darrell Martin (Vic), *Menzies and Churchill at War*.

Gold, Telefeatures, Television Drama and Mini Series: Brent Crockett (Vic), *Bed of Roses*, Episode 1.

Silver, Dramatised Documentaries: Jaems Grant (Vic), *Monash, The Forgotten Anzac*.

Silver, Telefeatures, Television Drama and Mini Series: Jaems Grant (Vic) *Canal Road*, Episode 3.

Silver, Telefeatures, Television Drama and Mini Series: Brent Crockett (Vic), *Bogan Pride*, Episode 5.

Silver, Telefeatures, Television Drama and Mini Series: Darrell Martin (Vic), *The Elephant Princess*, Episode 7.

#### Harness Racing Victoria Award—Australian of the Year 2009

Best Radio Interview in the Feature Category: Peter Walsh, ABC Radio Sport.

#### 2008 Quill Awards for Excellence in Victorian Journalism

Best Radio Current Affairs Report: Rachael Brown, *AM*, "Medical Board Ignores Doctors' Rape Complaints".

Best Regional or Rural Affairs Report in Any Medium: Quentin McDermott, Sarah Curnow and Kate Wild, *Four Corners*, "Winds of Change".

Best Television Camera Work in News and Current Affairs: Thom Cookes, *Newshour*, "Afghanistan Reports".

Best Television Current Affairs/Feature: Josephine Cafagna, *Stateline*, "One Woman's War".

### Wheelchair Sports Victoria

Most Outstanding Media Coverage: ABC Television Coverage of 2008 Beijing Paralympic Games.

### Western Australia Professional Teaching Council of Western Australia Media Award

2008 PTCWA Award: Amanda Armstrong and Richard Aedy, ABC Radio National, *Life Matters*, "Education Podcast".

### Royal Agricultural Society of Western Australia

Best Scores: ABC Local Radio WA, *Morning Program* Team.

### Western Australia Football Commission [WAFC] Media Guild Awards

Best Radio Match Caller: Glenn Mitchell, ABC Radio Sport.

Best WAFL Coverage: ABC Radio Sport WA.

### Western Australia Rural Media Association Awards

Best New Entrant to Rural Communications and Best New Talent: Matt Brann, ABC Kununurra for excellence in reporting for the Kimberley region.

### ABC Commercial Awards AAAS/Subaru Science Books and Films Awards

Hands-On Science Category: *True Green Kids*, (published by National Geographic, under licence to ABC Books).

### Acoustic Guitar Magazine Awards

Finger-style Guitarist of the Year, Legend Award, Players Poll Award and Readers Poll Award: Tommy Emmanuel, ABC Music.

### Australia Recording Industry Association [ARIA] Awards

Best Blues and Roots Album: The Audreys, *When the Flood Comes*, ABC Music.

Best Children's Album: The Wiggles, *You Make Me Feel Like Dancing*, ABC Music.



## Appendix 21—ABC Awards 2008–09 continued

### Australia Recording Industry Association [ARIA] Fine Arts Awards

Best Classical Album: Richard Tognetti, Neal Peres Da Costa and Daniel Yeaton, *Bach Sonatas and Partitas for Violin and Keyboard*, ABC Music.

Best Jazz Album: Andrea Keller, *Footprints*, ABC Music.

Best Original Soundtrack/Cast/Show Album: Chris Lilley, *Summer Heights High*, ABC Music.

### Australian Awards for Excellence in Educational Publishing 2008

Best Primary Teaching and Learning Package: *Behind the News Magazine Primary Atlas*, Pearson Australia Group under licence to the ABC.

### 2008 Bell Awards

Best Consumer Magazine Graphic Designer, Higher Commended: *Limelight Magazine*, Haymarket Media and ABC Books.

Innovation in Distribution: *Limelight Magazine*, Haymarket Media and ABC Books.

### Children's Book Council Awards [CBCA]

Eve Pownall Book of the Year 2008: Frances Watts and illustrated by David Legge, *Parsley Rabbit's Book About Books*, ABC Books.

Picture Book of the Year 2008, Honour: Colin Thompson, *Dust*, ABC Books.

### Country Music Association of Australia [CMAA] Awards

Female Artist of the Year, Catherine Britt, *What I Did Last Night*, ABC Music.

### Fellowship of Australian Writers (FAW)—National Literary Awards

Christina Stead Award for Fiction: Caroline Hamilton, *Consumed*, ABC Books.

### 2009 Logie Awards

Most Popular New Female Talent: *Bindi the Jungle Girl*, ABC Sales and Distribution.

### PrintNSW Excellence Awards 2008

Gold Medal, Packaging: BBC's *Dad's Army* Special Box Set, ABC Sales and Distribution.

### Victorian and National Country Music Awards

Female Vocalist of the Year: Catherine Britt, *What I Did Last Night*, ABC Music.

### Wilderness Society Environment Awards

Children's Literature: Kim McKay and Jenny Bonnin, *True Green Kids: 100 Things You Can Do to Save the Planet*, ABC Books.

### Other Awards

#### Australasian Reporting Awards

Gold: *ABC Annual Report 2007–08*.

#### Corporate Responsibility Index [CRI] Awards

Best Progress: ABC.

## Appendix 22—Television Transmission Frequencies

Digital Television		Cassilis		30		Jerilderie		55		Nyngan		53	
<b>Australian Capital Territory</b>		Central Tablelands		36		Jindabyne		59		Oberon		56	
		Central Western				Kandos		56		Portland/			
Canberra		9A				Khancoban		59		Wallerawang		56	
Tuggeranong		59				Kings Cross		30		Port Stephens		30#	
Weston Creek/						Kotara		37		Richmond/Tweed		29	
Woden		59				Kyogle		58		Stanwell Park		52	
<b>New South Wales</b>						Laurieton		60		SW Slopes/E Riverina		46	
Albury North		31				Lithgow		31		Sydney		12	
Armidale		32				Lithgow East		56		Tamworth		54	
Ashford		59				Manly/Mosman		30		Tenterfield		58	
Balranald		40				Manning River		7		Thredbo		33	
Batemans Bay/						Mansfield		60†		Tumut		53	
Moruya		9A				Merewether		37		Ulladulla		28	
Bathurst		7				Merriwa		48		Upper Hunter		7	
Bega		35				Mudgee		56		Upper Namoi		8	
Bombala		62				Murrumbidgee				Vacy		32	
Bonalbo		53				Irrigation Area		11		Wagga Wagga		55	
Bouddi		37				Murrundi		41†		Walcha		48	
Bowral/Mittagong		52				Murwillumbah		29		Wollongong		52	
Braidwood		56				Narooma		56		Wyong		37	
Broken Hill		10				Newcastle		37		Young		10	
						Nowra North		66					



## Appendix 22—Television Transmission Frequencies continued

<b>Northern Territory</b>		Nambour	62	Barrington Valley	48	Colac	52
Alice Springs	8	Nebo	54	Bicheno	36	Coleraine	42
Darwin	30	Noosa/Tewantin	62	Binalong bay	37	Corryong	32
Katherine	8	Port Douglas	54	Burnie	67	Eildon	34
<b>Queensland</b>		Proserpine	52	Currie	37*	Eildon Town	58
Airlie Beach	50	Quilpie	9†	Cygnets	44	Ferntree Gully	47
Ayr	62	Ravenshoe	42	Derby	65	Foster	56
Babinda	42	Redlynch	61	Dover	58	Genoa	30
Barcaldine	7‡	Richmond	7‡	Dover South	43	Goulburn Valley	37
Bell	55	Rockhampton	11	East Devonport	45	Halls Gap	54
Blackwater	47	Rockhampton East	57	Geeveston	58	Harrietville	55*
Boonah	42	Shute Harbour	56	Gladstone	65	Hopetoun	34
Bowen	49	Southern Downs	45	Goulds Country/		Horsham	55
Boyne Island	56	St George	12‡	Goshen	65†	Kiewa	41
Brisbane	12	Stuart	54	Hobart	8	Lakes Entrance	61
Cairns	8	Sunshine Coast	62	Hobart NE Suburbs	56	Latrobe Valley	42
Cairns East	42	Tara	56	King Island	57†	Lorne	58
Cairns North	42	Texas	56	Launceston	65	Mallacoota	56
Capella	31	Theodore	53	Lileah	9	Marysville	60
Charleville	11†	Toowoomba	55	Lilydale	65	Melbourne	12
Charters Towers	54	Townsville	31	Meander/		Mildura/Sunraysia	11
Clermont	54	Townsville North	54	Elizabeth Town	55	Murray Valley	58
Cloncurry	6‡	Tully	56	Montumana Link	59	Myrtleford	53
Collinsville	56	Wangetti	42	NE Tasmania	41	Nhill	66
Currumbin	62	Warwick	56	New Norfolk	57	Nowa Nowa	51
Darling Downs	37	Wide Bay	9A	Orford	36	Orbost	37
Dysart	55	Winton	7‡	Penguin	45	Portland	59
Eidsvold	56	Yeppoon	57	Port Sorell	53	Rosebud	60§
Emerald	9	<b>South Australia</b>		Ringarooma Valley	65	Safety Beach	60
Esk	39	Adelaide	12	Rosebery	32	Selby	47
Gladstone East	33	Adelaide Foothills	64	Savage river/		Seymour	53
Gladstone West	47	Bordertown	53	Waratah	39	South Yarra	60
Gold Coast	62	Burra	55	Smithton	31	Tawonga South	31
Gold Coast Southern		Coffin Bay	44	St Helens	37	Upper Murray	9A
Hinterland	62#	Cowell	45	St Marys	53	Upwey	47
Goondiwindi	56	Elizabeth South	64	Strahan	58	Warburton	60
Gordonvale	42	Eyre Peninsula	60†	Swansea	58	Warrnambool	2
Gympie	62	Keith	38	Taroona	45	Warrnambool City	59§
Gympie Town	62	Kingston SE/Robe	55	Ulverstone	45	Waubra/Learmouth	56*
Herberton	67	Lameroo	58	Waratah	54	Western Victoria	6
Hervey Bay	56	Leigh Creek South	8†	Wynyard	45	Yea	34
Hughenden	8†	Naracoorte	51	<b>Victoria</b>		<b>Western Australia</b>	
Longreach	10‡	Pinnaroo	55	Alexandra	60	Albany	8
Mackay	10	Port Lincoln	59	Alexandra Environs	32	Augusta	55
Mareeba	42	Quorn	55	Apollo Bay	54	Broome	9
Middlemount	43	Renmark/Loxton	39	Bairnsdale	56	Bunbury	36
Miles	63	South East	39	Ballarat	41	Carnarvon	6
Miriam Vale	56	Spencer Gulf North	38	Bendigo	48	Central Agricultural	45
Mission Beach	56	Streaky Bay	11†	Bonnie Doon	32	Cervantes	47†
Monto	57	Tumby Bay	49	Bright	31	Dalwallinu	49‡
Moranbah	48	Victor Harbor	56	Broadford	68*	Dampier	28†
Moranbah Town	54	Waikerie	55	Bruthen	38	Denham	7†
Mossman	40	Wudinna	31†	Cann River	12	Esperance	9A
Mount Isa	7	<b>Tasmania</b>		Casterton	54	Exmouth	7†
Moura	53	Acton Road	36	Churchill	49	Geraldton	41
Murgon	56			Cobden	59	Jurien	56†

## Appendix 22—Television Transmission Frequencies continued

### Digital Television

continued

Kalgoorlie	9A	Batlow	68*	Ivanhoe	6	Tamworth City	2
Kambalda	56†	Bega/Cooma	8	Jerilderie	10	Telegraph Point	49*
Karratha	53	Berry	58*	Jindabyne	60	Tenterfield	69
Kojonup	68†	Bolivia	37*	Junee	58*	Thredbo	34
Lake Grace	34†	Bonalbo	55	Kandos	60	Tottenham	10
Leeman	6†	Bonny Hills	49*	Kangaroo Valley	58*	Tullamore	55*
Leinster	11†	Booral	62*	Khancoban	60	Tullibigeal	69*
Manjimup	58	Bouddi	67	Kings Cross	46	Tumbarumba	66*
Marble Bar	7†	Bourke	7	Kotara	58	Tumut	57
Margaret River	45†	Bowral/Mittagong	33	Kyogle	57	Tweed Heads	31
Meekathurra	9†	Braidwood	57	Laurieton	44	Ulladulla	33
Merredin	56†	Broken Hill	2	Lightning Ridge	10	Upper Hunter	8
Moora	52†	Burra Creek	55*	Lismore East	56*	Upper Namoi	7
Morawa	7‡	Byron Bay	58*	Lithgow	32	Uralla	56*
Mt Magnet	9†	Capertee	52*	Lithgow East	55	Urbenville	58*
Narrogin	58	Captains Flat	55*	Long Flat	49*	Vacy	31
Pannawonica	9†	Cassilis	42	Maclean/Ashby	58*	Wagga Wagga	56
Paraburdoo	9A†	Central Tablelands	1	Manly/Mosman	42	Walcha	6
Pemberton	32†	Central Western		Manning River	6	Walgett	69
Northam	57	Slopes	11	Mannus	67*	Warialda	52*
Perth	12	Cobar	2	Megalong	55*	White Cliffs	69*
Port Hedland	8	Coffs Harbour	60	Menindee	9	Wilcannia	8
Roebourne	9A	Collarenebri	30	Merewether	50	Wollongong	30
Roleystone	56	Condoblin	65	Merriwa	8	Woronora	46*
Southern		Coolah	56	Mount George	28*	Wyangala	62*
Agricultural	11	Cooma	0	Mount Kembla	39*	Wyong	42
Southern Cross	7†	Cooma Town	56	Mudgee	55	Young	11
Springure	46†	Cootamundra	59*	Mudgee Town	54*		
Tom Price	12†	Cowra	63	Mungindi	10		
Toodyay	56	Crookwell	45	Murrumbidgee			
Wagin	38	Darbys Falls	58*	Irrigation Area	7		
Wongan Hills	7†	Deniliquin	57	Murrurundi	6		
		Drake	59*	Murwillumbah	60		
		Dubbo	57	Narooma	0		
		Dungog	60	Newcastle	5A		
		Eastgrove	40*	Newcastle	48		
		Eden	1	Nowra North	32		
		Elizabeth Beach	57*	Nundle	56*		
		Emmaville	55	Nymagee	66*		
		Enngonia	69*	Nyngan	3		
		Eugowra	55*	Oberon	57		
		Forster	47*	Ocean Shores	56*		
		Glen Davis	48*	Orange (Rosewood)	55*		
		Glen Innes	50	Patonga	46*		
		Glengarry and Grawin	67*	Peak Hill	55*		
		Groucester	42	Portland Town	55*		
		Goodooga	8	Portland/			
		Gosford	46	Wallerawang	57		
		Goulburn	55	Quirindi	5A		
		Grafton/Kempsey	2	Richmond/Tweed	6		
		Gunning	58*	Smiths Lake	55*		
		Hartley	48*	Stanwell Park	33		
		Hay	66	Stroud	63*		
		Hillston	62*	SW Slopes/E Riverina	0		
		Illawarra	56	Sydney	2		
		Inverell	2	Talbingo	67*		
				Tamworth	55		

### Northern Territory

Adelaide River	11
Alexandria Station	
Homestead	63*
Ali Curung	57*
Alice Springs	7
Alice Springs North	69*
Ampilatwatja	67*
Angurugu	58*
Areyonga	66*
Arlparra	60*
Barunga	69*
Batchelor	69*
Bathurst Island	11
Bathurst Island	69*
Bickerton Island	60*
Borrooloola	6
Brunette Downs	59*
Canteen Creek	63*
Cattle Creek	68*
Cooinda	45*
Daguragu	69*
Daly River	10
Darwin	6
Darwin	46*
Darwin North	55
Docker River	51*
Douglas Daly	63*
East Alligator	65*

### Analog Television

#### Australian Capital Territory

Canberra	9
Conder	49*
Fraser	56
Tuggeranong	60
Weston Creek/	
Woden	55

#### New South Wales

Adelong	67*
Albury North	56
Araluen	56
Armidale	33
Armidale North	5A
Ashford	5A
Balranald	39
Batemans Bay/	
Moruya	9
Bathurst	6

## Appendix 22—Television Transmission Frequencies continued

Elliott	58*	<b>Queensland</b>	Currumbin	33	Mareeba	54	
Engawala	57*	Adavale	69*	Daintree Village	59*	Maroon	56*
Finke	54*	Agnes Water	53*	Dajarra	69*	Meandarra	59
Galiwinku	8	Airlie Beach	49	Darling Downs	32	Middlemount	8
Gapuwiyak	69*	Alligator Creek	58*	Dimbulah	46	Miles	9
Groote Eylandt	7	Almaden	64*	Dingo Beach	57*	Miriam Vale/Bororen	55
Haasts Bluff	57*	Alpha	8	Dirranbandi	7	Mission Beach	2
Harts Range	69*	Anakie	59*	Dysart	2	Mitchell	6
Hodgson Downs	69*	Aramac	11	Eidsvold	57	Monto	56
Imangara	57*	Atherton IBL	68	Einsleigh	66*	Moonford	40*
Imanpa	63*	Augathella	11	Eloise Mine	66*	Moore	33
Jabiru	8	Ayr	63	Emerald	11	Moranbah	5A
Jim Jim	69*	Ayton	62*	Eromanga	66*	Moranbah Town	55
Kalkaringi	57*	Babinda	54	Esk	55	Morven	7
Katherine	7	Balleria	56*	Eulo	69*	Mossman	41
Katherine Gorge	62*	Bancroft	55*	Flame Tree and		Mount Alford	55*
Kings Canyon		Barcaldine	10	Jubilee Pocket	54*	Mount Garnet	2
Resort	69*	Bedourie	7	Flying Fish Point	58*	Mount Isa	6
Kintore	57*	Bell	56	Forsayth	56*	Mount Molloy	7
Knocker Bay	58*	Birdsville	8	Georgetown	7	Mount Morgan	56*
Laramba	56*	Blackall	9	Gladstone East	32	Mount Surprise	55*
Maningrida	63*	Blackwater	8	Gladstone West	55	Moura	54
Mary River	65*	Bogantungan	69*	Glenden	47*	Murgon	57
Mataranka	8	Bollon	69*	Gold Coast	49	Muttaborra	8
Maxwell Creek		Boonah	57	Goondiwindi	6	Nambour	58
Forestry HQ	47*	Bouli	8	Gordonvale	55	Napranum	63*
Mereenie	67*	Bowen	5A	Greenvale	8	Nebo	55
Minjilang	69*	Boyne Island	57	Gunpowder	69*	Nelly Bay	30*
Mount Liebig	57*	Brisbane	2	Gympie	45	New Mapoon	64*
Newcastle Waters	8	Burdekin Falls	69*	Gympie Town	57	Noosa/Tewantian	32
Nhulunbuy	11	Burketown	69*	Herberton	60	Normanton	8
Numbulwar	69*	Byfield	55*	Hervey Bay	55	Osborne Mines	63*
Nyirripi	57*	Cairns	9	Hope Vale	69*	Paluma	59*
Peppimenarti	69*	Cairns East	41	Horseshoe Bay	56*	Pentland	8
Pine Creek	10	Cairns North	56	Hughenden	9	Porpuraaw	69*
Port Bremmer	56*	Camooweal	8	Hungerford	69*	Port Douglas	55
Santa Teresa	68*	Canungra	60*	Ilfracombe	59*	Proserpine	56
South Alligator—		Cape Flattery Mine	69*	Injino	55*	Quilpie	8
Kakadu Resort	65*	Capella	32	Injune	8	Rathdowney	40*
Tennant Creek	9	Cardwell	69*	Isisford	7	Ravenshoe	41
Ti Tree	67*	Charleville	9	Jackson Oil Field	69*	Redlynch	60
Timber Creek	69*	Charters Towers	44	Jericho	7	Richmond	6
Tindal	47*	Chillagoe	69*	Julia Creek	10	Rockhampton	9
Tipperary	66*	Clairview	69*	Jundah	69*	Rockhampton East	55
Uluru	69*	Clermont	10	Karumba	6	Roma	7
Umbakumba	56*	Cloncurry	7	Kelso	59*	Rosedale	57*
Urapunga	68*	Coen	8	Kooralbyn	56*	Sapphire/Rubyvale	46*
Wadeye	69*	Collinsville	55	Kowanyama	69*	Sarina	55*
Willowra	57*	Conondale	57*	Kubin	53*	Shute Harbour	2
Wilora	57*	Cooktown	67	Lakeland	69	Smithfield Heights	56
Wudykapildiya	69*	Coppabella	55*	Lakeland		Somerset Dam	60*
Yarralin	69*	Corfield	10	Roadhouse	57*	Southern Downs	1
Yirrkala	60*	Cow Bay	48*	Laura	8	Speewah	55*
Yuelamu	56*	Cracow	68*	Lockhart River	69*	Springure	8
Yuendumu	55*	Crows Nest	58*	Longreach	6	St George	8
Yulara	67*	Croydon	8	Mackay	8	St Lawrence	68*
		Cunnamulla	10	Mapoon	69*	Stange Bay	68*

**Appendix 22—Television Transmission Frequencies** continued

**Analog Television**

continued

Stonehenge	69*	Ceduna/Smoky Bay	9	Victor Harbor	55	Savage River	4
Stuart	59	Coffin Bay	45	Waikerie	56	Sisters Beach	60*
Sue Island	55*	Coober Pedy	8	Wallatinna	50*	Smithton	32
Sunshine Coast	40	Cowell	6	Watarru	54*	South Springfield	56
Surat	11	Cudlee Creek	54*	William Creek	69*	St Helens	31
Tambo	6	Elizabeth South	63	Wirrulla	8	St Marys	56
Tara	57	Elliston	69*	Woomera	7	Strahan	57
Taroom	11	Eudunda	66*	Wudinna	30	Strathgordon	43
Texas	11	Fregon	54*	Yalata	66*	Swansea	57
Thallon	69*	Glendambo	69*	Yankalilla	56*	Taroona	46
Thangool	58*	Golden Grove	56*	Yunta	69*	Tullah	55*
Thargomindah	69*	Gumeracha	56*			Ulverstone	59
Theodore	58	Hallett Cove	63	<b>Tasmania</b>		Upper Derwent	
Thursday Island	8	Hawker	48	Acton Road	55	Valley	58*
Tieri	68*	Indulkana	54*	Avoca	45	Waratah	57
Tin Can Bay	55*	Kalka	53*	Barrington Valley	46	Wayatinah	46*
Toogoolawah	59*	Kanpi	53*	Bicheno	10	Wedborough	56
Toowoomba	56	Keith	42	Binalong Bay	33	Wynyard	33
Townsville	3	Kingscote	69*	Blackstone	55*		
Townsville North	55	Kingston SE/Robe	56	Burnie	58	<b>Victoria</b>	
Trinity Beach	45	Lameroo	57	Cygnets	45	Alexandra	59
Tully	55	Leigh Creek South	9	Derby	57	Alexandra Environs	31
Tully Heads	54*	Lyndoch	56*	Dover	56	Anglesea and	
Wallumbilla	46*	Mannum	66*	Dover South	44	Aireys Inlet	56*
Wandoan	5A	Marion Bay	56*	Eaglehawk Neck	56*	Apollo Bay	55
Wangetti	51	Marla	69*	East Devonport	57	Bairnsdale	57
Warwick	55	Marree	8	Forth	43*	Ballarat	42
Weipa	7	Melrose/		Geeveston	57	Bemm River	58*
Wide Bay	6	Wilmington	59*	Gladstone	54	Bendigo	1
Willows	59*	Mimili	54*	Goshen/Goulds		Blackwood	61*
Windorah	69*	Mintabie	64*	Country	57	Bonnie Doon	58
Winton	8	Moomba	69*	Gunns Plains	57*	Boolarra	56*
Wujal Wujal	69*	Myponga	39*	Hillwood	46	Bright	32
Wyandra	69*	Naracoorte	57	Hobart	2	Bruthen	53
Yaraka	30*	Nepabunna	69*	Hobart NE Suburbs	57	Buchan	65*
Yarrabah	69*	Normanville	57*	King Island	11	Buxton	33*
Yeppoon	56	Nyapari	54*	Launceston	56	Cann River	11
Yowah	69*	Oak Valley	67*	Lileah	8	Casterton	55
Yuleba	68*	Oodnadatta	60*	Lilydale	57	Churchill	55
		Orroroo	69*	Little Swanport/		Cobden	8
		Penong	69*	Ravensdale	56*	Cohuna	68*
		Peterhead	56*	Mangana	55	Colac	5A
		Pinnaroo	56	Maydena	61*	Coleraine	2
<b>South Australia</b>		Pipalyatjara	51*	Meander	56	Corryong	9
Adelaide	2	Port Lincoln	60	Mole Creek	57*	Dargo	57*
Adelaide Foothills	46	Quorn	47	NE Tasmania	32	Dartmouth	54*
Amata	54*	Rawnsley Park		Neika/Leslie Vale	56*	Eildon	33
Andamooka	8	Station	69*	New Norfolk	56	Eildon town	57
Angaston	58*	Renmark/Loxton	3	Orford	55	Ensay	55*
Arkaroola	69*	Roxby Downs	56	Paloona	47*	Falls Creek	56*
Balfours Well	55*	South East	1	Penguin	31	Ferntree Gully	56
Bookabie	68*	Spencer Gulf North	1	Port Arthur	56*	Flowerdale and	
Bordertown	2	Streaky Bay	10	Port Sorell	64	Hazeldene	56*
Burra	56	Swan Reach	66*	Pyengana Valley	33	Foster	57
Cape Jervis	46*	Truro Grove	66*	Queenstown/Zeehan	56	Freeburgh/Smoko	56*
Caralue Bluff	59	Tumby Bay	32	Ringarooma	55	Geelong	
Carrickalinga	55*	Umuwa	54*	Rosebery	33	(Newtown)	56*

## Appendix 22—Television Transmission Frequencies continued

Genoa	31	Badgingarra	68*	Kalgoorlie	6	Ongerup	67*
Gisborne	56*	Bayulu	45	Kambalda	55	Onslow	8
Goulburn Valley	40	Beacon	69*	Karalundi	68*	Ora Banda	59*
Halls Gap	55	Bencubbin	68*	Karillywara	57*	Pallottine Mission	69*
Harrietville	57*	Blackstone	57*	Karratha	54	Pannawonica	11
Healesville	57*	Boddington	68*	Karratha South	42*	Paraburdoo	6
Hopetoun-Beulah	56	Borden	65*	Katanning	7	Peaceful Bay	67*
Horsham	45	Bremer Bay	69*	Kellerberrin	41*	Pemberton	31
Howqua	57*	Bremer Bay South	67*	Kojonup	69	Perth	2
Jamieson	58*	Bridgetown	56	Kondinin	69*	Perth East	49*
Jeeralang/ Yinnar South	54*	Broome	8	Koolyanobbing	11	Pingrup	67*
Kiewa	57	Bruce Rock	66*	Koorda	52*	Port Hedland	7
Lakes Entrance	32	Bunbury	5	Kulin	31*	Prevelly	65*
Latrobe Valley	40	Burrungurrah	69*	Kununoppin	67*	Punmu	66*
Lorne	57	Camballin	68*	Kununurra	9	Quinninup	56*
Mallacoota	57	Carnarvon	7	Kununurra East	68	Ravensthorpe	11
Mansfield	50	Central Agricultural	5A	La Grange	57*	Roebourne	9
Marysville	46	Cervantes	46	Lake Grace	33	Roleystone	57
Melbourne	2	Christmas Island		Lake Gregory	68*	Salmon Gums	8
Mildura/Sunraysia	6	Drumsite	6*	Lake King	69*	Sandstone	63*
Mitta Mitta	53*	Christmas Island		Lancelin	53*	Seabird	55*
Monbulk	56*	Rocky Point	57*	Laverton	10	Southern Agricultural	2
Murray Valley	2	Coalmine Beach	65*	Learmonth	66*	Southern Cross	9
Murrayville	63*	Cocos Islands (West Island)	9*	Leeman	5A	Tambellup	67*
Myrtleford	2	Condingup/Howick	6	Leinster	10	Tanami Gold	
Nhill	9	Coolgardie	63*	Leonora	8	Mine Village	60*
Nowa Nowa	55	Coonana	57*	Mandurah	57*	Telfer	60*
Omeo	32	Coral Bay	68*	Manjimup	57	Tjirrkarli	57*
Orbost	2	Cue	10	Marble Bar	8	Tjuntjuntjara	57*
Port Campbell	54*	Dalwallinu	46	Margaret River	57	Tom Price	10
Portland	60	Dampier	29	Marvel Loch	55*	Toodyay	40
Rosebud	56*	Denham	8	Maryville	56*	Trayning	69*
Safety Beach	61	Denmark	67*	Meekatharra	8	Useless Loop	68*
Selby	57	Derby	8	Menzies	10	Vlaming Head	59*
Seymour	55	Djarindjin	56*	Merredin	8	Waddi Bush Resort	61*
South Yarra	61	Dongara	61*	Monkey Mia	58*	Wagin	8
Swifts Creek	59	Eneabba	46	Moora	60	Walpole	57*
Tallangatta Valley	53*	Esperance	10	Morawa	8	Wanarn	57*
Tawonga South	32	Eucla	69*	Mount Magnet	8	Wandering	58*
Tidal River	67*	Exmouth	8	Mukinbudin	31*	Warakurna	57*
Underbool	63*	Fitzroy Crossing	58	Mullewa	9	Warburton	57*
Upper Murray	1	Gairdner	68*	Munglinup	69*	Warmun	56*
Upwey	39	Gascoyne Junction	66*	Muradup	67*	Warralong	60*
Warburton	61	Geraldton	6	Murrin Murrin	65*	Wellstead	67*
Warrnambool	2	Gnowangerup	69*	Nannup	32	Westonia	65*
Warrnambool City	29	Golden Grove Mine	65*	Naremben	64	Wharton	69*
Western Victoria	5A	Gracetown	61*	Narrogin	57	Wongan Hills	6
Wye River	52*	Halls Creek	8	Newdegate	66*	Wongan Hills Town	53*
Yea	33	Hopetoun	65	Newman	7	Wurreranginy	
Yendon/Lal Lal	67*	Hyden	29*	Norseman	7	Community	8*
		Jameson		North Rankin	61*	Wyndham	10
		(Mantamaru)	57*	Northam	56	Yalgoo	10
<b>Western Australia</b>		Jerramungup	69*	Northampton	8	Youngaleena	60*
Albany	7	Jundee Gold Mine	68*	Northcliffe	56*		
Albany West	63*	Jurien	55	Nullagine	50*		
Argyle	69	Kalbarri	9	Nyabing	66*		
Augusta	56			One Arm Point	69*		

## Appendix 22—Television Transmission Frequencies continued

<b>BRACS Analog Television</b>	Kintore	66	Coconut Island	66	<b>Western Australia</b>		
	Lajamanu	63	Darnley Island	66	Balgo	66	
	Maningrida	66	Doomadgee	63	Beagle Bay	66	
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.	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 (Mantamaru)	69	
	Oenpelli	66	Lockhart River	63	Jigalong	66	
	Palumpa	66	Mabuiag Island	66	Kalumburu	66	
	Papunya	66	Murray Islands	66	Kanpa	66	
	Peppimenarti	63	New Mapoon	58	Karilywara	66	
	Pmara Jutunta	66	Pormpuraaw	66	Kiwirrkurra	66	
	Pularumpi	63	Saibai Island	66	La Grange	66	
	Ramingining	66	Seisia	65	Looma	66	
	Santa Teresa	65	St Pauls	66	Oombulgurri	66	
	Umbakumba	65	Stephens Island	65	Tjirrkarli	69	
	Wadeye	63	Sue Island	64	Tjukurla	66	
<b>Northern Territory</b>	Wadeye	63	Umagico	59	Tjuntjuntjara	66	
Ali Curung	66	Warruwi	66	Woorabinda	66	Wanarn	66
Barunga	63	Yirrkala	66	Wujal Wujal	66	Warakurna	66
Bathurst Island	66	Yuelamu	65	Yam Island	65	Warburton	69
Beswick	69	Yuendumu	66	Yorke Islands	66	Warmun	65
Bulman	65					Wingellina	66
Daguragu	63	<b>Queensland</b>		<b>South Australia</b>		Yandearra	66
Finke	66	Aurukun	66	Amata	66	Yandearra	66
Galiwinku	66	Badu Island	64	Ernabella	66	Yungngora	66
Hermannsburg	63	Bamaga	66	Fregon	66		
Imanpa	66	Boigu Island	66	Indulkana	63		

\* 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 2008–09.

‡ Services in testing during 2008–09.

§ 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	78	3	78	24	38	52	48	324*
—SBRS	0	0	0	0	0	1	3	0	4
Analog	4	93	16	121	33	45	54	73	439
—SBRS	1	52	63	83	39	14	30	90	372
BRACS	0	0	32	27	4	0	0	26	89
<b>Total</b>	<b>8</b>	<b>223</b>	<b>114</b>	<b>309</b>	<b>105</b>	<b>98</b>	<b>139</b>	<b>237</b>	<b>1 228</b>

\*324 represents total number of services as at 30 June 2009, of which eight are in test mode.



## Appendix 23—Radio Transmission Frequencies

<b>ABC Local Radio</b>	Sydney	702	Palumpa	102.9*	Forsayth	105.3*
	Talbingo	88.9*	Pine Creek	106.1	Georgetown	106.1
<b>Australian Capital Territory</b>	Tamworth	648	Ramingining	107.3*	Gladstone	99.1
Canberra	Taree	756	Ranger Uranium Mine	88.5*	Glenden	92.5
	Tenterfield	88.9	Tanami	96.1*	Gold Coast	91.7
<b>New South Wales</b>	Thredbo	88.9	Tennant Creek	106.1	Goondiwindi	92.7
Armidale	Tottenham	98.9	Ti Tree	107.7*	Goonyella	89.7*
Ashford	Tumbarumba	102.9*	Timber Creek	106.9*	Greenvale	105.9
Batemans Bay/ Moruya	Tumut	97.9	Uluru	93.3*	Gunpowder	106.1*
Bega	Upper Hunter (Muswellbrook)	105.7	Umbakumba	104.7*	Gympie	95.3
Bombala	Upper Namoi	99.1	Warruwi	103.7*	Gympie	1566
Bonalbo	Wagga Wagga	102.7	Wilora	107.3*	Hope Vale	106.1*
Broken Hill	Walcha	88.5	Yirrkalá	92.5*	Hughenden	1485
Byrock	Walgett	105.9	Yuelamu	100.1*	Hungerford	106.1*
Central Western Slopes	White Cliffs	107.7*	Yulara	99.7*	Ilfracombe	97.9*
Cobar	Wilcannia	1584			Injune	105.9
Cooma	Young	96.3	<b>Queensland</b>		Jackson Oil Field	102.9*
Corowa			Airlie Beach	89.9	Jackson Oil Field	107.7*
Crookwell	<b>Northern Territory</b>		Almaden	106.5*	Julia Creek	567
Cumnock	Adelaide River	98.9	Alpha	105.7	Karumba	106.1
Dubbo	Alexandria	105.5*	Atherton	720	Kowanyama	106.1*
Eden	Alice Springs	783	Aurukun	102.9*	Lady Annie Mine	98.1*
Glen Innes	Bathurst Island	91.3	Ayton	103.9*	Lakeland	106.1
Gloucester	Bickerton Island	105.7*	Babinda	94.1	Laura	106.1
Goodooga	Borrooloola	106.1	Ballera	105.9*	Lockhart River	106.1*
Gosford	Brunette Downs	106.7*	Bedourie	106.1	Longreach	540
Goulburn (Town)	Daly River	106.1	Biloela	94.9	Mackay	101.1
Grafton	Darwin	105.7	Birdsville	106.1	Middlemount	106.1
Grafton/Kempsey	Elliott	105.3*	Bogantungan	106.1*	Miriam Vale	88.3
Hay	Engawala	100.3*	Boulia	106.1	Mission Beach	89.3
Illawarra	Galiwinku	105.9	Brisbane	612	Mitchell	106.1
Ivanhoe	Gapuwiyak	106.1*	Burketown	96.3*	Moranbah	104.9
Jindabyne	Groote Eylandt	106.1	Cairns (AM)	801	Mossman	639
Kandos	Haasts Bluff	105.9*	Cairns	106.7	Mount Cuthbert	107.5*
Kempsey	Imangara	104.1*	Cairns North	95.5	Mount Garnet	95.7
Khancoban	Jabiru	747	Camooweal	106.1	Mount Isa	106.5
Lightning Ridge	Jim Jim	105.9*	Carmila	94.5*	Mount Molloy	95.7
Lithgow	Kalkaringi	98.1*	Charleville	603	Mount Surprise	105.3*
Manning River	Katherine	106.1	Chillagoe	106.1*	Moura	96.1
Menindee	Kings Canyon Resort	89.1*	Clairview	94.1*	Nambour	90.3
Merriwa	Laramba	107.7*	Coen	105.9	Normanton	105.7
Mudgee	Maningrida	104.5*	Collinsville	106.1	Osborne Mines	107.1*
Murrumbidgee Irrigation Area	Mataranka	106.1	Cook Oil Facility	105.1*	Pentland	106.1
Murrurundi	Mereenie Gas/Oil Field	96.3*	Cooktown	105.7	Pialba-Dundowran (Wide Bay)	855
Murwillumbah	Milikapiti	94.1*	Croydon	105.9	Pormpuraaw	106.1*
Muswellbrook	Milingimbi	104.5*	Cunnamulla	106.1	Quilpie	106.1
Newcastle	Minjilang	102.9*	Dimbulah	91.7	Rockhampton	837
Nyngan	Minjilang	102.9*	Dysart	91.7	Roma	105.7
Port Stephens	Mount Liebig	104.9*	Eaglefield Coal Mine	97.5*	Roma/St George	711
Portland/ Wallerawang	Newcastle Waters	106.1	Eidsvold	855	Southern Downs	104.9
Richmond/ Tweed	Ngukurr	104.5*	Einsleigh	96.9*	St Lawrence	94.9*
SW Slopes/ E Riverina	Nhumlbuy	990	Emerald	1548	Tambo	105.9
	Nhumlbwar	104.5*	Ernest Henry Mine	100.5*	Tarbat	102.9*
	Nyirripi	107.7*			Taroom	106.1

## Appendix 23—Radio Transmission Frequencies continued

<b>ABC Local Radio</b>	St Marys	102.7	Eighty Mile Beach	88.9*	Tallering Peak		
<small>continued</small>	Strahan	107.5	Esperance	837	Mine	100.7*	
	Swansea	106.1	Exmouth	1188	Tanami Mines		
Thargomindah	106.1*	Waratah	103.3	Fitzroy Crossing	106.1	Site 2	96.1*
Theodore	105.9	Weldborough	97.3	Geraldton	828	Telfer	100.5*
Thursday Island (Torres Strait)	1062			Halls Creek	106.1	Ti Tree	106.9*
Toowoomba	747	<b>Victoria</b>		Hope Downs		Tjirrkarli	106.1*
Townsville	630	Alexandra	102.9	Village	94.9*	Tom Price	100.1*
Tully	95.5	Apollo Bay	89.5	Hopetoun		Tom Price	102.5*
Wandoan	98.1	Ballarat	107.9	(R01 WA)	105.3	Tom Price	567
Weipa	105.7*	Bendigo	91.1	Jack Hills Mine	91.9*	Useless Loop	100.3*
Weipa	1044	Bright	89.7	Jameison	106.1*	Wagin	558
Wide Bay	100.1	Cann River	106.1	Kalbarri	106.1	Walpole	106.1*
		Corryong	99.7	Kalgoorlie	648	Warakurna	101.9*
		Eildon	97.3	Kalumburu	104.5*	Warburton	106.1*
<b>South Australia</b>	Flowerdale/			Karratha	702	West Angelas	94.5*
Adelaide	891	Hazeldene	97.3*	Kooyanobbing	105.9*	West Angelas	99.7*
Andamooka	105.9	Goulburn Valley	97.7	Kununurra	819	Windarling	106.1*
Coober Pedy	106.1	Horsham	594	Lake Gregory	107.7*	Wodgina	105.3*
Glendambo	106.1*	Latrobe Valley	100.7	Laverton	106.1	Wodgina	105.9*
Leigh Creek		Mallacoota	104.9	Leonora	105.7	Wyndham	1017
Coalfield	99.3*	Mansfield	103.7	Manjimup	738	Yalgoo	106.1
Leigh Creek		Melbourne	774	Marandoo	106.1*	Yandicoogina	102.5*
South	1602	Mildura/		Marble Bar	105.9	Yandicoogina	
Marree	105.7	Sunraysia	104.3	Meekatharra	106.3	Village	97.7*
Mintabie	88.7*	Murray Valley	102.1	Menzies	106.1		
Moomba	106.1*	Myrtleford	91.7	Mesa J Mine	92.5*	<b>ABC Radio</b>	
Mount Gambier	1476	Ormeo	720	Mount Magnet	105.7	<b>National</b>	
Naracoorte	1161	Orbost	97.1	Mt Jackson	105.7*		
Oodnadatta	95.3*	Portland	96.9	Mt Keith		<b>Australian Capital</b>	
Oxiana Mine	89.7*	Sale	828	(Mine Village)	105.3*	<b>Territory</b>	
Port Lincoln	1485	Upper Murray,		Murrin Murrin	92.5*	Canberra	846
Port Pirie	639	Albury/Wodonga	106.5	Murrin Murrin			
Renmark/Loxton	1062	Warrnambool	1602	Open Cut Mine	99.3*	<b>New South Wales</b>	
Roxby Downs	102.7	Western Victoria	94.1	Open Cut Mine	105.3*	Armidale	720
Streaky Bay	693			Nannup	98.1	Balranald	93.1
Todmorden	106.1*	<b>Western Australia</b>		Newman	567	Batemans Bay/	
Woomera	1584	Albany	630	Nimary Gold		Moruya	105.1
Yalata	105.9*	Argyle	105.9	Mine	103.3*	Bathurst (City)	96.7
		Augusta	98.3	Norseman	105.7	Bega/Cooma	100.9
<b>Tasmania</b>		Beagle Bay	103.7*	Northam	1215	Bonalbo	92.1
Bicheno	89.7	Blackstone	106.1*	Northcliffe	105.9*	Bourke	101.1
Burnie	102.5	Bridgetown	1044	Nullagine	106.3*	Broken Hill	102.9
Devonport East	100.5	Brockman Village	99.3*	Pannawonica	567	Cadia Mine Site	98.7*
Fingal	1161	Broome	675	Paraburdoo	106.1*	Central	
Hobart	936	Bunbury		Paraburdoo	567	Tablelands	104.3
King Island	88.5	(Busselton)	684	Perth	720	Central Western	
King Island	99.7*	Cape Lambert	88.5*	Port Hedland	603	Slopes	107.9
Lileah	91.3	Carnarvon	846	Punmu	107.3*	Cobar	107.7
Maydena	89.7*	Channar Mine	92.5*	Railway		Condobolin	88.9
NE Tasmania	91.7	Cocos Islands		Construction		Cooma (Town)	95.3
Orford	90.5	(West Island)	102.1*	Site Mesa A	95.3*	Crookwell	107.7
Queenstown/		Coral Bay	104.9*	Ravensthorpe	105.9	Deniliquin	99.3
Zeehan	90.5	Cue	106.1	Sandstone	106.3*	Eden	107.9
Rosebery	106.3	Dalwallinu	531	Sir Samuel Mine	94.3*	Emmaville	93.1
Savage River/		Darlot	105.9*	Southern Cross	106.3	Glen Innes	105.1
Waratah	104.1	Derby	873			Gloucester	102.5
St Helens	1584	Djarindjin	104.5*			Goodooga	100.9

## Appendix 23—Radio Transmission Frequencies continued

Goulburn	1098	Mataranka	107.7	Dimbulah	93.3	St Lawrence	95.7*
Grafton/Kempsey	99.5	Milingimbi	107.7*	Dirranbandi	107.3	Stonehenge	100.3*
Hay	88.9	Mount Liebig	107.3*	Dysart	93.3	Surat	107.5
Ivanhoe	107.7	Newcastle Waters	107.7	Eidsvold	102.7	Tambo	107.5
Jerilderie	94.1	Ngukurr	99.7*	Einsleigh	95.3*	Taroom	107.7
Jindabyne	97.1	Nhulunbuy	107.7	Emerald	93.9	Thallon	89.3*
Kandos	100.3	Palumpa	104.3*	Forsayth	106.9*	Thargomindah	107.7*
Khancoban	91.3*	Pigeon Hole	105.7*	Georgetown	107.7	Theodore	107.5
Lightning Ridge	93.7	Pine Creek	107.7	Gladstone	95.9	Thursday Island	107.7
Lithgow	92.1	Port Bremmer	103.7*	Glenden	93.3	Townsville	104.7
Manning River	97.1	Ramingining	104.1*	Gold Coast	90.1	Townsville North	96.7
Menindee	95.7	South Alligator	88.1*	Goondiwindi	94.3	Tully	96.3
Merrima	103.5	Tennant Creek	684	Greenvale	101.9	Wandoan	98.9
Murrumbidgee		Timber Creek	105.3*	Gunpowder	107.7*	Weipa	107.3
Irrigation Area	98.9	Ti Tree	102.9*	Gununa	106.1*	Wide Bay	100.9
Murrurundi	104.1	Uluru	91.7*	Gympie	96.9	Windorah	100.3*
Newcastle	1512	Urapunga	107.5*	Herberton	93.1	Winton	107.9
Nowra	603	Wadeye	100.5*	Hughenden	107.5		
Portland/		Yarralin	94.5*	Ilfracombe	100.3*	<b>South Australia</b>	
Wallerawang	92.5	Yuelamu	102.5*	Injune	107.5	Adelaide	729
Port Stephens	98.3	Yuendumu	98.1*	Isisford	107.7	Andamooka	107.5
Richmond/Tweed	96.9	Yulara	98.1*	Jericho	107.7	Arkaroola	102.9*
SW Slopes/				Julia Creek	107.5	Ceduna/	
E Riverina	89.1	<b>Queensland</b>		Jundah	100.9*	Smoky Bay	107.7
Sydney	576	Airlie Beach	93.1	Karumba	107.7	Coober Pedy	107.7
Talbingo	91.3*	Almaden	104.5*	Lakeland	107.7	Hawker	107.5
Tamworth	93.9	Alpha	107.3	Laura	107.7	Keith	96.9
Tenterfield	90.5	Aramac	107.9	Longreach	99.1	Leigh Creek	
Thredbo	90.5	Augathella	107.7	Mackay	102.7	Coalfield	98.5*
Tumbarumba	104.5*	Ayton	107.1*	Meandarra	104.3	Leigh Creek	
Tumut	99.5	Babinda	95.7	Middlemount	107.7	South	106.1
Upper Namoi	100.7	Ballera	102.7*	Miles	92.1	Marree	107.3
Wagga Wagga	104.3	Barcaldine	107.3	Miriam Vale	89.9	Mount Gambier	103.3
Walcha	90.1	Bedourie	107.7	Mission Beach	90.9	Quorn	107.9
Walgett	107.5	Birdsville	107.7	Mitchell	107.7	Renmark/ Loxton	1305
Wilcannia	1485	Blackall	107.9	Monto	101.9	Roxby Downs	101.9
Wollongong	1431	Blackwater	94.3	Moranbah	106.5	Spencer Gulf	
Young	97.1	Blackwater Mine	105.3*	Morven	107.5	North	106.7
		Bouli	107.7	Mossman	90.1	Streaky Bay	100.9
<b>Northern Territory</b>		Bowen	92.7	Mount Garnet	97.3	Tumby Bay	101.9
Adelaide River	100.5	Brisbane	792	Mount Isa	107.3	William Creek	106.1*
Alice Springs	99.7	Cairns	105.1	Mount Molloy	97.3	Wirrulla	107.3
Batchelor	92.1*	Cairns North	93.9	Mount Surprise	106.9*	Woomera	105.7
Bathurst Island	92.9	Camooeweal	107.7	Moura	96.9	Wudinna	107.7
Borroloola	107.7	Capella	107.3	Muttaburra	107.7		
Daly River	107.7	Carmila	92.9*	Normanton	107.3	<b>Tasmania</b>	
Darwin	657	Charleville	107.3	Pasminco		Bicheno	91.3
Galiwinku	107.5	Charters Towers	97.5	Century Mine	100.5*	Hobart	585
Groote Eylandt	107.7	Clermont	107.7	Pentland	107.7	King Island	98.9*
Imangara	107.7*	Cloncurry	107.7	Porpumpuraaw	104.5*	Lileah	89.7
Jabiru	107.7	Coen	107.5	Quilpie	107.7	NE Tasmania	94.1
Kalkaringi	107.7*	Collinsville	107.7	Richmond	107.7	Orford	88.9
Katherine	639	Cooktown	107.3	Rockhampton	103.1	Queenstown	630
Kintore	107.7*	Corfield	107.3	Roma	107.3	Rosebery	107.9
Knocker Bay	104.5*	Croydon	107.5	Southern Downs	106.5	St Helens	96.1
Lajamanu	96.5*	Cunnamulla	107.7	Springsure	100.9	St Marys	101.1
Laramba	105.3*	Darling Downs	105.7	St George	107.7	Strahan	105.9
						Swansea	107.7

**Appendix 23—Radio Transmission Frequencies** continued

<b>ABC Radio National</b> continued	Kalbarri	107.7	<b>ABC Classic FM</b>	Emerald	90.7
Waratah	Kalgoorlie	97.1	<b>Australian Capital Territory</b>	Ernest Henry	90.5*
Weldborough	Kambalda	93.9	Canberra	Mine	90.5*
	Karratha	100.9	Tuggeranong	Gold Coast	88.5
	Kununurra	107.3		Gympie	93.7
	Laverton	107.7		Mackay	97.9
	Leeman	107.3		Mount Isa	101.7
<b>Victoria</b>	Leonora	107.3	<b>New South Wales</b>	Nambour	88.7
Albury/Wodonga	Marandoo	107.7*	Armidale	Rockhampton	106.3
Alexandra	Marble Bar	107.5	Batemans Bay/	Roma	97.7
Bairnsdale	Meekatharra	107.9	Moruya	Southern Downs	101.7
Bright	Menzies	107.7	Bathurst (City)	Tarbat	104.5*
Cann River	Merredin	107.3	Bega/Cooma	Thallon	90.9*
Corryong	Moly Metals		Broken Hill	Thargomindah	104.5*
Eildon	Mine	95.3*	Central	Townsville	101.5
Flowerdale/	Monkey Mia	89.9*	Tablelands	Townsville North	95.9
Hazeldene	Mount Magnet	107.3	Slopes	Weipa	102.5*
Hopetoun	Mt Keith	99.3*	Cobar	Wide Bay	98.5
Horsham	Mt Keith		Goulburn (Town)		
Mallacoota	(Mine Village)	107.7*	Grafton/Kempsey	<b>South Australia</b>	
Mansfield	Mullewa	107.5	Illawarra	Adelaide	103.9
Melbourne	Nannup	98.9	Ivanhoe	Adelaide Foothills	97.5
Mildura/	Narembeen	107.7	Jindabyne	Angaston	90.7*
Sunraysia	Newman	93.7	Khancoban	Mount Gambier	104.1
Nhill	Norseman	107.3	Lightning Ridge	Port Lincoln	93.1*
Omeo	Northcliffe	107.5*	Lord Howe Island	Renmark/ Loxton	105.1
Orbost	Onslow	107.5	Lord Howe Island	Roxby Downs	103.5
Portland	Pannawonica	107.7	Manning River	Spencer Gulf	
Swifts Creek	Paraburdoo	107.7	Murrumbidgee	North	104.3
Wangaratta	Perth	810	Irrigation Area	Woomera	103.3*
Warrnambool	Plutonic Gold		Newcastle		
Western Victoria	Mine	107.5*	Richmond/ Tweed	<b>Tasmania</b>	
	Port Hedland	95.7	SW Slopes/	Hobart	93.9
	Railway		E Riverina	NE Tasmania	93.3
	Construction		Sydney		
	Site Mesa A	98.5*	Talbingo	<b>Victoria</b>	
	Ravensthorpe	107.5	Tamworth	Ballarat	
	Roebourne	107.5	Upper Namoi	(Lookout Hill)	105.5
	Sally Malay Mine	107.7*	Wagga Wagga	Bendigo	92.7
	Salmon Gums	100.7	Walgett	Bright	88.1
	Southern			Goulburn Valley	96.1
	Agricultural	96.9	<b>Northern Territory</b>	Latrobe Valley	101.5
	Southern Cross	107.9	Alice Springs	Melbourne	105.9
	Sunrise Dam	96.1*	Darwin	Mildura/	
	Thunderbox Mine	93.1*	Katherine	Sunraysia	102.7
	Tom Price	107.3	Tennant Creek	Murray Valley	103.7
	Wagin	1296	Yulara	Upper Murray	104.1
	Walpole	107.7*		Warrnambool	92.1
	West Angeles	97.3*	<b>Queensland</b>	Western Victoria	93.3
	Wiluna	107.7*	Airlie Beach		
	Wongan Hills	107.9*	Barcaldine	<b>Western Australia</b>	
	Wyndham	107.7	Brisbane	Broome	93.3*
	Yalgoo	107.7	Cairns	Bunbury	93.3
			Cairns North	Cape Lambert	90.1*
			Chillagoe	Central	
			Clermont	Agricultural	98.9
			Cooktown	Esperance	104.7
			Darling Downs	Geraldton	94.9







## Appendix 23—Radio Transmission Frequencies continued

<b>South Australia</b>		Kiwirrkurra	106.1
Indulkana	106.1	Lagrange	106.1
		Looma	106.1
<b>Western Australia</b>		Oombulgurri	106.1
Balgo	106.1	Tjukurla	106.1
Beagle Bay	106.1	Warmun	106.1
Djarindjin	106.1	Wingellina	106.1
Jigalong	106.1	Yandearra	106.1
Kalumburu	106.1	Yungngora	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 2008–09.

‡ Services in testing during 2008–09.

### 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	58
—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
<b>Total</b>	<b>8</b>	<b>189</b>	<b>167</b>	<b>325</b>	<b>72</b>	<b>47</b>	<b>74</b>	<b>278</b>	<b>1 161</b>

\* 61 represents total number of services as at 30 June 2009, of which two are in test mode.

## Appendix 24—Radio Australia Transmission

### 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	1452–1492 MHz

#### English—Part Rebroadcast

Samoa	Apia	89.1 FM
	National	540 AM
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
Philippines	Manila	630 AM
Thailand	Bangkok	918 AM
	Bangkok	88 FM
	Bangkok	107 FM
Indonesia	Bali	101.9 FM
Vanuatu	Port Vila	98 FM
Papua new Guinea	Mt Hagen	98.1 FM
Solomon Islands	Honiara	1035 AM

## Appendix 24—Radio Australia Transmission continued

### 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
Wallis and Futuna	Mata-Utu	90.6-101 FM
French Polynesia	Tahiti	88.2-99.4 FM
	Tahiti	738 AM

#### Pidgin

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
	Horeatoa	107.5 FM
Vanuatu	Port Vila	1125 AM
	Santo	1179 AM
Solomon Islands	Honiara	1035 AM

#### Indonesian

Indonesia	Bandah Aceh	104.4 FM
	Sigli, Aceh	100.3 FM
	Medan	91.1 FM
	Jakarta	99.1 FM
	Jakarta	99.9 FM
	Jakarta	105.8 FM
	Kediri	105.1 FM
	Yogyakarta	104.75 FM
	Surabaya	100.55 FM
	Surabaya	96 FM
	Bandung	106.85 FM
	Bali	100.9 FM
	Denpasar	105.2 FM
	Makassar	103.7 FM
	Makassar	104.3 FM
	Manado	99.3 FM
	Mataram	684 AM
	Sumedang	99.4 FM
	Semarang	93.55 FM
	Palembang	101.9 FM
	Banjarmasin	100.9 FM
Balikpapan	101.9 FM	

#### Khmer

Cambodia	Phnom Penh	102 FM
	Siem Reap	101.5 FM
	Sihanoukville	101.5 FM
	Battambang	92.7 FM
	Battambang	96.5 FM
	Kratie	98.5 FM
	Koh Kong	99.5 FM
	Kampot	99.7 FM
	Pailin	90.5 FM
	Rattanakiri	89.5 FM

#### Mandarin

China	Guangdong	107.6 FM
	Guangdong	603 AM
	Beijing	774 AM
	Tianjin	92.1 FM
	Tianjin	1098 AM
	Wuhan	873 AM
	Henan	747 AM
	Liaoning	95.9 FM
	Jiangxi	106.5 FM
	Jilin	91.6 FM
	Gansu	106.6 FM
	Yunnan	88.7 FM
	Zhejiang	810 AM

### Radio Australia Transmitters

Shepparton (Victoria)	6
Brandon (Queensland)	2

In addition, the ABC leases shortwave transmission services on transmitters in Darwin and Taiwan that are provided by commercial transmission providers. The ABC uses these transmission facilities for several hours each day to broadcast Radio Australia on varying shortwave frequencies to targeted areas in Asia.

Radio Australia is also transmitted across the Pacific, south-east Asia and south Asia on the Intelsat 5, Intelsat 8 and Intelsat 10 satellites in association with Australia Network. This makes Radio Australia available to partner stations across the region.

## Appendix 25—Australia Network Satellites and Distribution

Australia Network is distributed to 44 countries across the Asia Pacific region on the following satellites:

Intelsat 5	Pacific
Intelsat 8	North and South East Asia
Intelsat 10	South Asia

The full details of how to receive Australia Network, including via some 420 local rebroadcasters can be found on the network's website, [australianetwork.com/tuning/](http://australianetwork.com/tuning/).

## Appendix 26—ABC Offices

### ABC Head Office

#### Australian Broadcasting Corporation

ABC Ultimo Centre  
700 Harris Street  
Ultimo 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 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 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 5133  
Fax (02) 8333 5305  
Director: Michael Ebeid

#### Editorial Policies

ABC Southbank Centre  
120 Southbank Boulevard,  
Southbank 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 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 3006;  
GPO Box 9994  
Melbourne VIC 3001;  
Phone (03) 9626 1898  
Fax (03) 9626 1899  
Chief Executive: Hanh Tran

### Australia Network

ABC Ultimo Centre  
700 Harris Street  
Ultimo 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 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 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 5226  
Fax (02) 8333 1558  
Director: Ian Carroll

### Legal

ABC Ultimo Centre  
700 Harris Street  
Ultimo 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 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 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 1777  
Chief Operating Officer:  
David Pendleton

## Appendix 26—ABC Offices continued

### ABC Resources

ABC Southbank Centre  
120 Southbank Boulevard  
Southbank 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 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 1777  
Director: Brian Jackson

### Technology and Distribution

ABC Ultimo Centre  
700 Harris Street  
Ultimo 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 3168  
Director (Acting):  
Margaret Cassidy

### People and Learning

ABC Ultimo Centre  
700 Harris Street  
Ultimo 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 2007;  
GPO Box 9994  
Sydney NSW 2001;  
Phone (02) 8333 1500  
Fax (02) 8333 2603  
Director: Kate Dundas

### Television

ABC Ultimo Centre  
700 Harris Street  
Ultimo 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: Liz McGrath  
Local Radio and Online 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: Michael McCluskey  
Local Radio and Online Manager  
NSW: Jeremy Millar

#### 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)  
RPM: Paul Turton (Acting)

### 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  
RPM: 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 and 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)  
RPM: 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)

## Appendix 26—ABC Offices continued

### Newcastle

Cnr Wood and Parry Streets  
Newcastle West NSW 2302;  
(PO Box 2205, Dangar 2309)  
Phone (02) 4922 1200  
Fax (02) 4922 1222  
(Local Radio station  
1233 ABC Newcastle)  
Local Radio and Online 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)  
A/RPM: 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)  
RPM: 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)  
RPM: Jennifer Ingall

### Wagga Wagga

100 Fitzmaurice Street  
Wagga Wagga NSW 2650;  
Phone (02) 6923 4811  
Fax (02) 6923 4899  
(Local Radio station  
ABC Riverina)  
RPM: 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)  
RPM: 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 Radio and Online Manager  
NT: Anna-Lise Murch

#### 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)  
RPM: Stewart Brash

#### Katherine

Stuart Highway  
Katherine NT 0850;  
(PO Box 1240  
Katherine, NT 0851);  
Phone (08) 8972 5711  
Fax (08) 8972 5799  
(Local Radio station,  
106.1 ABC Katherine)

### Queensland

#### Brisbane

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 Radio and Online Manager  
QLD: Jen 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)  
RPM: 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)  
RPM: Bruce Woolley

#### 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)  
Program Director: Jane Munro

## Appendix 26—ABC Offices continued

### Longreach

Duck Street  
(PO Box 318)  
Longreach Qld 4730;  
Phone (07) 4658 4011  
Fax (07) 4658 4099  
(Local Radio station,  
ABC Western Queensland)  
RPM: 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)  
RPM: 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)  
RPM: Debbie Kalik

### Rockhampton

236 Quay Street  
(PO Box 911)  
Rockhampton QLD 4700;  
Phone (07) 4924 5111  
Fax (07) 4924 5199  
(Local Radio station,  
ABC Capricornia)  
RPM: Bridget Smith

### Sunshine Coast

(administered by Gold 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)

### Toowoomba

297 Margaret Street  
(PO Box 358)  
Toowoomba QLD 4350;  
Phone (07) 4631 3811  
Fax (07) 4631 3899  
(Local Radio station,  
ABC Southern Queensland)  
RPM: Vicki Thompson (Acting)

### 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)  
RPM: Theresa Rockley-Hogan

### 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 Radio and Online 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)  
RPM: 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)  
RPM: 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)  
RPM: 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)  
RPM: 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: Rob Batten  
Local Radio and Online Manager  
Tasmania: Cath Hurley



## Appendix 26—ABC Offices continued

### **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 Radio and Online Manager  
Victoria: Steve Kyte

#### **Ballarat**

5 Dawson Street South  
(PO Box 7, Ballarat, VIC 3353)  
Ballarat VIC 3350;  
Phone (03) 5320 1011  
Fax (03) 5320 1099  
RPM: 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)  
RPM: Jonathon Ridnell

### **Horsham**

(administered by Bendigo)  
Shop 3  
148 Baillie Street  
(PO Box 506)  
Horsham VIC 3400;  
Phone (03) 5381 5311  
Fax (03) 5381 5399  
(Local Radio station,  
ABC Western Victoria)

### **Mildura**

73A Pine Ave  
(PO Box 5051)  
Mildura VIC 3502;  
Phone (03) 5022 4511  
Fax (03) 5022 4599  
(Local Radio station,  
ABC Mildura–Swan Hill)  
RPM: Louise Ray

### **Morwell**

20 George St  
(PO Box 1109)  
Morwell VIC 3840;  
Phone (03) 5135 2111  
Fax (03) 5135 2199  
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)  
RPM: 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 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)  
RPM: 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 Radio and Online Manager  
Western Australia: 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)  
RPM: Irene Montefiore

### **Broome**

1/14 Napier Terrace  
(PO Box 217)  
Broome WA 6725;  
Phone (08) 9191 3011  
Fax (08) 9191 3099  
(Local Radio station, ABC  
Kimberley)  
RPM: Vacant

### **Bunbury**

72 Wittenoom Street  
(PO Box 242)  
Bunbury WA 6230;  
Phone (08) 9792 2711  
Fax (08) 9792 2799  
(Local Radio station,  
ABC South West)  
RPM: Kelli Brett

## Appendix 26—ABC Offices continued

### 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)  
RPM: Sue Mercer (Acting)

### 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)  
RPM: David Kennedy

### Karratha

DeGrey Place  
(PO Box 994)  
Karratha WA 6714;  
Phone (08) 9183 5011  
Fax (08) 9183 5099  
(Local Radio station,  
ABC North West)  
RPM: Lana Reed

### 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)

## 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 Pusat Indonesia;  
Phone +62 21 316 2041  
Fax +62 21 390 8124

### Jerusalem

5th Floor  
J.C.S. Building  
206 Jaffa Road  
Jerusalem 91342 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 +7095 974 8182  
Fax +7095 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

Airos 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 20045 USA;  
Phone +1 202 466 8575  
Fax +1 202 626 5188

## Appendix 27—ABC Shops

### Adelaide

Shop 230, Level 2  
The Myer Centre  
Adelaide SA 5000;  
Phone (08) 8410 0567  
Fax (08) 8231 7539

### Bondi

Shop 1003  
Westfield Shoppingtown  
Bondi Junction NSW 2022;  
Phone (02) 9386 5582  
Fax (02) 9369 4357

### Booragoon

Shop 75  
Garden City Shopping Centre  
Booragoon WA 6154;  
Phone (08) 9315 9289  
Fax (08) 9315 2763

### 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  
Broadbeach QLD 4218;  
Phone (07) 5575 4231  
Fax (07) 5575 4706

### Brookvale

Shop 110, Level 1  
Warringah Mall  
Brookvale NSW 2100;  
Phone (02) 9905 3758  
Fax (02) 9939 7834

### Burwood

Shop 204  
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

### Canberra

Shop CF12  
Canberra Centre  
Canberra ACT 2600;  
Phone (02) 6247 2941  
Fax (02) 6230 6478

### Cannington

Shop 1016  
Westfield Shoppingtown Carousel  
Cannington WA 6107;  
Phone (08) 9451 6352  
Fax (08) 9451 7849

### Carindale

Shop 2063  
Westfield Carindale  
Carindale QLD 4152;  
Phone (07) 3398 1606  
Fax (07) 3324 9681

### Castle Hill

Shop 28  
Castle Towers Shopping Centre  
Castle Hill NSW 2154;  
Phone (02) 9899 3273  
Fax (02) 9894 5425

### Chadstone

Shop B53, Lower Mall  
Chadstone Shopping Centre  
Chadstone VIC 3148;  
Phone (03) 9568 8245  
Fax (03) 9563 4802

### Chatswood

Shop 350, Level 3  
Westfield Shoppingtown  
Chatswood NSW 2067;  
Phone (02) 9904 8047  
Fax (02) 9413 4203

### Cheltenham

Shop 3026  
Westfield Shoppingtown  
Southlands  
Cheltenham VIC 3192;  
Phone (03) 9583 5589  
Fax (03) 9585 4601

### Chermside

Shop 253  
Westfield Shoppingtown  
Chermside QLD 4032;  
Phone (07) 3359 1378  
Fax (07) 3359 1407

### Eastgardens

Shop 226  
Westfield Shoppingtown  
152 Bunnerong Road  
Eastgardens 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

### Hobart

Shop 209B  
Centrepoint  
70 Murray Street  
Hobart TAS 7000;  
Phone (03) 6236 9972  
Fax (03) 6234 1734

### Hornsby

Shop 3033–34  
Westfield Shoppingtown  
Hornsby NSW 2077;  
Phone (02) 9482 3671  
Fax (02) 9476 0098

### Indooroopilly

Shop 3017  
Indooroopilly Shopping Centre  
Indooroopilly QLD 4068;  
Phone (07) 3878 9923  
Fax (07) 3878 3126

### Karrinyup

ShopF-124, Karrinyup Shopping  
Centre  
200 Karrinyup Road  
Karrinyup WA 6018;  
Phone (08) 9445 9233  
Fax (08) 9244 8270

### Knox City

Shop 3115  
Knox Shopping Centre  
Wantirna South VIC 3152;  
Phone (03) 9800 4965  
Fax (03) 9837 5319

**Appendix 27—ABC Shops** continued

**Macquarie**

Shop 417  
Macquarie Shopping Centre  
North Ryde NSW 2113;  
Phone (02) 9878 4253  
Fax (02) 9878 8027

**Maribyrnong**

Shop 2072  
Highpoint Shopping Centre  
Maribyrnong VIC 3032;  
Phone (03) 9317 4652  
Fax (03) 9317 5290

**Melbourne**

Shop M01, Mezzanine Level  
Melbourne GPO  
Cnr Elizabeth St and  
Little Bourke St  
Melbourne VIC 3000;  
Phone (03) 9662 4522  
Fax (03) 9662 4402

**Miranda**

Shop 1087–88, Level 1  
Westfield Shoppingtown  
Miranda NSW 2228;  
Phone (02) 9524 4289  
Fax (02) 9542 8573

**Modbury**

Shop 200  
Westfield Tea Tree Plaza  
Modbury SA 5092;  
Phone (08) 8396 0000  
Fax (08) 8395 6645

**Morley**

Shop 173  
The Galleria Morley  
Walter Road  
Morley WA 6062;  
Phone (08) 9276 7673  
Fax (08) 9276 3086

**Mt Gravatt**

Shop 2104A, Garden City  
Shopping Centre  
Cnr Logan and Kessels Road  
Upper Mt Gravatt QLD 4122;  
Phone (07) 3420 6928  
Fax (07) 3422 2315

**Newcastle**

Shop 205  
Charlestown Square  
Charlestown NSW 2290;  
Phone (02) 4943 9763  
Fax (02) 4920 9526

**Oaklands Park**

Shop 2047  
Westfield Marion  
Oaklands Park SA 5046;  
Phone (08) 8298 6350  
Fax (08) 8377 5253

**Order Centre**

Gate 4, 6–8 Lanceley Place  
Artarmon NSW 2064;  
Phone 1300 360 111  
Fax 1300 360 150

**Parramatta**

Shop 4069  
Westfield Shoppingtown  
Parramatta NSW 2150;  
Phone (02) 9635 9922  
Fax (02) 9689 3421

**Penrith**

Shop 150, Level 1  
Westfield Penrith  
Penrith NSW 2750;  
Phone (02) 4721 8299  
Fax (02) 4721 3613

**Perth**

Shop 60, Gallery Level  
Carillon City Arcade  
Perth WA 6000;  
Phone (08) 9321 6852  
Fax (08) 9481 3123

**Preston**

Shop K28  
Northlands Shopping Centre  
Preston VIC 3072;  
Phone (03) 9471 4863  
Fax (03) 9470 5672

**QVB**

Shop 48, The Albert Walk  
Queen Victoria Building  
Sydney NSW 2000;  
Phone (02) 9286 3726  
Fax (02) 9262 7690

**Ringwood**

Shop L60  
Eastland Shopping Centre  
Ringwood VIC 3134;  
Phone (03) 9879 5094  
Fax (03) 9847 0956

**Robina**

Shop 2047A, Robina Town Centre  
Robina QLD 4226  
Phone (07) 5575 7260  
Fax (07) 5578 9236

**Rosny Park**

Shop G038  
Eastlands Shopping Centre  
Bligh Street  
Rosny Park TAS 7018;  
Phone (03) 6245 0933  
Fax (03) 6245 1548

**Rouse Hill**

Shop GR048  
Quadrant A  
Rouse Hill Town Centre  
Rouse Hill NSW 2155;  
Phone (02) 8882 9179  
Fax (02) 8882 9200

**Tuggerah**

Shop 2043A  
Westfield Tuggerah  
Cnr Wyong and Gavenlock Roads  
Tuggerah NSW 2259;  
Phone (02) 4353 9305  
Fax (02) 4353 9475

**Ultimo**

The Foyer  
Ultimo Centre  
700 Harris Street  
Ultimo NSW 2007;  
Phone (02) 8333 2055  
Fax (02) 8333 1148

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## Glossary

**3G**—“third generation” mobile telephone services that are able to carry internet content.

**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/first-run**—the first time a program is broadcast on ABC Television. Prior to 2007–08, first-release content was reported as first broadcast in Australia. The alternative reporting methodology in 2007–08 and 2008–09 arose from changes to internal reporting processes. In 2009–10, those processes will be reviewed.

**five-city reach**—the combined audience reach of a television service in the five cities of Adelaide, Brisbane, Melbourne, Perth and Sydney.

**high definition television (HDTV)**—a high-resolution digital television format that provides larger, clearer images on screens capable of displaying it.

**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.

**mash-up**—a technique where audiences can combine and edit pre-made material from more than one source to create alternative content.

**off-deck**—is used to describe mobile websites which can be accessed directly by audiences on mobile devices, rather than via the telecommunications providers’ own portals.

**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 site 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.

**seven-city reach**—the combined audience reach of a radio service in the seven cities of Adelaide, Brisbane, Canberra, Melbourne, Newcastle, Perth and Sydney.

**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*.

**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, MySpace) and photo and video sharing (sites e.g. Flickr, 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.

**vodcast**—the provision of 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.

# The ABC Charter and Duties of the Board

From the *Australian Broadcasting Corporation Act 1983*

## 6 Charter of the Corporation

- (1) The functions of the Corporation are:
- (a) to provide within Australia innovative and comprehensive broadcasting services of a high standard as part of the Australian broadcasting system consisting of national, commercial and community sectors and, without limiting the generality of the foregoing, to provide:
    - (i) broadcasting programs that contribute to a sense of national identity and inform and entertain, and reflect the cultural diversity of, the Australian community;
    - (ii) broadcasting programs of an educational nature;
  - (b) to transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will:
    - (i) encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and
    - (ii) enable Australian citizens living or travelling outside Australia to obtain information about Australian affairs and Australian attitudes on world affairs; and
  - (c) to encourage and promote the musical, dramatic and other performing arts in Australia.
- (2) In the provision by the Corporation of its broadcasting services within Australia:
- (a) the Corporation shall take account of:
    - (i) the broadcasting services provided by the commercial and community sectors of the Australian broadcasting system;
    - (ii) the standards from time to time determined by the Australian Broadcasting Authority (ABA) 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.

## The ABC Charter and Duties of the Board continued

### 8 Duties of the Board

- (1) It is the duty of the Board:
  - (a) to ensure that the functions of the Corporation are performed efficiently and with the maximum benefit to the people of Australia;
  - (b) to maintain the independence and integrity of the Corporation;
  - (c) to ensure that the gathering and presentation by the Corporation of news and information is accurate and impartial according to the recognized standards of objective journalism; and
  - (d) to ensure that the Corporation does not contravene, or fail to comply with:
    - (i) any of the provisions of this Act or any other Act that are applicable to the Corporation; or
    - (ii) any directions given to, or requirements made in relation to, the Corporation under any of those provisions; and
  - (e) to develop codes of practice relating to:
    - (i) programming matters; and
    - (ii) if the Corporation has the function of providing a datacasting service under section 6A---that service; andto notify those codes to the Australian Broadcasting Authority.
- (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.

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