

join the conversation



ABC
Australian
Broadcasting
Corporation

Annual
Report
2011

This year's annual report explores the ways that the ABC enables Australians to share, debate and engage in the national conversation. It demonstrates how the ABC is fulfilling its Charter by providing access to programs and platforms so that **more Australians than ever can**

join

Heather **joined the conversation.**



Heather Thomas
Ballarat Victoria

Photographed by Marc Eiden,
ABC Open producer Ballarat

the conversation.



IN 2010–11, THE ABC continued to provide new and innovative ways for Australians to join the national conversation.

ABC content was created and shared on-air, online and on mobile platforms. Audiences were enabled by social media and new technology to access and be a part of ABC content: the twitter feed on Q&A enabled audiences to interact with live panel discussions; apps on smartphones and tablet devices connected audiences with content on-the-go; audiences were kept up-to-date on their favourite programs via facebook; YouTube provided audiences with a sneak-peek at *Angry Boys*; video was contributed to *Hungry Beast* and shared with the world on the program's website.

The national conversation is a particularly important one for communities during times of emergencies. The ABC served a vital function not only in broadcasting accurate and timely information, but in helping communities recover in the months that followed. ABC Open is part of that lifeline, providing opportunities for stories to be shared, and communities to connect. Many of those stories are highlighted throughout this report.

As the conversation space is changing, the ABC is a place where Australians are able to join in and be a part of that change.

“ ”

Ballarat musician HEATHER THOMAS joined the conversation in 2011 when she became a part of ABC Open's *WxSW* project. For Heather, the project allowed her to combine her passion for music with her interest in filmmaking. "I not only got the opportunity to have a music video made for one of my songs, but to have the opportunity to make it myself".

Heather had been a religious listener of triple j. The youth radio network enabled her to discover new music, get the latest music news, get info on live shows and hear interviews with artists and bands which inspired her. She describes triple j *unearthed* as "the greatest tool for bands to get their music 'out there' and share it with others".

“ ” Find out more about how Heather's conversation with ABC Open started on page 43.

“ ”

The "conversation" symbol is used throughout this report to indicate examples of how Australian audiences have joined the conversation.

Maurice L. Newman AC
Chairman



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Australian
Broadcasting
Corporation

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5 October 2011

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 2011.

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 – *Join the conversation* – highlights the increasingly collaborative relationship that the ABC has with Australians, and the many ways they engage with ABC content.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Maurice Newman', written in a cursive style.

MAURICE L. NEWMAN AC

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About the ABC

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ABC Vision and Values

Snapshot of ABC services

Roles and responsibilities
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Outlook for the year ahead

ABC strategic objectives

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

The ABC's Vision

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

Our Role

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

Our Values

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

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

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

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

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



Integrity



Respect



Collegiality



Innovation

Snapshot of ABC services

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

Radio

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

Online and other platforms

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



Television

- ABC1, the ABC's primary television channel, available in analog format from 374 transmitters, and digital format from 350 transmitters
- ABC2, the ABC's second free-to-air digital television channel
- ABC3, a dedicated digital children's channel
- ABC News 24
- iview, an internet-only catch-up television service
- Local television in each State and Territory.



International

- Radio Australia, an international radio and online service broadcasting in eight languages by shortwave, satellite and terrestrial rebroadcast arrangements to Asia and the Pacific
- Australia Network, an international television and online service, broadcasting via satellite and rebroadcast arrangements to 45 nations in Asia and the Pacific
- ABC International Projects, assisting media organisations internationally with strategic advice, training, mentoring and technical support.



Commercial

- ABC Retail, owning and managing 55 ABC Shops and licensing 111 ABC Centres throughout Australia. It provides a Customer Delivery Service that processes orders via phone, fax, mail and online through ABC Shop Online (www.abcshop.com.au)
- ABC Publishing, managing a stable of lifestyle and children's magazines
- ABC Sales and Distribution, responsible for DVD, Program Sales Worldwide, licensing, Merchandising, Events, Library and Non-Theatrics Sales
- ABC Music and Music Publishing, releasing children's, country, classical and contemporary music from Australian artists including recordings by the Australian symphony orchestras. The group also represents a number of Australian composers and promotes Australian music compositions and performances.



Snapshot of ABC services



- ABC international bureaux and news correspondents
- ABC office


Transmission information

- **Radio**
ABC Radio (Appendix 18)
Radio Australia (Appendix 19)
- **Television**
ABC Television (Appendix 17)
Australia Network (Appendix 19)
- ▼ **Online**



The ABC operates from 60 locations around Australia and 13 overseas bureaux.





ABC services reached an estimated 74% of all Australians each week via Television, Radio and Online.

- Radio** **8 760 radio hours** were broadcast on each ABC Radio network and station. ABC Radio had a five-city weekly metropolitan reach of **4.4 million**. See page 36.
- Television** Total ABC Television (ABC1, ABC2, ABC3 and ABC News 24) had a five-city weekly metropolitan reach of **9.4 million** or 62% and weekly regional reach of **4.4 million** or 63.9%. See page 45.
- ABC1 had a five-city weekly metropolitan reach of **8 million** or 52.7% and weekly regional reach of **3.7 million** or 54.1%. See page 48.
- ABC1 broadcast **996 hours** of first-release Australian television content during prime-time. See page 49.
- ABC's digital television services reached **99.8%** of Australia's population from **348 transmitter locations**. See page 87.
- Weeknight *7 pm News* on ABC1 averaged a metropolitan audience of **976 000 people**. See page 60.
- Online** ABC Online had a monthly reach of **3.5 million internet users**. See page 65.
- 56.5 million podcasts** and **15 million vodcasts** were downloaded. See page 111.
- ABC news and current affairs websites reached an average of **1.8 million internet users each month**. See page 61.
- International** Radio Australia programming available through local rebroadcasts in **Asia** and the **Pacific**, shortwave broadcasts, satellite services and **sixteen 24-hour FM relays**. See page 249.
- Australia Network television available in **45 countries**, reaching an estimated **31 million homes**. See page 68.
- Commercial** ABC operated **55 ABC Shops** and **111 ABC Centres** throughout Australia. See page 257.
- ABC Commercial generated **\$7.9 million** net profit in 2010–11 which was returned to programming. See page 75.
- Community satisfaction** **87%** of Australians continued to believe the ABC provides a valuable service to the community. See page 35.
- 70%** of Australians believed the ABC is efficient and well-managed. See page 35.
- Financial** The ABC had total revenues of **\$1 137 million** from ordinary activities, with **\$1 220 million** in total assets. See page 127.

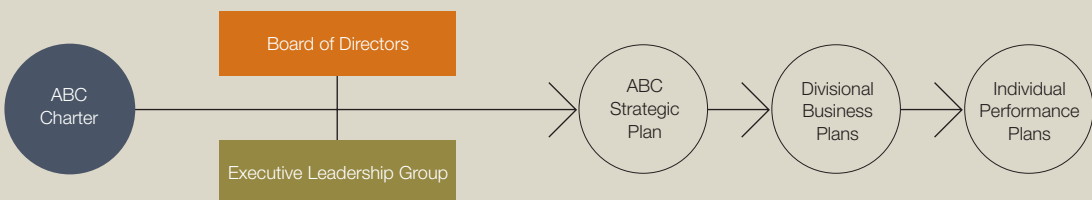
Role and responsibilities of the Board

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

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

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

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





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 forty years in stockbroking and investment banking, including as Managing Director in 1984, and Executive Chairman from 1985 until 1999, of what is now the Deutsche Bank Group in Australia. He was Chairman of the Deutsche Bank Asia Pacific Advisory Board and a Director of Deutsche Bank Asia Pacific from 1999 to 2001.

Mr Newman has chaired a number of Asian business alliances including the East Asia and Oceania Stock Exchange Federation, and the Australia Taiwan Business Council. He has been an adviser to Australian governments as a member of numerous Commissions, Counsels and Panels.

Mr Newman is Honorary Chair of the Macquarie University Foundation; Chairman of The Australian Fathers' Day Council; Chairman of The Taronga Foundation; and a Patron of CEDA. He served as Chancellor of Macquarie University from 2002 to February 2008 and as a Director of the ABC from 2000 to 2004.

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

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

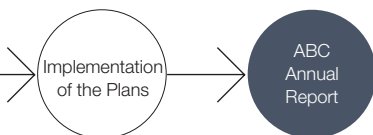


Mark Scott AO

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

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

Mark Scott holds a Bachelor of Arts, Diploma in Education and a Master of Arts in Government from the University of Sydney. During 1992–93, he completed a Masters in Public Administration at Harvard University. In 2011, he was appointed an Officer of the Order of Australia for distinguished service to media and communications, and to the community.



STEVEN SKALA AO



Steven Skala AO

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

Steven Skala is Vice-Chairman, Australia and New Zealand of Deutsche Bank AG. He is 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. He was Chairman of Film Australia Limited until its merger with Screen Australia. Mr Skala 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. In 2010, he was appointed an Officer of the Order of Australia for service to the visual and performing arts, to business and commerce, and to the community through the promotion of educational opportunities for young Australians.

MICHAEL LYNCH CBE AM



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.

He was Chief Executive of the Sydney Opera House from 1998–2002, General Manager of the Australia Council from 1994–98, and General Manager of the Sydney Theatre Company from 1989–94.

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

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

JULIANNE SCHULTZ AM



Dr Julianne Schultz AM

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

Julianne Schultz 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 Uni Press), *Steel City Blues* (Penguin), and *Not Just Another Business* (Pluto). She is the founding editor of *Griffith REVIEW*, established by Griffith University in 2003.

Dr Schultz began her career as a reporter with the ABC and *The Australian Financial Review*. She has held senior editorial roles, worked as media columnist and was the ABC's Director of (then) Corporate and Digital Strategy. She was the founding Director of the Australian Centre for Independent Journalism and is actively involved in research and discussion about the future of journalism and its role in public life. In 2009, she was appointed a Member of the Order of Australia for service to the community as a journalist, writer, editor and academic, to fostering debate on issues affecting society, and to professional ethics and accountability.



Cheryl Bart AO

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

Cheryl Bart is a lawyer and company director. She is Chairman of ANZ Trustees Limited, the South Australian Film Corporation, the Adelaide Film Festival, AER Foundation and the Environment Protection Authority. She is also a Director of Spark Infrastructure Limited, ETSA Utilities and the William Buckland Foundation.

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

In 2009, Ms Bart was appointed an Officer of the Order of Australia in the Australia Day Honours for service to the economic and cultural development of South Australia and to sport.

Jane Bennett

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

Jane Bennett is the former Managing Director of Ashgrove Cheese. In 1996, she became President of the Tasmanian Rural Industry Training Board, and was later appointed to the Executive Committee of the Tasmanian Farmers and Graziers Association. In 1999, Jane joined the Tasmanian Food Industry Council and was appointed Chair of the Council from 2002 until 2007.

Ms Bennett was the 1997 Australian Rural Woman of the Year and 1998 Young Australian of the Year. In 2010, she was named Tasmanian Telstra Business Woman of the Year.

Professor Fiona Stanley AC

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

Fiona Stanley is a Professor in the School of Paediatrics and Child Health at the University of Western Australia. She is the founding Director of the Telethon Institute for Child Health Research and Chair of the Australian Research Alliance for Children and Youth. In 2003, Professor Stanley was named Australian of the Year. In 2004, she was honoured as a "National Living Treasure" by the National Trust. She is the UNICEF Australia Ambassador for Early Childhood Development and a member of the Prime Minister's Science, Engineering and Innovation Council.

Board Directors' statement



In 2010–11, the ABC Board established a strategic direction for the Corporation which delivers the maximum benefit to Australians and meets the ABC's Charter obligations.

A Year of Consolidation

During the past five years, the ABC has anticipated many of the conditions of a converged media environment, such as the growth of multichannels, increasing consumption of content through mobile services and time spent online.

The ABC has continued to ensure it is available in the variety of formats and services the public is increasingly choosing to ensure more Australians are able to experience and enjoy its quality content.

Huge increases in downloads of ABC podcasts, vodcasts and use of ABC iView have highlighted the rise in audience self-scheduling television and radio content. Australians are now expecting more news on demand; the gradual decline of audiences for scheduled news bulletins has continued.

Patterns of audience behaviour, growth in audience participation and social media activity have also informed the Board's strategic thinking. What were once trends are now established media habits. Audience habits are changing irreversibly.

Our consistent strategy during this time has been to ensure the ABC has innovated, evolved and adapted itself to contend with constantly changing conditions.

However, the full impact of the changes/scale of disruption/coming to the Australian media environment—when high-speed broadband, internet television and digital radio are part of everyday life throughout the country—is/are not yet upon us. This great challenge must also be met.

The Government's Convergence Review, with findings due in 2012, will have profound implications for Australia's commerce and culture and the ABC's future as a public digital media network. Perhaps most significantly, the Review will determine a new regulatory regime for Australian media—commercial, public and community—appropriate to the greatly expanded range and availability of information, education and entertainment media within the converged environment.

News, Current Affairs and Trust

With its responsibility to provide independent, credible news and information freely to all Australians, the ABC plays a key role in Australia's system of governance.

Independent opinion surveys by Essential Research and Newspoll have consistently shown that Australians place a significantly higher degree of trust in the ABC's news and current affairs than that of Australia's commercial media providers.

That trust is the source of ABC journalism's legitimacy and helps it command the attention of so many Australians. The *ABC Editorial Policies* are designed to preserve that public trust by ensuring ABC journalism aspires to and meets measurable standards of fairness, accuracy and impartiality.

In 2011, the *ABC Editorial Policies* were modified and refined to sharpen focus on the principles of ABC journalism and continual improvement of editorial quality through training. The policies also now better reflect the realities of journalistic practice and audience expectations in the digital age.

ABC News 24

The establishment of ABC News 24 in 2010, driven by the Board's duty to ensure the ABC derives maximum benefit from its funding, was the most significant long-term development in ABC News in a generation.

It has enabled the ABC to both inaugurate an exclusively round-the-clock television news channel and to create a multiplatform, continuous news production model that will meet audience demands for quality ABC News in the decade ahead.

News and current affairs remain essential to the Australian democratic process, and given the continued instability around the financial foundation of Australian commercial journalism, the restructuring of the nation's public news service is particularly prescient.

Other benefits have also flowed. Despite Australia's three different timezones and the added complexities of daylight saving, every Australian is now able to connect with live programming, such as Q&A, at the same time.

This has been particularly relevant to Q&A and the national conversation that takes place around it. For many in its audience, the program is a simultaneous, two screen participatory experience of television and Twitter on mobile phone or tablet, with the live Twitter feed augmenting the studio-based content.

During the past year, through covering the closest Federal election in our history, the Japanese tsunami and Fukushima disaster, Cyclone Yasi, the Queensland floods and the "Arab Spring", ABC News 24 has continually refined and improved its coverage.

In establishing ABC News 24, the ABC identified a public need and met it. It is now Australia's most-watched 24 hour news network, with a regular audience reach of more than two million viewers every week. Half the Australian population has watched or visited ABC News 24 online.

Both the ABC News 24 channel and the remodelling of ABC news production undertaken to help create it are integral to the ABC's continuing relevance to the Australian public in the decade ahead.

The Nation's Emergency Broadcaster

Like the ABC itself, the existence and presence of ABC Local Radio is woven into the expectations Australians have about community and civic life.

It is a particularly vital within regional Australia and, all around the country, respected for authentic local news and information—it is where the community conversation takes place.

There is perhaps no better expression of Local Radio's sense of community responsibility than in its role as the nation's Emergency Broadcaster.

For just over eight months from August onward, as Australians endured cyclones, floods and fires, ABC Local Radio dedicated itself to the specialist work of emergency broadcasting.

Governed by Local Radio's Emergency Broadcasting Plan, liaising closely with emergency agencies during these crises, ABC Local Radio was a vital source of reliable up to the minute information—road closures, power situations, flood and fire alerts.

Emergency broadcast training is provided for ABC Local Radio staff to ensure that they are adequately prepared for such situations.

Research has shown that listeners are inclined to seek out voices and personalities they trust and then remain with them for the duration of the period of emergency.

Extreme conditions create extreme emotions. It has been the ABC's experience that when communities are placed under such pressure and stress, Local Radio presenters who live within the communities they serve and identify with them, offer listeners something beyond information—a sense of empathy and connection, a voice of reassurance and calm in the midst of chaos and instability.

The Board once again extends its appreciation and thanks to Local Radio teams for their tireless work during times of greatest need in the communities they serve, and for the further contributions made during the period of recovery.

Australia Network and International Diplomacy

With the support of the Department of Foreign Affairs and Trade, the ABC launched and has since managed Australia's international television network since 2001.

The service has had the considerable advantage of association with the good name and reputation established throughout the Asia Pacific region by the ABC's Radio Australia. Over the course of seventy years, Radio Australia had, in conversation with our regional neighbours, helped develop a positive image of Australia's culture and values, and established the ABC's credentials as a trustworthy, independent source of news and information. In addition, Australia Network benefitted from the ABC's reputation for high-quality and credible reporting from and for the region. The Corporation has well-established bureaux in a number of strategic centres, including China from where it has broadcast continuously for 38 years.

That dual independence—from both Government and commercial agendas—is rare amongst broadcasters. As such, governments throughout the world have recognised international broadcasting through public broadcasters, as the ideal means of ensuring that the independence of the broadcaster's editorial agenda—uninfluenced by commercial considerations or consequences—is protected.

Australia Network, the ABC's international television service since 2006, embodies this model of editorial independence. During the past five years, Australia Network has continued to enrich international understanding of Australia's open democratic way of life, celebrated our successes yet also acknowledged when and where we may not have lived up to our own values and ideals.

Due to the expiry of the current five year term in 2011, the Australia Network contract has now been through an open tender process managed by the Department of Foreign Affairs and Trade, with the final decision by Cabinet due in September 2011.

Board Directors

Peter Hurley and Keith Windschuttle were both appointed Directors for five-year terms which expired on 14 June 2011. The Board would like to thank Mr Hurley and Mr Windschuttle for their contributions during their terms as Directors.

The Board is pleased to welcome new Directors Professor Fiona Stanley AC and Ms Jane Bennett who were appointed under the Government's merit-based appointment process. The new Directors bring diverse skills and experience and the Board looks forward to working with them.

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. ■

Retiring Directors

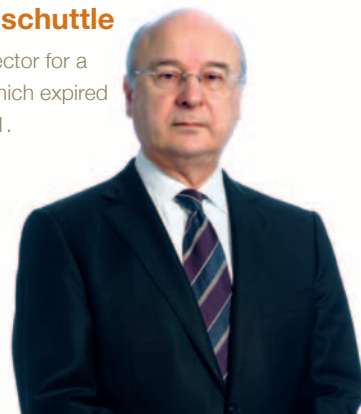
Peter Hurley

Appointed a Director for a five-year term which expired on 14 June 2011.



Keith Windschuttle

Appointed a Director for a five-year term which expired on 14 June 2011.



In memoriam

In August 2011, the ABC mourned the loss of four colleagues.

On 18 August 2011, three of the ABC's most experienced and respected newsmen—journalist Paul Lockyer, cameraman John Bean and pilot Gary Ticehurst—were killed in a helicopter crash. On 19 August 2011, Ian Carroll—a passionate media pioneer and long-time ABC executive—died after a battle with cancer.

The ABC pays tribute to the lives of these four men.

Executive Leadership Group

KATE DUNDAS



KIM DALTON



Kate Dundas

Director of Radio

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

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

Kim Dalton OAM

Director of Television

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

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

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

KATE TORNEY



IAN CARROLL



MURRAY GREEN



Kate Torney

Director of News

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

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

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. Ian has managed many successful news and current affairs programs for both the ABC and commercial networks. He was responsible for establishing Australia's first digital television channels—ABC Kids and Fly—which have since been replaced.

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

For a large part of the year, Ian was absent from the ABC due to ill health. During that period, Abigail Thomas and Bruce Belsham shared the responsibility of leading the division.

Dr Murray Green

Director of ABC International

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

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

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

LYNLEY MARSHALL



DAVID PENDLETON



URSULA GROVES



Lynley Marshall

Director of ABC Commercial

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

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

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) from the University of Technology Sydney, a Graduate Diploma from the Financial Services Institute of Australia and is a Fellow of CPA Australia.

Ursula Groves

Director of People and Learning

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

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

MICHAEL MILLETT



PAUL CHADWICK



ROB SIMPSON



Michael Millett

Director of Corporate Affairs

Michael Millett joined the ABC as Director of Communications in February 2009. In 2011, the division was expanded to incorporate the former Corporate Strategy and Marketing division, and was renamed Corporate Affairs.

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

Before joining the *Herald*, he worked in Canberra and Melbourne with the now defunct afternoon newspaper the *Melbourne Herald*.

Paul Chadwick

Director of Editorial Policies

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

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

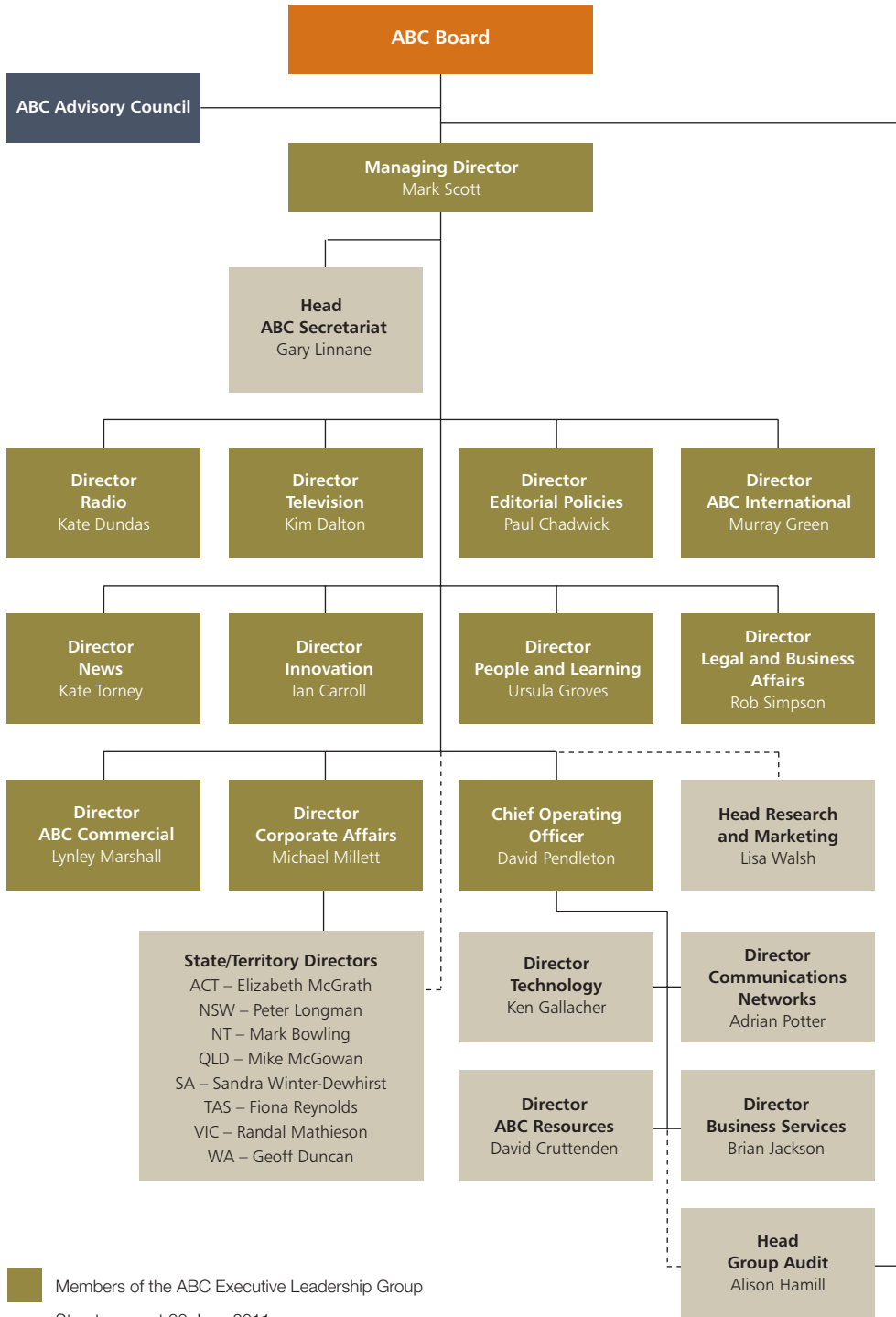
Rob Simpson

Director of Legal and Business Affairs

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

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

ABC divisional structure



THE ABC APPROACHES the coming year with confidence and enthusiasm. The digital era has raised the expectations and the demands of the modern audience, but also equipped the national broadcaster with the tools and skills necessary to meet the challenge.

The priority is to produce fresh, compelling and innovative content across the Corporation's platforms, acknowledging that the scheduling rules of the past are of decreasing importance. Content must be provided when the audience demands, on a device they choose, and in a format they want. Choice is paramount.

The ABC recognises that trust and relevance continue to be critical to its success and in the year ahead will continue to focus on these key principles.

Viewers will continue to reap the dividends of the federal government's \$70 million investment in Australian drama that was provided to the ABC in its last triennial funding round. This year will see ABC Television roll out yet more quality dramas and mini-series, showcasing the best of local scriptwriting, acting and production. ABC4Kids and ABC3 will continue to captivate younger audiences with new, original and commercial-free programming, whilst a makeover of ABC2 will deliver "edgier" material to complement ABC1.

The digital revolution will allow ABC Radio to further extend its programming choice and to maximize its ability to interact with local communities. In an era where networking and international content proliferate, ABC Radio's hallmark of high quality, local content remains. This year will see the launch of triple j *unearthed* on digital radio, providing a new opportunity to showcase the best of young Australian talent on a new platform. ABC Open will reach its full capabilities, acting as a vital link in regional and remote communities.

ABC News 24 has quickly established itself as the authoritative destination for information when important news breaks—locally, nationally and internationally. This year will mark the 50th anniversary of one of the Corporation's flagship programs, *Four Corners*.

Globalisation and the new era of communications has brought Australia closer to the rest of the world. However, at the same time, it has dramatically increased the nation's exposure to events overseas. ABC News will help its audiences understand, analyse and distil daily events and information, using its unparalleled resources and its array of programs.

The ABC's digital innovation will also continue, with the ABC poised to extend its catch-up television service, iview, to smartphones and to explore new ways to deliver its content to mobile devices.

ABC Online will continue to add new features and content areas, further fulfilling the ABC's charter role to inform, educate and entertain.

The ABC is mindful that the public's trust extends the public broadcaster's remit into other areas, most notably emergency services. The Corporation will continue to work with governments and emergency service organisations to ensure the ABC continues to assist communities in times of hardship as it did with great distinction throughout 2010–11. ■

Strategic objectives

The ABC's strategic direction in 2010–11 was guided by the *ABC Strategic Plan 2010–13*.

The Plan is framed around the following six strategic goals:

Being **audience focused**

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

Being **high quality**

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

Being **innovative**

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

Being **values based**

To demonstrate ABC Values in every aspect of our work.

Being **efficient**

To maximise the efficient and effective use of resources.

Being **responsible**

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

The ABC's performance against these goals is reported at page 110.



Reporting the ABC's performance

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

Content performance

Audience trends

Radio

Television

News

Online

International audiences

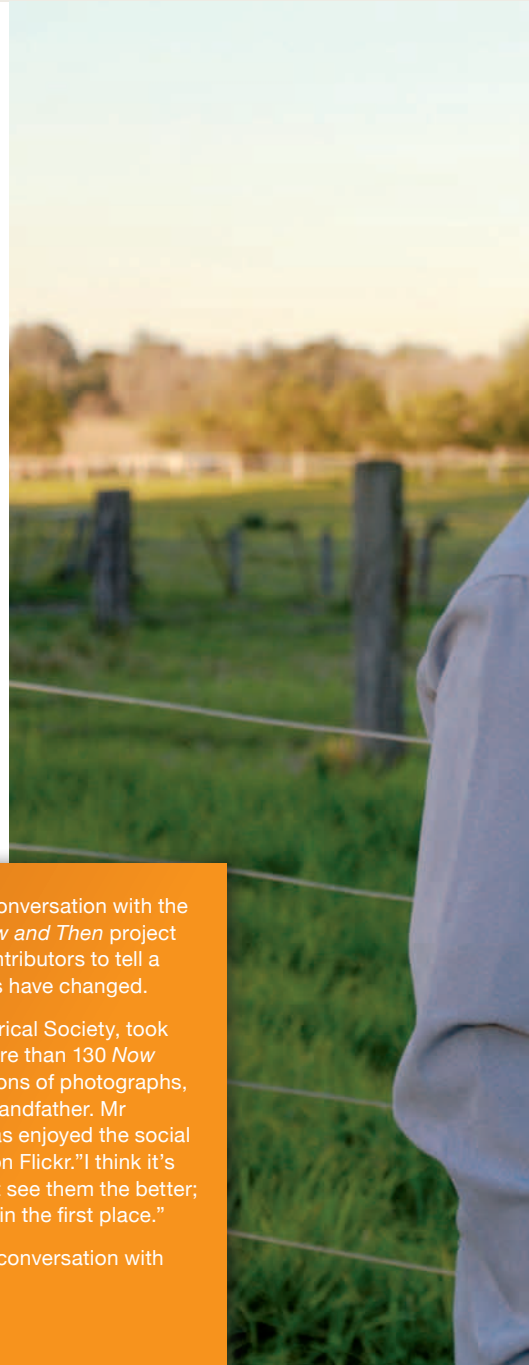
Consumer experiences

“ ”

PETE SMITH of Maitland joined the conversation with the ABC when he became part of the *Now and Then* project on ABC Open. The project invited contributors to tell a story of past moments and how times have changed.

Pete, a member of the Maitland Historical Society, took to the project with gusto, creating more than 130 *Now and Then* images from three generations of photographs, taken by himself, his father and his grandfather. Mr Smith, who is new to social media, has enjoyed the social aspects of sharing historical photos on Flickr. "I think it's good," he said, "the more people that see them the better; that's why granddad took the photos in the first place."

🗣️ Find out more about how Pete's conversation with ABC Open started on page 30



The ABC is committed to providing challenging and engaging audience experiences. ABC content is available to Australians across radio, television, online and mobile platforms. Increasingly, audiences are accessing that content on demand.



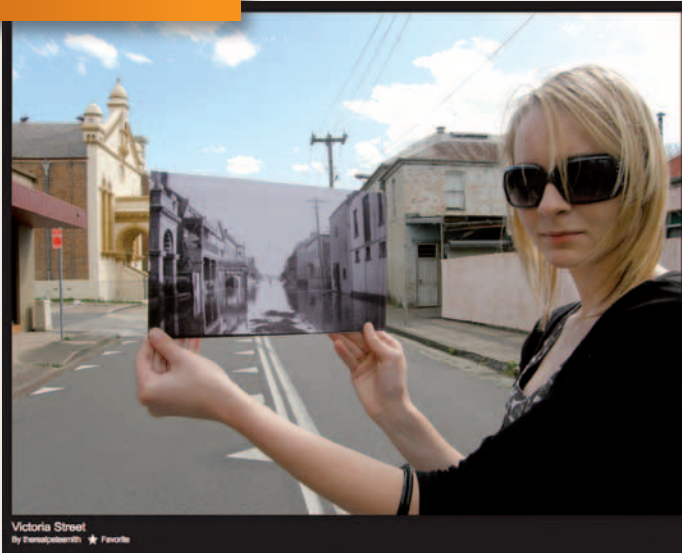
Pete joined the conversation.

Pete Smith
Maitland, New South Wales
Photographed by Anthony Scully,
ABC Open producer Hunter

“ ”

Where the conversation started

ABC OPEN

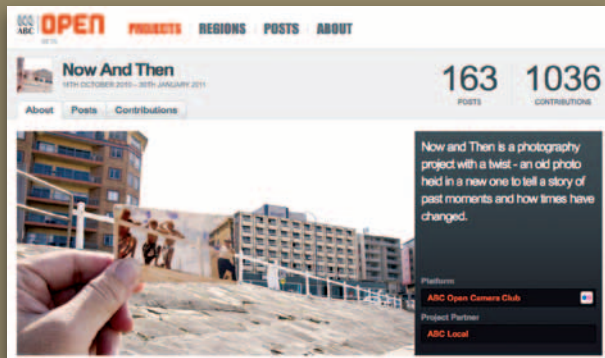


Looking south along Victoria Street, Maitland. The original photo was taken during the 1930 flood and is part of a collection owned by Pete's grandfather, Sydney Smith. It is being held by Sydney's great grand-daughter, Eloise.



Pete's conversation

Pete Smith of Maitland found the project was a great way to tell a story of past moments and how times have changed. Some of Pete's Now and Then images illustrate social, family and local history. In particular, he used Now and Then to document changes in the dairy industry in the Hunter. "Even though I've taken the photos... they're not really for me," he said. "They're for the next generation, and the generation after that; they're basically for the people in the future photographs."



Now and Then

Now and Then was a photography project exploring the evolving history of Australian places and people. The project was inspired by the Flickr group, "Looking Into the Past", and how a single image framed in a new one can ignite the imagination and open a door to the past.

“ ” Discover more about the Now and Then project at open.abc.net.au/projects/now-and-then

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

AGAINST A BACKDROP of greater local and international competition, the ABC increased its combined national audience reach across television, radio and online to 74% in 2010–11 (from 73% in 2010 and 2009).¹ This result reflects the ABC's continued success in delivering programming and content to audiences through its television and radio channels and through a growing array of new and emerging technologies.

Community satisfaction

The annual *Newspoll ABC Appreciation Survey*² provides insights into community perceptions and beliefs about the value of the ABC's contribution to Australian society. The 2011 survey was conducted nationally, by telephone, among a random sample of 1 904 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted using the same methodology since its inception in 1998, and the 2011 survey marks the twelfth year of the survey.

The respondents were asked about their views on the quality of ABC Television, ABC Radio and ABC Online. Consistent with previous surveys, a large majority (79%) believe the quality of programming on ABC television is "good", while significantly fewer (51%) believe this about commercial television. The notable changes in community sentiment are for commercial television where there has been a rise in people's positive perceptions. By demography, this rise has been driven by the 25 years and over audience. Some of this rise is likely to be driven by the proliferation of digital free-to-air channels in combination with the continuing increase in penetration of digital televisions, giving more Australians more viewing options.

¹ Newspoll, *ABC Awareness and Usage Survey*, June 2009, 2010 and 2011, in combination with ratings data, total 18 years and over population.

² Newspoll, *ABC Appreciation Survey*, June 2011, national random sample (n=1 904) conducted by telephone, people aged 14 years and over.

Overall for ABC Radio, 64% of Australians believe the quality of programming on ABC Radio is “good”. This result is down compared to last year. The decline in positive sentiment for ABC Radio has not been as a result of an increase in negative sentiment, but a rise in the number of people who stated they did not have an opinion or did not know.

For commercial radio, approximately half (55%) of the population believes it offers good quality programming, a result consistent with previous tranches of research. Community perceptions about the quality of ABC and commercial radio are far closer than they are for television, reflecting the far more fragmented and niche radio market, where audiences have a very wide choice of stations to listen to.

Nine in ten ABC Online users believe the quality of content on ABC websites is “good”, including one in three who says the quality of ABC websites is “very good”. Among frequent ABC Online users, the results are even more positive, with 97% of those who use the site at least once a week saying the quality of content is “good”, and five in ten of this group saying the quality is “very good”.

The *ABC Appreciation Survey* explores public perceptions about the ABC’s performance in relation to specific aspects of the Corporation’s Charter. The majority of Australians remain of the view that the ABC is doing “a good job” fulfilling its various Charter obligations. Compared with the previous year, there were no significant shifts in sentiment overall. However, there were increases in the proportion of Australians who believe the ABC is doing a “very good” job being innovative, broadcasting programs of an educational nature, and having a good balance between programs of wide appeal and those that appeal to people with special interests. ■

Quality of programming

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

Radio



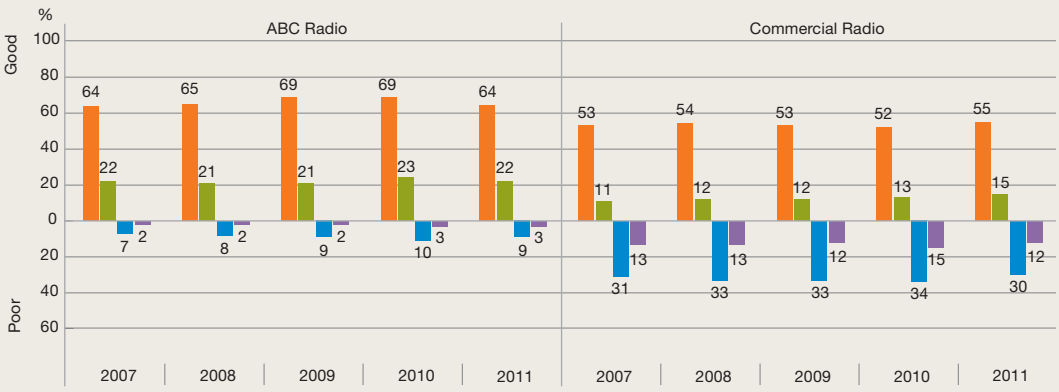
Six in ten
Australians believe
the quality of
programming on ABC
Radio is good.

Television



More
Australians
believe the quality
of ABC Television
programming is
good compared to
commercial
television.

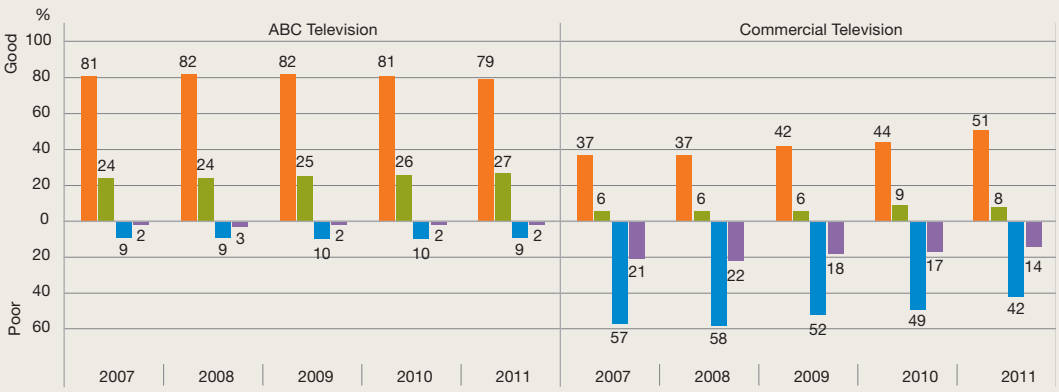
Radio: Quality of programming



Based on a total sample aged 14 years and over, national random sample. "Don't Know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2011.

█ Total Good █ Total Poor
█ Very Good █ Very Poor

Television: Quality of programming



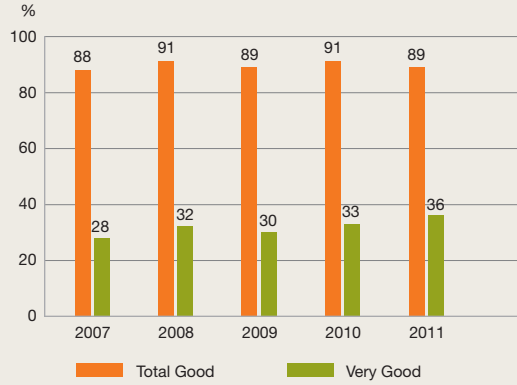
Based on a total sample aged 14 years and over, national random sample. "Don't know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2011.

█ Total Good █ Total Poor
█ Very Good █ Very Poor

Online

89%
of ABC Online users believe the quality of content on abc.net.au is good.

ABC Online: Quality of content

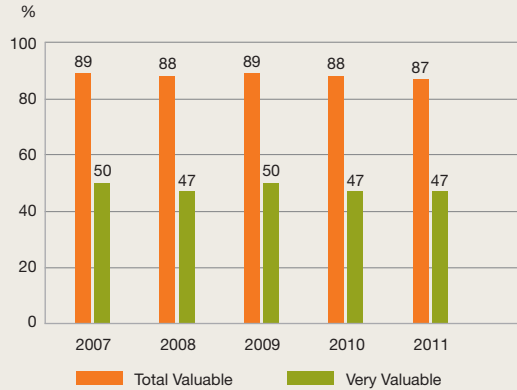


Based on those aged 14 years and over who ever visit the website, national random sample. Does not include "Don't Know" or "Poor" responses. Source: Newspoll, ABC Appreciation Survey 2011.

Overall value

Nine out of ten Australians believe the ABC provides a valuable service to the community.

Overall value of the ABC



Based on a total sample aged 14 years and over, national random sample. "Don't Know" and "Not Valuable" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2011.

Measures of community satisfaction

	2010-11	2009-10	2008-09	2007-08	2006-07	
Providing a quality service:						
% of people who believe the ABC provides quality programming	Television	79	81	82	82	81
	Radio	64	69	69	65	64
	Online (among ABC Online users)	89	91	89	91	88
<hr/>						
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	81	82	83	81	79	
<hr/>						
Providing a valuable service:						
% of people who value the ABC and its services to the community	87	88	89	88	89	
<hr/>						
Meeting the ABC's Charter obligations:						
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	83	84	86	84	84	
<hr/>						
% of people who believe the ABC reflects the cultural diversity of the Australian community	81	80	83	80	81	
<hr/>						
% of people who consider the ABC:						
• encourages and promotes Australian performing arts such as music and drama	79	78	83	82	80	
• provides programs of an educational nature	84	86	88	86	85	
• achieves a good balance between programs of wide appeal and specialised interest	83	85	86	83	85	
<hr/>						
% of people who perceive the ABC to be innovative	75	74	75	73	72	
<hr/>						
Providing an efficient service:						
% of people who believe the ABC is efficient and well managed	70	73	72	69	71	

Source: Newspoll, ABC Appreciation Survey 2011.

Radio

Local Radio

triple j

Radio National

ABC Classic FM

ABC NewsRadio

ABC Digital Radio

ABC Open

ABC Radio offers a diverse selection of programming across its national and local networks.

2010–11 WAS A SUCCESSFUL YEAR for ABC Radio in the five-city metropolitan markets. Average weekly reach increased 2% from 4.3 million people in 2009–10, to a record 4.4 million in 2010–11. Audience share remained relatively steady at 23.6% (23.9% in 2009–10).³ The majority of Australians consider that the quality of programming on ABC Radio is good.⁴

Local Radio

The ABC has a network of 60 Local Radio stations—nine metropolitan and 51 regional—which broadcast to, and engage with, local communities around Australia. In 2010–11, ABC Local Radio's five-city metropolitan average weekly reach and share remained steady at 2.3 million and 11.3% respectively (2.3 million and 11.4% in 2009–10).⁵ Podcast downloads of Local Radio content increased 64%, up from 4.3 million in 2009–10 to 7 million in 2010–11. Among the most popular downloads was *Conversations* with Richard Fidler, with 2.7 million podcasts in 2010–11.⁶

On 27 August 2010, ABC Local Radio partnered with UNICEF to launch an appeal to raise money for flood victims in Pakistan. The campaign—which was supported by all ABC radio networks, ABC News 24, ABC television, Radio Australia and Australia Network—generated over \$3 million for UNICEF, and raised awareness about the work of other agencies including Oxfam, Red Cross, Save the Children, ActionAid and Caritas.

The 2010 Commonwealth Games from New Delhi were broadcast on ABC Local Radio and ABC Grandstand digital from 3–14 October 2010 from 1pm to approximately 1am each day, providing extensive commentary on all events and capturing the spirit and excitement of the Games.

³ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

⁴ Newspan, *ABC Appreciation Survey*, 2011.

⁵ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

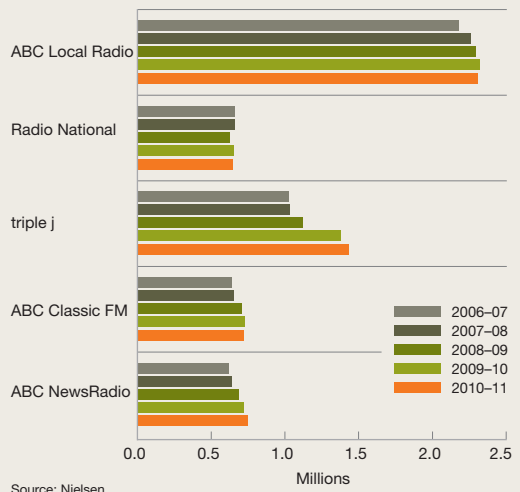
⁶ WebTrends.

Reach

“Reach” measures the total number of people who have listened to ABC Radio over a week.

ABC Radio’s average weekly reach increased to **4.4 million** people.

ABC Radio: Average weekly reach
(Five-city metropolitan market)



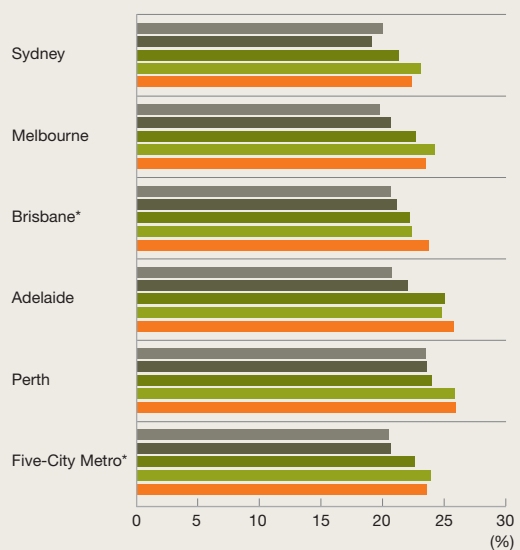
Source: Nielsen.
* Due to the severe floods in Queensland, Survey 1 was not conducted in Brisbane. Radio share for Brisbane in 2010-11 is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This impacts on the five-city metropolitan results for 2010-11.

Share

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

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

ABC Radio: Aggregate audience share
(Five-city metropolitan market)



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

“ ”

Joining the conversation

TRIPLE J
UNEARTHED



On 2 April 2011, Art vs Science performed at triple j's One Night Stand concert in Tumby Bay, South Australia.

unearthed is triple j's award-winning initiative for discovering and sharing the best new Australian music. Established in 1995, unearthed has successfully established careers for thousands of musicians nationwide and internationally.

Art vs Science is a case in point. After winning the triple j unearthed competition in 2008, the band has not looked back. Their debut self-titled EP, Art vs Science, was a success and the band's first national tour in May 2009 was a sell-out. Art vs Science soon gained international recognition, with hit song "Parlez Vous Francais?" The band released their latest album, The Experiment, in February 2011.



ABC Rural, in conjunction with farm research body, the Kondinin Group, launched the Australian Farmer of the Year Award. The Award recognised professionalism, excellence and sustainability in Australian agriculture, and aims to highlight the important role that farmers play in Australia. Applications were received from around Australia, with 90 farmers nominated for the Award. In September 2010, Ross Woodhouse, a dairy farmer in South-West Western Australia was announced the inaugural winner.

Australians turned to ABC Local Online in record numbers in January 2011 (monthly reach of 853 000),⁷ demonstrating the importance of the ABC to communities during natural disasters.

triple j

triple j is the ABC's national youth network, targeted at 18–24 year olds. In 2010–11, triple j's five-city metropolitan average weekly reach among people aged 10 and over increased 4% from 1.38 million people in 2009–10 to a record 1.43 million. Audience share remained steady at 5.2% (5.3% in 2009–10).⁸ triple j is among the ABC's top podcast producers, with 9 million podcasts downloaded in 2010–11 (up 35% from 7 million in 2009–10). *New Music* programs continued to be among the most popular ABC podcast downloads.

⁷ Nielsen, *Australian Home and Work Panel*, people aged 2 and over, ABC custom report.

⁸ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

In November 2010, AusMusic month was celebrated through a dedicated triple j *unearthed* digital radio station, supporting Australian musicians and other creative talent. triple j *unearthed* will be launched in October 2011 as a full-time digital radio station devoted to 100% new Australian music from the www.triplejunearthed.com website. The station will be the only wholly Australian music radio station playing music solely from unsigned and undiscovered artists, including those from regional areas.

On 2 April 2011, triple j held its annual One Night Stand, this time in Tumby Bay on the Eastern coast of Eyre Peninsula, South Australia. An *unearthed* act from Eyre Peninsula opened the concert, which was broadcast live across Australia and filmed for future broadcast on *Live At The Wireless*. Online coverage included videos, blogs, photographs of all the action and live music.

triple j's 2010 Hottest 100 countdown was broadcast live across Australia on 26 January 2011. The poll was the largest since the countdown began, with 155 222 voters (18% more than last year) from 152 countries registering 1.26 million votes (6% more than last year). Australian music comprised 51% of the chart. The full countdown was broadcast over the weekend of 29–30 January 2011 and was available on-demand on the triple j website. There were 987 000 visits to the triple j Hottest 100 website during January 2011, a 36% increase from the previous year.

In June 2011, triple j launched the Hottest 100 Australian Albums of All Time. An initial list of albums was compiled by a group of more than 175 musicians, industry representatives and triple j presenters. From that list, 47 000 listeners cast a total of more than 420 000 votes to create the list of triple j's Hottest 100 Australian Albums of All Time. The on-air countdown and announcement of the top 20 will take place in early 2011–12.

Radio National

Radio National broadcasts across Australia and provides a unique forum for ideas and culture through information and analysis, and a range of specialist fields including science, religion and history.

Radio National's five-city metropolitan average weekly reach was 642 000 in 2010–11, down from 655 000 in 2009–10. Audience share remained steady at 2.5% (2.6% in 2009–10).⁹ Radio National is the ABC's leading podcast producer. Podcast downloads increased 29%, up from 18 million in 2009–10 to 22.8 million in 2010–11.¹⁰

Throughout October and November 2010, Radio National celebrated the 20th anniversary of the reunification of Germany with *Berlin Waves*. Programs invited listeners to journey to Berlin and explore the past, present and future of Germany through documentary, drama, poetry, features and fiction. *By Design* presented a forum on German design—*Form, Function or Fetish: Unpacking Contemporary Design*—at the RMIT, and Geraldine Doogue and the *Saturday Extra* team travelled to Melbourne for Berlin Dayz. A forum—*Germany, the Eurozone and the World Beyond*—examined the politics and economics of the nation pivotal to the success or failure of the “European project”.

Ian Reed Writers-in-Residency 2010 winners Michelle Lee and Jean Claude Kuner began their residencies with ABC Radio National, working on features and drama programs for the network, as well as conducting master classes in documentary production.

In February 2011, Arts Editor Tony MacGregor and senior documentary maker Gary Bryson travelled to Jakarta for the launch of the Radio National/BBC World Service co-production, *What Can I Say?*

⁹ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

¹⁰ WebTrends.

The four-part radio series, broadcast from 14 February 2011 on *360 Documentaries*, looked at issues surrounding freedom of expression in Indonesia, Cambodia, Thailand and Singapore. The launch took place at the Salihara Cultural Centre in South Jakarta and speakers included Paul Robilliard, Deputy Head of Mission for the Australian Embassy, and keynote speaker, Pak Bambang Harymurti, Managing Editor of Tempo News Magazine and Deputy President of the Indonesian Press Council.

A seminar on issues raised by the series was also held in Jakarta and attended by journalists, broadcasters, film-makers and bloggers, as well as media and human rights activists from the region. Both the seminar and the program launch were presented by Radio National in partnership with the Indonesian Association for Media Development and KBR68H, an independent radio news service. Financial support for the project was provided by the Department of Foreign Affairs and Trade through the Australia-Indonesia Institute and the Ford Foundation in Jakarta.

Radio National featured strongly at the Sydney Writers Festival in May 2011. *The Music Show* presenter Andrew Ford and *All in the Mind* presenter Natasha Mitchell broadcast live from the Festival's Sydney Dance Café on Saturday, and *Artworks* presenter Amanda Smith and special guest presenter Craig Reucassel on Sunday.

Radio National's Festival broadcast highlights included: Fatima Bhutto, member of Pakistan's political dynasty on the current state of her country; James Gleick in conversation with Robyn Williams; Isseldin Abuelaish, Palestinian doctor and author of *I Shall not Hate*; Howard Jacobson, 2010 Man Booker Prize winner; AC Grayling on his secular bible; young writing sensation Téa Obreht; Gail Dines, author of the controversial *Pornland: How Porn Has Hijacked Our Sexuality*; and David Hicks, in his first public event since the publication of his memoir.

ABC Classic FM

ABC Classic FM is Australia's national classical music network, with a strong focus on Australian performance and composition. ABC Classic FM's five-city metropolitan average weekly reach was 719 000 in 2010–11, down marginally from 729 000 in 2009–10. Audience share remained steady at 2.9% (2.8% in 2009–10).¹¹

On 12 October 2010, the day Dame Joan Sutherland's death was announced, ABC Classic FM broke from its regular schedule between 9 am and 5 pm to devote programming to her most memorable and loved performances, and to interview people who knew or worked with her. On 10 November 2010, the memorial service for Dame Joan was broadcast and streamed live on ABC Classic FM from the Sydney Opera House, and on 26 December 2010, ABC Classic FM also broadcast *A Tribute to the Life and Legacy of Dame Joan Sutherland*.

¹¹ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

Reach

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

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

In November 2010, ABC Classic FM celebrated AusMusic month with the broadcast premieres of six new Australian operas, including the historic broadcast of *Pecan Summer*, billed as the first Indigenous opera, composed and directed by Deborah Cheetham.

From 28 April to 1 May 2011, in partnership with Musica Viva, the Sydney Conservatorium of Music and the Australian Youth Orchestra, ABC Classic FM presented some of the world's premier chamber musicians and Australia's finest local artists live from the 2011 Musica Viva festival. The digital radio station ABC Extra was rebranded ABC Musica Viva for the duration of the festival.

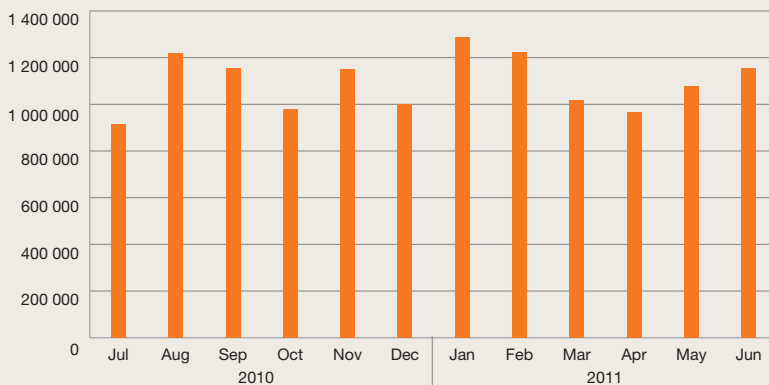
ABC NewsRadio

ABC NewsRadio is Australia's only national, continuous news radio network, delivering factual, independent coverage of news. ABC NewsRadio's five-city metropolitan average weekly reach increased 4% from 721 000 people in 2009–10 to a record 751 000 in 2010–11. Audience share remained steady at 1.8%.¹²

On 26 March 2011, ABC NewsRadio and 702 ABC Sydney broadcast live from the ABC's tally-room, set up in the foyer of the ABC Ultimo Centre, to provide joint coverage of the NSW State election to national and State audiences. The co-production model was first used in the Victorian Election in November 2010 and used NewsRadio's rolling format to keep audiences up-to-date with unfolding election results. 702's Deb Cameron and NewsRadio's Glenn Bartholomew were joined on-air throughout the evening by various political commentators and ABC News journalists from across the State.

¹² Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

ABC Radio websites: Monthly audience reach



Source: Nielsen Online, Australian Home and Work Panel, people aged 2 years and over.

Audience Reach

2010–11 saw several collaborative projects between ABC NewsRadio and Radio Australia. From 11 April 2011, a new *Evening* program commenced on weekdays on ABC NewsRadio from 7 pm to 10 pm. The program is hosted by Radio Australia's Tracee Hutchison from Melbourne, and is simulcast in drive-time on Radio Australia's English service. In 2010–11, Radio Australia also commenced simulcasting ABC NewsRadio between 1 pm and 3 pm weekdays.

Collaborations between ABC NewsRadio and Radio Australia contribute to improved news coverage across both services, and enable a greater focus of Asia-Pacific stories on ABC NewsRadio.

ABC Digital Radio

The flexibility provided by the digital radio platform enabled the most comprehensive ever ABC multiplatform coverage of sport during 2010–11.

ABC Grandstand Digital provided wide-ranging sports coverage. ABC Extra—the ABC's part-time special events digital service—was frequently rebranded as ABC Grandstand 2 to broadcast additional coverage of live sports which couldn't be accommodated on ABC Local Radio or ABC Grandstand Digital.

For instance, as ABC 774 Melbourne's analog and digital streams covered the Australian Open Tennis for local audiences at different times, ABC Grandstand 2 provided the only national radio coverage of this major Grand Slam tournament to digital radio audiences around Australia. At the same time, ABC Grandstand Digital carried domestic and international cricket and other sports.

ABC Grandstand 2 also provided comprehensive coverage from the sub-continent of the 2011 Cricket World Cup until the final in early April 2011, and a range of national and State sporting events, including AFL pre-season, SANFL and WAFL matches, A-League Soccer, Super Rugby, Rugby League, Netball and WNBL, along with the historic Stawell Gift athletics carnival.

In January 2011, ABC Extra played a key role in extending local coverage of emergencies. As ABC Queensland Floods and ABC Queensland Cyclone, it carried local emergency coverage to digital radio audiences across Australia. It was also used to provide relays of international disaster coverage, such as the New Zealand and Japan earthquake crises.

In addition to the above, over the past year, ABC Extra has also been rebranded as ABC NAIDOC, triplejuneearthed, ABC Classic Season, ABC NZ Earthquake, ABC ANZAC Day, ABC Musica Viva and ABC 9-11 Decade.

ABC Open

ABC Open is an initiative to engage regional audiences in participatory media, or user-generated content, to bridge the digital divide currently experienced by many Australians living outside capital cities. The initiative was announced in 2009–10, and the ABC Open website—www.open.abc.net.au—was launched on 16 September 2010.

By 30 June 2011, 34 of a total of 50 ABC Open producers had been recruited. They are located in regional centres across Australia. The producers have conducted more than 650 workshops across the country, teaching digital media skills to over 1 800 members of their local communities.

As of June 2011, ABC Open had conducted four national multimedia projects, attracting over 2 700 contributions from community groups, organisations and individuals around Australia. In addition, seven regional multimedia projects or collaborations were completed, involving over 60 contributions.

Contributions to ABC Open projects have been featured on the ABC Open website, ABC Local Online, ABC Local Radio, Radio National, triple j, ABC television and ABC News 24. Each ABC Open region has held local screenings and events showcasing contributions to the projects and celebrating the work of community contributors.



Where the conversation started

ABC OPEN



Highlights from the year include:

- **Now and Then**—a national photography project which captures an old photo held within a new one, to tell a story of past moments and how times have changed. “” See page 30.
- **One-on-One: Goulburn Valley Refugees**—a regional project involving ten personal tales of refugees who have settled in the Goulburn Valley, told through audio and photos. The works were produced by local photographers and writers and curated by ABC Open. “” See page 82.
- **One-on-One: Change**—a national project involving a series of first-person stories told through black and white photos and audio. “” See page 132.



2



WxSW

WxSW (*West by South West*) is a collaboration between ABC Open and triple j. The project involved six selected unearthed artists from the Ballarat and South West districts in Victoria teaming up with local filmmakers to produce video clips. The clips were screened on Rage in May 2011.

In a series of local workshops, two ABC Open regions worked together to help filmmakers create high quality music video clips without massive budgets.

“” Discover more about the WxSW project at open.abc.net.au/projects/wxsw.

Heather Thomas is the musician behind Ballarat band Viv Denham. Heather and guitarist Brendan White produced a music video for Viv Denham's triple j unearthed song "481".



Heather's conversation

Heather Thomas of Ballarat was one of the lucky six to have her work shown on Rage. Before her involvement in WxSW, Heather was a solo artist, making music in her bedroom. Now she has formed a band—Viv Denham—and is performing for audiences. She found the project encouraging. "I've been receiving loads of positive feedback and I'm really looking forward to playing more live shows and getting my music out there for people to enjoy".

Television

ABC1

ABC2

ABC3

Online audiences

ABC iview

Social media

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

IN 2010–11, the Australian television market continued to evolve and fragment, with the growth in the number of digital free-to-air channels, the expansion of personal video recorders (PVRs) and time-shifted viewing, as well as increases in the volume of online catch-up viewing.

During 2010–11, four new free-to-air digital channels were launched—7Mate, Gem, Eleven and ABC News 24—bringing the total number of free-to-air channels in Australia to fifteen. Access to digital television continued to increase, with 90% of metropolitan households capable of receiving digital television (from 75% of metropolitan households in June 2010).¹³

The percentage of homes in the five-city metropolitan market with at least one PVR device (with a hard drive) increased to 42% in June 2011 (from 30% in June 2010).¹⁴ Live viewing continues to be the dominant form of viewing in 2010–11, with time-shifted viewing comprising only 6% of total viewing.¹⁵ Regional audiences have reflected similar trends to the metropolitan markets, with digital penetration rates increasing in regional areas. Across the regional aggregate markets, 94% of households are capable of accessing digital television. By May 2011, the digital switchover in regional Victoria was complete, with 100% of households capable of accessing digital television.¹⁶

In 2010–11, ABC television viewing levels reflected the general trend that is apparent across other free-to-air networks. ABC digital channels continued to grow their share and have generated incremental reach across the total ABC television platform. The ABC's primary channel, ABC1, experienced a decrease in both reach and share as a result of the increased competition from digital free-to-air channels.

¹³ OzTAM metropolitan panels, 12 June 2010 and 11 June 2011.

¹⁴ OzTAM metropolitan panels, 12 June 2010 and 11 June 2011.

¹⁵ OzTAM metropolitan consolidated data, 2010–11.

¹⁶ Regional TAM Panel Incidence, period 7, 2011.

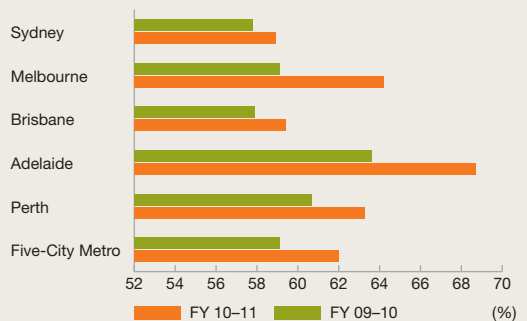
Reach

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

Metropolitan

ABC Television's average weekly reach was **9.4 million** people, or 62% of the five-city metropolitan market.

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

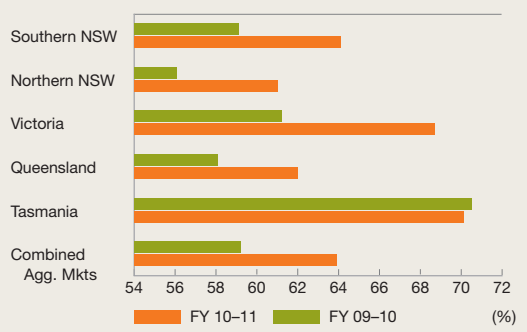


Source: OzTAM metropolitan consolidated data. 2011 data includes ABC News 24.

Regional

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

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



Source: Regional TAM consolidated data. 2011 data includes ABC News 24.

Day-time share

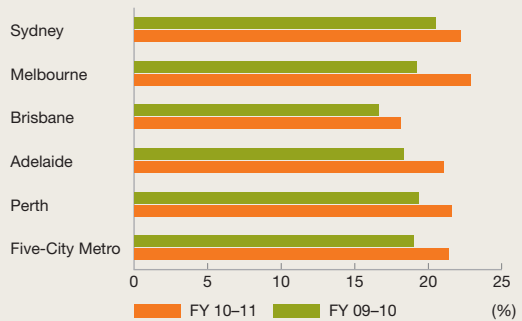
“Day-time share” measures the percentage of the audience who have watched ABC television between 6 am and 6 pm. It is reported as a percentage of the actual viewing audience, not the total population.

Metropolitan

ABC Television had a **21.4%** day-time share of the free-to-air, five-city metropolitan market.

ABC Television: Metropolitan day-time share

(Total ABC, free-to-air-audience, 6 am – 6 pm)



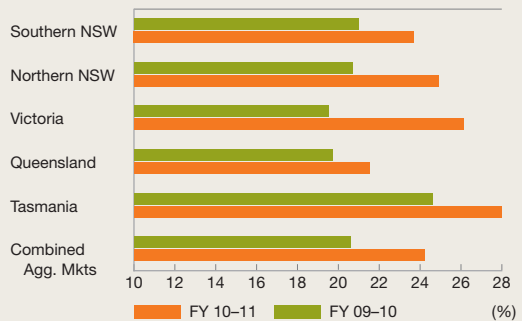
Source: OzTAM metropolitan consolidated data. 2011 data includes ABC News 24.

Regional

ABC Television had a **24.2%** day-time share of the free-to-air regional market.

ABC Television: Regional day-time share

(Total ABC, free-to-air-audience, 6 am – 6 pm)



Source: Regional TAM consolidated data. 2011 data includes ABC News 24.

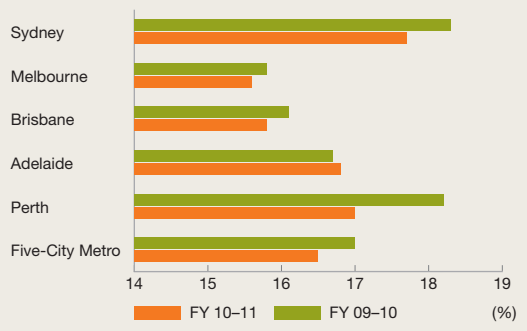
Prime-time share

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

Metropolitan

ABC Television had a **16.5%** prime-time share of the free-to-air, five-city metropolitan market.

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

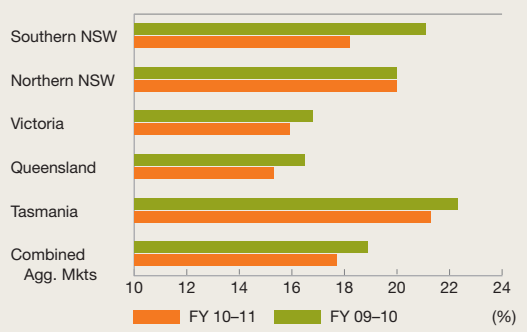


Source: OzTAM metropolitan consolidated data. 2011 data includes ABC News 24.

Regional

ABC Television had a **17.7%** prime-time share of the free-to-air regional market.

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



Source: Regional TAM consolidated data. 2011 data includes ABC News 24.

In 2010–11, the total ABC metropolitan average weekly reach was 9.4 million people, or 62% of the five-city metropolitan population. This is an increase from 2009–10 reach, which was 8.7 million people or 59% of the five-city metropolitan population.¹⁷

In 2010–11, the ABC's total share of the free-to-air metropolitan audience during day-time increased to 21.4% (from 19% in 2010–11). Share during prime-time was 16.5% (a decrease from 17% in 2009–10).¹⁸

In the aggregated regional markets and Tasmania, total ABC regional average weekly reach in 2010–11 was 4.4 million people, or 63.9% of the regional population. This represents an increase from 4 million people, or 59.2% of the regional population, in 2009–10.¹⁹

Total regional share during day-time increased to 24.2% in 2010–11, up from 20.6% in 2009–10. Regional share during prime-time decreased from 18.9% in 2009–10 to 17.7% in 2010–11.²⁰

ABC1

ABC1's average weekly metropolitan reach in 2010–11 was 8 million people, or 52.7% of the five-city metropolitan population (compared to 8.1 million people, or 55.2% of the five-city metropolitan population in 2009–10).²¹

The primary channel experienced a decrease in metropolitan prime-time free-to-air share, down to 13.4% in 2010–11 from 15.1% in 2009–10. ABC1's metropolitan day-time share also experienced a decline during 2010–11, delivering a share of 8.1% (compared to 12.4% in 2009–10).²²

ABC1's average weekly regional reach in 2010–11 was 3.7 million people, or 54.1% of the regional population (3.73 million people or 55.7% of the regional population in 2009–10).²³

In 2010–11, ABC1 experienced a decline in regional free-to-air audience share in both prime-time (13.9%, down from 17.1% in 2009–10) and day-time (9.4%, down from 14.8% in 2009–10).²⁴

The increased investment in Australian drama in the 2009–12 triennial funding round made way for a number of premier series and features. The popular miniseries *Paper Giants: the Birth of Cleo* achieved an average metropolitan audience of 1.4 million, or 24.1% total television share across both episodes. *Paper Giants* was repeated on ABC2, achieving a five-city average of 204 000.²⁵ *Paper Giants* recorded over 100 000 plays via iView.²⁶

2010–11 also saw the production of award-winning series *Rake* and the telemovie *Sisters of War*. The first ever Indigenous drama, *Redfern Now*, went into development and is planned to go to pre-production later in 2011.

¹⁷ OzTAM metropolitan consolidated data 2009–10, 2010–11. Total ABC includes ABC1, ABC2, ABC3 and ABC News 24 from August 2010.

¹⁸ OzTAM metropolitan consolidated data, 2009–10, 2010–11.

¹⁹ Regional TAM consolidated data, 2009–10 and 2010–11.

²⁰ Regional TAM consolidated data, 2009–10 and 2010–11.

²¹ OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

²² OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

²³ Regional TAM consolidated data, 2009–10 and 2010–11.

²⁴ Regional TAM consolidated data, 2009–10 and 2010–11.

²⁵ OzTAM metropolitan consolidated data, 2011.

²⁶ WebTrends 2010–11.

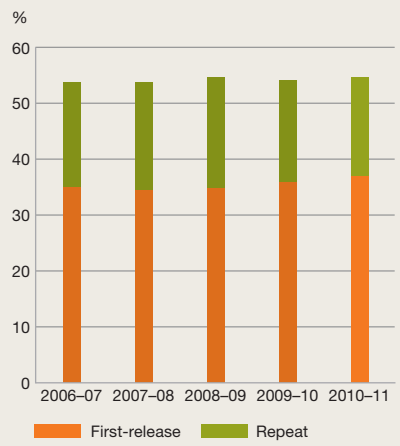
First-release and repeat content

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

6 am to midnight

More than half of Australian-made television content shown on ABC1 from 6am to midnight was first-release.

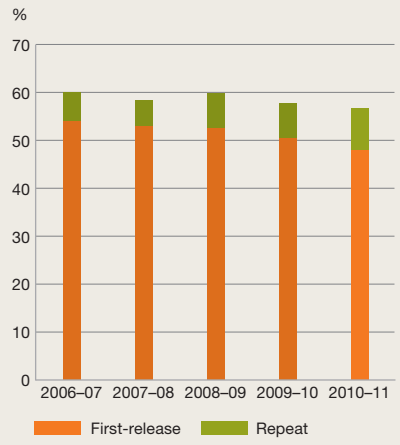
ABC1, First-release and repeat content
(Percentage of hours broadcast, 6 am-midnight)



6 pm to midnight

47.8% of Australian-made television content broadcast on ABC1 during prime-time was first-release.

ABC1, first-release and repeat content
(Percentage of hours broadcast, 6 pm-midnight)

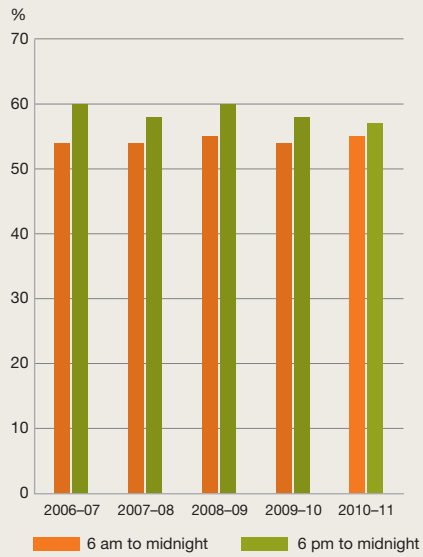


Australian content

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

55%
of content
broadcast on
ABC1 was
Australian-
made.

ABC1: Australian content
(Percentage of hours broadcast)

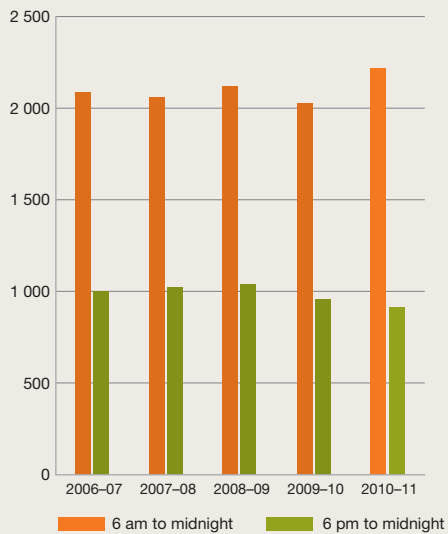


ABC-commissioned content

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

ABC1
broadcast
2 222 hours
of first-release
television content,
commissioned by
the ABC.

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).

News and current affairs remains the foundation of ABC1's relationship of trust and credibility with audiences (see pages 58–62). Highlight events included the *Federal Election 2010* and *The Royal Wedding of Prince William and Catherine Middleton*. The ABC's election coverage was supported by *Gruen Nation* and The Chasers' satirical *Yes We Canberra!*

Gruen Nation was ABC1's highest rating program in 2010–11, with a five-city metropolitan series average of 1.6 million viewers. *Gruen Nation* was repeated on ABC2, achieving a five-city average of 221 000 viewers.²⁷ The series recorded 106 000 plays via ABC iView.²⁸

ABC1's entertainment programs *Spicks and Specks* and *The Gruen Transfer* enjoyed continued success. 2011 also saw the first series of *Adam Hills in Gordon St Tonight*. Adding to ABC1's comedy line-up was Chris Lilley's *Angry Boys* and the dark comedy *Laid*. *Angry Boys* premiered with an audience of 1.6 million and delivered a five-city average audience of 1.08 million in 2010–11. *Angry Boys* was repeated on ABC2 and achieved a five-city average audience of 110 000 viewers.²⁹ *Angry Boys* recorded the highest number of plays of any program via the ABC iView site, with over one million plays during 2010–11.³⁰

ABC's commitment to the arts was encouraged by the returning series *Artscape*, *Art Nation*, *At the Movies*, *First Tuesday Book Club*, *Jennifer Byrne Presents* and *Art + Soul*. Other special features promoting the arts included *Opera Australia's Golden Jubilee*, the State Memorial Service for Dame Joan Sutherland, and *Stephen Fry Live at the Sydney Opera House*.

Documentary features included *The Making of Modern Australia*, *Jandamarra's War*, *Making Australia Happy*, and *Life at 5*. A number of factual series continued during 2010–11, including *Q&A*, *Compass*, *Catalyst*, *Gardening Australia*, *Collectors*, *Poh's Kitchen*, *Family Confidential* and the Indigenous series *Message Stick*.

Australia Day programming included coverage of a live family concert, *Australia Celebrates*. Sport coverage included state-based AFL and rugby, international and domestic lawn bowls competitions, the Tiwi Islands AFL Grand Final, and women's sport was supported with the broadcast of the Women's Australian Open Golf, Women's International Football and the W-League.

More than half of ABC1's top 20 programs in 2010–11 in both metropolitan and regional markets were Australian productions.

27 OzTAM metropolitan consolidated data, 2010.

28 WebTrends 2010–11.

29 OzTAM metropolitan consolidated data, 2011.

30 WebTrends 2010–11.

Top ABC1 Programs* (2010–11) by peak episode—Metropolitan

	Program	Average Audience	FTA Share %
1	Gruen Nation	1 680 000	32.6
2	Angry Boys	1 649 000	28.5
3	Spicks and Specks	1 582 000	29.2
4	Yes We Canberra!	1 580 000	40.7
5	Doc Martin	1 563 000	35.5
6	The Gruen Transfer	1 547 000	29.8
7	Midsomer Murders	1 540 000	28.6
8	Paper Giants: the Birth of Cleo Part 2	1 487 000	30.8
9	Paper Giants: the Birth of Cleo Part 1	1 359 000	28.3
10	New Tricks	1 350 000	33.2
11	ABC News	1 256 000	26.8
12	Spicks and Specks Comedy Special	1 195 000	21.1
13	Greatest Cities of the World with Griff Rhys Jones	1 151 000	21.1
14	The Real King's Speech	1 133 000	22.3
15	The Royal Wedding	1 117 000	19.6
16	Poirot: The Murder of Roger Ackroyd	1 113 000	23.7
17	Australian Story	1 110 000	21.6
18	The Bill	1 084 000	24.8
19	Doctor Who	1 082 000	18.0
20	The 7.30 Report	1 073 000	19.8

Source: OzTAM metropolitan consolidated data 2010–11

Top ABC1 Programs* (2010–11) by peak episode—Regional

	Program	Average Audience	FTA Share %
1	Doc Martin	683 000	36.8
2	Midsomer Murders	625 000	29.2
3	New Tricks	610 000	29.7
4	Return To Lake Eyre: The Deluge	545 000	22.9
5	Spicks and Specks	539 000	25.0
6	ABC News	533 000	27.9
7	The Gruen Transfer	520 000	25.9
8	Angry Boys	510 000	21.8
9	Paper Giants: The Birth of Cleo Part 2	494 000	23.8
10	Australian Story	487 000	17.9
11	Gruen Nation	475 000	23.1
12	Life	467 000	19.2
13	Spicks and Specks Comedy Special	466 000	18.8
14	Family Confidential	464,000	19.2
15	Paper Giants: The Birth of Cleo Part 1	463,000	22.4
16	David Attenborough's First Life	461 000	19.2
17	The Bill	457 000	23.0
18	Poirot: Evil Under the Sun	455 000	24.0
19	The 7.30 Report	453 000	19.1
20	7.30	449 000	18.5

Source: Regional TAM consolidated data 2010–11.

* Note: Highlighted programs are Australian content.

Genre mix

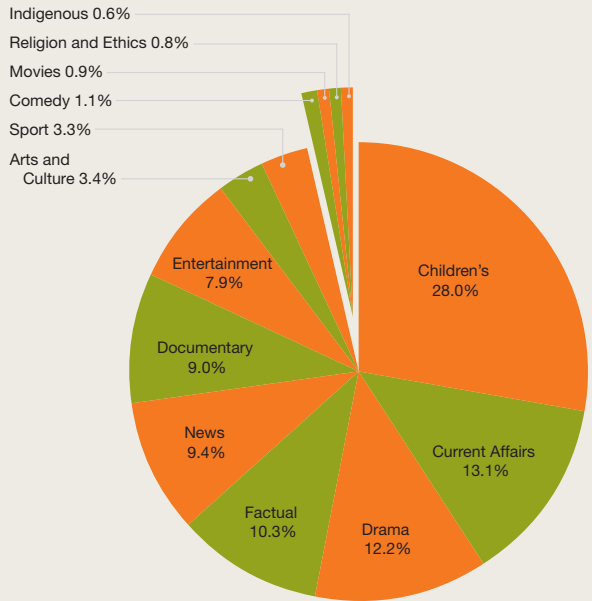
Broadcasting content across a range of genres demonstrates that the ABC provided programs of both wide appeal and specialised interest.*

ABC1

ABC1 broadcasts content across **13 diverse genres.**

ABC1: Genre Mix 2010–11

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

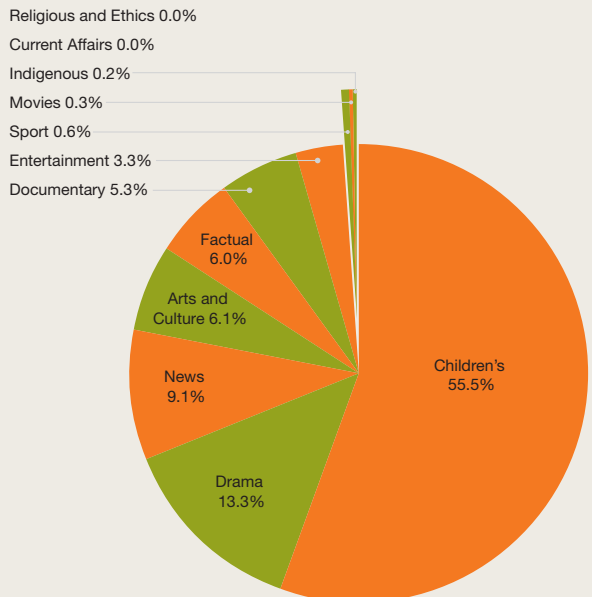


ABC2

55.5% of broadcast hours on ABC2 are dedicated children's content.

ABC2: Genre Mix 2010–11

(Percentage of hours broadcast, excluding interstitial material)



* **Note:** Hours have been rounded to the nearest whole number. In 2011, the following changes were made to genre reporting: *Drama* includes Australian Narrative Comedy, *Factual* includes Education and Science and Technology, and *Documentary* includes Natural History.



Joining the conversation

ABC2



Giggle and Hoot has quickly become a favourite for Australian children and parents, with engaging and entertaining content on-air and online. Around the country there are meet and greet opportunities for young fans.

In 2010–11, Hoot's Lullaby was the best-selling ABC book. The range of books, DVDs and merchandise available from ABC Shops extends the life of ABC content. Reviews of the book were posted on ABC Shop Online:

★★★★★

"I bought this book for my daughter when she was 10 month old and she still loves it so much. She sleeps with it, not wanting to let go until she is asleep. I am sure there are other little ones out there doing the same." — Akka

★★★★★

"I ordered this book yesterday for my daughter's 1st birthday next week, and it arrived this morning, already wrapped!!! I have yet to see the book, but I'm sure it will be of the same quality that the Hoot plush toy is, which is amazing!! I can't wait to give it to my daughter!!" — Jane

★★★★★

"This book is awesome. My 1 year old loved it. It's little enough for her to hold." — Kim

ABC2

In May 2011, ABC2 moved to a dedicated "ABC 4 Kids" daytime schedule for pre-schoolers, coinciding with the move of ABC News Breakfast to ABC1. ABC2 continued to deliver a range of contemporary entertainment and factual programming in its prime-time schedule.

In 2010–11, ABC2 continued to be the highest ranking channel for children aged 0–4 years. Amongst children in that age group, ABC2 increased its share of the metropolitan free-to-air day-time audience to 41.7%, a significant increase from 23.4% in 2009–10. Popular Australian programs on ABC2 in 2010–11 included *Giggle and Hoot*, *Play School* and *Bananas in Pyjamas*.³¹

In 2010–11, ABC2 increased both metropolitan and regional reach. ABC2's metropolitan average weekly reach increased to 3.8 million people, or 25% of the five-city metropolitan population (from 2.8 million

³¹ OzTAM metropolitan consolidated data, 2009–10 and 2010–11.



Every evening at 6 pm it is the "Good Night Hour", as Jimmy Giggle and his friends prepare for bed. Hoot the Owl stands by for the very important job of Night Watch.

people or 18.9% in 2009–10).³² ABC2 achieved its highest weekly metropolitan reach on record in May 2011 with 4.47 million viewers. ABC2 had a regional average weekly reach of 1.7 million people, or 25% of the regional population, up from 1.2 million people, or 17.7% of the regional population, in 2010.³³

Free-to-air share of metropolitan markets during day-time increased to 7.9% (from 4.8% in 2009–10), and in prime-time to 1.9% (from 1.5% in 2009–10).³⁴ Similarly, ABC2's audience share increased in regional markets. Regional day-time free-to-air share increased to 7.4% (from 4.9% in 2010), and prime-time share increased to 1.9% (from 1.5% in 2010).³⁵

ABC2 continued to build on the success of productions such as *Good Game* and the multi award-winning satirical comedy *Review with Myles Barlow*. In 2010, ABC2 aired its first commissioned documentary series, *The Trail of Genghis Khan*. In 2011, ABC2 launched new Australian programs, including *The Marngrook Footy Show* and *The Warehouse Comedy Festival*.

ABC2 Live Presents promoted and encouraged the arts, with presentations of the Bell Shakespeare Company's *King Lear*, *Tim Minchin vs The Sydney Symphony Orchestra* and *Eddie Perfect and Songs from the Middle*. ABC2 also featured various live music performances including *triple j's One Night Stand* and The Whitlams' collaboration with the Sydney Symphony Orchestra.

ABC2 continued to support the broadcast of both the Paralympic Swimming World Championships in August 2010 and Paralympic Athletics World Championships in January 2011.

Some of ABC2's highlight acquired titles are also proving to be consistently popular with audiences, including *The Graham Norton Show* (United Kingdom), *The Tudors* (Canada/Ireland) and *Breaking Bad* (United States of America).

ABC3

In 2010–11, ABC3 consolidated its position as the top-ranked destination for Australian children between five and 12 years old. ABC3 achieved a share of the free-to-air metropolitan day-time market of 25.5% among children 5–12 years (21.2% in 2010), and 8.4% of the 6 pm–9 pm market for that age group (5.8% in 2010).³⁶

ABC3 successfully launched a range of landmark programs, including the historical drama *My Place*, based on the children's book of the same name.

ABC3's share of the free-to-air metropolitan day-time audience for all ages was 3.6% (up from 3.2% in 2010). ABC3's share during the 6 pm–9 pm timeslot increased to 0.9% (from 0.7% in 2010).³⁷ Regional share also increased in 2010–11, with a free-to-air day-time audience share of 4.6% (up from 3.6% in 2010); and a share of the 6 pm–9 pm timeslot of 1.5% (up from 1.1% in 2010).³⁸

In metropolitan markets, ABC3's average weekly reach was 1.9 million people, or 12.3% of the five-city metropolitan population. This is an increase from 1.4 million people, or 9.7% of the five-city metropolitan population in 2010.³⁹

In regional markets, ABC3 increased its average weekly reach to 1.02 million people, or 14.9% of the regional population. This is an increase from 682 000 people, or 10% of the regional population in 2010.⁴⁰

³² OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

³³ Regional TAM consolidated data, January–June 2010 and 2010–11.

³⁴ OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

³⁵ Regional TAM consolidated data, January–June 2010 and 2010–11.

³⁶ OzTAM metropolitan consolidated data, January–June 2010 and 2010–11.

³⁷ OzTAM metropolitan consolidated data, January–June 2010 and 2010–11.

³⁸ Regional TAM consolidated data, January–June 2010 and 2010–11.

³⁹ OzTAM metropolitan consolidated data, January–June 2010 and 2010–11.

⁴⁰ Regional TAM consolidated data, January–June 2010 and 2010–11.

Online audiences

In 2010–11, traffic to ABC Television Online increased, highlighting the cross-platform demand for ABC entertainment. ABC Television Online reached an average of 1.2 million users each month in 2010–11, up from 1.1 million in 2009–10.⁴¹ There was an average of 1.6 million visitors to ABC Television Online, an increase of 17% from 2009–10. The number of visits to those sites also increased by 19% to 2.5 million visits each month.⁴²

The most visited program websites in 2010–11 included long-run programs (such as *Gardening Australia*, *At The Movies*, *Good Game* and *Q&A*) as well as short-run series (such as *Angry Boys*). The streaming of episodes via ABC Television program websites has provided an alternative to ABC iView, particularly for high profile, short-run series. *Angry Boys* recorded over 870 000 episode plays via the program website in addition to its popularity on iView.

ABC Television Online upgraded its gateway in 2010–11 to better integrate ABC's suite of channels. New features of the site include an enhanced electronic television guide and a catch-up space, *Watch Now*.

In September 2010, the ABC relaunched its ABC 4 Kids website, providing child-friendly, online access to ABC pre-school content. Since its relaunch, the ABC 4 Kids site has recorded a monthly average of 354 000 visitors, up 16% compared to the equivalent period in 2009–10.⁴³ The website also experienced a significant increase in visits, up 45% from 2009–10.

ABC3's online success continued during 2010–11, with an average of 603 000 visitors each month, an increase of 42% since the channel's launch. The number of visits to the site also increased by over 50% to 1.1 million each month.⁴⁴ ABC3's social interaction feature has grown, with Club 3 membership increasing to close to 100 000 children as of June 2011.

Top ABC3 program sites include *Prank Patrol*, *Good Game: SP* and *Escape from Scorpion Island*.

Visitors and visits

"Visitors" measures the number of unique browsers (not individual people) which have accessed ABC iView.

"Visits" measures the number of sessions on iView.

The average monthly visits to ABC iView increased to **2.4 million**.

⁴¹ Nielsen Online, *Australian Home and Work Panel*, 2010–11.

⁴² WebTrends, 2009–10 and 2010–11.

⁴³ WebTrends, 2009–10 (September–June), 2010–11 (September–June).

⁴⁴ WebTrends, 2009–10 (December–June), 2010–11.

ABC iView

ABC iView is Australia's most comprehensive catch-up service. In 2010–11, ABC's internet television service iView reached more Australians than ever before. It recorded 740 000 monthly visitors in 2010–11, an increase of 84% from 403 000 in 2009–10. In May 2011, iView experienced a record of over one million visitors and 3.3 million visits to the service.⁴⁵

ABC iView has moved beyond the personal computer, and is now available on leading internet connected television, set-top boxes and the Apple iPad, giving audiences more choice than ever in when, where and how they consume ABC television content. The most viewed programs in 2010–11 included: dramas *Rake*, *Doctor Who* and *United States of Tara*; current affairs programs *Four Corners* and *Australian Story*; children's programs *Peppa Pig* and *Octonauts*; and entertainment programs including *The Daily Show with Jon Stewart*, *The Colbert Report*, *Good Game* and *Yes We Canberra!* The Australian comedy *Angry Boys* was the most viewed program on iView to date, recording over one million plays in 2010–11.⁴⁶

Social media

2011 has seen a surge in social networking around television programs, allowing the ABC to develop active communities and engage in new conversations with audiences.

Programs such as *Q&A*, *Spicks and Specks* and *Angry Boys* saw audiences sign up in record numbers to join the conversation on social media platforms such as Facebook and Twitter. Social media is now a key part of the ABC's strategy for promoting new television programs as well as allowing audiences to share popular ABC content online.

Mobile applications for programs such as *Poh's Kitchen* and *At The Movies* were launched, enabling access to recipes and movie information respectively, customised for viewing "on the run". ■

⁴⁵ Webtrends, 2009–10, 2010–11.
⁴⁶ Webtrends, 2010–11.

ABC iView: Monthly visitors and visits



Source: WebTrends.

News and current affairs on radio

News and current affairs on television

News and current affairs online

International news coverage

The ABC provides the most watched news and current affairs service in Australia.

IN 2010–11, AUSTRALIAN AUDIENCES continued to source news from an increasing number of platforms and places. The demand for reliable, independent and accurate journalism has never been greater, and as a public broadcaster with a strong focus on editorial independence and high standards, the ABC is uniquely placed to meet that demand.

2011 saw the release of the revised *ABC Editorial Policies*, combined with a focus on training and development in the area of editorial quality and continuous self-improvement. Maintaining and enhancing commitment to quality news gathering and presentation has been, and will continue to be, a key focus for the ABC.

The ABC's federal election night coverage attracted record audiences, with broad coverage across radio, television and online. More than ten million views were recorded on the News Online web pages, radio coverage was extensive, and television coverage on ABC1 and ABC News 24 were the highest rating of all other networks on the night.

News and current affairs on radio

The morning *News*, broadcast Monday to Sunday at 7.45 am on Local Radio, had an average weekly reach of 1.1 million listeners in the five-city metropolitan market, the same as in 2009–10.⁴⁷

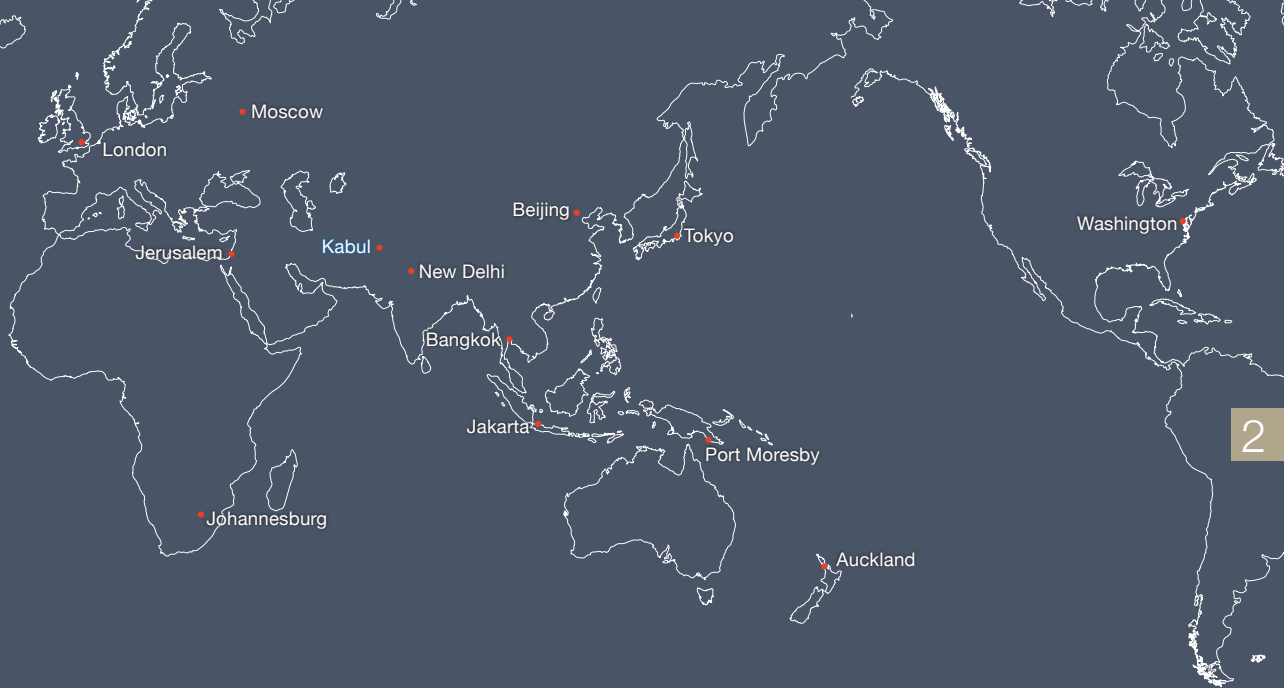
Similarly, the *AM* program, broadcast on Local Radio and Radio National, reached an average 1.5 million listeners each week in the five-city metropolitan market, the same as in 2009–10.⁴⁸

News and current affairs on television

On 22 July 2010, the ABC launched ABC News 24, a dedicated, free-to-air news channel, providing a mix of regular, up-to-date news bulletins, new and existing current affairs and studio-based programs, and regular live, rolling coverage of breaking news.

⁴⁷ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

⁴⁸ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.



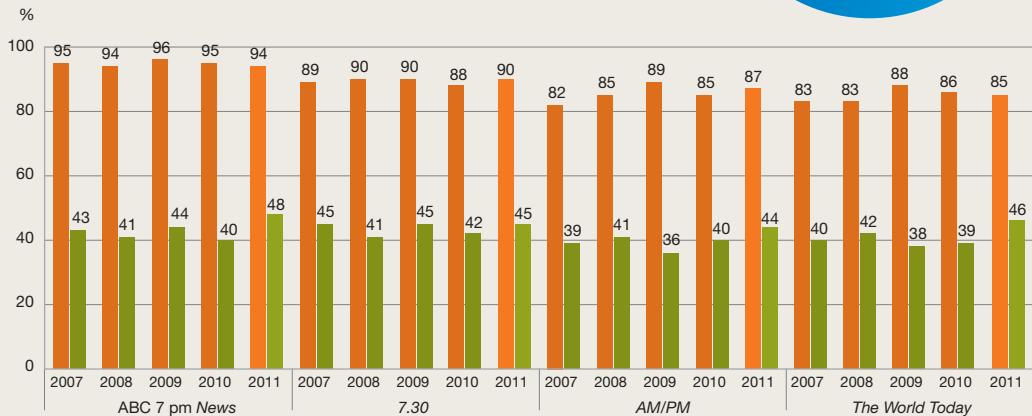
2

The ABC has correspondents based in **13** international bureaux.

94% of
Australians believe
the ABC 7pm News
does a good job of
being balanced and
even-handed.

Balance: news and current affairs programs

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



Based on those aged 14 years and over who ever watch the respective program.
Source: Newspoll ABC Appreciation Survey 2011.

Orange bar: Total Good Job
Green bar: Very Good Job

ABC News 24 represents a significant change in the ABC's provision of news to the Australian public.

ABC News 24 provided extended and continuous coverage of major news events, including the 2010 federal election, the Christchurch earthquake, Cyclone Yasi, and the tumultuous events in Egypt, Libya and elsewhere in the Middle East.

In 2011, ABC News 24 reached an average of 2 million viewers per week (13% of the five-city metropolitan population).⁴⁹ It is the most watched news channel in Australia. During coverage of the Queensland Floods (9–15 January 2011), average weekly reach peaked at 3 million viewers (20% of the five-city metropolitan population).⁵⁰ In March 2011, ABC News 24 provided live, rolling coverage of the Tsunami which devastated Japan. Average weekly reach peaked at 2.9 million viewers (19% of the five-city metropolitan population).⁵¹

On ABC2, *ABC News Breakfast* continued to grow its average weekly reach to 222 000 in 2010–11.⁵² (from 199 000 in 2009–10).⁵³ In May 2011, *ABC News Breakfast* made a successful transition to ABC1, where it reaches an average of 407 000 viewers every week, 83% more than when it was broadcast on ABC2.⁵⁴

On ABC1, the 7 pm weekday *News* maintained its audience. The average consolidated audience over the latest 12 month period was 976 000.⁵⁵ On Saturdays, the evening *News* broadcast recorded a slight increase in performance, with the average audience rising by 1% to 921 000 (from 913 000 in 2009–10).⁵⁶ Viewing of the Sunday edition was down by 4% to 837 000.

49 OzTAM metropolitan consolidated data 2011. Reach is based on a minimum of 5 minutes consecutive viewing. Weeks 1–26, 2011.

50 OzTAM metropolitan consolidated data, week 3, 2011.

51 OzTAM metropolitan consolidated data, week 11, 2011.

52 OzTAM metropolitan consolidated data, week 27, 2010 – week 18, 2011.

53 OzTAM metropolitan consolidated data, week 27, 2009 – week 26, 2010.

54 OzTAM metropolitan consolidated data, weeks 19–26, 2011.

55 OzTAM metropolitan consolidated data, week 27, 2010 – week 26, 2011.

56 OzTAM metropolitan consolidated data, week 27, 2009 – week 26, 2010.

Reach

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

ABC news and current affairs online reached an average **1.84 million** users each month.

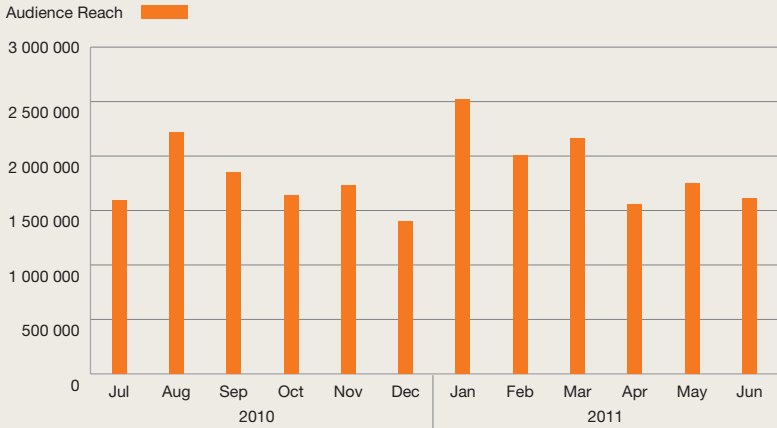
Visitors and visits

“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC news and current affairs websites.

“Visits” measures the number of sessions on those sites.

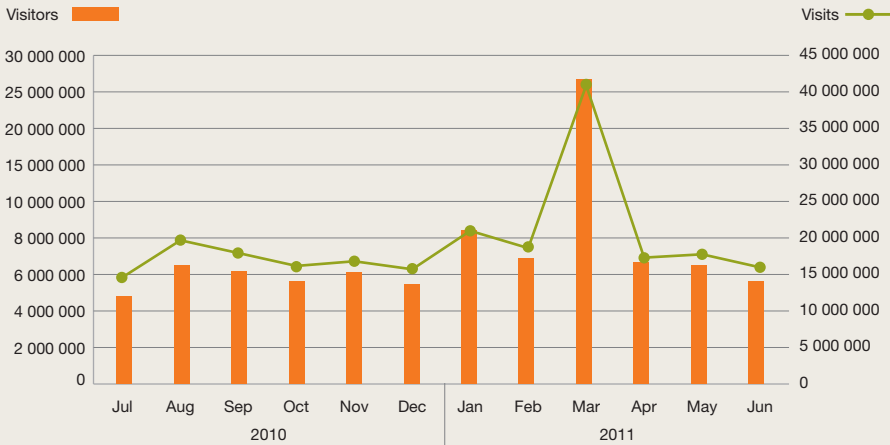
Each month, ABC news and current affairs websites averaged **7.9 million** visitors and **19.4 million** visits.

ABC news and current affairs websites: Monthly reach



Source: Nielsen Online, Australian Home and Work Panel, people aged 2 years and over.

ABC news and current affairs websites: Monthly visitors and visits



Source: WebTrends.

The 7.30 Report and its Friday evening sister program *Stateline* came to an end in March 2011 with the departure of long-standing host Kerry O'Brien. The show re-launched on 7 March 2011 as *7.30*, with new hosts Leigh Sales and Chris Uhlmann. The new format expanded to include a localised Friday evening edition in place of *Stateline*.

Between 7 March and 30 June 2011, the average five-city metropolitan audience for the national edition of *7.30* (Monday–Thursday) on ABC1 was 662 000 (compared to 785 000 for its predecessor *The 7.30 Report* for the same period in the previous year).

Four Corners attracted an average five-city metropolitan audience of 726 000, down 11% from 2009–10. A notable *Four Corners* episode from 2010–11 was “A Bloody Business” which aired on 30 May 2011. The story generated considerable interest and resulted in the Government suspending live cattle exports to Indonesia. The *Four Corners* website attracted 149 000 visits during the week of broadcast, significantly higher than the previous four-week average of 22 000 visits.⁵⁷ Kerry O'Brien joined *Four Corners* as the program's host at the beginning of 2011.

ABC1's *Foreign Correspondent* averaged 595 000 metropolitan viewers which was a decline of 11% compared to the previous financial year. The largest audience was generated by “Standing On The Sky”, which aired on 6 July 2010, with an average of 834 000 people watching the program about the work of physiotherapist Alberto Cairo and the Red Cross Orthopaedic clinic in Kabul.

Viewership of *Insiders* by the five-city metropolitan audience increased 5% to 220 000 (from 209 000 in 2009–10). *Lateline* experienced a 3% increase in average audience (to 237 000), however *Lateline Business* saw its viewing fall by 10% (to 113 000).

The documentary series *Australian Story* remained popular despite a 7% drop in average audience to 874 000. In 2010–11, the program achieved five-city metropolitan audiences of more than one million people on six occasions.

News and current affairs online

In 2010–11, ABC news and current affairs websites reached an average 1.8 million users each month (up 19% from 2009–10).⁵⁸ The sites attracted an average of 7.9 million domestic and international visitors each month, a 69% increase from 2009–10. The number of visits also increased, up 51% to an average 19.4 million a month.⁵⁹

2010–11 saw the increasing use of online special reports to provide integrated cross platform coverage of significant social issues. For instance, “Beating the Odds” was an interactive investigative project undertaken by ABC News Online, featuring the plight of at-risk children in Western Sydney. The text, video and audio contributed to a compelling, award-winning multimedia feature which spanned a range of ABC platforms.

International news coverage

In 2010–11, the ABC undertook a significant review of its international operations, with a series of recommended changes to staffing, resourcing and remuneration designed to align operations with best practice, and to ensure funding and resources are focused on efficiency, sustainability, and maintaining high-quality journalism.

The review resulted in the creation of a new ABC bureau in Kabul, operated by experienced correspondent Sally Sara.

The ABC provided extensive coverage of the Japan earthquake and tsunami and the nuclear crisis that followed, as well as the devastating earthquake in Christchurch, New Zealand. ■

⁵⁷ Webtrends.

⁵⁸ Nielson, *Australian Home and Work Panel*, people aged 2 years and over.

⁵⁹ WebTrends.

abc.net.au

Continuing growth of mobile

Exploring new ways of seeing

Improving digital delivery

ABC audiences are increasingly consuming content online and embracing the growing number of mobile technologies.

ABC ONLINE REACHED an average 3.5 million users each month in 2010–11 (up 7% on 2009–10).⁶⁰ There was an average of 14 million domestic and international visitors each month to ABC Online, an increase of 40% from 2009–10. Visits also increased, up 37% to an average 34 million a month.⁶¹

abc.net.au

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

In 2010–11, the ABC continued to develop websites which aggregate ABC content related to a specific topic, including new subject gateways *Religion and Ethics*, *Technology and Games*, and *Ramp Up* (addressing disability-related issues). These sites feature aggregated content from ABC News, Radio and Television, as well as original features, articles and blogs.

The ABC collaborated with Education Services Australia and the NSW Centre for Learning Innovation to develop pilot projects to explore sourcing and enhancing ABC content for use by Australian teachers and students. Work has begun to scope an integrated online education portal which would map ABC content to the forthcoming National Curriculum, and provide access to innovative teaching resources.

⁶⁰ Nielsen, *Australian Home and Work Panel*, people aged 2 years and over.

⁶¹ WebTrends.

Social media has been an area of focus for the ABC in 2010–11. The Corporation has established a network of Social Media Representatives to manage the activities of official ABC accounts on third-party platforms. A strategy is being developed for the ABC’s presence across video-sharing site, YouTube, which will involve a single overarching ABC channel plus a series of genre channels.

Continuing growth of mobile

Australian audiences are increasingly shifting their media consumption habits and adopting mobile as their first and last screen of the day. Understanding this trend, the ABC has positioned mobile as its fourth platform, alongside television, radio and online.

In 2010–11, the ABC’s Innovation Division continued to design and deliver smartphone and tablet experiences to complement existing content strategies. The ABC supported 21 live apps, including apps for iPhone, iPod Touch and iPad (Apple), Android (Google), Bada (Samsung), BlackBerry (RIM) and other java-enabled devices. The ABC also operated a browser-based mobile website, m.abc.net.au, which is accessible from any web-enabled device.

Two significant new apps were launched—Australia Votes 2010 (for multiple smartphones) and Foodi (for iPad). Other apps are in development, including an iView app for iPad and a triple j *unearthed* app (for iPhone).

In 2010–11, approximately 7% of visits to ABC Online, or well over 500 000 visits per week, were from a mobile device.⁶² In 2011–12, the ABC will continue to make improvements to the operation of abc.net.au to give users of smartphones and tablets access to the site in a form that is optimised for those devices.

62 WebTrends.

Reach

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

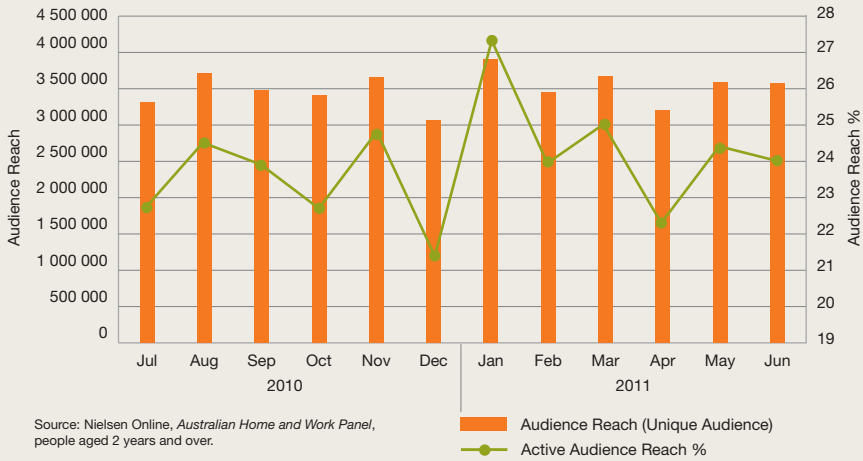


Visitors and visits

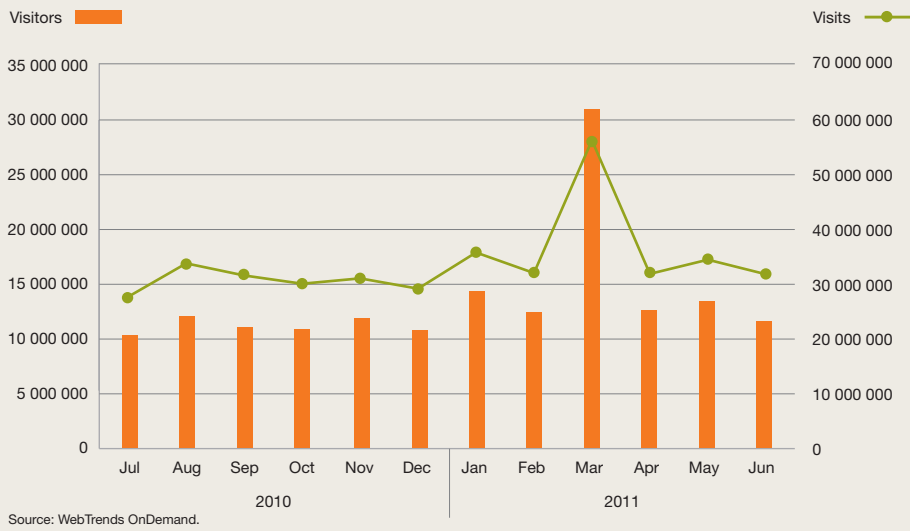
“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC Online. “Visits” measures the number of sessions on ABC Online.



ABC Online: Monthly audience reach



ABC Online: Monthly visitors and visits



Exploring new ways of seeing

In 2010–11, the ABC has undertaken a number of projects to explore new ways of presenting data through third-party platforms and using in-house tools.

In August 2010, the Innovation Division developed *Campaign Pulse*, an online election dashboard to enhance the ABC's coverage of the Federal Election. *Campaign Pulse* displayed analysis of social media commentary on the election as well as voter sentiment, receiving both significant traffic and positive reviews.

Several trials were conducted during the year using the Ushahidi emergency mapping platform. Planning templates for weather-based emergencies in the South Pacific region were created with Asia Pacific News Centre and ABC International. ABC Local Radio used the Ushahidi platform in two trials, including one that was set up rapidly in response to the Queensland floods. The Queensland Flood Map provided a way for communities to share information about the impact of the floods, alerting others to hazards, road closures, evacuations and the location of emergency services.

The ABC also launched an Explainer project in 2010–11. An "Explainer" provides the background to an issue in a concise and easy to understand way, often in the form of an interactive graphic or data visualisation. The ABC's Explainer project was an investigation into "explanatory journalism", a technique to help audiences understand the history and context of the increasingly complex stories covered in the media.

ABC Innovation collaborated with other content areas, including the News Online Investigative Unit, to create a suite of context-building tools and example projects. Projects included the creation of an interactive timeline with multiple display modes, different forms of interactive data graphics to support topical news stories, and the visualisation of complex sets of data and research. A "visualisation engine" was developed, which allows content producers to create complex visualisations without the need for web development resources.

ABC Innovation also collaborated with ABC Radio on a trial to test a new audio application—AudioBoo—a "YouTube for audio" site where users can upload audio comments online or from mobiles. A test-case was undertaken with Radio National's *All in the Mind* program, which used AudioBoo to enable users to upload audio comments on the program, both on AudioBoo's own platform and into the ABC's website.



Joining the conversation

ABC ONLINE



Improving digital delivery

In 2010–11 work continued on the Web Content Management System (WCMS) project. The project is the first significant upgrade to the ABC's web publishing infrastructure since the Corporation went "online" in 1995.

The new CoreMedia WCMS has been extensively configured to meet the ABC's web publishing requirements. CoreMedia offers new and improved features to abc.net.au, including enhanced functionality, improved user interfaces, very high availability and increased publishing speed. The new system will allow the ABC to better meet the demands of an increasingly sophisticated, multi-platform digital media environment.

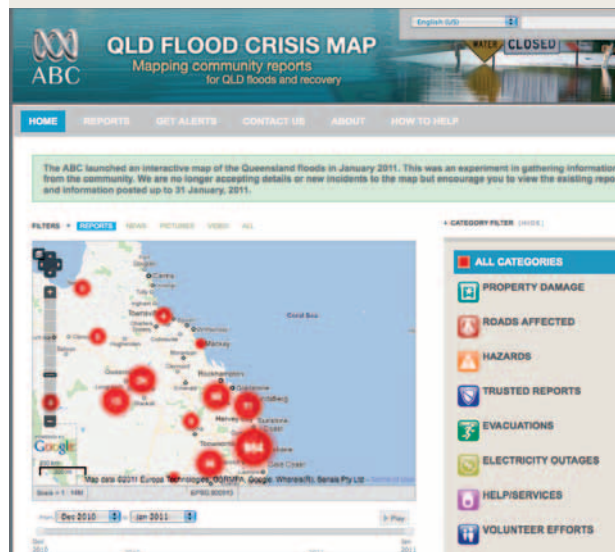
The first phase of the project has involved installing and commissioning all necessary hardware, customising and configuring system functionality to the ABC's requirements, and beginning the content migration process. The *Drum Opinion* (formerly *Unleashed*) successfully began publishing on the new platform in October 2010, with News Online and Radio National scheduled to migrate later in 2011. In subsequent phases of the project, all of the ABC's web-based content will gradually be migrated into the new publishing system.

In 2010–11, the ABC has also undertaken a number of smaller-scale technology infrastructure projects. These include upgrading online audio and video streaming, commissioning the Pluck system, upgrading search functionality across abc.net.au, as well as conducting the tender process for the ABC's Content Distribution Network services. ■



Photo: Brad Marsellos

In January 2011, the ABC launched an interactive map of the Queensland flood emergency. The map was an experiment in "citizen journalism", where members of the community were asked to report on what was happening around them. It enabled important information to be passed on to Queensland residents facing flooding and the task of recovery. Information was collected about road closures, flood hazards, property, crop and livestock damage, electricity outages as well as the location and contacts for help-centres set up to assist residents in need. Reports were invited via SMS, email, online form or twitter.



International audiences

Australia Network

Radio Australia

International projects

Asia Pacific News Centre

International relations

Australia Network and Radio Australia broadcast to the Asia-Pacific region, providing relevant content that is tailored to the region.

ABC INTERNATIONAL INCLUDES Australia Network, Radio Australia, International Projects and International Relations. The ABC Asia-Pacific News Centre (APNC) is also an integral part of ABC International's operations. In 2010–11, the ABC continued to grow international audiences via a range of broadcast and digital platforms, and build partnerships across the Asia-Pacific region.

On 4 February 2011, the Department of Foreign Affairs and Trade (DFAT) issued a Request for Tender for the operation of Australia Network for a 10-year period. On 24 June 2011, the DFAT extended the ABC's contract for Australia Network for six months to 8 February 2012. This extension was to allow time for completion of the tender process. DFAT has advised that the preferred tenderer will be notified in September 2011.

Australia Network

Australia Network is Australia's international television and online service. It is available in an estimated 31 million homes in 45 countries across Asia, the Pacific and the Indian sub-continent. The service supports Australia's global role by providing trusted and impartial news and information, as well as showcasing the best of Australian culture, talent and innovation to an Asia-Pacific audience. Australia Network strives to accurately portray the nation as a democratic, culturally diverse, environmentally sensitive, successful trading nation. Consular information is provided on-air and online for Australians overseas who find themselves in emergency situations.

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



In 2010–11, Australia Network commissioned programs in a range of series. *Pacific Pulse* is a weekly magazine-style program, broadcasting reports from the field that reflect contemporary life across the Pacific. The program adopts a fresh, optimistic perspective that recognises the strengths, hopes, achievements and aspirations of Pacific people. It is presented by Pacific Islanders Tania Nugent and Clement Paligaru. *Pacific Pulse* stories were rebroadcast across the Pacific on local stations and used extensively as interstitials in the Australia Network schedule. In 2010–11, *Pacific Pulse* was also rebroadcast in China by the Shanghai Media Group, and in New Zealand by MaoriTV.

My Australia Series 2 looks at Australia through the eyes of young people from the Asia-Pacific region. The program enlisted international visitors, including students, as participants in a diverse range of activities in order to learn more about Australia, meet the locals and engage in social and cultural life.

ArtShow comprises a selection of the best and most relevant stories from ABC1 program *Art Nation*, together with original stories produced by Australia Network. Stories focus on art and artists whose work reflects cross-cultural interests, including cutting-edge artists from throughout the Asia-Pacific region and Australia.

Programs produced by Australia Network have been popular with online audiences. The number of downloads of Australia Network's vodcasts more than doubled, from 2.0 million in 2009–10 to 4.1 million in 2010–11. Australia Network has diversified its online presence to include an Australia Network YouTube channel and a Facebook and Twitter presence.

In December 2010, Australia Network launched *WatchNow*, providing audiences with a simpler way to access all Australia Network video content in one online location. This content is now commercialised with targeted advertising before each segment commences. To further enhance the *WatchNow* offering, a "live" channel was created, featuring regular programming from Australia such as Q&A and National Press Club addresses. Other live programming of national and international significance, including rolling coverage of the New Zealand earthquake disaster and Cyclone Yasi, providing a way for international audiences to gain an Australian perspective on significant events.

In another online initiative, Australia Network and Radio Australia partnered to re-version the popular Australia Network program *English Bites* in dual language for introductory English-language learning. Ten *English Bites* episodes were re-voiced with Indonesian narration and English language examples. The project was launched in April 2011 on the Australia Network YouTube channel, with targeted promotions on Australia Network's other social media platforms.

The Synovate PAX Cable and Satellite Survey is the only ongoing Pan-Asia audience research that measures viewing of international channels. For the period 1 July – 30 December 2010, viewership of Australia Network had grown 0.38% from the previous year in what was an increasingly fragmented market place. Increases were recorded in Bangkok, Singapore, Taipei and Kuala Lumpur. Based on these results, Australia Network reached 1.2 million viewers

per month, excluding India. Taking account of the audience measured in India by TAM India's people-meter service, the monthly viewing base exceeded 4.5 million. Australia Network was able to maintain its position in a very competitive environment by adding eight new rebroadcasting partners, taking the total number of partners to over 660. Australia Network installed a dedicated 24-hour transmitter in Vanuatu, which became fully operational in December 2010.

Radio Australia

In 2010–11, Radio Australia's management was restructured, and the network embarked on a strategic planning process to pursue its vision as a multi-channel, multi-platform and multi-lingual service.

On 11 April 2011, Radio Australia launched nine new audio channels for radio and online, broadcasting across eight languages, 24-hours a day. Radio Australia now broadcasts from 5 am to 1.30 am (AEST) daily, delivering predominantly live programming that includes a mix of Australian and international content and news targeted to meet the interests of Asian and Pacific audiences. The audio channels include: English for Asia; English for the Pacific; and a series of bilingual channels which combine English with Chinese, Indonesian, Tok Pisin, Khmer, Burmese or French. Vietnamese is provided predominantly as a web-based service.

Since 11 April 2011, Radio Australia has been collaborating with ABC NewsRadio to share content. Radio Australia broadcasts afternoon programs produced by ABC NewsRadio, and has provided ABC NewsRadio with a weekday *Evening* program for broadcast internationally and in Australia. The content sharing has resulted in an increase in audience share for the *Evening* program to 2.7%,⁶³ and an increase in reach to 172 000 (from 159 000 in 2009–10) across five Australian mainland capital cities, Monday to Friday.⁶³

⁶³ Nielsen radio survey 4, April–May 2011 (from 2.1% in survey 3, February–April 2011).

⁶⁴ Nielsen radio surveys 3 and 4, 2011.

Throughout the course of 2010–11, Radio Australia continued to build its network of FM transmitters and on 1 August 2010, Radio Australia became the first international media organisation to broadcast via local FM in Palau, in the Northern Pacific. 90FM in Palau’s capital, Koror, extends the pan-Pacific reach of Radio Australia’s 24-hour FM distribution to ten transmitters in key locations and marks Radio Australia as the only broadcaster dedicated to connecting the Pacific south and north of the equator. In total, Radio Australia increased its number of confirmed rebroadcast arrangements during 2010–11 from 107 to 122, including ten additional partner stations in the French Pacific and four in Indonesia, plus the 24-hour service in Palau.

Radio Australia continued to reach well into its established Pacific markets and is one of the most popular international services across most parts of the Pacific where regular survey data is available. In Papua New Guinea, a survey of six regional centres in September 2010 indicated that Radio Australia reaches a third of adults on a weekly basis, maintaining its status as the leading international broadcaster in that country.

Over the course of the year, Radio Australia continued to connect with local Asian and Pacific communities, celebrating both the Chinese and Khmer New Years with live broadcasts from Melbourne. In Cambodia, Radio Australia continued to make a significant impact, reaching a steady 6% of listeners in Khmer through a strategy of partner rebroadcasting, up from 2.5% in 2006. At the same time, Radio Australia’s English broadcasts in Cambodia, available via three 24-hour FM transmitters in Phnom Penh, Siem Reap and Sihanoukville, reached more than 350 000 weekly listeners, an estimated 3.6% of the population (1.9% in 2009–10). These results confirm Radio Australia’s position in Cambodia as the leading international English language broadcaster, ahead of Radio France International and the BBC World Service.

Following the launch of its Burmese service in November 2009, initial audience research in January 2011 indicated that 4% of adults were aware of Radio Australia’s new service, and that it is on par with long established international competitors such as NHK Japan, All India Radio and China Radio International.

Over the past three years Radio Australia’s *Pacific Break* competition has uncovered the best unsigned musicians in the region, performing original music. The 2010 winners were “Ill Kings” from the Solomon Islands. Their prize was the opportunity to play at Fest’Napan, a four-day pan-Pacific music festival in Vanuatu, held in November 2010.

In March 2011, Radio Australia signed a significant co-production and sharing arrangement with the BBC World Service regarding Singapore and Vietnam, which is expected to extend both reach and audience engagement in both markets.

Radio Australia’s on-going change process comes at a time of great uncertainty and re-assessment across the international broadcasting industry. As a result, the distribution of content onto digital and mobile platforms continues to emerge as the primary opportunity for audience engagement. This is reflected in podcast downloads, which increased by 24% from 3.8 million in 2009–10 to 4.7 million in 2010–11.



Kundiawa ●



Joining the conversation

INTERNATIONAL PROJECTS



In 2010, Local broadcaster Christine Kaman recorded her first ever interview in Kundiawa in the Papua New Guinea highlands.

Christine Kaman was one of a group of news journalists, on-air presenters and producers from PNG's National Broadcasting Corporation who attended a two-week ABC International Projects workshop aimed at developing talkback radio skills.

ABC International Projects offers support, advice and expertise to media organisations in Asia, the Pacific and around the world.

They understand that no two media organisations are the same. Rather than deliver a standard "one size fits all" program, project teams work with their in-country broadcasting partners to tailor, design and select activities to meet their individual goals and requirements.

In PNG, the Media for Development Initiative, which is funded by AusAID, is aimed at strengthening the NBC's capacity to fulfil its role as the national public broadcaster of PNG.

International projects

ABC International Projects works to support the development of robust media institutions in the Asia-Pacific region. It is a self-funding enterprise with some 25 staff (including locally-engaged staff) based in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu and Australia.

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

During 2010–11, International Projects advocated the benefits of "Communication for Development" (C4D) in delivering assistance to developing countries. This approach considers how individuals and organisations, with access to information and the opportunity to voice views and opinions, can influence the decisions that affect their lives.

International Projects was instrumental in establishing a major research project which is reviewing the contribution and any resulting behavioural changes that C4D can have around key social issues, such as HIV/AIDS and domestic violence. The research is funded by AusAID, the United Kingdom Department of International Development and the International Initiative for Impact Evaluation.

In February 2011, International Projects made a submission to AusAID's Independent Review of Aid Effectiveness. The submission again promoted C4D, and proposed that AusAID undertake specific research and evaluation of its aid effectiveness through the prism of C4D. As a result of International Projects' submission and a growing interest world-wide in C4D, AusAID has begun work on developing a strategic framework to inform and guide its work.

International Projects has been closely involved with AusAID as it develops the framework and continues to model C4D practices through its various projects.

In 2010–11, International Projects continued major programs with Papua New Guinea's National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations across the Solomon Islands, and Cambodia's state broadcaster, Radio National Kampuchea. It also worked closely with AusAID to review and design the second stage of the Pacific Media Assistance Scheme which has resulted in a continuing, long-term program to support the media in 14 Pacific countries. International Projects has been appointed to provide overall management of the program.

Asia Pacific News Centre

ABC International works closely with the Asia Pacific News Centre (APNC), which provides Australia Network and Radio Australia with on-air and online news and analysis, tailored for audiences in Asia and the Pacific. Managed by the ABC News Division, the APNC builds on the ABC's long-standing Asia-Pacific expertise, with 55 editorial staff, including reporters in the field. During 2010–11, the APNC provided Australia Network and Radio Australia with Australian, Asian, Pacific, South-Asian and other world news coverage of major events and issues.

On-the-ground reportage is a feature of both networks' news, and is provided by ABC correspondents (including four dedicated Australia Network correspondents) based in key locations around the region. In addition to in-depth reporting on political and economic developments, they provided stories on major disasters including the Pakistan floods, Japanese tsunami and nuclear crisis, and the New Zealand earthquake.

Australia Network and Radio Australia also carried extensive coverage of domestic stories from Australia, including the Queensland cyclone and floods and the 2010 federal election.

Australia Network's news distribution was expanded by providing Australia Network news content, together with *Newsline*, *Business Today* and *Asia Pacific Focus*, to ABC News24, and launching an Australia Network news channel on YouTube. The APNC also has a presence on Facebook and Twitter.

International relations

The ABC's International Relations unit manages the ABC's engagement with key broadcasting organisations, such as the Asia-Pacific Broadcasting Union, the Asia-Pacific Institute for Broadcasting Development, the Commonwealth Broadcasting Association, and the European Broadcasting Union.

The ABC also develops valuable relationships and exchanges ideas with broadcasters from around the world by hosting high level international delegations. During the year, International Relations coordinated visits by broadcasters, journalists, ministers, communication officials and academics from a number of countries including Vietnam, Taiwan, Indonesia, Korea, Thailand, Singapore, India and China.

The ABC was represented at various key regional conferences, such as the AIBD's 2010 General Conference and associated meetings in Macau, the ABU's Administrative Council Meeting and associated committee meetings in Hanoi, the 2011 Asia Media Summit in Hanoi and the Cable and Satellite Broadcasting Association of Asia convention in Hong Kong. ■

Consumer experiences

Financial performance

Digital Business

ABC Music

ABC Publishing

ABC Sales and Distribution

ABC Retail

ABC Commercial operates a range of businesses which create, licence and market products and services related to ABC programming and Charter activities.

ABC COMMERCIAL PROVIDES a revenue stream through its commercial activities to assist the ABC fulfill its Charter obligations as the national public broadcaster.

The Division is responsible for the management of a range of media businesses to create, license and market products and services related to ABC programming and the Corporation's Charter activities. ABC Commercial is also responsible for the development of new revenue streams for the Corporation, including the potential afforded by digital technology.

Financial performance

In 2010–11, ABC Commercial achieved a net result including interest revenue of \$7.925m. The division delivered mixed results across its business units in the context of a challenging global economic environment, softened consumer demand and structural changes in the established markets of DVD, CD and books. The Division continued to invest in the development of the Digital Business unit and ABC Retail, including ABC Shop online, with Digital Business delivering strong year-on-year growth. The Division's Publishing, Non Theatrics, Program Sales Worldwide and Music businesses also performed well. The Division implemented organisational restructuring to adjust to the structural market changes.

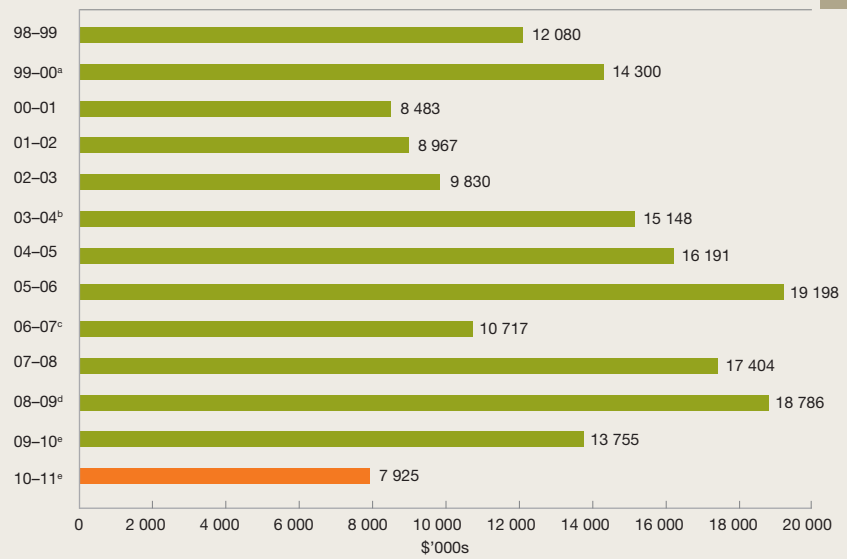
ABC Commercial's business strategy is to develop the revenue potential for ABC radio, television and news content, and to explore revenue-generating opportunities through new commercial business initiatives including those afforded by mobile technologies, internet, apps and games. The investment in Digital Business, with a range of new measures to develop revenue streams in growth markets, aims to address the structural shift in traditional markets.

Contribution to revenue

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

ABC Commercial contributed \$7.9 million to ABC net revenue.

ABC Commercial: Contribution to ABC net revenue



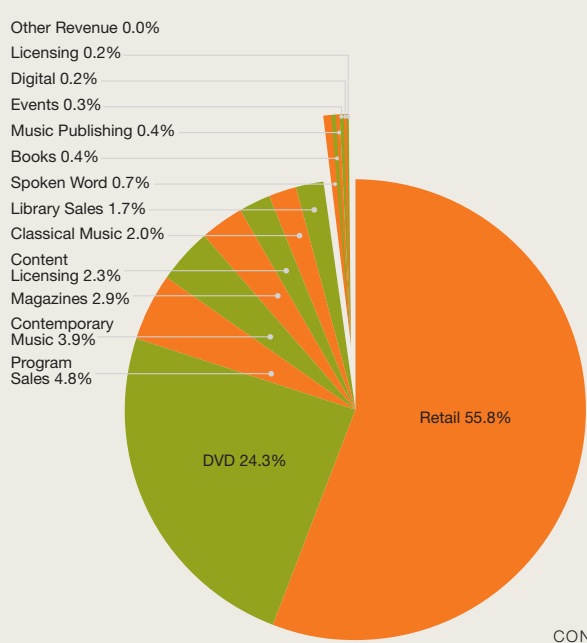
a. Includes Program Sales, Business Development Unit, Non-Theatrics and Stock Footage.
 b. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.
 c. Excludes Screenrights.
 d. Excludes ABC Resource Hire and includes interest.
 e. Includes interest.

Revenue by activity

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

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

ABC Commercial: Gross revenue by activity



The Division maintained its commitment to innovative Australian productions and Australian talent through investment in content-extension initiatives, including those associated with the *Bananas in Pyjamas* 3D animated series and *The Gradual Demise of Phillipa Finch*, as well as distribution rights for productions such as *Crownies*, *Stephen Fry Live at Sydney Opera House*, *The Straits* and *Phyrne Fisher*.

Digital Business

ABC Commercial's Digital Business saw year-on-year growth of revenue. Digital Business initiatives included the development and launch of new apps and games such as *The Gradual Demise of Phillipa Finch* and *Rocket Compulsion* for the iPhone, the iPad and the iPod Touch. Existing apps —*Beached Az* and *ABC For Kids*—continued to perform strongly.

Digital Business continued to grow its iTunes catalogue in 2010–11. Over 395 hours of content was launched in iTunes for the financial year, including *Angry Boys*, *Rake*, *The Kennedys* and *Paper Giants*.

ABC content reached more audiences through an expanded presence on YouTube, including the launch of full-length programming and a new dedicated documentary channel, www.youtube.com/DocumentariesOnABC. In 2010–11, the ABC's YouTube channels (including www.youtube.com/user/ComedyOnABC and www.youtube.com/user/EntertainmentOnABC) generated 76 million views.

New content licensing deals included entertainment content (such as *Hungry Beast*, *Gruen Transfer* and *Kylie Kwong*) on Yahoo!7's Plus7 online streaming service, and *Angry Boys* on Telstra T-Box and Telstra mobiles. ABC News content was licensed to internet service provider iiNet, HP Internet connected printers, Bloomberg websites, and screens in ANZ Banks across Australia. In addition, revenue was generated through the provision of live streams of major events such as the federal election and Cyclone Yasi.

During the period, there was a further expansion of *ABC Reading Eggs*, an education and literacy initiative

developed in partnership with publisher Pascal Press. More than 10 new online lessons were added, and there were enhancements to the play areas of the site. These included the *Skills Bank* with over 95 spelling lessons for children to explore with their parents, and *Music Cafe*. There are now over 250 000 Australian parent subscribers. More than 500 000 children are taking part in the *ABC Reading Eggs* program and learning from more than 120 reading lessons. In 2010–11, technical enhancements were made to *ABC Reading Eggs* to extend access via Android tablets.

ABC Music

ABC Music's solid performance for the year reflects the growth in sales of digital content and the sustained sales of physical products.

During the year, ABC Music released 216 titles—96 ABC Classics, 80 ABC Contemporary and 40 ABC For Kids. Many of these achieved top 20 places in the ARIA charts including *triple j's Hottest 100 Volume 18*, *triple j's Like a Version Volume 6*, The Audreys' *Sometimes the Stars*, *Best Of David Hobson*, and Sarah Mckenzie's *Don't Tempt Me*.

ABC Music's bestselling release was *triple j's Hottest 100 Volume 18*, which achieved platinum record status with sales in excess of 100 000 units. *Like a Version Volume 6* achieved gold record status, selling over 35 000 units. ABC Music's ABC for Kids label continued to be the number 1 selling music label for children in Australia.

The success of the business was recognised through six 2010 ARIA Awards from 18 nominations across 11 categories (see Appendix 16). A prominent label title, *The Wiggles Let's Eat!*, won the 2010 ARIA Award for Best Children's Album. This is the ninth ARIA Award for The Wiggles who celebrated their 20th Anniversary in 2011. Signed by ABC Music at the beginning of their career in 1991, The Wiggles have gone on to become one of Australia's most successful music acts, and arguably the world's best known children's music artists.

ABC Publishing

2010–11 was another successful year for ABC Publishing against the backdrop of a difficult market.

delicious magazine continued to perform strongly throughout the period. In the Audit Bureau of Circulation magazine report for June–December 2010, *delicious* magazine was reported to have 134 242 sales per issue, a 1.7% increase from the previous year. This secured *delicious* magazine its 6th consecutive year-on-year sales increase. *delicious* maintained its presence internationally, with sales in the United Kingdom and in the Netherlands collectively numbering nearly two million copies during the year.

Gardening Australia magazine had sales of 86 207 per issue, and maintained its leading spot in the gardening category with a market share of 46%.

Niche magazine title *Organic Gardener* decreased in sales by 3% for the June–December 2010 period, compared to the same period the previous year; however, subscriptions increased by 15%.

During 2010–11, approximately 100 new titles were published by ABC Books. The first eBook titles were also published. Bestselling 2010–11 releases for ABC Books included *From Here to There* by Jon and Jack Faine, *Free Range Cook* by Annabel Langbein, *French Kitchen* by Serge Dansereau, *delicious More Please* by Valli Little, *The Gruen Transfer* by Jon Cassimir, and *Flood*, a book of stories and pictures from the Queensland Floods, with contributions from ABC journalists and presenters.

Top-selling children's books in 2010–11 included five *Dance Academy* titles—*Christian Behind Barres* by Sebastian Scott, *Abigail Through The Looking Glass* by Rachel Elliot, *Kat Anywhere But Here* and *Sammy Real Men Don't Dance* by Bruno Bouchet, and *Tara Learning To Fly* by Meredith Costain.

ABC Publishing continued to produce products in an environmentally sensitive manner. ABC Magazines *Organic Gardener*, *Gardening Australia* and *Limelight* were produced with sustainably sourced and certified paper and printed utilising processes certified under ISO 14001. Production details are noted on the mastheads of those magazines. The content for *Gardening Australia* and *Organic Gardener* magazines provides readers with a range of articles on sustainability, the environment and lifestyle.

ABC Sales and Distribution

ABC DVD continued to be adversely impacted by the downturn in the retail market and the structural shift to digital download, which resulted in aggressive discounting in the DVD market.

Throughout the year, ABC DVD actively sought to leverage ABC and BBC content and to acquire new titles suitable for the ABC customer-audience. It also continued its practice of captioning DVDs for the hearing impaired, a commitment the ABC has met since 2005.

ABC DVD gained market share over the year, particularly in the television category, with more than 300 ABC DVD titles released (including 10 Blu-ray titles), including *Rake*, *Shameless*, *Outnumbered*, *Voyage to the Planets*, *Return to Lake Eyre: The Deluge* and *Australia's Outback Wonder*. ABC DVD continued to lead the children's DVD market with releases including *Thomas: Misty Island Rescue*, *The Wiggles Let's Eat* and *The Wiggles Ukulele Baby*, *Giggle and Hoot* compilations, and *Dance Academy* for ABC3. More than 200 titles (including 28 Blu-ray titles) were released under the BBC label in 2010–11.

ABC Program Sales Worldwide reported strong performance; the result of a re-focus of sales effort towards the stronger Asian markets, and a resurgence of acquisitions by client media and broadcast companies. More than 29 hours of first-release, ABC-owned programming was represented along with 90 hours of first-release, third-party programming, and 1 800 hours of catalogue titles to more than 130 countries worldwide. Sales to international networks included *The New Animated Bananas In Pyjamas* to Disney Channel South East Asia as well as individual territories across Asia, *Angry Boys* to Foxtel Australia and Comedy Central in New Zealand, *The WotWots* to HBO Latin America, and *Poh's Kitchen Series 2* to Discovery Asia. Format sales included options for *Review* in both Germany and France and a pending option for *Spicks and Specks* with TVNZ in New Zealand.

Library Sales continued to supply the ABC's archive collection of footage, radio and still images. In 2010–11, there was increased demand for content related to refugees, migration and immigration issues for use in documentaries such as *Immigration Nation* and *Leaky Boat*. There was also an increase in sales of ABC content to educational publishers for distribution across traditional and digital platforms. It was a successful year for Non-Theatric Sales, with further demand for digital material and a continued increase in volume sales.

Audiences from across Australia's major cities and regional areas took part in a range of ABC Events during the year including The Scared Weird Little Guys' tour "Enough Already" and The Fairies and Graham Bond's "My Imaginary Family". To date, over 45 000 fans have celebrated *Play School's* 45th birthday, as the national tour visited 80 venues around Australia. *Gardening Australia* Expos were held in South Australia and Queensland, attended by presenters from ABC Television's *Gardening Australia* program. These events drew in excess of 25 000 fans and featured informative gardening related topics and plant displays. Audiences across the country also enjoyed comedian Ardal O'Hanlon, co-star of BBC's *Father Ted*, and the Soweto Gospel Choir.

Some of Australia's finest musicians performed to sell-out crowds at the 2011 Melbourne International Jazz Festival, in the concert based on the ABC Music's compilation *Fly Me to the Moon* and *Play School's Big Jazz Adventure* with *Play School* stars Teo Gebert and Rachael Coopes.

ABC Licensing, together with the Division's other business units, successfully delivered new ABC-branded merchandise. The first range of *Giggle and Hoot* products—plush, clothing, books and DVDs—were featured across ABC Retail in time for Christmas trading and continue to be popular with customers. *Bananas in Pyjamas* were featured in Peter Alexander's range of sleepwear. The *Angry Boys* products were also developed and available in ABC Shops including an apparel range, mobile phone skins, posters and bumper stickers. An extended version of *The Gruen Transfer* episodes for DVD was also produced by ABC Commercial.

“ ”

Joining the conversation

ABC RETAIL

ABC Retail

ABC Retail's results have also been impacted by the downward trend in the retail sector.

At the end of the financial year, ABC Retail had 164 outlets trading throughout Australia, comprising 55 ABC Shops, 111 ABC Centres and ABC Shop Online. During the year, ABC Retail opened 9 new shops across Queensland, New South Wales and Victoria. In addition, 16 shops were refurbished, taking the percentage of ABC Shops with all or some element of the ABC's new concept design to 63%. The shop construction and fitout incorporates environmentally sustainable fixtures and fittings, and meets Building Council of Australia standards for disabled access.

In 2010–11, ABC Retail launched its new “Pop-Up” Shop—a flexible retail outlet specifically designed to make it easier for fans to purchase products on-site while attending an ABC event.

The links between ABC Commercial products, ABC Retail and ABC programming were evidenced through 176 local promotions across ABC Shops and Centres nationally. The most successful events were the appearances of Jimmy Giggle, Shaun the Sheep and the host of ABC3's *Prank Patrol*, which each attracted about 1 800 fans.

There was further investment in upgrades to the ABC Shop Online platform, including a range of improvements around search and product display, a new payment gateway and a range of new content features. ABC Shop online now contributes in excess of 10% of total retail sales.

In 2010–11, the ABC VIP loyalty program was launched. The program offers select and specifically targeted content and products to the ABC customer-audience. A companion website—www.abcshop.com.au/abcvip—was launched with the program.

ABC Shops and Shop Online continue to expand the range of products for those with sight or hearing impairments. Dedicated ABC Shop Online sites have been developed for these products. ■



Photo: John Bean



Return to Lake Eyre: The Deluge was an award-winning program and a top-selling DVD.

★★★★☆

“This documentary is breathtaking. It takes you on a journey through the outback of our country and we watch the birds and animals able to breed again because of the rain filling the streams and rivers of the outback. It is almost an emotional journey as you watch the desert bloom after the water begins to dry up. Beautifully narrated and the music is wonderful. Thank you for it. Highly recommended.” — Jennifer

★★★★☆

“I saw the documentary on television. I was so pleased to see the outback being transformed and someone was there to capture it. I have friends overseas and I would love to send this to them. We hear so much about it being dry and arid, what a revelation. I want a copy for myself as it is one to watch more than once.” — Mary

Systems and services performance

Editorial standards

Infrastructure and operations


ABC people

Corporate functions



SERANA HUNT of Shepparton, Victoria, joined the conversation with ABC Open project, *One on One: Goulburn Valley Refugees*. She knew a lot of the recent arrivals to the region would have stories to share, and was keen to help them do so. “I loved the challenge of compiling the story,” she said, “it turned out totally different to how I’d imagined it”.

While Serana enjoys keeping up with local and national news on ABC radio, it’s ABC Open that has really grabbed her. “I think that telling people’s stories and hearing those stories is a great way to weave a community together,” she said, “It’s sped up the process of friendship by a hundred times and has given us common ground.”

 Find out more about how Serena’s conversation with ABC Open started on page 82

The ABC relies on the skill and experience of its people for the reliable delivery of high quality programs and services, and for the efficient operation of the Corporation.



3

Serana joined the conversation.

Serana Hunt
Shepparton, Victoria
Photographed by Benj Binks,
ABC Open Producer Goulburn Valley

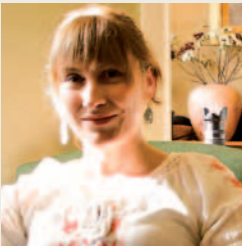
“ ”

Where the conversation started

ABC OPEN



Saidi Sumali, 19, escaped civil unrest in the Democratic Republic of the Congo as a young child. After spending seven years in refugee camps, Saidi (left) is now living with his family in Shepparton Victoria.



Serena's conversation

Serena Hunt used the One on One: Goulburn Valley Refugees project to tell the story of 19-year-old Saidi, the eldest son of a Congolese family who had moved to Shepparton. Serena says: "It's a story of personal recovery from war. Australia has made Saidi feel at ease and helped him overcome his fears".



One on One

One on One: Goulburn Valley Refugees put faces and personal stories to what is often a highly politicised issue through a series of audio slideshows. Shepparton has always been a cultural hub. Still largely populated by the Indigenous Yorta Yorta people, the area is unique in its cultural tolerance. In recent years a wave of refugees from Sudan, the Democratic Republic of the Congo, Iraq and Afghanistan has further diversified the community and culture. Shepparton is becoming a major cultural city in regional Australia.

“ ” Discover more about the One on One: Goulburn Valley Refugees project at open.abc.net.au/projects.

Editorial standards

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

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

The *ABC Editorial Policies* are applied throughout the Corporation and are overseen by the Director of Editorial Policies. The Director's four main functions are: to advise, verify, and review in relation to compliance with the *ABC Editorial Policies* generally, and to oversee the ABC's central audience liaison and complaints handling system. Information regarding audience contacts and complaints handling is available at page 106.

Advise

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

The Editorial Policies Division prepares Guidance Notes which underpin the principles and standards of the *ABC Editorial Policies*. Guidance Notes are developed through the cross-divisional Editorial Policies Group and are authorised by the Managing Director.

Verify

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

In 2010–11:

- a manual was completed to assist content makers to self-assess the accuracy of samples of their work;
- further work was undertaken to develop a way for the ABC to assess – routinely and at manageable cost using reliable qualitative research techniques – the impartiality of its coverage of elections; and
- initial steps were taken in a project to assess the quality of another sample of television news coverage, using and refining a methodology which has been developed progressively over the past three years.

Review

Self-regulation Framework Review

In 2010–11, the ABC implemented the recommendations of the review of the ABC's self-regulation framework which were adopted by the ABC Board in August 2009.

The most significant changes involved the revision of the *ABC Editorial Policies* and *ABC Code of Practice*, and streamlining the complaints handling system. These changes all took effect on 11 April 2011.

In addition, work has begun on the design and construction of a new database. The database will be central to implementing the recommendation regarding better data collection, creating effective feedback loops, reinforcing accountability and improving quality.

The ABC has sought to increase training and awareness of editorial standards. Workshops were conducted nation-wide with staff about the revised *ABC Editorial Policies*. In addition, a bi-monthly newsletter, *Ed Pols Brief*, is sent electronically to all staff. Training and development has been assisted by the appointment of a Manager of Editorial Quality Training within the People and Learning Division, and the continued development of online learning resources.

Election Coverage Review

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

The ECRC is chaired by the Director of Editorial Policies.

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

A federal election was held on 21 August 2010. 2010–11 also saw State elections in Victoria on 27 November 2010 and in New South Wales on 26 March 2011.

Revision of the ABC Editorial Policies and Code of Practice

A significant review of the *ABC Editorial Policies* was concluded during the year. The revision was designed to:

- identify key Standards;
- state the principles that underpin the Standards;
- express the Standards briefly and clearly and, where it is clearer to deal separately with a specialised area—such as television program classification—create a separate and enforceable Associated Standard;
- to the maximum extent possible, express the Standards in language that allows them to be applied right across the ABC’s various delivery platforms, content types and divisions;
- state that the Standards will be enforced under new complaints handling procedures which aim to deal with alleged breaches of standards in a fair and proportionate way;
- provide guidance regarding the interpretation of the key Standards. The guidance is intended to aid interpretation and is not enforceable in the way the Standards are enforceable; and
- in light of technology and changing audience engagement, refine and augment the guidance to assist content makers and complaint handlers to apply the Standards in different circumstances.

The *ABC Code of Practice*, which is traditionally derived from the *ABC Editorial Policies*, was also revised. The new *ABC Code of Practice* was notified to the Australian Communications and Media Authority, as required under the *Broadcasting Services Act*. Both the revised *ABC Editorial Policies* and the *ABC Code of Practice* came into effect on 11 April 2011.

Concurrently, new procedures to handle complaints under the *ABC Editorial Policies* and *ABC Code of Practice* were introduced. The procedures were designed to ensure complaints are dealt with in the most proportionate and effective manner.

Use of Social Media

Social media such as Facebook, YouTube and Twitter are third-party platforms for ABC content, and ABC staff use social media for official and private purposes. The Director of Editorial Policies, in consultation with other content areas, distilled the ABC’s policies into a *Use of Social Media* policy that is designed to allow the Corporation to maximise the benefits of social media, while minimising the risks. ABC staff and contractors are expected to adhere to four essential standards in their use of social media:

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

The Operations Group provides and maintains many of the critical resources needed to meet the ABC's Charter obligations.

Technology

IN 2010–11, the ABC adopted a Corporation-wide Information, Communication and Technology (ICT) Strategy to guide its development of an integrated content-sharing environment. The strategy is aimed at enhancing audience participation and interaction, enriching content creation and re-use, streamlining work processes and providing greater agility for the Corporation. Beyond content-sharing, the goal of the ICT Strategy is to provide innovative, integrated and sustainable systems to keep the ABC on-air and online.

Implementation of the ICT Strategy is overseen by the ICT Executive Committee, chaired by the Managing Director. The ICT strategy is one of the cornerstones of the ABC's strategic agenda and has been endorsed by all Divisional Directors.

Throughout the reporting period, the ABC implemented a number of critical technology projects, including a Broadcast Management System, Web Content Management System and Tapeless News systems. Initiatives to improve service delivery were also introduced, including:

- The appointment of Technology Business Partners to work with divisions on improving the delivery of technology services.
- The development of an Enterprise ICT Architecture function, with implementation planned for 2011–12.
- Commencement of consultation across the Corporation regarding the introduction of a new technology support model to better align specialist knowledge and expertise with content-making teams.

The ABC has continued adopting modern “virtualisation” software in order to reduce the amount of computer server hardware being purchased. This is based on a long-term plan that commenced in 2008–09, and will assist in reducing energy consumption, as well as improving the speed to commission new services.

ABC Distribution and Transmission Network aggregated performance 2010–11

as reported by Broadcast Australia

ABC Service	No. of Transmitters	Broadcast Australia Transmission Network (See Note 1)			Total Network Availability (See Note 2)		Total "On-Air" Availability (See Note 3)	
		Target	2010–11	2009–10	2010–11	2009–10	2010–11	2009–10
		%	%	%	%	%	%	%
ABC Local Radio	242	99.79	99.72	99.81	97.29	96.51	99.63	99.74
triple j	58	99.82	99.84	99.88	93.08	96.97	99.81	99.84
ABC Radio National	257	99.74	99.79	99.82	97.68	97.38	99.70	99.78
ABC Classic FM	68	99.83	99.84	99.89	93.43	97.85	99.79	99.85
ABC NewsRadio	13	99.89	99.90	99.90	99.48	97.89	99.86	99.86
NewsRadio Extension	55	99.83	99.90	99.92	99.13	99.30	99.83	99.79
Digital (DAB) Radio	5	99.98	100.00	100.00	99.15	99.39	99.98	99.93
Analog Television	440	99.75	99.79	99.77	97.41	95.89	99.74	99.74
Digital Television	348	99.77	99.89	99.87	97.83	96.96	99.81	99.82
State								
NSW	256	99.80	99.84	99.85	95.93	96.19	99.82	99.82
NT	54	99.71	99.28	99.74	98.79	98.45	99.13	99.65
QLD	310	99.76	99.77	99.79	97.42	98.52	99.64	99.74
SA	76	99.79	99.81	99.82	94.44	96.37	99.78	99.78
TAS	82	99.81	99.81	99.67	97.53	95.50	99.78	99.59
VIC	121	99.82	99.81	99.83	95.57	93.26	99.79	99.79
WA	179	99.75	99.79	99.84	98.67	96.10	99.72	99.77

Notes:

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

2. Total Network Availability shows the impact of all outages on the overall network: The above chart reflects all outages across the distribution and transmission networks regardless of the source or cause of the fault. The vast majority of reported outages were not in fact "off air" occurrences, but reduced levels of service, such as lower transmission power. Overall, analog radio, analog television and digital television networks performed in line with expectations. ABC Transmission Network Services identified a range of faults incorrectly logged during the reporting process and adjusted the reporting procedures to reflect these incidences. The new reporting structure now more accurately reflects the actual network performance.

3. Total "On-Air" Availability: The figures show "off-air" occurrences where no level of service continued to be provided throughout faults and maintenance activity. Overall, on-air availability was consistent with the previous year.

Other information

Analog television: The total number of analog television services declined in 2010–11 as part of the digital television conversion scheme. On 15 December 2010, 17 analog services were switched off in regional South Australia. On 5 May 2011, 48 analog services were switched off in regional Victoria.

In 2010–11, the ABC has only reported on terrestrial transmission services within its direct control. The ABC has no control over ABC television and radio services retransmitted under Sections 212 or 212A of the *Broadcasting Services Act 1992*.

ABC Broadcasting Coverage

as at 30 June 2011

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

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
ABC Local Radio	99.38%	99.70%	99.81%	99.60%	98.69%	99.67%	99.34%	81.44%
triple j	95.46%	97.37%	98.06%	93.78%	89.27%	94.97%	95.81%	67.43%
ABC Radio National	98.69%	99.28%	99.51%	98.29%	96.51%	99.59%	99.19%	82.32%
ABC Classic FM	95.95%	97.76%	98.13%	94.94%	90.06%	95.24%	95.81%	67.43%
ABC NewsRadio	91.89%	90.04%	92.39%	92.57%	92.93%	97.57%	95.05%	71.92%
Digital Radio	55.77%	49.86%	70.99%	40.58%	75.47%	73.56%	0.00%	0.00%
Domestic Shortwave	0.82%	0.00%	0.00%	0.00%	0.03%	0.14%	0.00%	74.31%
Analog Television	92.32%	97.45%	81.12%	97.66%	97.06%	85.81%	95.15%	79.86%
Digital Television (includes ABC Digital and ABC Jazz)	97.93%	98.54%	99.18%	97.02%	96.71%	98.94%	97.04%	74.05%

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

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
2010–11	97.93%	98.54%	99.18%	97.02%	96.71%	98.94%	97.04%	74.05%
2009–10	97.83%	98.54%	99.18%	96.95%	96.71%	98.23%	96.37%	72.57%
2008–09	97.66%	98.46%	99.18%	96.67%	95.88%	98.23%	96.37%	72.57%
2007–08	97.30%	98.45%	99.18%	96.19%	93.57%	97.85%	95.98%	72.57%
2006–07	97.02%	98.23%	98.93%	95.73%	93.52%	97.85%	93.77%	72.56%

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

The coverage percentages are for Managed Services provided by Broadcast Australia for which the ABC holds an apparatus licence.

Transmission and distribution of ABC services

In 2010–11, the conversion to digital television continued, with the switchover in regional South Australia and Broken Hill, New South Wales, occurring in December 2010 and regional Victoria in May 2011. The ABC digital terrestrial television transmission network now reaches 97.93% of the population (see page 88). Planning is under way for the next stage of the conversion, which will occur in regional Queensland in late 2011 and Southern New South Wales and the Australian Capital Territory in early 2012.

In July 2010, the ABC commenced broadcasting all four of its television services via satellite on the Viewer Access Satellite Television (VAST) platform. The VAST service makes all ABC digital television services available to viewers who do not receive adequate digital terrestrial television coverage. This means that either via digital terrestrial transmission or satellite, all ABC digital television services are available to 100% of the Australian population.

The ABC continued working with its transmission services provider to improve AM radio coverage. Better coverage is being achieved through a remediation program for older sites with corroded copper-wire earthing systems. This program is expected to be completed within 2011–12.

The cyclone and flood disasters in Queensland and Victoria in December 2010 and January 2011 required the delivery of a range of emergency and disaster recovery services to ensure ABC services were maintained. This included the deployment of temporary emergency transmission and satellite reception equipment.

Production facilities

MediaHub is the digital play-out centre for the ABC's television presentation. The facility was built in 2009–10 as part of a joint venture with WIN TV to provide a fully-automated and centralised television presentation function. Based in Ingleburn in Western Sydney, MediaHub has the capability to deliver the ABC's multi-channels, with local State and Territory breakout capability, and the ability to handle multiple live broadcasts.

MediaHub experienced a number of challenges in its first year of operations relating to both technical and operational errors. These issues were monitored closely by Broadcast Operations and MediaHub using a comprehensive fault reporting system which allowed each of the errors to be corrected at source as they occurred. As at 30 June 2011, there was a significant improvement in service delivery from MediaHub. Operational service levels are also significantly better compared with previous, decentralised play-out services.

The ABC has continued to benefit from the significant improvements in efficiency. In 2010–11, ABC Resources supplied 1.13 million skilled labour hours for television production and associated activities, including Resource Sales.

In 2010–11, the ABC's external hire activities provided a net return of \$2.5 million of new funds (compared to \$2.3 million in 2009–10). This was returned to the ABC for investment in production of content. External hire activities represent 2.6% of total labour and 2.9% of facility hours. Available labour and facilities spare capacity were sold to the market, where they were used in conjunction with independent production companies for the production of game shows, dramas and sporting events for broadcast on other networks. ■

ABC People

The ABC employed 5 412 people across every State and Territory, equivalent to 4 599 full-time equivalent employees. The majority of those employees were directly involved in making content.

IN 2010–11, THE ABC employed men and women in almost equal numbers.

	Number (Head Count)	%
Female	2 705	50.0
Male	2 707	50.0
Total	5 412	100.0%

Indigenous employment levels increased from 1.4% to 1.5%.

ABC Values and workplace behaviour

The ABC strives to foster a values-based culture, incorporating its values—Integrity, Respect, Collegiality and Innovation—into every aspect of its activities and operations.

In 2011, the ABC began measuring how well ABC Values are translated into appropriate behaviours. The ABC's Executive Behavioural Framework is a values-based capability framework which translates the ABC Values into specific observable behaviours. It was introduced into the Executive Performance Management System in 2011 and it is linked to how Executives achieve their performance objectives.

Corporate values and ethical decision-making underpin ABC leadership and management programs, and are used as reference points for exercises and discussions in these programs. The ABC conducted specific "Values in Action" workshops in its Advanced Managers' Program and "Ethics and Values" modules in its Accelerated Leaders' Program, and explored the practical aspects of ABC Values in all ABC frontline managers' programs.

ABC Values were reflected in strategies arising from the ABC’s Equity and Diversity Plan and Reconciliation Action Plan. Those strategies were implemented across a broad range of initiatives: the Indigenous Cultural Awareness program was rolled out at various locations, disability awareness training and forums were conducted; mature-age staff were surveyed about their workplace experiences; and targeted development opportunities and tools were provided to managers and staff to support diversity of the workplace.

A Conflict of Interest policy was developed as part an overall strategy to move away from the rules-based approach of the *ABC Code of Conduct and Workplace Values* towards a more modern, values-based culture. This strategy comprises education programs, and policy and system redevelopment, based on the ABC Values.

Training and development

The ABC provided a range of training and development opportunities focused on strategic and operational priorities. Training encompassed 27 skill areas, including broadcast operations, cross-media production, digital skills, editorial policy and quality, leadership and management, legal, health and safety, PC skills, television and video post-production. Training and development was provided via courses and seminars, on-the-job projects, coaching sessions, and remotely using webinars and e-learning packages.

Total training hours

In 2010–11, over 76 000 hours of training was provided across all employment classifications:

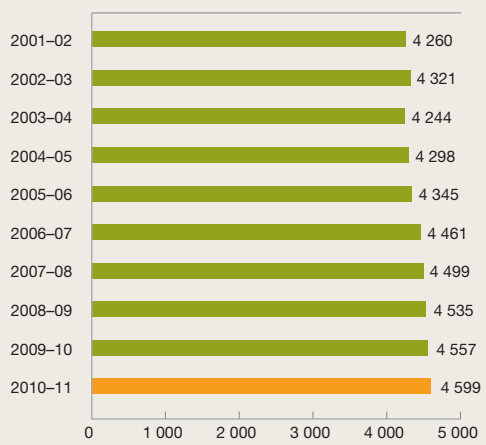
	Female	Male	Total
Technologist	544	4270	4 814
Senior Executive	2 261	3 034	5 295
Retail	205	44	248
Content Maker	29 776	28 803	58 579
Administrative/ Professional	5 279	2 090	7 369
Total	38 064	38 241	76 304

Full-time employees

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

The ABC employed the full-time equivalent of **4 599** people.

ABC Employees: Full-time equivalent



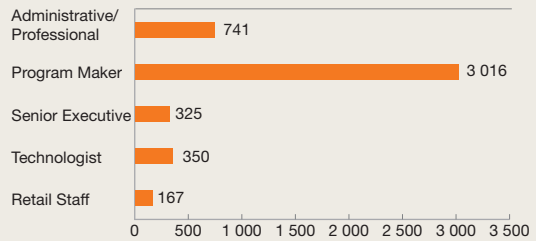
Distribution of employees

By job group

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

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

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



Editorial Policies training

Following the introduction of the revised *ABC Editorial Policies* in April 2011 (see page 85), there was a focus on training across all content divisions. Training was tailored to the needs of each division.

- In the News Division, copies of the *ABC Editorial Policies* and guidance notes were provided to all journalists. Roll-out of a training program commenced, and in the ten weeks following the introduction of the revised *ABC Editorial Policies*, a total of eighteen training courses have been held, attended by 215 journalists. Measures are in place to ensure that, over time, all reporters, producers and new employees receive appropriate training.
- In the Television Division, training on the revised *ABC Editorial Policies* commenced, with 29 sessions in four States being held, attended by 227 employees. The Division also conducted 22 Editorial Policy Overview and specialist sessions for 115 staff. These included one-on-one sessions for new senior editorial managers. Seven “Moderating User Generated Content” workshops were held in Melbourne, Sydney, Adelaide and Hobart. At least three *ABC Editorial Policies* training sessions were conducted with external productions teams, attended by 23 people.

- In the Radio Division, refreshment and training of editorial policies occurs primarily on a daily basis through regular on-the-job editorial production and management. During 2010–11, ABC Open producers received face-to-face training on the *ABC Editorial Policies* as they commenced in their new roles. An induction module for new employees includes a mandatory *ABC Editorial Policies* session. The size and decentralised nature of the Radio Division requires responsibility for *ABC Editorial Policies* training to be decentralised. The Division is developing a strategy for the ongoing implementation of *ABC Editorial Policies* training.

Leadership training

In 2010–11, 59 employees participated in targeted leadership programs.

The ABC Managers Program is available nationally to employees in their first management role or who have not had the opportunity of formal management training. The six-month program provides the skills needed to transition from working with a team to managing a team. On successful completion, participants receive a Diploma of Management from the University of New England.

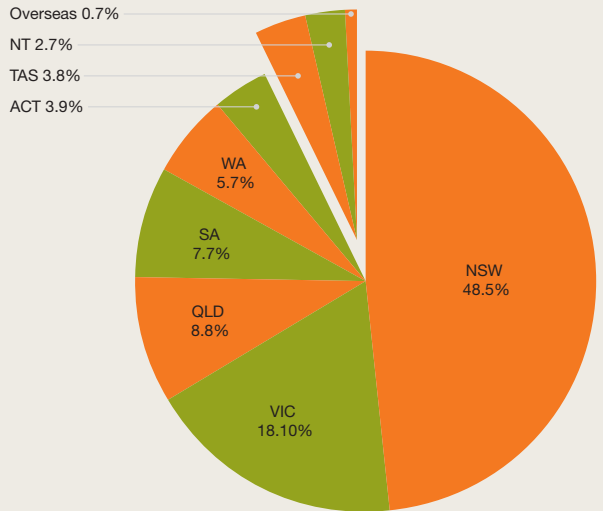
Distribution of employees

By region

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

The ABC employed staff in **every** State and Territory.

ABC Employees: Distribution by region



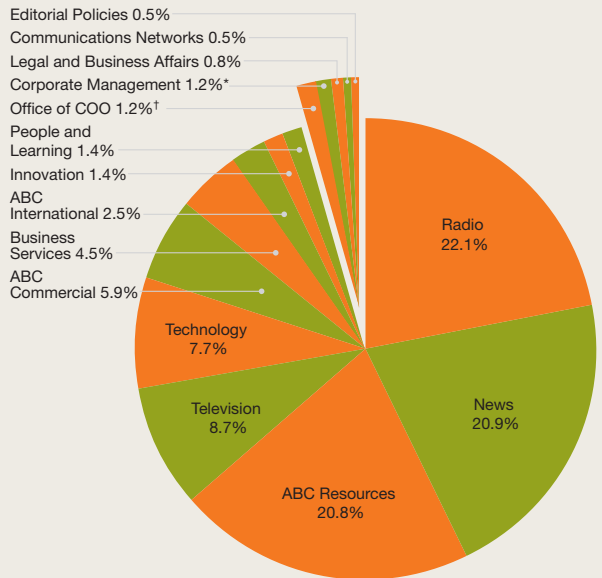
3

By division

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

75% of ABC staff were employed in content making divisions.

ABC Employees: Distribution by division



* Includes Managing Director's Office, ABC Secretariat, Research & Marketing and Corporate Affairs.

† Includes Capital Works, Operations Planning and Group Audit.

The Advanced Managers Program is for managers who occupy, or who have the potential to occupy, more senior roles which are integral to the effective and successful management of the ABC. The 13-month program focuses on developing personal performance and leadership ability.

The Accelerated Leaders Program is a cross-divisional, 24-month program which aims to ensure that the ABC adds to its existing leadership talent pool—from which the next generation of leaders, key decision makers and managers will be drawn. Participants in this program are selected on merit by a panel chaired by the Managing Director.

Focusing on workplace behaviour

During 2010–11, the ABC provided over 45 hours of training aimed at raising awareness, and reducing incidents, of bullying, harassment and discrimination. Training was conducted as part of formal induction processes, as well as through the ABC's *Creating a Better Place to Work* program.

Trauma awareness

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

In 2010–11, 99 employees attended programs relating to trauma awareness. Four *Surviving Hostile Regions* courses were run, attended by a total of 26 employees.

Recognising innovation in the workplace

The ABC Spark Awards were launched in March 2010 to encourage, celebrate and reward innovation by ABC employees. Staff members were invited to enter ideas in the categories of business, content and community. Over 400 entries were submitted. In 2010–11, four Spark Award projects were funded for development.

ABC Enterprise Agreement 2010–13

The *ABC Enterprise Agreement 2010–13*, which sets out the terms and conditions of employment for a majority of ABC employees, was approved by Fair Work Australia on 29 October 2010, and came into effect on 5 November 2010. The new Agreement includes the model flexibility, consultation and dispute resolution clauses provided in the *Fair Work Act*, and has been updated to interact with the National Employment Standards. Recruitment, forms of employment, and performance management have been streamlined, and changes made to provide greater flexibility to the Corporation in recruitment and the types of engagement.

Health and Safety

Health and Safety Induction

On 19 July 2010, the ABC Executive Leadership Group endorsed the implementation of a compulsory Day One OHS and Workplace Behaviours Induction program. The program is delivered to new employees on their first day or shift. At 30 June 2011, there was 56% compliance with the program by new and recommencing full-time, part-time, specified task and specified contract employees. Completion of the program by employees engaged in other forms of employment (such as casual, sessional and run-of-show) is currently not measured.

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

Work related OHS incidents

In 2010–11, there were a greater number of reported work-related OHS near-hit and first aid incidents than in 2009–10. Reporting of near hit and first aid incidents is encouraged and is indicative of a positive reporting culture. Investigation and the implementation of preventative measures contributes to the prevention of similar incidents in the future.

Detailed information about the ABC's OHS performance is provided in Appendix 12 (page 225).

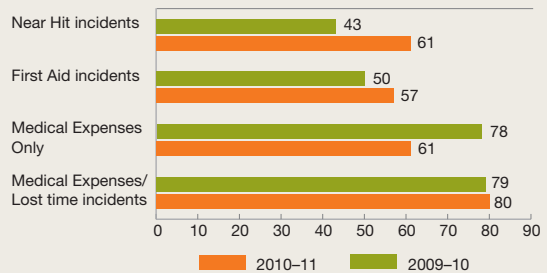


OHS incidents

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

There was a **reduction** in serious incidents as a percentage of total incidents.

Work-related OHS incidents



Corporate functions

The ABC's corporate functions are managed by specialist groups across several Divisions.

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

Corporate Affairs

In 2010–11, the ABC restructured its corporate operations. Following the resignation of the Director, Corporate Strategy and Marketing in April 2011, Corporate Strategy and Marketing was merged with the Communications Division to form a new Corporate Affairs Division.

The Corporate Affairs Division is responsible for communications, government relations, governance, and strategic policy and planning.

Corporate communications

The 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 worked closely with the Managing Director's office in relation to the managing Director's speaking engagements. In 2010–11, notable speeches included: the 2010 Journalism Education Association Conference Keynote; "Soft Power, Public Diplomacy and the Role of the Public Broadcasters", delivered in August 2010 to Asialink; "The Quest for Truth: Quality Journalism and a 21st Century ABC", delivered at the Melbourne Writers' Festival in September 2010; the 2011 Sir Andrew and Lady Fairley Foundation Lecture, "Beyond the Digital Divide: The ABC in Regional Australia"; and the 2011 John Newfong Media Oration, "Indigenous Stories and the ABC".

Corporate strategy

During 2010–11, the Corporate Strategy unit provided advice to the ABC Board and management on technological innovations and world-wide trends in broadcasting and online services to inform decision-making. The unit wrote or coordinated 14 submissions to various Government Departments and Senate committees on subjects such as the

“ ”

Joining the conversation

‘ENTER’ THE ABC

Australia Film and Literature classification scheme, Indigenous broadcasting and media review, technologies for regional digital radio, and the capacity of communication networks and emergency warning systems to deal with emergencies and natural disasters.

Corporate governance

The Corporate Governance unit provided strategic support, analysis and advice in relation to the ABC’s external reporting and corporate governance activities. It coordinated corporate planning and cross-divisional policy work, produced the Annual Report and led or participated in major corporate projects.

Audience Research and Marketing

Audience research

In 2010–11, the ABC subscribed to a range of quantitative services to measure audiences. The Corporation also commissioned a range of quantitative and qualitative research to help inform strategy, programming, scheduling and marketing decisions, and to gauge audience attitudes to its services.

Information about the ABC’s audiences in 2010–11 can be found in Section 2, Audience Experiences (page 28).

Corporate marketing

The Corporate Marketing area manages the ABC brand, its partnerships with other Australian organisations, corporate and community events and cross-divisional marketing needs. Also within the unit, digital marketing staff provide advice across the ABC on its email and digital marketing services, as well as on social media. As part of the corporate restructure, the Corporate Marketing area was combined with Audience Research to form the Audience Research and Marketing Unit.



Photo: Neale Maude

In 2010–11, Australians were invited to ‘enter’ the world of the ABC as part of a nation-wide brand campaign. The objective of the campaign was to re-energise the ABC brand, increase perceptions of the ABC as an innovative and multi-platform broadcaster, and encourage more Australians to join the conversation.

In 2010–11, Corporate Marketing managed a number of corporate events, including TEDxSydney in May 2011. TED is a United States based, not-for-profit enterprise that started out in 1984 as a conference bringing people together and propagating “Ideas Worth Spreading”. At the live TED conference events, speakers are challenged to give the talk of their lives in exactly 18 minutes amongst an audience of specifically selected key thinkers. In 2011, the ABC was a broadcast partner of TEDxSydney, presenting sessions on radio and online. The ABC participated in other corporate events such as Sydney Open in November 2010.

In 2010–11, the ABC Exhibition Trailer visited five community events: the Royal Darwin Show, the Royal Adelaide Show, the Mt Gambier Show, Australia Day, and the Sydney Royal Easter Show.

Corporate Marketing organises and manages public tours of the ABC Ultimo Centre in Sydney, which attracted 6 415 visitors to the complex in 2010–11. A total of 4 042 students from different schools and colleges, and 1 766 seniors from community groups visited the centre. Currently there are 19 volunteer tour guides involved in the Ultimo Tours program.

State and Territory Directors

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

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

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

At a local level, each State and Territory Director chairs the State Leadership team, the Occupational Health and Safety Committee, the Emergency Co-ordination team, the Workplace Giving Committee, the Green Futures Committee and the Indigenous Working Group.

The Directors were involved in, or facilitated, a range of activity and reviews in their branches, including the Self-Regulation Review, the review of the *ABC Editorial Policies*, local strategic planning and promotion of innovative activity such as the Spark Awards, NAIDOC activities and Corporate Social Responsibility initiatives.

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

To enhance relationships with local communities, State and Territory Directors participated in, or

chaired, more than 30 external advisory committees, boards, trusts and foundations and attended hundreds of events and functions. They maintained strong partnerships between the ABC and emergency organisations and police, ensuring that protocols are in place for emergency broadcasting and business continuity.

Legal and Business Affairs

Legal

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

2010–11 saw some significant court actions and outcomes, including the successful High Court conclusions to two long-standing defamation matters—Sands and Griffith—as well as a full High Court constitutional case on an issue under the Copyright Act, with the judgment yet to be delivered.

ABC Legal advised on a number of significant projects supporting the ABC’s digital initiatives, including a contract with Akamai Technologies for delivery and storage of ABC online content which will ensure that ABC online content is accessible during periods of peak demand.

Other significant contracts related to major comedy and drama projects, including *The Gruen Transfer*, *Angry Boys*, *Bananas in Pyjamas Animated Series*

and *Rake*. ABC Legal also completed significant deals to exploit ABC’s content throughout the world, including with leading broadcasters such as the BBC, Disney and Fox. In 2010–11, ABC Legal also provided pre-publication advice on a number of controversial programs, including for *Four Corners*, *Australian Story* and *Yes, We Canberra!*

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

Business Affairs

In July 2010, the Business Affairs unit was incorporated into the Legal Division. Business Affairs is responsible for negotiating the rights required by the ABC in content produced, commissioned and acquired by the Radio, Television and Innovation Divisions, as well as associated rights required by the ABC Commercial, News and ABC International Divisions.

Business Affairs worked closely with the Television Division to meet their requirements for acquired content within a competitive digital multichannel television market. The unit negotiated rights for programs such as *Paper Giants*, *Crownies*, *The Gruen Transfer*, *My Place Series 2* and *Dance Academy Series 2*.

In 2010–11, Business Affairs was involved in implementing the ABC’s digital rights strategy across the Corporation, with significant changes in the rights requirements for content to allow online use (such as iview), expanding onto mobile devices (such as iPad), live streaming rights for ABC News 24, and reaching audiences through social media. ■

Governance performance

Corporate governance

Performance against objectives

Government outcomes

Reconciliation Action Plan

ABC Advisory Council

“ ”

GLEN RAVO of Broken Hill, New South Wales, joined the conversation when he posted his work on ABC Open project, *Portrait of a Stranger*. For Glen, the project was more than just about publishing his work. “Broken Hill doesn’t have a photographic club so this little project actually turned into a dedicated bunch of keen photographers who have been benefiting from working with each other”.

The ABC plays an important role in keeping Glen connected with his local community. “[ABC Local Radio] helps keep the community in contact with each other regarding any political issues, upcoming art events or the status of our roads and parks. They keep everyone current. ABC Open has now attracted some interest as well because of its focus on content that is created locally”.

“ ” Find out more about how Glen’s conversation with ABC Open started on page 82.

The ABC recognises its responsibility to the Australian people as a publicly-funded broadcaster, and adopts high standards of corporate governance.



Glen joined the conversation.

4

Glen Ravo
Broken Hill, New South Wales
Photographed by Jenia Ratcliffe,
ABC Open producer Broken Hill

“ ”

Where the conversation started

ABC OPEN



In front of a house in Menindee is an old piece of corrugated iron advertising rabbits for sale. There you will find Sprig Watson, who hunts rabbits to sell the fur to Akubra.



Glen's conversation

Glen Ravo of Broken Hill made 29 contributions to the Portrait of a Stranger project. "It was quite amazing to just stumble across these amazing characters and take photos of them," he said. "These are all characters that I would have never gotten to meet had I not already known about them".



Portrait of A Stranger

Portrait of A Stranger invited contributors to take a series of portraits of strangers, and learn new social, photographic and technical skills. The first step was to find a willing subject; someone who was a stranger and who was happy to share their story. The challenge for contributors was to capture their subject in a single photograph, find out a bit more about the person they have met, and write a short 200 word piece about them.

“ ” Discover more about the Portrait of A Stranger project at open.abc.net.au/projects/portrait-of-a-stranger.

The ABC has in place systems and processes to ensure it complies with statutory obligations and applies best practice 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 2010–11, the ABC gave particular attention to editorial self-regulation.

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

Governance and management processes

Board Governance

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

The ABC Board held six meetings during 2010–11.

Peter Hurley's and Keith Windschuttle's terms as Directors expired on 14 June 2011.

The Audit and Risk Committee met on five occasions. The Editorial Policies Committee and the Human Resources Committee did not meet during 2010–11, as all pertinent matters were dealt with by the full Board.

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

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, and holds a two-day off-site strategic planning session each year.

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

Internal Audit

Group Audit provides an independent and objective audit and advisory service which is designed to add value and improve the Corporation's operations.

Group Audit helps the ABC to achieve its objectives by bringing a systematic and disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes.

In 2010–11, Group Audit completed scheduled audits which included comprehensive, compliance, information technology, project assurance and follow-up audits. Group Audit also performed unscheduled reviews at the specific request of management and continued to use technology to undertake continuous auditing and monitoring of transactional data. As in previous years, Group Audit used a combination of in-house staff and external companies to provide the most appropriate industry experience and technical expertise. Group Audit also provided advice and guidance to ABC management and staff on good governance, risk management, policies and controls, as well as advice on a number of projects and initiatives of the Corporation. As part of the ABC's best practice arrangements, the Head Group Audit met regularly with the Chair of the Audit and Risk Committee during the course of the year in addition to formal Committee meetings.

Further information is provided in Appendix 4 (page 210).

Fraud Control

In 2010–11, the ABC undertook a comprehensive fraud risk assessment and developed its Fraud Control Plan 2011–13 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.

Risk Management

In 2010–11, the ABC was recognised for excellence in risk management and awarded the 2010 Comcover Award for Excellence in the Enterprise-Wide Risk Management category. This award highlights the progress the ABC has made in establishing and integrating a risk framework within the Corporation.

The ABC participated in Comcover's 2011 Risk Management Benchmarking Survey of 134 government agencies, which rated the Corporation's risk management practices as "Structured", representing a score of 7.7 out of 10. This is a strong result when compared to the average maturity level of overall Commonwealth government departments and agencies, and in relation to the ABC's peer group.

The ABC's Business Continuity Management program operates within the Corporation's broader governance and risk management framework to enhance emergency coordination, crisis management and business continuity planning and processes. It aims to build organisational resilience, and to provide assurances that the ABC can prepare for, respond to and recover from significant business disruption events affecting ABC people, broadcasting, assets and communications. The "ABC Resilience Framework" is an arrangement that integrates the better practices and principles of emergency coordination, crisis management and business continuity planning.

The effectiveness of these arrangements were validated during the 2010–11 when the ABC's people, property and communications were affected by the Brisbane floods and Cyclone Yasi. Throughout those events, the ABC was able to provide vital emergency broadcasting and news coverage.

Corporate Strategy Setting

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

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

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

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

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

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

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

Efficient—to maximise the efficient and effective use of resources

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

Each of these goals is further articulated through a set of specific strategic priorities and performance indicators.

Meeting the ABC's Reporting Obligations

Report against the ABC Strategic Plan

The *ABC Strategic Plan 2010–13* sets out

- **Goals**—the ABC's strategic objectives. The goals align with corporate strategy established by the Board and management and the ABC's Charter obligations.
- **Strategic Priorities**—statements describing the behaviour and activities which will enable the achievement of the goals.
- **Performance Measures**—a mixture of qualitative and quantitative metrics which are used to assess performance.

Performance against the *ABC Strategic Plan 2010–13* is set out at page 110.

Compliance Reporting

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

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

The Board signed and submitted the Compliance Report relating to the 2009–10 reporting period before the due date in October 2010.

Freedom of Information

The *Freedom of Information Act 1982* ("FOI Act") gives the public the right to access documents held by the ABC. During the past year, the ABC received 30 requests for access to documents under the FOI Act.

One request was granted, four were granted in part, 20 were refused and one was withdrawn. Four requests were still being processed at the end of the financial year. Of the 20 requests which were refused, 16 were outside the scope of the FOI Act. Part II of Schedule 2 of the FOI Act specifically excludes documents relating to the ABC's program material from the operation of the FOI Act.

Annual Report

The ABC is required by s.9 of the *Commonwealth Authorities and Companies Act 1997* to prepare an annual report. The report must be submitted to the responsible minister for presentation to the Parliament. The *ABC Annual Report 2009–10* was submitted to the Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy and was tabled in Parliament within the required timeframe.

The *ABC Annual Report 2009–10* received a gold award in the Australasian Reporting Awards for the quality of its content and presentation. This was the eighth successive ABC Annual Report to win gold.

Internal Review

Production Review

In 2007, the ABC engaged the Boston Consulting Group (BCG) to review its television production activities and advise on the most efficient and effective production model and the appropriate balance between internal and external production. In March 2008, following detailed evaluation of BCG's recommendations, the Managing Director announced that the ABC intended to implement a number of the recommended initiatives.

In 2010–11, implementation work continued on a range of initiatives including the implementation of automated studio systems and desktop editing of television news stories by journalists.

The implementation of the Production Review program is overseen by a Steering Committee chaired by the Managing Director and comprising representatives of relevant divisions.

Support Activities Review

In October 2009, the ABC engaged the BCG to review all ABC support activities. For the purpose of the review, a "support activity" was defined as an activity that is not directly related to content, distribution, or transmission.

The aim of the review was to identify inefficiencies in support functions with reference to best practice principles and an emphasis on cost efficiency and effectiveness. The final report outlined a series of initiatives, some of which, following detailed planning and staff consultation, the ABC began implementing in 2010–11.

The implementation of the Support Activities Review program is overseen by a Steering Committee chaired by the Managing Director and comprising representatives of relevant divisions. Work on the initiatives by divisional project teams is coordinated by a Project Management Office which reports to the Chief Operating Officer.

Audience contact

An important avenue for assessing the ABC's performance with its core stakeholders is through audience feedback, including complaints.

Written complaints about issues such as factual inaccuracy, bias or inappropriate content are referred to the ABC's Audience and Consumer Affairs unit. Audience and Consumer Affairs is independent of ABC program areas and can investigate written complaints referring to possible breaches of the ABC's *Editorial Policies* or *Code of Practice*. The unit also coordinates responses to a range of programming and policy inquiries.

In 2010–11, the ABC logged 216 526 audience contacts—an 8% increase on the previous year. This total included 57 688 letters and emails (a 3% increase on the previous year) and 158 838 calls to switchboards in State and Territory capitals and particular ABC programs and services (a 9% increase).

Summary of contacts received

Contact type	Email/Letter		Phone		Total
	Number	%	Number	%	
Complaint	24 141	41.8%	17 117	10.8%	41 258
Appreciation	4 664	8.1%	3 743	2.4%	8 407
Other*	28 883	50.1%	137 978	86.9%	166 861
Grand Total	57 688	100.0%	158 838	100.0%	216 526

* "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	25 851	119 930	145 781	67.3%
Complaints about program standards and scheduling	17 550	14 601	32 151	14.8%
Radio and television transmission enquiries and complaints	4 752	19 100	23 852	11.0%
Appreciation of programs and presenters	4 664	3 743	8 407	3.9%
Party political bias	1 662	618	2 280	1.1%
Complaints of factual inaccuracy	1 282	353	1 635	0.8%
Bias (other than party political)*	1 389	198	1 587	0.7%
Lack of balance	538	295	833	0.4%
Grand Total	57 688	158 838	216 526	100.0%

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

Key concerns reflected in the audience contacts this year included 1 786 written and phone complaints about sound problems during the live broadcast on ABC2 of *Tim Minchin vs The Sydney Symphony Orchestra*. The problems were due to an outside broadcast equipment failure. The sound problems were addressed and the program was rebroadcast the following week.

There were 1 583 written and phone complaints about changes to channel allocation to accommodate introduction of the new ABC News 24 channel. Complainants were primarily disappointed that they could no longer access regular programming in high definition (HD) and felt disappointed with the use of the HD spectrum for news programming.

Changes to presentation of weather reports in the 7pm *News* generated 1 017 complaints, the majority of which related to the font size for temperatures, which complainants considered too small to read easily.

Of the 41 258 complaints received, 3 867 were claims of party political or other bias, 833 alleged lack of balance and 1 635 were claims of factual inaccuracy. These complaints related to a broad range of ABC programs and services.

Timeliness

Prior to the launch of the revised *ABC Editorial Policies* in April 2011 (see page 85), the *ABC Editorial Policies* included an aim to respond to complaints within 28 days. Between 1 July 2010 and 30 June 2011, ABC Audience and Consumer Affairs responded directly to 17 241 audience contacts. Of these, 11 833 (68.6%) received responses within 28 days.

Written complaints finalised		Number	% of total	Total	% finalised
Response required from A&CA	Response made within 28 days	7 746	67.8		
	Response made within 60 days	11 291	98.8	11 429	50.0
Referred to other areas for direct response				6 372	27.9
No response required				5 018	21.9
Handled by CRE				56	0.2
Total written complaints finalised*				22 875	100%

* The revised *ABC Editorial Policies* commenced on 11 April 2011. The majority of complaints finalised between 11 April and 30 June related to the former *ABC Editorial Policies*.

During 2010–11, 22 875 written complaints were finalised by Audience and Consumer Affairs. The unit provided a personal response to 11 429 of these complaints (comprising 11 590 issues), of which 7 746 (67.8%) received responses within 28 days. 6 372 complaint contacts were referred to other areas of the Corporation for direct response, 56 complaint contacts were handled by the Complaints Review Executive and no substantive response was required for 5 018 complaint contacts.

Complaint outcomes

Audience and Consumer Affairs plays two distinct roles in responding to audience complaints. Where a written complaint suggests that the ABC may have breached its *Editorial Policies* or *Code of Practice*, the unit may investigate the complaint and determine whether ABC editorial standards have been maintained. In cases where this has not occurred, the complaint will be upheld (either fully or in part). As well as this function, Audience and Consumer Affairs provides an audience liaison service for complaints about matters of personal preference, such as scheduling matters or preferences for different presenters. While Audience and Consumer Affairs responds to these complaints, they are not capable of being upheld.

The 11 429 responses to complaints sent by Audience and Consumer Affairs this year includes both categories of complaint. During 2010–11, 4 864 complaint issues were investigated of which 463 (9.5%) were upheld.

All upheld complaints are brought to the attention of the senior editorial staff responsible. In 2010–11, actions taken in response to upheld complaints included written apologies to complainants, on-air corrections and apologies, counselling or reprimanding of staff, removal of inappropriate content or correction of material on ABC Online, and reviews of and improvements to procedures.

Summaries of upheld complaints and reviews conducted by the Complaints Review Executive have been published on abc.net.au as individual complaints are finalised, providing timely access to complaint decisions. The ABC also publishes a quarterly statistical overview of audience contacts on its web site.

Complaints Review Executive

Prior to the introduction of the ABC's new editorial self-regulation framework in April 2011 (see page 84) the Complaints Review Executive (CRE) provided an additional level of internal review for complainants who expressed dissatisfaction with Audience and Consumer Affairs' response to their complaint.

The CRE was independent of both Audience and Consumer Affairs and all program units and had broad scope to determine whether the ABC acted in accordance with ABC Editorial Policies.

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

In the year until the introduction of the new complaints handling procedures on 11 April 2011, the CRE received 56 requests for review of complaints. Six were not accepted for review by the CRE. Of the 50 requests for review, none of the complaints were upheld. The CRE also adjudicated between ABC Audience and Consumer Affairs and ABC Television on one matter and determined that the content had breached ABC editorial requirements.

All CRE determinations were reported to the ABC Board and 49 summaries of the 50 CRE reviews were published on the ABC's website (two reviews related to the same complaint).

Independent Complaints Review Panel

The Independent Complaints Review Panel was established by the ABC Board to undertake independent review of complaints for persons not satisfied with the ABC's response to a written complaint, at no cost to the complainant. The ICRP could review complaints that raised allegations of serious cases of factual inaccuracy, bias, lack of balance or unfair treatment. Its members were external to the ABC. During the reporting year, the Panel comprised the Convenor, The Hon. Michael Foster QC, and panellist, Ms Susan Brooks. It has been discontinued with the introduction of the ABC's new editorial self-regulation framework.

In the period 1 July 2010 to 11 March 2011 (when the Panel ceased accepting new complaints for review), the Panel received 24 requests to review complaints, of which 12 were accepted for review.

Ten 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. Two requests for review were withdrawn by complainants.

Fifteen cases finalised by the Panel were published on the ABC's website during the reporting year, three of which were upheld and twelve of which were not upheld. The reports published did not necessarily represent the complaints made during the reporting period due to the need to assess and investigate complaints before reports are published. (see Appendix 15, page 231).

At the end of the reporting year, four additional reviews had been completed but were pending publication. None of these reviews identified breaches of the ABC's editorial standards.

Australian Communications and Media Authority

Members of the public who complain to the ABC about matters covered by the *ABC Code of Practice* and who are dissatisfied with the ABC's response, or who do not receive a response to their complaint within 60 days, may seek review from the Australian Communications and Media Authority (ACMA).

During 2010–11, the ACMA advised the ABC that it had finalised investigations into 21 such matters (compared to 19 in 2009–10). In seven cases, ACMA found breaches of the *ABC Code of Practice*. The ACMA was satisfied with action taken by the ABC in response to these findings and did not invoke its further statutory powers that allow ACMA to make a recommendation to the ABC for further action.

Commonwealth Ombudsman

The Ombudsman's office investigated one complaint about the ABC during the current reporting period and recorded an administrative deficiency in relation to the ABC's handling of a complaint. ■

Performance against objectives

The ABC Strategic Plan 2010–13 establishes a roadmap for the ABC to reach new audiences, create new products and services, and develop its people.

THE ABC IS REQUIRED by the *Australian Broadcasting Corporation Act 1983* to prepare corporate plans which outline the overall strategies and policies that the Corporation will follow to achieve its objectives and fulfil its functions. This report documents the ABC's performance against the six strategic goals in the *ABC Strategic Plan 2010–13*.

The ABC's performance is reported here on two levels:

Goals: A dash-board summary of the ABC's performance in relation to its six strategic objectives.

Indicators: Summary results against specific measures, with cross-references to additional data and information which demonstrates the ABC's performance.

Goal

Audience focused: To provide a range of media experiences to meet the needs and expectations of diverse audiences. **1**

High quality: To consistently deliver content which reflects the ABC's commitment to quality, independence and high editorial standards. **1**

Innovative: To pursue new ideas, opportunities and partnerships, and grow our capabilities for the future. **1**

Values based: To demonstrate ABC Values in every aspect of our work. **1**

Efficient: To maximise the efficient and effective use of resources. **2**

Responsible: To be visible and active in the community, setting high standards of social, environmental and regulatory responsibility. **1**

Key

Assessment of overall performance (based on trends demonstrated by Performance Indicators):

- 1** Achieves or exceeds
- 2** Within acceptable range
- 3** Improvement required

Audience focused

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

Performance indicator	2010–11 result		See also
Maintain or improve community satisfaction (compared to 2007–10 levels) * expressed in terms of the percentage of Australians who consider that the ABC: †		2	31–35
– provides a good balance between programs of wide appeal and specialised interest	83% (85% in 2007–10)		
– provides programs of an educational nature	84% (87% in 2007–10)		
– encourages and promotes Australian performing arts, such as music and drama	79% (81% in 2007–10)		
– is distinctively Australian and contributes to Australia's national identity.	83% (85% in 2007–10)		
Increase the reach of ABC services in Australia	74% total reach (73% in 2009–10)	1	31
Maintain or increase the availability of ABC International services within its target markets using rebroadcast partners	122 rebroadcast partners (107 in 2009–10)	1	68–73, 250
Increase the usage of iview	84% increase in monthly visitors to iview	1	57
Increase access to ABC content via ABC Commercial's products and services	See Section 2, Consumer Experiences	1	74–79
Increase the volume of ABC audio and video content that is accessed online, including streaming and vodcast and podcast downloads	56.5 million podcasts (42 million in 2009–10) 15 million vodcasts (10 million in 2009–10)	1	
Extend cross-promotion of ABC products and services across each platform and network	21% average cross promotion across all ABC radio networks ⁶⁵	1	
Increase the volume of first-run Australian drama content on ABC TV	37 hours (36.5 hours in 2009–10)	1	
Increase the volume of Australian children's content on ABC3 (as a % of total broadcast hours on that network)	50% (37% in 2009–10) ⁶⁶	1	

* Comparative results for all community satisfaction measures are averages for the period 2007–10.

† Standards for assessing performance against community satisfaction measures have been formulated taking into account the relevant margins of error. The standard is: a change of +5 percentage points is deemed achieved or exceeds (green); within a 5 percentage point shift is deemed within acceptable range (orange); a change of –5 percentage points is deemed improvement required (red).

⁶⁵ Radio cross promotion means promotion of all non-Radio activity (ABC Commercial, ABC Television, ABC Innovation, ABC Corporate).

⁶⁶ Broadcast of ABC3 commenced 4 December 2009.

Audience focused (Continued)

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

Performance indicator	2010–11 result		See also
Maintain minimum levels of Australian music content broadcast on Radio networks	All radio networks exceeded the target levels of Australian music content	1	119
Maintain a broad genre mix to provide a balance between programs of wide appeal and specialised interest	Content broadcast on ABC1 and ABC2 across 13 genres	1	53
Continue to broadcast programs of an educational nature across all platforms.	See Section 5, Sustainability Report (Social responsibility)	1	
Maintain or increase the ABC's share of Australian television and radio audiences	23.6% radio share (23.9% in 2009–10) Television share increased during day-time (21.4% in metropolitan markets and 24.2% in regional, up from 19% and 20.6% respectively). Television share decreased during prime-time (16.5% in metropolitan markets and 17.7% in regional, down from 17% and 18.9% respectively)	2	37–48
Maintain or increase the size of ABC International audiences	See Section 2, Audience Experiences (International audiences)	1	
Obtain general and targeted advice from the ABC Advisory Council regarding audience needs, interests and expectations	See Appendix 4, ABC Advisory Council	1	
Increase opportunities for audiences to contribute, discuss and share content and opinions on ABC platforms	See Section 2, Audience Experiences	1	
Maximise the provision of ABC News content across existing and emerging platforms	See Section 2, Audience Experiences (News)	1	
Provide a broad coverage of news from the Asia/Pacific region, including social, cultural, political and economic issues	See Section 2, Audience Experiences (International audiences)	1	

High quality

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

Performance indicator	2010–11 result		See also
Increase compliance with the <i>ABC Editorial Policies</i> and the <i>ABC Code of Practice</i>	See Section 4, Governance (Corporate Governance)	1	
Respond to all written complaints within the 60-day statutory timeframe set by the <i>Broadcasting Services Act 1992</i>	98.8% responded to within 60 days	2	107
Regularly evaluate programs for quality purposes		1	84
Refresh editorial policies training for editorial staff each year	See Section 3, Running the ABC (ABC People)	1	
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who consider that the ABC:		2	31–35
– is balanced and even-handed when reporting news and current affairs	81% (82% in 2007–10)		
– provides quality programming on:			
Television	79% (88% in 2007–10)		
Radio	64% (68% in 2007–10)		
Online	89% (90% in 2007–10)		
Reduce the incidence of material errors in ABC programs, and correct them as appropriate	A reporting methodology is being developed		
Maintain or increase awareness and usage in the South Pacific of the ABC's services to that region	See Section 2, Audience Experiences (International audiences)	1	
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who perceive the ABC to be innovative	75% (74% in 2007–10)	2	31–35
Develop new ways to make ABC content available and accessible	See Section 2, Audience Experiences (Online)	1	
Enter into new business arrangements for the production and distribution of ABC products	See Section 2, Audience Experiences (Commercial experiences)	1	
Increase overall value of funding by securing grants, and by partnering with independent producers and government funding agencies as appropriate	\$59 million was combined with \$74 million of independent funding to deliver \$133 million of television production (leverage ratio of 2.3:1)	1	

Innovative

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

Performance indicator	2010–11 result	See also
Develop and implement an integrated information, communication and technology strategy	See Section 3, Running the ABC (Infrastructure and Operations)	1
Provide efficient technical and strategic solutions for the development and publishing of ABC content to digital platforms	See Section 2 Audience Experiences (Online)	1
Receive industry nominations, awards and recognition for innovation	See Appendix 16, ABC Awards	1
Invest a minimum 2% of base salary expenditure in training and development	1.84%	2
Increase the retention rate of high performing leaders	⁶⁷	
Demonstrate a commitment to leadership development through targeted leadership programs	See Section 3, Running the ABC (ABC People)	1

⁶⁷ Base-line figures are being established for 2010–11. Comparison will be made in 2011–12.

Values based

To demonstrate ABC Values in every aspect of our work.

Performance indicator	2010–11 result		See also
Increase the visibility of ABC Values in the workplace, demonstrated by their inclusion in ABC processes and activities	See Section 3, Running the ABC (ABC People)	1	
Reduce the number of bullying, harassment and discrimination incidents	⁶⁸		
Reduce the number of fraud incidents	⁶⁹		
Maintain or improve community satisfaction (compared to 2007-10 levels) expressed in terms of the percentage of Australians who believe the ABC reflects the cultural diversity of the Australian community	81% (81% in 2007–10)	2	31–35
Achieve the targets set in the ABC's <i>Reconciliation Action Plan</i> for the number of placements in the ABC's indigenous scholarships and cadetship programs	2 scholarships and 6 cadetships	1	
Achieve the target set in the ABC's <i>Reconciliation Action Plan</i> for indigenous employment	1.47% (target of 2%)	2	124
Provide content on all platforms that gives expression to Australia's social, cultural and regional diversity.	See Section 5, Sustainability Report (Social Responsibility)	1	
Improve the completion rate and timeliness of performance appraisals	70% of appraisals for 2010–11 were competed. Comparisons will be made in 2011–12.		
Increase the internal recognition of innovation across all aspects of the ABC's business	See Section 3, Running the ABC (ABC People)	1	

⁶⁸ Base-line figures are being established for 2010–11. Comparison will be made in 2011–12.

⁶⁹ Base-line figures are being established for 2010–11. Comparison will be made in 2011–12.

Efficient

To maximise the efficient and effective use of resources.

Performance indicator	2010–11 result		See also
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who believe the ABC is efficient and well managed	70% (71% in 2007–10)	2	31–35
Identify and realise savings for reinvestment in the ABC	See Section 4, Corporate Governance (Internal Reviews)	1	
Increase the utilisation rate of production facilities and staff	90.1% utilisation of production staff (89.7% in 2009–10)	1	
Increase the percentage of total revenue that is from non-appropriation sources	3.8% (4.5% in 2009–10)	2	
Increase the retention rate of high performing employees	37% of employees who resigned and were appraised during 2010–11 were high-performing (26% in 2009–10) ⁷⁰	2	
Increase the percentage of new employees who exceed expected performance standards	33% of employees who commenced and were appraised during 2010–11 exceeded performance standards ⁷¹		
Increase the contribution ABC Commercial makes to ABC net revenue	\$7.9 million (\$13.8 million in 2009–10)	2	74
Maintain robust systems for reviewing high-value contracts	All contracts with a value of \$400 000 or more are subject to review by the ABC's Contract Review Committee	1	

⁷⁰ "High Performing" employees were those rated as "exceeds", "promote" "above" or "well above" at their last performance appraisal.

⁷¹ Base-line figures have been established for 2010–11. Comparison will be made in 2011–12.

Responsible

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

Performance indicator	2010–11 result		See also
Provide comprehensive coverage of events which are of significant national interest, including State, Territory and Federal elections	See Section 2, Audience Experiences	1	
Maintain or improve community satisfaction (compared to 2007–10 levels) expressed in terms of the percentage of Australians who value the ABC and its services to the community	87% (88% in 2007–10)	2	31–35
Develop and undertake projects to assist other public broadcasters in the region to become strong and responsible media organisations	See Section 2, Audience Experiences (International Audiences)	1	
Participate in appropriate conferences, forums and discussions with other media organisations	See Section 2, Audience Experiences (International Audiences)	1	
Demonstrate an ability to respond quickly and effectively to community needs in emergency situations	See Section 5, Sustainability Report (Social Responsibility)	1	
Maintain and build partnerships with emergency services organisations	See Section 5, Sustainability Report (Social Responsibility)	1	
Increase the percentage of new employees who complete OH&S induction within 6 weeks of their commencement	56% compliance	2	95
Demonstrate improvements in OH&S (including reducing the number of work-related incidents and injuries, reducing the number of days lost due to injury or illness, and increasing the percentage of incidents that are reported within 24 hours of the incident occurring)	See Appendix 12, Occupational Health and Safety	2	224
Improve performance against international corporate social responsibility benchmarks	96% in Corporate Responsibility Index (CRI) (97.4% in 2009–10)	2	136
Improve the environmental impact of the ABC's operations (including reducing net greenhouse gas emissions, and energy and water consumption).	See Section 5, Sustainability Report (Environmental Responsibility)	1	
Comply with all statutory reporting obligations (including Compliance report, OH&S Reports, Annual Report etc)	See Section 4, Governance (Corporate Governance)	1	
Review all policies and related documents and processes on a regular basis, updating them as required.	Policies were reviewed and updated by the ABC's Policy Reference Group as part of a structured workplan	1	

Government outcomes

The ABC is granted annual appropriations from the Australian government, and is required to report its performance against four specified Outcomes.

THE ABC IS AN AGENCY within the portfolio of the Department of Broadband, Communications and the Digital Economy, and is granted annual appropriations from the Australian Government. The ABC is required to measure its performance in terms of four specified outcomes.

Outcome 1

Informed, educated and entertained audiences—throughout Australia and overseas—through innovative and comprehensive media and related services.

Outcome 1 is delivered through three programs: ABC Radio, ABC Television and Online.

Program 1.1—Radio

The Objective of this Program is to provide distinctive radio programs that give an Australia-wide focus to local and regional communities, and satisfy diverse audience needs, nationally and internationally.

KPI: Radio share

Measure: Levels achieved in 2010–11 compared to results in 2009–10.

Performance: The ABC's overall five metropolitan city share in 2010–11 was 23.6%, a 0.3 share-point decrease on 2009–10 (23.9%).

Metropolitan Share*	2010–11 %	2009–10 %
Sydney	22.4	23.1
Melbourne	23.5	24.3
Brisbane	23.8*	22.4
Adelaide	25.8	24.8
Perth	26.0	25.9*
Five-City Metropolitan	23.6*	23.9

Source: Nielsen, Monday–Sunday 5.30 am–midnight, people aged 10 years and over.

KPI: Radio Reach

Measure: Levels achieved in 2010–11 compared to results in 2009–10.

Performance:

Metropolitan Average Weekly Reach*	2010–11	2009–10
Sydney	1 399 000	1 351 000
Melbourne	1 424 000	1 407 000
Brisbane	624 000*	605 000
Adelaide	399 000	382 000
Perth	585 000	578 000
Five-City Metropolitan	4 411 000*	4 323 0 00

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

KPI: Audience Appreciation

Measure: Percentage of people who consider the quality of programming on ABC Radio is good in 2010–11 compared to results in 2009–10.

Performance: According to the Newspannion Appreciation Survey 2011, the majority of Australians describe the quality of programming on ABC Radio as “good” (64% in 2011 compared to 69% in 2010).

KPI: Levels of Australian music on networks which broadcast music

Measure: Achieve or exceed annual targets

Performance: All radio networks that broadcast music have a strong commitment to Australian music and have set annual targets. In 2010–11, all radio networks exceeded the targets.

	Target	2010–11	2009–10
ABC Radio National	25%	38.8	39.1
ABC Local Radio	25%	31.3	31.7
ABC Classic FM	30%	31.2	29.8
triple j	40%	45.9	42.9
ABC Dig Music	40%	43.3	40.5
ABC Jazz	25%	26.0	25.4
ABC Country	25%	31.0	27.2

KPI: Recording of music concerts

Measure: Number of major music concerts recorded for broadcast in 2010–11 compared with 2009–10.

Performance: The ABC recorded 746 concerts in 2010–11 (compared to 701 in 2009–10).

KPI: Quality assurance

Measure: Results of Editorial Policy Assurance surveys relating to news and information on ABC Radio.

Performance: In 2010–11, a Quality Assurance project on assessing accuracy was completed. The project developed a manual for content-makers to use to self-assess the accuracy of samples of content. No Quality Assurance projects relating specifically to news and information on ABC Radio were undertaken.

KPI: Complaints management

Measure: Efficiency of complaints management measured by performance against statutory timelines.

Performance: See page 107

Program 1.2—Television

The Objective of this Program is to present television programs of wide appeal and more specialised interest that contribute to the diversity, quality and innovation of the industry generally.

KPI: Audience Share

Measure: Levels achieved in 2010–11 compared with results in 2009–10.

Performance: In daytime (6 am to 6 pm), total ABC Television (ABC1, ABC2, ABC3 and ABC News24) metropolitan free-to-air share in 2010–11 was 21.4%, compared to 19.0% in 2009–10. Regional free-to-air share in the daytime timeslot was 24.2% in 2010–11, compared to 20.6% in 2009–10.

TOTAL ABC

Daytime (6 am to 6 pm)—Free to air share

People	2010–11	2009–10
Metropolitan Share	%	%
Sydney	22.2	20.5
Melbourne	22.9	19.2
Brisbane	18.1	16.6
Adelaide	21.0	18.3
Perth	21.6	19.3
Five-City Metropolitan All	21.4	19.0
Regional Share	%	%
Southern NSW	23.7	21.0
Northern NSW	24.9	20.7
Victoria	26.1	19.5
Queensland	21.5	19.7
Tasmania	28.0	24.6
Regional All	24.2	20.6

Source: OzTAM metro and RegionalTAM consolidated data.

In primetime (6 pm to midnight), total ABC Television (ABC1, ABC2, ABC3 and ABC News 24) metropolitan free-to-air share in 2010–11 was 16.5%, compared to 17% in 2009–10.

Total ABC Regional share data is not available.

TOTAL ABC

Primetime (6 pm to midnight)—Free to air share

People	2010–11	2009–10
Metropolitan Share	%	%
Sydney	17.7	18.3
Melbourne	15.6	15.8
Brisbane	15.8	16.1
Adelaide	16.8	16.7
Perth	17.0	18.2
Five-City Metropolitan All	16.5	17.0
Regional Share	%	%
Southern NSW	18.2	21.1
Northern NSW	20.0	20.0
Victoria	15.9	16.8
Queensland	15.3	16.5
Tasmania	21.3	22.3
Regional All	17.7	18.9

Source: OzTAM metro and RegionalTAM consolidated data.

KPI: Audience Reach

Measure: Levels achieved in 2010–11 compared with results in 2009–10.

Performance: Average weekly reach in the five metropolitan cities:

- total ABC Television (ABC1, ABC2, ABC3 and ABC News 24): 9.4 million (62.0%) compared to 8.7 million in 2009–10 (59.1%)
- ABC2: 3.8 million (25.0%) compared to 2.8 million in 2009–10 (18.9%)
- ABC3: 1.9 million (12.3%) compared to 1.4 million in 2009–10 (9.7%).

ABC1

Average weekly	2010-11	2009–10
Metropolitan Reach	%	%
Sydney	49.9	54.1
Melbourne	54.1	55.0
Brisbane	50.8	54.1
Adelaide	59.0	59.7
Perth	54.3	56.6
All Metropolitan	52.7	55.2

ABC1

Regional Reach	%	%
Southern NSW	54.6	55.6
Northern NSW	51.7	52.9
Victoria	57.9	57.5
Queensland	52.3	55.2
Tasmania	59.7	64.7
All Regional	54.1	55.7

Source: OzTAM and RegionalTAM Television Ratings.

Notes: 2010 data (from 27 December 2009) is based on Consolidated data. OzTAM average weekly reach based on Week 27, 2010 – Week 26, 2011.

RegionalTAM data includes spill.

RegionalTAM average weekly reach based on Week 27, 2010 – Week 26, 2011

KPI: Audience Appreciation

Measure: Percentage of people who consider the quality of programming on ABC Television is good in 2010–11 compared with results in 2009–10.

Performance: According to the Newspoll Appreciation Survey 2011, the majority of Australians describe the quality of programming on ABC Television as “good” (79% in 2010–11 compared to 81% in 2009–10).

KPI: Australian Content

Measure: Percentage of first-run Australian content (between 6 pm and midnight) in 2010–11 compared with 2009–10.

Performance: 6 pm and midnight: 47.8% (50.3% in 2009–10) on ABC1.

These results reflect the hours broadcast from the Sydney transmitter, comprising national and local New South Wales transmission. Figures may differ slightly in other States and Territories as a result of varying levels of local content.

KPI: Australian Children's Content

Measure: Percentage of Australian children's television programs on ABC3 in 2010–11 compared with 2009–10.

Performance: 50% (37% in 2009–10) ⁷²

KPI: State/Local Television

Measure: Percentage of state/local "breakout" television broadcast hours in 2010–11 compared with 2009–10.

Performance: Data for 2010–11 is unavailable. Changes to ABC systems for recording and monitoring this data are being implemented to ensure accurate data is easily accessible in future reporting periods.

KPI: Quality assurance

Measure: Results of Editorial Policy Assurance surveys relating to news and information on ABC Television.

Performance: In 2010–11, a Quality Assurance project on assessing accuracy was completed. The project developed a manual for content-makers to use to self-assess the accuracy of samples of content. No Quality Assurance projects relating specifically to news and information on ABC Television were undertaken.

KPI: Complaints management

Measure: Efficiency of complaints management measured by performance against statutory timelines.

Performance: See page 107

Program 1.3—Online

The Objective of this Program is to engage audiences through new media services including the internet and emerging broadband platforms.

KPI: Audience Reach

Measure: Levels achieved in 2010–11 compared with results in 2009–10.

Performance: ABC Online's monthly reach in the active Australian internet population averaged 23.9% in 2010–11 (23% in 2009–10), with a peak of 27.4% in January 2011.

KPI: Audience Appreciation

Measure: Percentage of people who consider the quality of content on ABC Online is good in 2010–11 compared with 2009–10.

Performance: According to the Newspoll Appreciation Survey 2011, the majority of Australians describe the quality of content on ABC Online as "good" (89% in 2010–11 compared with 91% in 2009–10).

KPI: Total podcasts

Measure: Levels achieved in 2010–11 compared with 2009–10.

Performance: 56 million ABC podcasts were downloaded in 2010–11 compared with 42 million in 2009–10.

KPI: Total vodcasts

Measure: Levels achieved in 2010–11 compared with 2009–10.

Performance: 15 million ABC vodcasts were downloaded in 2010–11 compared with 10 million in 2009–10.

⁷² Broadcast of ABC3 commenced 4 December 2009.

Outcome 2:

Audiences have access to ABC satellite and analog terrestrial radio and television transmission services that is, at a minimum, maintained year-on-year through the management of Transmission Service Agreements. Outcome 2 is delivered through one program.

Program 2.1—Analog Terrestrial Transmission Services

The Objective of this Program is to provide ABC satellite and analog terrestrial transmission services through the effective management of Transmission Service Agreements.

KPI: Number of analog terrestrial transmission services

Measure: Number in 2010–11 compared with 2009–10.

Performance:

	2010–11	2009–10
Analog Television	374	439
Domestic Radio	698	686
International Radio	8	8
Total	1 080	1 133

KPI: Audience contacts via the ABC Reception Advice Line

Measure: Level achieved in 2010–11 compared with results in 2009–10

Performance: The ABC monitors audience responses to transmission issues via its Reception Advice Line (RAL). In 2010–11, this unit received the following television and radio services enquiries:

	2010–11	2009–10
Total number of emails received	3 681	3 964
Total number of letters received	40	84
Total number of telephone enquiries received	26 499	23 514
Total enquiries	30 220	27 562
Total number of hits to the RAL website	1 612 014	2 065 448

Note: these figures reflect both analog and digital transmission contacts

The unit assists the public to improve their ABC Television and Radio reception, responds to broader ABC transmission enquiries and works with the ABC’s transmission providers to identify and resolve transmission faults. Enquiries regarding digital television continued to grow this year as more households moved to the new technology and as the suite of digital television channels expanded with the addition of ABC News 24.

KPI: Transmission performance

Measure: Levels of Total Network Availability and Total “On-air Availability” in 2010–11 compared with 2009–10.

Performance: Performance in 2010–11 was similar to 2009–10. See ABC Distribution and Transmission Network aggregated performance, page 87.

Outcome 3:

The Australian community has access to ABC digital television services in accordance with approved digital implementation plans. Outcome 3 is delivered through one program.

Program 3.1 – Digital Television Services

The Objective of this Program is to provide audiences with access to ABC digital television services in accordance with Government approved implementation policy, through the roll-out and maintenance of the associated distribution and transmission infrastructure.

KPI: The degree to which the Australian population has access to ABC digital television transmissions

Measure: 2010–11 results compared with 2009–10

Performance: The coverage of ABC digital television transmissions by percentage of the population was as follows:

	2010–11	2009–10
Australia	97.93%	97.83%
NSW/ACT	98.54%	98.54%
Vic	99.18%	99.18%
Qld	97.02%	96.95%
WA	96.71%	96.71%
SA	98.94%	98.23%
Tas	97.04%	96.37%
NT	74.05%	72.57%

Note: 2010–11 population was derived from Australian Bureau of Statistics (ABS) 2006 Census data.

KPI: Facilities operate within the limits set by the relevant Transmitter Licence and the approved Implementation Plan

Measure: All facilities meet the requirements

Performance: This target was achieved.

KPI: The number of digital terrestrial television facilities in operation against the approved Implementation Plans

Measure: Number of facilities in operation and in test mode compared to approved Implementation Plans.

Performance: There were 351 approved implementation plans and 350 digital terrestrial services in operation. There were no services in test mode as at the end of June 2011.

Outcome 4:

Audience access to ABC digital radio services is provided, in accordance with Government approved implementation policy, through the roll-out and maintenance of the associated distribution and transmission infrastructure. Outcome 4 is delivered through one program.

Program 4.1 – Access to Digital Radio Services

The Objective of this Program is to implement the roll-out of digital radio transmission services to the five mainland state capital cities.

KPI: Degree to which the five mainland state capital cities have access to ABC digital radio transmissions

Measure: 2010–11 results compared with 2009–10.

Performance: Digital radio services continued in the five mainland state capital cities throughout 2010–11.

KPI: Terrestrial facilities operate within the limits set by the relevant Transmitter Licence and the approved Implementation Plan

Measure: All facilities meet the requirements

Performance: This target was achieved. ■

Reconciliation Action Plan

The ABC's Reconciliation Action Plan outlines the actions and targets which the ABC will pursue in order to improve opportunities for Indigenous Australians.

AS PART OF THE ABC'S COMMITMENT to acknowledging Indigenous Australians, their heritage and culture, the Corporation developed and published its *Reconciliation Action Plan 2009–2012* (RAP) in October 2009. The RAP commits the Corporation to a long-term course of action to improve opportunities for Aboriginal and Torres Strait Islander people in the four key areas of cultural understanding and respect, employment, content and community links.

The ABC's first report against the RAP was published in November 2010, covering the period October 2009 to November 2010. The report is available on the Reconciliation Australia website (www.reconciliation.org.au).

During the first 12 months of the RAP, the ABC made good progress towards a number of its targets. The RAP has proved to be a catalyst for increased focus and activity in relation to Indigenous⁷³ employment within the Corporation, and the presentation of Aboriginal and Torres Strait Islander perspectives and stories on the ABC's content platforms. At the same time, a number of the targets to which the ABC has committed will take years to reach. This was to be expected, as the RAP, like reconciliation, is a journey to which the Corporation has committed itself.

Positive performance

The RAP has been strongly supported throughout the ABC. It enjoys the endorsement of the ABC Board and Executive Leadership Group and has engendered a high level of staff engagement in all divisions and branches of the Corporation across the country. It was explicitly incorporated into the *ABC Strategic Plan 2010–13*.

In the first year of the RAP, the ABC held more and richer NAIDOC celebrations across the country than ever before. ABC Radio established a temporary digital radio station, ABC NAIDOC, for the duration of the celebrations and featured NAIDOC-related stories and performances across its networks throughout the week.

Reconciliation Action Plan 2009–12

The plan comprises the following 20 initiatives:

Respect

- Develop and roll out the "Indigenous Culture in the ABC" program for staff
- Use appropriate cultural protocols including Acknowledgement or "Welcome to Country" at events
- Promote and support the ABC's Indigenous Advisory group, the Bonner Committee
- Acknowledge and be involved in NAIDOC activities
- Internal and External Communication about the Indigenous website: abc.net.au/indigenous/
- Establishment a new Indigenous site on the upgraded Intranet.

⁷³ In this document, "Indigenous Australians" refers to Aboriginal and Torres Strait Islander people.

As a direct consequence of the RAP, the ABC Radio and Television divisions introduced scholarships to develop the skills of Indigenous content-makers. These scholarships complement the two existing ABC Indigenous scholarships awarded annually to develop and support current Indigenous staff excellence and staff progression.

ABC Television has focused particularly on Indigenous story-telling, establishing an Indigenous Television Department with a specific remit to acquire and commission content by both Indigenous and non-Indigenous filmmakers on issues of importance to Indigenous people and the broader community.

Similarly, ABC Radio has emphasised the employment of Indigenous content-makers, and the News Division has focused on increasing its intake of Indigenous cadets.

The RAP has led to an increased recognition of the need for the ABC to engage with Indigenous communities. Building stronger relationships between the Corporation and Indigenous communities has been a particular focus of the ABC's State and Territory Directors.

Areas for continued development

The ABC has set itself an Indigenous employment target of 2% over the life of the RAP. In the first twelve months of the RAP, the number of Aboriginal and Torres Strait Islander people employed by the Corporation increased 14%. However, as this coincided with an increase in the overall number of ABC staff, the proportion of Indigenous employees did not increase significantly.

Opportunities—employment

- Seek to achieve an initial 2% Indigenous staff level
- Support the biennial Indigenous Staff Conference, including Careers Day for Indigenous students
- Actively participate in the National Indigenous Cadetship Program, targeting at least 6 internships annually
- Create 20 positions to increase Indigenous staffing
- Present annual internal Indigenous Scholarships for career development
- Target Indigenous staff for Leadership programs
- Develop Induction and Mentoring support for new Indigenous staff
- Provide a structured national work experience/ internship program implemented on a State and Territory basis for up to five Indigenous people per year in each State and Territory.

Opportunities—Content

- Reflect a stronger Indigenous presence in ABC content, and in subsequent scheduling and marketing/promotion
- Seek to integrate Indigenous people into the content making process, including new projects, e.g. Radio Broadband Hubs, TV Children's Channel
- Target and develop Indigenous on air presenters
- Implement a mentoring and scholarship program for Indigenous researchers and producers involving a 12 month plan of placements across output Divisions
- Actively seek a range of Indigenous talent and guests for programs
- Relationships
- Build projects and strategic partnerships with external organizations—Indigenous, Government, community and cultural—to create pathways for Indigenous employment and inclusion in ABC activity.

The ABC has also committed to presenting more Indigenous people, issues and views across all platforms. In practice, demonstrating that it is delivering on this commitment has proved difficult for a number of reasons, including practical difficulties flowing from the number of services that the ABC operates, and concerns about the cultural appropriateness of asking guests if they are of Aboriginal or Torres Strait Islander descent. The Corporation will continue to seek effective and appropriate means to demonstrate performance in this area.

The Bonner Committee

The Bonner Committee is the ABC's Indigenous Advisory Committee.

Members are encouraged to join from all States and Territories, to provide feedback and advice to the ABC at a high level.

The Committee was directly involved in the development of the RAP, providing advice and feedback from Aboriginal and Torres Strait Islander staff across the Corporation.

Committee members are involved in local and national NAIDOC Week activities, and have participated in the development of the ABC's Indigenous Culture in the ABC program.

As part of the annual Indigenous Staff Scholarship Awards, an initiative which aims to develop and support Indigenous staff excellence and staff progression, the Bonner Committee also presents an annual award to recognise a non-Indigenous employee who supports Indigenous activities in the ABC.

During 2010–11, a review of the Committee was undertaken. The review was an initiative of the RAP, and involved widespread consultation with staff in all States and Territories. Members of the Bonner Committee contributed to the review.

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. The Bonner Committee reports to the Director of Corporate Affairs. ■

Advisory Council



Back row (left to right): Victoria Shenstone, Nakul Legha, Joan McKain (Convenor), Rena Henderson, Patrick Bradbery (Deputy Convenor), Lisa Leong, Taylor Tran, Rosemary Redgen and Scott Cowans.
Front row (left to right): Tania Penovic, Maurice Newman (ABC Chairman), Moira Neagle and Craig Wallace.

The ABC Advisory Council is a body established by the Australian Broadcasting Corporation Act to provide advice to the Board regarding matters related to programming.

THE ABC ADVISORY COUNCIL was established in 1983 under the provisions of Section 11 of the ABC Act to provide advice to the Board on matters relating to the Corporation's broadcasting programs.

The ABC Board appoints the 12 members of the Council for a period of two years with a possible two-year extension. Applications to join the Council are invited through promotions on ABC Radio, Television and Online and advertisements in the press in September and October each year.

The members of the Advisory Council for 2010–11 bring to discussions a wide range of experience and perspectives, as well as consultation with the communities they represent. The Council is made up of:

Ms Joan McKain, *Convenor* (Lake Cathie, NSW)—Ms McKain retired from the ABC in March 2010. She was with the Corporation for 17 years, and held senior executive positions in the areas of Corporate Governance and International Relations.

Dr Patrick Bradbery (Rock Forest, NSW)—Dr Bradbery, a Kamilaroi man from Western NSW, is the former Director of the Professional Development Unit at Charles Sturt University (CSU) Faculty of Business. He was the foundation Chair for the Bathurst Community Website project. He is currently an Adjunct Research Fellow in the Institute of Land, Water and Society at CSU, and is writing a book, *Unlearning to Learn*, which provides an innovative perspective on learning, particularly workplace learning.

Mr Scott Cowans (Ellenbrook, WA)—Mr Cowans runs an IT consultancy business. He has held positions with Microsoft, Julia Ross and IBM.

Mrs Rena Henderson (Preston, Tasmania)—Mrs Henderson is a house design consultant. She is a trained sociologist and has been a field interviewer for the ABS, providing data for the Institute of Family Studies.

Mr Nakul Legha (Gungahlin, ACT)—Mr Legha is studying economics and law at the Australian National University. He is Vice President of the ANU Law Students' Society and the College of Law Faculty Representative on the ANU Students' Association. Mr Legha has worked as a Research Assistant for the ACT Health-UNSW Inter-professional Learning Research Project.

Ms Lisa Leong (Burwood, Victoria)—Ms Leong is a Business Development Adviser for the law firm, Freehills. In 2003, Ms Leong left the law to pursue a career in radio and joined the ABC in 2005, as a presenter for the ABC Eyre Peninsula *Breakfast* program. Prior to this, she was practising as an Intellectual Property and eCommerce lawyer in Melbourne and London.

Ms Moira Neagle (Millicent, SA)—Ms Neagle is an Assistant Principal of a government Primary School. Ms Neagle is a published poet. Her book, *In My Garden of Words*, was published in 2007.

Ms Tania Penovic (Surrey Hills, Vic)—Tania Penovic is a Deputy Director of the Castan Centre for Human Rights Law and is a lecturer in law at Monash University. She has been involved in a number of enquiries into Federal and Victorian law reform, and has conducted human rights training programs for judges and government officials. Ms Penovic has also been involved in policy writing in the area of early childhood education.

Ms Rosemary Redgen (Nhulunbuy, NT)—Ms Redgen is an administration trainer at the remote aboriginal community clinics for the Northern Territory Health Department. She was a voluntary member of the Consumer Affairs Council, talking to remote aboriginal community councils, before they were disbanded.

Miss Victoria Shenstone (Kenmore, Qld)—Ms Shenstone is Project Manager for ASX-listed coal seam gas explorer and producer, Bow Energy Limited. She is a Director of not-for-profit organisation YES and is a member of the Royal National Agricultural and Industrial Association's (RNA) Future Directions Committee.

Mr Taylor Tran (Naremburn, NSW)—Mr Tran is Insights and Marketing Strategy Manager for Caltex. He is an Associate Member of the Australian Marketing Institute.

Mr Craig Wallace (Fisher, ACT)— Mr Wallace is a public servant from Canberra who works with the Australian Government Department of Families, Housing, Community Services and Indigenous Affairs. Mr Wallace is a past Chair of the ACT Disability Advisory Council and was President of the peak body People with Disabilities ACT from 1999 to 2005. He was awarded a Centenary medal in 2002 for service to the disability community as well as Australia Day medals in 2003, 2004 and 2007 for his work on corporate volunteering.

The role of members and functions of the ABC Advisory Council is to:

- Either on its own initiative or at the request of the ABC Board, advise the Board on matters relating to the Corporation's broadcasting programs;
- Provide a broad representation of Australian community concerns and interests in relation to programming;
- Analyse and consider reports and papers, in relation to programming, provided by the ABC;
- Facilitate communication between the community and the ABC Board;
- Within the framework of the Council's annual work plan, carry out consultation seeking community views on ABC programming initiatives; and
- At its discretion, hold interest group meetings from time to time.

The Council met three times during the year, twice in Sydney in December and March and in Maroochydore, Queensland in July. It provided feedback to the ABC Board on a wide range of the Corporation's programs and services.

Either the ABC Board Chairman or the Managing Director, or both, met with the Advisory Council at each Council meeting.

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

At the request of the Managing Director, Council members undertook detailed consultations with their communities on the following:

- ABC Local Radio: including why people listen, the features that are particularly important and the aspects that could be changed.
- Current affairs in prime time: including changes to the hosts and format of 7.30 and the relevance and balance of stories on that program.

The Advisory Council's recommendations and commendations for the year, together with responses from ABC management, appear in Appendix 4 (page 210). ■

Sustainability performance

Management of corporate responsibility

Environmental responsibility


Social responsibility



JAMES RUSSELL of Warrnambool, Victoria, joined the conversation with ABC Open project *One on One: Change*. “It turned out to be a really good opportunity to reconnect with a friend ... and also to learn to edit audio and photos.”

James was a late starter to video production and multimedia. Recently, he has embraced social media. He has created accounts in Flickr, Vimeo and Facebook so that he can share his photographs and videos with ABC Open and connect with other like-minded people.

James’ ABC Open experiences are also his first encounters with the ABC. “I never had anything to do with the ABC before doing projects with ABC Open. Now I have been part of what they are doing its good to see the ABC getting on the ground in the community and initiating projects and equipping people with the skills to participate”.

 Find out more about how James’ conversations with ABC Open started on page 132.

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



James joined the conversation.

5

James Russell
Warrnambool, Victoria
Photographed by Colleen Hughson,
ABC Open Producer SW Victoria

“”

Where the conversation started

ABC OPEN



Warrnambool

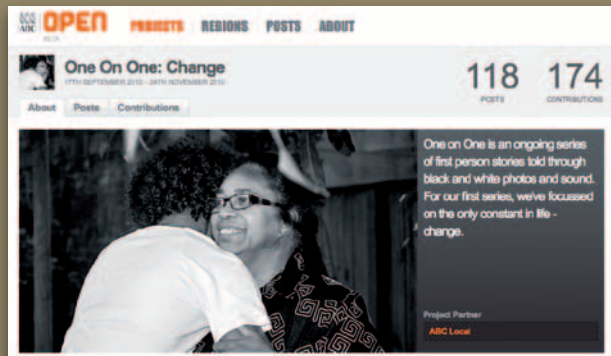


For 39 years John had been an art teacher and this story explores his feelings about the change to retirement. “Leaving School” focuses on one of the biggest changes in John’s life.



James’s conversation

After having such a positive experience creating a story for ABC Open’s first project One on One: Change, James Russell went on to contribute to another four ABC Open projects. In total, he has created 12 videos for ABC Open, five of which have been collaborations with other filmmakers. The stories were made in workshops with ABC Open producers, where the creators learnt and shared skills in photography, audio recording and editing.



One on One: Change

One on One: Change was the first in a series of projects. This project looked at the only constant in life—change. Regional Australia has seen a lot of change in recent times, and the way people deal with change says a lot about their character. The project presented audio slideshows telling personal stories of change, and how people have coped with, survived or thrived on changes that life has thrown their way.

“” Discover more about the One on One: Change project at open.abc.net.au/projects.

Management of corporate responsibility

The ABC recognises the impact that its operations have on the environment and the community, and is increasingly monitoring and reporting on its sustainability performance.

CORPORATE RESPONSIBILITY underpins the ABC's operations at every level. Delivering products and services that satisfy the needs and expectations of audiences, and that meet the ABC's editorial standards, is the essence of the ABC's existence. Being visible and active in the community, setting high standards of social, environmental and regulatory responsibility is one of the ABC's six strategic goals. The values of integrity, respect, collegiality and innovation are the foundation of the ABC's activities.

In 2010–11, the ABC has aligned the 2011 Sustainability Report with the principles of the internationally recognised Global Reporting Initiative (GRI) framework. The Report represents the first step in the ABC's journey towards full GRI reporting.

Structure of this report

Scope and boundary

The ABC reports its corporate responsibility performance annually, with the current report covering the financial year from 1 July 2010 to 30 June 2011.

Other than references to International Projects in the Asia-Pacific region, the report is limited to domestic operations. It does not include the environmental performance of the ABC's commercial business.

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

Assurance

The ABC has sought external assurance of the data referred to in the 2011 Sustainability Report. A statement of Assurance is included at page 146.

Contact

The ABC welcomes feedback on the 2011 Sustainability Report. Comments, questions or feedback can be addressed to:

Head of Corporate Governance and
Corporate Responsibility
Australian Broadcasting Corporation
PO Box 9994
SYDNEY NSW 2001

corporate.responsibility@your.abc.net.au

Management of Corporate Responsibility

In 2010–11, the ABC developed a Corporate Social Responsibility Policy to reinforce the ABC's commitment to acting ethically and responsibly in all areas of its operations. The policy defines corporate social responsibility as:

“The ABC's commitment to recognise and manage its impact on society and to see that its own business activities and, where practicable, those of supplier organisations, are being undertaken in a socially and environmentally responsible manner. By understanding and addressing the impact of its operations, the ABC can also more effectively manage a broader range of risks.”

The Policy outlines the key principles of corporate social responsibility which include: adhering to relevant laws and regulations, respecting human rights, engaging with both internal and external stakeholders, accountability and transparent reporting about its performance, and experiences in the management of its social and environmental impacts, using internationally recognised frameworks for monitoring and reporting on sustainability issues.

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

In 2010–11, the ABC participated in the development of the GRI Media Sector Supplement. Sector Supplements capture the relevant issues essential to sustainability reporting in specific industry sectors. The GRI Media Sector Supplement reflects views from the media industry and global stakeholders, and is due for release in 2011–12.

Principles for defining report content

The ABC has adopted the GRI Reporting Principles for defining the content of the 2011 Sustainability Report. Those principles include materiality and stakeholder inclusiveness.

Materiality

Materiality was informed initially by the *ABC Strategic Plan 2010–13* and the ABC Charter. An analysis of the materiality of performance indicators was conducted using:

- governance documents, including the *ABC Reconciliation Action Plan 2009–12*, *ABC Code of Practice*, *ABC Editorial Policies*, and the corporate risk matrix.
- outcomes from stakeholder engagement processes.
- external publications relevant to the media sector.

The most material GRI indicators were subjected to a detailed assessment, which included weighting the importance of each indicator. The relative importance of each indicator was determined according to a range of factors, including whether:

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

Stakeholder inclusiveness

The ABC engaged with stakeholders in relation to the 2011 Sustainability Report through direct consultation with both internal and external stakeholders, and through existing mechanisms that are in place for engaging with stakeholders in the course of conducting the ABC's operations.

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

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

In 2010–11, the ABC employed a wide range of mechanisms by which to engage with external stakeholders and capture information about the Corporation's impacts, including:

- ABC Advisory Council processes.
- formal audience contacts and complaints processes.
- the annual *Newspoll ABC Appreciation Survey*.
- online feedback mechanisms specific to ABC content areas.
- community feedback forums.
- learning initiatives with suppliers, involving the exchange of knowledge and experience about corporate responsibility initiatives particularly related to environmental impact and management.

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

- **Business Services**—regarding the ABC's financial and environmental performance, as well as details of the Green@Work initiative which aims to improve the management of environmental impacts and increase awareness of sustainability issues.
- **People and Learning**—regarding progress against the *ABC Equity and Diversity Plan* and the *ABC Reconciliation Action Plan 2009–12*; employee health and well-being programs and occupational health and safety performance; training and development; and performance management systems.
- **Corporate Affairs**—regarding formal submissions made to Government during the reporting period; details about the ABC's performance in the Corporate Responsibility Index; and internal communication tools.
- **Editorial Policies**—regarding compliance with *ABC Editorial Policies* and *ABC Code of Practice* including during elections; and complaints handling processes.
- **Audience Research and Marketing**—regarding audience data, and levels of community satisfaction with ABC products and services.

In addition, information was provided by State and Territory Directors, marketing teams and content divisions about the ABC's activities in local communities. In 2010–11, this included work in communities experiencing natural disasters, emergency broadcasting activities, community forums, and ABC Open projects.

Corporate Responsibility Index 2011

The ABC participated in the 2011 Corporate Responsibility Index (CRI), administered by the Business in The Community (BITC) charity based in London. The 2011 CRI relates to the 2009–10 reporting period, and was the fourth and final year that the ABC participated in the CRI.

The CRI is both a management and benchmarking tool that compares and communicates business achievement. It provides a framework to integrate and improve corporate responsibility principles by providing a systematic approach to managing, measuring and reporting on business impacts in society, and on the environment.

The ABC scored 96% in the 2011 CRI, achieving a Platinum ranking. The Platinum ranking means that the ABC has integrated corporate responsibility into its business model and has clear responsibilities and incentive structures at Board and operational levels. Platinum companies have a structured approach to data collection and social and environmental impact assessment.

The 2011 CRI reported improvements by the ABC in the following impact and management areas:

- **Social Impact** areas (4% improvement in Employee Wellness and Engagement and 2% improvement in Equality, Diversity and Inclusion in the Workplace)
- **Environmental Impact** area (6% improvement in Waste and Resource Management)
- **Workplace Management** (4% improvement).

The ABC achieved lower scores in several impact and management areas compared to the previous year. In the case of **Marketplace Management**, a 5% decline in reported performance can be attributed primarily to changes to the questions and scoring processes, which resulted in an overall drop in the ABC's score.

Lower scores were also reported in the **Environmental Impact** area (6% decline in climate change performance, and 20% decline in water consumption performance). In 2009–10, the ABC's energy and resource usage increased. During that period, the ABC launched two new television stations (ABC3 and ABC News24), and launched the national ABC Open initiative. ■

Measuring performance

The ABC measured its performance as a corporate citizen against an external benchmark.

The ABC scored **96%** in the 2011 Corporate Responsibility Index.

Environmental responsibility

The ABC is committed to taking positive steps to be ecologically responsible and to minimise its environmental impact.

Energy consumption

Based on forecasts of 2010–11 consumption, the ABC has reduced its total energy consumption by 0.4% (compared to 2009–10).⁷⁴

	2009–10 Total GJ	2010–11 Total GJ ⁷⁵	% change
NSW	73 249	74 776	+2.1%
ACT	5 204	5 253	+0.9%
Vic	31 339	31 217	-0.4%
Qld	13 455	13 410	-0.4%
SA	20 152	20 561	+2.0%
WA	11 660	11 284	-3.2%
Tas	10 987	9 171	-17.0%
NT	6 118	5 784	-5.5%
Total ABC⁷⁶	172 163	171 458	-0.4%

In 2010–11, the ABC implemented a number of initiatives across its operations aimed at reducing energy consumption, including:

- ABC Ultimo Centre, New South Wales: installing more efficient lighting with movement sensor controls in 123 radio studios and edit suites; replacing studio “house lighting” with LED equivalents; and installing sub-metering to allow detailed analysis of energy consumption.
- Canberra, Australian Capital Territory: installing double-glazed windows in the Television building, and supplying the Central Equipment Room with outside-air only, significantly reducing the requirement for mechanical cooling.
- Southbank, Victoria: installing Voltage Control Units (reducing energy consumption by the carpark and loading dock lighting), and replacing the Building Management and Control System to provide more effective control of air-conditioning and lighting.

⁷⁴ Total energy is the sum of electricity (kWh) and gas (MJ) consumption, expressed in GJ.

⁷⁵ Based on 67% actual billed electricity consumption and 33% forecast consumption, and 33% actual billed gas consumption and 67% forecast consumption.

⁷⁶ Total ABC is based on domestic consumption only, excluding ABC Retail.

Corporate responsibility: CRI key impact areas



* Scores are calculated by averaging performance scores over three categories within the impact area.

Legend: 2007 (Dark Grey), 2008 (Green), 2009 (Light Green), 2011 (Orange)

- Collinswood, South Australia: modernising the lift operating mechanisms.
- Darwin, Northern Territory: installing more efficient air-conditioning equipment to serve the Radio and Television buildings.
- East Perth, Western Australia: replacing 50 20W Dichroic lights with 5W LED, and reviewing air-conditioning controls.

In May 2011, the Green@Work program was re-launched to further promote environmentally sustainable workplace habits amongst employees. The Green@Work website was refreshed with new branding and design elements, and featured the first in a series of Green@Work videos starring ABC personalities. Promotional material featuring the new Green@Work branding was distributed to every ABC site across the country.

Water consumption

Based on estimates from available data, the ABC consumed 72 776 kl ⁷⁷ of water during the reporting period. These figures represent a baseline against which future measurements will be compared.

	2010–11 Water (kl)
NSW	43 622
ACT	612
Vic	8 936
Qld	803
SA	7 375
WA	9 466
Tas	171
NT	1 791
Total ABC	72 776

Waste and recycling

In 2010–11, the ABC recycled 1 684 m3 of waste from its capital city sites.⁷⁸ A further 1 583m³ of waste became landfill.⁷⁹

ABC Ultimo celebrated National Recycling Week in a joint event with precinct neighbours, UTS and Sydney Institute of TAFE. Activities included a clothes/book/DVD swap and a “Reinvent-Reuse-Recycle” information session, featuring guest speakers from the Department of Environment, Climate Change and Water NSW, the Smith Family, and UTS Faculty of Design.

An innovative and successful chair recycling pilot project was carried out in ABC Orange. The project initiated a new service from the local supplier to facilitate end-of-life-cycle management in their furniture range.

ABC workplace gardens continue to be introduced around the country, together with worm farms that help to reduce waste within the workplace.

Emissions

The ABC’s methodology for measuring greenhouse gas emissions is the methodology prescribed by the Commonwealth Government’s Online System for Comprehensive Activity Reporting (OSCAR) database, and is audited annually by ABC Group Audit. The OSCAR database uses the National Greenhouse Accounts Factors July 2011, published by the department of Climate Change and Energy Efficiency.

Based on estimates from available data, the ABC reduced its total direct greenhouse gas emissions by 1.2% (from 48 419 tonnes ⁸⁰ in 2009–10 to 47 762 tonnes ⁸¹ in 2010–11).

77 19% actual billed water consumption and 81% forecast consumption. Actual consumption includes 100% of Ultimo, NSW (which represents 56% of total ABC water consumption) and the first three quarters of all other capital city sites.

78 Figures based on 67% actual data and 33% forecast consumption.

79 Figures based on 67% actual data and 33% forecast consumption.

80 Actual consumption.

81 Figures based on 67% actual data and 33% forecast consumption.

Travel and transport

The ABC has sought to reduce the environmental impact of its travel and transport activities by off-setting its fleet-related carbon emissions. In 2010–11, the ABC continued to support Greenfleet, a registered environmental charity, which operates carbon offset programs. For instance, in order to offset the ABC's 2009–10 fuel consumption, Greenfleet planted 6 553 trees to sequester carbon from the atmosphere.

The ABC aims to reduce carbon emissions through a range of initiatives. Hybrid vehicles comprise 3% of the ABC fleet, and vehicles with a GVG rating of 10 or more comprise 61% of the fleet. Vehicles are pooled amongst staff to reduce fleet numbers. Divisional travel budgets are being reduced by an average of 12%, with a corresponding expansion in the availability of video-conferencing facilities. In 2010–11, the ABC reduced flight kilometres travelled by 6%.

Initiatives have also been introduced at a local level to encourage the reduction of carbon emissions.

For instance:

- ABC Illawarra became the first ABC site to operate a staff bike pool for local, work-related trips.
- On 1 October 2010, over 100 ABC employees at various sites around Australia participated in "Walk to Work Day".
- On 13 October 2010, 90 ABC employees across each State and Territory participated in "Ride to Work Day". Each registered cyclist received an ABC branded, high-visibility wrist/ankle strap.
- Bike parking facilities were installed at Southbank, Melbourne, and additional lockers were made available for ABC cyclists in Ultimo, New South Wales. ■

Categories	2009–10				2010–11				% change
	Scope 1	Scope 2	Scope 3	GHG tCO ₂ -e	Scope 1	Scope 2	Scope 3	GHG tCO ₂ -e	
Electricity	0	39 283	5 809	45 093	0	38 351	6 150	44 501	-1.3%
Natural Gas	794	0	183	976	851	0	179	1 030	5.5%
Automotive Diesel (non-transport) (L)	27		2	29	27		2	29	
Other Building	821	39 283	5 994	46 098	878	38 351	6 332	46 560	-1.2%
E10 (L)	138		22	161	318		52	370	130%
Automotive gasoline (petrol) (L)	1 179		93	1 272	848		67	915	-28%
Passenger Vehicles	1 317	0	115	1 433	1 166	0	119	1 285	-10%
Automotive diesel (transport) (L)	398		30	428	425		32	457	6.8%
Aviation Turbine ⁸² Fuel (L)	427		33	460	427		33	460	0%
Other Transport	825	0	63	888	852	0	65	917	3.3%
All Categories	2 963	39 283	6 172	48 419	2 896	38 351	6 516	47 762	-1.4%

⁸² Helicopter fuel usage is estimated based on 166 800 litres consumed in 2009–10. Actual 2010–11 consumption will include significantly more fuel related to aerial coverage of the Queensland Floods and Cyclone Yasi.

The ABC aims to achieve its vision of enriching the lives of all Australians fairly and with regard to the needs of Australian communities.

ABC LOCAL RADIO plays an important role in Australian communities, not just because of the nature of the content that is broadcast and available online, but also because Local Radio employees live and work in those communities. Engaging with and building those communities is an explicit part of the *ABC Strategic Plan 2010–13*.

Reflecting society and contributing social value

Throughout 2010–11, the ABC has been an integral part of Australian life:

- In September 2010, ABC Local Radio created an awareness campaign to help people deal with what was forecast to be the biggest locust plague in a generation across the Wimmera, Mallee, Riverina, Clare Valley, Flinders Ranges, South-West Queensland, North-West New South Wales, and the Murraylands, featuring information for farmers as well as the general community.
- In February 2011, the annual *Heywire* Youth Issues Forum brought together 33 young leaders from across Australia for a week of skill-building, networking and developing ideas to improve the lives of young people in regional Australia.
- On 17 May 2011, triple j teamed up with ACON to take part in their *This is Oz* project for the International Day Against Homophobia. triple j presenters Tom Ballard, Alex Dyson, Lindsay McDougall (aka The Doctor), Lewis McKirdy, Nina Agzarian and Brendan Maclean joined the online gallery allowing people to help fight discrimination against Australia's gay, lesbian, bisexual and transgender community.
- ABC Local Radio Victoria partnered with FoodBank Victoria in the 2011 Warm-Up Winter Appeal. The metropolitan focus was on generating funds to support FoodBank Victoria's community-based projects, including KickStart Breakfast Clubs and provision of emergency care packs to communities affected by flood and disaster. Regional areas retained the focus on donating or knitting blankets.

- 783 ABC Alice Springs sent a field reporter to Uluru to mark the 25th anniversary of the handing back of (then) Ayers Rock to its Anangu traditional owners. The report included live crosses, packaged content and online stories, which were distributed to programs on ABC Local Radio nationally as well as triple j.
- Radio National's *Science Show* celebrated 35 years on air in August, coinciding with National Science Week. Radio National's *Australia Talks*, *Big Ideas* and *Life Matters* all broadcast programs from Canberra before live audiences as part of the Australian Science Festival. The programs explored issues including "Dying with Dignity", "Big Research Ideas" and the future of the electric car with ABC Science editor Bernie Hobbs and a panel of experts.

Emergency broadcasting

ABC Local Radio provided extensive preparation and emergency coverage throughout 2010–11, including broadcasts relating to the locust plague crossing parts of South Australia, Victoria, New South Wales and Queensland; the tornado-ravaged town of Penola in South Australia where hundreds of homes, including the iconic Mary MacKillop schoolhouse, were seriously damaged; and the bushfire emergency in Perth, where significant property losses and damage were experienced.

The Queensland floods crisis was unprecedented both in terms of the scale of the disaster and extent of the emergency coverage that was required. Visitation figures for ABC Local in January were the highest ever due to emergency coverage (see page 38).

ABC Local Radio was in full emergency broadcasting mode from 20 December 2010 through to February 2011, providing continuous, rolling local and Statewide emergency coverage of the flood crisis throughout Queensland, northern New South Wales and Victoria, as well as keeping listeners abreast of developing cyclones situations, including Cyclone Yasi. Coverage was streamed online, and emergency information was provided on ABC Local websites as well as the ABC's online Emergency Portal.

The ABC Extra digital radio station operated as ABC Queensland Floods over this period, broadcasting South-East Queensland's emergency coverage to digital radio audiences across Australia. Subsequently, the station operated as ABC Queensland Cyclone, rebroadcasting Far North Queensland's emergency coverage of Cyclone Yasi's arrival and progress.

Throughout February 2011, ABC regional stations in Victoria broadcast a range of flood-related outside broadcasts from affected towns, including Rochester, Warracknabeal, Dimboola, Kerang, Charlton and Red Cliffs.

Preparing for emergencies has also been a part of the ABC's activities in 2010–11. In July 2010, ABC Capricornia's (Rockhampton) *Mornings* program broadcast live from the Central Queensland Emergency Services Day. The ABC's portable "flyaway transmitter" was deployed to Rockhampton to provide ABC Capricornia staff and the local Broadcast Australia team the opportunity to learn how to use the portable transmitter. Community Service Announcements leading up to the event generated strong interest from listeners who came along to see what the flyaway transmitter was about.

Recovering from emergencies

From February 2011, Local Radio moved into the recovery and rebuilding phases with their communities in each of the affected States and Territories. In Queensland, this work is ongoing.

In February 2011, following the bushfires outside Perth, 720 ABC Perth programs went into recovery broadcasting. Russell Woolf's *Drive* program broadcast live from the Fire Control centre in the heart of Roleystone and reported on community meetings. As part of Local Radio's commitment to helping communities recover from traumatic events, two reporters were embedded in Roleystone for a fortnight to be with the community and record their stories.

ABC Toowoomba in Queensland spent time liaising with recovery agencies in the Lockyer Valley and on the Darling Downs. Outside broadcasts relating to flood recovery were undertaken throughout the region: in Oakey, St George, Laidley, Stanthorpe, Roma, Nanango, Grantham and Dalby. To help rebuild spirits, the *Drive* program broadcast a NRL State of Origin game from the New South Wales/ Queensland border-town of Goondiwindi.

ABC Cairns engaged a Cyclone Yasi recovery reporter for the Cassowary Coast to present on-air and online stories from the communities affected by the cyclone. A Recovery/Mental Health Forum was organised, which went to air in Cairns and Townsville and was twittered live, streamed and made available as a podcast.

From 20–23 June 2011, as flood waters receded on the mid-North and North coasts of New South Wales, ABC Local Radio's NSW *Evenings* presenter, Robbie Buck, went on the road to broadcast stories of the region's recovery. He reported from some of the worst-hit centres and broadcast the *Evenings* program from Wingham, Gladstone Public School and the ABC's studio in Port Macquarie.

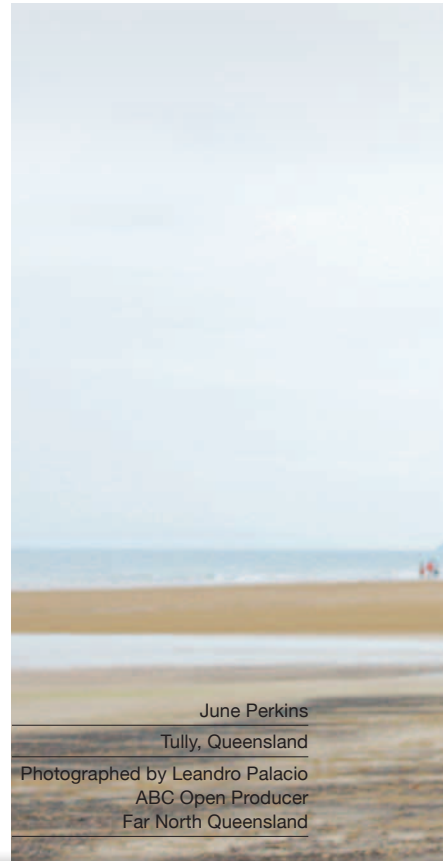
June Perkins' blog shares the highs and lows of the recovery on the Cassowary Coast.



The *Aftermath* project on ABC Open gave JUNE PERKINS an opportunity to join the conversation. "I was already an active blogger when Cyclone Yasi happened in my hometown," she said, "but ABC Open's *Aftermath* project gave me the chance to take the story I was already telling to an audience beyond my established readers."

As well as sharing stories from her hometown on the Cassowary Coast, the *Aftermath* project is connecting June and her community with others who have been through similar devastation. "It helps to know what is happening in other areas and how they are coping when they may be further along in the [recovery] process," she said.

June knows first-hand how important it is to be connected during times of crisis. "People have a lot of respect for what ABC Radio especially does before, during and after natural disasters."



June Perkins
Tully, Queensland
Photographed by Leandro Palacio
ABC Open Producer
Far North Queensland

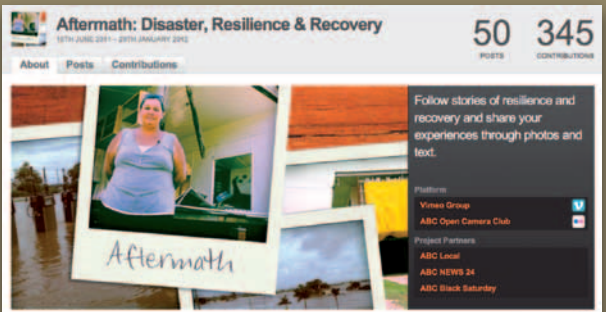


Where the conversation started

ABC OPEN



June joined the conversation.



5

June's conversation

June Perkins has been a part of the Aftermath project. "Every fortnight I tell the stories that most move me as a local of North Queensland to be resilient and brave," she said. "Sometimes they are my own, and other times they are of other locals who inspire me. I am photo-documenting what is going on around me and this, maybe surprisingly to some, helps with the healing process."

Aftermath: Disaster, Resilience and Recovery

The first few months of 2011 saw Australia experience some of the worst natural disasters on record. Floods in southern Queensland stole lives and devastated large parts of the state, while further north Cyclone Yasi battered many communities. Victoria experienced its worst flooding in decades, and in the Kimberley, widespread flooding caused mass evacuations of homes.

Aftermath follows the stories of people who are trying to rebuild their lives and their communities and to recover from these devastating events. These are stories of resilience, of ordinary people finding extraordinary strength to deal with the ongoing effects of natural disaster.

Discover more about the Aftermath project at open.abc.net.au/projects/aftermath

Educating Australians

The ABC is committed to meeting its Charter obligation to provide programs of an educational nature.

On ABC Television, educational content for use by teachers is provided primarily through ABC1's *Educational Block*. This one-hour daily block offers programs covering primary and secondary school topics, including science, maths, English, technology (for primary school students), and history, news and current affairs, languages, English, and science (for secondary school students).

ABC Radio broadcasts a wide-range of educative content, including:

- ABC Classic FM's *Keys to Music*, a weekly feature program designed to inform and enlighten listeners about the world of classical music.
- specialist content on Radio National, such as *The Science Show* (ideas and discoveries in science), *Hindsight* (Australian history), *The Law Report* (law-makers and the legal system), *All in the Mind* (the mind, brain and behaviour), *Away!* (Indigenous arts, music and culture), and *Encounter* (exploring religion and life).

Reflecting cultural and regional diversity

Australia's social, cultural and regional diversity is reflected in a range of ABC children's television programs. For example:

- Indigenous presenters are featured in programs such as *Play School* and *Go Lingo!*
- Indigenous issues are explored in programs such as *On the Edge*.
- ABC3 dramas explore social issues, both historical (*My Place*) and contemporary (*Dance Academy*).
- A series of segments produced for ABC3, *3 on 3*, featuring regional centres around Australia.
- The reality-adventure series *Outback 8*, featuring children living on outback farms and properties.

Similarly, Australia's cultural and regional diversity is reflected on ABC Radio. For instance:

- On 9 April 2011, 702 ABC Sydney and Local Radio NSW *Weekends*, presented by Simon Marnie, broadcast live from the Lakemba Mosque Open Day. The Open Day was designed to connect the broader community with the Muslim community to foster networking and understanding between these groups. The broadcast examined common misconceptions relating to Muslims, Islam and multiculturalism and explored the audience's understanding of Islam and multiculturalism.
- ABC Open regional project, *One on One: Goulburn Valley Refugees*, provided ten intimate and moving personal tales of refugees who have settled in the Goulburn Valley, told through audio and photos produced by local photographers and writers and curated by ABC Open. 🗨️ See page 132.

- Local Radio's national Indigenous program, *Speaking Out* celebrated its 20th birthday. Commencing on 1 July 2010, *Speaking Out* made history as the first national Aboriginal and Torres Strait Islander affairs program produced and presented by Indigenous content-makers.
- Radio National presents the weekly *Away!* program, focusing on Indigenous arts and culture.
- From October 2010, ABC Rural provided specialist and comprehensive on-air and online coverage of the release of the Murray-Darling Basin Plan and issues affecting all facets of life in the Basin.
- The annual *Heywire* regional youth initiative culminated in a range of stories about young people's lives outside capital cities across Australia. The stories were aired and published on a number of ABC Radio and Television networks and online. ■

Sustainability index

The following table provides an index to the Sustainability Report, and other sections in the Annual Report, where corporate responsibility issues are addressed.

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Assurance Statement

ABC 2010-2011 Sustainability Report



Environmental Resources Management Australia Pty Ltd (ERM) was engaged by the Australian Broadcasting Corporation (ABC) to undertake independent limited assurance of selected sustainability information within the ABC's 2010-2011 Annual Report ("the Report") covering the period 1 July 2010 to 30 June 2011.

SCOPE OF THE ASSURANCE

We were asked to provide external independent assurance as to whether the following 2010-2011 sustainability performance data and related information are appropriately reported in the Report:

- Safety
- Energy consumption
- Greenhouse gas emissions
- Audience feedback and awards
- Employee training

The assurance was undertaken on a sample basis and assessed selected statements and data relating to the topics above. Statements and data were selected both from the Report's Sustainability chapter and the main body of the Report where the relevant topics were presented in the mainstream text.

To perform the assurance, ERM interviewed a number of personnel and reviewed relevant documentation supplied by the ABC. Due to time constraints the assurance did not assess source data, and instead focused on the strength of data gathering processes and evaluation of consolidated data against other published information from the ABC or third parties.

The assurance was performed in accordance with ERM's assurance methodology, which is based on international audit standard ISO 19011.

Due to the timeframe available, ERM has provided *limited assurance*. If we had been asked to conclude whether the reported subject matters were robust (*reasonable assurance*), we would have needed to conduct more work at corporate and site levels and to gather further evidence to support our assurance opinion.

RESPECTIVE RESPONSIBILITIES AND ERM'S INDEPENDENCE AND EXPERIENCE

The ABC was responsible for preparing the 2010-2011 Annual Report and for the collection and presentation of information within it. ERM was not involved in the preparation of the Report. The ERM assurance auditors were responsible for expressing assurance conclusions in line with the agreed scope of work and related limitations. ERM did not work with the ABC on other consulting engagements during 2010-2011 or the assurance period.

ERM is a global sustainability consultancy with approximately 3,800 staff working in more than 40 countries. ERM has extensive experience in the assurance of sustainability reports. The ERM team assuring the Report was led by experienced auditors and technical specialists, meeting the ISO 19011 criteria.

KEY FINDINGS

The ABC's 2010-2011 Annual Report is a comprehensive document that has been developed over a number of years and responds to a range of regulatory obligations. The Sustainability chapter forms a relatively new section within that Report, and discussions with the ABC suggest that this will be further developed over future years. In particular the ABC is considering using the GRI Reporting Framework. On this basis, ERM recommends:

- A process for identifying GRI reporting requirements and for collecting relevant data should be set up at the beginning of the reporting year to allow sufficient time for information to be collected;
- Technical specialists within the ABC should review all disclosures prior to publication to ensure that data and information are appropriately reported. Selected data and information should also be subject to independent assurance to ensure the quality of the report.
- More time should be allowed for future assurance processes. Some statements and data could not be verified this year on the basis of the information provided within the timeframe available.
- Training should be provided for staff involved in data and information collecting and reporting.

Conclusions on specific topics were:

- **Energy consumption** information is collected and stored in a detailed centralised database. ERM recommended that the text be amended to clarify the nature and boundaries of the data, and these recommendations were generally incorporated by the ABC into the Report.
- **Greenhouse gas emissions** are calculated based on recognised methodologies. ERM made a number of recommendations to clarify the boundaries of the data and to clarify technical content in the text. These recommendations were generally incorporated by the ABC into the Report.
- **Audience views** on the ABC are surveyed through a well-known third party and, based on the sample reviewed, are transferred accurately to the Report.
- The ABC received a range of **awards** for broadcasting in sustainability areas over the year and, based on the sample reviewed, these are described accurately in the Report.
- Processes for reviewing **complaints from stakeholders** are appropriately described in the Report, as are summaries of complaint findings. The assurance of process was undertaken at a broad level and did not review source data. ERM made two suggestions around presentation of the reviewed text for a general readership and these were subsequently included in the Report.
- **Safety data relating to workers compensation claims** is obtained by the ABC from the external regulator's Comcare CIS database. Within the timeframe available, ERM was able to verify that safety target data was transferred accurately from the Comcare database to the Report. The ABC does not keep independent consolidated data on claims and it was not possible to crosscheck Comcare data. Furthermore, time did not permit an assessment of the source data provided to Comcare by the ABC and individual claimants.
- The **safety data relating to number of incidents** presented in Appendix 12 is obtained via the ABC's Worksafe database. ERM made comments on the categorisation and reporting of incident numbers and the ABC has responded to this in the Report.
- Information relating to certain **safety enforcement actions by the regulator** (Civil Proceedings and Enforceable Actions) is public data and was verified by ERM. Information on Enforcement Notices could not be verified within the time available and was

subsequently removed from the Report. Information relating to the ABC's **response to investigations** could not be fully verified within the time available based on the data readily available to ERM.

- **Employee training** statistics are tracked through a comprehensive SAP system. A minor transposition error was identified and this was subsequently corrected in the Report.
- The **general discussion of sustainability activities** in Chapter 5.01 is accurate based on the sample of statements reviewed.

ERM has provided a more detailed Management Report to ABC.

CONCLUSION

On the basis of the procedures outlined above for this limited assurance engagement, **nothing has come to our attention that causes us to believe that the ABC's 2010-2011 Annual Report does not provide a reasonable summary of the ABC's performance in the selected sustainability areas.** As noted above, some information was not available within the timeframe for assurance.



On behalf of the assurance team for Environmental Resources Management Australia Pty Limited (ERM) 1 September 2011, Sydney, Australia

Environmental Resources Management Australia Pty Limited (ERM) is an independent global provider of environmental, social and corporate responsibility consulting and assurance services. ERM has prepared this statement for the ABC in accordance with the agreed terms and scope, and the standard practised by members of the environmental consulting profession performing this type of service at the same time. No other warranty, express or implied, is given by ERM as a result of the provision of this statement. To the extent permitted by law, this statement is provided for informational purposes only, without the right to rely, and ERM will not be liable for any reliance which may be placed on this statement by a third party. This statement may not be used in part or by any third party without ERM's express written permission.

Financial performance

Financial summary

Independent auditor's report

Financial statements

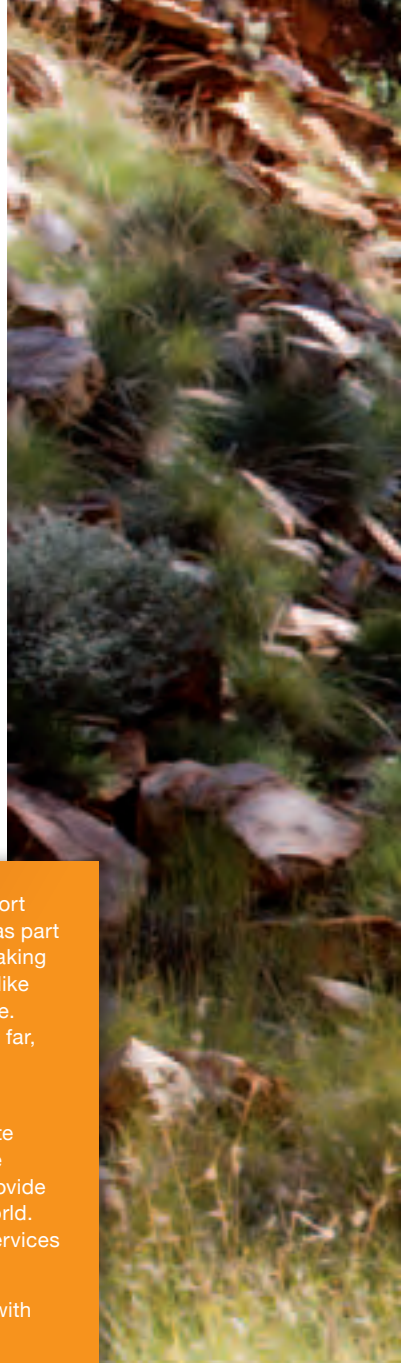
Notes to the financial statements



DION TEASDALE joined the conversation with a short film about frogs in the Kimberley which he posted as part of ABC Open project, *One Small Window*. Dion is taking advantage of everything ABC Open has to offer. "I like creating a range of media as I move about the place. I take photos, I write and I make short films, and so far, ABC Open has allowed me to contribute pictures, words and video".

Dion is an arts project consultant, working in remote Aboriginal art centres. "As I live and work in remote communities for most of the year, ABC services provide a vital link to what's happening in the rest of the world. Often services provided by the ABC are the only services you can get in certain remote parts of Australia."

Find out more about how Dion's conversation with ABC Open started on page 150.



The ABC has a duty to to use its funding efficiently and effectively. Good financial management is essential for the ABC to deliver its Charter obligations and provide maximum benefit to all Australians.



Dion joined the conversation.

6

Dion Teasdale
Fitzroy Crossing, Western Australia
Photographed by Edwina Circuit, the manager of Warakurna Artists

“”

Where the conversation started

ABC OPEN

Fitzroy Crossing



Amplexus Eruption in Fitzroy Crossing

by Dion Teasdale



Amplexus is the scientific word for the mating embrace of the male frog. Frogs are common in Fitzroy Crossing, and this video provides one small window on their nocturnal activities.



Dion's conversation

For Dion Teasdale, One Small Window was a great opportunity. “[I] was interested in how I could learn new skills, connect to other media makers and how ABC Open could become a place for me to post or publish my writing, photography and short films.” The One Small Window project collects the contributions in a vimeo group from around Australia.



One small window

One Small Window is a project which invites contributors to submit a raw video between 30 and 60 seconds that captures a moment in life. What's the story behind these recorded moments? It could be watching a swarm of locusts approach, witnessing a mass of shoppers waiting to enter a store, admiring a bird in a tree, or looking at light reflecting from a pond.

“” Discover more about the One Small Window project stories at open.abc.net.au/projects/one-small-window.

Financial summary

Completion of Annual Financial Statements

On 28 July 2011, the Audit and Risk Committee endorsed the signing of the 2010–11 Financial Statements and the Australian National Audit Office (ANAO) issued an unqualified audit opinion.

Financial Outcome 2010–11

As in previous years, the ABC operated within its total sources of funds and revenue from Government for the 2010–11 financial year.

Sources of Funds 2010–11

The ABC was allocated \$972.6m in the May 2010 Federal Budget.

The ABC also received \$183.1m from other sources, including ABC Commercial.

The chart “ABC Source of Funds” (page 152) depicts the ABC’s budgeted funds for the various categories against actual sources for 2010–11 and its budgeted sources for 2011–12.

Application of Funds

The chart “ABC Split of Actual Expenditure 2010–11” (page 153) broadly represents the ABC’s application of funds by function for the 2010–11 financial year.

The Year Ahead

Revenue from Government

The May 2011 Federal Budget maintained the ABC’s funding base and provided additional funding, as previously announced in the May 2009 Federal Budget, for a dedicated digital children’s television channel, more Australian television drama, and establishment of regional broadband hubs throughout Australia (implemented as ABC Open). The Budget also provided additional digital television transmission funds for the digital conversion of analog self-help services, as part of the digital television switchover.

The ABC’s funding for the 2011–12 financial year is:

	\$m
Total revenue from Government per Outcomes	
1, 2, 3 and 4, including equity injection	990.7
Less Analog Transmission funds	–92.5
Less Digital Television Transmission funds	–94.9
Less Digital Radio Transmission funds	–3.6
Total Revenue from Government	799.7

The chart “ABC Revenue from Government by Output 2011–12” (page 153) broadly represents the ABC’s budgeted appropriation of funds by output for the 2011–12 financial year.

Budget Strategy

Although additional funding was provided in the Federal Budget, this funding is tied to specific initiatives and is not available to address the continual cost pressure arising from the ABC’s existing cost base. The migration of consumers to digital platforms and the continuing difficult retail environment has had a detrimental impact on ABC Commercial, which has in turn placed additional pressure on tight financial conditions within the Corporation.

In this challenging environment, the 2011–12 Budget Strategy seeks to provide a short term “holding pattern” solution to enable the Corporation to continue to meet its Charter obligations within available resources, while at the same time addressing some sustainability issues and providing modest enhancements to some existing services, including ABC News 24.

The Corporation is in the process of implementing recommendations of reviews of its television production and support activities. This process has already delivered operational savings, and is also expected to deliver some further operational efficiencies over the next few years. Savings to date have been applied to sustainability as well as new strategic initiatives, including the new ABC News 24 digital channel.

Funding to assist with the maintenance of the ABC’s asset base announced in the May 2009 and May 2010 Federal Budgets was one-off funding for those years only, with no similar funding announced for 2011–12. This has placed the Corporation’s capital budget under pressure. 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

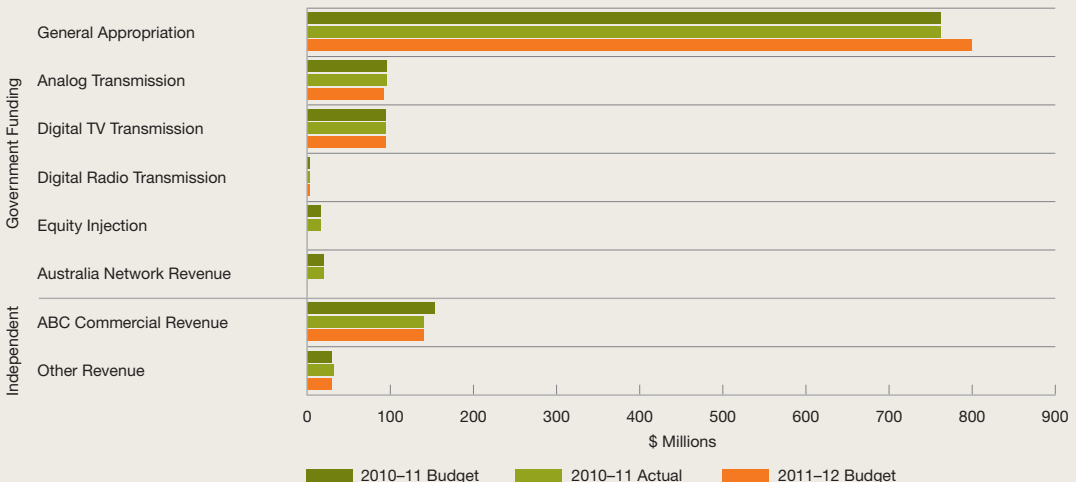
The 2011–12 operational revenue from Government of \$800m represents a decrease in real funding of \$258m or 24.4% since 1985–86 as depicted in the chart “ABC Operational Revenue from Government” (page 154). ■

The ABC was allocated **\$972.6 million** in the 2010 Federal Budget.

Source of funds

The ABC receives funding from different sources, the majority coming from the Federal Government.

ABC Source of Funds

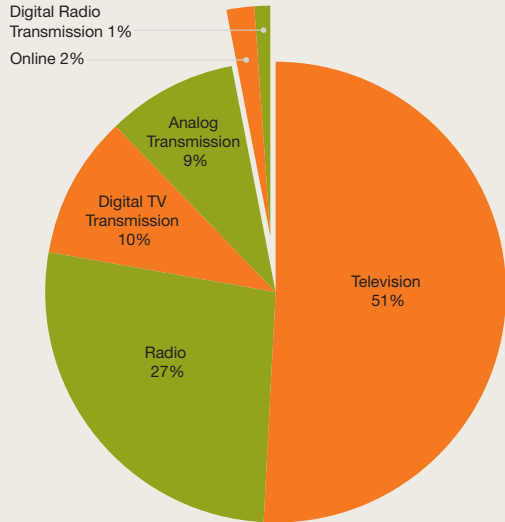


Revenue by output

This graph shows how funding is allocated to six specified Programs which relate to four Outcomes. Performance against these Outcomes is reported at page 118.

79% of Government funding was allocated to content-related activities.

ABC Revenue from Government by Output 2011–12

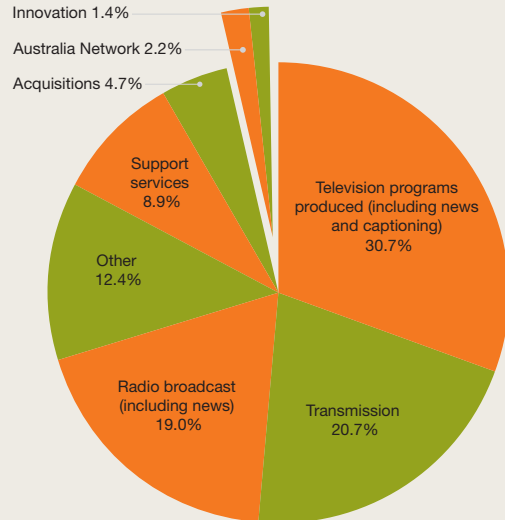


Split of expenditure

Split of actual expenditure broadly represents how the ABC allocates its funds by function.

Over **70%** of the ABC's expenditure is on making and distributing content.

ABC Split of Actual Expenditure 2010–11



Five-year Analysis

	2011	2010	2009	2008	2007
ABC Operating	\$'000	\$'000	\$'000	\$'000	\$'000
Cost of Services	1 134 969	1 097 284	1 078 755	1 041 391	976 459
Operating Revenue	181 361	180 002	234 222	219 641	185 206
Net Cost of Services (a)	953 608	917 282	844 533	821 750	791 253
Share of (deficit)/surplus from jointly controlled entities	(1 732)	468	-	-	-
Revenue from Government	955 516	915 058	858 411	833 963	809 532

	2011	2010	2009	2008	2007
Financial Position	\$'000	\$'000	\$'000	\$'000	\$'000
Current Assets	234 548	237 927	275 761	276 332	244 513
Non-Current Assets	985 096	1 004 396	948 920	978 828	801 727
Total Assets	1 219 614	1 242 343	1 224 681	1 255 160	1 046 240
Current Liabilities	225 608	241 388	230 403	174 080	150 428
Non-Current Liabilities	20 590	24 161	48 187	114 002	136 059
Total Liabilities	246 198	265 549	278 590	288 082	286 487
Total Equity	973 446	976 774	946 091	967 078	759 753

Ratios	2011	2010	2009	2008	2007
Current Ratio (b)	1.04	0.99	1.20	1.59	1.63
Equity (c)	80%	79%	77%	77%	73%

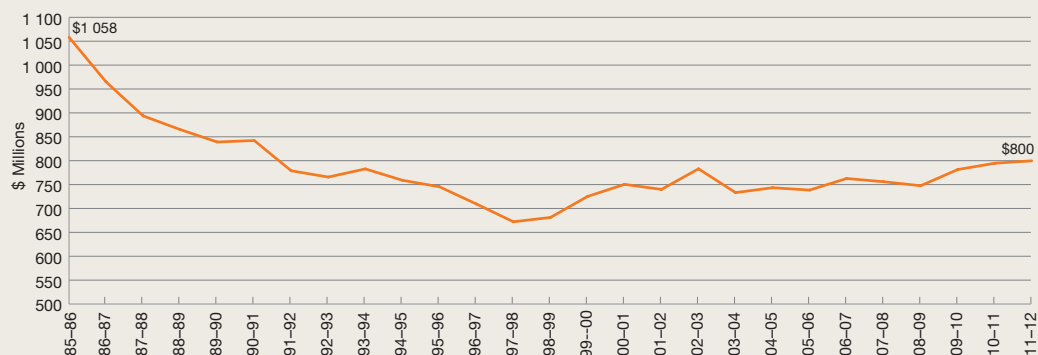
(a) Net cost of services is cost of services less operating revenue.

(b) Current assets divided by current liabilities.

(c) Equity as a percentage of total assets.

ABC Operational Revenue from Government

Including Capital indexed at 2010–11 levels (December 2010 6 mths CPI Index) 24.4% reduction from 1985–86 to 2011–12



Revenue from government

The ABC operational revenue from Government graph demonstrates the value of funding in real terms over time.

In real terms, the ABC's operational revenue has declined over time.



INDEPENDENT AUDITOR'S REPORT

To the Minister for Broadband, Communications and the Digital Economy

I have audited the accompanying financial statements of the Australian Broadcasting Corporation (the Corporation) for the year ended 30 June 2011, which comprise: a Statement by Directors and Chief Financial Officer; Statement of Comprehensive Income; Balance Sheet; Statement of Changes in Equity; Cash Flow Statement; Schedule of Commitments; Schedule of Asset Additions; Schedule of Contingencies and Notes comprising a Summary of Significant Accounting Policies and other explanatory information.

Directors' Responsibility for the Financial Statements

The directors of the Corporation are responsible for the preparation of the financial statements that give a true and fair view in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards, and for such internal control as the directors determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on the financial statements based on my audit. I conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. These auditing standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Corporation's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Corporation's internal control. An audit also includes evaluating the appropriateness of 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

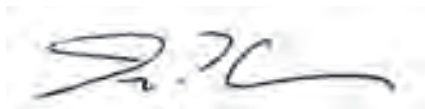
In conducting the audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the requirements of the Australian accounting profession.

Opinion

In my opinion, the financial statements of the Australian Broadcasting Corporation:

- (a) have been prepared in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards; and
- (b) give a true and fair view of the matters required by the Finance Minister's Orders including the Australian Broadcasting Corporation's financial position as at 30 June 2011 and of its financial performance and cash flows for the year then ended.

Australian National Audit Office



Ian McPhee
Auditor-General

Sydney
28 July 2011

Financial statements

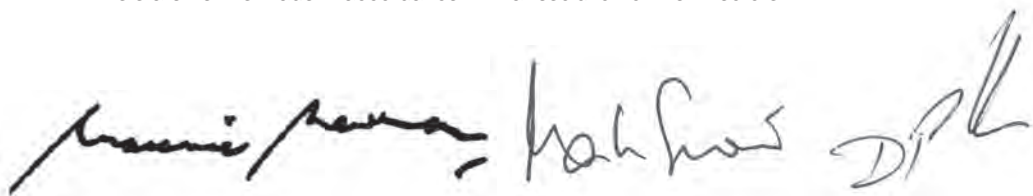
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Statement by
Directors and Chief
Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2011 are based on properly maintained financial records and give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, as amended.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Australian Broadcasting Corporation will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the Directors.



Maurice Newman AC
Chairman
28 July 2011

Mark Scott AO
Managing Director
28 July 2011

David Pendleton FCPA
Chief Financial Officer
28 July 2011



Statement of Comprehensive Income

for the year ended 30 June 2011

	Notes	2011 \$'000	2010 \$'000
EXPENSES			
Employee benefits	3A	443 547	428 364
Suppliers	3B	445 652	427 966
Depreciation and amortisation	3C	91 756	88 634
Program amortisation	3D	146 383	140 121
Finance costs	3E	1 658	2 981
Write-down and impairment of assets	3F	5 973	9 218
Total expenses		1 134 969	1 097 284
OWN-SOURCE INCOME			
Own-source revenue			
Sale of goods and rendering of services	4A	144 492	147 549
Interest	4B	10 288	8 664
Other revenue	4C	28 319	24 958
Total own-source revenue		183 099	181 171
Gains			
Net foreign exchange loss	4D	(789)	(336)
Net loss from disposal of assets	4E	(949)	(833)
Net losses		(1 738)	(1 169)
Total own-source income		181 361	180 002
Net cost of services		953 608	917 282
Revenue from Government	5	955 516	915 058
Share of (deficit)/surplus of jointly controlled entities	7	(1 732)	468
Surplus/(deficit)		176	(1 756)
OTHER COMPREHENSIVE INCOME			
Net revaluation of land and buildings		(7 152)	26 598
Changes in fair value cash flow hedges		(24)	55
Total other comprehensive income		(7 176)	26 653
Total comprehensive income		(7 000)	24 897

The above statement should be read in conjunction with the accompanying notes.

Balance Sheet

as at 30 June 2011

	Notes	2011 \$'000	2010 \$'000
ASSETS			
Financial assets			
Cash and cash equivalents	6A	6 375	5 677
Receivables	6B	104 127	131 773
Accrued revenue	6C	4 739	5 265
Investments accounted for using the equity method	7	18 019	17 062
Total financial assets		133 260	159 777
Non-financial assets			
Land and buildings	8A	659 591	661 869
Infrastructure, plant and equipment	8B	256 930	274 834
Intangibles	8C	35 178	28 332
Inventories	8D	114 190	99 906
Prepayments	8E	20 495	17 605
Total non-financial assets		1 086 384	1 082 546
Total assets		1 219 644	1 242 323
LIABILITIES			
Payables			
Suppliers	9A	57 442	59 108
Other	9B	47 612	39 674
Total payables		105 054	98 782
Interest-bearing liabilities			
Loans	10A	5 000	31 000
Total interest bearing liabilities		5 000	31 000
Provisions			
Employees	11A	133 253	134 617
Other	11B	2 891	1 150
Total provisions		136 144	135 767
Total liabilities		246 198	265 549
NET ASSETS		973 446	976 774
EQUITY			
Contributed equity		113 121	109 449
Reserves		570 864	578 040
Retained surplus		289 461	289 285
Total equity		973 446	976 774
Current assets		234 548	237 927
Non-current assets		985 096	1 004 396
Current liabilities		225 608	241 388
Non-current liabilities		20 590	24 161

The above statement should be read in conjunction with the accompanying notes.

Statement of Changes in Equity

for the year ended 30 June 2011

	Contributed equity		Retained surplus		Asset revaluation reserve		Hedging reserve		Total equity	
	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000
Opening balance as at 1 July	109 449	103 663	289 285	291 041	578 025	551 427	15	(40)	976 774	946 091
Comprehensive income										
Net revaluation of land and buildings	-	-	-	-	(7 152)	26 598	-	-	(7 152)	26 598
Changes in fair value cash flow hedges	-	-	-	-	-	-	(24)	55	(24)	55
Surplus/(deficit)	-	-	176	(1 756)	-	-	-	-	176	(1 756)
Total comprehensive income	-	-	176	(1 756)	(7 152)	26 598	(24)	55	(7 000)	24 897
Transactions with owner										
<i>Distributions to owner</i>										
Return of capital	(12 866)	(11 770)	-	-	-	-	-	-	(12 866)	(11 770)
<i>Contributions by owner</i>										
Equity injection	16 538	17 556	-	-	-	-	-	-	16 538	17 556
Total transactions with owner	3 672	5 786	-	-	-	-	-	-	3 672	5 786
Closing balance as at 30 June	113 121	109 449	289 461	289 285	570 873	578 025	(9)	15	973 446	976 774

The above statement should be read in conjunction with the accompanying notes.

Cash Flow Statement

for the year ended 30 June 2011

	Notes	2011 \$'000	2010 \$'000
		Inflows (Outflows)	Inflows (Outflows)
OPERATING ACTIVITIES			
Cash received			
Receipts from Government		955 516	914 503
Goods and services		144 243	155 877
Interest		10 471	8 712
Net GST received		43 172	39 848
Other		28 625	24 958
Realised foreign exchange (losses)/gains		(24)	75
Total cash received		1 182 003	1 143 973
Cash used			
Employees		(442 127)	(417 381)
Suppliers		(661 811)	(628 523)
Finance costs		(1 668)	(2 987)
Total cash used		(1 105 606)	(1 048 891)
Net cash from operating activities	12	76 397	95 082
INVESTING ACTIVITIES			
Cash received			
Proceeds from sale of property, plant and equipment		502	1 903
Proceeds from investments and bills of exchange		167 160	113 400
Total cash received		167 662	115 303
Cash used			
Purchase of property, plant and equipment		(81 941)	(88 285)
Purchase of investments and bills of exchange		(139 849)	(108 694)
Total cash used		(221 790)	(196 979)
Net cash used in investing activities		(54 128)	(81 676)
FINANCING ACTIVITIES			
Cash received			
Equity contributed by Government		16 538	17 556
Total cash received		16 538	17 556
Cash used			
Repayment of loans		(26 000)	(25 500)
Return of capital		(12 109)	(7 939)
Total cash used		(38 109)	(33 439)
Net cash used in financing activities		(21 571)	(15 883)
Net increase/(decrease) in cash and cash equivalents		698	(2 477)
Cash and cash equivalents at beginning of year		5 677	8 154
Cash and cash equivalents at end of year	6A	6 375	5 677

The above statement should be read in conjunction with the accompanying notes.

Schedule of Commitments

as at 30 June 2011

	2011 \$'000	2010 \$'000
BY TYPE		
Capital commitments		
Buildings	31 661	48 027
Infrastructure, plant and equipment (1)	15 229	20 469
Total capital commitments	46 890	68 496
Other commitments		
Operating leases (2)	74 420	96 605
Other payables (3)	1 429 541	1 657 417
Attributable to joint ventures (4)	7 609	6 996
Total other commitments	1 511 570	1 761 018
Commitments receivable		
Net GST receivable on commitments	(135 896)	(159 967)
Other receivables (5)	(81 179)	(97 363)
Total commitments receivable	(217 075)	(257 330)
Net commitments by type	1 341 385	1 572 184

	2011 \$'000	2010 \$'000
BY MATURITY		
Capital commitments		
One year or less	42 697	18 199
From one to five years	4 193	50 297
Total capital commitments	46 890	68 496
Operating lease commitments		
One year or less	22 555	22 381
From one to five years	51 865	66 316
More than five years	-	7 908
Total operating lease commitments	74 420	96 605
Other payables commitments		
One year or less	288 688	332 042
From one to five years	764 209	888 229
More than five years	376 644	437 146
Total other payables commitments	1 429 541	1 657 417
Commitments attributable to joint ventures		
One year or less	7 609	6 996
Total commitments attributable to joint ventures	7 609	6 996
Commitments receivable		
One year or less	(64 682)	(70 696)
From one to five years	(112 244)	(132 152)
More than five years	(40 149)	(54 482)
Total commitments receivable	(217 075)	(257 330)
Net commitments by maturity	1 341 385	1 572 184

The above schedule should be read in conjunction with the accompanying notes.

- Outstanding contractual commitments associated with the purchase of infrastructure, plant and equipment, including communications upgrades and technical equipment fit out.
- Operating leases included are effectively non-cancellable and comprise:

Nature of Lease	General description of leasing arrangement
• Motor vehicles—business and senior executive	Fully maintained operating lease over 24/36 months and/or 40 000/60 000 km; no contingent rentals; no renewal or purchase options available.
• Property leases—office and business premises	Lease payments subject to increase in accordance with CPI or other agreed increment; initial period of lease ranges from 1 year to 6 years; options to extend in accordance with lease.
- Other payables commitments are covered by agreements and are associated with the supply of transmission services, satellite services, purchase of programs and program rights.
- Commitments arising from, in proportion, the Corporation's 16% interest in Freeview Australia Limited and 50% interest in MediaHub Australia Pty Limited.
- Other receivables comprise transmission, royalties, co-production commitments, resource hire, content licensing, media development support initiatives, contract revenue and grants.

Schedule of Asset Additions

for the year ended 30 June 2011

	2011	2010
	\$'000	\$'000
Land		
By purchase—Government Funding	1 214	13 026
Total land	1 214	13 026
Buildings on freehold land		
By purchase—Government Funding	13 046	7 746
By purchase—other	—	15
Total buildings on freehold land	13 046	7 761
Leasehold buildings and improvements		
By purchase—Government Funding	288	734
By purchase—other	6 803	3 376
Total leasehold buildings and improvements	7 091	4 110
Infrastructure, plant and equipment		
By purchase—Government Funding	34 385	71 250
By purchase—other	683	548
Total infrastructure, plant and equipment	35 068	71 798
Intangibles		
By purchase—Government Funding	17 959	5 561
By purchase—other	21	—
Total intangibles	17 980	5 561
Asset additions		
By purchase—Government Funding	66 892	98 317
By purchase—other	7 507	3 939
Total asset additions	74 399	102 256

The above schedule should be read in conjunction with the accompanying notes.

Schedule of Contingencies

as at 30 June 2011

	Notes	2011 \$'000	2010 \$'000
Contingent liabilities—guarantees			
Balance at beginning of year		1 185	1 185
Net change during the year		17	–
Total contingent liabilities—guarantees	14	1 202	1 185

The Corporation has no material contingent assets as at 30 June 2011 (2010 Nil).

Details of each class of contingent liabilities, including those not disclosed above because they cannot be quantified or are considered remote, are shown in Note 14: Contingent Assets and Liabilities.

The above schedule should be read in conjunction with the accompanying notes.

Notes to and forming part of the Financial Statements

for the year ended 30 June 2011

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 Corporation for the year ended 30 June 2011 was authorised for issue by the Directors on 28 July 2011.

1.1 Objectives of the Corporation

The Corporation is an Australian Government controlled entity. The objectives of the Corporation are derived explicitly from the *Australian Broadcasting Corporation Act 1983* and are:

- Objective 1—Ensure the Corporation’s independence, integrity and high standards;
- Objective 2—To be recognised as the leading Australian public media space where people engage with issues and ideas;
- Objective 3—Deliver maximum benefit to the people of Australia through the effective and efficient delivery of the Corporations’ services; and
- Objective 4—Sustain and grow the Corporation through high quality leadership and an environment of responsibility and opportunity.

The Corporation is structured to meet four outcomes:

- Outcome 1—Audiences throughout Australia – and overseas – are informed, educated and entertained.
- Outcome 2—Australian and international communities have access to at least the scale and quality of satellite and analog terrestrial radio and television transmission services that existed at 30 June 2003.
- Outcome 3—The Australian community has access to ABC digital television services in accordance with approved digital implementation plans.
- Outcome 4—The Australian community has access to ABC digital radio services in accordance with approved digital implementation plans.

The continued existence of the Corporation in its present form and with its present programs is dependent on Government policy and on continuing funding by Parliament for the Corporation’s administration and programs.

1.2 Basis of Preparation of Financial Statements

The financial statements and notes are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997*, as amended and are a General Purpose Financial Report.

The financial statements and notes have been prepared in accordance with:

- Finance Minister’s Orders (FMO) for reporting periods ending on or after 1 July 2010; and
- Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that apply for the year ended 30 June 2011.

The Corporation’s financial statements have been prepared on an accruals basis and are in accordance with the historical cost convention, except for certain assets and liabilities, which are at fair value. Except where stated, no allowance is made for the effect of changing prices on the results or the financial position.

The financial statements are presented in Australian dollars and values are rounded to the nearest thousand dollars unless disclosure of the full amount is specifically required.

1. Summary of Significant Accounting Policies *continued*

1.2 Basis of Preparation of Financial Statements *continued*

Unless alternative treatment is specifically required by an accounting standard or the FMO, assets and liabilities are recognised in the Corporation's Balance Sheet when and only when it is probable that future economic benefits will flow to the Corporation and the amounts of the assets or liabilities can be reliably measured. However, assets and liabilities arising under agreements equally proportionately unperformed are not recognised unless required by an accounting standard. Liabilities and assets that are unrecognised are reported in the Schedule of Commitments and the Schedule of Contingencies (other than unquantifiable or remote contingencies, which are reported at Note 14: Contingent Assets and Liabilities).

Unless alternative treatment is specifically required by an accounting standard, revenues, gains and expenses are recognised in the Corporation's Statement of Comprehensive Income when and only when the flow or consumption or loss of economic benefits has occurred and can be reliably measured.

1.3 Significant Accounting Judgements, Estimates and Assumptions

Significant Accounting Judgements

In the process of applying the accounting policies, the Corporation has taken the fair value of freehold land to be the market value of similar locations and the fair value of freehold buildings to be the depreciated replacement cost, as determined by an independent valuer.

Significant Accounting Estimates and Assumptions

The Corporation has applied the following estimates and assumptions:

- Long service leave, as detailed in Note 1.12: Employee Benefits;
- Provision for make good, as detailed in Note 1.13: Leases;
- Valuation of properties, plant and equipment, as detailed in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment;
- Depreciation, as detailed in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment;
- Impairment of non-financial assets, as detailed in Note 1.23: Impairment of Non-Current Assets; and
- Program amortisation, as detailed in Note 1.25: Inventories.

No other accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next year.

1.4 New Australian Accounting Standards

Adoption of New Australian Accounting Standard Requirements

No accounting standard has been adopted earlier than the application date stated in the standard.

The following adopted requirements have affected the amounts reported in the current or prior periods or are estimated to have a financial effect in future reporting periods.

AASB 2009-5 Further Amendments to Australian Accounting Standards arising from the Annual Improvements Process [AASB 5, 8, 101, 107, 117, 118, 136 and 139]. These amendments provide for changes to presentation, disclosure, recognition and measurement to a number of standards and are effective for reporting periods beginning on or after 1 January 2010. The main changes affecting the Corporation relate to changes to *AASB 117 Leases*, which requires leases that include both land and building elements to be assessed separately for classification and changes to *AASB 107 Statement of Cash Flows*, which requires only expenditure that results in a recognised asset in the Balance Sheet to be classified as investing activities. These are not expected to have a material impact on the Corporation's financial statements.

AASB 2010-3 Amendments to Australian Accounting Standards arising from the Annual Improvements Project [AASB 3, 7, 121, 128, 131, and 132]. This amendment provides for changes to presentation, disclosure, recognition and measurement to a number of standards and is effective for reporting periods beginning on or after 1 July 2010. The changes have been assessed and are not expected to have a material impact on the Corporation's financial statements.

1. Summary of Significant Accounting Policies continued

1.4 New Australian Accounting Standards continued

Adoption of New Australian Accounting Standard Requirements continued

Other new, revised or amending standards or interpretations that are applicable to the current reporting period are not expected to have a material financial impact on the Corporation.

Future Australian Accounting Standard Requirements

The following new standards, amendments to standards or interpretations have been issued by the AASB but are effective for future reporting periods. The impact of adopting these pronouncements, when effective, will not have a material financial impact on the Corporation's financial statements.

Interpretation 14 Prepayments of a Minimum Funding Requirement. The amendment is intended to remove unintended consequences arising from the treatment of prepayments when there is a minimum funding requirement and permits early payment of contributions to cover minimum funding requirements to be recognised as an asset. The amendment applies to reporting periods commencing on or after 1 January 2011. The Corporation has elected not to early adopt this standard to be consistent with the current FMO.

AASB 124 Related Party Disclosures and AASB 2009-12 Amendments to Australian Accounting Standards arising from AASB 124. These standards apply to reporting periods beginning on or after 1 January 2011 and have been modified to simplify and clarify the definition of a related party and partial exemptions have been included for government-related entities. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMO.

AASB 2010-4 Further Amendments to the Australian Accounting Standards arising from the Annual Improvements Project [AASB 1, 7, 101, 134 and Interpretation 13]. The main amendments relate to the disclosure of other comprehensive income in the Statement of Changes in Equity and the disclosure of changes to the fair value measurement of award credits under customer loyalty programmes. The amendments are applicable for reporting periods beginning on or after 1 January 2011 but have not been adopted early by the Corporation in line with the FMO.

AASB 2010-6 Amendments to Australian Accounting Standards – Disclosures on Transfers of Financial Assets. These amendments introduce new disclosure requirements relating to transfers of financial assets, financial assets that are not derecognised in their entirety, and financial assets that are derecognised in their entirety. The amendments are applicable for reporting periods beginning on or after 1 July 2011 but have not been adopted early by the Corporation to remain consistent with the current FMO.

AASB 119 Employee Benefits. The main change arising from this amendment relates to the treatment of actuarial gains or losses of accrued benefits. This standard applies for reporting periods beginning on or after 1 July 2013. The Corporation has elected not to early adopt this standard to be consistent with the current FMO.

AASB 9 Financial Instruments and AASB 2010-7 Amendments to Australian Accounting Standards arising from AASB 9 apply to reporting periods beginning on or after 1 January 2013 and include changes to classification and measurement, impairment methodology and hedge accounting measures as well as reducing the categories of financial assets to two: amortised cost and fair value. As a result, the Corporation will be required to classify its held to maturity investments and loans and receivables at "amortised cost". The Corporation has elected not to early adopt this standard to be consistent with the current FMO.

AASB 2009-11 Amendments to the Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023, 1038 and Interpretations 10 and 12]. The amendments to these standards arise from the issue of *AASB 9 Financial Instruments* as discussed above that sets out requirements for the classification and measurement of financial assets. This standard applies to annual reporting periods beginning on or after 1 January 2013. As the Corporation has chosen not to early adopt *AASB 9* the amendments to these standards will also not be early adopted.

Other new, revised or amending standards or interpretations that were issued and are applicable to future reporting periods are not expected to have a material financial impact on the Corporation in future reporting periods.

1. Summary of Significant Accounting Policies continued

1.5 Taxation

Income tax

The Corporation is not subject to income tax pursuant to Section 71 of the *Australian Broadcasting Corporation Act 1983*.

The Corporation's controlled entities, Music Choice Australia Pty Ltd and The News Channel Pty Limited, while subject to income tax, have been inactive since the year ended 30 June 2000 up to and including 30 June 2011.

The Corporation's equity interests in MediaHub Australia Pty Limited, Freeview Australia Pty Limited and National DAB Licence Company Limited are subject to income tax.

Revenues, gains, expenses and assets are recognised net of the amount of GST except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of the revenue or expense.

Receivables and payables are stated with the amount of GST included.

The net amount of GST receivable from the ATO is included as a financial asset in the Balance Sheet while any net amount of GST payable to the ATO is included as a liability in the Balance Sheet.

Cash flows are included in the Cash Flow Statement on a net basis. The GST components arising from investing and financing activities which are recoverable from or payable to the ATO are classified as operating cash flows.

Commitments and contingencies are disclosed on a net basis. Net GST commitments recoverable from, or payable to, the ATO are disclosed.

1.6 Foreign Currency Transactions

The Corporation enters into foreign currency hedging arrangements to protect its purchasing power in relation to foreign currency exposures. Revenues and expenditures denominated in foreign currencies are converted to Australian dollars at the exchange rates prevailing at the date of the transaction, or at the hedged rate.

All gains and losses are taken to profit or loss with the exception of forward exchange contracts that are classified as cash flow hedges used to hedge highly probable transactions. Gains and losses on cash flow hedges held at balance date are taken to equity.

All monetary foreign currency balances are converted to Australian dollars at the exchange rate prevailing at balance date. Monetary assets and liabilities of overseas branches and amounts payable to or by the Corporation in foreign currencies are translated into Australian dollars at the applicable exchange rate at balance date.

1.7 Reporting by Outcomes and Segments

A comparison by outcomes relevant to the Corporation is presented in Note 21: Reporting by Outcomes. Any intra-government costs are eliminated in calculating the actual budget outcome for the Government overall.

The Corporation principally provides a national television and radio service within the broadcasting industry. It is therefore considered for segmental reporting to operate predominantly in one industry and in one geographical area, Australia.

1.8 Revenue

Revenue from the sale of goods is recognised when:

- the risks and rewards of ownership have been transferred to the buyer;
- the seller retains no managerial involvement nor effective control over the goods;
- the revenue and transaction costs incurred can be reliably measured; and
- it is probable that the economic benefit associated with the transaction will flow to the Corporation.

1. Summary of Significant Accounting Policies continued

1.8 Revenue continued

Revenue from the sale of goods is recognised at fair value of the consideration received net of the amount of GST upon delivery of the goods to customers.

Revenue from rendering of services is recognised by reference to the stage of completion of contracts at the reporting date. Revenue is recognised when:

- the amount of revenue, stage of completion and transaction costs incurred can be reliably measured; and
- the probable economic benefits with the transaction will flow to the Corporation.

The stage of completion of contracts at the reporting date is determined by reference to the proportion that costs incurred to date bear to the estimated total costs of the transaction.

Credit sales are on normal commercial terms.

Receivables for goods and sales, which have 30 day terms, are recognised at the nominal amounts due less any provision for bad and doubtful debts. The ability to collect debt is reviewed at the balance date. Provisions are made when the recovery of debt is no longer probable.

Interest revenue is recognised using the effective interest method as set out in *AASB 139 Financial Instruments: Recognition and Measurement*.

Revenues from Government receivable are recognised at their nominal amounts.

Subsidies, grants, sponsorships and donations are recognised on receipt unless paid to the Corporation for a specific purpose where recognition of revenue will be recognised in accordance with the agreement.

1.9 Gains and losses

Sale of Assets

Gains or losses from disposal of non-current assets are recognised when control of the asset has passed to the buyer.

1.10 Grants

The Corporation receives grant monies from time to time.

Most grant agreements require the Corporation to perform services or provide facilities, or to meet eligibility criteria. A liability in respect of unearned revenues is recognised to the extent the services or facilities have not been provided or eligibility criteria have not been met.

1.11 Transactions by the Government as Owner

Revenue from Government

Parliament appropriates monies to the Department of Broadband, Communications and the Digital Economy, which is then distributed to the Corporation and recognised as revenue from Government. The full amount received in respect of departmental outputs for the year is disclosed in Note 5: Revenue from Government.

Equity Injections

Amounts appropriated by the Parliament as equity injections are recognised as contributed equity in accordance with the FMO.

Other Distributions to Owners

The FMO require that distributions to owners be debited to contributed equity unless in the nature of a dividend.

The Corporation also received monies from the Government by way of loans as detailed in Note 10: Interest Bearing Liabilities.

1. Summary of Significant Accounting Policies *continued*

1.11 Transactions by the Government as Owner *continued*

Contributions

Income is measured at the fair value of the contributions received or receivable. Income arising from the contribution of an asset to the Corporation is recognised when the entity obtains control of the contribution or the right to receive the contribution, it is probable that the economic benefits comprising the contribution will flow to the Corporation and the amount of the contribution can be measured reliably.

1.12 Employee Benefits

Liabilities for services rendered by employees are recognised at the reporting date to the extent that they have not been settled.

Liabilities for short-term employee benefits (as defined in *AASB 119 Employee Benefits*) and termination benefits expected to be settled within twelve months are measured at their nominal amounts.

The nominal amount is calculated with regard to the rates expected to be paid on settlement of the liability.

All other employee benefit liabilities are measured as the present value of the estimated future cash outflows to be made in respect of services provided by employees up to the reporting date.

Leave

The liability for employee benefits includes provision for annual leave and long service leave. No provision has been made for sick leave as all sick leave is non-vesting and the average sick leave taken in future years by employees is estimated to be less than the annual entitlement for sick leave.

The leave liabilities are calculated on the basis of employees' remuneration at the estimated salary rates that will apply at the time the leave is taken, including the employer superannuation contribution rates to the extent that the leave is likely to be taken during service rather than paid out on termination.

The liability for long service leave for the Corporation has been determined by reference to the work of an actuary, Professional Financial Consulting Pty Ltd, as at 30 June 2011. The liability for long service leave represents the present value of the estimated future cash outflows to be made by the Corporation resulting from employees' services provided up to the balance date. The estimate of the present value of the liability takes into account attrition rates and pay increases through promotion and inflation.

Superannuation

Employees are members of the Commonwealth Superannuation Scheme (CSS), Public Sector Superannuation Scheme (PSS), the Public Sector Superannuation Accumulation Plan Scheme (PSSap) or another non-Commonwealth Superannuation fund.

The CSS and PSS are defined benefit schemes for the Australian Government. The PSSap and other non-Commonwealth funds are defined contribution schemes.

The liability for defined benefits is recognised in the financial statements of the Australian Government and is settled by the Australian Government in due course. This liability is reported by the Department of Finance and Deregulation as an administered item.

The Corporation makes employer contributions to the employee superannuation schemes at rates determined by an actuary to be sufficient to meet the current cost to the Government of the superannuation entitlements of the Corporations' employees. The Corporation accounts for the contributions as if they were contributions to defined contribution plans.

The liability for superannuation recognised as at 30 June 2011 represents outstanding contributions for the last 9 days of the year.

1.13 Leases

A distinction is made between finance leases and operating leases. Finance leases effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased non-current assets. An operating lease is a lease that is not a finance lease. In operating leases, the lessor effectively retains substantially all such risks and benefits.

1. Summary of Significant Accounting Policies continued

1.13 Leases continued

Operating lease payments are expensed on a straight line basis which is representative of the pattern of benefits derived from the leased assets.

Operating lease rentals are not segregated between minimum lease payments, contingent rents and sublease payments, as required by *AASB 117 Leases*, as these components are not individually material.

Lease incentives taking the form of 'free' leasehold improvements and rent holidays are recognised as liabilities. These liabilities are reduced by allocating lease payments between rental expense and reduction of the liability.

Provision for Make Good

A provision for make good exists when the Corporation has an obligation to 'make good' leased properties at the end of the lease term. As many of the leases are negotiable, the Corporation has determined the provision as set out below.

Retail leased premises

A provision has been recognised for retail leases where the Corporation is obligated per the lease agreement to make good the site or where the Corporation believes there is some probability that it will incur costs to make good the site. The provision is calculated based on the estimated average cost to make good each site, plus an allowance for inflation.

Other leased premises

A provision has been recognised for other leases where the Corporation is obligated per the lease agreement to make good the site or where the Corporation believes there is some likelihood that it will incur costs to make good the site. The provision is calculated based on the estimated cost to make good each site, plus an allowance for inflation.

1.14 Borrowing Costs

All borrowing costs are expensed as incurred.

1.15 Cash and Cash Equivalents

Cash and cash equivalents in the Balance Sheet comprise cash at bank and on hand and short-term deposits with an original maturity of three months or less that are readily convertible to known amounts of cash and subject to insignificant risk of changes in value. Cash and cash equivalents are recognised at their nominal amounts.

1.16 Financial Assets

The Corporation classifies its financial assets in the following categories:

- financial assets at fair value through profit or loss;
- held-to-maturity investments; and
- loans and receivables.

The classification depends on the nature and purpose of the financial assets and is determined at the time of initial recognition.

Financial assets are recognised and derecognised upon trade date.

Effective Interest Method

The effective interest method is a method of calculating the amortised cost of a financial asset and of allocating interest income over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset, or, where appropriate, a shorter period.

Income is recognised on an effective interest rate basis except for financial assets at fair value through profit or loss.

1. Summary of Significant Accounting Policies *continued*

1.16 Financial Assets *continued*

Fair Value Through Profit or Loss

Financial assets are classified as financial assets at fair value through profit or loss where the financial assets:

- have been acquired principally for the purpose of being sold in the near future;
- are a part of an identified portfolio of financial instruments that the Corporation manages together and has a recent actual pattern of short-term profit-taking; or
- are derivatives that are not designated and effective as a hedging instrument.

Assets in this category are classified as current assets.

Financial assets at fair value through profit or loss are stated at fair value, with any resultant gain or loss recognised in profit or loss. The net gain or loss recognised in profit or loss incorporates any interest earned on the financial asset. The Corporation's financial assets in this category are forward exchange contracts which are derivative financial instruments. Gains and losses on these items are recognised through profit or loss except if they are classified as a cash flow hedge where they are recognised in the hedging reserve within equity.

Derivatives

Forward exchange contracts are initially recognised at fair value on the date on which the contract is entered into and are subsequently revalued to reflect changes in fair value. Forward exchange contracts are carried as assets when their net fair value is positive and as liabilities when their net fair value is negative.

For the purpose of hedge accounting, the Corporation's hedges are classified as cash flow hedges when they hedge exposure to variability in cash flows that is attributable either to a particular risk associated with a recognised asset, liability or to a highly probable forecast transaction.

At the inception of a hedge relationship, the Corporation formally designates and documents the hedge relationship to which the Corporation wishes to apply hedge accounting and the risk management objective and strategy for undertaking the hedge. The documentation includes identification of the hedging instrument, the hedged item or transaction, the nature of the risk being hedged and how the Corporation will assess the hedging instrument's effectiveness in offsetting the exposure to changes in the hedged item's fair value or cash flow attributable to the hedged risk.

Such hedges are expected to be highly effective in achieving offsetting changes in fair value or cash flows and are assessed on an ongoing basis to determine that they actually have been highly effective throughout the financial reporting periods for which they were designated.

The effective portion of the gain or loss on the cash flow hedge is recognised directly in equity, while the ineffective portion is recognised in profit or loss.

Amounts taken to equity are transferred to profit or loss when the hedged transaction affects profit or loss, such as when hedged income or expenses are recognised or when a forecast sale or purchase occurs. When the hedged item is the cost of a non-financial asset or liability, the amounts taken to equity are transferred to the initial carrying amount of the non-financial asset or liability.

If the forecast transaction is no longer expected to occur, amounts previously recognised in equity are transferred to profit or loss. If the hedging instrument expires or is sold, terminated or exercised without replacement or rollover, or if its designation as a hedge is revoked, amounts previously recognised in equity remain until the forecast transaction occurs. If the related transaction is not expected to occur, the amount is taken to profit or loss.

Held-to-Maturity Investments

Non-derivative financial assets with fixed or determinable payments and fixed maturity dates that the Corporation has the positive intent and ability to hold to maturity are classified as held-to-maturity investments in accordance with *AASB 139 Financial Instruments: Recognition and Measurement*. Held-to-maturity investments are recorded at amortised cost using the effective interest method less impairment, with revenue recognised on an effective yield basis.

Surplus cash has been invested into short term investments with maturities at acquisition date of greater than three months. These investments are included as 'other receivables'.

1. Summary of Significant Accounting Policies continued

1.16 Financial Assets continued

Loans and Receivables

Trade receivables, loans and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as loans and receivables in accordance with *AASB 139 Financial Instruments: Recognition and Measurement*.

They are included in current assets, except for maturities greater than 12 months after the balance sheet date. These are classified as non-current assets. Loans and receivables are measured at amortised cost using the effective interest method less impairment. Interest is recognised by applying the effective interest rate.

Trade debtors are normally settled within 30 days unless otherwise agreed and are carried at amounts due, less an allowance for doubtful debt.

Impairment of Financial Assets

Financial assets are assessed for impairment at each balance date.

Financial assets held at amortised cost

If there is objective evidence that an impairment loss has been incurred for loans and receivables or held to maturity investments held at amortised cost, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the asset's original effective interest rate. The carrying amount is reduced by way of an allowance account. The loss is taken to the Statement of Comprehensive Income.

Bad and doubtful debts

The Corporation makes a specific provision for debts considered doubtful by conducting a detailed review of material debtors, making an assessment of the likelihood of recovery of those debts and taking into account past bad debts experience. Bad debts are written off when identified.

1.17 Financial Liabilities

Financial liabilities are classified as 'other financial liabilities' in accordance with *AASB 139 Financial Instruments: Recognition and Measurement*.

Other Financial Liabilities

Other financial liabilities, including borrowings, are initially measured at fair value, net of transaction costs. The fair value of loans from Government is deemed to be the initial principal amount. The Corporation does not have any commercial bank loans.

Other financial liabilities are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective yield basis.

The effective interest method is a method of calculating the amortised cost of a financial liability and of allocating interest expense over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash payments through the expected life of the financial liability, or, where appropriate, a shorter period.

Loans are classified as current liabilities unless the Corporation has the unconditional right to defer settlement for at least 12 months after the balance sheet date.

Supplier and other payables are recognised at amortised cost. Liabilities are recognised to the extent that the goods or services have been received (and irrespective of having been invoiced). Standard ABC settlement terms are 30 days commercial.

1.18 Repairs and Maintenance

Maintenance, repair expenses and minor renewals which do not constitute an upgrade or enhancement of equipment are expensed as incurred.

1. Summary of Significant Accounting Policies continued

1.19 Joint Ventures

Joint ventures are accounted for using the equity method in accordance with *AASB 131 Interests in Joint Ventures* and the FMO. Further details relating to joint ventures, to which the Corporation is a party to, are provided in Note 7: Investments Accounted for Using the Equity Method.

1.20 Contingent Assets and Contingent Liabilities

Contingent assets and contingent liabilities are not recognised in the Balance Sheet but are disclosed in the relevant schedule and Note 14: Contingent Assets and Liabilities. They may arise from uncertainty as to the existence of an asset or liability, or represent an asset or liability in respect of which the amount cannot be reliably measured.

Contingent assets are disclosed when settlement is probable but not virtually certain and contingent liabilities are disclosed when settlement is greater than remote.

1.21 Acquisition of Assets

Assets are recorded at cost at the time of acquisition except as stated below. The cost of acquisition includes the fair value of assets transferred in exchange and liabilities undertaken.

Assets acquired at no cost, or for nominal consideration, are recognised as assets at their fair value, at acquisition date.

1.22 Property (Land and Buildings), Infrastructure, Plant and Equipment

Asset Recognition Threshold

Purchases of property, infrastructure, plant and equipment are recognised initially at cost in the Balance Sheet.

Purchases costing less than \$2 000 are expensed in the year of acquisition except where they form part of a project or group of similar items, which are significant in total.

Basis of Revaluation

Land, buildings, infrastructure, plant and equipment are carried at fair value.

Fair values for each class of asset are determined as shown below.

Asset Class	Fair Value Measured at
Freehold Land	Market Value
Freehold Buildings	Depreciated replacement cost
Leasehold Land	Depreciated replacement cost
Leasehold Buildings	Depreciated replacement cost
Leasehold Improvements	Depreciated replacement cost
Infrastructure, plant and equipment	Depreciated replacement cost

Following initial recognition at cost, property, infrastructure, plant and equipment are carried at fair value less subsequent accumulated depreciation and accumulated impairment losses.

Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets do not materially vary, with the assets' fair values as at the reporting date. The regularity of independent valuations depends upon the volatility of movements in market values for the relevant assets.

Revaluation adjustments are made on a class basis. Any revaluation increment is credited to equity under the heading of revaluation reserve except to the extent that it reverses a previous revaluation decrement of the same asset class that was previously recognised through profit or loss. Revaluation decrements for a class of assets are recognised directly through profit or loss except to the extent that they reverse a previous revaluation increment for that class.

Any accumulated depreciation as at the revaluation date is eliminated against the gross carrying amount of the asset and the asset restated to the revalued amount.

1. Summary of Significant Accounting Policies continued

1.22 Property (Land and Buildings), Infrastructure, Plant and Equipment continued

Depreciation

Depreciable property, infrastructure, plant and equipment assets are written-off to their estimated residual values over their estimated useful lives using the straight-line method of depreciation. Leasehold improvements are depreciated on a straight-line basis over the lesser of the estimated useful life of the improvements or the unexpired period of the lease.

Depreciation rates (useful lives) and methods are reviewed at each reporting date and necessary adjustments are recognised in the current, or current and future reporting periods, as appropriate.

Depreciation rates applying to each class of depreciable asset are initially based on the following useful lives:

	2011	2010
Buildings on freehold land	50 years	50 years
Leasehold buildings	Life of Lease	Life of Lease
Leasehold improvements	5 to 99 years	5 to 99 years
Infrastructure, plant and equipment	3 to 15 years	3 to 15 years

The aggregate amount of depreciation and amortisation allocated for each class of asset during the reporting period is disclosed in Note 3C: Depreciation and amortisation.

Assets Held for Sale

Assets held for sale are stated in the Balance Sheet at the lower of carrying value or fair value less costs to sell.

Impairment losses are recognised for any initial or subsequent write-down of assets classified as held for sale to their fair value less costs to sell.

Any gains for subsequent increases in fair value less costs to sell for assets classified as held for sale are recognised only to the extent that they are not in excess of the cumulative impairment losses that have been recognised in accordance with *AASB 5 Non-current Assets Held for Sale and Discontinued Operations* or previously in accordance with *AASB 136 Impairment of Assets*.

If any assets classified as held for sale, no longer meet the criteria under *AASB 5 Non-current Assets Held for Sale and Discontinued Operations*, the Corporation will cease to classify the asset as held for sale. Non-current assets that cease to be classified as held for sale are measured at the lower of:

- the carrying amount before the asset was classified as held for sale, adjusted for any depreciation, amortisation or revaluations that would have been recognised had the asset not been classified as held for sale; and
- the recoverable amount at the date of the subsequent decision not to sell.

1.23 Impairment of Non-Current Assets

All non-current assets except:

- inventories;
- assets arising from employee benefits;
- financial assets that are within the scope of *AASB 139 Financial Instruments: Recognition and Measurement*; and
- non-current assets (or disposal groups) classified as held for sale in accordance with *AASB 5 Non-current Assets Held for Sale and Discontinued Operations*;

are subject to an assessment as to indicators of impairment under *AASB 136 Impairment of Assets*.

At the reporting date, the Corporation has assessed whether there are any indications that assets may be impaired.

Where indications of impairment exist, the asset's recoverable amount is estimated and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount.

1. Summary of Significant Accounting Policies continued

1.23 Impairment of Non-Current Assets continued

Recoverable amount of an asset is the greater of its fair value less costs to sell and its value in use. Value in use is the present value of the future cash flows expected to be derived from the asset. Where the future economic benefit of an asset is not primarily dependent on the asset's ability to generate future cash flows, and the asset would be replaced if the Corporation were deprived of the asset, its value in use is taken to be its depreciated replacement cost.

1.24 Intangible Assets

The Corporation's intangibles comprise software for internal use, broadcast licences and spectrum provided by the Australian Government.

Software is initially recognised at cost and amortised on a straight-line basis over anticipated useful lives between 3–6 years (2010 3–6 years). These assets are assessed for indications of impairment. The carrying amounts of impaired assets are written down to the lower of their net market selling price or depreciated replacement cost.

The Corporation's right to use broadcast licences and spectrum are held at their fair value.

1.25 Inventories

Inventories held for resale are valued at the lower of cost and net realisable value. Inventories not held for resale are valued at the lower of cost, adjusted for any loss in service potential, based on the existence of a current replacement cost that is lower than the original acquisition cost or other subsequent carrying amount.

Produced Programs

Television programs are produced for domestic transmission and include direct salaries and expenses and production overheads allocated on a usage basis to the program. Production overheads not allocated to programs are expensed in the period in which they are incurred. External contributions received in respect of co-production of television programs are offset against production costs which are recorded as Inventories in the Balance Sheet.

The cost of produced television program inventory is amortised as follows:

- News, Current Affairs and Live Programs—100% on first screening;
- Factual and Entertainment programs based on current topics—100% on first screening;
- Childrens, Education and Movies—straight line over three years from completion of production;
- All other programs not covered above—90% first screening and 10% second screening or in third year; and
- Programs not shown within three years of completion or purchase to be amortised 100% in year three.

The costs of programs produced for Radio are expensed as incurred. Such programs are normally broadcast soon after production, stock on hand at any time being minimal.

Purchased Programs

Purchased program inventory is amortised in accordance with the policy noted above or over the rights period of the contract (whichever is lesser).

Subsequent sales of residual rights are recognised in the period in which they occur.

Write-down of Merchandise Inventory

The amount of any write-down of inventories to net realisable value and all losses of inventory are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories arising from an increase in the net realisable value, will be recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

1. Summary of Significant Accounting Policies continued

1.25 Inventories continued

Write-down of Inventory Held for Distribution

When inventories held for distribution are distributed, the carrying amount of those inventories is recognised as an expense. The amount of any write-down of inventories for loss of service potential and all losses of inventories are recognised as an expense in the period the write-down or loss occurs. The amount of any reversal of any write-down of inventories arising from a reversal of the circumstances that gave rise to the loss of service potential will be recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

1.26 Provisions

Provisions are recognised when the Corporation has a present legal or constructive obligation as a result of a past event, where it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

2. Expenses and Revenue

	Notes	2011 \$'000	2010 \$'000
Expenses			
Artist fees		4 567	4 187
Auditor's remuneration	18	212	205
Communications		21 604	20 770
Computer costs		9 943	7 383
Consultants and contractors		22 759	25 920
Depreciation and amortisation	3C	91 756	88 634
Employee benefits	3A	443 547	428 364
Finance costs	3E	1 658	2 981
Freight		1 189	1 067
Incidental expenses		4 558	4 646
Legal costs		1 736	2 417
Materials and minor items		10 855	11 969
Merchandising and promotion		79 706	82 413
Operating leases and occupancy		31 762	27 818
Program amortisation	3D	146 383	140 121
Program rights		13 911	13 165
Repairs, maintenance and hire		18 960	18 509
Satellite and transmission		38 743	31 440
Transmission services		156 944	153 441
Travel		18 100	15 668
Website and video production		5 981	5 311
Workers' compensation premiums	3B	4 122	1 637
Write-down and impairment of assets	3F	5 973	9 218
Total expenses		1 134 969	1 097 284
Own-source income			
Co-production revenue		273	390
Interest	4B	10 288	8 664
Insurance settlement	4C	3 227	723
Merchandising revenue		83 189	79 257
Net foreign exchange loss – non-speculative	4D	(789)	(336)
Net loss from disposal of assets	4E	(949)	(833)
Program sales		6 497	6 857
Rent and hire of facilities		13 293	12 987
Royalties		38 911	45 381
Subsidies, grants and contract revenue	4C	21 546	20 116
Technology sales		2 329	2 677
Other	4C	3 546	4 119
Total own-source income		181 361	180 002
Net cost of services		953 608	917 282
Revenue from Government	5	955 516	915 058
Share of (deficit)/surplus of jointly controlled entities	7	(1 732)	468
Surplus/(deficit)		176	(1 756)

3. Expenses

Notes	2011 \$'000	2010 \$'000
3A Employee benefits		
Wages and salaries	325 900	304 451
Superannuation—defined contribution plans	21 746	18 360
Superannuation—defined benefit plans	36 624	38 225
Leave and other entitlements	42 347	54 541
Separation and redundancies	7 311	3 161
Other employee benefits	9 619	9 626
Total employee benefits	443 547	428 364
3B Suppliers		
Goods	100 518	101 840
Services—external parties	317 019	304 260
Services—related entities	4 349	1 426
Operating lease rentals	18 455	17 736
Workers' compensation premiums	4 122	1 637
Other	1 189	1 067
Total suppliers	445 652	427 966
3C Depreciation and amortisation		
Land and buildings	34 234	32 872
Leasehold improvements	5 609	5 273
Infrastructure, plant and equipment	46 156	46 533
Intangibles—computer software	5 757	3 956
Total depreciation and amortisation	91 756	88 634
3D Program amortisation		
Purchased	47 744	47 893
Produced	98 639	92 228
Total program amortisation	146 383	140 121
3E Finance costs		
Loans from Government	1 658	2 981
Total finance costs	1 658	2 981
3F Write-down and impairment of assets		
Financial assets		
Receivables and advances	1 446	654
Non-financial assets		
Land and buildings	2 362	7 500
Infrastructure, plant and equipment	46	51
Assets under construction	1 445	–
Inventory held for sale	674	1 013
Total write-down and impairment of assets	5 973	9 218

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4. Own-Source Income

	Notes	2011 \$'000	2010 \$'000
4A Sale of goods and rendering of services			
Goods		128 597	131 495
Services—external parties		15 617	15 946
Services—related entities		278	108
Total sale of goods and rendering of services		144 492	147 549
Cost of sales of goods		70 895	74 796
4B Interest			
Deposits		10 288	8 664
Total interest	13	10 288	8 664
4C Other revenue			
Subsidies, grants and contract revenue (a)		21 546	20 116
Insurance settlement		3 227	723
Other		3 546	4 119
Total other revenue		28 319	24 958
4D Net foreign exchange loss			
Non-speculative		(789)	(336)
Total net foreign exchange loss	13	(789)	(336)
4E Net loss from disposal of assets			
Land and buildings			
Total proceeds from disposal		310	–
Carrying value of assets disposed		(376)	–
Cost of disposal		(50)	–
Net loss from disposal of land and buildings		(116)	–
Infrastructure, plant and equipment			
Total proceeds from disposal		192	1 903
Carrying value of assets disposed		(998)	(2 605)
Cost of disposal		(27)	(130)
Net loss from disposal of infrastructure, plant and equipment		(833)	(832)
Intangibles			
Total proceeds from disposal		–	–
Carrying value of assets disposed		–	(1)
Cost of disposal		–	–
Net loss from disposal of intangibles		–	(1)
Loss from disposal of assets			
Total proceeds from disposal		502	1 903
Total carrying value of assets disposed		(1 374)	(2 606)
Total costs of disposal		(77)	(130)
Net loss from disposal of assets		(949)	(833)

4. Own-Source Income *continued*

- (a) Subsidies, grants and contract revenue includes **\$19 353 714** (2010 \$19 289 192) received from the Department of Foreign Affairs and Trade (DFAT) for the provision of the Australia Network service. During the financial year, DFAT issued an open market tender for the operation of the Australia Network service. As the tender process is still in progress, the agreement to provide the Australia Network service was extended to 8 February 2012. A decision on the Preferred Tenderer for the Australia Network service is expected to be announced by the Minister for Broadband, Communications and the Digital Economy on 16 September 2011.

Should the Corporation not be nominated as the Preferred Tenderer, the Corporation will cease operating the Australia Network service from 8 February 2012. As DFAT funding for the Australia Network service is fixed, this will result in a reduction in Corporation revenue and a corresponding reduction in costs.

5. Revenue from Government

	2011	2010
	\$'000	\$'000
5A Revenue from Government—Outcome 1	762 498	731 023
5B Revenue from Government—transmission revenue		
Outcome 2—satellite and analog transmission	95 853	93 538
Outcome 3—digital transmission (a)	93 636	86 112
Outcome 4—digital radio transmission (a)	3 529	4 385
Total revenue from Government—transmission revenue	193 018	184 035
Total revenue from Government	955 516	915 058

Revenue from Government was received from the Department of Broadband, Communications and the Digital Economy.

- (a) The Corporation is due to return **\$12 345 477** (2010 \$11 587 808) of current year's revenue received from Government as a repayment of capital. During the year, the Corporation returned a further **\$520 748** (2010 \$182 534) of prior year funding as a repayment of capital.

6. Financial assets

	Notes	2011 \$'000	2010 \$'000
6A Cash and cash equivalents			
Cash at bank and on hand		6 018	5 373
Salary sacrifice funds		308	294
Public funds held by third parties		49	10
Total cash and cash equivalents	13	6 375	5 677
6B Receivables			
Goods and services			
Goods and services		9 021	7 506
Less: Allowance for doubtful debts		(279)	(187)
Net goods and services receivables	13	8 742	7 319
Other receivables			
Held to maturity financial assets	13	90 000	120 000
Net GST receivable	13	4 571	3 334
Other receivables	13	814	1 120
Total other receivables		95 385	124 454
Total receivables (net)		104 127	131 773
Receivables are expected to be recovered in:			
No more than 12 months		103 537	131 129
More than 12 months		590	644
Total receivables (net)		104 127	131 773
Receivables (gross) are aged as follows:			
Not Overdue		103 449	130 319
Overdue by:			
– 0 to 30 days		241	899
– 31 to 60 days		122	190
– 61 to 90 days		46	143
– more than 90 days		548	409
Total receivables (gross)		104 406	131 960
In 2011, \$1 397 (2010 \$40 331) of the allowance for doubtful debts related to debts aged less than 90 days while the balance of the allowance for doubtful debts related to debts aged more than 90 days.			
Reconciliation of the allowance for doubtful debts			
Opening balance		(187)	(297)
Amounts written off		15	70
Amounts recovered or reversed		22	172
Net increase recognised in deficit/surplus		(129)	(132)
Closing balance		(279)	(187)
6C Accrued revenue			
Goods and services		4 474	4 817
Interest receivable		265	448
Total accrued revenue	13	4 739	5 265

Accrued revenues are all due to be settled within 12 months.

7. Investments Accounted for Using the Equity Method

Notes	2011 \$'000	2010 \$'000
7 Investments accounted for using the equity method		
MediaHub Australia Pty Limited	18 019	17 062
Freeview Australia Pty Limited*	0	0
National DAB Licence Company Limited*	0	0
Total investments accounted for using the equity method	18 019	17 062

* Investment is rounded to Nil as it is less than \$1,000.

Summarised financial information of jointly controlled entities

	MediaHub \$'000	Freeview \$'000	DAB \$'000	Total \$'000
2011				
Balance sheet				
Financial assets	2 146	307	6	2 459
Non-financial assets	41 020	59	-	41 079
Financial liabilities	5 115	367	5	5 487
Net assets/(liabilities)	38 051	(1)	1	38 051
Statement of comprehensive income				
Income	8 872	3 214	5	12 091
Expense	14 712	3 214	5	17 931
Surplus/(deficit)	(5 840)	0	0	(5 840)
Share of (deficit)/surplus of jointly controlled entities				
Share of net surplus/(deficit) before tax	(2 920)	0	0	(2 920)
Income tax	1 188	-	-	1 188
Share of (deficit)/surplus of jointly controlled entities after tax	(1 732)	0	0	(1 732)
2010				
Balance sheet				
Financial assets	1 997	406	17	2 420
Non-financial assets	42 086	72	-	42 158
Financial liabilities	11 687	479	16	12 182
Net assets/(liabilities)	32 396	(1)	1	32 396
Statement of comprehensive income				
Income	2 438	3 850	15	6 303
Expense	3 672	3 850	15	7 537
Surplus/(deficit)	(1 234)	0	-	(1 234)
Share of (deficit)/surplus of jointly controlled entities				
Share of net surplus/(deficit) before tax	(617)	0	0	(617)
Income tax	1 085	-	-	1 085
Share of (deficit)/surplus of jointly controlled entities after tax	468	0	0	468

No dividends were received from any of these entities in 2011 (2010 Nil).

MediaHub Australia Pty Limited

MediaHub Australia Pty Limited (MediaHub) is a joint venture between the Corporation and WIN Television Network Pty Ltd (WIN) to operate a custom designed play-out facility for television presentation. Both the ABC and WIN own an equal number of ordinary shares in MediaHub.

7. Investments Accounted for Using the Equity Method continued

Freeview Australia Limited

Freeview Australia Limited (Freeview) is a joint venture between Australia's free-to-air national and commercial television broadcasters to promote consumer adoption of free-to-air digital television within Australia. The ABC holds 160 \$1 shares (16%) in Freeview, with four other broadcasters each also holding a 16% share in Freeview, with the remaining shares held by a further three broadcasters.

National DAB Licence Company Limited

National DAB Licence Company Limited (DAB) is a joint venture between the Corporation and Special Broadcasting Services (SBS) to hold the digital radio multiplex licence. Both the ABC and SBS each hold one \$1 share in DAB.

DAB is not a party to any of the service contracts for the provision of digital radio and does not receive the funds for digital radio operations/broadcast from the Government as these are paid directly to the Corporation and SBS.

8. Non-Financial Assets

	2011	2010
	\$'000	\$'000
8A Land and buildings		
Freehold land		
Fair value (a) and (b)	173 932	175 990
Total freehold land	173 932	175 990
Buildings on freehold land		
Fair value (a) and (b)	408 001	446 605
Accumulated depreciation	(8 252)	(12 158)
Total buildings on freehold land	399 749	434 447
Leasehold land		
Fair value (a)	16 781	15 573
Accumulated depreciation	(10)	(18)
Total leasehold land	16 771	15 555
Leasehold buildings		
Fair value (c)	6 642	6 618
Accumulated depreciation	(159)	(64)
Total leasehold buildings	6 483	6 554
Leasehold improvements		
Fair value (c)	36 841	26 053
Accumulated depreciation	(16 251)	(12 692)
Total leasehold improvements	20 590	13 361
Total land and buildings excluding capital work in progress	617 525	645 907
Capital work in progress at cost	42 066	15 962
Total land and buildings	659 591	661 869

8. Non-Financial Assets continued

	2011	2010
	\$'000	\$'000
8B Infrastructure, plant and equipment		
Fair value (c)	597 662	579 415
Accumulated depreciation	(362 462)	(332 083)
Total infrastructure, plant and equipment excluding capital work in progress	235 200	247 332
Capital work in progress at cost	21 730	27 502
Total infrastructure, plant and equipment	256 930	274 834
8C Intangibles (d)		
Computer software at cost	63 799	46 266
Accumulated amortisation	(35 533)	(30 223)
Total intangibles excluding capital work in progress	28 266	16 043
Capital work in progress at cost	6 912	12 289
Total intangibles	35 178	28 332

- (a) Freehold land and buildings and leasehold land are carried at the Directors' determination of fair value based on independent valuations, where appropriate. This is determined by the original acquisition cost together with capital expenditure since acquisition or latest full independent valuation. Valuations were undertaken for freehold land and buildings and leasehold land as at 31 December 2010 in accordance with the revaluation policy stated in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment, and were completed by independent valuers, McGees Property.
- (b) At 30 June 2010, land and buildings included a property surplus to the Corporation's ongoing operational requirements. During the year, this property was withdrawn from the market until such time that the overall market environment improves. As a result, this site is no longer held for sale and the carrying value is included in land and buildings.
- (c) Leasehold buildings and improvements and Infrastructure, plant and equipment are carried at the Director's determination of fair value in accordance with the revaluation policy stated in Note 1.22: Property (Land and Buildings), Infrastructure, Plant and Equipment.
- (d) The Corporation holds the right to use licences provided by the Australian Government in the broadcast of analogue and digital television and radio. These are held at fair value and due to the conditions attached to these licences, which are asset specific, their fair value is determined on the basis of discounted future cash flows. The Corporation has assessed its licences and considers that their fair value is Nil (2010 Nil).

8. Non-Financial Assets continued

Table A1
Reconciliation of the opening and closing balances of property, infrastructure, plant and equipment and intangibles (2010–11)

	Land \$'000	Buildings on freehold land \$'000	Leasehold buildings and improve- ments \$'000	Total Buildings \$'000	Total land and buildings \$'000	Infra- structure, plant and equipment \$'000	Intangibles \$'000	Total \$'000
As at 1 July 2010								
Gross book value	191 563	446 605	32 671	479 276	670 839	579 415	46 266	1 296 520
Accumulated depreciation and amortisation	(18)	(12 158)	(12 756)	(24 914)	(24 932)	(332 083)	(30 223)	(387 238)
Net book value 1 July 2010	191 545	434 447	19 915	454 362	645 907	247 332	16 043	909 282
Additions								
By purchase—revenue from government	1 214	13 046	288	13 334	14 548	34 385	17 959	66 892
By purchase—other	–	–	6 803	6 803	6 803	683	21	7 507
Net revaluation increment— through equity	34	(8 477)	1 291	(7 186)	(7 152)	–	–	(7 152)
Net revaluation decrement— through profit and loss	(1 798)	(379)	(103)	(482)	(2 280)	–	–	(2 280)
Depreciation and amortisation	(61)	(34 173)	(5 609)	(39 782)	(39 843)	(46 156)	(5 757)	(91 756)
Write-down and impairment	–	–	(82)	(82)	(82)	(46)	–	(128)
Disposals	(231)	(145)	–	(145)	(376)	(998)	–	(1 374)
Transfers/reclassifications	–	(4 570)	4 570	–	–	–	–	–
Net book value 30 June 2011	190 703	399 749	27 073	426 822	617 525	235 200	28 266	880 991
Net book value as at 30 June represented by:								
Gross book value	190 713	408 001	43 483	451 484	642 197	597 662	63 799	1 303 658
Accumulated depreciation and amortisation	(10)	(8 252)	(16 410)	(24 662)	(24 672)	(362 462)	(35 533)	(422 667)
Closing net book value at 30 June 2011	190 703	399 749	27 073	426 822	617 525	235 200	28 266	880 991

8. Non-Financial Assets continued

Table A2
Reconciliation of the opening and closing balances of property, infrastructure, plant and equipment and intangibles (2009–10)

	Land \$'000	Buildings on freehold land \$'000	Leasehold buildings and improve- ments \$'000	Total Buildings \$'000	Total land and buildings \$'000	Infra- structure, plant and equipment \$'000	Intangibles \$'000	Total \$'000
As at 1 July 2009								
Gross book value	172 367	470 042	31 562	501 604	673 971	544 689	41 277	1 259 937
Accumulated depreciation and amortisation	(46)	(22 389)	(11 950)	(34 339)	(34 385)	(319 495)	(26 838)	(380 718)
Net book value 1 July 2009	172 321	447 653	19 612	467 265	639 586	225 194	14 439	879 219
Additions								
By purchase—revenue from government	13 026	7 746	734	8 480	21 506	71 250	5 561	98 317
By purchase—other	–	15	3 376	3 391	3 391	548	–	3 939
Net revaluation increment— through equity	13 745	11 387	1 466	12 853	26 598	–	–	26 598
Net revaluation decrement— through profit and loss	(7 500)	–	–	–	(7 500)	–	–	(7 500)
Depreciation and amortisation	(47)	(32 825)	(5 273)	(38 098)	(38 145)	(46 533)	(3 956)	(88 634)
Write-down and impairment	–	–	–	–	–	(51)	–	(51)
Disposals	–	–	–	–	–	(2 605)	(1)	(2 606)
Transfers/reclassifications	–	471	–	471	471	(471)	–	–
Net book value 30 June 2010	191 545	434 447	19 915	454 362	645 907	247 332	16 043	909 282
Net book value as at 30 June 2010 represented by:								
Gross book value	191 563	446 605	32 671	479 276	670 839	579 415	46 266	1 296 520
Accumulated depreciation and amortisation	(18)	(12 158)	(12 756)	(24 914)	(24 932)	(332 083)	(30 223)	(387 238)
Closing net book value 30 June 2010	191 545	434 447	19 915	454 362	645 907	247 332	16 043	909 282

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 2011	–	1 913	40 153	42 066	42 066	21 730	6 912	70 708
Carrying amount at 30 June 2010	–	8 271	7 691	15 962	15 962	27 502	12 289	55 753

8. Non-Financial Assets continued

Notes	2011 \$'000	2010 \$'000
8D Inventories		
Retail		
Inventory held for sale	13 257	11 996
Provision for stock obsolescence	(7)	(8)
Total retail	13 250	11 988
Broadcasting consumables		
Inventory not held for sale at cost	69	72
Total broadcasting consumables	69	72
TV programs held for distribution		
Purchased	27 652	33 239
Produced	38 576	22 247
In progress	34 643	32 360
Total TV programs held for distribution	100 871	87 846
Total inventories	114 190	99 906
Inventories are expected to be recovered in:		
No more than 12 months	105 994	81 995
More than 12 months	8 196	17 911
Total inventories	114 190	99 906
During 2011, \$36 065 662 (2010 \$37 043 234) of inventory held for sale was recognised as an expense.		
During 2011, \$2 469 963 (2010 \$1 793 786) of inventory held for distribution was recognised as an expense.		
8E Prepayments		
Prepaid property rentals	52	198
Prepaid royalties	11 764	10 371
Other prepayments	8 679	7 036
Total prepayments	20 495	17 605
Total other non-financial assets are expected to be recovered in:		
No more than 12 months	13 903	13 861
More than 12 months	6 592	3 744
Total prepayments	20 495	17 605

9. Payables

	Notes	2011 \$'000	2010 \$'000
9A Suppliers			
Trade creditors	13	57 442	59 108
Total suppliers		57 442	59 108
Supplier payables expected to be settled in:			
No more than 12 months		57 437	59 103
More than 12 months		5	5
Total supplier payables		57 442	59 108
9B Other			
Interest payable	13	1	11
Other payables	13	15 459	14 598
Salaries and wages	13	18 283	15 656
Superannuation	13	315	158
Unearned revenue	13	13 554	9 251
Total other		47 612	39 674
Total other payables expected to be settled in:			
No more than 12 months		46 698	38 401
More than 12 months		914	1 273
Total other payables		47 612	39 674
Total payables		105 054	98 782

Other creditors (2010 receivables) include forward exchange contracts held as cash flow hedges of **\$14 785** (2010 \$11 715) and forward exchange contracts at fair value through profit or loss of **\$85 688** (2010 \$84 488).

10. Interest bearing liabilities

	Notes	2011 \$'000	2010 \$'000
10A Loans			
Loans from Government	13	5 000	31 000
Total loans		5 000	31 000
Maturity schedule for loans:			
Payable within one year		5 000	26 000
Payable in one to five years		-	5 000
Total loans		5 000	31 000

The loans are provided on a long term fixed interest rate basis at a weighted average interest rate of **5.73%** (2010 5.35%) and are to be repaid in full on maturity at 30 June 2012. Interest is payable annually in arrears.

11. Provisions

	2011	2010
	\$'000	\$'000
11A Employees		
Annual leave	50 635	54 069
Long service leave (a)	82 618	80 548
Total employees	133 253	134 617
 (a) Independent actuarial valuations for the Corporation were performed by Professional Financial Consulting Pty Ltd as at 30 June 2011.		
Employee provisions are expected to be settled in:		
No more than 12 months	115 229	117 194
More than 12 months	18 024	17 423
Total employees	133 253	134 617
11B Other		
Make good	2 891	1 150
Total other	2 891	1 150
Other provisions are expected to be settled in:		
No more than 12 months	1 244	690
More than 12 months	1 647	460
Total other	2 891	1 150
Total provisions	136 144	135 767
Reconciliation of the make good provision		
Opening balance	1 150	–
Increase during the year (net)	1 741	1 150
Closing balance	2 891	1 150

12. Cash flow reconciliation

	2011 \$'000	2010 \$'000
Reconciliation of cash and cash equivalents between Balance Sheet and Cash Flow Statement		
Cash and cash equivalents per:		
Cash Flow Statement	6 375	5 677
Balance Sheet	6 375	5 677
Difference	-	-
Reconciliation of net cost of services to net cash from operating activities		
Net cost of services	(953 608)	(917 282)
Revenue from Government	955 516	915 058
Adjustment for non-cash items		
Depreciation of property, plant and equipment	85 999	84 678
Amortisation of intangibles	5 757	3 956
Transfer to employee provisions	(1 364)	13 731
Transfer to other provisions	1 741	23
Impairment of:		
– receivables and advances	1 446	654
– land and buildings	3 853	7 500
– infrastructure, plant and equipment	-	51
– inventories	674	1 013
Loss from disposal of assets	949	833
Unrealised foreign exchange loss	765	411
Changes in assets and liabilities		
(Increase)/decrease in receivables	(4 482)	5 655
Decrease in accrued revenue	526	3 861
(Increase)/decrease in prepayments	(2 890)	290
Increase in inventories	(14 958)	(10 349)
Decrease in supplier payables	(10 708)	(6 701)
Increase/(decrease) in other payables	7 181	(8 300)
Net cash from operating activities	76 397	95 082

13. Financial Instruments

13.1 Capital Risk Management

The Corporation manages its capital to ensure that it is able to continue as a going concern through aligning operations with Government funded objectives. The Corporation's overall strategy remains unchanged from previous years with borrowings limited to those disclosed in Note 10: Interest Bearing Liabilities and operating and financing cash flows used to manage operations and make loan repayments.

13.2 Categories of Financial Instruments

	Notes	2011 \$'000	2010 \$'000
13.2A Categories of Financial Instruments			
Financial assets			
Cash and cash equivalents	6A	6 375	5 677
Net goods and services receivables	6B	8 742	7 319
Held to maturity financial assets	6B	90 000	120 000
Net GST receivable	6B	4 571	3 334
Other receivables	6B	814	1 120
Accrued revenue	6C	4 739	5 265
Investments accounted for using the equity method	7	18 019	17 062
Carrying amount of financial assets		133 260	159 777
Financial liabilities			
Loans from Government	10A	5 000	31 000
Trade creditors	9A	57 442	59 108
Interest payable	9B	1	11
Other payables	9B	15 459	14 598
Salaries and wages	9B	18 283	15 656
Superannuation	9B	315	158
Unearned revenue	9B	13 554	9 251
Carrying amount of financial liabilities		110 054	129 782
13.2B Net Income and Expenses from Financial Assets and Liabilities			
Income from financial assets			
Interest	4B	10 288	8 664
Net foreign exchange loss	4D	(789)	(336)
Total income from financial assets		9 499	8 328
Expenses related to financial liabilities			
Finance costs	3E	1 658	2 981
Total expenses related to financial liabilities		1 658	2 981

13.3 Financial Risk Management

The Corporation's financial risk management policies and procedures are established to identify and analyse the risks faced by the Corporation, to set appropriate risk limits and controls to monitor risks and adherence to limits. The Corporation's policies are reviewed regularly to reflect changes in the Corporation's activities. There has been no change in the policies from the previous year. Compliance with policies and exposure limits are reviewed by the Corporation's internal auditors on a continuous basis.

To meet the Corporation's financial risk management objectives, surplus cash is invested into short term, highly liquid investments with maturities at acquisition date of greater than three months. These investments are included as 'other receivables'.

The Corporation's Treasury function provides advice and services to the business, coordinates access to foreign currency contracts and monitors and assesses the financial risks relating to the operations of the Corporation through internal risk reports.

13. Financial Instruments *continued*

13.3 Financial Risk Management *continued*

Where appropriate, the Corporation seeks to minimise the effects of its financial risks by using derivative financial instruments to hedge its risk exposures. The use of financial derivatives is governed by the Corporation's policies as approved by the Board of Directors, which provide written principles on foreign exchange risk, credit risk, the use of financial derivatives and investment of funds.

The Corporation does not enter into or trade financial instruments, including derivative financial instruments, for speculative purposes.

13.4 Market Risk

Market risk includes foreign currency risk, which is detailed in Note 13.5: Foreign Currency Risk, and interest rate risk, which is detailed in Note 13.7: Interest Rate Risk.

The Corporation is not exposed to any other price risk on financial instruments.

13.5 Foreign Currency Risk

Foreign currency risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate due to the changes in foreign exchange rates.

The Corporation's activities expose it primarily to the financial risk of changes in foreign currency exchange rates arising from transactions and assets and liabilities that are denominated in a currency that is not Australian dollars. The Corporation enters into forward exchange contracts to hedge the foreign exchange rate risk arising from some of these transactions. These forward exchange contracts are not designated as cash flow hedges.

The Corporation is exposed to foreign currency denominated in United States Dollar (USD), Great British Pounds (GBP) and Euro (EUR).

The following table details the effect on the profit and equity as at 30 June 2011 from a **15%** (2010 14%) 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 2011

	2011 \$'000	2011 \$'000	2010 \$'000	2010 \$'000
Foreign Currency outstanding positions at:	Profit and Loss	Equity	Profit and Loss	Equity
USD				
AUD / USD +15% (2010 +14%)	(331)	(82)	(355)	(25)
AUD / USD -15% (2010 -14%)	331	82	355	25
GBP				
AUD / GBP +15% (2010 +14%)	(148)	-	(188)	-
AUD / GBP -15% (2010 -14%)	148	-	188	-
EUR				
AUD / EUR +15% (2010 +14%)	(58)	-	(59)	-
AUD / EUR -15% (2010 -14%)	58	-	59	-

The impact on the Corporation's surplus is not material.

13. Financial Instruments continued

13.6 Hedging Instruments

Specific Hedges

The Corporation enters into forward exchange contracts to cover specific foreign currency payments when exposures of \$50 000 or greater (equivalent) are entered into under a firm contract for goods or services involving a specific foreign currency amount and payment date. Exposures are covered if they fall within a set period, which can generally be a minimum of 3 months or maximum of 6 months subject to market conditions.

The balance of the hedging reserve in equity reflects a net loss of **\$9 011** (2010 net surplus of \$15 162) on specific hedges of foreign currency purchases as at 30 June 2011. 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	
	2011 \$'000	2010 \$'000	2011	2010
<i>Buy USD</i>				
Less than 1 year	1 366	1 351	1.0115	0.8882
<i>Buy GBP</i>				
Less than 1 year	645	982	0.6203	0.5817
<i>Buy EUR</i>				
Less than 1 year	105	76	0.7111	0.6544

General Hedges

The Corporation also enters into forward exchange contracts to cover foreign currency payments when exposures less than \$50 000 (equivalent) of a recurrent nature and with varying foreign currency amounts and payment dates are incurred. General cover is generally held between 40% to 60% of estimated exposures for USD, GBP and EUR subject to market conditions.

At balance date, the Corporation held forward exchange contracts to buy USD, GBP and EUR. Gains/losses arising from general hedges outstanding at year end have been taken to profit or loss. The net loss of **\$60 737** (2010 net gain \$130 713) on general hedges of anticipated foreign currency purchases from July 2010 to June 2011 has been recognised at balance date through profit or loss.

13.7 Interest Rate Risk

Interest rate risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

The Corporation is not exposed to interest rate risk on borrowings, as all borrowings are at fixed interest rates. The Corporation derives interest revenue from funds invested, which is impacted by interest rate fluctuations. Although, the Corporation is not dependent on interest revenue to continue operations, a **1.75%** (2010 1.50%) decrease in the interest rate would result in a decrease in interest revenue of **\$3 028 143** (2010 \$2 975 224) and a **1.75%** (2010 1.50%) increase in the interest rate would result in an increase in interest revenue of **\$3 028 143** (2010 \$2 975 224). The change in interest revenue is proportional to the change in interest rates.

13.8 Liquidity Risk

Liquidity risk is the risk that the Corporation will encounter difficulty in meeting obligations associated with financial liabilities.

The Corporation is dependent upon revenue from Government. In excess of **84%** (2010 83%) of normal activities are funded in this manner, and without this revenue, the Corporation would be unable to meet its obligations.

13. Financial Instruments continued

13.8 Liquidity Risk continued

Maturities for financial liabilities

	Carrying Amount	Contractual Cash Flows	1 year or less	1 to 5 years
	\$'000	\$'000	\$'000	\$'000
2011				
Financial liabilities				
Loans from Government	5 000	5 287	5 287	–
Trade creditors	57 442	57 442	57 437	5
Interest payable	1	1	1	–
Other payables	15 459	15 459	15 003	456
Salaries and wages	18 283	18 283	18 283	–
Superannuation	315	315	315	–
Unearned revenue	13 554	13 554	13 096	458
Total financial liabilities	110 054	110 341	109 422	919
2010				
Financial liabilities				
Loans from Government	31 000	32 951	27 665	5 286
Trade creditors	59 108	59 108	59 103	5
Interest payable	11	11	11	–
Other payables	14 598	14 598	14 330	268
Salaries and wages	15 656	15 656	15 656	–
Superannuation	158	158	158	–
Unearned revenue	9 251	9 251	8 246	1 005
Total financial liabilities	129 782	131 733	125 169	6 564

There are no financial liabilities with maturities of more than 5 years.

Loans from Government are provided on a fixed interest rate basis and are repayable within the next 12 months.

13.9 Credit Risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in financial loss to the Corporation.

Credit risk arises from the financial assets of the Corporation, which comprise cash and cash equivalents, trade and other receivables, available-for-sale financial assets and derivative instruments.

The Corporation has adopted a policy of only dealing with credit worthy counterparties and obtaining collateral where appropriate, as a means of mitigating the risk of financial loss from defaults. The Corporation assesses credit ratings through independent ratings agencies and if not available, uses publicly available financial information and its own trading record to rate customers.

The Corporation manages its credit risk by undertaking credit checks on customers who wish to take on credit terms. The Corporation has policies that set limits for each individual customer. Ongoing credit evaluations are performed on the financial condition of accounts receivable.

The Corporation has no material concentration of credit risk with any single customer as the Corporation has a large number of customers spread across a range of industries and geographical areas.

The credit risk arising from dealings in financial instruments is controlled by a strict policy of credit approvals, limits and monitoring procedures. Credit exposure is controlled by counterparty limits that are reviewed and approved by the Board of Directors.

The Corporation does not have any significant credit risk exposure to any single counterparty. The credit risk on liquid funds and derivative financial instruments is limited because the counterparties are banks with credit ratings of at least A– as assigned by Standard & Pooors.

13. Financial Instruments *continued*

13.9 Credit Risk *continued*

The Corporation's maximum exposure to credit risk at reporting date in relation to each class of recognised financial assets is the carrying amount, net of allowance for doubtful debts, of those assets as indicated in the Balance Sheet.

Credit exposure of foreign currency and interest rate bearing investments is represented by the net fair value of the contracts, as disclosed.

	Not Past Due nor Impaired	Not Past Due nor Impaired	Past Due or Impaired	Past Due or Impaired
	2011	2010	2011	2010
Categories of financial instruments	\$'000	\$'000	\$'000	\$'000
Financial assets				
Cash and cash equivalents	6 375	5 677	–	–
Goods and services receivables	7 785	5 678	1 236	1 828
Held to maturity financial assets	90 000	120 000	–	–
Net GST receivable	4 571	3 334	–	–
Other receivables	814	1 120	–	–
Accrued revenue	4 739	5 265	–	–
Investments accounted for using the equity method	18 019	17 062	–	–
Carrying amount of financial assets	132 303	158 136	1 236	1 828

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
2011					
Financial assets					
Goods and services receivables	241	122	46	548	957
Total past due but not impaired financial assets	241	122	46	548	957
2010					
Financial assets					
Goods and services receivables	899	190	143	409	1 641
Total past due but not impaired financial assets	899	190	143	409	1 641

13.10 Net Fair Values of Financial Assets and Liabilities

The following methods and assumptions were used to estimate the net fair values:

Cash, receivables, payables and short term borrowings

The carrying amount approximates the net fair value because of the short term maturity.

Loans from Government

The net fair values of long term borrowings are estimated using discounted cash flow analysis, based on current interest rates for liabilities with similar risk profiles.

Forward exchange contracts

The net fair values of forward exchange contracts are taken to be the unrealised gain or loss at balance date calculated by reference to current forward exchange rates for contracts with similar maturity profiles.

13. Financial Instruments *continued*

13.10 Net Fair Values of Financial Assets and Liabilities *continued*

	Carrying Amount		Net Fair Value	
	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000
Financial Assets				
Forward exchange contracts	(70)	146	(70)	146
Financial Liabilities				
Loans from Government	5 000	31 000	5 125	31 312

13.11 Fair Value Measurements

The fair value of financial assets and financial liabilities must be estimated for recognition and measurement or for disclosure purposes.

The Corporation has adopted the amendment to *AASB 7 Financial Instruments: Disclosures*, which requires disclosure of fair value measurements by level in accordance with the following fair value measurement hierarchy:

- Level 1—quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2—inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices); and
- Level 3—inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The Corporation has no level 1 financial instruments traded in active markets (such as publicly traded derivatives, or trading and available-for-sale securities) that are based on quoted market prices at the end of the reporting period.

The fair values of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) are determined using valuation techniques. The Corporation uses a variety of methods and makes assumptions that are based on market conditions existing at the end of each reporting period. The fair value of forward exchange contracts are determined using a level 2 technique based on the forward exchange market rates at the end of the reporting period. The fair value of forward exchange contracts at 30 June 2011 was **(\$69 749)** (2010 \$145 875).

The Corporation has no level 3 financial instruments where a valuation technique for the instruments is based on significant unobservable inputs.

14. Contingent Assets and Liabilities

	2011 \$'000	2010 \$'000
Quantifiable Contingencies		
Contingent liabilities		
Other guarantees (a)	1 202	1 185
Total contingent liabilities	1 202	1 185

- (a) The Corporation has provided guarantees and an indemnity to the Reserve Bank of Australia in support of bank guarantees required in the day to day operations of the Corporation.

Unquantifiable Contingencies

In the normal course of activities, claims for damages and other recoveries have been lodged at the date of this report against the Corporation and certain of its staff. The Corporation has disclaimed liability and is actively defending these actions. It is not possible to estimate the amounts of any eventual payments which may be required or amounts that may be received in relation to any of these claims.

The Corporation has no material contingent assets as at 30 June 2011 (2010 Nil).

15. Directors' Remuneration

	2011 \$	2010 \$
Remuneration received or due and receivable by Directors of the Corporation	478 676	416 855
The number of non-Executive Directors of the Corporation included in these figures are shown below in the relevant remuneration bands:	Number	Number
Less than \$150,000	6	8
\$150,000 – \$179,000	1	–
Total number of Directors of the Corporation	7	8

16. Related Party Disclosures

Directors of the Corporation

The Directors of the Corporation during the year were:

- Maurice Newman AC (Chairman)
- Mark Scott AO (Managing Director)
- Peter Hurley (retired 14 June 2011)
- Steven Skala AO
- Keith Windschuttle (retired 14 June 2011)
- Michael Lynch CBE AM
- Dr Julianne Schultz AM
- Cheryl Bart AO

The aggregate remuneration of non-executive Directors is disclosed in Note 15: Directors' Remuneration with remuneration of executive directors disclosed in Note 17: Officers' Remuneration.

Transactions with entities in the wholly owned group

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

Music Choice Australia Pty Ltd and The News Channel Pty Limited

The companies are wholly owned subsidiaries of the Corporation that did not trade during the 2010–11 financial year.

The Corporation provided secretarial and accounting services for Music Choice Australia Pty Ltd and The News Channel Pty Limited during the year free of charge.

Transactions with Joint Venture Entities

MediaHub Australia Pty Limited (MediaHub)

Two ABC employees are directors of MediaHub with one also the Chairman of the MediaHub Board. Neither are remunerated nor do they receive any other benefits from MediaHub.

The Corporation paid user fees to MediaHub in 2011 totalling **\$4 312 188** (2010 \$807 515). The Corporation also contributed a further **\$2 687 893** (2010 \$16 593 538) in capital contributions.

The Corporation received **\$278 306** (2010 \$107 568) in service fees from MediaHub as payment for ABC employees who have been seconded to MediaHub.

Further, the Corporation has commitments for capital contributions to MediaHub (by acquiring shares) and also for user fees. These commitments are disclosed in the Schedule of Commitments.

All transactions with MediaHub were at arm's length.

16. Related Party Disclosures *continued*

Transactions with Joint Venture Entities *continued*

Freeview Australia Limited (Freeview)

Two ABC employees are directors of Freeview with one also the Chairman of the Freeview Board. Neither are remunerated nor do they receive any other benefits from Freeview.

The 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 2011, the Corporation had contributed **\$509 600** (2010 \$611 200) towards the operational costs of Freeview. These costs do not constitute a contribution of capital and have been recognised directly in the Corporation's Statement of Comprehensive Income.

All transactions with Freeview were at arm's length.

National DAB Licence Company Limited (DAB)

Two ABC employees are directors of DAB. Neither are remunerated nor do they receive any other benefits from DAB.

As at 30 June 2011, the Corporation had contributed **\$2 500** (2010 \$7 500) towards the operational costs of DAB. These costs do not constitute a contribution of capital and have been recognised directly in the Corporation's Statement of Comprehensive Income.

All transactions with DAB were at arm's length.

17. Officers' Remuneration

17A Expense recognised in relation to Officers' employment

	2011	2010
	\$	\$
Short-term employee benefits		
Salary (including leave taken)	2 112 453	1 821 126
Changes in employee benefit provisions	34 283	27 104
Performance bonus	269 066	299 901
Other	106 696	109 008
Total short-term employee benefits	2 522 498	2 257 139
Superannuation (post-employment benefits)	323 790	279 822
Other long-term benefits	58 232	42 895
Total	2 904 520	2 579 856

Officers' remuneration includes Officers concerned with or taking part in the management of the Corporation, including the Managing Director.

17B Average annualised remuneration packages for Officers employed at 30 June

Total remuneration:	2011					2010				
	No.	Salary	Allowances	Bonus	Total	No.	Salary	Allowances	Bonus	Total
		\$	\$	\$	\$		\$	\$	\$	\$
\$300 000 – \$329 999	-	-	-	-	-	1	297 984	-	7 500	305 484
\$330 000 – \$359 999	-	-	-	-	-	1	294 067	31 638	25 000	350 705
\$360 000 – \$389 999	1	303 944	31 709	30 000	365 653	-	-	-	-	-
\$390 000 – \$419 999	1	359 799	17 010	35 000	411 809	2	354 422	15 161	26 500	396 083
\$420 000 – \$449 999	2	372 316	5 527	47 500	425 343	1	368 846	20 796	30 000	419 642
\$450 000 – \$479 999	1	387 479	22 004	50 000	459 483	-	-	-	-	-
\$620 000 – \$649 999	-	-	-	-	-	1	435 597	26 252	184 401	646 250
\$750 000 – \$779 999	1	733 139	24 920	-	758 059	-	-	-	-	-
	6					6				

Non-salary elements available to Officers include performance bonus, motor vehicle allowance and superannuation.

17C Other employees with gross payments above \$150 000

During the year, the Corporation had **145** (2010 132) other employees who received gross payments in excess of \$150 000.

18. Auditor's Remuneration

	2011 \$	2010 \$
Remuneration to the Auditor-General for auditing the financial statements for the reporting period	212 300	204 700

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 2011, KPMG earned additional fees of **\$35 000** (2010 Nil) for services that were separately contracted by the Corporation.

19. Assets Held in Trust

	2011 \$	2010 \$
The Corporation is trustee for a foundation with accumulated funds at 30 June as follows:		
		Ian Reed Foundation
Balance carried forward from previous year	596 923	588 814
Interest received	26 901	8 122
Available for payments	623 824	596 936
Payments	(23 398)	(13)
Fund closing balance	600 426	596 923

Assets held in trust are monetary assets with monies received under formal trust arrangements. The trust was established for the purpose of the education, encouragement, advancement and general promotion of potential and aspiring writers of radio plays and dramas and is independently managed in accordance with the terms of the trust deed.

Funds are held in authorised trustee investments, are not available for other purposes of the Corporation and are not recognised in the financial statements.

20. Controlled Entities

	Place of incorporation	Beneficial percentage held by economic entity	Beneficial percentage held by economic entity
		2011	2010
Ultimate parent entity:			
Australian Broadcasting Corporation			
Controlled entities of Australian Broadcasting Corporation:			
Music Choice Australia Pty Ltd	Australia	100%	100%
The News Channel Pty Limited	Australia	100%	100%

Music Choice Australia Pty Ltd and The News Channel Pty Ltd have been dormant since 2000 and did not trade in the 2010–11 financial year. As a result, consolidated financial statements for the ABC Group have not been presented as the operations and results of the Corporation are reflective of those of the consolidated entity.

21. Reporting by Outcomes

Note 21A—Net Cost of Outcome Delivery

The Corporation's cost of outcomes is determined through a process that identifies those costs and revenues directly related to the provision of a particular outcome. The allocation of costs for Outcome 2, Outcome 3 and Outcome 4 consist of direct costs of dedicated analog and digital transmission functions. The costs for Outcome 1 represent the costs of undertaking the Corporation's general operational activities.

Note 21A—Net Cost of Outcome Delivery

	Outcome 1		Outcome 2		Outcome 3		Outcome 4		Total	
	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000	2011 \$'000	2010 \$'000
Total Expenses	952 706	923 702	95 478	93 721	84 061	77 545	2 724	2 316	1 134 969	1 097 284
Income from non-government sector										
Other	180 561	179 973	-	-	800	29	-	-	181 361	180 002
Total income from non-government sector	180 561	179 973	-	-	800	29	-	-	181 361	180 002
Net cost/(contribution) of outcome delivery	772 145	743 729	95 478	93 721	83 261	77 516	2 724	2 316	953 608	917 282

21. Reporting by Outcomes continued

Note 21B—Major Classes of Departmental Expenses, Income, Assets and Liabilities by Outcome

The ABC's assets and liabilities are attributed to Outcome 1 unless they can specifically be attributed to Outcome 2, Outcome 3 or Outcome 4.

Note 21B—Major Classes of Departmental Expenses, Income, Assets and Liabilities by Outcome

	Outcome 1		Outcome 2		Outcome 3		Outcome 4		Total	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Expenses										
Employees	443 547	428 364	-	-	-	-	-	-	443 547	428 364
Suppliers	263 389	254 384	95 478	93 721	84 061	77 545	2 724	2 316	445 652	427 966
Depreciation and amortisation	91 756	88 634	-	-	-	-	-	-	91 756	88 634
Write-down and impairment of assets	5 973	9 218	-	-	-	-	-	-	5 973	9 218
Finance costs	1 658	2 981	-	-	-	-	-	-	1 658	2 981
Program amortisation	146 383	140 121	-	-	-	-	-	-	146 383	140 121
Total	952 706	923 702	95 478	93 721	84 061	77 545	2 724	2 316	1 134 969	1 097 284
Income										
Revenue from government	762 498	731 023	95 853	93 538	93 636	86 112	3 529	4 385	955 516	915 058
Sale of goods and services	144 492	147 549	-	-	-	-	-	-	144 492	147 549
Interest	10 288	8 664	-	-	-	-	-	-	10 288	8 664
Net loss from disposal of assets	(949)	(833)	-	-	-	-	-	-	(949)	(833)
Other	26 730	24 593	-	-	800	29	-	-	27 530	24 622
Total	943 059	910 996	95 853	93 538	94 436	86 141	3 529	4 385	1 136 877	1 095 060
Assets										
Cash and cash equivalents	6 375	5 677	-	-	-	-	-	-	6 375	5 677
Receivables	89 692	116 078	2 564	4 121	11 077	9 518	794	2 056	104 127	131 773
Accrued revenue	4 739	4 710	-	-	-	555	-	-	4 739	5 265
Investments	18 019	17 062	-	-	-	-	-	-	18 019	17 062
Land and buildings	659 591	661 869	-	-	-	-	-	-	659 591	661 869
Infrastructure, plant and equipment	256 930	274 834	-	-	-	-	-	-	256 930	274 834
Intangibles	35 178	28 332	-	-	-	-	-	-	35 178	28 332
Inventories	114 190	99 906	-	-	-	-	-	-	114 190	99 906
Prepayments	19 780	16 903	192	258	510	431	13	13	20 495	17 605
Total	1 204 494	1 225 371	2 756	4 379	11 587	10 504	807	2 069	1 219 644	1 242 323
Liabilities										
Suppliers	57 069	58 285	-	-	373	823	-	-	57 442	59 108
Other payables	34 980	27 001	909	1 478	10 916	9 126	807	2 069	47 612	39 674
Loans	5 000	31 000	-	-	-	-	-	-	5 000	31 000
Provisions	136 144	135 767	-	-	-	-	-	-	136 144	135 767
Total	233 193	252 053	909	1 478	11 289	9 949	807	2 069	246 198	265 549

- (a) The Corporation is due to return **\$12 345 477** (2010 \$11 587 808) of current year's revenue received from Government as a repayment of capital. During the year, the Corporation returned a further **\$520 748** (2010 \$182 534) of prior year funding as a repayment of capital.

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Appendix 1 – ABC Charter and Duties of the Board

From the *Australian Broadcasting Corporation Act 1983*

6 Charter of the Corporation

- (1) The functions of the Corporation are:
- (a) to provide within Australia innovative and comprehensive broadcasting services of a high standard as part of the Australian broadcasting system consisting of national, commercial and community sectors and, without limiting the generality of the foregoing, to provide:
 - (i) broadcasting programs that contribute to a sense of national identity and inform and entertain, and reflect the cultural diversity of, the Australian community;
 - (ii) broadcasting programs of an educational nature;
 - (b) to transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will:
 - (i) encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and
 - (ii) enable Australian citizens living or travelling outside Australia to obtain information about Australian affairs and Australian attitudes on world affairs; and
 - (c) to encourage and promote the musical, dramatic and other performing arts in Australia.
- (2) In the provision by the Corporation of its broadcasting services within Australia:
- (a) the Corporation shall take account of:
 - (i) the broadcasting services provided by the commercial and community sectors of the Australian broadcasting system;
 - (ii) the standards from time to time determined by the ACMA in respect of broadcasting services;
 - (iii) the responsibility of the Corporation as the provider of an independent national broadcasting service to provide a balance between broadcasting programs of wide appeal and specialised broadcasting programs;
 - (iv) the multicultural character of the Australian community; and
 - (v) in connection with the provision of broadcasting programs of an educational nature—the responsibilities of the States in relation to education; and
 - (b) the Corporation shall take all such measures, being measures consistent with the obligations of the Corporation under paragraph (a), as, in the opinion of the Board, will be conducive to the full development by the Corporation of suitable broadcasting programs.
- (3) The functions of the Corporation under subsection (1) and the duties imposed on the Corporation under subsection (2) constitute the Charter of the Corporation.
- (4) Nothing in this Section shall be taken to impose on the Corporation a duty that is enforceable by proceedings in a court.

8 Duties of the Board

- (1) It is the duty of the Board:
- (a) to ensure that the functions of the Corporation are performed efficiently and with the maximum benefit to the people of Australia;
 - (b) to maintain the independence and integrity of the Corporation;
 - (c) to ensure that the gathering and presentation by the Corporation of news and information is accurate and impartial according to the recognized standards of objective journalism; and
 - (d) to ensure that the Corporation does not contravene, or fail to comply with:
 - (i) any of the provisions of this Act or any other Act that are applicable to the Corporation; or
 - (ii) any directions given to, or requirements made in relation to, the Corporation under any of those provisions; and

Appendix 1 – ABC Charter and Duties of the Board continued

- (e) to develop codes of practice relating to:
- (i) programming matters; and
 - (ii) if the Corporation has the function of providing a datacasting service under section 6A—that service; and
- to notify those codes to the ACMA.
- (2) If the Minister at any time furnishes to the Board a statement of the policy of the Commonwealth Government on any matter relating to broadcasting, or any matter of administration, that is relevant to the performance of the functions of the Corporation and requests the Board to consider that policy in the performance of its functions, the Board shall ensure that consideration is given to that policy.
- (3) Nothing in subsection (1) or (2) is to be taken to impose on the Board a duty that is enforceable by proceedings in a court.

Appendix 2 – ABC Board and Board Committees

Board members and attendance at meetings

The ABC Board held six meetings during 2010–11.

Member	Number of Board meetings attended
Maurice Newman AC, Chairman	6
Mark Scott AO, Managing Director	6
Steven Skala AO	5
Peter Hurley (term ended 14 June 2011)	6
Keith Windschuttle (term ended 14 June 2011)	6
Julianne Schultz AM	6
Michael Lynch CBE AM	6
Cheryl Bart AO	6
Fiona Stanley AC (appointed 30 June 2011)	0
Jane Bennett (appointed 30 June 2011)	0

Board Committees

Human Resources Committee

The Human Resources Committee considers the remuneration of the Managing Director and Executives, and the Managing Director's annual performance appraisal. The Committee did not formally meet in 2010–11 as these matters were dealt with in Board meetings.

Audit and Risk Committee

The Board is required to ensure that the functions of the Corporation are performed with integrity, efficiency and maximum benefit to the people of Australia (see s.8(1)(a) of the *Australian Broadcasting Corporation Act 1983*). In connection with the discharge of these duties, the Audit and Risk Committee provides the Board with independent assistance and advice regarding the ABC's risk, control and compliance framework and its external accountability responsibilities. The Committee also provides a forum for communication between the ABC Board, senior management and both the internal and external auditors.

Its responsibilities are detailed in the Committee's Charter and include:

- Assisting the Board to discharge its oversight and governance responsibilities in relation to the Corporation's:
 - Internal Control Framework.
 - Financial Reporting and Management.
 - Risk Management.
 - Legislative Compliance.
- Providing a forum for communication between the Board, senior management and both the internal and external auditors.
- Monitoring and reviewing the independence, integrity and objectivity of the Corporation's internal and external auditors.
- Monitoring and reviewing compliance with standards of ethical behaviour expected within the Corporation.

The Audit and Risk Committee held five meetings in 2010–11.

Meeting No.4 2010	30 July 2010
Meeting No.5 2010	16 September 2010
Meeting No.6 2010	9 December 2010
Meeting No.1 2011	7 April 2011
Meeting No.2 2011	2 June 2011

Meetings during 2010–11 were attended by Steven Skala (Chair of the Audit and Risk Committee), Peter Hurley, Michael Lynch, Cheryl Bart and John Brown.

Michael Lynch and Cheryl Bart were appointed to the Audit and Risk Committee in October 2010. In December 2010, the Board reappointed Steven Skala as Chair of the Audit and Risk Committee. John Brown was appointed to the Audit and Risk Committee in December 2007 and is not a member of the ABC Board.

Appendix 2—ABC Board and Board Committees continued

Member	Position on Committee	Meetings eligible to attend	Meetings attended
Steven Skala AO	Committee Chairman	5	4
Peter Hurley	Director	5	5
Michael Lynch CBE AM	Director	3	2
Cheryl Bart AO	Director	3	2
John Brown	External Member	5	5

Board members are invited to attend all ABC Audit and Risk Committee meetings. 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.

At its meetings, the Audit and Risk Committee endorsed the 2009–10 Annual Financial Statements and monitored progress against the 2010–11 Audit Plan. During 2010–11, the Committee reviewed its Charter to ensure it continued to align with best practice. The Committee also noted the implementation of audit recommendations by management, fraud awareness initiatives and fraud investigations undertaken, including the endorsement of the *ABC Fraud Control Plan 2011–2013*. The Committee also dealt with matters related to, and reports from, external audit and the Corporation's requirement to formally report on compliance with the *Commonwealth Authorities and Companies Act 1997*. During the year, the Committee met separately with the ANAO without management present.

During its meetings in 2010–11, the Committee also endorsed the 2011–12 Audit Plan for approval by the Board, considered and discussed the findings of audit reports and assessed the performance of ABC Group Audit in providing services to the Corporation. The Audit and Risk Committee considered information papers related to risk management, fraud risk, occupational health and safety, business continuity, Corporation projects, compliance matters and matters related to the preparation and finalisation of the 2010–11 Annual Financial Statements.

Group Audit

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

Group Audit is responsible to the Audit and Risk Committee for contributing to the achievement of the Corporation's goals and objectives by:

- Assisting management in evaluating processes for identifying, assessing and managing the key operational, financial and compliance risks of the ABC;
- Assisting management in evaluating the effectiveness of internal control systems, including compliance with internal policies;
- Recommending improvements in efficiency to the internal control systems established by management;
- Being responsive to the Corporation's changing needs, striving for continuous improvement and monitoring integrity in the performance of its activities;
- Facilitating and supporting the integration of risk management into day-to-day business activities and processes; and
- Promoting a culture of self assessment and adherence to high ethical standards.

Group Audit is responsible for generating and implementing the ABC's Audit Plan, which seeks to ensure that audits focus on key areas of risk to the Corporation. The Audit Plan is endorsed by the Audit and Risk Committee and approved by the Board annually.

In 2010–11, Group Audit performed unscheduled reviews at the specific request of management and continued to utilise technology to undertake continuous auditing and monitoring of transactional data. Group Audit also provided advice and guidance on good governance, policies and controls, and provided advice and input on a number of key projects and initiatives being undertaken by the Corporation.

Group Audit also reviewed the processes implemented by the Corporation to support reporting requirements in respect of compliance with the *Commonwealth Authorities and Companies Act 1997*.

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, as well as the ANAO and its nominated representative, KPMG, who were appointed during 2008–09. It sought advice regarding proposed areas of focus, the identification of areas of potential external audit reliance on Group Audit and to ensure that there was minimal duplication of audit coverage. In this regard, the ANAO, KPMG and Group Audit developed a Coordinated Audit Plan for 2010–11, highlighting areas of audit coverage and reliance, as well as audit coverage of ABC strategic risk and financial reporting risk areas.

Appendix 3—ABC Organisation, as at 30 June 2011

Managing Director Head, ABC Secretariat	Mark Scott AO Gary Linnane	Manager Publishing Manager, Direct Sales	Liz White Sandra Scriven
Research and Marketing Head, Research and Marketing	Lisa Walsh	Innovation Director of Innovation Editor, abc.net.au Head, Marketing Head, Strategic Development Head, Technology	Ian Carroll Bruce Belsham Carolyn MacDonald Abigail E. Thomas Craig Preston
Corporate Affairs Director of Corporate Affairs Head, Corporate Communications Head, Corporate Affairs Head, Corporate Governance Head, Strategic Policy	Michael Millett Sandy Culkoff Sophie Mitchell Judith Maude David Sutton	Legal and Business Affairs Director of Legal and Business Affairs Deputy General Counsel Deputy General Counsel Head, Business Affairs (Acting)	Rob Simpson Jennifer Wright Michael Martin Georgina Waite
Editorial Policies Director of Editorial Policies Head, Audience and Consumer Affairs Manager, Policy and Research Investigations Manager, Audience and Consumer Affairs	Paul Chadwick Kirstin McLiesh Michelle Fisher Denise Musto	News Director of News Head, Current Affairs Head, News Programming Head, Continuous News Head, Newsgathering Head, International News Head, Asia-Pacific News Head, Budgets and Resources Head, Policy and Staff Development	Kate Torney Denise Eriksen Donald Lange Gaven Morris Vacant Steven Alward Deborah Steele John Turner Alan Sunderland
ABC International Director of ABC International Manager, Policy and Development Manager, International Relations	Murray Green Tony Hastings Julia Thoener	Operations Chief Operating Officer Head, Capital Works Head, Operations Planning Head, Group Audit	David Pendleton Mark Woodley Michael Ward Alison Hamill
Australia Network Chief Executive Chief Operating Officer Head, Marketing Head, Production Manager, Digital and Projects	Bruce Dover Anne Milne Pam Murray Barry Mitchell Peta Astbury	ABC Resources Director of ABC Resources General Manager, Resource Sales Head, Broadcast Operations Head, Production Planning and Business Head, Content Services National Operations Manager Manager, Strategy and Projects	David Cruttenden Patrick Austin Mark Nealon Andrew Cavenett Mary Jane Stannus Paul De Odorico Judy Grant
Radio Australia Chief Executive Editor, Asia Editor, Pacific Editor, Digital Head, Communications and Marketing Head, Distribution Business Manager	Michael McCluskey Sue Ahearn Ryan Egan Damien Dempsey Mark Hemetsberger John Westland Barry Taylor	Business Services Director of Business Services Head, Corporate Treasury and Performance Measurement Head, Finance Head, Financial Control Head, Human Resources Operations Head, Property Services Manager, Risk and Insurance Manager, Procurement	Brian Jackson Fulvio Barbuio Aziz Dindar Toni Robertson Greg Fromyhr Kym Martin Kylie McKiernan Jagdeep Singh
International Projects Head, ABC International Projects Manager, Project Design and Delivery	Domenic Friguglietti Wendy Highett	Technology Director of Technology Deputy Director of Technology Head, Information Technology Head, Technical Services Manager, Business Continuity	Ken Gallacher Margaret Cassidy Tony Silva Robert Hynen Stephen Flohr
ABC Commercial Director of ABC Commercial Chief Financial Officer General Manager, Digital Business Development General Manager, Marketing and Communications General Manager, Multi- Channel Retailing General Manager, Sales and Distribution Head, Strategy and Policy Manager, Music Manager, Product and Content Development	Lynley Marshall Cheryl Scroope Robert Hutchinson John Woodward Alun Noll Leon Coningham Ellen Herlihy Robert Patterson Jo Wathen		

Appendix 3—ABC Organisation, as at 30 June 2011 continued

Communication Networks

Director of Communication Networks	Adrian Potter
Head, Broadcast Network Services	Marie Wines
Head, Transmission Network Services	Mark Spurway
Manager, Spectrum Regulatory Strategy	Dilip Jadeja

People and Learning

Director of People and Learning	Ursula Groves
Head, Employee Relations	Linda Taylor
Head, Learning	Tina Osman
Head, People and Learning Services	Luke Caruso
Head, Planning and Performance	Charlie Naylor
Manager, Strategy and Communications	Colin Langdon
Business Partner, Television and Innovation	Jennifer McCleary
Business Partner, News	Greg Cullen
Business Partner, ABC Resources	Vanessa O'Toole
Business Partner, Radio	Ruth Niall
Business Partner, Corporate and International	Tim Burrows
Business Partner, Operations Group	Jacqueline Bate
Business Partner, ABC Commercial	Sanja Ademovic

Radio

Director of Radio	Kate Dundas
Group Program Director and Manager, Radio National	Michael Mason
Head, Multi-platform and Content Development	Linda Bracken
Head, Radio Marketing	Warwick Tiernan
Head, Technology and Digital Radio Development	Russell Stendell
Head, People and Communications	Vanessa MacBean

Manager, Policy and Administration	Cathy Duff
Manager, Metropolitan Local Radio	Jeremy Millar
Manager, Regional Local Radio	Tony Rasmussen
Manager, triple j	Chris Scaddan
Manager, ABC NewsRadio	Helen Thomas
Manager, ABC Classic FM	Richard Buckham
Manager, Digital Radio	Tony Walker

Television

Director of Television	Kim Dalton
Controller, ABC1	Brendan Dahill
Controller, ABC2	Stuart Menzies
Controller, Children's	Tim Brooke-Hunt
Controller, Multi-Platform Production	Arul Baskaran
Head, Arts and Entertainment	Amanda Duthie
Head, Comedy	Debbie Lee
Head, Documentaries	Alan Erson
Head, Fiction	Carole Sklan
Head, Sport and Events	Justin Holdforth
Head, Indigenous	Sally Riley
Head, Factual	Jennifer Collins
Head, Business and Operations	Chris Oliver-Taylor
Head, Marketing and Promotions	Diana Costantini
Head, Strategy and Governance	Michael Brealey

State/Territory Directors

Director, ACT	Elizabeth McGrath
Director, NSW	Peter Longman
Director, NT	Mark Bowling
Director, Queensland	Mike McGowan
Director, SA	Sandra Winter-Dewhirst
Director, Tasmania	Fiona Reynolds
Director, Victoria	Randal Mathieson
Director, WA	Geoff Duncan

Appendix 4—ABC Advisory Council

In 2010–11, the ABC Advisory Council met three times. It made three recommendations and 14 commendations.

Advisory Council members

Ms Joan McKain, Convenor (Lake Cathie, NSW)
 Dr Patrick Bradbery (Rock Forest, NSW)
 Ms Moira Neagle (Millicent, SA)
 Ms Tania Penovic (Surrey Hills, Vic)
 Ms Rosemary Redgen (Nhulunbuy, NT)
 Miss Victoria Shenstone (Kenmore, Qld)

Mr Taylor Tran (Nareburn, NSW)
 Mr Craig Wallace (Fisher, ACT)
 Mrs Rena Henderson (Preston, Tasmania)
 Ms Lisa Leong (Burwood, Victoria)
 Mr Scott Cowans (Ellenbrook, WA)
 Mr Nakul Legha (Gungahlin, ACT)

Appendix 4—ABC Advisory Council continued

Summary of recommendations, responses and commendations 2010–11

Recommendation R1/3/10 *Landline* reporter based in Western Australia

The Council notes that *Landline* covers issues in Western Australia using a reporter based in South Australia. Given its size and significant farming and resources industries, Western Australia would be more appropriately covered by a *Landline* reporter based in the State.

The ABC Advisory Council **recommends** that *Landline* appoints a reporter based in Western Australia.

Director of News: News recognises the importance of Western Australia and acknowledges that it is important to ensure good coverage of Western Australian issues on a program like *Landline*. At the moment, *Landline* only has the budget and resources to retain full-time dedicated staff in Sydney, Brisbane, Melbourne and Adelaide. This is regularly reviewed, and may change in the future if circumstances allow. The program's full-time staff member in Sydney is from Western Australia and regularly returns there to gather stories.

Recommendation R2/3/10 Western Australia reporting R2/3/10

The ABC Advisory Council is concerned that a number of newsworthy projects and events in remote regions of national significance are being under-reported at a national level. Examples include new approaches to native title negotiation, effects of a two-speed economy, foreign ownership, Indigenous employment methodologies, environmental impacts, corporate decision-making and interconnected global economies.

The ABC Advisory Council **recommends** that greater encouragement and resources be offered to senior journalists and flagship programs to ensure that this critical part of Australia's national development is covered appropriately.

Director of News: News management acknowledges the need to continue to encourage coverage of these important issues. In 2010–11, *Four Corners* presented two major stories addressing some of these issues. Other coverage has been provided by *Lateline*, *Lateline Business*, and by the Western Australian and Northern Territory newsrooms and regional offices.

Recommendation R/3/10 Rural reporting

The Advisory Council is concerned with some inconsistencies in reporting rural issues. For example: farmers being framed as protectionists; implications that farmers receive handouts and don't properly understand how to manage for drought. Sometimes this reporting lacks balance in failing to portray the competitive and innovative aspects of Australian agriculture.

With the exception of ABC Rural's specialist reporting in rural reports and programs such as *The Country Hour* and *Landline*, there is sometimes a lack of context or appreciation of the complexity of the farming industry in news and current affairs programs.

The ABC Advisory Council **recommends** that, when reporting on rural issues, expertise from ABC Rural or elsewhere is sought to ensure there is a deeper analysis of the issues and to minimise stereotypes.

Director of News: The News Division has confidence in the balance of its programming and the knowledge of news staff on rural issues, in particular the in-house expertise of dedicated specialist reporters like Paul Lockyer and the *Landline* program team. News also recognises the specialist knowledge and experience of colleagues in ABC Rural and Local Radio, and liaises regularly with those areas as appropriate when preparing stories.

Director of Radio: ABC Radio notes the recommendation and Council's acknowledgement of the role played by ABC Rural specialists. A new ABC Rural portal is currently being developed for launch in late 2011. The portal will showcase all ABC radio, television and online rural content.

Commendations

Programs on Indigenous Australians

The ABC Advisory Council **commends** the ABC for the high-calibre television programs *Contact*, *Fire Talker: The Life and Times of Charlie Perkins* and *The Extraordinary Tale of William Buckley*, each of which explored the lives of Indigenous Australians and their experiences.

Without being confrontational, the programs delivered clear messages that showed the way in which the original inhabitants were treated. All three programs provided evidence that supported the validity of the apology by then Prime Minister, Kevin Rudd on 13 February 2008.

ABC2

The ABC Advisory Council **commends** ABC2 for developing a distinct identity. The Council enjoys the Tuesday evening schedule, with programs such as *Outnumbered*, *The Street* and *The Wire*. These programs are well acted, with engrossing scripts and realistic portrayals of modern life.

Radio National

The ABC Advisory Council **commends** Radio National for its ability to respond to current issues quickly with well-researched analysis, drawing connections between Australian and international experiences. This is exemplified in programs such as *Background Briefing* and *Rear Vision*.

Appendix 4—ABC Advisory Council continued

Kerry O'Brien and *The 7.30 Report*

The ABC Advisory Council **commends** Kerry O'Brien and the *7:30 Report* for balanced, incisive and hard-hitting political coverage. The Council especially notes the interviews with the former Prime Minister Kevin Rudd and the Leader of the Opposition, followed by strong analysis of the events surrounding the changes to the Labor party leadership in 2010. Council also favourably notes the series of incisive interviews conducted by Kerry O'Brien with a number of internationally significant political and cultural leaders, including the President of the United States, Barack Obama.

art + soul

The ABC Advisory Council **commends** the producers of *art + soul*. Through a focus on Indigenous art, the audience was drawn into narratives about history, culture and law and offered a rare insight into the artists' lives and world views. Hetti Perkins' wealth of knowledge and engagement with the artists made for an informative and moving viewing experience.

Sally Sara

The ABC Advisory Council **commends** the ABC's South Asia correspondent, Sally Sara. Her broadcasts from Pakistan and Afghanistan illustrate her passion and talent for journalism. Her stories about complex and sensitive international situations are well researched and professionally presented. She broadcasts from locations which require great personal courage.

Gruen Nation

The ABC Advisory Council **commends** the team at *Gruen Nation* for bringing a critical yet highly entertaining eye to the 2010 Federal election campaign. It was an insightful examination of tactics, such as the fear campaigns used to sway voters, and became compulsory viewing for many Australians. It raised awareness, posed questions and, most importantly, let us have a good laugh at ourselves.

The Making of Modern Australia

The ABC Advisory Council **commends** the producers of *The Making of Modern Australia* for a series of programs that reflect the many aspects of our national identity. The series portrayed the development of Australia as a nation in a realistic and informative way.

Four Corners program "The Deal"

The ABC Advisory Council **commends** the team at *Four Corners* for the enlightening program, "The Deal", which covered the resolution of the hung parliament after the recent election. This insightful and detailed analysis of what happened behind the scenes during the negotiations is destined to become an important historical resource for the Australian nation.

Emergency Coverage

The ABC Advisory Council **commends** journalist Paul Lockyer and helicopter pilot Gary Ticehurst for their extraordinary efforts in reporting from the flood-devastated town of Grantham, Queensland. Both Paul and Gary deserve congratulations for their professional, respectful and sensitive reporting of this tragic event. ABC Local Radio was also a source of excellent and reliable updates.

ABC Open

The ABC Advisory Council **commends** ABC Open. The Council notes that this platform is generating a number of innovative projects including *One-on-One*, *Now and Then*, *Portrait of a Stranger* and *One Small Window*. These projects provide people with new ways to tell stories of significance and explore issues of national and personal identity. They also provide opportunities for regional voices to be heard.

Bran Nue Dae

The ABC Advisory Council **commends** the ABC for its part in helping to bring *Bran Nue Dae* to the screen and its contiguous programming of *The Story of Bran Nue Dae*. *Bran Nue Dae* is a very important and entertaining tribute to some of the positive aspects of being an Indigenous person in contemporary Australia. Rachel Perkins did an excellent job in bringing the stage play to the screen, drawing out exuberant performances showcasing Jimmy Chi's uplifting music. The exploration of the genesis and creation of the original version of *Bran Nue Dae* in *The Story of Bran Nue Dae* was the ideal follow up to the movie. To see that the story of *Bran Nue Dae* parallels the lives of Jimmy Chi and his Broome compatriots added something special to the movie.

Rake

The ABC Advisory Council **commends** the TV series *Rake* for its clever script and characters and for its entertaining depiction of an Australian larrikin.

Three Boys Dreaming

The ABC Advisory Council **commends** the creators of the documentary *Three Boys Dreaming*. It was an absorbing and moving piece that brought a balanced approach to the immense and difficult issues young Indigenous men face. It was also notable for the insight it provided into the world of professional football.

Appendix 5—ABC Code of Practice

Current as at 30 June 2011; last updated 11 April 2011.

I. Regulatory Framework

The ABC Board is required, under section 8(1)(e) of the ABC Act, to develop a code of practice relating to its television and radio programming, and to notify this code to the Australian Communications and Media Authority (“the ACMA”).

A complaint alleging the ABC has acted contrary to its Code of Practice in its television or radio programming may be made to the ABC. A complainant is entitled under section 150 of the *Broadcasting Services Act 1992 (Cth)* (“the BSA”) to take their complaint to the ACMA if, after 60 days, the ABC fails to respond to the complainant or the complainant considers the ABC’s response is inadequate.

Section 150 of the BSA empowers the ACMA to investigate a complaint alleging the ABC has, in providing a national broadcasting service, breached its Code of Practice. The ACMA can decline to investigate the complaint under section 151 of the BSA if it is satisfied that the complaint does not relate to the ABC Code of Practice, or that the complaint is frivolous or vexatious or was not made in good faith.

The ACMA’s jurisdiction under sections 150–151 does not encompass the ABC’s print content or content disseminated by the ABC over the internet or through mobile devices. However, the ACMA has separate jurisdiction under Schedule 7 of the BSA in relation to content hosted on websites or transmitted through mobile services where that content is either “prohibited content”¹ or “age-restricted content”.² The ACMA is empowered under Schedule 7 to require content service providers and content hosts to remove or prevent access to these types of content.

The ABC voluntarily complies with the *Content Services Code* developed by the Internet Industry Association and registered as an industry code with the ACMA under clause 85 of Schedule 7 of the BSA. The *Content Services Code* does not apply to content delivered through online or mobile services where that content has been previously transmitted on radio or television.

¹ *Prohibited content* essentially involves content that is classified either as RC (Refused Classification) or X18+. This includes real depictions of actual sexual activity, child pornography, detailed instruction in crime, violence or drug use; and age-restricted content.

² *Age-restricted content* involves content classified as R18+ or MA15+ that is delivered through a mobile device or through a service that provides audio or video content for a fee. This type of content must be subject to a restricted access system, i.e. measures put in place to protect children under the age of 15 from exposure to unsuitable material. This category of content includes material containing strong depictions of nudity, implied sexual activity, drug use or violence, very frequent or very strong coarse language, and other material that is strong in impact.

Except as expressly provided by the BSA, the regulatory regime established by the BSA does not apply to the ABC: section 13(5) of the BSA, and section 79 of the ABC Act.

II. Scope of the Code

The requirements of this Code are set out in the sections dealing with Interpretation and Standards in Part IV and the Associated Standard in Part V. The Standards in Part IV apply to radio and television programs broadcast by the ABC on its free-to-air television or radio broadcasting services. The Associated Standard in Part V applies only to television programs broadcast by the ABC on its domestic free-to-air television services.

This Code does not apply to any complaint which the ABC had decided not to investigate or, having accepted it for investigation, decided not to investigate further, where the ABC was satisfied that:

- the complaint concerns content which is or becomes the subject of legal proceedings;
- the complaint was frivolous or vexatious or not made in good faith;
- the complaint was lodged with the ABC more than six weeks after the date when the program was last broadcast by the ABC on its free-to-air radio or television services, unless the ABC accepted the complaint for investigation after being satisfied that it was appropriate to do so, having regard to:
 - the interests of the complainant in the subject matter of the complaint;
 - the seriousness of the alleged breach;
 - the reason(s) for the delay;
 - the availability of the program content which is the subject of the complaint; and
- any prejudice the delay may otherwise have on the ABC’s ability to investigate and determine the matter fairly; or
- the complainant does not have a sufficient interest in the subject matter of the complaint, where the complaint alleges a breach of Fair and honest dealing (Standards 5.1–5.8) or Privacy (Standard 6.1).

To avoid any doubt, the ABC intends that any complaint falling within the terms of any one of the above categories is not relevant to the ABC Code of Practice, for the purposes of section 151(2)(b) of the BSA. In effect, this means that only complaints which the ABC has accepted for investigation in accordance with the above criteria are eligible under this Code to be reviewed and investigated by the ACMA.

Appendix 5—ABC Code of Practice continued

III. Resolved Complaints

The ABC seeks to comply fully with the Code and to resolve complaints as soon as practicable.

A failure to comply will not be a breach of the Code if the ABC has, prior to the complaint being made to the ACMA, taken steps which were adequate and appropriate in all the circumstances to redress the cause of the complaint.

To illustrate, a failure to comply with Standards 2.1 or 2.2 (Accuracy) will not be taken to be a breach of the Code if a correction or clarification, which is adequate and appropriate in all the circumstances, is made prior to or within 30 days of the ABC receiving the complaint.

IV. Principles and Standards

1. Interpretation

In this Code, the Standards must be interpreted and applied in accordance with the Principles applying in each Section. From time to time, the ABC publishes Guidance Notes which do not in themselves impose obligations on the ABC, but which may be relevant in interpreting and applying the Code.

The Standards in Parts IV and V are to be interpreted and applied with due regard for the nature of the content under consideration in particular cases. The ABC is conscious that its dual obligations—for accountability and for high quality—can in practice interact in complex ways. It can be a sign of strength not weakness that journalism enrages or art shocks. The Standards are to be applied in ways that maintain independence and integrity, preserve trust and do not unduly constrain journalistic enquiry or artistic expression.

2. Accuracy

Principles: The ABC has a statutory duty to ensure that the gathering and presentation of news and information is accurate according to the recognised standards of objective journalism. Credibility depends heavily on factual accuracy.

Types of fact-based content include news and analysis of current events, documentaries, factual dramas and lifestyle programs. The ABC requires that reasonable efforts must be made to ensure accuracy in all fact-based content. The ABC gauges those efforts by reference to:

- the type, subject and nature of the content;
- the likely audience expectations of the content;
- the likely impact of reliance by the audience on the accuracy of the content; and
- the circumstances in which the content was made and presented.

The ABC accuracy standard applies to assertions of fact, not to expressions of opinion. An opinion, being a value judgement or conclusion, cannot be found to be accurate or inaccurate in the way facts can. The accuracy standard requires that opinions be conveyed accurately, in the sense that quotes should be accurate and any editing should not distort the meaning of the opinion expressed.

The efforts reasonably required to ensure accuracy will depend on the circumstances. Sources with relevant expertise may be relied on more heavily than those without. Eyewitness testimony usually carries more weight than second-hand accounts. The passage of time or the inaccessibility of locations or sources can affect the standard of verification reasonably required.

The ABC should make reasonable efforts, appropriate in the context, to signal to audiences gradations in accuracy, for example by querying interviewees, qualifying bald assertions, supplementing the partly right and correcting the plainly wrong.

Standards:

2.1 Make reasonable efforts to ensure that material facts are accurate and presented in context.

2.2 Do not present factual content in a way that will materially mislead the audience. In some cases, this may require appropriate labels or other explanatory information.

3. Corrections and clarifications

Principles: A commitment to accuracy includes a willingness to correct errors and clarify ambiguous or otherwise misleading information. Swift correction can reduce harmful reliance on inaccurate information, especially given content can be quickly, widely and permanently disseminated. Corrections and clarifications can contribute to achieving fairness and impartiality.

Standards:

3.1 Acknowledge and correct or clarify, in an appropriate manner as soon as reasonably practicable:

- a. significant material errors that are readily apparent or have been demonstrated; or
- b. information that is likely to significantly and materially mislead.

4. Impartiality and diversity of perspectives

Principles: The ABC has a statutory duty to ensure that the gathering and presentation of news and information is impartial according to the recognised standards of objective journalism.

Appendix 5—ABC Code of Practice continued

Aiming to equip audiences to make up their own minds is consistent with the public service character of the ABC. A democratic society depends on diverse sources of reliable information and contending opinions. A broadcaster operating under statute with public funds is legitimately expected to contribute in ways that may differ from commercial media, which are free to be partial to private interests.

Judgements about whether impartiality was achieved in any given circumstances can vary among individuals according to their personal and subjective view of any given matter of contention. Acknowledging this fact of life does not change the ABC's obligation to apply its impartiality standard as objectively as possible. In doing so, the ABC is guided by these hallmarks of impartiality:

- a balance that follows the weight of evidence;
- fair treatment;
- open-mindedness; and
- opportunities over time for principal relevant perspectives on matters of contention to be expressed.

The ABC aims to present, over time, content that addresses a broad range of subjects from a diversity of perspectives reflecting a diversity of experiences, presented in a diversity of ways from a diversity of sources, including content created by ABC staff, generated by audiences and commissioned or acquired from external content-makers.

Impartiality does not require that every perspective receives equal time, nor that every facet of every argument is presented.

Assessing the impartiality due in given circumstances requires consideration in context of all relevant factors including:

- the type, subject and nature of the content;
- the circumstances in which the content is made and presented;
- the likely audience expectations of the content;
- the degree to which the matter to which the content relates is contentious;
- the range of principal relevant perspectives on the matter of contention; and
- the timeframe within which it would be appropriate for the ABC to provide opportunities for the principal relevant perspectives to be expressed, having regard to the public importance of the matter of contention and the extent to which it is the subject of current debate.

Standards:

4.1 Gather and present news and information with due impartiality.

4.2 Present a diversity of perspectives so that, over time, no significant strand of thought or belief within the community is knowingly excluded or disproportionately represented.

4.3 Do not state or imply that any perspective is the editorial opinion of the ABC. The ABC takes no editorial stance other than its commitment to fundamental democratic principles including the rule of law, freedom of speech and religion, parliamentary democracy and equality of opportunity.

4.4 Do not misrepresent any perspective.

4.5 Do not unduly favour one perspective over another.

5. Fair and honest dealing

Principles: Fair and honest dealing is essential to maintaining trust with audiences and with those who participate in or are otherwise directly affected by ABC content. In rare circumstances, deception or a breach of an undertaking may be justified. Because of the potential damage to trust, deception or breach of an undertaking must be explained openly afterwards unless there are compelling reasons not to do so.

Standards:

Dealing with participants

5.1 Participants in ABC content should normally be informed of the general nature of their participation.

5.2 A refusal to participate will not be overridden without good cause.

Opportunity to respond

5.3 Where allegations are made about a person or organisation, make reasonable efforts in the circumstances to provide a fair opportunity to respond.

Attribution and sources

5.4 Aim to attribute information to its source.

5.5 Where a source seeks anonymity, do not agree without first considering the source's motive and any alternative attributable sources.

5.6 Do not misrepresent another's work as your own.

Undertakings

5.7 Assurances given in relation to conditions of participation, use of content, confidentiality or anonymity must be honoured except in rare cases where justified in the public interest.

Secret recording and other types of deception

5.8 Secret recording devices, misrepresentation or other types of deception must not be used to obtain or seek information, audio, pictures or an agreement to participate except where:

- a. justified in the public interest and the material cannot reasonably be obtained by any other means; or

Appendix 5—ABC Code of Practice continued

- b. consent is obtained from the subject or identities are effectively obscured; or
- c. the deception is integral to an artistic work and the potential for harm is taken into consideration.

6. Privacy

Principles: Privacy is necessary to human dignity and every person reasonably expects that their privacy will be respected. But privacy is not absolute. The ABC seeks to balance the public interest in respect for privacy with the public interest in disclosure of information and freedom of expression.

Standards:

6.1 Intrusion into a person's private life without consent must be justified in the public interest and the extent of the intrusion must be limited to what is proportionate in the circumstances.

7. Harm and offence

Principles: The ABC broadcasts comprehensive and innovative content that aims to inform, entertain and educate diverse audiences. Innovation involves a willingness to take risks, invent and experiment with new ideas. This can result in challenging content which may offend some of the audience some of the time. But it also contributes to diversity of content in the media and to fulfilling the ABC's function to encourage and promote the musical, dramatic and other performing arts. The ABC acknowledges that a public broadcaster should never gratuitously harm or offend and accordingly any content which is likely to harm or offend must have a clear editorial purpose.

The ABC potentially reaches the whole community, so it must take into account community standards. The ABC must also be able to provide content for specific target audiences whose standards may differ from generally held community attitudes. Applying the harm and offence standard requires careful judgement. Context is an important consideration. What may be inappropriate and unacceptable in one context may be appropriate and acceptable in another. Coarse language, disturbing images or unconventional situations may form a legitimate part of reportage, debate, documentaries or a humorous, satirical, dramatic or other artistic work. Consideration of the nature of the target audience for particular content is part of assessing harm and offence in context, as is any signposting that equips audiences to make informed choices about what they see, hear or read.

Standards:

- 7.1** Content that is likely to cause harm or offence must be justified by the editorial context.
- 7.2** Where content is likely to cause harm or offence, having regard to the context, make reasonable efforts to provide information about the nature of the content through the use of classification labels or other warnings or advice.

7.3 Ensure all domestic television programs – with the exception of news, current affairs and sporting events – are classified and scheduled for broadcast in accordance with the ABC's Associated Standard on Television Program Classification.

7.4 If inadvertent or unexpected actions, audio or images in live content are likely to cause harm or offence, take appropriate steps to mitigate.

7.5 The reporting or depiction of violence, tragedy or trauma must be handled with extreme sensitivity. Avoid causing undue distress to victims, witnesses or bereaved relatives. Be sensitive to significant cultural practices when depicting or reporting on recently deceased persons.

7.6 Where there is editorial justification for content which may lead to dangerous imitation or exacerbate serious threats to individual or public health, safety or welfare, take appropriate steps to mitigate those risks, particularly by taking care with how content is expressed or presented.

7.7 Avoid the unjustified use of stereotypes or discriminatory content that could reasonably be interpreted as condoning or encouraging prejudice.

8. Children and young people

Principles: The ABC aims to provide children and young people (under the age of 18) with enjoyable and enriching content, as well as opportunities for them to express themselves. Children and young people participate and interact with the ABC in various ways—as actors, presenters, interviewees, subjects, content makers and audience members.

The ABC has a responsibility to protect children and young people from potential harm that might arise during their engagement with the ABC and its content. The ABC shares this responsibility with parents/guardians and with the child or young person him/herself. In particular, the ABC recommends that parents/guardians supervise children and young people's access to content, their participation in interactive services, and their exposure to news and current affairs. It is not always possible to avoid presenting content that may be distressing to some audience members.

Standards:

- 8.1** Take due care over the dignity and physical and emotional welfare of children and young people who are involved in making, participating in and presenting content produced or commissioned by the ABC.
- 8.2** Before significant participation of a child or young person in content produced or commissioned by the ABC, or in interactive services offered by the ABC, consider whether it is appropriate to obtain the consent of both the child/young person and the parent/guardian.

Appendix 5—ABC Code of Practice continued

8.3 Adopt appropriate measures wherever practicable to enable children and young people, or those who supervise them, to manage risks associated with the child/ young person's participation with, use of and exposure to ABC content and services designed for them.

8.4 Take particular care to minimise risks of exposure to unsuitable content or inappropriate contact by peers or strangers.

V. Associated Standard: Television Program Classification

Status of Associated Standard

This Associated Standard is approved by the ABC Board and is binding. It is for consideration by relevant editorial decision-makers when providing advice on compliance and by complaints bodies when dealing with complaints. The Associated Standard is provided to assist interpretation of or otherwise supplement the standard in the Editorial Policies to which the Associated Standard relates.

This Associated Standard forms part of the Code of Practice notified to the Australian Communications and Media Authority under section 8(1)(e) of the *Australian Broadcasting Corporation Act 1983*.

Key Editorial Standard

7.3 Ensure all domestic television programs—with the exception of news, current affairs and sporting events—are classified and scheduled for broadcast in accordance with the ABC's Associated Standard on Television Program Classification.

Principles: The ABC applies the classifications listed below to the broadcast of all its domestic television programs with the exception of news, current affairs and sporting events. The ABC classifications are adapted from the Guidelines for the Classification of Films and Computer Games issued by the Classification Board made under the Classification (Publications, Films and Computer Games) Act 1995.

The guiding principle in the application of the following classifications is context. What is inappropriate and unacceptable in one context may be appropriate and acceptable in another. Factors to be taken into account include: the artistic or educational merit of the production, the purpose of a sequence, the tone, the camera work, the intensity and relevance of the material, the treatment, and the intended audience.

Standards:

7.3.1 Television Classifications

G – GENERAL

(G programs may be shown at any time)

G programs, which include programs designed for pre-school and school-aged children, are suitable for children to watch on their own. Some G programs may be more appropriate for older children.

The G classification does not necessarily indicate that the program is one that children will enjoy. Some G programs contain themes or storylines that are not of interest to children.

Whether or not the program is intended for children, the treatment of themes and other classifiable elements will be careful and discreet.

Themes: The treatment of themes should be discreet, justified by context, and very mild in impact. The presentation of dangerous, imitable behaviour is not permitted except in those circumstances where it is justified by context. Any depiction of such behaviour must not encourage dangerous imitation.

Violence: Violence may be very discreetly implied, but should:

- have a light tone, or
- have a very low sense of threat or menace, and
- be infrequent, and
- not be gratuitous.

Sex: Sexual activity should:

- only be suggested in very discreet visual or verbal references, and
- be infrequent, and
- not be gratuitous.

Artistic or cultural depictions of nudity in a sexual context may be permitted if the treatment is discreet, justified by context, and very mild in impact.

Language: Coarse language should:

- be very mild and infrequent, and
- not be gratuitous.

Drug Use: The depiction of the use of legal drugs should be handled with care. Illegal drug use should be implied only very discreetly and be justified by context.

Nudity: Nudity outside of a sexual context should be:

- infrequent, and
- not detailed, and
- not gratuitous.

PG – PARENTAL GUIDANCE

(Parental Guidance recommended for people under 15 years)

PG programs may be shown:

- on weekdays between 8.30 am and 4.00 pm and between 7.00 pm and 6.00 am; and
- on weekends at any time except between 6.00 am and 10.00 am.

Appendix 5—ABC Code of Practice continued

PG programs may contain themes and concepts which, when viewed by those under 15 years, may require the guidance of an adult. The PG classification signals to parents that material in this category contains depictions or references which could be confusing or upsetting to children without adult guidance. Material classified PG will not be harmful or disturbing to children.

Parents may choose to preview the material for their children. Some may choose to watch the material with their children. Others might find it sufficient to be accessible during or after the viewing to discuss the content.

Themes: The treatment of themes should be discreet and mild in impact. More disturbing themes are not generally dealt with at PG level. Supernatural or mild horror themes may be included.

Violence: Violence may be discreetly implied or stylised and should also be:

- mild in impact, and
- not shown in detail.

Sex: Sexual activity and nudity in a sexual context may be suggested, but should:

- be discreet, and
- be infrequent, and
- not be gratuitous.

Verbal references to sexual activity should be discreet.

Language: Coarse language should be mild and infrequent.

Drug Use: Discreet verbal references and mild, incidental visuals of drug use may be included, but these should not promote or encourage drug use.

Nudity: Nudity outside of a sexual context should not be detailed or gratuitous.

M – MATURE

(Recommended for people aged 15 years and over)

M programs may be shown:

- on weekdays that are school days, between noon and 3.00 pm; and
- on any day of the week between 8.30 pm and 5.00 am.

The M category is recommended for people aged over 15 years. Programs classified M contain material that is considered to be potentially harmful or disturbing to those under 15 years. Depictions and references to classifiable elements may contain detail. While most themes may be dealt with, the degree of explicitness and intensity of treatment will determine what can be accommodated in the M category – the less explicit or less intense material will be included in the M classification and the more explicit or more intense material, especially violent material, will be included in the MA15+ classification.

Themes: Most themes can be dealt with, but the treatment should be discreet and the impact should not be strong.

Violence: Generally, depictions of violence should:

- not contain a lot of detail, and
- not be prolonged. In realistic treatments, depictions of violence that contain detail should:
- be infrequent, and
- not have a strong impact, and
- not be gratuitous.

In stylised treatments, depictions of violence may contain more detail and be more frequent if this does not increase the impact.

Verbal and visual references to sexual violence may only be included if they are:

- discreet and infrequent, and
- strongly justified by the narrative or documentary context.

Sex: Sexual activity may be discreetly implied.

Nudity in a sexual context should not contain a lot of detail, or be prolonged.

Verbal references to sexual activity may be more detailed than depictions if this does not increase the impact.

Language: Coarse language may be used.

Generally, coarse language that is stronger, detailed or very aggressive should:

- be infrequent, and
- not be gratuitous.

Drug Use: Drug use may be discreetly shown.

Drug use should not be promoted or encouraged.

Nudity: Nudity outside of a sexual context may be shown but depictions that contain any detail should not be gratuitous.

MA15+ – MATURE AUDIENCE

(Not suitable for people under 15 years)

MA15+ programs may be shown between 9.30 pm and 5.00 am on any day of the week.

MA15+ programs, because of the matter they contain or because of the way it is treated, are not suitable for people aged under 15 years.

Material classified MA15+ deals with issues or contains depictions which require a more mature perspective. This is because the impact of individual elements or a combination of elements is considered likely to be harmful or disturbing to viewers under 15 years of age. While most themes may be dealt with, the degree of explicitness and intensity of treatment

Appendix 5—ABC Code of Practice continued

will determine what can be accommodated in the MA15+ category – the more explicit or more intense material, especially violent material, will be included in the MA15+ classification and the less explicit or less intense material will be included in the M classification.

Themes: The treatment of themes with a high degree of intensity should not be gratuitous.

Violence: Generally, depictions of violence should not have a high impact.

In realistic treatments, detailed depictions of violence with a strong impact should:

- be infrequent, and
- not be prolonged, and
- not be gratuitous.

Depictions of violence in stylised treatments may be more detailed and more frequent if this does not increase the impact.

Depictions of sexual violence are permitted only if they are not frequent, prolonged, gratuitous or exploitative.

Sex: Sexual activity may be implied.

Depictions of nudity in a sexual context which contain detail should not be exploitative.

Verbal references may be more detailed than depictions, if this does not increase the impact.

Language: Coarse language may be used.

Coarse language that is very strong, aggressive or detailed should not be gratuitous.

Drug Use: Drug use may be shown, but should not be promoted or encouraged.

More detailed depictions should not have a high degree of impact.

Nudity: Nudity should be justified by context.

7.3.2 Implementation Guidelines

The time zones for each program classification are guides to the most likely placement of programs within that classification. They are not hard and fast rules and there will be occasions on which programs or segments of programs appear in other time zones. For example, a PG program or segment of a program designed for teenage viewers could appear between 4.00 pm and 7.00 pm on a week day if that is the time most suitable for the target audience.

There must be sound reasons for any departure from the time zone for a program classification.

Programs which are serious presentations of moral, social or cultural issues, may appear outside their normal classification time zone, provided that a clear indication of the nature of the content is given at the beginning of the program.

Programs, including those having a particular classification under the Classification Board's Guidelines for the Classification of Films and Computer Games, may be modified so that they are suitable for broadcast or suitable for broadcast at particular times.

Broken Hill in New South Wales shares a time zone with South Australia and ordinarily receives the ABC's SA TV services. Given the time zone difference, in the rare cases when Broken Hill receives ABC NSW TV services, some programs may be broadcast outside their classification time zone.

7.3.3 Television Classification Symbols

The classification symbol of the PG, M or MA15+ program (except for news, current affairs or sporting events) being shown will be displayed at the beginning of the program.

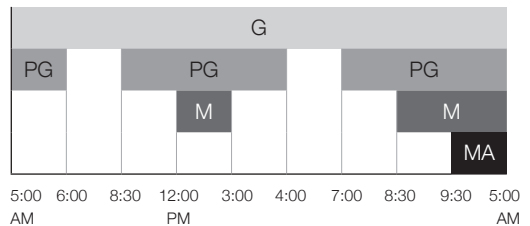
The classification symbol of the PG, M or MA15+ program (except for news, current affairs or sporting events) being promoted will be displayed during the promotion.

7.3.4 Consumer Advice

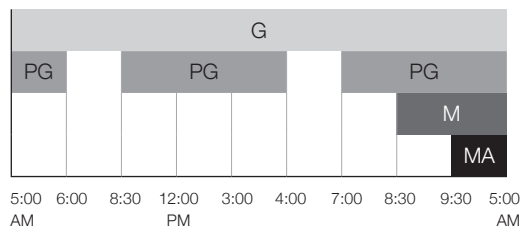
Audio and visual consumer advice on the reasons for an M or MA15+ classification will be given prior to the beginning of an M or MA15+ program.

7.3.5 Time Zone chart

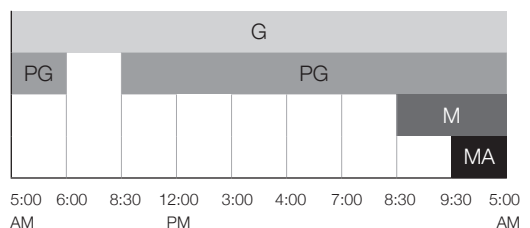
School days



School holidays / Public holidays



Weekends



Appendix 6—ABC Television, Program Analysis

ABC1 program hours transmitted—24 hours July 2010 – June 2011

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2010-11	2009-10
	Release			Release				
Arts and Culture	69	97	166	36	76	112	278	317
Children's	75	447	522	53	1 171	1 224	1 746	1 913
Comedy	1	0	1	23	26	50	51	116
Current Affairs	676	269	945	2	1	3	948	966
Documentary	62	67	128	177	328	505	633	638
Drama	16	159	175	221	652	873	1 048	1 015
Entertainment	999	176	1 175	26	29	55	1 230	1 268
Factual	267	465	732	53	119	172	904	823
Indigenous	14	39	54	0	0	0	54	61
Movies	0	1	1	1	524	525	527	513
News	611	0	611	0	0	0	611	383
Religion and Ethics	19	9	28	13	23	36	64	86
Sport	204	46	250	0	0	0	250	269
Total program hours	3 015	1 775	4 790	606	2 949	3 554	8 344	8 368
% of total program hours	36.1%	21.3%	57.4%	7.3%	35.3%	42.6%	100.0%	
Other*			416			0	416	393
Total Hours			5 206			3 554	8 760	
% of Total Hours			59%			41%		

* **Other:** includes interstitial material, program announcements and community service announcements.

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

ABC2 program hours transmitted—24 hours July 2010 – June 2011

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2010-11	2009-10
	Release			Release				
Arts and Culture	15	100	114	80	215	295	409	406
Children's	112	444	555	215	2 925	3 140	3 695	2 809
Current Affairs	0	2	2	0	0	0	2	99
Documentary	4	51	55	57	242	299	355	343
Drama	6	54	59	96	791	887	946	946
Entertainment	35	130	165	31	25	56	221	273
Factual	0	129	129	26	244	271	400	630
Indigenous	0	15	16	0	0	0	16	13
Movies	0	22	22	0	0	0	22	163
News	608	0	608	0	0	0	608	806
Religion and Ethics	0	2	2	0	0	0	2	12
Sport	22	15	37	0	0	0	37	26
Total program hours	803	963	1 766	505	4 442	4 947	6 713	6 526
% of total program hours	12.0%	14.3%	26.3%	7.5%	66.2%	73.7%	100.0%	

Notes: Hours have been rounded to the nearest whole number. The ABC2 transmission hours, schedule and content varied in this reporting period and should not be used as a direct comparison to previous years. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

Appendix 6—ABC Television, Program Analysis *continued*

ABC1 program hours transmitted—6 am – midnight July 2010 – June 2011

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2010–11	2009–10
	Release			Release				
Arts and Culture	68	48	116	32	66	98	214	277
Children's	75	447	522	53	1 171	1 224	1 746	1 913
Comedy	1	17	18	23	25	49	66	103
Current Affairs	624	194	817	2	1	3	820	809
Documentary	62	41	103	184	278	462	565	554
Drama	16	48	64	202	497	698	762	661
Entertainment	375	67	441	26	27	54	495	483
Factual	265	218	483	53	110	163	645	644
Indigenous	14	23	37	0	0	0	37	41
Movies	0	0	0	1	56	57	57	61
News	585	0	585	0	0	0	585	380
Religion and Ethics	19	1	20	13	14	27	47	80
Sport	204	0	204	0	0	0	204	226
Total program hours	2 308	1 103	3 411	589	2 245	2 834	6 245	6 232
% of total program hours	37.0%	17.7%	54.6%	9.4%	35.9%	45.4%	100.0%	
Other*			325			0	325	339
Total Hours			3 736			2 834	6 570	
% of Total Hours			57%			43%		

* **Other:** includes interstitial material, program announcements and community service announcements.

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

ABC1 program hours transmitted—6 pm – midnight July 2010 – June 2011

	Australian			Overseas			Total	
	First	Repeat	Total	First	Repeat	Total	2010–11	2009–10
	Release			Release				
Arts and Culture	39	26	64	7	25	32	96	128
Children's	0	2	2	0	2	2	4	3
Comedy	1	0	1	10	0	10	11	90
Current Affairs	360	73	434	2	1	2	436	432
Documentary	61	14	76	149	122	272	347	309
Drama	36	35	71	214	248	463	534	432
Entertainment	106	13	120	27	26	53	172	126
Factual	135	22	157	34	20	53	211	235
Indigenous	6	2	8	0	0	0	8	10
Movies	0	1	1	1	5	7	7	26
News	224	0	224	0	0	0	224	213
Religion and Ethics	22	1	23	4	0	4	28	40
Sport	3	0	3	0	0	0	3	19
Total program hours	994	189	1183	448	450	898	2081	2064
% of total program hours	47.8%	9.1%	56.8%	21.5%	21.6%	43.2%	100%	
Other*			109			0	109	126
Total Hours			1292			898	2190	
% of Total Hours			59%			41%		

* **Other:** includes interstitial material, program announcements and community service announcements.

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

Appendix 7—ABC Radio Networks Content Analysis

Indicative output by genre by network 2010–11

	triple j		ABC NewsRadio		ABC Local Radio (metropolitan)		ABC Local Radio (regional)		ABC Radio National		ABC Classic FM	
	Hours per week	%	Hours per week	%	Hours per week	%	Hours per week	%	Hours per week	%	Hours per week	%
News and Current Affairs	4.1	2.5	94.7	56.2	31.1	18.5	37.3	22.2	43.8	26.3	7.2	4.3
Topical Information	23.1	13.9	0	0	81	48.2	64.5	38.4	47.7	28.3	4.1	2.5
Specialist Information	0	0	10.4	6.2	8.9	5.3	16.8	10	23.3	13.9	17.6	10.4
Arts and Entertainment	0	0	3.6	2.1	6.7	4.0	7.3	4.4	28.9	17.2	0	0
Music	140.9	83.6	0	0	18.4	11.0	20.0	11.8	24.1	14.2	138.2	82.3
Education	0	0	0	0	0.4	0.2	0.2	0.1	0	0	0.9	0.5
Sport	0	0	14.7	8.8	21.5	12.8	21.9	13.1	0.2	0.1	0	0
Parliament	0	0	44.6	26.7	0	0	0	0	0	0	0	0
Total	168	100	168	100	168	100	168	100	168	100	168	100

Notes: This is only an indicative analysis of ABC Radio's analog output. It reflects one sample week of programming in June 2011. It does not include ABC digital radio services. The analysis of ABC Local Radio is generic only (this analysis is based on Adelaide (metropolitan) and a South Australian regional station). It does not take into account station-to-station or seasonal program variations. The sample week reflects a Parliamentary sitting week for the purposes of ABC NewsRadio.

Radio Australia—indicative output by genre 2010–11

	Hours per week
News and Current Affairs	72.8
Topical Information	188.9
Specialist Information	15.1
Music	6.8
Education	15.0
Sport	16.8
Total	315.4

Notes: In 2010–11, Radio Australia began broadcasting predominantly live "flow" programming. This change is reflected in the indicative output. Reporting adopts genre categories which are more closely aligned with those used by other ABC radio networks. Comparative data will be available in 2011–12.

Radio Australia's figures represent duplicated direct transmission to Asia and the Pacific. This breakdown is across programming in six languages—English, Indonesian, Pidgin, Mandarin, Khmer and Burmese. The ABC's Vietnamese service is provided via the internet, and its French service is rebroadcast by partner stations.

Appendix 8—Consultants

During 2010–11, the ABC spent \$1 945 845 on consultancies, broken down as follows (payments to consultants includes amounts paid and payable as at 30 June 2011):

Consultant	Purpose of Consultancy	Total \$
Below \$10 000		
Various	Various	206 612
Sub total		206 612
\$10 000–\$50 000		
E-Secure Pty Ltd	Information technology services	11 000
Falkiner Media Services Pty Ltd	Editorial policies review	11 520
Lee Ray Media	Editorial policies review	11 834
Risk Logic Pty Ltd	Information technology services	12 346
Margarette Roberts	International development projects	12 497
Clayton Utz	Business effectiveness reviews	12 505
O'Connor Marsden & Associates Pty Ltd	Finance, tax and other advisory services	12 682
Red Hat Asia-Pacific Pty Ltd	Information technology services	12 950
Clan Media	International development projects	14 000
Gencom Technology Pty Ltd	Business effectiveness reviews	14 220
Lindsay & Dynan Pty Ltd	Property services	14 233
Whispir Australia Pty Ltd	Business effectiveness reviews	14 271
Handshake Media Pty Ltd	Business effectiveness reviews	15 000
Jam Brook Unit Trust	Property services	15 283
Professional Financial Consulting Pty Ltd	Finance, tax and other advisory services	15 500
Hirstwood Consulting Limited	Information technology services	16 346
Tracey Brunstrom & Hammond Pty Ltd	Business effectiveness reviews	16 522
Brian Hart Consulting Ltd	International development projects	16 844
Karibu Education International Pty Ltd	Strategic advice	17 500
Kordia Solutions Pty Limited	International development projects	20 225
Radio New Zealand Ltd	International development projects	22 178
Esavvy Pty Ltd	Information technology services	23 408
Ernst & Young	Finance, tax and other advisory services	29 124
Dr Andrew John Skuse	International development projects	30 000
Leadership Strategies Pty Ltd	International development projects	34 065
KPMG	Finance, tax and other advisory services	35 000
PricewaterhouseCoopers	Finance, tax and other advisory services	36 025
Noel Bell Ridley Smith & Partners Pty Ltd	Heritage management plan	40 934
Mercer (Australia) Pty Ltd	Human resources review	42 000
Heriot Media & Governance Pty Ltd	International development projects	45 286
John McCarthy	Strategic advice	50 000
Sub total		675 297
Above \$50 000		
Brewster Murray Pty Ltd	Property services	54 688
Deloitte Touche Tohmatsu	Information technology services	64 727
Invisible Hand Consulting Pty Ltd	Strategic advice	64 833
Presence of IT Pty Ltd	Information technology services	87 840
Urbis Pty Ltd	Research and property valuations	93 121
SMS Consulting Group Limited	Information technology services	97 750
McGees Property (NSW) Pty Ltd	Property valuations	173 720
Frazer Walker Pty Ltd	Information technology services	205 000
Different Solutions Pty Ltd	Strategic advice	222 258
Sub total		1 063 937
Grand total		1 945 845

Appendix 9—Overseas Travel Costs

The total cost of overseas travel for 2010–11 was \$5.3 million, compared with \$5.0 million in 2009–10.

ABC overseas travel costs

	2010–11 (\$m)	2009–10 [†] (\$m)
Travel allowances and accommodation	2.4	2.0
Airfares	2.1	2.2
Other*	0.8	0.8
Total	5.3	5.0

* *Other* includes car hire, taxis, excess baggage, hire of personnel and equipment.

[†] In the 2010 Annual Report, the figures for Travel allowances and accommodation and Airfares were transposed.

Appendix 10—Reports Required by Legislation

Reports required under s.80 of the *Australian Broadcasting Corporation Act*

Section 80 of the *Australian Broadcasting Corporation Act 1983* requires the Corporation to report on the following particular matters:

s.80(a)	Particulars of each broadcast by the Corporation during the year to which the report relates pursuant to a direction by the Minister under subsection 78(1)	No such directions were received during the year
s.80(c)	Particulars of any broadcast by the Corporation during that year pursuant to a direction by the Minister otherwise than under the Act	No such directions were received during the year
s.80(d)	Particulars of any direction not to broadcast matter that was given to the Corporation during that year by the Minister otherwise than under the Act	No such directions were received during the year
s.80(da)	Codes of practice developed under subsection 8(1)	See Appendix 5 (page 213)
s.80(e)	Particulars of any request made to the Board by the Minister during that year under subsection 8(2) and the action (if any) taken by the Board in respect of the request	No such request was received during the year
s.80(f)	Particulars of any gift, devise or bequest accepted by the Corporation during that year	The Corporation received no gifts or donations within the meaning of Section 80 of the <i>Australian Broadcasting Corporation Act 1983</i>
s.80(g)	Particulars of any advice received by the Board during that year from the ABC Advisory Council	See Appendix 4 (page 210).
s.80(i)	An assessment of the extent to which the operations of the Corporation have achieved its objectives and fulfilled its functions	See Strategic Objectives (page 26) and Performance Against the ABC Strategic Plan 2010–13 (page 110)
s.80(j)	Activities under subsection 25A-	The ABC has a 16% interest in Freeview Australia Limited and a 50% interest in MediaHub Australia Pty Limited.
	Particulars of significant changes of transmission coverage and quality	See page 87 and Outcomes 2 and 3 of Performance against Government Outcomes (page 122).

Appendix 10—Reports Required by Legislation continued

Reports required under the Commonwealth Authorities and Companies (Report of Operations) Orders 2008

Judicial Decisions and Reviews by Outside Bodies (clause 11, Schedule 1, Part 2)

Matters referred to the Australian Communications and Media Authority for review are noted in the Corporate Governance section (page 109).

Indemnities and Insurance Premiums for Officers (clause 16, Schedule 1, Part 2)

The ABC acquired professional indemnity insurance and other appropriate insurances under Comcover including a Director's and Officer's Liability on terms and conditions which are consistent with provisions of the *Commonwealth Authorities and Companies Act 1997*.

Appendix 11—Promotion and Market Research

Expenditure on market research and promotion for 2010–11 was \$12 998 611, compared with \$10 925 949 in 2009–10.

The Corporation uses advertising agencies and market research organisations predominantly for activities related to ABC Commercial, ABC Radio, ABC Television and Australia Network.

	2010–11 \$	2009–10 \$
Advertising	2 862 406	1 017 909
Market Research	5 025 399	5 149 106
Promotion	5 110 806	4 758 934
Total	12 998 611	10 925 949

Appendix 12—Occupational Health and Safety

The *Occupational Health and Safety Act 1991* ("the OHS Act") requires the ABC to manage its workplace risks in a systematic way. The ABC's performance in this area is measured through:

- Implementation and auditing of a comprehensive Occupational Health and Safety (OHS) management system
- Incident and workers' compensation claim statistics
- Performance against the Comcare National OHS Strategy Targets 2002–12
- ABC workers' compensation premium rates.

ABC OHS management system initiatives

The ABC implemented a number of initiatives in 2010–11 to ensure the continued improvement of its OHS management system including:

- Introduction of a compulsory Day One OHS and Workplace Behaviours Induction Program. This is delivered to new employees on their first day or shift.
- Early intervention into occupational overuse injuries. Ergonomic assessments are provided to staff with early onset occupational overuse injuries or on request for an ergonomic review of their workstation. Internal ergonomic consultancy services included assessments and reviews of the ACT newsroom; ABC Local Radio in Alice Springs, Lismore, Darwin and Port Macquarie; and ABC Resources in Adelaide. The OHS Department also assisted with the procurement of adjustable height desks and office chairs for the Brisbane Accommodation Project.

- Reinvigorating the ABC workplace housekeeping inspection program. This program is coordinated by the various State and Territory OHS Committees. In 2010–11, all ABC workplaces were inspected, and steps were taken to eliminate or control the risks associated with OHS hazards that were identified.
- Ongoing portable electrical appliance inspection, test and tag compliance program for all ABC sites program delivered nationally. A value-for-money tender process was completed in 2010–11 to appoint an electrical appliance inspection, test and tag provider for a five-year contract, renewed yearly.
- Implementation of the Management of Injuries and Illness in ABC Workplaces Policy. This policy is designed to facilitate an effective return-to-work program for injured and ill ABC workers. It is supported by a set of guidelines and a quality assurance program. ABC Case Managers delegated to manage the return to work of injured and ill workers were provided with training to further facilitate the effective and safe return to work of injured and ill workers.
- Review of ABC Resources and ABC Commercial OHS risks to determine their OHS risk profile and develop recommendations to assist in reducing and mitigating these OHS risks.
- Delivery of a national manual-handling training program, tailored to address the particular needs of ABC Resources relating to outside broadcast, field and studio manual-handling risks.
- Completion of a formal risk assessment for ABC Classic FM and Radio National outside broadcast operations to determine recommendations to

Appendix 12—Occupational Health and Safety continued

reduce their manual handling risks. Outcomes of this risk assessment will be incorporated nationally across Radio.

These initiatives are in addition to the range of existing strategies reported previously, including:

- Divisionally-based OHS committees in Radio, Technology and ABC Resources
- The ABC WorkSafe Incident Reporting and Return to Work computer modules to monitor safety incidents and better manage the return to work of ill and injured employees
- Ongoing review and development of the ABC “A–Z of Safety” intranet site, which provides online advice for managers, employees and contractors managing operational OHS risks.

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 notices

In 2010–11, there were no civil proceedings initiated, or enforceable undertakings sought, by Comcare for alleged breaches of the OHS Act by the ABC.

The ABC implemented Comcare recommendations based upon investigations of serious injuries or near-hit incidents throughout the year.

Employee Assistance Program

The Employee Assistance Program (EAP) continued to provide and receive wide support to and from ABC managers, staff and families. The rate at which employees and their families used this service in the year to 30 June 2011 was 6.17%, a significantly higher utilisation rate than the 4.96% recorded in 2009–10. The ABC utilisation rate is greater than both the average across media and entertainment organisations (5.51%) and the average for all organisations (3.97%).

The EAP service was accessed in all States and Territories, with a significant increase in utilisation recorded in Queensland. Two people accessed the service from overseas. The level of self-referral to the program increased from 58% in 2009–10 to 61% in 2010–11.

EAP reports demonstrate that 70% of issues were personal issues and 30% were work-related issues, which is consistent with previous levels. Work-related issues were primarily interpersonal issues.

The ABC requested 33 specialised trauma sessions for employees who were exposed to significant trauma events where their well-being was likely to be affected (compared to 14 sessions in 2009–10). This significantly higher usage of trauma services highlights the important role the EAP played in supporting ABC employees affected by, or involved in covering, disasters such as the earthquakes in New Zealand, the tsunami in Japan and the floods in Queensland and northern New South Wales. In total, 307 hours of trauma services were provided, including trauma sessions for pre- and post-briefings for employees posted overseas.

The Managers Assist service was accessed by 35 ABC managers during 2010–11, an increase from 30 in 2009–10. Conflict management services were accessed on six occasions during the reporting period.

Incident and claim statistics

A total of 259 work-related OHS incidents were logged in ABC WorkSafe in 2010–11, compared to 250 work-related OHS incidents reported in 2009–10. An additional 13 incidents were logged but were not within the parameters of a work-related OHS incident, as defined in ABC WorkSafe. Since ABC WorkSafe was implemented in 2005, it has enabled the tracking of serious incidents and identified trends or problem areas allowing preventative strategies to be implemented. This has helped to facilitate an early response to injury management and minimise incident recurrence, reducing workplace injury.

Of the 259 reported work-related OHS incidents, 80 claims for workers’ compensation were accepted by Comcare. As future claims are submitted and accepted by Comcare they are retrospectively allocated to the date of injury. Accordingly, the number of claims arising from the incidents reported in 2010–11 is likely to increase.

An analysis of the workers’ compensation claims in 2010–11 shows that the main types of injuries continue to be mental stress, body stressing and slips, trips and falls. The number of mental stress claims has remained steady at three cases over the past two years, significantly fewer than the eight claims in 2008–09. However, the costs of mental stress claims are high relative to other claims, and therefore represent a significant percentage of total workers’ compensation costs.

Appendix 12—Occupational Health and Safety continued

Number of claims by mechanism of incident group

Mechanism of Incident Major Groups	Average cost	Financial Year				
	to date (\$) (2010–11)*	2010–11 [†]	2009–10 [‡]	2008–09 [‡]	2007–08	2006–07
Falls, trips and slips of a person	3 637.19	19	21(22)	13	17	21
Hitting objects with a part of the body	2 037.45	5	8	4	6	6
Being hit by moving objects	729.48	5	8	7	9	10
Sound and pressure	6 608.03	1	0	2(3)	1	1
Body stressing	3 774.79	40	52(61)	40	47	55
Heat, electricity and other environmental factors	0	1	1	0	2	1
Chemicals and other substances	0	1	0	1	1	0
Biological factors	0	0	0	0	0	0
Mental stress	39 466.27	3	2(3)	8	0	6
Other and unspecified	5 474.35	5	1(2)	8	7	8
All claims	4 828.89	80	93(106)	83(84)	90	108

* Claim costs are based on estimates as at 28 February 2011.

† The 2010–11 data is immature and the ultimate number and cost of accepted claims may differ from the data reported as new claims may be lodged in a later period. Data is accurate as at 19 July 2011.

‡ Figures in parentheses include claims lodged and accepted in a later period.

OHS Training

OHS training programs specific to divisional OHS risks and hazardous operations programs delivered included:

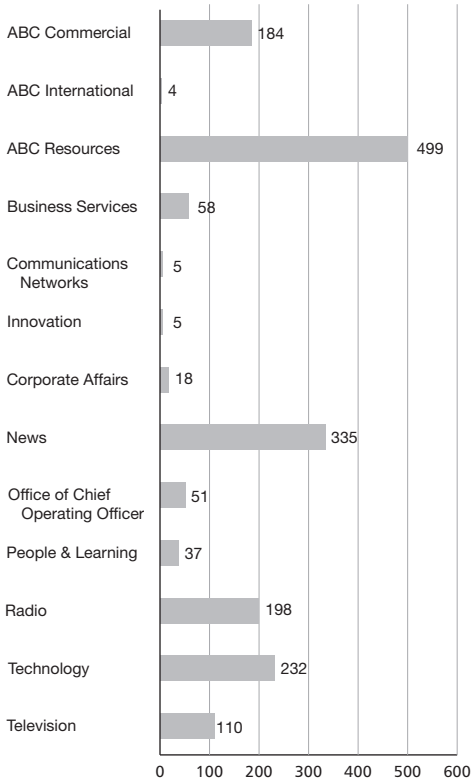
- OHS Contractor Management—ABC Divisions and Managers who engage external companies to provide services for the ABC participated in specific training sessions to help them understand the OHS requirements of the ABC when engaging external contractors. This training commenced with the Capital Works Department, and will continue through Property Services and Technology and Distribution in 2011–12.
- Television OHS Risk Assessment—Specific training has been designed for Television employees and managers to assist them in planning productions and mitigating identified OHS risks. ABC Resources employees also attend this training as they are part of the television production process.
- Personal Risk Assessment—Training sessions are dedicated to the ABC’s production development and front-line staff in the field such as News and ABC Resources staff.
- Fatigue Management—Training is delivered through dedicated trainers within the News, ABC Resources, Television, Radio, Technology and Communications Networks divisions.
- Online Ergonomics, Manual Handling and Retail Safety Training.
- OHS for Managers—A specific module has been included within the ABC “New Managers” Training Program to support and encourage good OHS management practices.
- Online Safety Induction—This program is designed to improve accessibility to safety induction information for ABC employees in all work locations. It is required for new ABC employees who are engaged for six weeks or more.
- Trauma Awareness Program—Developed by the News Division, this program is designed to support employees whose work involves covering or dealing with potentially traumatic incidents.
- ABC Resources have commenced a nationally delivered specific and tailored manual handling training program. This program was developed to reduce the manual handling risks encountered when undertaking outside broadcast, field and studio work.

Appendix 12—Occupational Health and Safety continued

People who have completed an OHS-related training session

By division

Total number = 1 736



National Targets

The ABC is committed to meeting the national Comcare OHS Targets 2002–12. These include:

- Target 1—Reduce Incidence of workplace injury and disease-related workers' compensation claims by 40%
- Target 2—Zero Workplace Fatalities
- Target 3—Reduce workers' compensation claim average lost-time rate by 40%
- Target 4—Reduce workers' compensation claim average time taken for rehabilitation intervention by 90%.

The following results are current as at 19 July 2011. However, due to latency effects and retrospective claims as reported by Comcare, the 2010–11 data must be considered "immature" and the ultimate incidence rate, lost time and rehabilitation intervention rate may differ from the information reported.

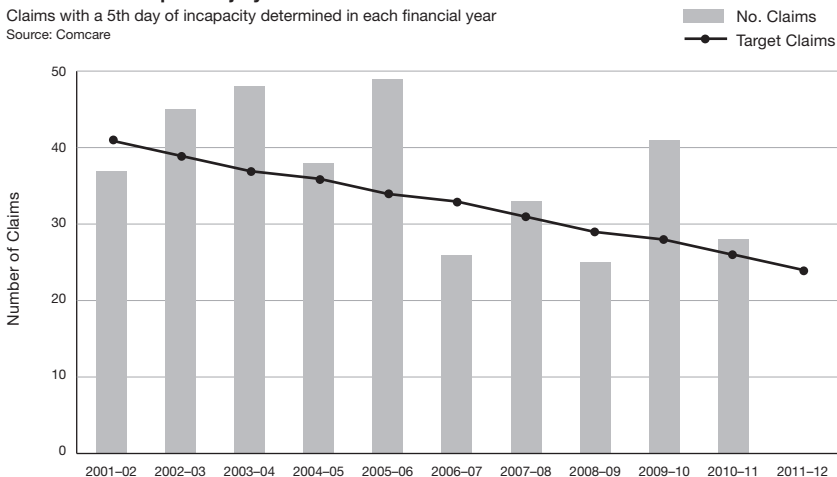
Target 1—Reduce incidence of workplace injury and disease by 40%

There was a significant reduction in the number of incidents during 2010–11. The ABC did not meet Target 1, however the improved performance is positive.

Numbers of workplace injury and disease

Claims with a 5th day of incapacity determined in each financial year

Source: Comcare



Appendix 12—Occupational Health and Safety continued

Target 2—Zero workplace fatalities

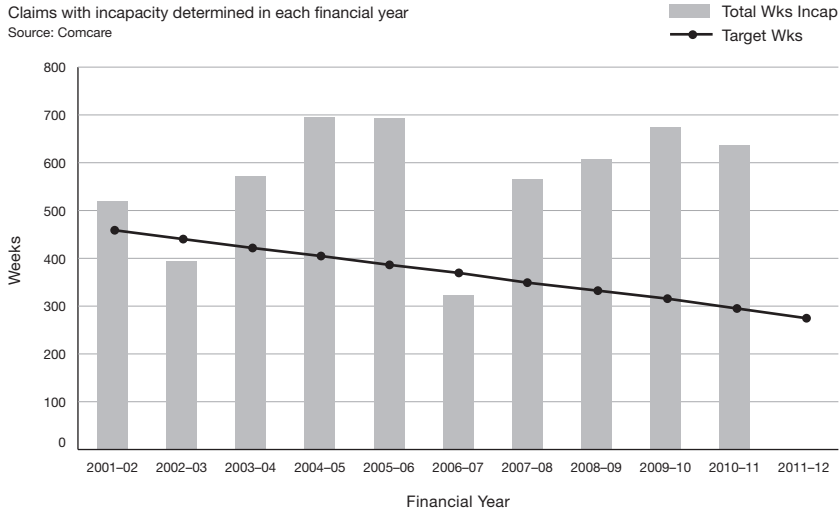
The ABC met Target 2. There were no workplace fatalities in 2010–11.

Target 3—Reduce average lost time rate by 40%

The ABC did not meet Target 3 in 2010–11. The average lost time rate has remained relatively constant since 2009–10. Given the increase in claims over the same period, this result is relatively positive.

Weeks of lost time

Claims with incapacity determined in each financial year
Source: Comcare

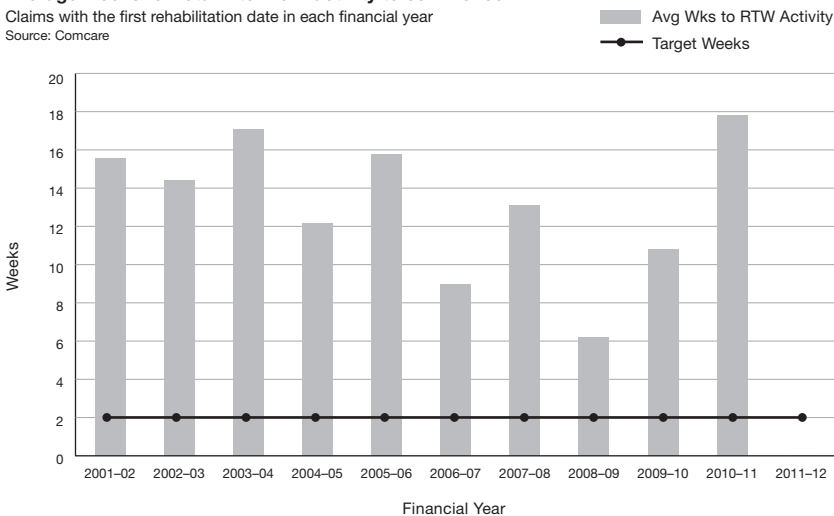


Target 4—Reduce average time taken for rehabilitation intervention by 90%

The ABC did not meet Target 4 in 2010–11. The metrics are based on rehabilitation intervention in accordance with a return-to-work plan. Given that not all employees required a return to work plan, the average lost time rate (Target 3) should be considered a more meaningful measure of effective rehabilitation.

Average weeks for return-to-work activity to commence

Claims with the first rehabilitation 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	2011–12	2010–11	2009–10	2008–09	2007–08
ABC premium rates	1.23%	1.00%	0.46%	0.58%	0.86%
Premium rates for all Australian Government agencies combined	1.41%	1.20%	1.25%	1.36%	1.55%

In July 2011, the ABC's workers' compensation premium rate for the 2010–11 premium year was revised down from 1.09% to 1.00% of total salary costs. This is reflective of the improved performance of claims management. However, the ABC's 2011–12 workers' compensation premium rate is set at 1.23% of total salary costs. This increase is due to the increasing trend in the number and cost of claims made by the ABC for injuries incurred predominantly in 2010, and to a lesser extent 2007, 2008 and 2009. The number and cost of claims for all agencies has also increased, which affects the total

amount Comcare collects from all agencies through premiums. The ABC Premium Rate is lower than the Commonwealth average of 1.41% of salary costs, and represents a better-than-average performance in injury prevention and management than other Comcare-insured organisations in 2009–10.

The ABC compares favourably to the Government average in relation to the average lifetime claim cost. The claim frequency remains higher than the All-Government average, but has fallen since 2009–10.

Claim frequency and cost compared to the Australian government average

ABC	2010	2009	2008	2007
Estimated claim frequency (per \$m of payroll)	0.26	0.31	0.21	0.28
Average lifetime claim cost (after capping)	\$42 905	\$42 088	\$14 521	\$8 420

All Australian government premium paying agencies

Estimated claim frequency (per \$m of payroll)	0.18	0.18	0.21	0.26
Average lifetime claim cost	\$63 635	\$54 914	\$48 425	\$36 231

Appendix 13—Performance Pay

The ABC paid bonuses to 161 executives totalling \$749 666, an average of \$4 656 per executive.

It paid bonuses to 121 non-executive employees totalling \$298 387, an average of \$2 466 per employee.

Appendix 14—Staff Profile

Total ABC staff strength, June 2011

Division	ACT	NSW	NT	Over-seas	Qld	SA	Tas	Vic	WA	Totals	%
ABC Commercial	5.88	169.48			32.09	8.86	5.99	33.19	14.68	270.17	5.9%
ABC International		18.35		8.00		10.67		78.66		115.69	2.5%
ABC Resources	63.19	424.34	31.11		58.07	69.74	46.72	202.10	59.34	954.61	20.8%
Business Services	3.30	99.69	3.11		10.59	53.00	8.26	20.75	8.93	207.62	4.5%
Communications Networks		22.00								22.00	0.5%
Corporate Management*	2.00	34.00	2.00		3.15	2.79	2.00	5.60	2.00	53.54	1.2%
Editorial Policies	1.00	15.53						4.60		21.13	0.5%
Innovation	0.60	52.39			2.76	0.60		9.91		66.25	1.4%
Legal and Business Affairs		34.21						2.60		36.81	0.8%
News	60.14	374.59	36.03	23.00	132.31	76.12	41.16	155.45	64.32	963.14	20.9%
Office of the Chief Operating Officer		39.42			6.00	2.05		6.80		54.27	1.2%
People and Learning	1.00	49.51			1.00	5.80		3.50	2.43	63.25	1.4%
Radio	29.22	423.08	42.17		138.90	91.56	41.82	173.09	78.00	1,017.84	22.1%
Technology	13.00	205.92	10.84		18.48	19.83	17.27	46.00	21.74	353.07	7.7%
Television		269.33	1.00		0.63	14.88	11.74	92.40	9.93	399.91	8.7%
Total	179.33	2 231.84	126.26	31.00	403.98	355.90	174.95	834.66	261.37	4 599.31	100.0%
%	3.9%	48.5%	2.7%	0.7%	8.8%	7.7%	3.8%	18.1%	5.7%	100.0%	

Notes

1. Values in full-time equivalents.
 2. Statistics current as at the end of the last pay period in 2010–11 (19 June 2011).
- * Includes Managing Director's Office, ABC Secretariat, Corporate Affairs and Research and Marketing.

Gender Breakdown

	Head count	%
Female	2 705	50.0%
Male	2 707	50.0%
Total	5 412	100.0%

Appendix 15—Independent Complaints Review Panel

The Independent Complaints Review Panel (ICRP) published fifteen reports in 2010–11. The reports published did not necessarily represent the complaints made during the reporting period due to the need to assess and investigate complaints before reports are published.

1. The Panel **did not uphold** a complaint against the “Self-Improvement Wednesday” segment presented by Richard Glover on ABC 702 Sydney. “Self-Improvement Wednesday” is one of several regular program segments within the *Drive* program; it focuses on providing listeners with an opportunity to hear from a chosen teacher on a specific topic. The complaint related to the topic presented on 8 April 2009, about the history of the crucifixion, with reference to Jesus of Nazareth. It featured Dr John Dickson, a senior Research Fellow of the Department

of Ancient History at Macquarie University and author of the book *Jesus, a Short Life*.

The complaint claimed Dr Dickson was “a theologian that laid claim to a stream of dubious qualifications”. The complainant asserted that Dr Dickson assured the audience that Jesus Christ existed and that the crucifixion took place, and was proven by independent scholars. The complainant suggested the ABC had become “a religious institution, delivering religious propaganda and fables to the unwashed masses” and demanded a public apology.

The ABC's Audience and Consumer Affairs unit and the Complaints Review Executive responded to the complaint. Both were unsatisfactory to the complainant. The complaint was referred to the ICRP for review.

Appendix 15—Independent Complaints Review Panel continued

In its report, the Panel stated “it is necessary to consider a difference of opinion between the complainant and the ABC as to what is the proper focus of the program. The complainant’s contention is that the program’s main question was, ‘was there scientific proof that Jesus Christ existed and that the crucifixion took place?’”

The Panel noted that the program was mostly about the history of crucifixion and did not accept the complainant’s contention that the historical discussion “was only a lead-in to the veracity of the crucifixion as it related to Jesus and the celebration of Easter in the coming weekend”. The Panel was satisfied that this was an extreme view not borne out by a balanced consideration of the transcript and the recording of the program. No breach of the *ABC Editorial Policies* was established.

2. The Panel did not uphold a complaint about ABC coverage of the topic of breast cancer. The complaint to the Panel asserted that the ABC had systematically failed to question “...whether or not mammography screening for breast cancer saves lives”, in programs dating back some years. Of the examples cited in the complaint, the Panel determined that only the most recent broadcast fell within the scope of its review. An item presented during the *PM* program on ABC Local Radio on 7 October 2009 featured comments from Professor John Boyages from Sydney’s Westmead Breast Cancer Institute and Professor Olver of the Cancer Council on the benefits of women having regular mammograms to help early detection of breast cancer.

The complaint claimed the program showed bias and was based on “a very poorly run study that (had) not been reviewed”. It was suggested that early detection of cancer by mammography was invalid and that women were “being talked into receiving harmful and unnecessary surgery”.

The ABC’s Audience and Consumer Affairs department and the Complaints Review Executive responded to the complaint. Both were unsatisfactory to the complainant. The complaint was referred to the ICRP for review.

In its report, the Panel stated that the item was obviously based on two newsworthy events, being the occurrence of a large United States’ study into breast cancer which had “confirmed that mammograms do save lives” and the views of two Australian experts that only about half of the relevant at-risk group of Australian women were availing themselves of free mammograms in Australia. These were the relevant news values underpinning the item. No other perspectives were involved so that the issue of undue favouring in the program did not arise. The Panel noted that the program did not purport to involve any wider consideration of the benefits or drawbacks of mammograms. It was, simply, a short news item. No breach of the *ABC Editorial Policies* was established.

3. The Panel did not uphold a number of complaints made against a story aired on *The 7.30 Report* on 26 August 2009, titled “Nation’s most lucrative fishing export at risk”. The segment related to the rock lobster fishing industry in Western Australia and the State Government’s plan to introduce new fishing restrictions to protect the future stock of lobsters. Local fishermen argued that restrictions could force them into bankruptcy and questioned the advice being provided to Government by the Rock Lobster Industry Advisory Committee (RLIAC).

The Chairman of the RLIAC, Dr Ron Edwards, was interviewed for the story and featured in the broadcast. He complained to the Panel that:

1. He had received no response from the producer or reporter in relation to his complaints. [In accordance with s.13.5.1 of the *ABC Editorial Policies* a response was provided by Audience and Consumer Affairs.]
2. He should have been the person chosen to provide information regarding the scientific and management issues on the topics discussed in the program.
3. The reporter failed to accurately or fairly deal with the question of whether he (Dr Edwards) had a conflict of interest in relation to his position as chairman of the RLIAC and his role as lobbyist for Latitude Fisheries.
4. The claim in the story that ministerial appointments of some of the members of the RLIAC were not treated “via a rigorous nomination process” was a matter for the Minister, not the RLIAC Chairman.

Each of these complaints was rejected by the ICRP. In relation to the second complaint, the Panel concluded in its report that “it was a matter for the producer and reporter to decide which person should provide this information. The ABC is entitled to interview whomever they wish, provided *ABC Editorial Policies* are adhered to”.

In relation to the third complaint, the Panel said, “the program made it clear that the complainant emphatically denied any relevant conflict and indicated by his own statement, broadcast unedited in the program, that he had “never represented Latitude Fisheries in any lobster matter”.

On the fourth complaint, the Panel stated, “these matters were newsworthy and raised questions of public interest, reasonably the subject of investigative journalism. The difficulty with this head of complaint is that the broadcast specifically stated that the “board members are appointed by the Minister” and does not suggest otherwise than that Dr Edwards in fact provided the list of names on the minister’s request. In these circumstances, the Panel can find no breach of any provision of the *Policies*”. For the above reasons each of the complaints were not upheld by the Panel.

Appendix 15—Independent Complaints Review Panel continued

4. The Panel **upheld** a complaint made against an ABC Online news report published on 19 October 2009. The report titled “Turnbull still stinks with voters” outlined the results of a Newspoll survey taken earlier that week. The complainant claimed the report’s headline was an inappropriate way to refer to the then Leader of the Opposition Malcolm Turnbull.

In its report, the Panel stated that the headline was not an impartial summary of the body of the report. “It had a superadded political slant, which rendered it an inaccurate, unfair and biased statement”. The Panel found the report to be in breach of sections 5.2.1 and 5.2.2 of the *ABC Editorial Policies*.

Prior to receipt of this complaint, the ABC had itself reviewed and removed the article from the ABC News Online website. The story was an AAP agency report published in error by a junior member of the ABC news team. Once reviewed by a more senior staff member, the ABC agreed the headline used was inappropriate in tone and the report was removed and replaced with an ABC-authored item.

The Panel concluded that removal and replacement of this report was not sufficient recourse by the ABC. The Panel recommended an Editor’s Note be included to acknowledge the article had been changed. According to the Panel, “[v]iewers who had seen both the original and the substituted report were entitled to some clarification of the reasons for the change. Furthermore, the continued possibility of access to the report with the original headline makes clarification even more important”.

ABC Managing Director Mark Scott, as Editor in Chief, accepted the Panel’s recommendation and a suitable note was published.

5. The Panel **did not uphold** a complaint made against an ABC News Online report published on 8 March 2010, titled “Palestinians agree to new peace talks”. The complainant claimed the report, which focused on the Israeli—Palestinian agreement to hold new peace talks, was misleading and showed anti-Israel bias.

The report described the “breakdown in communications” and resulting “stalemate”, and the conditions set by the Israeli leader prior to new talks. The complainant held that the report did not make it clear that the Palestinians were, in his view, to blame for walking away from previous negotiations. He also complained that the report failed to provide balanced comment on the Palestinian negotiating stance.

The ABC’s Audience and Consumer Affairs unit responded to the complaint but this was unsatisfactory to the complainant. The complaint was referred to the ICRP for review.

In its review, the Panel concluded, “[t]his short news report was no more than an update in an ongoing series of reports relating to the Israeli—Palestinian disputes, which covered a lengthy period of time. Its focus was on the agreement to hold new peace talks. It did not purport to be a penetrating analysis of events leading up to or surrounding that agreement”. The Panel found no breach of *ABC Editorial Policies*.

6. The Panel **did not uphold** a complaint made against an online timeline published on the ABC’s Environment portal on abc.net.au, titled “A Journey through Climate History”. The timeline was developed by the ABC to illustrate key events in the planet’s climate. It was created as an introduction to the subject and therefore information and descriptions contained in it were simple summaries that encouraged further investigation by viewers.

The complainant initially claimed the timeline was “riddled with errors” and, in subsequent correspondence, added a claim of bias. As a result of the ABC’s Audience and Consumer Affairs unit investigating the complaint, seven inaccuracies were identified and amendments were made to the content of the timeline by the ABC.

The complainant acknowledged that some changes were made; however, they continued to assert the content and associated links in the timeline were biased.

In its report, the Panel stated, “it is not the content of one segment or program on the portal that is relevant, in this case ‘the timeline’, but rather how the whole network or platform ensures impartiality on contentious matters by highlighting key perspectives over an unspecified time period”.

In the Panel’s view, the complainant’s specific assertions of bias in relation to links to the topics: *The Medieval Warm Period*, *The Great Global Swindle* and *An Inconvenient Truth*, did not require each item of portal information, or its links, to be balanced or impartial. As the Panel noted, “[s]ection 18.6 [of the *ABC Editorial Policies*] indicates it is the platform content overall (ABC Online) which must demonstrate that no bias has occurred in its presentation of information and viewpoints. Therefore, individual material and its links can lack impartiality in its presentation”. The Panel found no breach of the *ABC Editorial Policies*.

7. The Panel **did not uphold** a complaint made against an ABC Online news report published on 3 May 2010. The report was originally titled “Australian uranium dust found in Antarctic ice”. Following an initial complaint to the ABC, ABC News altered the title of the news item to address the complainant’s main issue. The report was retitled “Uranium in Antarctica ice may be from Australia”.

Appendix 15—Independent Complaints Review Panel continued

The complainant remained dissatisfied. He claimed the report lacked balance and represented “an example of substandard reporting that requires further amendments to obtain further expert opinion on the source of the uranium”. He referred this complaint to the Panel for review.

The Panel’s report stated: “[t]his was a brief news segment. It did not profess to do more than report the newsworthy fact that Dr Jana, a glacier expert, had expressed the view, as a theory, that uranium particles, found in an Antarctic ice core, might have been carried by the wind from Australian mines in 1995. It is not suggested that Dr Jana did not, in fact, express this view.

“The news segment did not purport, in any way, to be an examination of the validity of the theory which was, in any event, expressed in tentative terms. In these circumstances, the Panel is satisfied that no breach of Section 5.2.2.(c)(i) of the *ABC Editorial Policies* has been made out”.

8. The Panel did not uphold a series of complaints made against a *Four Corners* program, broadcast on 8 March 2010, titled “Scientology: The Ex-Files”. The program investigated aspects of the activities of the Church of Scientology, following the call for a government inquiry into the Church by Senator Nick Xenophon in 2009.

The complaint included three elements: the way in which the Rehabilitation Project Force (RPF) was described; disclosure of information about the familial relationships of interviewees (the Andersons) and the circumstances of their departure from the Church; and a broader complaint that “the show and its producers intended to leave the viewer with a negative imprint of the Church and its beliefs, without ever balancing the show with any of the good works that the Church undertakes”.

On the issue of the RPF, the Panel was satisfied that the ABC had presented the interviewees’ views accurately and concluded that no absence of impartiality or balance had been demonstrated.

In relation to the accuracy and detail of *Four Corners*’ references to the Andersons, the Panel noted that “what was said in the program by Mr and Mrs Anderson and their daughter amounted to statements of their respective views and perspectives”. The Panel was therefore satisfied that no breach of editorial standards for accuracy, balance or impartiality had been made.

In relation to the broader complaint of the program having a lack of impartiality, the Panel concluded that the program had a limited scope, being focused on “the specific complaints made by the participants relating to their personal experiences with the Church” and accordingly, “[t]he wider considerations referred to by the Complainant were not involved”. Therefore, none of the complaints were upheld.

9. The Panel did not uphold a complaint made against a news report broadcast on 29 March 2010, as part of the nightly *7pm News*. The complaint related to the opening sentence of a story on the Leader of the Opposition’s successful completion of the Ironman Triathlon, followed by his returning to work and making an attack on the then Prime Minister for the high rate of arrivals by boat of asylum-seeking people in recent times.

The sentence in question, read by the reporter, was “Tony Abbott is running for office the only way he knows how”. The complainant’s issue in relation to this comment was: “[d]oes ABC News consider this: a clever remark, a snide comment, an astute political analysis, an example of ABC ‘group-think’, or all/none of the above”.

The complaint was not upheld by the ABC’s Audience and Consumer Affairs department, however the complainant remained dissatisfied. He claimed the remark was “a ‘smart-alec’ comment, deliberately phrased to be interpreted as critical of the Leader of the Opposition”. He referred the complaint to the Panel for review.

The Panel considered that “some reasonable viewers ... could have gained the impression that the ABC was saying that Mr Abbott had no other way of running for prime ministerial office than presenting himself to the public as a physical fitness devotee or that, at least, it was making, at his expense, a quip to that effect”.

However, having considered the context in which the words were used and their ordinary English meaning, the Panel concluded that: “[v]iewers ... could reasonably have come to the view that the reference to the ‘only way’ known to Mr Abbott meant that, in running for office, he would, in every respect, be driven by the same level of energy and determination that he displayed in competing in the Ironman event”. In the Panel’s opinion, this was the message reasonably conveyed by the comment when it was seen as applying to and linking both parts of the news segment. The Panel did not agree with the complainant’s assertion that the comment was a deliberate “smart-alec” criticism of Mr Abbott. No breach of the *ABC Editorial Policies* was established.

10. The Panel did not uphold a complaint made against ABC News Online for a photograph published on 20 August 2010. The complaint surrounded the publication of a photograph of the Prime Minister Julia Gillard, standing in front of a poster which said “Work Choices Whatever the Name Never Again”. The complainant suggested this constituted an obvious instance of political bias “effectively an advertisement for the ALP on an ABC website”, on the day before voters went to the polls.

Appendix 15—Independent Complaints Review Panel continued

The ABC indicated the photograph was linked to a story which “relevantly noted that on that day Ms Gillard repeatedly labelled Mr Abbott a risk to voters, warning them he will bring back Work Choices, make cuts to health and education, scrap the National Broadband Network and push up prices”. This item also included comments from Joe Hockey and Mr Abbott that focused on the increasing negativity of the Gillard campaign.

A photo of Opposition Leader Tony Abbott, holding flowers, also appeared on the website, with the caption “Love me, Love me Not: Tony Abbott and Julia Gillard move into campaign overdrive as a new poll has the parties deadlocked a day from the election”.

In its report, the Panel stated; “the ABC’s news website is dynamic with constant updates and news stories replacing content. Users need to explore the linked related stories, since not all the information can appear on one page. From the information provided by the complainant it appears likely that they did not link the photograph to the associated story, in order to explore the issues further—either from the Government’s or Opposition’s perspective”.

Considering the linked stories, the Panel found it clear that both perspectives were made available to users and that the two photos were appropriately used in bringing the issues to the attention of the electorate. The photograph complained of did not stand alone and needed to be considered in context. As such, each photograph had appropriate news value and its use did not unduly favour one perspective. The Panel found no breach of the *ABC Editorial Policies*.

11. The Panel **did not uphold** a complaint made against the *Foreign Correspondent* report broadcast on 9 February 2010, titled “Hell or High Water”. The program centred on the issue of Tamil asylum seekers attempting to come to Australia by boat, organised by people smugglers. The complainant made a series of personal statements about the program that the Panel assessed as relating to accuracy. The Panel responded to each one of these statements in their report separately.

In its report, the Panel suggested that the complainant asserted a general scepticism as to the factual authenticity of the program, citing as an example the presumption that ABC staff did not travel to Sri Lanka for the program. The Panel responded in its report that, “the ABC has indicated that the relevant program personnel did, in fact, travel to Sri Lanka for the purpose of the program. There can be no rational basis for the Panel’s not accepting this information as correct”.

The Panel stated: “the ABC’s response provides a full and satisfactory answer to the complaint of inaccuracy in the program. It must be kept in mind that the editorial standard does not require absolute accuracy. It requires only ‘reasonable effort in the circumstances’ to achieve it”.

Against the possibility that the complaint may also have sought to raise issues of lack of balance and impartiality, the Panel considered whether any infringement of relevant sections of the *Policies* could arise from the content of the broadcast. It was satisfied that none were demonstrated. The Panel therefore concluded that no breach of the *ABC Editorial Policies* had been established.

12. The Panel **did not uphold** a series of complaints made against the ABC’s coverage of the federal election on 21 August 2010. The complainant claimed the ABC consistently failed to report the independence of the WA National Party MP Mr Tony Crook accurately. Three complaints were identified:

1. That ABC Election Analyst Antony Green erroneously allocated Mr Crook to the Liberal–National Coalition despite the fact that Mr Crook had made it clear in his media release of 30 July that he wanted to be considered as an Independent.
2. On Radio National’s *Breakfast* program on 7 September 2010, Fran Kelly said that “[a]ll the needed agreements were in place for the so-called three Independents” to make up their minds as to which party they would support to form government, without mentioning that Mr Crook was, at that time, also an Independent.
3. On ABC News Radio on 10 September 2010, Marius Benson, in an interview with Christopher Pyne, failed to challenge him on his “untruthful or erroneous or misleading assertion that the Coalition has 73 seats”, when it had only 72 seats, as Mr Crook was sitting on the cross benches, not with the Coalition.

The Panel identified the complaint as relating to accuracy and impartiality and considered it against the standards set out in section 5 of the *ABC Editorial Policies*.

In relation to the first complaint, the Panel stated in its report it was “satisfied that Mr Green was not aware of Mr Crook’s pronouncement of intended independence and could quite reasonably rely upon the accuracy of everything that had been supplied to the ABC by the AEC [Australian Electoral Commission]. In these circumstances, it is not persuaded that the alleged breach is made out”.

In relation to the second complaint, the Panel accepted that Fran Kelly had no reasonable recollection of her state of knowledge on 7 September 2010 of Mr Crook’s alliances. The Panel noted, “[i]n any event, the complaint is that she should have added to the statement, made by her on the *Breakfast* show, that ‘all the needed agreements were in place for the so-called three Independents’, some reference to the Independent status of Mr Crook. Seeing that Mr Crook had, by then, opted to support the Coalition as the minority government, his mind was already made up and there would have been no need to mention him”.

Appendix 15—Independent Complaints Review Panel continued

In relation to the third complaint, the Panel was satisfied that no breach of the inaccuracy or impartiality requirements could reasonably be inferred “from the vague material upon which this complaint is based”. The Panel therefore concluded that no breach of the *ABC Editorial Policies* had been established.

13. The Panel **upheld** a complaint made against the *ABC News Breakfast* program in relation to its 28 June 2010 coverage of the deportation from Australia of Sheik Mansour Leghaei. The complaint focused on an interview conducted with Sheik Leghaei’s three adult sons following his deportation, but also included general allegations of bias and lack of balance in the ABC’s coverage over a longer period.

In relation to the 28 June coverage, the complainant stated “[i]n this very long interview with the Sheik’s three sons, ABC tried to attract attention and sympathy for Sheik and his family”. The coverage was alleged to be “one-sided reporting” which lacked balance through a failure to present the views of those opposed to the Sheik.

The Panel acknowledged that the reaction of the Sheik’s sons was newsworthy. However, a concentration on this reaction would “[u]ndoubtedly ... be very supportive of the position of the Sheik and his family”. The Panel continued: “[i]t is very important to consider the way in which the interview was conducted ... [A] viewing of this segment and consideration of the transcript indicates that the interview was conducted in an unchallenging and sympathetic way”.

The Panel noted the ABC’s explanation that ASIO and the government were not commenting on the reasons for the Sheik’s deportation, and so it was not possible to present their views. The Panel commented: “[i]n the Panel’s view, continual references, during the morning coverage, to ASIO’s refusal to say why the Sheik was a security risk could reasonably have carried the message to many viewers that the refusal was unreasonable and that deportation was, quite possibly, unjustifiable.

“In the Panel’s view, some balancing comment should have been introduced into the program to the effect that this approach by ASIO was normal and legitimate and, accordingly, provided no basis for doubting the justification for the deportation”.

The Panel therefore concluded that the interview, both in its content and presentation, lacked balance, and that a breach of the *ABC Editorial Policies* had been established. The Panel was not satisfied, however, that actual bias had occurred. In its recommendation, the Panel noted: “[i]n view of the time that has elapsed since the broadcast, it is sufficient that this report be brought to the attention of those involved in the program”.

The Panel’s findings were brought to the attention of the Director of News and the Head of Audience and Consumer Affairs.

14. The Panel **did not uphold** a complaint made against the ABC’s *Four Corners* program broadcast on 6 September 2010. The program covered the issue of whether individuals and corporations should be allowed to patent genes. The complainant maintained the “pro-gene case” received considerably less airtime than the “anti gene patenting side” and that the program “lacked balance”.

In its report the Panel stated, “[t]he program was lengthy. However, as the complainant concedes, balance does not require that equality of time and, presumably, of participants be achieved.

“In effect, the program explored the problems created for doctors and patients and researchers from the patenting of genes and controversy arising from a recent decision of the New York District Court, then under Appeal, to the effect that ‘no one had the right to own someone else’s genes’. The point of view that patenting was justified because of the considerable amount of time and money necessarily expended by a patentee in isolating the gene in respect of which the patent was granted was clearly, if shortly, put in the program”.

The Panel was satisfied that the program achieved sufficient balance to comply with Section 5.2.2 (e) of the *ABC Editorial Policies* and therefore concluded that no breach of the *ABC Editorial Policies* had been established.

15. The Panel found breaches of ABC editorial standards related to balance and impartiality in a BBC program broadcast on ABC1. The program was made by the BBC’s Panorama team and entitled by the BBC “Death in the Med”. It dealt with the boarding at sea by Israeli commandos of a ship in a flotilla attempting to break Israel’s naval blockade of Gaza in May 2010. The ABC News Division acquired and broadcast the program on *Foreign Correspondent* under the title “Collision Course”.

The BBC Trust’s Editorial Standards Committee considered complaints arising from the program after it was originally broadcast in the UK. Applying the relevant BBC editorial standards, the BBC Trust Committee found three breaches (two related to accuracy, the other to impartiality), and nonetheless concluded that, in tackling a highly divisive subject, the program had achieved due impartiality and due accuracy overall.

Appendix 16—ABC Awards 2010–11

International Awards

2011 Kidscreen Awards

Tweens/Teens Category,
Best Companion Website:
Dance Academy, Werner Film
Productions/ABC/ZDF

Family Category, Best Non-
Animated or Mixed Series: *My
Place*, Matchbox Pictures/ABC/
ACTF

Broadcasting Category, Best
Interstitial Campaign: ABC3's
"Meet the Hosts" launch

2011 New York Festival Radio Awards

Gold Medal (Social Issues/Current
Events): ABC Radio National,
360 Documentaries, "The Age of
Attraction"

Gold Medal (Religious Programs):
ABC Radio National, *360
Documentaries*, "The Long Walk of
Brother Benedict"

Silver Medal (Social Issues/Current
Events): ABC Radio National, *360
Documentaries*, "La Frontera"

Silver Medal (Human Relations):
ABC Radio National, *360
Documentaries*, "My Fear of
Poland"

Silver Medal (Music Special): ABC
Radio National, *Into the Music*,
"Reflections and Voices"

Bronze Medal (Human Relations):
ABC Radio National, *360
Documentaries*, "The Long Walk of
Brother Benedict"

Bronze Medal (History): ABC Radio
National, *Hindsight*, "Tangled Web"

2011 New York Festival Television and Film Awards

Gold World Medal, Best
Investigative Report (Longform):
"Scientology: the Ex Files"

Gold World Medal, Best Public
Affairs Program: "USA/Iceland—
Truth or Dare"

Gold World Medal, Biography/
Profiles: "Prisoner of War"

Silver World Medal, Magazine
Format: "Prisoner of War"

Silver World Medal, National/
International Affairs: *Foreign
Correspondent*, "Afghanistan—
Standing on the Sky"

Bronze World Medal, Best Editing:
"Bolivia—the Electric Range"

Bronze World Medal, Best News
Documentary/Special: "Thailand—
Long Live the King"

Bronze World Medal, Social
Issues/Current Events: *Foreign
Correspondent*, "Afghanistan—
Standing on the Sky"

UNDPI – Silver Winners, Social
Issues/Current Events: *Foreign
Correspondent*, "Afghanistan—
Standing on the Sky"

2010 United Nations Media Peace Awards

Best Television News: Sally
Sara, Wayne McAllister and
Jawed Memon, "Pakistan Floods
Coverage"

Best Radio: Colm McNaughton,
Nick Franklin and Steve Tilley,
ABC Radio National, *360
Documentaries*, "La Frontera"

Best Online: Eleanor Bell, Ed Giles,
Suzanne Smith and Matthew
Liddy, ABC News Online with ABC
Innovation, "Beating the Odds"

Increasing Awareness and
Understanding of Children's Rights
and Issues: Andrew Geoghegan,
Mary Ann Jolley, Brett Ramsay,
Stratis Zervos, Nick Brenner
and Samson McKonnen, ABC
Foreign Correspondent, "Fly Away
Children"

2011 White House News Photographers' Association

Video Photographer of the Year:
Louie Eroglu

First place, Video Photography—
Magazine Feature: Louie Eroglu,
"Wolves"

First place, Video Photography
— Documentary: Louie Eroglu,
"Washington Go Go"

2010 World Summit Mobile Content Awards

Winner, m-Media and News:
ABC iPhone app

National Awards

2011 Andrew Olle Scholarship

Michael Atkin

2011 Australasian Reporting Awards

Gold: *ABC Annual Report
2009–10*

ASTSS Media Award: ABC Local
Radio 774 Melbourne, Black
Saturday coverage

2011 CMC Music Awards

Best New Oz Artist (Voted by
Australian Country Music Fans):
ABC Music (Contemporary),
Mcalister Kemp, *All Kinds of Tough*

2010 Australian Catalogue Awards

Seasonal Campaign Category
(Highly Commended): ABC Retail,
2010 Mothers' Day Campaign
Catalogue, *A High Tea*

2010 Australian Film Institute Awards

Best Feature Length Documentary:
Martin Butler and Bentley Dean,
Contact

Best Childrens' Television Drama:
Penny Chapman, *My Place*

Best Childrens' Television
Animation: Cate McQuillen,
Dirtgirlworld

Best Television Comedy Series:
Dean Bates, *Review With Myles
Barlow, Series 2*

Best Light Entertainment Television
Series: Andrew Denton, Anita
Jacoby, Jon Casimir and Debbie
Cuell, *The Gruen Transfer, Series 3*

Best Performance in a Television
Comedy: Phil Lloyd, *Review With
Myles Barlow*

Best Documentary Under One
Hour: Ruth Cullen, *You Only Live
Twice—The Incredibly True Story
Of The Hughes Family*

Best Direction in a Documentary:
Jacob Hickey, *Inside the Firestorm*

Best Cinematography in a
Documentary: Toby Oliver ACS,
*Miracles—Episode 1, 'Miracle in
the Storm'*

Appendix 16—ABC Awards 2010–11 *continued*

Best Editing in a Documentary:
Steven Robinson, *Inside the Firestorm*

Best Sound in a Documentary:
Jock Healy, Tristan Meredith and
AJ Bradford, *Inside the Firestorm*

2010 Australian Food Media Awards

Best cookbook for under \$40: ABC Publishing, *Faking it* by Valli Little

2010 Australian Human Rights Medal and Awards

Radio Award: ABC Radio National, *360 Documentaries*, “The Too Hard Basket”

Highly Commended: Lorena Allan and Mark Don, ABC Radio National, *Hindsight* “No Ordinary Piece of Bush—The High Price of Coronation Hill”

2010 Australian Magazine Awards

Food Magazine of the Year: ABC Publishing, *Delicious*

2010 Australian Museum Eureka Prizes

Environmental Journalism: Sarah Clarke, National Environment and Science Reporter

Science Communication and Journalism: Ian Townsend, ABC Radio National, *Background Briefing*, “Self-Inflicted Sickness”

2010 Australian Recording Industry Association Awards (The ARIAs)

Best Children’s Album: ABC Music (Contemporary), *The Wiggles—Let’s Eat*

Best World Music Album: ABC Music (Contemporary), Mamadou Diabate, Bobby Singh and Jeff Lang, *Djan Djan*

Best Original Soundtrack/
Cast/Show Album: ABC Music (Contemporary), *Triple J’s tribute to Paul Kelly—Before Too Long*

Best Comedy Album: ABC Music (Contemporary), Andrew Hansen, Chris Taylor and Craig Schuftan, *The Blow Parade*

Best Jazz Album: ABC Music (Contemporary), James Morrison and The Idea of North, *Feels Like Spring*

Best Classical Album: ABC Music (Contemporary), The Australian Brandenburg Orchestra, *Tapas*

2010 Australian Screen Sound Awards

Best Achievement in Sound for a Television Drama: Mark Blackwell, Manel Lopez, Lucas Bone, Peter Hall, Olivia Monteith, Ian Donato, David Perry and Micol Marsh, “My Place”

Best Achievement in Sound for a Documentary: Greg Fitzgerald, Ben Osmo, Michael Carden, Frank Lipson, Annie Breslin, Libby Villa, John Simpson, Mario Pellegrino and Jeremy Ireland, “Bombora—The Story of Australian Surfing”

2010 Australian Sports Commission Media Awards

High Commendation, Best Reporting of an Issue in Sport: Connor Duffy, *The 7.30 Report*, “Gambling in Sport”

Best Contribution to Coverage of Sport by an Individual—Broadcast Media: Gerard Whateley, ABC Radio Sport, *Grandstand* and ABC Television, *Offsiders*

High Commendation, Best Contribution to Coverage of Sport by an Individual—Broadcast Media: Simone Thurtell, ABC Radio Sport, *Grandstand*, “Sydney 2000 10th Anniversary Celebrations”

Best Profiling of an Athlete, Team or Coach—Broadcast Media: John Taylor, *The 7.30 Report*, “Boxing Hopeful”

Best Depiction of the Value of Sport to Australians in a Community Setting: Mary Gearin, *The 7.30 Report*, “Majak Daw”

2010 Australian Teachers of Media Awards (The ATOMs)

Best Multimedia: ABC Innovation, “Black Saturday”

43rd Annual Australian Writers Guild Awards (The AWGIES)

Children’s Television—P: Kevin Nemeth, *Bananas In Pyjamas: The Little Fish*

2011 Citi Journalism Awards for Excellence in Business Reporting

Broadcast Media Category, Stephen Long, *Four Corners*, “Bad Call”

2010 Consensus IT Writers Awards

Best Investigative Writer: Nick Ross, *The Drum*, “Censorship: Labor’s Hidden Policy”

2010 Deadly Awards

Television Show of the Year: ABC Television, *Message Stick*

2011 Donald McDonald Reuters Foundation Scholarship

Greg Wilesmith, *Foreign Correspondent*

2011 Golden Guitar Awards

Highest Selling Album: ABC Music (Contemporary), Lee Kernaghan, *Planet Country*

Maton New Talent of the Year: ABC Music (Contemporary), Mcalister Kemp, *All Kinds of Tough*

Fender Instrumental of the Year: ABC Music (Contemporary), John Kane and Ian Simpson, *The Banjo*

Video Clip of the Year: ABC Music (Contemporary), Sara Storer, *Calling Me Home*

2010 Hitwise Australia Online Performance Awards

Most Popular Lifestyle Website—Politics: abc.net.au/elections

Most Popular Television Website: abc.net.au

2011 Logie Awards

Silver Logie, Most Outstanding Actor: Richard Roxburgh, *Rake*

Silver Logie, Most Outstanding Actress: Claire van der Boom, *Sisters of War*

Most Outstanding Children’s Program: *Dance Academy*

Appendix 16—ABC Awards 2010–11 continued

Most Outstanding Public Affairs Report: *Four Corners*, “Smugglers’ Paradise”

Most Outstanding Light Entertainment Program: *Spicks and Specks*

16th Annual Microsoft IT Journalism Awards (The Lizzies)

Highly Commended, Technical Journalist: Nick Ross

2010 National Press Club of Australia Journalism Awards

Best Feature/Article or Presentation—Health Policy, Health Economics and Health Business: Mary Gearin, *The 7.30 Report*, “e-health”

Qantas and European Union Journalism Award: Lynne Gallagher, ABC Radio National

2010 Older People Speak Out Media National Awards

National Television Public Affairs and Interviews under 10 minutes: Natasha Johnston, *The 7.30 Report*, “Marvellous Mari”

National Television Public Affairs, Documentaries and Interviews: Ian Henschke, ABC TV, *Stateline (South Australia)*, “Robyn Layton”

People’s Choice Award for Electronic Media: ABC TV, *Gardening Australia*, “*Launch of the Kitchen Garden Foundation by Leonie Norrington & Stephanie Alexander*”

2010 United Nations of Australia Association Media Peace Awards

Best Television News: Sally Sara, Wayne McAllister and Jawed Memon, Foreign Correspondent “Pakistan Floods Coverage”

Best Radio: Colm McNaughton, Nick Franklin and Steve Tilley, ABC Radio National, *360 Documentaries*, “La Frontera”

Best Online: Eleanor Bell, Ed Giles, Suzanne Smith and Matthew Liddy, ABC News Online with ABC Innovation, “Beating the Odds”

Increasing Awareness and Understanding of Children’s Rights and Issues [Office for Children and Portfolio Coordination]: Andrew Geoghegan, Mary Ann Jolley, Brett Ramsay, Stratis Zervos, Nick Brenner and Samson McKonnen, *Foreign Correspondent*, “Fly Away Children”

2010 Walkley Awards

Journalism Leadership: Kerry O’Brien, ABC TV presenter, *The 7.30 Report*

Radio News and Current Affairs Reporting: Stephen Long, ABC Radio, *PM*, “A Super Scandal”

All Media-Social Equity Journalism: John Blades, ABC Radio National, *360 Documentaries*, “The too hard basket”

All Media: International Journalism: Mary Ann Jolley and Andrew Geoghegan, ABC TV, *Foreign Correspondent*, “Fly away children”

Television: Television News and Current Affairs Camera: Neale Maude, ABC TV, *Four Corners*, “A Careful War”

All Media: Broadcast and Online Interviewing: Kerry O’Brien, ABC TV, *The 7.30 Report*, “The Rudd and Abbott interviews”

All Media: Coverage of Indigenous Affairs: Martin Butler and Bentley Dean, ABC TV, *Contact*

2011 Walkley Young Australian Journalist of the Year Award

John Connell, ABC Radio National, *360 Documentaries*

2010 Yooralla Media Awards

Best Radio News, Feature, Documentary: Natasha Mitchell, Radio National, “It’s on the tip of my finger! Sign language, deaf culture and the brain”

Best Television News, Feature, Documentary: Erin Vincent, “Victoria’s Disability Housing in Crisis”

State and Territory Awards

Australian Capital Territory 2010 Canberra’s Own Outstanding List Awards (COOL Awards)

Best Picture book, ABC Publishing, *Fearless* by Colin Thompson illustrated by Sarah Davis

New South Wales 2010 Australian Cinematographers Society Awards (NSW/ACT)

Silver, Current Affairs: David Martin, *Foreign Correspondent*, “The Electric Range”

Silver, Current Affairs: Louie Eroglu ACS, “In the Chocolate City”

Silver, Current Affairs: Louie Eroglu ACS, “Who’s afraid of the Big Bad Wolf?”

Silver, Current Affairs: Wayne McAllister, Foreign Correspondent, “Afghanistan—Standing on the Sky”

Bronze, Current Affairs: Wayne McAllister, “Pet Monsters”

Bronze, Neil Davis International News: Wayne McAllister, “Pakistan Hospital”

Bronze, News Local and Regional: Taryn Southcombe, “Jump Start”

2010 Kids Own Australian Literature Awards (KOALA)

Best Picture book, ABC Publishing, *Fearless* by Colin Thompson illustrated by Sarah Davis

2010 Mackellar Media Awards (NSW Farmers Association)

Country Media, Radio: Reporter: Allyson Horn, ABC Local Radio

Photography: Keva Gocher, ABC Rural

2010 Northern NSW Journalism Awards

Best Radio News Report: Catherine Clifford, ABC Radio New England North West, “Koalagate”,

Best Radio Current Affairs Feature or Special: Joanne Dodgson, ABC North Coast Radio, “Clarence River prawn crisis”

All Media: Best Use of Medium: Anthony Scully, abc.net.au, “A night at the wireless”

Appendix 16—ABC Awards 2010–11 *continued*

12th Annual Sydney Morning Herald Couch Potato Awards

Best Overseas Drama: *Mad Men* (Movie Extra)

Readers' Choice award, Overseas Drama: *Mad Men* (Movie Extra)

Readers' Choice Award, Local Drama: *Rake*

Best Local Comedy: *Review with Myles Barlow*

Readers' Choice Award, Local Comedy: *Yes we Canberra!*

Best Local Documentary Feature: *I, Psychopath*

Readers' Choice Award, Local Documentary Feature: *Stephen Fry Live at the Opera House*

Readers' Choice Award, Local Documentary Series: *The Making of Modern Australia*

Readers' Choice Award, Overseas Documentary Feature: *9/11: Phone Calls from the Towers*

Readers' Choice Award, Infotainment/Lifestyle Show: *Poh's Kitchen*

Best News and Current Affairs: Q&A

Best Variety/Panel Talk Show: *Gruen Nation*

Readers' Choice Award, Variety/Panel Talk Show: *The Gruen Transfer*

Readers' Choice Award, Quiz/Game Show: *Spicks and Specks*

Queensland 2010 Australian Cinematographers Society Awards (Qld/NT)

Gold, Neil Davis International News: Stephen Cavenagh, ABC News24, *The World*, "Timor Gas"

Gold, Current Affairs: Craig Berman, *Foreign Correspondent*, "The Golden Hour"

Bronze, Current Affairs: Stephen Cavenagh, "Young Love"

Bronze, Current Affairs: Stephen Cavenagh, "Feral Camels"

Judges Award Best Overall: Craig Berkman, *Foreign Correspondent*, "The Golden Hour"

2010 Gold Coast Media Awards (The Maccas)

Best Radio Feature Story: Peter Scott, ABC Coast FM, "Currumbin Cruise"

2010 Mental Illness Fellowship of North Queensland Awards Media Award, Cairns Region: Fiona Sewell, ABC Cairns, *Mornings*

2010 Queensland Clarion Awards

Journalist of the Year: Mark Willacy, *Foreign Correspondent*

Television—Best Current Affairs Feature, Documentary or Special: Mark Willacy, *Foreign Correspondent*, "Pet Monsters"

Regional and Community—Best Broadcast Report: Marlina Whop, *ABC TV News*, "Hendra series"

Online: Best Journalism: Elaine Ford, ABC News Online, "Southern Queensland Floods"

Radio—Best News Report: Kallee Buchanan, ABC Radio Widebay, "Trinity Bates Murder Series"

All Media—Best Broadcast Interview: Quentin Hull, ABC Local Radio and Grandstand Digital, "The White Windie"

Radio—Best Feature, Documentary or Special Broadcast: Heather Stewart, ABC Radio National, *360 Documentaries*, "A Sense of Duty"

2010 Queensland Premier's Literary Awards

Television Script—QUT Creative Industries Award: John Misto, *Sisters of War*

ABC/Pericles Film Productions Pty Ltd

2010 QUT Outstanding Alumni Awards

Science and Technology: Bernie Hobbs

South Australia 2010 Australian Cinematographers' Society Awards (SA/WA)

Bronze, TV Magazine Lifestyle and Reality: Rick Harvey, "Dampier Preview"

Silver, TV Station Breaks/Promos: Robert Hill, "Kung Fu Christmas"

Silver, Neil Davis International News: Brant Cumming, "Zabaleen"

Bronze, Current Affairs: Brant Cumming, "Jerusalem City Planning"

Bronze, TV Magazine, Lifestyle and Reality: Brant Cumming, "Petra"

2010 Rural Media South Australia Awards

Best Rural Television Journalist: Kerry Straight, ABCTV

Best Rural On-line Journalist: Natalie Oliveri

Best Rural Radio Journalist: Annabelle Homer

Highly Commended, Rural Television Journalist: Prue Adams

Highly Commended, Rural On-line Journalist: Kendall Jackson

Highly Commended, Radio Journalist: Brooke Neindorf

2011 South Australian Media Awards

Best Radio Broadcaster: Jason Om (Silver Award) "Yuendumu Arrival", "Lakes Alive", "Asylum Fury"

Best Radio News Report: Caroline Winter, "Paralowie Shooting"

Best Radio Current Affairs or Feature: Neil Cross, "Delhi Opens", "Hockey Pitch"

Best Coverage of Social Equity Affairs: Jeremy Boylen, "Firefoxes"

Best Coverage of Youth Affairs: Nance Haxton, "Bollywood Film Gives Hope Amidst Attacks", "Inspirational Choir", "Youth Homelessness"

Appendix 16—ABC Awards 2010–11 continued

2010 South Australian Press Club Awards

Best Radio News, Current Affairs, Doc Report: Nance Haxton, “Maralinga Handback”

Tasmania

2010 Tasmanian Media Awards

Excellence in News Reporting — Radio: Felicity Ogilvie, Radio Current Affairs, “Avery Archibald”

Excellence in News Reporting — Television: Simon Frazer, “Greenery and Politics”

Excellence in Science, Technology and Health: Mark Hortsman, “Shark Steals Snow School”

Highly Commended, Excellence in Environmental Reporting: Mark Hortsman, “Body of Work”

Victoria

2010 Australian

Cinematographers Society Awards (Vic/Tas)

Gold, Current Affairs: Ron Ekkel, *Foreign Correspondent*, “The Swingers—Bonobos”

Gold, TV Magazine, Lifestyle and Reality: Peter Healy, *Art Nation*, “My Secret Art Life—Botanical Artist”

2010 Quill Awards for Excellence in Victorian Journalism

Best TV Current Affairs/Feature under 10 minutes: Jill Singer and Lisa Whitehead *The 7:30 Report*, ABC TV

Best TV Current Affairs/Feature over 10 minutes: Belinda Hawkins and Elena Christie *Australian Story*, ABC TV

2010 Young Australian's Best Book Awards (YABBA Awards)

Best Picture book, ABC Publishing *Fearless* by Colin Thompson illustrated by Sarah Davis

Western Australia

2010 Western Australian

Journalists' Association Media Awards

Radio News Story or Series: Damian Rabbitt, 720 ABC Perth, “Eoin's story... the bastard in black”

Highly Commended, Radio News Story or Series: David Weber, *The World Today*, “The Zentai Reports”

TV/Radio—Feature in Electronic Medium: Nikki Wilson-Smith, ABC TV, “Family Violence”

All media, Consumer Affairs Report: Caro Meldrum-Hanna, Sarah Ferguson and Michael Doyle, ABC TV, *Four Corners*, “Over the Edge”

Highly Commended, All media, Political Report: Nikki Wilson-Smith, *Stateline*, “Hasluck Wyatt Exclusive”

The A.H Kornweibel Arts Award: Claire Nichols, *Stateline*, “Charlie”

2010 Rural Media Association of Western Australia Awards

Best News Coverage—Broadcast: Sean Murphy, *Landline*

Appendix 17—Television Transmission Frequencies

Digital television

Central Western Slopes	12	Kyogle	58	Tamworth	54
Australian Capital Territory		Laurieton	60	Tenterfield	58
Cobar	6	Lightning Ridge	11†	Thredbo	33
Canberra	9A	Lithgow	31	Tumut	53
Canberra	9A	Lithgow East	56	Ulladulla	28
Tuggeranong	59	Manly/Mosman	30	Upper Hunter	7
Weston Creek/Woden	59	Manning River	7	Upper Namoi	8
New South Wales		Merewether	37	Vacy	32
Albury North	31	Merriwa	48	Wagga Wagga	55
Armidale	32	Mudgee	56	Walcha	48
Ashford	59	Murrumbidgee		Walgett	40
Balranald	40	Irrigation Area	11	Wilcannia	9
Batemans Bay/Moruya	9A	Murrundi	41	Wollongong	52
Bathurst	7	Murwillumbah	29	Wyong	37
Bega	35	Narooma	56	Young	10
Bombala	62	Newcastle	37	Northern Territory	
Bonalbo	53	Nowra North	66	Alice Springs	8
Bouddi	37	Nyngan	53	Darwin	30
Bowral/Mittagong	52	Oberon	56	Katherine	8
Braidwood	56	Port Stephens	30	Tennant Creek	9A
Broken Hill	10	Portland/Wallerawang	56	Queensland	
Cassilis	30	Richmond/Tweed	29	Airlie Beach	50
Central Tablelands	36	Stanwell Park	52	Ayr	62
		SW Slopes/E Riverina	46	Babinda	42
		Sydney	12	Barcardine	7

Appendix 17 – Television Transmission Frequencies continued

Bell	55	Quilpie	9	Tasmania		Colac	52
Blackall	7	Ravenshoe	42	Acton Road	36	Coleraine	42
Blackwater	47	Redlynch	61	Barrington Valley	48	Corryong	32
Boonah	42	Richmond	7	Bicheno	36	Eildon	34
Bowen Town	49	Rockhampton	11	Binalong bay	37	Eildon Town	58
Boyne Island	56	Rockhampton East	57	Burnie	67	Ferntree Gully	47
Brisbane	12	Roma	8	Cygnets	44	Foster	56
Cairns	8	Shute Harbour	56	Derby	65	Genoa	30
Cairns East	42	Southern Downs	45	Dover	58	Goulburn Valley	37
Cairns North	42	Springsure	46	Dover South	43	Halls Gap	54
Capella	31	St George	12	East Devonport	45	Hopetoun-Beulah	34
Charleville	11	Stuart	54	Geeveston	58	Horsham	55
Charters Towers	54	Sunshine Coast	62	Gladstone	65	Kiewa	41
Clermont	54	Tara	56	Goshen/Goulds Country	65	Lakes Entrance	61
Cloncurry	6	Texas	56	Hobart	8	Latrobe Valley	42
Collinsville	56	Theodore	53	Hobart NE Suburbs	56	Lorne	58
Cooktown	40	Toowoomba	55	King Island	57	Mallacoota	56
Cunnamulla	11	Townsville	31	Launceston	65	Mansfield	60
Currumbin	62	Townsville North	54	Lileah	9	Marysville	60
Darling Downs	37	Tully	56	Lilydale	65	Melbourne	12
Dysart	55	Wangetti	42	Meander	55	Mildura/Sunraysia	11
Eidsvold	56	Warwick	56	Meander	55	Murray Valley	58
Emerald	9	Wide Bay	9A	Montumana IBL	59	Myrtleford	53
Esk	39	Winton	7	NE Tasmania	41	Nhill	66
Gladstone East	33	Yeppoon	57	New Norfolk	57	Nowa Nowa	51
Gladstone West	47			Orford	36	Orbost	37
Gold Coast	62	South Australia		Penguin	45	Portland	59
Gold Coast Southern Hinterland	62	Adelaide	12	Port Sorell	53	Rosebud	60
Goondiwindi	56	Adelaide Foothills	64	Queenstown/ Zeehan	47	Safety Beach	60
Gordonvale	42	Bordertown	53	Ringarooma	65	Selby	47
Gympie	62	Burra	55	Rosebery	32	Seymour	53
Gympie Town	62	Caralue Bluff	60	Savage River	39	South Yarra	60
Herberton	67	Ceduna/Smoky Bay	39	Smithton	31	Tawonga South	31
Hervey Bay	56	Clare	55	St Helens	37	Upper Murray	9A
Hughenden	8	Coffin Bay	44	St Marys	53	Upwey	47
Injune	6	Coober Pedy	7	Strahan	58	Warburton	60
Longreach	10	Cowell	45	Swansea	58	Warrnambool	50
Mackay	10	Craigmore/Hillbank	39	Taroona	45	Warrnambool City	59
Mareeba	42	Elizabeth South	64	Taroon	45	Western Victoria	6
Middlemount	43	Keith	38	Ulverstone	45	Yea	34
Miles	63	Kingston SE/Robe	55	Waratah	54		
Miriam Vale/Bororen	56	Lameroo	58	Wynyard	45	Western Australia	
Mission Beach	56	Leigh Creek South	8			Albany	8
Mitchell	12	Naracoorte	51	Victoria		Augusta	55
Monto	57	Pinnaroo	55	Alexandra	60	Bridgetown	45
Moranbah	48	Port Lincoln	59	Alexandra Environs	32	Broome	9
Moranbah Town	54	Quorn	55	Apollo Bay	54	Bunbury	36
Mossman	40	Renmark/Loxton	39	Bairnsdale	56	Carnarvon	6
Mount Isa	7	Roxby Downs	40	Ballarat	41	Central Agricultural	45
Moura	53	South East	39	Bendigo	48	Cervantes	47
Murgon	56	Spencer Gulf North	38	Bonnie Doon	32	Dalwallinu	49
Nambour	62	Streaky Bay	11	Bright	31	Dampier	28
Nebo	54	Tumby Bay	49	Bruthen	38	Denham	7
Noosa/Tewantin	62	Victor Harbor	56	Cann River	12	Derby	9
Port Douglas	54	Waikerie	55	Casterton	54	Esperance	9A
Proserpine	52	Wudinna	31	Churchill	49	Exmouth	7
				Cobden	59	Fitzroy Crossing	59

Appendix 17 – Television Transmission Frequencies continued

Geraldton	41	Batemans Bay/		Newcastle	5A	Barcaldine	10
Halls Creek	9	Moruya	9	Nowra North	32	Bedourie	7
Jurien	56	Bathurst	6	Nyngan	3	Bell	56
Kalbarri	8	Bega/Cooma	8	Oberon	57	Birdsville	8
Kalgoorlie	9A	Bonalbo	55	Portland/		Blackall	9
Kambalda	56	Bouddi	67	Wallerawang	57	Blackwater	8
Karratha	53	Bourke	7	Quirindi	5A	Boonah	57
Kojonup	68	Bowral/Mittagong	33	Richmond/Tweed	6	Boulia	8
Kununurra	8	Braidwood	57	Stanwell Park	33	Bowen	5A
Kununurra East	67	Cassilis	42	SW Slopes/		Boyne Island	57
Lake Grace	34	Central Tablelands	1	E Riverina	0	Brisbane	2
Leeman	6	Central Western		Sydney	2	Cairns	9
Leinster	11	Slopes	11	Tamworth	55	Cairns East	41
Manjimup	58	Cobar	2	Tamworth City	2	Cairns North	56
Marble Bar	7	Coffs Harbour	60	Tenterfield	69	Camooeal	8
Margaret River	45	Collarenebri	30	Thredbo	34	Capella	32
Meekathurra	9	Condobolin	65	Tottenham	10	Charleville	9
Merredin	56	Coolah	56	Tumut	57	Charters Towers	44
Moora	52	Cooma	0	Tweed Heads	31	Clermont	10
Morawa	7	Cooma Town	56	Ulladulla	33	Cloncurry	7
Mt Magnet	9	Cowra	63	Upper Hunter	8	Coen	8
Nannup	31	Crookwell	45	Upper Namoi	7	Collinsville	55
Narrogin	58	Dubbo	57	Vacy	31	Cooktown	67
Newman	6	Dungog	60	Wagga Wagga	56	Corfield	10
Norseman	6	Eden	1	Walcha	6	Croydon	8
Northam	57	Emmaville	55	Walgett	69	Cunnamulla	10
Northampton	55	Glen Innes	50	Walwa/Jingellic	56*	Currumbin	33
Onslow	7	Gloucester	42	Warialda	52*	Darling Downs	32
Pannawonica	9	Goodooga	8	Wyong	42	Dimbulah	46
Paraburdoo	9A	Gosford	46	Young	11	Dirranbandi	7
Pemberton	32	Goulburn	55			Dysart	2
Perth	12	Grafton/Kempsey	2	Northern Territory		Eidsvold	57
Port Hedland	8	Hay	66	Adelaide River	11	Emerald	11
Roebourne	9A	Illawarra	56	Alice Springs	7	Esk	55
Roleystone	56	Inverell	2	Bathurst Island	11	Georgetown	7
Southern Agricultural	11	Ivanhoe	6	Borroloola	6	Gladstone East	32
Southern Cross	7	Jindabyne	60	Daly River	10	Gladstone West	55
Tom Price	12	Kandos	60	Darwin	6	Gold Coast	49
Toodyay	56	Kings Cross	46	Darwin North	55	Goondiwindi	6
Wagin	38	Kotara	58	Galiwinku	8	Gordonvale	55
Wongan Hills	7	Kyogle	57	Groote Eylandt	7	Greenvale	8
Wyndham	12	Laurieton	41	Jabiru	8	Gympie	45
		Lightning Ridge	10	Katherine	7	Gympie Town	57
		Lithgow	32	Mataranka	8	Herberton	60
		Lithgow East	55	Newcastle Waters	8	Hervy Bay	55
		Manly/Mosman	42	Nhulunbuy	11	Hughenden	9
		Manning River	6	Pine Creek	10	Injune	8
		Menindee	9	Tennant Creek	9	Isisford	7
		Merewether	50			Jericho	7
		Merriwa	8	Queensland		Julia Creek	10
		Mudgee	55	Airlie Beach	49	Karumba	6
		Mungindi	10	Alpha	8	Lakeland	69
		Murrumbidgee		Aramac	11	Lakeland	69
		Irrigation Area	7	Atherton	68	Laura	8
		Murrurundi	6	Augathella	11	Longreach	6
		Murwillumbah	60	Ayr	63	Mackay	8
		Narooma	0	Babinda	54	Mareeba	54
		Newcastle	48	Ballard	33	Meandarra	59

Analog television

Australian Capital Territory

Canberra	9
Fraser	56
Tuggeranong	60
Weston Creek	55

New South Wales

Araluen	56
Armidale	33
Armidale North	5A
Ashford	5A

Appendix 17 – Television Transmission Frequencies *continued*

Middlemount	8	South Australia	St Helens	31	Kalgoorlie	6	
Miles	9	Adelaide	2	St Marys	56	Kambalda	55
Miriam Vale/Bororen	55	Adelaide Foothills	46	Strahan	57	Karratha	54
Mission Beach	2	Andamooka	8	Strathgordon	43	Katanning	7
Mitchell	6	Caralue Bluff	59	Swansea	57	Kojonup	69
Monto	56	Ceduna/Smoky Bay	9	Taroona	46	Koolyanobbing	11
Moore	33	Coober Pedy	8	Ulverstone	59	Kununurra	9
Moranbah	5A	Elizabeth South	63	Waratah	57	Kununurra East	68
Moranbah Town	55	Hallett Cove	63	Weldborough	56	Lake Grace	33
Morven	7	Hawker	48	Wynyard	33	Laverton	10
Mossman	41	Leigh Creek South	9			Leeman	5A
Mount Garnet	2	Marree	8	Victoria		Leinster	10
Mount Isa	6	Roxby Downs	56	Ferntree Gully	56	Leonora	8
Mount Molloy	7	Streaky Bay	10	Marysville	46	Manjimup	57
Moura	54	Victor Harbor	55	Melbourne	2	Marble Bar	8
Murgon	57	Wirrulla	8	Omeo	32	Margaret River	57
Muttaborra	8	Woomera	7	Safety Beach	61	Meekatharra	8
Nambour	58	Wudinna	30	Selby	57	Menzies	10
Nebo	55			South Yarra	61	Merredin	8
Noosa/Tewantin	32	Tasmania		Swifts Creek	59	Moora	60
Normanton	8	Acton Road	55	Upwey	39	Morawa	8
Pentland	8	Avoca	45	Warburton (Vic)	61	Mount Magnet	8
Port Douglas	55	Barrington Valley	46			Mullewa	9
Proserpine	56	Bicheno	10	Western Australia		Nannup	32
Quilpie	8	Binalong Bay	33	Albany	7	Narembeen	64
Ravenshoe	41	Burnie	58	Argyle	69	Narrogin	57
Redlynch	60	Cygnets	45	Augusta	56	Newman	7
Richmond	6	Derby	57	Bayulu	45	Norseman	7
Rockhampton	9	Dover	56	Bridgetown	56	Northam	56
Rockhampton East	55	Dover South	44	Broome	8	Northampton	8
Roma	7	East Devonport	57	Bunbury	5	Onslow	8
Shute Harbour	2	Geeveston	57	Carnarvon	7	Pannawonica	11
Smithfield Heights	56	Gladstone	54	Central Agricultural	5A	Paraburdoo	6
Southern Downs	1	Goshen/Goulds Country	57	Cervantes	46	Pemberton	31
Springsure	8	Hillwood	46	Condingup/Howick	6	Perth	2
St George	8	Hobart	2	Cue	10	Port Hedland	7
Stuart	59	Hobart NE Suburbs	57	Dalwallinu	46	Ravensthorpe	11
Sunshine Coast	40	King Island	11	Dampier	29	Roebourne	9
Surat	11	Launceston	56	Denham	8	Roleystone	57
Tambo	6	Lileah	8	Derby	8	Salmon Gums	8
Tara	57	Lilydale	57	Eneabba	46	Southern Agricultural	2
Taroom	11	Mangana	55	Esperance	10	Southern Cross	9
Texas	11	Meander	56	Exmouth	8	Tom Price	10
Theodore	58	NE Tasmania	32	Fitzroy Crossing	58	Toodyay	40
Thursday Island	8	New Norfolk	56	Geraldton	6	Wagin	8
Toowoomba	56	Orford	55	Halls Creek	8	Wongan Hills	6
Townsville	3	Penguin	31	Hopetoun (WA)	65	Wyndham	10
Townsville North	55	Port Sorell	64	Jurien	55	Yalgoo	10
Trinity Beach	45	Pyengana Valley	33	Kalbarri	9		
Tully	55	Queenstown/ Zeehan	56				
Wandoan	5A	Ringarooma	55				
Wangetti	51	Rosebery	33				
Warwick	55	Savage River	4				
Weipa	7	Smithton	32				
Wide Bay	6	South Springfield	56				
Winton	8						
Yeppoon	56						

Notes: This appendix lists only terrestrial transmission services for which an apparatus licence is held by the ABC. In previous reports, the ABC has reported services rebroadcast using transmission facilities provided under licence, such as the Self-Help Broadcasting Reception Scheme (SBRSS) and the Broadcasting for Remote Aboriginal Communities Scheme (BRACS). The ABC does not control such services that are retransmitted under s.212 or s.212A of the *Broadcasting Services Act 1992*.

Appendix 17 – Television Transmission Frequencies continued

Television transmitter statistics

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	Total
Digital	3	80	4	85	29	39	53	57	350
Analog	4	87	16	122	17	45	10	73	374
Total	7	167	20	207	46	84	63	130	724

Appendix 18 – Radio Transmission Frequencies

Digital radio

Sydney 206.352MHz	Lithgow	1395	Pine Creek	106.1	Moranbah	104.9
Brisbane 206.352MHz	Manning River	95.5	Tennant Creek	106.1	Mossman	639
Adelaide 206.352MHz	Menindee	97.3			Mount Garnet	95.7
Melbourne 206.352MHz	Merriwa	101.9	Queensland		Mount Isa	106.5
Perth 206.352MHz	Mudgee	99.5	Airrie Beach	89.9	Mount Molloy	95.7
	Murrumbidgee		Alpha	105.7	Moura	96.1
	Irrigation Area	100.5	Atherton	720	Nambour	90.3
	Murrurundi	96.9	Babinda	94.1	Normanton	105.7
	Murwillumbah	720	Bedourie	106.1	Pentland	106.1
	Muswellbrook	1044	Biloela	94.9	Pialba-Dundowran	
	Newcastle	1233	Birdsville	106.1	(Wide Bay)	855
	Nyngan	95.1	Boulia	106.1	Quilpie	106.1
	Port Stephens	95.9	Brisbane	612	Rockhampton	837
	Portland/		Cairns (AM)	801	Roma	105.7
	Wallerawang	94.1	Cairns	106.7	Roma/St George	711
	Richmond/Tweed	94.5	Cairns North	95.5	Southern Downs	104.9
	SW Slopes/		Camooweal	106.1	Tamboon	105.9
	E Riverina	89.9	Charleville	603	Taroom	106.1
	Sydney	702	Coen	105.9	Theodore	105.9
	Tamworth	648	Collinsville	106.1	Thursday Island	
	Taree	756	Cooktown	105.7	(Torres Strait)	1062
	Tenterfield	88.9	Croydon	105.9	Toowoomba	747
	Thredbo	88.9	Cunnamulla	106.1	Townsville	630
	Tottenham	98.9	Dimbulah	91.7	Tully	95.5
	Tumut	97.9	Dysart	91.7	Wandoan	98.1
	Upper Hunter	105.7	Eidsvold	855	Weipa	1044
	Upper Namoi	99.1	Emerald	1548	Wide Bay	100.1
	Wagga Wagga	102.7	Georgetown	106.1		
	Walcha	88.5	Gladstone	99.1	South Australia	
	Walgett	105.9	Glenden	92.5	Adelaide	891
	Wilcannia	1584	Gold Coast	91.7	Andamooka	105.9
	Young	96.3	Goondiwindi	92.7	Coober Pedy	106.1
			Greenvale	105.9	Leigh Creek	
			Gympie	95.3	South	1602
			Gympie	1566	Marree	105.7
			Hughenden	1485	Mount Gambier	1476
			Injune	105.9	Naracoorte	1161
			Julia Creek	567	Port Lincoln	1485
			Karumba	106.1	Port Pirie	639
			Lakeland	106.1	Renmark/Loxton	1062
			Laura	106.1	Roxby Downs	102.7
			Longreach	540	Streaky Bay	693
			Mackay	101.1	Woomera	1584
			Middlemount	106.1		
			Miriam Vale	88.3	Tasmania	
			Mission Beach	89.3	Bicheno	89.7
			Mitchell	106.1	Burnie	102.5

Analog radio

ABC Local Radio

Australian Capital Territory

Canberra	666
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New South Wales

Armidale	101.9
Ashford	107.9
Batemans Bay/ Moruya	103.5
Bega	810
Bombala	94.1
Bonalbo	91.3
Broken Hill	999
Byrock	657
Central Western Slopes	107.1
Cobar	106.1
Cooma	1602
Corowa	675
Crookwell	106.9
Cumnock	549
Dubbo	95.9
Eden	106.3
Glen Innes	819
Gloucester	100.9
Goodooga	99.3
Gosford	92.5
Goulburn (Town)	90.3
Grafton	738
Grafton/Kempsey	92.3
Hay	88.1
Illawarra	97.3
Ivanhoe	106.1
Jindabyne	95.5
Kandos	96.3
Kempsey	684
Lightning Ridge	92.1

Northern Territory

Adelaide River	98.9
Alice Springs	783
Bathurst Island	91.3
Borrooloola	106.1
Daly River	106.1
Darwin	105.7
Galiwinku	105.9
Groote Eylandt	106.1
Jabiru	747
Katherine	106.1
Mataranka	106.1
Newcastle Waters	106.1
Nhulunbuy	990

South Australia

Adelaide	891
Andamooka	105.9
Coober Pedy	106.1
Leigh Creek	
South	1602
Marree	105.7
Mount Gambier	1476
Naracoorte	1161
Port Lincoln	1485
Port Pirie	639
Renmark/Loxton	1062
Roxby Downs	102.7
Streaky Bay	693
Woomera	1584
Tasmania	
Bicheno	89.7
Burnie	102.5

Appendix 18—Radio Transmission Frequencies *continued*

Devonport East	100.5	Dalwallinu	531	Crookwell	107.7	Pine Creek	107.7
Fingal	1161	Derby	873	Deniliquin	99.3	Tennant Creek	684
Hobart	936	Esperance	837	Eden	107.9		
King Island	88.5	Exmouth	1188	Emmaville	93.1	Queensland	
Lileah	91.3	Fitzroy Crossing	106.1	Glen Innes	105.1	Airlie Beach	93.1
NE Tasmania	91.7	Geraldton	828	Gloucester	102.5	Alpha	107.3
Orford	90.5	Halls Creek	106.1	Goodooga	100.9	Aramac	107.9
Queenstown/ Zeehan	90.5	Hopetoun	105.3	Goulburn	1098	Augathella	107.7
Rosebery	106.3	Kalbarri	106.1	Grafton/Kempsey	99.5	Babinda	95.7
Savage River/ Waratah	104.1	Kalgoorlie	648	Hay	88.9	Barcardine	107.3
St Helens	1584	Karratha	702	Ivanhoe	107.7	Bedourie	107.7
St Marys	102.7	Kununurra	819	Jerilderie	94.1	Birdsville	107.7
Strahan	107.5	Laverton	106.1	Jindabyne	97.1	Blackall	107.9
Swansea	106.1	Leonora	105.7	Kandos	100.3	Blackwater	94.3
Waratah	103.3	Manjimup	738	Lightning Ridge	93.7	Boulia	107.7
Weldborough	97.3	Meekatharra	106.3	Lithgow	92.1	Bowen	92.7
		Menzies	106.1	Manning River	97.1	Brisbane	792
		Mount Magnet	105.7	Menindee	95.7	Cairns	105.1
Victoria		Nannup	98.1	Merriva	103.5	Cairns North	93.9
Alexandra	102.9	Newman	567	Murrumbidgee Irrigation Area	98.9	Camooweal	107.7
Apollo Bay	89.5	Norseman	105.7	Murrurundi	104.1	Capella	107.3
Ballarat	107.9	Northam	1215	Newcastle	1512	Charleville	107.3
Bendigo	91.1	Pannawonica	567	Nowra	603	Charters Towers	97.5
Bright	89.7	Paraburdoo	567	Portland/ Wallerawang	92.5	Clermont	107.7
Cann River	106.1	Perth	720	Port Stephens	98.3	Cloncurry	107.7
Corryong	99.7	Port Hedland	603	Richmond/Tweed	96.9	Coen	107.5
Eildon	98.1	Ravensthorpe	105.9	SW Slopes/ E Riverina	89.1	Collinsville	107.7
Goulburn Valley	97.7	Southern Cross	106.3	Sydney	576	Cooktown	107.3
Horsham	594	Tom Price	567	Tamworth	93.9	Corfield	107.3
Latrobe Valley	100.7	Wagin	558	Tenterfield	90.5	Croydon	107.5
Mallacoota	104.9	Wyndham	1017	Thredbo	90.5	Cunnamulla	107.7
Mansfield	103.7	Yalgoo	106.1	Tumut	99.5	Darling Downs	105.7
Melbourne	774			Upper Namoi	100.7	Dimbulah	93.3
Mildura/ Sunraysia	104.3	ABC Radio National		Wagga Wagga	104.3	Dirranbandi	107.3
Murray Valley	102.1	Australian Capital Territory		Walcha	90.1	Dysart	93.3
Myrtleford	91.7	Canberra	846	Walgett	107.5	Eidsvold	102.7
Omeo	720	New South Wales		Wilcannia	1485	Emerald	93.9
Orbost	97.1	Armidale	720	Wollongong	1431	Georgetown	107.7
Portland	96.9	Balranald	93.1	Young	97.1	Gladstone	95.9
Sale	828	Batemans Bay/ Moruya	105.1	Northern Territory		Glenden	93.3
Upper Murray, Albury/ Wodonga	106.5	Bathurst (City)	96.7	Adelaide River	100.5	Gold Coast	90.1
Warrnambool	1602	Bega/Cooma	100.9	Alice Springs	99.7	Goondiwindi	94.3
Western Victoria	94.1	Bonalbo	92.1	Bathurst Island	92.9	Greenvale	101.9
		Bourke	101.1	Borrooloola	107.7	Gympie	96.9
Western Australia		Broken Hill	102.9	Daly River	107.7	Herberton	93.1
Albany	630	Central		Darwin	657	Hughenden	107.5
Argyle	105.9	Tablelands	104.3	Galiwinku	107.5	Injune	107.5
Augusta	98.3	Central Western Slopes	107.9	Groote Eylandt	107.7	Isisford	107.7
Bridgetown	1044	Cobar	107.7	Jabiru	107.7	Jericho	107.7
Broome	675	Condobolin	88.9	Katherine	639	Julia Creek	107.5
Bunbury (Busselton)	684	Cooma (Town)	95.3	Mataranka	107.7	Karumba	107.7
Carnarvon	846			Newcastle Waters	107.7	Lakeland	107.7
Cue	106.1			Nhulunbuy	107.7	Laura	107.7
						Longreach	99.1
						Mackay	102.7
						Meandarra	104.3
						Middlemount	107.7

Appendix 18—Radio Transmission Frequencies *continued*

Miles	92.1	Tasmania	Jurien	107.9	Newcastle	106.1	
Miriam Vale	89.9	Bicheno	91.3	Kalbarri	107.7	Richmond/Tweed	95.3
Mission Beach	90.9	Hobart	585	Kalgoorlie	97.1	SW Slopes/ E Riverina	88.3
Mitchell	107.7	Lileah	89.7	Kambalda	93.9	Sydney	92.9
Monto	101.9	NE Tasmania	94.1	Karratha	100.9	Tamworth	103.1
Moranbah	106.5	Orford	88.9	Kununurra	107.3	Upper Namoi	96.7
Morven	107.5	Queenstown	630	Laverton	107.7	Wagga Wagga	105.9
Mossman	90.1	Rosebery	107.9	Leeman	107.3		
Mount Garnet	97.3	St Helens	96.1	Leonora	107.3	Northern Territory	
Mount Isa	107.3	St Marys	101.1	Marble Bar	107.5	Alice Springs	97.9
Mount Molloy	97.3	Strahan	105.9	Meekatharra	107.9	Darwin	107.3
Moura	96.9	Swansea	107.7	Menzies	107.7		
Muttaborra	107.7	Waratah	104.9	Merredin	107.3	Queensland	
Normanton	107.3	Weldborough	98.9	Mount Magnet	107.3	Airlie Beach	95.5
Pentland	107.7			Mullewa	107.5	Brisbane	106.1
Quilpie	107.7	Victoria		Nannup	98.9	Cairns	105.9
Richmond	107.7	Albury/Wodonga	990	Narembeen	107.7	Cairns North	94.7
Rockhampton	103.1	Alexandra	104.5	Newman	93.7	Clermont	104.5
Roma	107.3	Bairnsdale	106.3	Norseman	107.3	Darling Downs	107.3
Southern Downs	106.5	Bright	88.9	Onslow	107.5	Emerald	90.7
Springsure	100.9	Cann River	107.7	Pannawonica	107.7	Gold Coast	88.5
St George	107.7	Corryong	98.1	Paraburdoo	107.7	Gympie	93.7
Surat	107.5	Eildon	97.3	Perth	810	Mackay	97.9
Tambo	107.5	Hopetoun (Vic)	88.3	Port Hedland	95.7	Mount Isa	101.7
Taroorn	107.7	Horsham	99.7	Ravensthorpe	107.5	Nambour	88.7
Theodore	107.5	Mallacoota	103.3	Roebourne	107.5	Rockhampton	106.3
Thursday Island	107.7	Mansfield	105.3	Salmon Gums	100.7	Roma	97.7
Townsville	104.7	Melbourne	621	Southern		Southern Downs	101.7
Townsville North	96.7	Mildura/ Sunraysia	105.9	Agricultural	96.9	Townsville	101.5
Tully	96.3	Nhill	95.7	Southern Cross	107.9	Townsville North	95.9
Wandoan	98.9	Omeo	99.7	Tom Price	107.3	Wide Bay	98.5
Weipa	107.3	Orbost	98.7	Wagin	1296		
Wide Bay	100.9	Portland	98.5	Wyndham	107.7	South Australia	
Winton	107.9	Swifts Creek	103.5	Yalgoo	107.7	Adelaide	103.9
		Wangaratta	756			Adelaide Foothills	97.5
South Australia		Warrnambool	101.7	ABC Classic FM		Mount Gambier	104.1
Adelaide	729	Western Victoria	92.5	Australian Capital Territory		Renmark/ Loxton	105.1
Andamooka	107.5			Canberra	102.3	Roxby Downs	103.5
Ceduna/ Smoky Bay	107.7	Western Australia		Tuggeranong	99.1	Spencer Gulf North	104.3
Cooper Pedy	107.7	Argyle	107.5			Tasmania	
Hawker	107.5	Augusta	99.1	New South Wales		Hobart	93.9
Keith	96.9	Broome	107.7	Armidale	103.5	NE Tasmania	93.3
Leigh Creek South	106.1	Bunbury (Busselton)	1269	Batemans Bay/ Moruya	101.9		
Marree	107.3	Carnarvon	107.7	Bathurst (City)	97.5	Victoria	
Mount Gambier	103.3	Cue	107.7	Bega/Cooma	99.3	Ballarat	105.5
Quorn	107.9	Dalwallinu	612	Broken Hill	103.7	Bendigo	92.7
Renmark/Loxton	1305	Dampier	107.9	Central Tablelands	102.7	Bright	88.1
Roxby Downs	101.9	Denham	107.5	Central Western Slopes	105.5	Goulburn Valley	96.1
Spencer Gulf North	106.7	Derby	107.5	Goulburn (Town)	89.5	Latrobe Valley	101.5
Streaky Bay	100.9	Eneabba	107.7	Grafton/Kempsey	97.9	Melbourne	105.9
Tumby Bay	101.9	Esperance	106.3	Illawarra	95.7	Mildura/ Sunraysia	102.7
Wirrulla	107.3	Exmouth	107.7	Manning River	98.7	Murray Valley	103.7
Woomera	105.7	Fitzroy Crossing	107.7	Murrumbidgee Irrigation Area	97.3	Upper Murray	104.1
Wudinna	107.7	Geraldton	99.7			Warrnambool	92.1
		Halls Creek	107.7			Western Victoria	93.3
		Hopetoun (WA)	106.9				

Appendix 18—Radio Transmission Frequencies *continued*

Western Australia	Townsville North	97.5	Newcastle	1458	Victoria		
Bunbury	93.3	Wide Bay	99.3	Port Stephens	95.1	Bairnsdale	107.9
Central				Richmond/ Tweed	98.5	Bendigo	89.5
Agricultural	98.9	South Australia		SW Slopes/ E Riverina	91.5	Colac	104.7
Esperance	104.7	Adelaide	105.5	Sydney	630	Latrobe Valley	95.1
Geraldton	94.9	Adelaide Foothills	95.9	Tamworth	91.7	Melbourne	1026
Kalgoorlie	95.5	Mount Gambier	102.5	Upper Hunter	104.9	Mildura/ Sunraysia	100.3
Narrogin	92.5	Renmark/Loxton	101.9	Wagga Wagga	105.1	Portland	97.7
Perth	97.7	Spencer Gulf North	103.5			Warrnambool	91.3
Southern				Northern Territory		Western Victoria	91.7
Agricultural	94.5	Tasmania		Alice Springs	104.1		
triple j		Hobart	92.9	Darwin	102.5	Western Australia	
Australian Capital Territory		NE Tasmania	90.9	Katherine	105.3	Broome	106.9
Canberra	101.5	Victoria		Queensland		Bunbury (Busselton)	1152
Tuggeranong	95.9	Ballarat		Airlie Beach	93.9	Carnarvon	106.1
New South Wales		(Lookout Hill)	107.1	Bowen	96.7	Central	
Armidale	101.1	Bendigo	90.3	Brisbane	936	Agricultural	99.7
Bathurst (City)	95.9	Goulburn Valley	94.5	Cairns	101.1	Esperance	103.1
Bega/Cooma	100.1	Latrobe Valley	96.7	Cairns North	96.3	Geraldton	101.3
Broken Hill	102.1	Melbourne	107.5	Emerald	89.1	Kalgoorlie	100.3
Central		Mildura/ Sunraysia	101.1	Gladstone	96.7	Karratha	104.1
Tablelands	101.9	Murray Valley	105.3	Gold Coast	95.7	Perth	585
Central Western		Upper Murray	103.3	Gympie	94.5	Port Hedland	94.9
Slopes	102.3	Warrnambool	89.7	Mackay	104.3	Southern	
Goulburn (Town)	88.7	Western Victoria	94.9	Mount Isa	104.9	Agricultural	92.1
Grafton/Kempsey	91.5	Western Australia		Rockhampton	105.5	Wagin	96.3
Illawarra	98.9	Bunbury	94.1	Townsville	94.3		
Manning River	96.3	Central		Townsville North	93.5	Domestic Shortwave	
Murrumbidgee		Agricultural	98.1	Wide Bay	97.7	The frequencies used	
Irrigation Area	96.5	Geraldton	98.9	South Australia		by shortwave stations	
Newcastle	102.1	Kalgoorlie	98.7	Adelaide	972	to transmit are varied to	
Richmond/Tweed	96.1	Perth	99.3	Mt Gambier	105.7	obtain optimum results.	
SW Slopes/ E Riverina	90.7	Southern		Renmark/ Loxton	93.9	Northern Territory	
Sydney	105.7	Agricultural	92.9	Spencer Gulf North	102.7	Alice Springs	4835
Tamworth	94.7	NewsRadio		Tumby Bay	91.5	Katherine	5025
Upper Namoi	99.9	Australian Capital Territory		Tasmania		Tennant Creek	4910
Wagga Wagga	101.1	Canberra	103.9	Burnie	90.5		
Northern Territory		Tuggeranong	99.9	East Devonport	102.1		
Alice Springs	94.9	New South Wales		Hobart	747		
Darwin	103.3	Batemans Bay/ Moruya	100.5	NE Tasmania	92.5		
Queensland		Bathurst	98.3				
Brisbane	107.7	Broken Hill	104.5				
Cairns	107.5	Central Western					
Cairns North	97.1	Slopes	106.3				
Darling Downs	104.1	Gosford	98.1				
Gold Coast	97.7	Goulburn	99.9				
Mackay	99.5	Inverell	93.5				
Mount Isa	104.1	Lithgow	91.3				
Nambour	89.5	Mudgee	101.1				
Rockhampton	104.7	Murrumbidgee					
Southern Downs	103.3	Irrigation Area	98.1				
Townsville	105.5						

Notes: This appendix lists only terrestrial transmission services for which an apparatus licence is held by the ABC. In previous reports, the ABC has reported services rebroadcast using transmission facilities provided under licence, such as the Self-Help Broadcasting Reception Scheme (SBRBS) and the Broadcasting for Remote Aboriginal Communities Scheme (BRACS). The ABC does not control such services that are retransmitted under s.212 or s.212A of the *Broadcasting Services Act 1992*.

Appendix 18—Radio Transmission Frequencies *continued*

Radio transmitter statistics

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	Total
ABC Local Radio	1	59	15	68	13	18	24	41	239
ABC Radio National	1	52	15	87	18	13	21	50	257
ABC Classic FM	2	19	2	18	6	2	11	8	68
triple j	2	18	2	13	5	2	10	6	58
NewsRadio	2	18	3	15	5	4	9	12	68
Domestic Shortwave	0	0	3	0	0	0	0	0	3
Total	8	166	40	201	47	39	75	117	693

Appendix 19—Radio Australia and Australia Network Transmission and Distribution

Radio Australia frequencies

English—24 hours

Tonga	Nuku'alofa	103 FM
Cook Islands	Rarotonga	93 FM
Kiribati	Tarawa	90 FM
Fiji	Nadi*	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
Palau	Koror	91.5 FM
Singapore	Singapore (subscription digital radio)	1452–1492 MHz

English—Part rebroadcast

Samoa	Apia	89.1 FM
Fiji	National*	558 AM
	Suva*	107.6 FM
Nauru	Nauru	88.8 FM
Tuvalu	Funafuti	100.1 FM
Norfolk Island		1566 AM
Kiribati	Tarawa	88 FM
Thailand	Bangkok	918 AM
	Bangkok	88 FM
Indonesia	Bali	101.9 FM
Vanuatu	Port Vila	98 FM
Papua New Guinea	Mt Hagen	98.1 FM
Solomon Islands	Honiara	1035 AM

* Services suspended by the Fiji interim government in April 2009.

Languages other than English—rebroadcast partner stations

French

New Caledonia	Noumea	90.0 FM
	Port Boise	88.0 FM
	Mare	88.5 FM
	L'Îles des Pins	89.0 FM
	L'Îles des Pins	89.5 FM
Vanuatu	Lifou	90.5 FM
	Lifou	91.5 FM
	Koumac	91.0 FM
	Thio	91.0 FM
	Port Vila	98.0 FM
Wallis and Futuna	Port Vila	1125 AM
	Santo	1179 AM
	Hinifo	101.0 FM
French Polynesia	Mua/Hahake	100.0 FM
	Sigave	89.0 FM
	Sigave	90.0 FM
	Alo	91.0 FM
	Tahiti	88.2–99.4 FM
	Tahiti	738 AM

Pidgin (Tok Pisin)

Papua New Guinea	Madang	100.8 FM
	Lae	100.3 FM
	Kimbe	100.8 FM
	Kavieng	100.3 FM
	Goroka	100.2 FM
	Buka	100.8 FM
	Boregoro	107.7 FM
	Dimodimo	107.1 FM
Vanuatu	Horeatoa	107.5 FM
	Port Vila	1125 AM
Solomon Islands	Santo	1179 AM
	Honiara	1035 AM

Appendix 19—Radio Australia and Australia Network Transmission and Distribution continued

Radio Australia Frequencies continued

Indonesian

Indonesia	Bandah Aceh	104.4 FM
	Bandah Aceh	104.0 FM
	Sigli, Aceh	105.8 FM
	Ambon	102.7 FM
	Lombok	107.0 FM
	Ternate	101.0 FM
	Medan	90.8 FM
	Medan	105.8 FM
	Pematangsiantar	101.2 FM
	Padang	89.2 FM
	Dharmasraya	93.6 FM
	Jakarta	89.2 FM
	Jakarta	90.0 FM
	Jakarta	99.1 FM
	Jakarta	91.2 FM
	Jakarta	88.8 FM
	Jakarta	999 AM
	Jakarta	11850 kHz
	Bandung–West Java	106.7 FM
	Bandung–West Java	107.5 FM
	Bandung–West Java	96 FM
	Bandung–West Java	107.7 FM
	Garut–West Java	102.5 FM
	Taksimalaya– West Java	107.3 FM
	Sumedang– West Java	99.4 FM
	Kediri–East Java	105.1 FM
	Malang–East Java	107.5 FM
	Ponorogo–East Java	94.2 FM
	Situbondo–East Java	93.1 FM
	Semarang– Central Java	93.55 FM
	Yogyakarta	104.5 FM
	Solo	98.8 FM
	Surabaya	100.55 FM
	Surabaya	96 FM
	Bali	105.2 FM
	Bali	100.9 FM
	Makassar	103.7 FM
	Makassa	104.3 FM
	Manado–East Nusa Tenggara	99.3 FM
	Mataram–East Nusa Tenggara	684 AM
	Palembang–Sumatra	101.9 FM
	Banjarmasin– Kalimantan	100.9 FM
	Balikpapan– Kalimantan	101.9 FM
	Manokwari– West Papua	103.4 FM
	Fak-fak–West Papua	102.5 FM

Khmer

Cambodia	Phnom Penh	102 FM
	Siem Reap	101.5 FM
	Sihanoukville	101.5 FM
	Battambang	92.7 FM
	Battambang	96.5 FM
	Kratie	98.5 FM
	Koh Kong	99.5 FM
	Kampot	99.7 FM
	Pailin	90.5 FM
	Rattanakiri	89.5 FM

Mandarin

China	Guangdong	107.6 FM
	Beijing	774 AM
	Tianjin	92.1 FM
	Henan	747 AM
	Liaoning	95.9 FM
	Jilin	91.6 FM
	Zhejiang	810 AM
	National coverage via China National Radio	Various

Radio Australia shortwave transmitters

Operated by Broadcast Australia:

Shepparton (Victoria)	6
Brandon (Queensland)	2

In addition, the ABC leases capacity on shortwave transmitters in Palau, the United Arab Emirates, Singapore and Taiwan. The ABC uses these transmission facilities on a commercial basis for several hours each day to broadcast Radio Australia to selected areas in Asia.

Satellite distribution—Australia Network and Radio Australia

Australia Network and Radio Australia are distributed together across the Pacific, south-east Asia, north Asia and south Asia on the Intelsat-5, Intelsat-8 and Intelsat-10 satellites. This makes the two networks available to rebroadcasters and direct-to-home (DTH) across the region.

Australia Network—rebroadcasts and free-to-air transmitters

Australia Network has approximately 660 rebroadcast partners, mainly cable operators, across the Asia-Pacific region. A full list of rebroadcast partners can be found at Australia Network's website: http://australianetwork.com/tuning/an_rebroadcasters.htm.

In addition, Australia Network operates a 24-hour free-to-air transmitter in Vanuatu (Channel 12) and accesses a 24-hour free-to-air transmitter in Solomon Islands (UHF Channel 28 and VHF Channel 99) operated under agreement with the local telecom.

Appendix 20—ABC Offices

ABC Head Office

Australian Broadcasting Corporation

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 5344
Managing Director: Mark Scott

Corporate

Corporate Affairs

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 2311
Fax (02) 8333 5305
Director: Michael Millett

Corporate Strategy

Editorial Policies

ABC Southbank Centre
120 Southbank Boulevard,
Southbank VIC 3006;
GPO Box 9994
Melbourne VIC 3001;
Phone (03) 9626 1594
Fax (03) 9626 1601
Director: Paul Chadwick

ABC International

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 5360
Fax (02) 8333 5315
Director: Murray Green

Radio Australia

ABC Southbank Centre
120 Southbank Boulevard
Southbank VIC 3006;
GPO Box 9994
Melbourne VIC 3001;
Phone (03) 9626 1898
Fax (03) 9626 1899
Chief Executive: Michael McCluskey

Australia Network

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 5598
Fax (02) 8333 1558
Chief Executive: Bruce Dover

ABC Commercial

ABC Southbank Centre
120 Southbank Boulevard
Southbank VIC 3006;
GPO Box 9994
Melbourne VIC 3001;
Phone (03) 9626 1600
Fax (03) 9626 1552
Director: Lynley Marshall

Innovation

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 5226
Fax (02) 8333 1558
Director: Ian Carroll

Legal and Business Affairs

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 5849
Fax (02) 8333 5860
Director: Rob Simpson

News

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 4551
Director: Kate Torney

Operations

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 1777
Chief Operating Officer:
David Pendleton

ABC Resources

ABC Southbank Centre
120 Southbank Boulevard
Southbank VIC 3006;
GPO Box 9994
Melbourne VIC 3001;
Phone (03) 9626 1594
Fax (03) 9626 1601
Director: David Cruttenden

Business Services

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 5552
Director: Brian Jackson

Technology

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 3168
Director: Ken Gallacher

Communication Networks

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 4570
Director: Adrian Potter

Appendix 20—ABC Offices *continued*

People and Learning

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 5108
Director: Ursula Groves

Radio

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 2603
Director: Kate Dundas

Television

ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1500
Fax (02) 8333 3055
Director: Kim Dalton

State Offices

Australian Capital Territory Canberra

Cnr Northbourne
and Wakefield Avenues
Dickson ACT 2602;
GPO Box 9994
Canberra ACT 2601;
Phone (02) 6275 4555
Fax (02) 6275 4538
(Local Radio station:
666 ABC Canberra)
Territory Director: Elizabeth
McGrath
Local Content Manager ACT:
Andrea Ho

New South Wales Sydney

ABC Ultimo Centre
700 Harris Street
Ultimo 2007;
GPO Box 9994
Sydney NSW 2001;
Phone (02) 8333 1234
Fax (02) 8333 1203
(Local Radio station:
702 ABC Sydney)
State Director: Dean Leith (Acting)
Local Content Manager NSW:
Martin Corben (Acting)

Bega

Unit 1, First Floor
The Roy Howard Building
Ayers Walkway
231 Carp Street
(PO Box 336)
Bega NSW 2550;
Phone (02) 6491 6011
Fax (02) 6491 6099
(Local Radio station:
ABC South East)
RCM: Ian Campbell

Coffs Harbour

(administered by Port Macquarie)
24 Gordon Street
Coffs Harbour NSW 2450;
Phone (02) 6650 3611
Fax (02) 6650 3699
(Local Radio station:
ABC Mid North Coast)

Dubbo

45 Wingewarra Street
(PO Box 985)
Dubbo NSW 2830;
Phone (02) 6881 1811
Fax (02) 6881 1899
(Local Radio station:
ABC Western Plains
RCM: Andrew Dunkley

Erina

(administered by Sydney)
T252, The Parallel Mall
Erina Fair Shopping Centre
Terrigal Drive
Erina NSW 2250;
Phone: (02) 4367 1911
Fax: (02) 4367 1999
(Local Radio stations:
92.5 ABC Central Coast
702 ABC Sydney)

Lismore

61 High Street
(PO Box 908)
Lismore NSW 2480;
Phone (02) 6627 2011
Fax (02) 6627 2099
(Local Radio station:
ABC North Coast)
RCM: Justine Frazier

Muswellbrook

(administered by Newcastle)
36A Brook Street
Muswellbrook NSW 2333;
Phone (02) 6542 2811
Fax (02) 6542 2899
(Local Radio station:
ABC Upper Hunter)

Newcastle

Cnr Wood and Parry Streets
Newcastle West NSW 2302;
PO Box 2205
Dangar NSW 2309;
Phone (02) 4922 1200
Fax (02) 4922 1222
(Local Radio station:
1233 ABC Newcastle)
Local Content Manager
Newcastle: Philip Ashley-Brown

Appendix 20—ABC Offices continued

Nowra

(administered by Wollongong)
64 Bridge Road
(PO Box 1071)
Nowra NSW 2541;
Phone (02) 4428 4511
Fax (02) 4228 4599
(Local Radio station:
97.3 ABC Illawarra)

Orange

46 Bathurst Road
(PO Box 8549)
East Orange NSW 2800;
Phone (02) 6393 2511
Fax (02) 6393 2599
(Local Radio station:
ABC Central West)
RCM: Brooke Daniels

Port Macquarie

51 Lord St
(PO Box 42)
Port Macquarie NSW 2444;
Phone (02) 6588 1211
Fax (02) 6588 1299
(Local Radio station:
ABC Mid North Coast)
RCM: Cameron Marshall

Tamworth

Parry Shire Building
470 Peel Street
(PO Box 558)
Tamworth NSW 2340;
Phone (02) 6760 2411
Fax (02) 6760 2499
(Local Radio station:
ABC New England North West)
RCM: Jennifer Ingall

Wagga Wagga

100 Fitzmaurice Street
Wagga Wagga NSW 2650;
Phone (02) 6923 4811
Fax (02) 6923 4899
(Local Radio station:
ABC Riverina)
RCM: Chris Coleman

Wollongong

13 Victoria Street
Wollongong NSW 2500
(PO Box 973)
Wollongong NSW 2520;
Phone (02) 4224 5011
Fax (02) 4224 5099
(Local Radio station:
97.3 ABC Illawarra)
RCM: Peter Riley

Northern Territory

Darwin

1 Cavenagh Street
Darwin NT 0800;
GPO Box 9994
Darwin NT 0801;
Phone (08) 8943 3222
Fax (08) 8943 3235
(Local Radio station:
105.7 ABC Darwin)
Territory Director: Mark Bowling
Local Content Manager NT:
Andrew Phillips (Acting)

Alice Springs

Cnr Gap Road and Speed Street
Alice Springs NT 0870;
PO Box 1144
Alice Springs NT 0871;
Phone (08) 8950 4711
Fax (08) 8950 4799
(Local Radio station:
ABC Territory Radio)
RCM: Stewart Brash

Katherine

Stuart Highway
Katherine NT 0850;
PO Box 1240
Katherine NT 0851;
Phone (08) 8972 5711
Fax (08) 8972 5799
(Local Radio station:
106.1 ABC Katherine)

Queensland

Brisbane

15 Lissner Street
Toowong QLD 4066;
GPO Box 9994
Brisbane QLD 4001;
Phone (07) 3377 5227
Fax (07) 3377 5265
(Local Radio station:
612 ABC Brisbane)
State Director: Mike McGowan
Local Content Manager QLD:
Jenny Brennen

Bundaberg

58 Woongarra Street
(PO Box 1152)
Bundaberg QLD 4670;
Phone (07) 4155 4911
Fax (07) 4155 4999
(Local Radio station:
ABC Wide Bay)
RCM: Ross Peddlesden

Cairns

Cnr Sheridan and Upward Streets
(PO Box 932)
Cairns QLD 4870;
Phone (07) 4044 2011
Fax (07) 4044 2099
(Local Radio station:
ABC Far North)
RCM: Debbie Kalik

Gladstone

(administered by Rockhampton)
Dahl's Building
43 Tank Street
Gladstone QLD 4680;
Phone (07) 4976 4111
Fax (07) 4976 4199
(Local Radio station:
ABC Capricornia)

Gold Coast

Cnr Gold Coast Highway and
Francis Street
(PO Box 217)
Mermaid Beach QLD 4218;
Phone (07) 5595 2917
Fax (07) 5595 2999
(Local Radio station:
91.7 Coast FM)
Content Director: Trevor Jackson

Longreach

Duck Street
(PO Box 318)
Longreach QLD 4730;
Phone (07) 4658 4011
Fax (07) 4658 4099
(Local Radio station:
ABC Western Queensland)
RCM: Danny Kennedy

Appendix 20—ABC Offices *continued*

Mackay

25 River Street
(PO Box 127)
Mackay QLD 4740;
Phone (07) 4957 1111
Fax (07) 4957 1199
(Local Radio station:
ABC Tropical North)
RCM: Craig Widdowson

Mt Isa

114 Camooweal Street
Mt Isa QLD 4825;
Phone (07) 4744 1311
Fax (07) 4744 1399
(Local Radio station:
ABC North West Queensland)
RCM: Andrew Saunders

Rockhampton

236 Quay Street
(PO Box 911)
Rockhampton QLD 4700;
Phone (07) 4924 5111
Fax (07) 4924 5199
(Local Radio station:
ABC Capricornia)
RCM: Bridget Smith

Sunshine Coast

Level 1
15 Carnaby Street
(PO Box 1212)
Maroochydore QLD 4558;
Phone (07) 5475 5000
Fax (07) 5475 5099
(Local Radio station:
90.3 Coast FM)
RCM: John Caruso

Toowoomba

297 Margaret Street
(PO Box 358)
Toowoomba QLD 4350;
Phone (07) 4631 3811
Fax (07) 4631 3899
(Local Radio station:
ABC Southern Queensland)
RCM: Vicki Thompson

Townsville

8–10 Wickham Street
(PO Box 694)
Townsville QLD 4810;
Phone (07) 4722 3011
Fax (07) 4722 3099
(Local Radio station:
630 ABC North Queensland)
RCM: Cameron Burgess

South Australia

Adelaide

85 North East Road
Collinswood SA 5081;
GPO Box 9994
Adelaide SA 5001;
Phone (08) 8343 4881
Fax (08) 8343 4402
Public fax (08) 8343 4896
(Local Radio station:
891 Adelaide)
State Director:
Sandra Winter-Dewhurst
Local Content Manager SA:
Graeme Bennett

Broken Hill

(administered by
ABC South Australia)
454 Argent Street
(PO Box 315)
Broken Hill NSW 2880;
Phone (08) 8082 4011
Fax (08) 8082 4099
(Local Radio station:
999 ABC Broken Hill)
RCM: Andrew Schmidt

Mount Gambier

Penola Road
(PO Box 1448)
Mt Gambier SA 5290;
Phone (08) 8724 1011
Fax (08) 8724 1099
(Local Radio station:
ABC South East)
RCM: Alan Richardson

Port Augusta

(administered by Port Pirie)
6 Church Street
(PO Box 2149)
Port Augusta SA 5700;
Phone (08) 8641 5511
Fax (08) 8641 5599
(Local Radio station:
1485 Eyre Peninsula and
West Coast)

Port Lincoln

(administered by Port Pirie)
1/60 Tasman Terrace
(PO Box 679)
Port Lincoln SA 5606;
Phone (08) 8683 2611
Fax (08) 8683 2699
(Local Radio station:
1485 Eyre Peninsula and
West Coast)

Port Pirie

85 Grey Terrace
(PO Box 289)
Port Pirie SA 5540;
Phone (08) 8638 4811
Fax (08) 8638 4899
(Local Radio station:
639 ABC North and West)
RCM: Andrew Male

Renmark

Ral Ral Avenue
(PO Box 20)
Renmark SA 5341;
Phone (08) 8586 1300
Fax (08) 8586 1399
(Local Radio station:
1062 ABC Riverland)
RCM: Bruce Mellett

Tasmania

Hobart

ABC Centre
1–7 Liverpool Street
(GPO Box 9994)
Hobart TAS 7001;
Phone (03) 6235 3217
Fax (03) 6235 3220
(Local Radio station:
936 ABC Hobart)
State Director: Fiona Reynolds
Local Content Manager Tasmania:
Jocelyn Nettlefold

Burnie

(administered by 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)

Appendix 20—ABC Offices continued

Victoria

Melbourne

ABC Southbank Centre
120 Southbank Boulevard
Southbank VIC 3006;
GPO Box 9994
Melbourne VIC 3001;
Phone (03) 9626 1600
Fax (03) 9626 1774
(Local Radio station:
774 ABC Melbourne)
State Director: Randal Mathieson
Local Content Manager VIC:
Kelli Brett

Ballarat

5 Dawson Street South
Ballarat VIC 3350;
PO Box 7
Ballarat VIC 3353;
Phone (03) 5320 1011
Fax (03) 5320 1099
(Local Radio station:
107.9 ABC Ballarat
RCM: Dominic Brine

Bendigo

278 Napier Street
(PO Box 637)
Bendigo VIC 3550;
Phone (03) 5440 1711
Fax (03) 5440 1799
(Local Radio station:
ABC Central Victoria)
RCM: Jonathon Ridnell

Horsham

(administered by Bendigo)
Shop 3
148 Baillie Street
(PO Box 506)
Horsham VIC 3400;
Phone (03) 5381 5311
Fax (03) 5381 5399
(Local Radio station:
ABC Western Victoria)

Mildura

73 Pine Ave
(PO Box 10083)
Mildura VIC 3502;
Phone (03) 5022 4511
Fax (03) 5022 4599
(Local Radio station:
ABC Mildura–Swan Hill)
RCM: Louise Ray

Morwell

20 George St
(PO Box 1109)
Morwell VIC 3840;
Phone (03) 5135 2111
Fax (03) 5135 2199
(Local Radio station:
ABC Gippsland)
Contact: Gerard Callinan

Sale

340 York Street
(PO Box 330)
Sale VIC 3850;
Phone (03) 5143 5511
Fax: (03) 5143 5599
(Local Radio station:
ABC Gippsland)
RCM: Gerard Callinan

Shepparton

(administered by Wodonga)
50A Wyndham Street
(PO Box 1922)
Shepparton VIC 3630;
Phone (03) 5820 4011
Fax (03) 5820 4099
(Local Radio Station:
ABC Goulburn Murray)

Warrnambool

(administered by Ballarat)
166B Koroit Street
(PO Box 310)
Warrnambool VIC 3280;
Phone (03) 5560 3111
Fax (03) 5560 3199
(Local Radio station:
ABC South Western Victoria)

Wodonga

1 High Street
(PO Box 1063)
Wodonga VIC 3690;
Phone (02) 6049 2011
Fax (02) 6049 2099
(Local Radio station:
ABC Goulburn Murray)
RCM: Gaye Pattison

Western Australia

Perth

30 Fielder Street
East Perth WA 6000;
GPO Box 9994
Perth WA 6848;
Phone (08) 9220 2700
Fax (08) 9220 2727
(Local Radio station:
720 ABC Perth)
State Director: Geoff Duncan
Local Content Manager WA:
Deborah Leavitt

Albany

2 St Emillie Way
(PO Box 489)
Albany WA 6330;
Phone (08) 9842 4011
Fax (08) 9842 4099
(Local Radio Station:
ABC South Coast)
RCM: Andrew Collins

Broome

1/14 Napier Terrace
(PO Box 217)
Broome WA 6725;
Phone (08) 9191 3011
Fax (08) 9191 3099
(Local Radio station:
ABC Kimberley)
RCM: Lana Reed

Bunbury

72 Wittenoom Street
(PO Box 242)
Bunbury WA 6230;
Phone (08) 9792 2711
Fax (08) 9792 2799
(Local Radio station:
ABC South West)
RCM: Robert Mailer

Esperance

(administered by Kalgoorlie)
80b Windich Street
(PO Box 230)
Esperance WA 6450;
Phone (08) 9083 2011
Fax (08) 9083 2099
(Local Radio station:
ABC Goldfields–Esperance)

Appendix 20—ABC Offices *continued*

Geraldton

245 Marine Terrace
(PO Box 211)
Geraldton WA 6531;
Phone (08) 9923 4111
Fax (08) 9923 4199
(Local Radio station:
ABC Midwest and Wheatbelt)
RCM: Kate Wood (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)
RCM: John Wibberley

Karratha

DeGrey Place
(PO Box 994)
Karratha WA 6714;
Phone (08) 9183 5011
Fax (08) 9183 5099
(Local Radio station:
ABC North West)
RCM: Scott Lamond

Kununurra

(administered by Broome)
114b Collibah Drive
(PO Box 984)
Kununurra WA 6743;
Phone (08) 9168 4311
Fax (08) 9168 4399
(Local Radio station:
ABC Kimberley)

Wagin

(administered by Albany)
58 Tudhoe Street
Wagin WA 6315;
Phone (08) 9861 3311
Fax (08) 9861 3399
(Local Radio Station:
558 ABC Great Southern)

Overseas Offices

Auckland

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Appendix 21 – ABC Shops

Australian Capital Territory

Canberra

Shop CF12
Canberra Centre
Canberra ACT 2600
Phone 02 6247 2941
Fax 02 6230 6478

Woden

Shop G47B
Westfield Shopping Centre
Woden ACT 2606
Ph: 02 6282 0746
Fax: 02 6282 3508

New South Wales

Bondi

Shop 1003 Level 1
Westfield
Bondi Junction NSW 2022
Ph: 02 9386 5582

Brookvale

Shop 110 Level 1
Warringah Mall Shopping Centre
Brookvale NSW 2100
Ph: 02 9905 3758
Fax: 02 9939 7834

Burwood

Shop 204 Level 1
Westfield Shoppingtown
Burwood NSW 2134
Ph: 02 9744 5172
Fax: 02 9715 2845

Campbelltown

Shop C029 Level 1
Macarthur Square
Campbelltown NSW 2560
Ph: 02 4626 8624
Fax: 02 4620 5007

Castle Hill

Shop 28
Castle Towers Shopping Centre
Castle Hill NSW 2154
Ph: 02 9899 3273
Fax: 02 9894 5425

Chatswood

Shop 350 Level 3
Westfield Shoppingtown
Chatswood NSW 2067
Ph: 02 9904 8047
Fax: 02 9413 4203

East Gardens

Shop 325
Westfield Shoppingtown
East Gardens
152 Bunnerong Rd
East Gardens NSW 2035
Ph: 02 9349 3695
Fax: 02 9349 7169

Erina

Shop T253 The Parallel Mall
Erina Fair
Erina NSW 2250
Ph: 02 4367 6892
Fax: 02 4367 0617

Hornsby

Shop 3033/34
Westfield Shoppingtown
Hornsby NSW 2077
Ph: 02 9482 3671
Fax: 02 9476 0098

Miranda

Shop 1087/88 Level 1
Westfield Shoppingtown
Miranda NSW 2228
Ph: 02 9524 4289
Fax: 02 9542 8573

Newcastle

Shop 205 Upper Level
Charlestown Shopping Square
Charlestown NSW 2290
Ph: 02 4943 9763
Fax: 02 4920 9526

North Ryde

Shop 417 The Loft
Macquarie Shopping Centre
North Ryde NSW 2113
Ph: 02 9878 4253
Fax: 02 9878 8027

Parramatta

Shop 4069 Level 4
Westfield Shoppingtown
Parramatta NSW 2150
Ph: 02 9635 9922
Fax: 02 9689 3421

Penrith

Shop 150 Ground Level
Westfield Penrith Plaza
Penrith NSW 2750
Ph: 02 4721 8299
Fax: 02 4721 3613

Port Macquarie

Shop T07A
Settlement City
Port Macquarie NSW 2444
Ph: 02 6583 6085
Fax: 02 6583 8134

Rouse Hill

Shop GR048 10-14 Market Lane
Rouse Hill Town Centre
Windsor Rd
Rouse Hill NSW 2155
Ph: 02 8882 9179
Fax: 02 8882 9200

Sydney

Shop 48 The Albert Walk
Queen Victoria Building
Sydney NSW 2000
Ph: 02 9286 3726
Fax: 02 9262 7690

Tuggerah

Shop 2043a
Westfield Shoppingtown
Corner Wyong and Gavenlock
Roads
Tuggerah NSW 2259
Ph: 02 4353 9305
Fax: 02 4353 9475

Ultimo

The Foyer
ABC Ultimo Centre
700 Harris Street
Ultimo NSW 2007
Ph: 02 8333 2055
Fax: 02 9333 1240

Wollongong

Shop 215/216
Wollongong Central Shopping
Centre
Wollongong NSW 2500
Ph: 02 4227 6750
Fax: 02 4227 6759

Queensland

Brisbane

Shop 240 Level 2
The Myer Centre
Brisbane QLD 4000
Ph: 07 3003 1321
Fax: 07 3211 1453

Appendix 21 – ABC Shops continued

Cairns

Shop L01 153
Cairns Central Shopping Centre
Corner McLeod and Spence
Streets
Cairns QLD 4870
Ph: 07 4041 5392
Fax: 07 4041 2046

Carindale

Shop 2063
Carindale Shopping Centre
Carindale QLD 4152
Ph: 07 3398 1606
Fax: 07 3324 9681

Chermside

Shop 253
Westfield Shoppingtown
Chermside QLD 4032
Ph: 07 3359 1378
Fax: 07 3359 1407

Helensvale

Shop 1055
Westfield Helensvale
Helensvale QLD 4212
Ph: 07 5502 7936
Fax: 07 5502 7583

Indooroopilly

Shop 3017
Indooroopilly Shopping Centre
Indooroopilly QLD 4068
Ph: 07 3878 9923
Fax: 07 3878 3126

Mt Gravatt

Shop 210A
Garden City Shopping Centre
Mt Gravatt QLD 4122
Ph: 07 3420 6928
Fax: 07 3420 6894

North Lakes

Shop 1108
Westfield North Lakes
North Lakes QLD 4509
Ph: 07 3491 6283
Fax: 07 3491 6968

Robina

Shop 2047A
Robina Town Centre
Robina QLD 4226
Ph: (07) 5575 7260
Fax: (07) 5578 9236

Toombul

Shop 115/116
Centro Toombul
Toombul QLD 4012
Ph: (07) 3256 9592
Fax: (07) 3266 3060

Toowoomba

Shop GC0114
Grand Central Shopping Centre
Toowoomba QLD 4350
Ph: (07) 4638 1768
Fax: (07) 4638 2842

Townsville

Shop 132
Castletown Shoppingworld
Townsville QLD 4810
Ph: (07) 4724 0710
Fax: (07) 4724 0997

South Australia

Adelaide

Shop T027
The Myer Centre
Adelaide SA 5000
Ph: 08 8410 0567
Fax: 08 8231 7539

Modbury

Shop 200
Westfield Shoppingtown
Tea Tree Plaza
Modbury SA 5092
Ph: 08 8396 0000
Fax: 08 8395 6645

Oaklands Park

Shop 2047 Level 2
Westfield Shoppingtown Marion
297 Diagonal Road
Oaklands Park SA 5046
Ph: 08 8298 6350
Fax: 08 8377 5253

Tasmania

Hobart

Shop 209B
Centrepoint
70 Murray Street
Hobart TAS 7000
Ph: 03 6236 9972
Fax: 03 6234 1734

Rosny Park

Shop GO38
Eastlands Shopping Centre
Rosny Park TAS 7018
Ph: 03 6245 0933

Victoria

South Yarra

Shop 1-001
South Yarra Vogue Shopping
Centre
670 Chapel Street
South Yarra VIC 3141
Ph: 03 9804 7443
Fax: 03 9804 7199

Chadstone

Shop B186 The West Mall
Chadstone Shopping Centre
Chadstone VIC 3148
Ph: 03 9568 8245
Fax: 03 9563 4802

Cheltenham

Shop 3026
Westfield Shoppingtown
Southlands
Cheltenham VIC 3192
Ph: 03 9583 5589
Fax: 03 9585 4601

Forest Hill

Shop 132
Forest Hill Chase Shopping Centre
270 Canterbury Road
Forest Hill VIC 3131
Ph: 03 9894 7582
Fax: 03 9878 6652

Geelong

Shop 137
Geelong Westfield Shopping
Centre
Geelong VIC 3220
Ph: 03 5221 3785
Fax: 03 5222 8591

Knox

Shop 3115
Knox Shopping Centre
425 Burwood Highway
Wantirna South VIC 3152
Ph: 03 9800 4965
Fax: 03 9837 5319

Maribyrnong

Shop 2072
Highpoint Shopping Centre
Maribyrnong VIC 3032
Ph: 03 9317 4652
Fax: 03 9317 5290

Appendix 21 – ABC Shops continued

Melbourne

Shop M01, Mezzanine Level
GPO Building
Corner Elizabeth and Bourke St
Melbourne VIC 3000
Ph: 03 9662 4522
Fax: 03 9662 4402

Preston

Shop K28 Level 1
Northland Shopping Centre
50 Murray Road
East Preston VIC 3072
Ph: 03 9471 4863
Fax: 03 9470 5672

Ringwood

Shop L60
Eastland Shopping Centre
171-175 Maroondah Highway
Ringwood VIC 3134
Ph: 03 9879 5094
Fax: 03 9847 0956

Western Australia

Booragoon

Shop 75
Garden City Shopping Centre
Booragoon WA 6154
Ph: 08 9315 9289
Fax: 08 9315 2763

Cannington

Shop 1016
Westfield Shoppingtown Carousel
Cannington WA 6107
Ph: 08 9451 6352
Fax: 08 9451 7849

Karrinyup

Shop F124 Level 1
Karrinyup Shopping Centre
200 Karrinyup Rd
Karrinyup WA 6018
Ph: 08 9445 9233
Fax: 08 9276 3086

Morley

Shop 173 Level 1
The Galleria Morley
Walter Rd
Morley WA 6062
Ph: 08 9276 7673
Fax: 08 9276 3088

Perth

Shop 60 Gallery Level
Carillon City Arcade
Perth WA 6000
Ph: 08 9321 6852
Fax: 08 9481 3123

Glossary

3G—“third generation” mobile telephone services that are able to carry internet content.

app or application—short for “application software”, particularly in the context of mobile devices. An app is a computer program designed to perform a particular task or function, and may be custom-built to meet a specific need.

audio-on-demand—the provision of audio files (e.g. radio programs or pieces of music) over the internet so that they begin playing shortly after the user requests them. Generally, the files do not remain on the user’s computer after they have been played.

broadband—fast internet service that allows rapid access to large audio and video files.

Charter—the fundamental operating responsibilities of the ABC, as set out in Section 6 of the *Australian Broadcasting Corporation Act 1983*. See Appendix 1 (page 206).

co-production—a program produced through an agreement between the ABC and an outside producer, and potentially others, to jointly contribute money, facilities and/or staff.

cross-media/cross-platform—content produced for and delivered on more than one media platform.

digital radio—the transmission of a broadcast radio signal in digital form, allowing more channels and additional data to be carried in the same spectrum as analog radio.

digital television—the transmission of a broadcast television signal in digital form. This allows more channels or higher-definition channels to be carried in the same spectrum as analog television services, as well as interactive content.

download—the transfer of data, including audio and video files, across the internet to the user’s computer for later use. Unlike streamed files, downloaded files reside on the recipient’s computer.

first release—the first time a program has been broadcast in Australia.

five-city reach—the combined audience reach of a television service in the five cities of Adelaide, Brisbane, Melbourne, Perth and Sydney.

interstitial—content that is not a television program and is put to air between programs. Interstitials include station identification, program promotions, cross-promotions for radio or new media programming, ABC Commercial merchandising and community service announcements.

platform—a medium or technology for content distribution. The ABC’s primary platforms are radio, television and the internet. It also uses mobile telephone-based platforms, such as SMS.

podcasting—the provision of downloadable audio files so that the user is able to “subscribe” to a program and have their computer automatically retrieve new files as they become available. The files are then able to be transferred to a portable music player.

portal—an online or mobile website which aggregates content into a single destination.

reach—the total number of people who have viewed, listened or visited a service over a given time frame.

share—the percentage of the listening/viewing audience tuned to a particular service.

simulcast—simultaneous broadcast of the same content in multiple formats, such as analog and digital television, as required by the *Broadcasting Services Act 1992*.

smart phone—an advanced mobile telephone device that allows the user to install and run application software in order to expand its capabilities.

social media—the generic term for a diverse collection of online technologies that allow users to create, publish and share content with one another, including blogs, wikis (e.g. Wikipedia), “micro-blogs” (e.g. Twitter), social networking (e.g. Facebook) and photo and video sharing sites (e.g. YouTube).

streaming—“real time” audio- or video-on-demand that is synchronised with a radio or television broadcast.

video-on-demand—the provision of video content over the internet so that it begins playing shortly after the user requests it. Generally, the content does not remain on the user’s computer after it has been played.

vodcasting—downloadable video files so that the user is able to “subscribe” to a program and have their computer automatically retrieve new content as it becomes available.

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