

**ABC submission to the
Australian Government's review
of Australian broadcasting
services in the Asia-Pacific
August 2018**



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1. Executive Summary

As Australia's pre-eminent public broadcaster, the Australian Broadcasting Corporation (ABC) has a proven record in its commitment to international broadcasting. The provision of the ABC's services to the Asia-Pacific and beyond over many decades has demonstrably strengthened Australia's engagement with our international neighbours, and the Corporation is uniquely placed to continue to serve Australia's interests, recognising that:

- The Asia-Pacific region is home to diverse countries and cultures that are experiencing increasing mobility in capital, information and populations, albeit at different paces.
- There are complex and dynamic shifts in geo-politics, technological and demographics that require Australia to take new strategic approaches to engagement in the Region.
- The global media and information environment is also experiencing unprecedented change, with increasing audience transition to mobile and digital technology, and the Asia-Pacific region is outstripping global growth in social media use and mobile connectivity.
- The ABC is one of the most recognised and trusted brands in the Region due to its editorial independence from government, its longstanding presence in Asia and the Pacific and the effective partnerships it has built with local communities, political stakeholders and media organisations across the Region.
- The ABC has also been at the forefront of employing digital and mobile technologies to most effectively reach and engage with its domestic and international audiences.
- Through its international services, the ABC has the content and infrastructure to enable it to connect with a range of international audiences in English and their own languages, presenting Australian perspectives and values to the world through high-quality and distinctive programs.
- Trusted media sources can be a powerful asset in promoting Australia's interests on the international stage. With the appropriate level of commitment and resourcing, the ABC is perfectly positioned to contribute to Australia's investment in the Asia-Pacific region.

2. Introduction

The ABC submits this paper for consideration in response to the Australian Government review of broadcasting services in the Asia-Pacific. It should be read in conjunction with the ABC's submission to the Australian Government's *2017 Foreign Policy White Paper* consultation process,¹ and also in consideration of the "soft power" review foreshadowed in the White Paper.²

The ABC has continuously operated international media services in Asia and the Pacific for almost 80 years and is thus able to provide unique insights borne of extensive and direct experience of producing and delivering programs and services that reflect Australia to audiences in the Region and the world.

¹ ABC. "Submission on the Australian Government Foreign Policy White Paper", March 2017, <https://www.fpwhitepaper.gov.au/sites/g/files/net3551f/submission/170314-663-australian-broadcasting-corporation.pdf>.

² Australian Government. *2017 Foreign Policy White Paper*, 23 November 2017, p.107.

The review's terms of reference identify its purpose as an assessment of the reach of Australia's media in the Asia-Pacific. Naturally, this requires some focus on the current and emerging distribution platforms that deliver media into the Region. To properly assess what constitutes the effective reach of those services, it is necessary to consider the strategic objectives that they are designed to achieve, as well as the available technologies and trends in audience expectations and media consumption. Together, these factors define the most appropriate platforms for delivering Australian media services to the Asia-Pacific region.

The ABC believes there are considerable opportunities for expanding the effectiveness and influence of Australia's media in the Region. Doing so will help to counter-balance the growing influence of other countries which are investing heavily in expanding their international media capabilities. This submission outlines a number of options for doing so.

3. The ABC's experience in international media services

The ABC has a long-established reputation as an international broadcaster in the Asia-Pacific region. The Corporation introduced shortwave radio transmissions to what is now Papua New Guinea (PNG), and the Pacific in the late 1930s, and formally established Radio Australia in 1945. Over the subsequent decades, the ABC incorporated programming in the major regional languages into the Radio Australia schedule. Through Radio Australia, the ABC has been able to encourage a positive view of Australia and its democratic institutions in neighbouring countries, provide a dependable and independent news service, and encourage English-language learning.

The ABC began delivering international satellite television services in 1993 in the form of Australia Television International (ATI). Following a recommendation of the Mansfield Inquiry, ATI was sold to the Seven Network in 1998. The Seven Network was unable to realise a sufficient commercial return and chose not to bid in a Government tender to maintain the service. The ABC subsequently accepted a Government offer to resume its operation, first as ABC Asia Pacific (2001–05), then as the Australia Network (2006–14), under contracts with the Department of Foreign Affairs and Trade (DFAT). The international television service has been targeted at English-language learners and speakers, particularly educated regional influencers and people wanting to visit Australia for trade or study.

In the early 2000s, the ABC introduced online content to complement its broadcasting outputs. This was subsequently expanded to include mobile and social media services, and, as audience needs and expectations changed, these became service offerings in their own right. They include the ABC's Learn English Facebook community, which is larger than those operated by Voice of America (VOA) and the BBC.

Following the termination of the Australia Network contract and its associated funding in the May 2014 Budget, the Corporation exited over 80 staff and reconfigured and rebranded its international media service to create the unified Australia Plus service with a reduced number of languages.

The ABC's international remit is primarily informed by its legislative obligations as set out in the ABC Charter, and its scope and scale are defined by the availability of funding and resources. These factors are explored in more detail in the following sections. Overall, the ABC's international strategy is to marshal its available resources and utilise the most effective platforms to reach the target audience with distinctive, compelling and informative content.

3.1. Legislative foundation

The ABC's enabling legislation, the *Australian Broadcasting Corporation Act 1983* (Cth) ("ABC Act"), reflects its long-established international broadcasting role. Specifically, the ABC Charter states that one of the functions of the Corporation is:

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.³

A subsequent amendment to the ABC Act established that the only entities with which the Commonwealth may establish a paid contract for international broadcasting services are the ABC and prescribed companies under the ABC Act.⁴

The ABC recognises that, in achieving its twin purpose of reaching international audiences and Australians travelling or living overseas, the mobility of audiences, abundance of choice and proliferation of digital technologies all influence the content it offers and the distribution platforms it uses to reach these audiences.

3.2. Resource constraints

The ABC enjoys an excellent reputation in Asia and the Pacific as a credible, reliable and independent source of news and information from a uniquely Australian perspective. The Corporation maintains the largest on-the-ground presence of correspondents of any regional broadcaster, which allows it to provide comprehensive, credible 24-hour news reporting from and for the region.

Nonetheless, the ABC's international operations are directly shaped by available resources, and international services have fluctuated with the availability of funding and facilities.

In particular, the 1996 Mansfield Review of the Role and Functions of the ABC prompted the then Government to sell one of the key shortwave transmitters used by Radio Australia and to sell Australia Television International to the Seven Network. This was accompanied by a significant reduction in the ABC's overall funding announced in the August 1996 Commonwealth Budget. Together, the loss of the Cox Peninsula shortwave transmitter and the reduction of Radio Australia's funding greatly diminished its reach and influence.

Likewise, the 2014 cancellation of the Australia Network contract, which was valued at \$220 million over 10 years, and the ABC-wide budget reduction announced in November of that year significantly reduced the ABC's ability to deliver optimal international services.

In response to these changed funding arrangements, over time the Corporation has reduced its broadcasting footprint and reconfigured its services in order to maximise the effectiveness of its offerings. Currently, the ABC's international media activities operate within a funding envelope of \$11 million per annum. As a result, the Corporation's international strategy is necessarily focused on reaching key audiences in the Region by using the content, platforms and technologies of greatest relevance to them.

In light of this constrained budgetary environment and in alignment with the implementation of the ABC's *Investing in Audiences* strategy announced in March 2017, the previously discrete International division was dissolved and its staff and functions integrated into the wider Corporation. The ABC's international strategy that has been formed under these circumstances is discussed further in section 5.

³ *Australian Broadcasting Corporation Act 1983* (Cth), s.6(1)(b).

⁴ *Australian Broadcasting Corporation Act 1983* (Cth), s.31AA.

4. International media as public diplomacy

While the activity predates the term, government-funded international media services are a core tool for public diplomacy. They sit alongside scholarships, exchange programs, aid projects and cultural and sporting events as an important way of influencing the peoples and institutions of other nations.

In essence, public diplomacy or “soft power” is the set of means by which a nation can bypass traditional diplomatic channels and connect directly with foreign publics and institutions in order to encourage an understanding and appreciation of its policies, attitudes, values and culture. The Australian Government’s *2017 Foreign Policy White Paper* characterises soft power as “the ability to influence the behaviour or thinking of others through the power of attraction and ideas” and notes that it is vital to Australia’s foreign policy.⁵

Public diplomacy helps to positively develop a nation’s reputation within other countries, which, in turn, helps facilitate the achievement of foreign policy and trade objectives, including attracting overseas investment, students and tourism. As a 2007 Senate Committee inquiry into Australia’s public diplomacy activities noted, “[t]he importance of public diplomacy is particularly evident where traditional diplomacy is not working or relations with another country have soured.”⁶

By its nature, international broadcasting differs from other public diplomacy methods in several important ways.

First, it employs mass media, enabling it reach large numbers of people on a daily basis, and making it a particularly cost-effective means of influencing foreign publics. For example, a survey of TV audiences in the Pacific conducted in 2014 found that an average of 17% of adults in urban areas reported having watched the ABC’s international TV channel in the previous week.⁷

Secondly, international broadcasting allows rapid responses to changing situations in ways that other avenues of public diplomacy, such as scholarships and cultural exchanges, cannot. During the 2009 Indian student crisis, for example, the ABC’s international services were able to quickly provide a counter to sensationalist reporting in the Indian press by transmitting a more balanced version of events into India, both on its own channels and more widely through its relationships with domestic television providers. The coverage, which took the form of news stories and longer-form interviews with key figures, was accurate, open and honest and, as a result, credible.

Finally, international broadcasting carries the supplementary function of providing a centralised source of information about Australia for its citizens living or working abroad.

Alongside its international media services, the Corporation maintains an International Development team, which serves as a very effective vehicle for regional soft power. Primarily funded through competitive DFAT tender processes and grants, the team works on projects that develop the capacity of regional media providers and assist related organisations in areas like governance, gender, health, education, sport for development, disaster response and risk reduction. More details of the work of ABC International Development can be found in the Corporation’s recent submission to the Joint Standing Committee on Foreign Affairs, Defence and Trade inquiry into the strategic effectiveness and outcomes of Australia’s aid program in the Asia-Pacific.⁸

⁵ Australia Government. *2017 Foreign Policy White Paper*, White paper, November 2017 p.109.

⁶ Australian Senate, Standing Committee on Foreign Affairs, Defence and Trade. “Australia’s public diplomacy: building our image”, Report, August 2007, p.19.

⁷ M&C Saatchi World Services Research & Insight and Butuna Smith Research Consultancy. “Citizen Access to Information in Papua New Guinea 2014”, Report, 2014, <http://www.abc.net.au/cm/lb/9080250/data/report---citizen-access-to-information-in-png-2014-data.pdf>.

⁸ https://www.aph.gov.au/Parliamentary_Business/Committees/Joint/Foreign_Affairs_Defence_and_Trade/Australiasaidprogram

4.1. International media competitors

Recent decades have witnessed a greater international focus on the use of public diplomacy, including international media services, as a means by which countries can advance their national interests in a globalised, information-rich world.⁹ As can be seen in Table 1, below, the major international media services have operating budgets in excess of one hundred million dollars. With rare exceptions, such as the CNN news service, all are funded by national governments.

Table 1: Major international broadcasting services

Broadcaster	Funding A\$m p.a.	Media ^a	Owner	Languages
CCTV (China)	\$3,082.0 ^b	TV/Radio	Govt	English, Chinese, Others (6)
CNN International	\$1,019.0 ^c	TV	Private	English
BBC World Service	\$576.0 ^d	Radio/TV	Public	English, Others (39)
Deutsche Welle	\$532.0 ^e	TV/Radio	Public	English, German, Others (28)
RT (Russia)	\$406.2 ^f	TV	Govt	English, Russian, Others (4)
Radio France Internationale + Monte Carlo Doualiya	\$379.4 ^g	Radio	Govt	English, French, Others (13)
NHK World-Japan	\$378.0 ^h	TV/Radio	Public	English, Japanese, Others (16)
Voice of America	\$319.0 ⁱ	Radio/TV	Public	English, Others (45)
TV5 Monde	\$173.4 ^j	TV	Mixed	French, Others (14)
France 24	\$158.0 ^k	TV	Govt	English, French, Arabic, Spanish
BBC World News	\$151.0 ^l	TV	Public	English
Al Jazeera	\$136.3 ^m	TV	Mixed	English, Arabic, Others (2)
Arirang TV	\$64.1 ⁿ	TV	Public	English, Korean, Others (6)
ABC (international services)	\$11.0 ^o	Multimedia	Public	English, Others (3)
BVN	\$7.4 ^p	TV	Public	Dutch

Notes: a. All listed organisations deliver online services; b. In 2016, it was reported that the Chinese government would invest A\$9.3 billion in international media activities, although the period of the expenditure and the allocation to different media groups—CCTV, Xinhua, China Radio International and the China Daily—were not specified in the announcement; c. 2014 estimated budget; d. 2018/19 estimated spend; e. 2016 federal allowances; f. 2017 budget; g. 2014 budget; h. Total operating expenditure for the 2017 Japanese financial year; i. 2018 estimated annual budget; j. 2015 estimated budget; k. In 2015, it was reported the estimated annual budget provided by the French government since 2008 was A\$158 million; l. Estimated costs incurred for 2014–15; m. 2010 estimated annual funding provided by the Qatari government; n. 2018 annual budget; o. Financial Year 2017–18 budget; p. 2017 budget. A list of sources is provided in Appendix 3.

Alongside growth in international broadcast is the rise of global digital services like Google and Facebook, which have themselves evolved into tools and destinations for media consumption. These services function as a mediating layer between media organisations and audiences and are able to present commercial (e.g. pay-walls for publishers) and technical (e.g. algorithmic) barriers that can inhibit content from reaching target audiences. They are also investing in content commissioning and creation. Recent events suggest that these platforms may be vulnerable to manipulation by foreign entities. Likewise, there is evidence they can be used to manipulate populations, sometimes with fatal consequences.¹⁰

⁹ See, e.g., Australian Senate. "Australia's public diplomacy: building our image", pp.15–25; Lowy Institute for International Policy. "Australia's Diplomatic Deficit: Reinvesting in our instruments of international policy", Blue Ribbon Panel Report, March 2009, p.31.

¹⁰ See, e.g., Amanda Taub and Max Fisher, "Where Countries Are Tinderboxes and Facebook Is a Match", *The New York Times*, 21 April 2018, <https://www.nytimes.com/2018/04/21/world/asia/facebook-sri-lanka-riots.html>; Timothy McLaughlin. "How Facebook's Rise Fueled Chaos and Confusion in Myanmar", *Wired*, 6 July 2018, <https://www.wired.com/story/how-facebooks-rise-fueled-chaos-and-confusion-in-myanmar/>.

The elevation of public diplomacy within foreign-policy toolsets has been particularly apparent in the Asia-Pacific region since around the turn of the century, not least due to major investments by the People's Republic of China (PRC). This constitutes the competitive environment in which Australian international media services must operate.

As the 2007 Senate Committee inquiry noted, the PRC has placed public diplomacy at the "forefront of its foreign relations."¹¹ Beginning in 2001, and particularly since 2009, the country has significantly increased its investments in internationally targeted media services.¹² In January 2009, the PRC government announced that it would boost the country's international media voice, reportedly allocating 45 billion yuan (A\$9.3 billion) for projects to expand the overseas coverage, presence and reach of China Central Television (CCTV), Xinhua and *The People's Daily*.¹³ In April 2010, CCTV rebranded its English-language channel CCTV-9 as CCTV News (now China Global Television Network or CGTN), reportedly with the intention of creating an international news brand with a status similar to that of the BBC and CNN within a short period.¹⁴ In July 2010, the Xinhua news agency launched CNC World, a global English-language television news service on satellite, cable and mobile.¹⁵

By 2018, CCTV was being broadcast in 140 countries in a range of languages and China Radio International (CRI) was being broadcast in 65 languages.¹⁶ In March 2018, Chinese state media reported that the Chinese Government would merge CCTV, China Radio International (CRI) and China National Radio under a single network to be named Voice of China.¹⁷

A number of regional nations responded to this activity by initiating or expanding public diplomacy programs, including increasing investment in international media services.¹⁸ In particular, in 2009, Japan's national broadcaster, NHK, relaunched its international service, NHK World TV, as a 24-hour English-language news channel, augmented by live internet streaming of the service.¹⁹ The service rebranded as NHK World-Japan in April 2018 and expanded to include additional non-English languages and internet streams.²⁰

In a similar fashion, globally focused international media organisations have expanded their services to Asia and the Pacific. For example, in 2009, TV5 Monde split its Asia-Pacific service into two separate channels, TV5 Monde Asie and TV5 Monde Pacifique, to improve relevance for regional audiences. Likewise, in 2009, Deutsche Welle introduced a second television channel for the Region, DW-TV Asia+. ²¹ France 24 extended the footprint of its English-language television channel into Asia, alongside its existing French-language service.

While the Russian international service RT (formerly Russia Today) primarily focuses on audiences in Europe, North America and the Middle East, it expanded the satellite delivery footprint of its television services to include

¹¹ Australian Senate. "Australia's public diplomacy", p.20.

¹² See, e.g., Ying Zhu. *Two Billion Eyes: The Story of China Central Television*, 2012, New York: The New Press, pp.169–195.

¹³ "Beijing in 45b yuan global media drive", *South China Morning Post*, 13 January 2009, <http://www.scmp.com/article/666847/beijing-45b-yuan-global-media-drive>.

¹⁴ China Central Television. "The Channel name of 'CCTV-9' changed to 'CCTV News'", *CNTV*, 26 January 2010, (archived) <https://web.archive.org/web/20100512133051/http://english.cntv.cn/20100426/104481.shtml>.

¹⁵ Tania Branigan. "China funds English TV news channel CNC World in push for soft power", *The Guardian*, 2 July 2010, <https://www.theguardian.com/world/2010/jul/02/china-english-tv-news-channel-cnc-world>.

¹⁶ Hilton Yip. "China's \$6 Billion Propaganda Blitz is a Snooze", *Foreign Policy*, 23 April 2018, <https://foreignpolicy.com/2018/04/23/the-voice-of-china-will-be-a-squeak/>.

¹⁷ Lily Kuo. "China state media merger to create propaganda giant", *The Guardian*, 22 March 2018, <https://www.theguardian.com/world/2018/mar/21/china-state-media-merger-to-create-propaganda-giant>.

¹⁸ See, e.g., Ian Hall and Frank Smith. "The Struggle for Soft Power in Asia: Public Diplomacy and Regional Competition", *Asian Security*, 9:1, 2013, pp.1-18 at pp.3–6.

¹⁹ Mariko Kato. "NHK to launch global 24-hour news channel", *The Japan Times*, 29 January 2009, <https://www.japantimes.co.jp/news/2009/01/29/national/nhk-to-launch-global-24-hour-news-channel/>.

²⁰ NHK. "NHK WORLD-JAPAN is New Name for International TV Service of NHK, Effective April 2", Media Release, 29 March 2018, <http://globenewswire.com/news-release/2018/03/29/1455491/0/en/NHK-WORLD-JAPAN-is-New-Name-for-International-TV-Service-of-NHK-Effective-April-2.html>.

²¹ Deutsche Welle. "Two Dedicated Channels Provide Gateway to Europe", March 2009, <https://www.dw.com/en/two-dedicated-channels-provide-gateway-to-europe/a-3930041>.

coverage of Asia in 2012.²² In May 2015, RT introduced a Chinese-language YouTube channel, although audiences for the channel have been very small.²³

In November 2016, following a five-year funding injection of £289 million (\$512 million) from the UK Government, the BBC announced a significant expansion of the BBC World Service that included adding news programming in 11 additional languages like Korean and four Indian regional languages.²⁴ Broadcasts and online streams of these new language services began in August 2017 with the addition of three African-language news services.²⁵ The first Asia-focused service, BBC News Korean, went live the following month.²⁶

4.2. Effective International Broadcasting

Given the number of competing international media services in the Asia-Pacific region and the limited funds available to the ABC's services, it is valuable to understand the factors that contribute to effective international broadcasting.

In 2010, at the ABC's request, the Lowy Institute for International Policy conducted research into the contribution of international broadcasting to public diplomacy.²⁷ Part One of the study comprised an examination and comparison of the world's major international broadcasting services in order to determine the factors that contribute to their success. It concluded that

for international broadcasting to make an effective and lasting contribution to their country's broader public diplomacy goals, five elements need to be present: credibility built on independence, financial security, legislative protection, strategic direction, and longevity.²⁸

It follows that, to maximise the effectiveness of its international broadcasting, Australia should ensure its services possess these characteristics.

Of the five elements, the analysis identified editorial independence as the "lynchpin" of best-practice international broadcasting and the basis on which credibility, reputation and audience loyalty are built.²⁹ The report noted that credibility and reputation generally take a long time to build but can be lost or severely damaged overnight.

The report further found that the ability to report openly and honestly, including to present views critical of the funding government, were essential to establishing the trust of audiences, as they demonstrate that, while an international broadcaster reflects a national viewpoint, it is not a propaganda instrument. In most successful cases—the study cited the BBC World Service (UK), Deutsche Welle (Germany) and NHK World (Japan)—this editorial independence is reinforced through transparent legislation or a robust code of ethics.

²² RRSat Global Communications Network Ltd. "RRsat Signs Contract With Russia Today For Global Distribution of RT HD Channels", Media release, 7 September 2012, <https://www.prnewswire.com/news-releases/rrsat-signs-contract-with-russia-today-for-global-distribution-of-rt-hd-channels-168896986.html>.

²³ RT. "RT launches YouTube channel in Chinese, rocks Asian online platforms", *RT News*, 23 May 2015, <https://www.rt.com/news/261497-rt-china-youtube-launches/>; Casey Michel. "No One Watches RT's Chinese-Language YouTube Channel", *The Diplomat*, 26 May 2017, <https://thediplomat.com/2017/05/no-one-watches-rts-chinese-language-youtube-channel/>.

²⁴ BBC. "BBC World Service announces biggest expansion since 1940s", Media Release, 16 November 2016, <http://www.bbc.co.uk/mediacentre/latestnews/2016/world-service-expansion>.

²⁵ BBC. "BBC World Service begins language expansion", Media Release, 21 August 2017, <http://www.bbc.co.uk/mediacentre/latestnews/2017/bbc-world-service-pidgin>.

²⁶ BBC. "BBC News launches Korean language service", Media release, 25 September 2017, <http://www.bbc.co.uk/mediacentre/latestnews/2017/bbc-news-launches-korean-language-service>.

²⁷ Lowy Institute for International Policy. "International Broadcasting and its Contribution to Public Diplomacy: A report on the role of international broadcasters in supporting their nations' public diplomacy efforts, and the lessons for an effective international broadcasting future for Australia", Report, 29 June 2010.

²⁸ Lowy Institute. "International Broadcasting and its Contribution to Public Diplomacy", p.45.

²⁹ Lowy Institute. "International Broadcasting and its Contribution to Public Diplomacy", p.37.

It is worth noting that, while the value of independence identified in the report related particularly to news and current affairs reporting, the majority of services examined in the report are not dedicated news services. Instead, like the ABC's international services, most are mixed-genre services offering a range of content formats, including entertainment, education and cultural programming.

Running through all the five elements that the study identified was a core theme of consistency and continuity: the most successful services were able to develop reputations, brands and strategies—and over time convert them into audiences and advocates.³⁰ Protective legislation and consistent funding were important inasmuch as they allowed this continuity to develop.

The report also noted that the arrangements that had applied to Australia's international television services—both in terms of the use of short-term contracts and potential outsourcing to the private sector—were unique. No other government-funded international broadcaster operated on such a basis. Instead, the Lowy Institute found that “[i]nternational broadcasting is generally treated as a core component of a government's public diplomacy program, and none of the broadcasters surveyed indicated an intention to outsource this significant component of government business.”³¹

5. Reaching audiences in Asia-Pacific media markets

In evaluating the possible and actual reach of Australian international media services in Asia and the Pacific, it is important to understand that there is no single regional “media market”. Instead, each nation within the Region is a media market in its own right, with its own set of domestic media providers, as well as its own unique audience behaviours that reflect, among other things, the mix of platforms and technologies that local audiences use to meet their particular media needs.

In the ABC's experience, a range of factors directly shape the opportunities for reaching audiences in different countries and determine the most effective platforms for doing so.

5.1. Market sophistication

The ability of international media brands to capture the attention of audiences within a country is directly affected by the size and sophistication of the local media market. In general, greater domestic competition drives up the breadth and quality of the services available to audiences. This, in turn, places international services, particularly those that do not operate in the local language or that do not focus on local issues and concerns, at a distinct disadvantage.

In many countries in the Region, particularly in Asia, the market for media services is already saturated with local providers. For example, following the liberalisation of India's economy in 1991, the number of television channels available to audiences in the country grew over two decades from two in 1990, through 112 in 2000,³² to around 500 in June 2010;³³ today, there are more than 800.

Saturated markets also present additional challenges for international radio and television services, in the form of fewer available broadcasting frequencies and channel positions.

As a result, the audiences that Australian international services can directly address in such markets are likely to primarily consist of educated influencers with a broad interest in international affairs or a more specific interest in

³⁰ The report identified several recent services—Al Jazeera, France 24 and CCTV—that had attracted large audiences in a relatively short period of time, but noted that their approach has been based on significant expenditure (See Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, pp.38–9).

³¹ Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, p.56.

³² Federation of Indian Chambers of Commerce and Industry (FICCI) and PricewaterhouseCoopers. *The Indian Entertainment & Media Industry: Unraveling the Potential*, Report, 2006.

³³ Telecom Regulatory Authority of India (TRAI). “Recommendations on Foreign Investment Limits for Broadcasting Sector”, Report, 30 June 2010, http://www.trai.gov.in/WriteReadData/trai/upload/Recommendations/120/Reco_Jun30.pdf.

Australia. This, in turn, suggests that content being delivered into these markets should be tailored to audiences of this kind. The ABC's programming strategy for international video services in Asia has been directed at educated, affluent and influential individuals with an interest in travelling to Australia, particularly to study or conduct business.

In less-developed markets, such as in the Pacific and the Mekong region, there is greater scope to reach a wider cross-section of the population, as international services are better able to compete for audience attention with local media. The ABC's strategy for its services in the Pacific has long reflected this, including delivering programming of broader appeal to maximise the effectiveness of its services.

5.2. Broadcasting platforms

Radio and television broadcasting have been the traditional cornerstones of international media services. While the use of both is changing, particularly in light of the growth of mobile and social platforms, they are expected to remain key means of reaching regional audiences for at least the next decade.

5.2.1. Television

Access to television continues to grow in all but the most developed economies of Asia and the Pacific. In 2017, 85% of homes in Asia had a television, of which 57% subscribed to a multichannel or pay-TV service—the primary means of distribution for international broadcasting channels.³⁴ Multichannel television penetration is particularly high in developed markets such as South Korea (100% of television households), Taiwan (84%) and Hong Kong (81%), as well as in the rapidly-developing Indian market (79%).

To reach audiences, international television services must be broadcast in domestic markets. This generally takes the form of carriage of a complete channel on a local pay-TV platform or the syndication of specific programs or blocks of programming by domestic broadcasters. The ABC employs both of these approaches. It actively cultivates relationships with rebroadcasters and seeks to offer channels and/or content that are likely to be appealing to their viewers. It is currently rebroadcast on 210 pay-TV networks in the Asia-Pacific region and through content exchanges with local broadcasters in the Region, which further expand its audience reach.

As regional pay-TV markets have become more competitive, multichannel service operators have been increasingly able to charge carriage fees to ensure placement of channels on their platforms. The ABC does not pay carriage fees, which reduces the number of regional networks on which it is able to secure the rebroadcast of its television service.

Capturing viewer data for international broadcast television is difficult. However, digital engagement for the ABC's video content is strong and growing. In 2018, the average number of views of the ABC's YouTube content by audiences in the Asia-Pacific is close to 2 million per month. In April 2018, the ABC removed the geoblock on the ABC NEWS channel. There are now over 100,000 views of the stream each week from audiences outside of Australia.

5.2.2. Radio

The use of radio in the Asia-Pacific varies significantly from country to country. In PNG and the Pacific islands in particular, radio remains an important medium with 53% of people listening to broadcasts each week in PNG.³⁵ It is important to note, however, that the available data indicates that audiences in these countries have largely moved away from using shortwave and medium-wave/AM radio services in favour of FM transmissions and, increasingly, radio programming delivered via internet streaming to mobile phones. For example, linked studies conducted in

³⁴ CASBAA. "Asia Pacific Multichannel TV 2018", Report, pp.8–9; while the report includes Australia and New Zealand, the small populations of those countries mean they are unlikely to distort the figures.

³⁵ Services Research & Insight. "Citizen Access to Information in Papua New Guinea 2014", Report, 2014, p.23. <http://www.abc.net.au/cm/lb/9080250/data/report---citizen-access-to-information-in-png-2014-data.pdf>.

PNG in 2012 and 2014 showed that FM radio was the dominant medium, growing from 94% to 95% of all weekly radio listening over the two-year period.³⁶ During the same period, the proportion of respondents who used shortwave services declined by a third, from 3% to 2% of the surveyed population.

As with international broadcast television, it is difficult to measure regular audience numbers on broadcast radio, especially for the Pacific. However, for the first half of 2018, the ABC's listening audiences in the Asia-Pacific region (excluding New Zealand) averaged 241,000 podcast downloads and 101,000 streams of audio each month.

Shortwave radio

Shortwave transmissions are robust, travel significant distances and can be "skipped" off the ionosphere, allowing them to be delivered to locations otherwise obscured by the curvature of the Earth. Together, these characteristics mean that shortwave services can broadcast in other countries using transmitters beyond the control of the governments of receiving nations. This technique was central to the more propaganda-focused mode of international broadcasting favoured during the Second World War and the Cold War. It was consequently deployed in earlier eras of international broadcasting to bypass government restrictions. It is, however, dependent on audiences being willing and able to receive shortwave broadcasts. Regional audiences, including in the less-developed markets of the Pacific, now exhibit strong tendencies towards media platforms other than shortwave.

In light of this data and the high cost of shortwave broadcasting as a proportion of a limited budget (\$2.8 million per annum, or 25.5% of a total budget of \$11.0 million), the ABC does not regard shortwave radio as an efficient or effective way of delivering services to audiences in PNG and the Pacific. Accordingly, in January 2017, it ceased shortwave transmissions of Radio Australia to those areas in favour of investing in FM transmissions and internet streams of the service.

The Corporation's decision to direct limited resources away from a relatively expensive and marginal technology was not without controversy, becoming the subject of a Private Senator's Bill and an associated Senate Legislation Committee Inquiry.³⁷ The ABC has explained its rationale for terminating shortwave transmissions in greater detail in its response to that inquiry.³⁸ The Corporation also notes that, as the Shepparton transmitter was decommissioned after it ceased shortwave broadcasts, while it would be possible to comply with the Bill's requirement to reintroduce shortwave services, doing so would entail meeting reestablishment costs, in addition to the annual costs of broadcasting. This review should also consider that the Committee recommended that the Bill to restore those international shortwave services not pass the Senate, primarily in light of the ABC's revised international strategy.

The ABC understands there has been some limited criticism of the decision to terminate the Pacific shortwave services, particularly on the basis that Radio Australia plays a key role during natural disasters. Such an assertion misunderstands Radio Australia's purpose and structure. The service's program schedule doesn't naturally accommodate local breaking information or emergency alerts, and so has limited utility during live emergency situations.

The function that the ABC does serve in relation to such events is through its international development programs, which support broadcasters in the Pacific and elsewhere to build their own capacity for emergency broadcasting. For example, ABC International Development has worked with local media teams from Radio Vanuatu to provide

³⁶ InterMedia Europe. "Citizen Access to Information in Papua New Guinea", Report, June 2012, p.37, <http://www.abc.net.au/cm/lb/9202648/data/citizen-access-to-information-in-papua-new-guinea-2012-data.pdf>; M&C Saatchi World Services Research & Insight. "Citizen Access to Information in Papua New Guinea 2014", Report, 2014, p.32. <http://www.abc.net.au/cm/lb/9080250/data/report---citizen-access-to-information-in-png-2014-data.pdf>.

³⁷ See Australian Senate Standing Committees on Environment and Communications. "Australian Broadcasting Corporation Amendment (Restoring Shortwave Radio) Bill 2017", Inquiry homepage, https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Environment_and_Communications/Shortwaveradio.

³⁸ ABC. "Australian Broadcasting Corporation Submission to the Senate Environment and Communications Legislation Committee Inquiry into the ABC Amendment (Restoring Shortwave Radio) Bill 2017", Submission, May 2017, <https://www.aph.gov.au/DocumentStore.ashx?id=fd9ae65b-79e6-48ac-a3cc-b46d91acfe2&subId=511100>.

training, program leadership, strategic planning, and broadcast and engineering assistance, including establishing a broadcasting studio for use during national disasters. This support from ABC International Development empowers local program-makers and ensures they are adequately prepared to serve their audiences.

The decision to terminate the ABC's last remaining international shortwave services was consistent with the prevailing trend among international radio broadcasters. Over the past two decades, the ABC's international peers have increasingly abandoned shortwave radio due to maintenance costs, the availability of alternative technologies and decreased audience demand for shortwave services. The BBC, Radio Canada, Radio Netherlands, Vatican Radio and Deutsche Welle have all closed or substantially reduced their international shortwave services in recent years. For example, the BBC World Service ceased its North American and Australasian shortwave services in 2001, its European and Middle Eastern shortwave services in 2007 and 2008, and its Mandarin shortwave service in 2011. In 2018, the BBC reported that "shortwave radio listening continues its steep decline, with shortwave audiences virtually disappearing in Pakistan, and down substantially in Nigeria."³⁹ Accordingly, the BBC World Service is instead focusing its resources on satellite and online radio services, in line with audience listening habits shifting to these alternative platforms.

There has been some recent media speculation that Chinese state broadcasters have taken up the shortwave frequencies vacated by the ABC for their own purposes in the Asia-Pacific region. According to independent monitoring of global shortwave frequencies, the Chinese National Radio (CNR) service is using one of the previous ABC Pacific frequencies for a domestic mainland Chinese audience, using DRM technology and broadcasting in Mandarin, and the international service, CRI, is also using vacated ABC shortwave frequencies, but these are targeting India and Mongolia. No current information available to the ABC indicates that the vacated ABC frequencies are currently being used in the Pacific by the PRC.

5.3. Digital platforms

Media markets in Asia and the Pacific have experienced the same rapid changes in technologies and audience behaviours as the rest of the globe. Digital media platforms and devices—including the internet, mobile phones and social media platforms—give audiences access to more programs and services, and greater scope for controlling and personalising their media consumption. They also create opportunities for the public to engage more directly with media organisations—or to largely bypass and ignore them. It is clear that as audiences make greater use of these digital platforms, they tend to reduce their use of traditional television and radio broadcasts.

The relative penetration of media technologies varies considerably across the Asia-Pacific region. At one end of the spectrum lie the advanced media markets of Asia—Japan, South Korea, Hong Kong, Singapore and Taiwan—whose populations enjoy access to high-speed data networks and make extensive use of digital media. At the other end lie the populous and uneven markets of South Asia (India, Pakistan, Bangladesh and Sri Lanka) and a number of the islands of the Pacific.⁴⁰ In between lie a range of disparate and emerging Asian and Pacific media markets.

Significantly, mobile phones are one of the key means of accessing information throughout the Region. In 2017, there were an estimated 2.2 billion active mobile-broadband subscriptions (52.2 subscriptions per 100 inhabitants) in Asia and the Pacific, compared with only 509 million fixed broadband subscriptions (12.3 subscriptions per 100 inhabitants).⁴¹

In the Pacific, access to mobile telephony and internet services continues to grow. Mobile coverage across Fiji, Samoa, Solomon Islands, Tonga and Vanuatu jumped from less than half of the population in 2005 to 93% in 2014,

³⁹ BBC. "BBC global audience rises to 376m", Media Release, 22 June 2018, viewed 12 July 2018, <https://www.bbc.co.uk/mediacentre/latestnews/2018/bbc-global-audience>.

⁴⁰ Simon Kemp. "Everything you need to know about the state of digital in Asia-Pacific in 2017", *The Next Web*, 28 September 2017, <https://thenextweb.com/contributors/2017/09/28/everything-need-know-state-digital-asia-pacific-2017/>.

⁴¹ ITU. Time-series ICT data for the world, by geographic regions and by level of development, for selected indicators, 2005–17, Dataset, https://www.itu.int/en/ITU-D/Statistics/Documents/statistics/2017/ITU_Key_2005-2017_ICT_data.xls.

while the cost of mobile calls declined by one-third over the same period; international internet bandwidth grew over 1,500% between 2007 and 2014.⁴²

These trends underscore the need for successful international media organisations to combine online, particularly mobile-optimised, content with traditional radio and television broadcasts by efficiently reusing their content and tailoring its delivery to the most appropriate devices for their target audiences. In the first half of 2018, the ABC received an average of 1.5 million visits and 2.8 million page views each month to its websites and 376,000 sessions on its mobile apps. In key markets like Indonesia, the ABC has agreements with media organisations like Republika and Detik to syndicate in-language content to more effectively reach audiences where they naturally are.

5.4. Social media

A critical change in media ecosystems around the world over the past decade has been the rise of social media platforms. These services disrupt traditional one-to-many international media delivery models by facilitating direct communications between users and by acting as a mediating “layer” between media organisations and the audiences they are seeking to reach.

Overall, Asia and the Pacific exhibit some of the highest levels of social media growth of any region globally. Engaging with social media platforms is thus a necessary part of any successful Asia-Pacific media strategy. In doing so, there are a number of critical factors that need to be taken into account.

The popularity of particular social media platforms varies considerably between countries. Many countries have their own native platforms that may be entirely unfamiliar to Australian audiences. The PRC, for example, has an entire ecosystem of social media services and applications, such as WeChat and Sina Weibo, that are entirely independent of more familiar English-language services like Facebook, Twitter and Instagram. The same is true of Korea, where the messaging service KakaoTalk had 42 million users—corresponding to 97% of smartphone users—in 2017.⁴³

Further, as social media is explicitly built to facilitate casual communication, successful platforms will invariably operate in local languages. International media services seeking to realise the opportunities for direct engagement with audiences that social media platforms create must not only identify the most appropriate platforms to target, but also employ staff capable of communicating fluently in the relevant languages, as these factors together determine the addressable audience of an organisation’s social media activities.

It is also worth noting that, in a number of countries, Facebook is effectively synonymous with the internet for not-considerable portions of the population. As a result of Facebook-only data plans, Facebook is the point of entry to the online services for many mobile users.⁴⁴ Indeed, there is evidence that millions of such users across the Region regard themselves as using Facebook, but not the internet.

The other challenge for media organisations arising from widespread use of social media networks is the increasing popularity of private and small-group messaging and content-sharing. Such activity is effectively invisible to anyone other than the platform operator. Many of these, such as WhatsApp, are encrypted services, which makes it difficult to measure their impact, thus preventing media organisations from understanding what is resonating with their audiences and adjusting their content offerings accordingly.

The ABC has 2.75 million fans from outside of Australia for its News account, and a community of over 4 million users for its Learn English service. The Corporation publishes in-language content daily to numerous accounts across broad genre interests, including on bespoke platforms targeted to specific communities, like Weibo and

⁴² Pacific Region Infrastructure Facility. “Economic and Social Impact of ICT in the Pacific”, Report, 2015, <https://www.theprif.org/file/6674/download?token=aFetwB3W>.

⁴³ Trisha Lee. “The Kakao Empire: The South Korean Example of a Digitalized Lifestyle”, *Masters of Media*, 24 September 2017, <https://mastersofmedia.hum.uva.nl/blog/2017/09/24/the-kakao-empire-the-south-korean-example-of-a-digitalized-lifestyle/>.

⁴⁴ See, e.g., Leo Mirani. “Millions of Facebook users have no idea they’re using the internet”, *Quartz*, 9 February 2015, <https://qz.com/333313/millions-of-facebook-users-have-no-idea-theyre-using-the-internet/>.

WeChat for the Chinese-language audience. The ABC continues to innovate with the use of bots for messenger apps to continue to engage with audiences wherever they might be.

5.5. Language

In-language services always have an advantage in providing immediate access to—and increasing relevance of—content to the target audiences. The ABC has, at various times over the decades, produced content in Hindi, Bahasa Indonesia, Japanese, Thai, Khmer, Vietnamese, Khmer, Burmese, Mandarin, Cantonese, Fukinese, French, Dutch, German, French and Tok Pisin.

As valuable as they are for effectively reaching audiences, in-language services are relatively expensive to maintain at an appropriate level of editorial quality, and the Corporation currently produces content only in Mandarin, Bahasa Indonesia, Tok Pisin and English. By comparison, the BBC World Service supports teams who publish content in 40 languages.

It is, however, important to note that there is considerable linguistic diversity in the Region. For example, PNG exhibits the highest level of linguistic diversity on the planet, with nearly 850 spoken languages.⁴⁵ While it is possible for international media to deliver a range of in-language services, these will represent a small subset of the languages spoken and written in the Region.

The ABC is open to collaborating with other media organisations, such as the Special Broadcasting Service (SBS) to expand the delivery of language services to the Region.

Machine-learning technologies have the potential to enable automated translation between different languages. The current quality of machine translation varies considerably—both between providers and from language to language—and is not of a sufficient standard for use with international services. In coming years, however, it may allow a cost-effective expansion of text-based language services.

5.6. Restrictions on access to national audiences

Another critical constraint on international media services is regional governments blocking access to or censoring media. The leading example of this is the PRC. Given its status as a global power and its growing influence in the Asia-Pacific region, many nations are seeking to communicate with the population of the PRC through public diplomacy initiatives, including international media services. However, these ambitions are made difficult by the policies of the PRC, which include tightly restricting distribution of international broadcast channels, denying landing rights for international television services, actively jamming radio signals and moderating the population's access to internet services through what is sometimes referred to as the "Great Firewall of China". The ABC has a long-standing relationship with China, having opened its bureau in Beijing 1973, and maintains relationships with a number of media partners in the country to exchange content and publish stories on Chinese-owned media platforms like Weibo and WeChat.

Elsewhere in the Region, governments may impose restrictions on international media from time to time, although international media services attempt to work around such blockages. For example, during the 2009 constitutional crisis in Fiji, the Fijian Government took control of broadcasting services and expelled ABC reporting staff. In 2014, the Burmese Government cut off access to Facebook for a short period to help end religious rioting,⁴⁶ while in May 2018, the Government of PNG announced that its intention to shut down access to the social media service for a month in order to identify "fake" user accounts and study its impact on the population.⁴⁷

⁴⁵ A.V. "Papua New Guinea's incredible linguistic diversity", *The Economist*, 20 July 2018, <https://www.economist.com/the-economist-explains/2017/07/20/papua-new-guineas-incredible-linguistic-diversity>.

⁴⁶ Timothy McLaughlin. "How Facebook's Rise Fueled Chaos and Confusion in Myanmar".

⁴⁷ Eleanor Ainge Roy. "Papua New Guinea bans Facebook for a month to root out 'fake users'", *The Guardian*, 29 May 2018, <https://www.theguardian.com/world/2018/may/29/papua-new-guinea-facebook-ban-study-fake-users>.

5.7. Expatriates and diasporas

In addition to their public diplomacy functions, international media services have a secondary role as a source of information for citizens living, travelling or working in other countries. In practice, this generally amounts to redistributing domestic content in other countries, rather than creating specific content for these audiences. In the case of the ABC, this function is enshrined in section 6(1)(b)(ii) of the ABC Act.

The Corporation has found that Australian expatriates are particularly interested in receiving news, sport and other domestic programming that they cannot access abroad. The challenge is that securing the necessary rights to distribute this content in regions beyond Australia, let alone globally, can be expensive.

Another aspect of media-based public diplomacy that is not directly related to international media service delivery is providing domestic services specifically for overseas diasporas living in Australia.

This group includes Australian citizens and long-term residents with family and cultural ties to other nations and visitors, such as overseas students. The latter group in particular may have engaged with international media services before coming to the country, suggesting potential advantages in ensuring continuity between international and domestic services.

6. Current ABC services and strategy

The ABC's current international strategy seeks to deliver the most effective service possible within available funding of \$11 million per annum. Accordingly, it continues to employ mass-reach platforms in areas where they are appropriate and cost-effective, while using digital technologies to build one-to-one relationships with audiences in changing and new markets.

For clarity and simplicity, the ABC has rebranded its international television and digital services under the "ABC Australia" brand. This change came into effect on 1 July 2018. Radio Australia is now officially known as "ABC Radio Australia".

The strategy is focused on a set of target audience groups, namely:

- Highly educated and mobile "influencers" in the key Asian markets of:
 - PRC (and the Chinese diaspora)
 - Indonesia
 - India;
- PNG and wider audiences in the Pacific;
- Australians living and/or travelling abroad; and
- Culturally and linguistically diverse (CALD) communities within Australia, particularly those with connections to target markets in the Asia-Pacific region.

In addition to these key groups, the strategy is intended to provide ABC Australia services to audiences throughout the Asia-Pacific region and, through digital platforms, to the rest of the world.

The ABC is using a mix of distribution strategies to reach these distinct audiences. The effective footprint of its services, including radio transmitters and key rebroadcaster relationships, is shown in Appendix 1. The audience of its digital services is shown in Table 2, below.

As radio remains a key medium in PNG and the Pacific, the Corporation has reinvigorated ABC Radio Australia as the basis for a 24/7 audio and digital service distributed via FM broadcasting and streamed to online and mobile

Table 2: The ABC's Asia-Pacific Audience Footprint, January – June 2018 (excludes Australia/NZ)

Platform	Metric	Total	Monthly average
Websites	Visits	18,058,634	1,504,886
	Page views	34,506,776	2,875,565
Apps	Sessions	4,514,054	376,171
Podcasts	Downloads	2,649,475	240,861
Radio	Streams	1,218,693	101,558
Facebook	% Fans	NA	36%
	% Engaged users	NA	5%
YouTube	Views	23,918,460	1,993,205

platforms. It has invested in additional FM transmitters in Mount Hagan, Goroka and Arawa in PNG. The FM frequencies through which ABC Radio Australia can be received are listed in Appendix 2.

The Corporation has strengthened the established regional program *Pacific Beat* and introduced the new *Pacific Mornings* program. In addition, ABC Radio Australia stories and programs are syndicated on partner stations in New Zealand, Fiji, Solomon Islands, Tonga and PNG and are made available as podcasts. Stories in Tok Pisin are published on the web, the ABC app, and on social media channels.

As multichannel television is expected to remain a viable, if declining, medium for at least the next five years, the Corporation is continuing to deliver satellite television services into Asia and the Pacific, where they are distributed by 210 rebroadcast partners. The service presents a 24-hour mixed-genre schedule of live news, current affairs sport, education, and children's content. In addition, the ABC is syndicating blocks of television programming in places like PNG, and in digital form on local media platforms through partners in China and Indonesia. If, as anticipated, Asian influencer audiences migrate away from broadcast services, the ABC will re-examine the need for a satellite service into Asia.

Acknowledging that its audiences for online and mobile services is fast outstripping those for broadcast, particularly among affluent Asian and expatriate Australian audiences, the ABC has internationalised its mobile app, and plans for an internationalised version of the iView on-demand video service, albeit with a reduced catalogue constrained by the cost of clearing underlying rights.

To sustain the service, the ABC is seeking to expand content partnerships with sibling public broadcasters (SBS, Radio New Zealand International), as well as pursuing content swaps and joint production arrangements with broadcasters in the Region and around the world.

7. Options for expanding Australia's international media services

People who are engaged culturally with Australia have a greater likelihood of conducting business with or visiting this country, and of adopting Australia's world view. Australia, with a population of 25 million in a world of over 7 billion people and an Asia-Pacific region of enormous diversity, where China and Russia seek increasing influence, has a lot to lose by not actively connecting internationally by exercising effective soft power.

As a large cultural institution with significant global audiences across numerous touchpoints, the ABC already plays an important role in Australia's public diplomacy. The Corporation believes there are considerable opportunities to expand its international media role. However, its ability to do so is constrained by available resources.

The first priority in any modest expansion would be to an investment in the kinds of content that make the ABC's international media services valuable to regional audiences. This would likely include producing more news,

information, entertainment, education, and children’s programming; the restoration or introduction of additional in-language services; and increasing the content available to international audiences through internationalised versions of the ABC app and iview.

Such content would include programming that covers and more clearly aligns with Australia’s disparate international activities across music, arts, sports and culture. It would include work done by federal and state bodies like Austrade, the Australia Council for the Arts, galleries and DFAT’s *Australia Now*, and expanding coverage of traditional cultural exchanges, such as taking the Australian Ballet in China, or the booming gaming culture which connects young Australians with the world.

More substantial expansions of the services would also include increasing the distribution platforms and touchpoints through which the ABC makes its content available to Asia-Pacific audiences. With greater resources, the Corporation could expand its international footprint around the globe.

In addition, the ABC believes there is the second opportunity that combines digital diplomacy with Australia’s multicultural communities. Moving from a traditional broadcast model of producing and then transmitting stories, the Corporation is increasingly seeking to co-create and engage in dialogue with its audiences on digital platforms. Using the model similar to the one the ABC employs in regional Australia, the ABC’s overseas bureaus can be expanded to operate as local hubs producing for digital, television and radio with all networked across the Asia-Pacific region. In the same way that ABC Open producers work directly with the community to tell their stories through text, video and audio, the ABC’s international hubs would work with people around the world to help produce and share their stories—creating trusting bonds and strong audience reach.

With further investment, the ABC can build the community platforms where Australians whose origins are from outside Australia can have genuine exchanges with connections overseas—effectively becoming Australia’s cultural ambassadors through their engagement. This leverages what no other nation in the Asia-Pacific region has—Australia’s vibrant and successful multicultural community—to amplify the Australian voice. Understanding of the importance of this, the ABC has recently launched a raft of Chinese-language services including news on web and app services and current affairs, lifestyle and children’s content on iview.

Investment in the ABC can broadly be placed into the three following categories with bureaus, production, platforms, and bespoke content (in language and for platforms/ devices) being matched to available budgets:

- Strengthening existing services by deepening the offering, such as offering text updates to basic phone users in PNG and the Pacific;
- Restoring language and platforms recently decommissioned following the cessation of the Australia Network contract;
- Widening the activities to a larger audience footprint geographically in Asia and the Pacific, and potentially beyond the Region into markets in the Middle East and North Africa, as well as Latin America, North America and the rest of the world to make the ABC a genuine world service.

Closing comments

The ABC is the independent source of Australian stories, culture and conversations, and has been established as a trusted international media service for nearly 80 years. It has been effective and innovative in reaching audiences in the Asia-Pacific region and beyond within its limited budgetary environment. This has been achieved by utilising the most effective technology, delivering distinctive, trusted and quintessentially Australian content, and developing strong relationships with international partners.

International media services are recognised by governments across the globe as a potent mechanism of public diplomacy. This has been increasingly apparent with dynamic changes in geo-politics in the Region and across the world since the turn of the century. However, in recent years, Australia has not been able to fully play its potential role as a regional leader by effectively exercising this “soft power” opportunity.

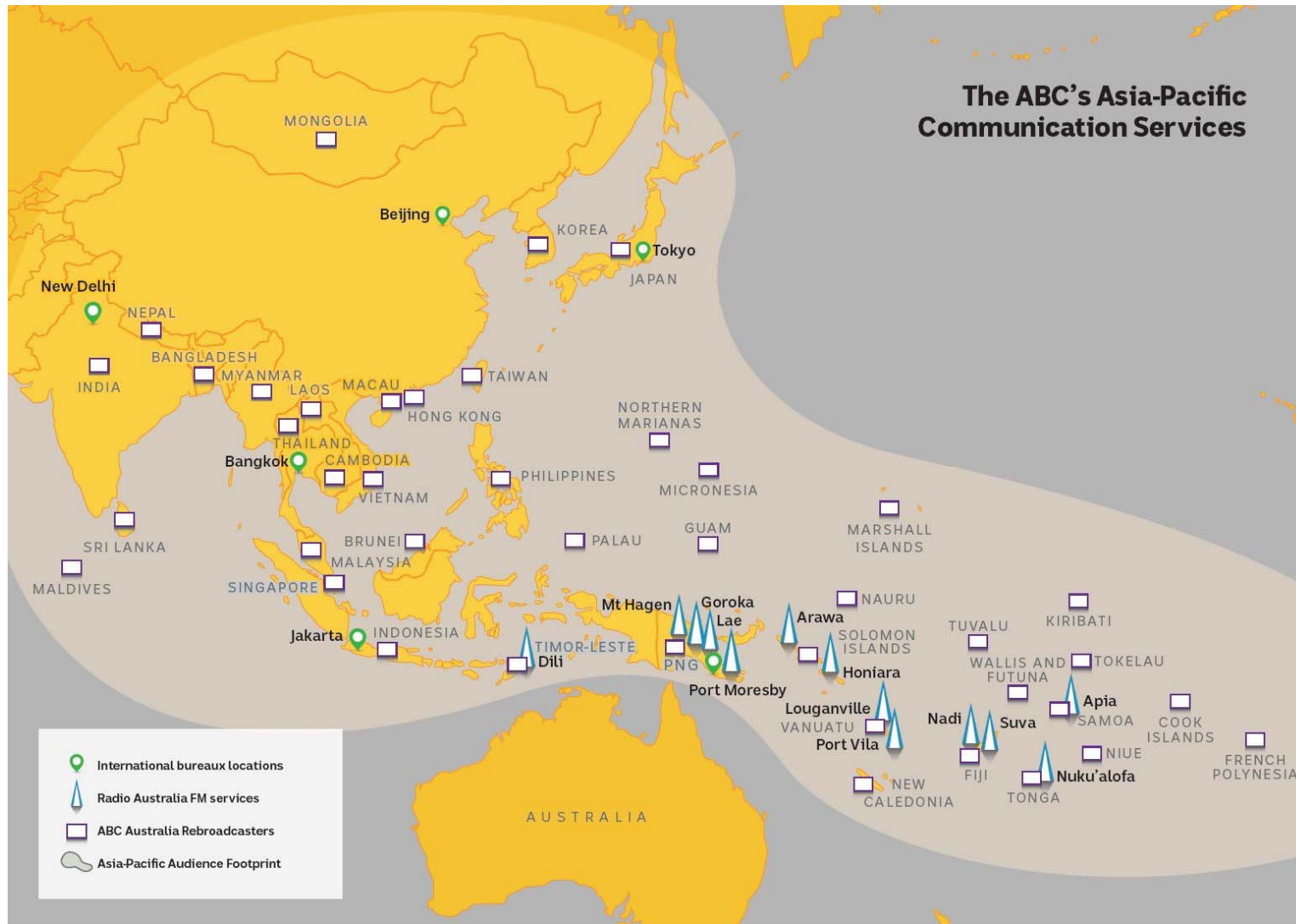
The Lowy Institute’s study of *International Broadcasting and its Contribution to Public Diplomacy* considered Australian international broadcasting activities as they stood in 2010 in light of the elements comprising international best practice and concluded that some, but by no means all, elements were present.⁴⁸ It noted that the ABC’s international services enjoy both independence and legislative protection. However, the funding of the services and the longevity benefits that flow from it have not been consistent and have reduced since 2010. The study concluded that “the absence of a clear strategic statement or understanding on the role of Australia’s international broadcasting creates limitations for the broadcaster in fulfilling its role.”⁴⁹

As articulated in the *2017 Foreign Policy White Paper*, soft power can enhance Australia’s “ability to influence the behaviour or thinking of others through the power of attraction and ideas”. By enabling the ABC to expand what it does best and deliver an independent, robust and committed international broadcasting service, Australia will be able to reach key audiences, enhance its influence and interests, and share its perspectives and values with the world.

⁴⁸ Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, p.56.

⁴⁹ Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, p.56.

Appendix 1: The ABC's Asia-Pacific footprint



Appendix 2: ABC Radio Australia FM transmission

Country	Location	Frequency	Contractor	Content
Fiji	Suva	106.4	Fiji Broadcasting Corporation	English 24 hours
	Nadi	106.6		
PNG	Port Moresby	101.9	TEPNG	English/Pidgin 24 hours
	Lae			
	Goroka			
	Mt Hagan			
	Arawa			
Samoa	Apia	102	Samoa Quality Broadcasting	English 24 hours
Solomon Islands	Honiara	107	Solomon Islands Broadcasting Corporation	English/Pidgin 24 hours
Tonga	Nuku'alofa	103	Tonga Broadcasting Commission	English 24 hours
Vanuatu	Port Vila	103	Vanuatu Broadcasting and Television Corporation	English/Pidgin 24 hours
	Louganville	103		
East Timor	Dili	106.5	RalpVision	English 24 hours

Appendix 3: Major international broadcasting services

1. **Al Jazeera:** "Al-Jazeera's Revolution", *Jadaliyya*, 20 May 2012, <http://www.jadaliyya.com/Details/25984/Al-Jazeera%60s-REvolution>.
2. **Arirang TV:** "Arirang TV to sack 190 employees, shut 18 programs", *The Korea Times*, 19 July 2018, https://www.koreatimes.co.kr/www/nation/2018/01/356_241929.html.
3. **BBC World News:** "Review of BBC Global News reporting and governance structures", *A report for the News Media Association, Prepared by Oliver & Ohlbaum Associates Ltd*, December 2015, http://www.newsmediauk.org/write/MediaUploads/PDF%20Docs/OandO_Report_-_BBC_Global_News_and_Governance_Review_3_March_2016.pdf.
4. **BBC World Service:** "BBC Annual Plan 2018/19", *BBC*, March 2018, https://downloads.bbc.co.uk/aboutthebbc/insidethebbc/howwework/reports/pdf/bbc_annual_plan_2018.pdf.
5. **BVN:** "BVN Budget 2017", *Nederlands Publieke Omroep*, <https://over.npo.nl/download/nl/158>.
6. **China Central Television:** "Beijing's control over Chinese-language media more pressing than Fairfax China Daily inserts", *Lowy Institute*, 1 June 2016, <https://www.lowyinstitute.org/the-interpretor/beijings-control-over-chinese-language-media-more-pressing-fairfax-china-daily>.
7. **CNN International:** "Turner Broadcasting to cut staff by 10 percent; CNN to shed 300 jobs", *Politico*, 10 June 2014, <https://www.politico.com/blogs/media/2014/10/turner-broadcasting-to-cut-staff-by-10-percent-cnn-to-shed-300-jobs-196659>.
8. **Deutsche Welle:** "Deutsche Welle Annual Report – Income Statement for the fiscal years 2016 and 2015", *Deutsche Welle*, 17 July 2017, <https://www.dw.com/en/deutsche-welle-annual-report/a-3530526>.
9. **France24:** "France24 plans partnership with Mashable and raises questions of unfair competition", *Rude Baguette*, 8 September 2015, <http://www.rudebaguette.com/2015/09/08/france24-plans-partnership-with-mashable-and-raises-questions-of-unfair-competition/>.
10. **NHK World (Japan):** "NHK Corporate Information", *NHK Online*, <http://www.nhk.or.jp/corporateinfo/english/corporate/index.html>.
11. **Radio France Internationale:** "Key figures of RFI", *RFI Les Voix Du Monde*, 16 January 2014, <http://www.rfi.fr/entreprise/chiffres-cles>.
12. **TV5 Monde:** "TV5 Monde", *Wikipedia*, 18 July 2018, https://fr.wikipedia.org/wiki/TV5_Monde.
13. **Voice of America:** "Voice of America", *Broadcasting Board of Governors*, accessed 19 July 2018, <https://www.bbg.gov/networks/voa/>.
14. **RT (Russia):** "What is RT?", *The New York Times*, 8 March 2017, <https://www.nytimes.com/2017/03/08/world/europe/what-is-rt.html>.

**ABC Submission to the
Australian Government
Soft Power Review
October 2018**



ABC submission to the Australian Government Soft Power Review

October 2018

1. Executive summary

- There are complex and dynamic shifts in global geo-politics that require Australia to take new strategic approaches to international engagement.
- Trusted media sources can be a powerful asset in promoting Australia's interests on the international stage. Unlike other soft power tools, international media services are able to reach mass audiences efficiently and effectively. Many developed and emerging markets invest in media as an integral part of their soft power strategy.
- People have a greater likelihood of understanding our world view and conducting business with or visiting Australia if they are able to engage with our culture.
- The ABC is one of Australia's most recognised and trusted international brands due to its editorial independence from government, its longstanding presence in Asia and the Pacific and the effective partnerships it has built with local communities, political stakeholders and media organisations across the globe.
- Through its international services, the ABC has the content and infrastructure to enable it to connect with a range of international audiences in English and their own languages, presenting Australian perspectives and values to the world through high-quality and distinctive programs.
- With the commensurate level of commitment and resourcing, the ABC is perfectly positioned to further contribute to Australia's presence and influence on an increasingly crowded and contested international stage.

2. Introduction

The ABC welcomes the opportunity to respond to the Australian Government's review of Australia's soft power strengths and capabilities. This document should be read in conjunction with two recent submissions to overlapping inquiries. These are the Corporation's August 2018 submission to the Australian Government's review of Australian broadcasting services in the Asia-Pacific, and its June 2018 submission to the inquiry by the Joint Standing Committee on Foreign Affairs, Defence and Trade into the strategic effectiveness and outcomes of Australia's aid program in the Indo-Pacific and its role in supporting our regional interests.

The ABC notes that this review was foreshadowed in the Government's *2017 Foreign Policy White Paper*, which defined "soft power" as having "the ability to influence the behaviour or thinking of others through the power of attraction and ideas".¹ The *White Paper* identifies a range of soft power activities, including education, tourism, aid projects, arts and cultural projects, sports diplomacy and equipping public service departments with digital engagement skills. However, the *White Paper* makes no mention of Australia's international broadcasting and media services as a vehicle for soft power.

The provision of international media services as a soft power asset has long been dominated by western broadcasters like Deutsche Welle and the BBC World Service. A reduction in investment in the years following the end of the cold war saw these broadcasters lose hegemony to state broadcasters from Russia and China, who took the lead in the expansion in international broadcasting, recognising the opportunity to exert their influence and perspectives on global developments. It is only in recent years that western governments have refocused on media as an effective

¹ Australian Government. *2017 Foreign Policy White Paper*, 23 November 2017, p.109.

soft power tool. For example, in its 2015 National Security Strategy and Strategic Defence and Security Review, the British Government stated:

We will further enhance our position as the world's leading soft power promoting our values and interests globally, with our world-class Diplomatic Service, commitment to overseas development, and institutions such as the BBC World Service and the British Council.²

As part of its strategy to expand its soft power and global reach and promote its values and interests, the UK Government announced an additional investment of £34 million in 2016–17 and £85 million each year from 2017–18 in the BBC's international digital, television and radio services, bringing the total annual expenditure for the BBC World Service to over £330 million. The Lowy Institute reports this is more than 21 times the level of Australia's international broadcasting investment on per-capita terms or the equivalent of US\$6.40 investment per capita by the UK, compared to US\$0.30 per person by Australia.³

The 2018 edition of the influential *The Soft Power 30* reported that the UK has moved from second place in 2017 to first place in 2018. The report noted the contribution of the BBC World Service to that ranking, describing it as "the world's most trusted news provider" and "a valuable soft power asset for the UK".⁴ In comparison, Australia's ranking in *The Soft Power 30* fell to tenth place this year from eighth in 2017 and sixth in the previous two years. The report argued that "this multi-year fall should concentrate minds in Canberra" and that "Australia's soft power efforts need to be redoubled if it is to hold its spot in the top ten".⁵

Throughout its existence, the ABC has always looked beyond its domestic boundaries to engage with and broadcast to other nations. In 1983, this function was legislatively mandated with the establishment of the ABC Charter, which is contained within the *Australian Broadcasting Corporation Act 1983* (Cth) ("ABC Act"), and explicitly calls on the ABC 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.⁶

Despite the withdrawal of the \$220 million Australia Network contract in 2014, the ABC continues to have a strong record of performance as Australia's international broadcaster. The Corporation's international services draw on its established strengths in storytelling, independent news reporting and reflecting the nation's culture and values. By virtue of association, the ABC's international activities have also extended and promoted the work of Australia's other soft power mechanisms: its cultural, sporting, educational, democratic, development and aid, scientific and technological institutions—areas of soft power that are canvassed in the *2017 Foreign Policy White Paper*.

² UK Government. "National Security Strategy and Strategic Defence and Security Review 2015: A Secure and Prosperous United Kingdom", Report, November 2015, p.9,

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/555607/2015_Strategic_Defence_and_Security_Review.pdf.

³ Shane McLeod and Jonathan Pryke. "Submission to Review of Australian Broadcasting Services in the Asia-Pacific", Lowy Institute report, 20 September 2018, <https://www.lowyinstitute.org/publications/submission-review-australian-broadcasting-services-asia-pacific>.

⁴ Portland Communications. *The Soft Power 30*, Report, 2018, p.44, <https://softpower30.com/wp-content/uploads/2018/07/The-Soft-Power-30-Report-2018.pdf>.

⁵ Portland Communications. *The Soft Power 30: A Global Ranking of Soft Power: 2018*, p.54.

⁶ *Australian Broadcasting Corporation Act 1983* (Cth), s.6(1)(b).

As the ABC reshapes its international strategy for an evolving media world, it is an opportune time for this Review to consider more closely the role of media as a function of soft power in the 21st century and the demonstrative effectiveness of the ABC as a positive and influential Australian presence across the world.

3. International media as soft power

By their nature, international media services differ from other soft-power tools in several important ways. In particular, as they are based on broadcast platforms and/or digital communications networks designed to facilitate the rapid transfer of information, they are able to reach large numbers of people on a daily basis. This makes them highly cost-effective as a means of communicating with and influencing foreign populations. In addition, it makes them very effective as means for swiftly disseminating information in response to changing situations in ways that other avenues of public diplomacy, such as scholarships and cultural exchanges, cannot.

For these reasons, many countries have employed international broadcasting and media services to communicate their views and values directly to people beyond their borders. In Asia and the Pacific, the use of international media services has accelerated noticeably since the turn of the century, propelled in part by significant investments by the People's Republic of China (PRC) in its global media capabilities. Table 1 provides a snapshot of the major international services in operation around the world, including the scale and funding of their operations. Of these, only CNN is not government-funded.

Effective international media services are able to engender awareness of their originating nation and its culture in their audiences. For example, an international impact evaluation conducted by Germany's Deutsche Welle in 2017 showed that users of its services had a more nuanced image of Germany than non-users.⁷ Moreover, where only 65% of non-users could identify Germany's head of government, 93% of Deutsche Welle users could do so.

Although not included in the table, it is also notable that the New Zealand Government has recently announced additional funding to enhance its international media presence to "include a dedicated Pasifika TV channel with New Zealand content, improving both quality and access for free-to-air broadcasters across the region".⁸

⁷ Deutsche Welle. "DW Impact Evaluation 2017", Audience Survey Report, 2018.

⁸ The Rt Hon. Winston Peters. "New Zealand announces \$10m Pacific broadcasting expansion, support for Pacific journalism", Media Release, 4 September 2018, www.beehive.govt.nz/release/new-zealand-announces-10m-pacific-broadcasting-expansion-support-pacific-journalism.

Table 1: Major international broadcasting services

Broadcaster	Funding A\$m p.a.	Media ^a	Owner	Languages	International bureaux and service capabilities
CCTV (PRC)	\$3,082.0 ^b	TV/Radio	Govt	English, Chinese, Others (6)	70+
CNN International	\$1,019.0 ^c	TV	Private	English	27
BBC World Service	\$576.0 ^d	Radio/TV	Public	English, Others (39)	41 (BBC News)
Deutsche Welle	\$532.0 ^e	TV/Radio	Public	English, German, Others (28)	1,500 employees from 60 countries work at the headquarters in Germany.
RT (Russia)	\$406.2 ^f	TV	Govt	English, Russian, Others (4)	21
Radio France Internationale + Monte Carlo Doualiya	\$379.4 ^g	Radio	Public	English, French, Others (13)	11
NHK World- Japan	\$378.0 ^h	TV/Radio	Public	English, Japanese, Others (16)	30
Voice of America	\$319.0 ⁱ	Radio/TV	Public	English, Others (45)	21
TV5 Monde	\$173.4 ^j	TV	Public (consortium)	French, Others (14)	Second-largest international television network, serving 215 million households in nearly 200 countries and territories.
France 24	\$158.0 ^k	TV	Public	English, French, Arabic, Spanish	Editorial staff rely on a network of several hundred correspondents' offices covering almost all the countries. 35+ nationalities are represented at head office (Paris).
BBC World News	\$151.0 ^l	TV	Public	English	As per BBC World Service, above.
Al Jazeera	\$136.3 ^m	TV	Mixed	English, Arabic, Others (2)	70
Arirang TV	\$64.1 ⁿ	TV	Public	English, Korean, Others (6)	Expanding content exchange initiatives with leading foreign broadcasting agencies to 95 exchanges across 57 countries.
ABC (international services)	\$11.0 ^o	Multimedia	Public	English, Others (3)	11
BVN	\$7.4 ^p	TV	Public	Dutch	Broadcast via unencrypted satellite and receivable all over the world.

Notes: a. All listed organisations deliver online services; b. In 2016, it was reported that the Chinese government would invest A\$9.3 billion in international media activities, although the period of the expenditure and the allocation to different media groups—CCTV, Xinhua, China Radio International and the China Daily—were not specified in the announcement; c. 2014 estimated budget; d. 2018/19 estimated spend; e. 2016 federal allowances; f. 2017 budget; g. 2014 budget; h. Total operating expenditure for the 2017 Japanese financial year; i. 2018 estimated annual budget; j. 2015 estimated budget; k. In 2015, it was reported the estimated annual budget provided by the French government since 2008 was A\$158 million; l. Estimated costs incurred for 2014–15; m. 2010 estimated annual funding provided by the Qatari government; n. 2018 annual budget; o. Financial Year 2017/18 budget; p. 2017 budget.

The BBC's international services are widely regarded as the gold standard for international media. The BBC World Service, which has grown beyond its radio origins into a multiplatform audio and video service, operates in more than 40 languages and delivers a mix of news, business, documentaries, arts, music and sport.⁹ The BBC World News Pay-TV channel, operated by the BBC's commercial arm, BBC Worldwide, was among the earliest global television news services. Central to the success of both services is the reputation for credibility and independence of their news services.¹⁰

⁹ BBC. "BBC World Service announces biggest expansion since 1940s", Media Release, 16 November 2016, <http://www.bbc.co.uk/mediacentre/latestnews/2016/world-service-expansion>; BBC. "BBC Annual Plan 2018/19", March 2018, https://downloads.bbc.co.uk/aboutthebbc/insidethebbc/howwework/reports/pdf/bbc_annual_plan_2018.pdf, p.24.

¹⁰ Lowy Institute. "International Broadcasting and its Contribution to Public Diplomacy", p.31.

The investment in these services is apparent in their global reach. In June 2018, the BBC reported that its international services had reached an audience of 376 million people in 2017–18 and was continuing to grow.¹¹ While not frequently conducted or reported, past BBC research into the impact of the World Service has found that it improves perceptions of the UK and its institutions in countries in which it broadcasts.¹²

In comparison with the UK's long engagement with international broadcasting through the BBC, the PRC's push into soft diplomacy only began in earnest in 2007, when then-President Hu Jintao announced at the 17th National Congress of the Communist Party of China that "[t]he great rejuvenation of the Chinese nation will definitely be accompanied by the thriving of Chinese culture ... We must enhance culture as part of the soft power of our country".¹³

In January 2009, the PRC government announced that it would boost the country's international media voice, reportedly allocating 45 billion yuan (A\$9.3 billion) for projects to expand the overseas coverage, presence and reach of China Central Television (CCTV), Xinhua and *The People's Daily*.¹⁴ This enabled a significant expansion of the PRC's international services and distribution. In 2018, CCTV is being broadcast in 140 countries in a range of languages and China Radio International (CRI) is broadcast in 65 languages.¹⁵ In March 2018, Chinese state media reported that the Chinese Government would merge CCTV, China Radio International (CRI) and China National Radio under a single network to be named Voice of China.¹⁶ In September 2018, CCTV actively promoted its CGTN English-language news service within Australia.¹⁷ Alongside its channel expansion, PRC media organisations also interact directly with other media groups, including in the Pacific. For example, at the May 2018 Pacific Media Summit in Tonga, CCTV representatives were actively pursuing memoranda of understanding with Pacific media bodies to secure carriage of Chinese content and offering media training to strengthen the influence of the PRC.

In spite of this investment, the PRC's soft power outcomes as a whole appear to lag behind other countries. The 2018 *Soft Power 30 Report* placed the PRC as the 27th of 30 nations, a two-position decline on 2017, and behind all of the countries with services listed in Table 1 other than the Russian Federation and Qatar.¹⁸ The report's authors argue that there is a disconnect between the PRC's political approach and soft power ambitions, and that its record in human rights and civil liberties affects global public opinion on the country.¹⁹ This means that the news and information that the PRC offers stands in stark contrast to other international services that are allowed to operate independently.²⁰

¹¹ BBC. "BBC'S Global audience rises to 376m", Media Release, 22 June 2018, <https://www.bbc.co.uk/mediacentre/latestnews/2018/bbc-global-audience>.

¹² See Mark Thompson. "Nation Speaking Peace Unto Nation: The BBC's Global Mission—speech to Chatham House", 11 May 2010, https://www.bbc.co.uk/mediacentre/speeches/2010/thompson_mark_chatham.

¹³ Xinhua News Agency. "Hu Jintao Calls for Enhancing 'Soft Power' of Chinese Culture", *Beijing Review*, 15 October 2007, http://www.bjreview.com.cn/17thCPC/txt/2007-10/15/content_80539.htm.

¹⁴ "Beijing in 45b yuan global media drive", *South China Morning Post*, 13 January 2009, <http://www.scmp.com/article/666847/beijing-45b-yuan-global-media-drive>.

¹⁵ Hilton Yip. "China's \$6 Billion Propaganda Blitz is a Snooze", *Foreign Policy*, 23 April 2018, <https://foreignpolicy.com/2018/04/23/the-voice-of-china-will-be-a-snooze/>.

¹⁶ Lily Kuo. "China state media merger to create propaganda giant", *The Guardian*, 22 March 2018, <https://www.theguardian.com/world/2018/mar/21/china-state-media-merger-to-create-propaganda-giant>.

¹⁷ Max Mason and Angus Grigg. "China spends on campaign for soft power", *The Australian Financial Review*, 17 September 2018, p.29.

¹⁸ Portland Communications. *The Soft Power 30*, p.43.

¹⁹ Portland Communications. "China", *The Soft Power 30*, <https://softpower30.com/country/china/>, accessed 10 September 2018.

²⁰ See, e.g., Hilton Yip. "China's \$6 Billion Propaganda Blitz is a Snooze".

3.1 The Australian experience

The ABC has a long-established reputation as an international broadcaster in the Indo-Pacific region and beyond. The Corporation introduced shortwave radio transmissions to what is now Papua New Guinea (PNG), and the Pacific in the late 1930s, and formally established Radio Australia in 1945. Over the subsequent decades, the ABC incorporated programming in the major regional languages into the Radio Australia schedule. Through Radio Australia, the ABC has been able to encourage a positive view of Australia and its democratic institutions in neighbouring countries, provide a dependable and independent news service, and encourage English-language learning.

The ABC began delivering international satellite television services in 1993 in the form of Australia Television International (ATI). Following a recommendation of the Mansfield Inquiry, ATI was sold to the Seven Network in 1998. The Seven Network was unable to realise a sufficient commercial return and chose not to re-bid for tender in 2001. The ABC subsequently accepted a Government offer to resume its operation, first as ABC Asia Pacific (2001–05), then as the Australia Network (2006–14), under contracts with the Department of Foreign Affairs and Trade (DFAT). The international television service has been targeted at English-language learners and speakers, particularly educated regional influencers and people wanting to visit Australia for trade or study.

In the early 2000s, the ABC introduced online content to complement its broadcasting outputs. This was subsequently expanded to include mobile and social media services, and, as audience needs and expectations changed, these became services in their own right. They include the ABC's Learn English Facebook community, which is larger than those operated by Voice of America (VOA) and the BBC.

Following the termination of the Australia Network contract and its associated funding in the May 2014 Budget, the Corporation exited over 80 staff and reconfigured and rebranded its international media service to create the amalgamated Australia Plus service with a reduced number of languages.

The ABC's international remit is primarily informed by its legislative obligations as set out in the ABC Charter, and its scope and scale are defined by the availability of funding and resources. The Corporation's international services currently employ a range of media platforms to reach and engage around 10 million people around the world each month in a cost-effective manner. Alongside the ABC's development work with local media in the region, the ABC's international services are among the small number of Australian soft-power platforms that directly connect with audiences and countries in both a mass and niche audience way.

Given the number of competing international media services in the Indo-Pacific region and the limited funds available to the ABC's services, it is valuable to understand the factors that contribute to effective international broadcasting. In 2010, at the ABC's request, the Lowy Institute for International Policy conducted research into the contribution of international broadcasting to public diplomacy.²¹ Part one of the study comprised an examination and comparison of the world's major international broadcasting services in order to determine the factors that contribute to their success. It concluded that:

for international broadcasting to make an effective and lasting contribution to their country's broader public diplomacy goals, five elements need to be present: credibility built on independence, financial security, legislative protection, strategic direction, and longevity.²²

²¹ Lowy Institute for International Policy. "International Broadcasting and its Contribution to Public Diplomacy: A report on the role of international broadcasters in supporting their nations' public diplomacy efforts, and the lessons for an effective international broadcasting future for Australia", Report, 29 June 2010.

²² Lowy Institute. "International Broadcasting and its Contribution to Public Diplomacy", p.45.

It follows that, to maximise the effectiveness of its international broadcasting, Australia should ensure its international broadcast services possess these characteristics.

Of the five elements, the analysis identified editorial independence as the “lynchpin” of best-practice international broadcasting and the basis on which credibility, reputation and audience loyalty are built.²³ The report noted that credibility and reputation generally take a long time to build but can be lost or severely damaged overnight.

The report further found that the ability to report openly and honestly, including to present views critical of the funding government, were essential to establishing the trust of audiences, as they demonstrate that, while an international broadcaster reflects a national viewpoint, it is not a propaganda instrument. In most successful cases—the study cited the BBC World Service (UK), Deutsche Welle (Germany) and NHK World (Japan)—editorial independence is reinforced through transparent legislation or a robust code of ethics.

It is worth noting that, while the value of independence identified in the report related particularly to news and current affairs reporting, the majority of services examined in the report are not dedicated news services. Instead, like the ABC’s international services, most are mixed-genre services offering a range of content formats, including entertainment, education and cultural programming.

The core themes of consistency and continuity ran through the five elements identified in the study: the most successful services were able to develop reputations, brands and strategies—and over time convert them into audiences and advocates.²⁴ Protective legislation and consistent funding were important inasmuch as they allowed this continuity to develop.

The report also noted that the arrangements that had applied to Australia’s international television services at the time—both in terms of the use of short-term contracts and potential outsourcing to the private sector—were unique. No other government-funded international broadcaster operated on such a basis. Instead, the Lowy Institute found that “[i]nternational broadcasting is generally treated as a core component of a government’s public diplomacy program, and none of the broadcasters surveyed indicated an intention to outsource this significant component of government business.”²⁵

3.2 Media development, partnerships and soft power

Another valuable means by which international media services can contribute to soft-power outcomes is through media-development work in neighbouring countries. By strengthening the capacities of local media institutions to provide audiences with accurate, trustworthy information and a plurality of voices, such work furthers democratic values.

The ABC has provided international training and advisory services for more than half a century. Its current development vehicle, ABC International Development (ABCID), has been in operation for the past 12 years. ABCID works with partners in the Indo-Pacific region to foster quality journalism, engaging storytelling and building strong connections with their communities. ABCID’s work draws on the ABC’s strengths in areas such as public broadcasting, educational broadcasting, emergency broadcasting and organisational management. The team helps to support, connect and empower locals in the decision-making processes that affect their lives using inclusive media, open communication, information, education and knowledge sharing.

²³ Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, p.37.

²⁴ The report identified several recent services—Al Jazeera, France 24 and CCTV—that had attracted large audiences in a relatively short period of time, but noted that their approach has been based on significant expenditure (See Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, pp.38–9).

²⁵ Lowy Institute. “International Broadcasting and its Contribution to Public Diplomacy”, p.55.

The work of ABCID across the Indo-Pacific has resulted in improved media access and quality for citizens, changes in knowledge, attitudes and behaviours on critical development issues, and significant public diplomacy by connecting Australians with their region. The success of ABCID is built on the ABC's reputation in the region, relative scale and ability to transfer knowledge and expertise, and support partner countries as they build their capacity for resilient and effective media.

By engaging with local partners in the Indo-Pacific, ABCID has fostered strong ties with regional neighbours and delivered cost-efficient, innovative and successful programs that have made a positive contribution to the region, to Australia's foreign aid and broader foreign policy objectives.

3.3 International broadcasting in the social media age

The global media environment is evolving rapidly with mobile telephony and Internet Protocol (IP) communications networks changing audience behaviours and creating almost infinite choices for consumers. The battle for hearts and minds starts with a competition for attention of audiences. While the success factors for international media services identified by the Lowy Institute remain relevant today, an effective soft-power strategy must also embrace the new platforms and technologies sometimes described as "industry 4.0", including social media, on-demand video and audio, voice-powered personal assistants, natural language processing, augmented reality and machine learning.

The ABC is renowned as being in the vanguard of media innovation in Australia. Its first web pages were published in 1994 and the Corporation has been an industry leader in Australia in digital broadcasting, podcasting and on-demand video. The ABC understands the complexity of reaching international audiences across the "digital divide" created by the uneven rollout of networked and digital technologies across the region. Thus, where access to high-speed and mobile broadband can be largely assumed in sophisticated markets such as Japan, South Korea, Singapore and Hong Kong, more diverse strategies are required in less-developed markets.

This is particularly true of developing countries in the Pacific, which are digitising at uneven rates. Between 2005 and 2014, for example, mobile coverage across Fiji, Samoa, Solomon Islands, Tonga and Vanuatu jumped from less than half of the population to 93%, while the cost of mobile calls declined by one-third over the same period.²⁶ In January 2018, internet penetration in those same nations was 55% in Fiji, 51% in Samoa, 12% in Solomon Islands, 53% in Tonga, and 30% in Vanuatu.²⁷ In each case, levels of social media use closely matched internet penetration.

On social media, the ABC owns and operates a number of accounts with millions of followers and significant reach and engagement. These include accounts servicing key genres like news, science and kids, as well as education and English language instruction.

The ABC is attuned to changes in audience behaviour around news consumption and social media. The Corporation is also conscience of the potential for bad actors to use these platforms to spread misinformation for political motives. In response to such concerns, the ABC has recently initiated its first Media Literacy Week in Australia to help equip people of all ages with the skills to sort truth from fiction in news and information. As Australia's most trusted media organisation, the ABC is best placed to help the community navigate the modern media landscape, and did so through a number of events and public resources, including the Navigating the News conference and online material

²⁶ Pacific Region Infrastructure Facility. "Economic and Social Impact of ICT in the Pacific", Report, 2015, <https://www.theprif.org/file/6674/download?token=aFetwB3W>.

²⁷ We Are Social and Hootsuite. "Digital in 2018 in Oceania, Part 1: West" and "Digital in 2018 in Oceania, Part 2: East", January 2018, <https://www.slideshare.net/wearesocial/digital-in-2018-in-oceania-part-1-west> and <https://www.slideshare.net/wearesocial/digital-in-2018-in-oceania-part-2-east>.

for both adults and children.²⁸ There is potential for the ABC to repurpose and extend on the domestic initiative and take it to international audiences.

4. The ABC's international media services

Having broadcast into the Indo-Pacific region for almost 80 years, the ABC has an excellent understanding of its audiences and markets, and a matching reputation. It has acknowledged expertise in storytelling, news and reflecting the nation. It delivers content that is relevant to all sectors, including education, culture, sport, science and lifestyle programming. The ABC's independent news and current affairs output models the fundamental Australian values of democracy and freedom, particularly in countries that afford media less latitude.

Currently, the ABC delivers multiple services to audiences in the region and beyond:

- ABC Australia: TV service broadcast into 40 countries across the Indo-Pacific region
- ABC Radio Australia: network of FM broadcasting into the Pacific
- ABC Online: the largest online repository of Australian digital content
- ABC App: available in international app stores
- Online streaming
- Podcasting
- Social media, including Facebook, Twitter, YouTube, Instagram, WeChat and Weibo
- ABC Messenger bot on Facebook.

In addition, the ABC has dozens of long-standing partnerships with media organisations across the region that facilitate distribution and syndication of Australian content.

The ABC's current international strategy seeks to deliver the most effective service possible within available funding of \$11 million per annum. Accordingly, it continues to employ mass-reach platforms in areas where they are appropriate and cost-effective, while using digital technologies to build one-to-one relationships with audiences in changing and emerging markets.

4.1 Audience strategy

The strategy is focused on a set of target audience groups, namely:

- Highly educated and mobile "influencers" in the key Asian markets of the PRC, Indonesia and India;
- Papua New Guinea and wider audiences in the Pacific; and
- Australians living and/or travelling abroad.

In addition to these key groups, the strategy is intended to provide ABC Australia services to audiences throughout the Indo-Pacific region and, through digital platforms, to the rest of the world.

The ABC is using a mix of distribution strategies to reach these distinct audiences, including traditional television and radio platforms, as well as digital platforms. These digital services include websites, apps, social media, podcasts and streams of audio and video content. Table 2 shows the performance of the ABC's international digital services in the first eight months of 2018.

²⁸ <http://www.abc.net.au/education/media-literacy/>.

Table 2: The ABC's Digital Audience Reach

Platform	Metric	2018 (January – August)
Websites	Visits	99.2m
	Page Views	192.8m
Apps	Sessions	14.5m
Podcasts	Downloads	15.2m
Radio	Streams	6.8m
Facebook (All ABC Accounts)	Fans	13.6m (61%)
	Engaged Users	36%
YouTube	Watch Time (Min)	457.8m
	Views	135.5m
Content Syndication	Page Views	14.9m
Distribution WeChat & Weibo	Page Views	3.7m

Source: Webtrends, Flurry Analytics, Podsights, Webtrends Explore, Facebook Analytics, YouTube Analytics, Webtrends, Weibo Analytics, WeChat Analytics.

The ABC App was made available in international app stores in December 2017. To date this year there have been 8.5 million sessions on the ABC App from international audiences or an average of approximately 1.06 million monthly sessions.²⁹ In April 2018, the ABC removed the geoblock on the ABC NEWS channel stream. On YouTube, 78% of the traffic (or 100,000 views per week) comes from outside of Australia. The Corporation is also looking to secure international rights so that key programs can be made available on an internationalised iView service around the world. However, the availability of these rights would come with an additional cost.

Acknowledging that its audiences for online and mobile services are fast outstripping those for broadcast, particularly among affluent Asian and expatriate Australian audiences, the ABC has internationalised its mobile app. Further, it is developing an internationalised version of the iView on-demand video service, albeit with a reduced catalogue constrained by the cost of clearing underlying rights to distribute content internationally. The international iView service will feature a mixed genre output presenting news, current affairs, comedy, factual and children's entertainment.

To sustain its international service, the ABC is seeking to expand content partnerships with sibling public broadcasters (SBS, Radio New Zealand International), as well as pursuing content swaps and joint production arrangements with broadcasters in the region and around the world.

4.2 Content

The ABC creates and showcases content that is both inclusive and representative of the diversity of Australian communities. Moreover, to be truly global and equipped to respond to a dynamic media landscape, the Corporation strives to produce content that resonates with audiences from around the world. In particular, the ABC aims to deliver credible, relevant content that can attract target audiences, particularly influencers and aspirational audiences seeking to engage with Australia for education, business and travel.

As audience tastes and behaviours are broad, the ABC delivers a mixed-genre and multi-language content offering across its international services. Feedback from audiences indicates a particular appetite for education, STEM and innovation content in the region, all areas that the ABC has expertise in covering. In addition, it provides coverage of cultural "tent pole" activities, such as Lunar New Year, Diwali, and Ramadan.

²⁹ 2018 Source: Flurry Analytics, Downloads: App figures, Sales, By Country, ABC App.

ABC Australia, the international television service, continues to broadcast news, current affairs, drama, English language learning, children's programs and sport (including the AFL and Melbourne Cup) to people in 40 countries. ABC Radio Australia focuses on audiences in and from the Pacific with bespoke programs like the current affairs show *Pacific Beat*, arts and culture talk program *Pacific Mornings*, and *Wantok*, which delivers 30 minutes of Tok Pisin content each day.

4.2.1 News

In addition to the ABC's newsgathering capabilities in the Indo-Pacific region, the Corporation has also established a dedicated Asia Pacific Newsroom (APN) that provides and produces multilingual cross-platform programming for and from the region. This content is frequently shared between international and domestic audiences.

Online views of APN stories have grown rapidly and now exceed 2.5 million views each month. This includes stories such as coverage of the Lowy Institute's Pacific aid report which received more than 250,000 views on the day it was published,³⁰ a story on the changing personal and political expectations of Chinese students at Australian universities which received 356,900 views,³¹ and the *Foreign Correspondent* Nuclear Dome story on Enewetak Atoll received 3 million views on ABC platforms and YouTube.³²

4.2.2 In-language content

In order to maximise the effectiveness of the ABC's services and increase the opportunity to reach a broader audience, the Corporation produces content in English, Chinese, Bahasa Indonesia and Tok Pisin. Multilingual content is published on both the ABC NEWS website and ABC App, as well as through third-party platforms and on social media, including WeChat and Weibo for Chinese audiences. In Indonesia, for example, the ABC's Bahasa Indonesia content is syndicated to over 10 of the top news websites in the country, including Detik.com and Republika, and reaches over 2 million people per month. Similarly, the ABC's *Wantok* program is played on NBC in Papua New Guinea.

4.2.3 Chinese focus

The Chinese-Australia narrative runs strong internationally and domestically. The ABC has recently run a *China in Focus* series across radio and online, and is seeking to commission a two-part video documentary series exploring the 200-year history of Chinese people in Australia. Likewise, the Australia-China relationship will be discussed through audio and digital programs.

The Corporation has a number of content relationships with media partners in the PRC. It continues to run *Window on Australia* initiatives, which see Australian programs broadcast on domestic Chinese television. This arrangement is reciprocal whereby content produced by our partners is also broadcast on the ABC Australia television service throughout Asia-Pacific. The ABC is also exploring a co-production opportunity with a Chinese partner to produce a Chinese version of *Play School* using format, scripts and production "bible" supplied by the ABC. The series will be available for the ABC to serve Chinese-speaking domestic Australian audiences.

³⁰ Stephen Dziedzic. "Which country gives the most aid to Pacific Island nations? The answer might surprise you", *Pacific Beat/ABC News*, 9 August 2018, <http://www.abc.net.au/news/2018-08-09/aid-to-pacific-island-nations/10082702>.

³¹ Alexandra Fisher, Jack Fisher and Nathanael Scott. "Secret Rebels", *ABC News*, 1 September 2018, <http://www.abc.net.au/news/2018-09-01/secret-rebels-chinese-students-in-australia-speak-their-mind/10146764>.

³² "The Dome", *Foreign Correspondent*, 27 November 2018, <http://www.abc.net.au/foreign/the-dome/9198340>; see also Mark Willacy. "A poison in our island", *ABC News*, 27 November 2017, updated 9 February 2018, <http://www.abc.net.au/news/2017-11-27/the-dome-runit-island-nuclear-test-leaking-due-to-climate-change/9161442>.

Domestically, the ABC is expanding the collection of Chinese-subtitled ABC programs on the iView platform, which currently includes programs like *Mystery Road*, *Riot*, *Four Corners* and *International Student Stories*. It will also add programs in Mandarin with English subtitles sourced from the ABC's Chinese media partners to iView. With investment in editorial oversight, subtitling and the user experience, this catalogue can help the ABC gain greater reach with the growing Chinese community in Australia.

There are few independent sources of Chinese-language media in Australia and the ABC's Asia-Pacific Newsroom team will continue to produce independent news in Mandarin.

4.2.4 Pacific focus

The ABC is in the process of expanding distinctive and original news and current affairs with a focus on Melanesia (Papua New Guinea, Fiji, Solomon Islands, Vanuatu and Timor-Leste) for digital and broadcast delivery. ABC News will support journalism in the region and increase coverage by commissioning freelance contributors, collaborating with regional journalism programs on editorial investigations and hosting young journalists in the APN. It will commission analysis from thought-leaders and become the pre-eminent forum for ideas and debate in the region.

4.2.5 Australians abroad

The ABC's Charter obligations include providing news, information and entertainment services to Australians living and travelling abroad.³³ While this might be regarded as an extension of the Corporation's domestic broadcasting obligations, the more than one million Australians overseas play a role representing Australia and its values around the globe. They comprise professionals, travellers and students, including those studying abroad under the New Colombo Plan, which launched in 2014, and by the end of 2020 will have alumni of around 40,000 young Australians.

5. Investing in international media services

The ABC delivers its international media services effectively with limited funding. However, there is considerable scope to expand the ABC's ability to contribute to Australian soft power outcomes. Submissions by a number of independent subject-matter experts to the recent Departmental review of Australian media services in Asia and the Pacific proposed annual funding increases to the ABC of between \$35 million and \$100 million to more effectively deliver Australia's voice to the region.

The first priority in any expansion would be to invest in the kinds of content that make the ABC's international media services valuable to regional audiences. This would likely include producing more news, information, entertainment, education, culture and arts, and children's programming; the restoration or introduction of additional in-language services; and increasing the content available to international audiences through internationalised versions of the ABC app and iView.

Investment in the ABC's international services would also benefit the Australian public, not just as a more influential soft power asset, but by enhancing international news coverage for domestic audiences and offering additional content to the nation's significant culturally and linguistically diverse (CALD) communities.

More substantial expansion of the ABC's international services would also include increasing the distribution platforms and touchpoints through which the ABC makes its content available to Indo-Pacific audiences. With even greater resources, the Corporation could expand its international footprint around the globe.

The ABC has the strong foundations for a world-class international media service. The technological and broadcasting infrastructure is in place, content-creation is the Corporation's defining purpose, ABC Australia and

³³ *Australian Broadcasting Corporation Act (Cth) 1983*, s.6(1)(b)(ii).

Radio Australia are internationally recognised brands and trusted as independent sources of information, and longevity in the region has fostered public goodwill and effective professional partnerships.

Additional investment will give the ABC the opportunity to build on these foundations, deliver tangible results and maximise its effectiveness as an international broadcaster. Some potential areas of expansion are set out below for consideration:

5.1 Content

5.1.1 Language services

- Reinstatement of services to support the production of tailored content in additional languages, including Vietnamese, Khmer, Burmese, and French. Further, expand the ABC's language capabilities to increase global reach and enhance the exchange of information.
- With a greater increase in resources, the ABC would invest in producing content in other languages, including Thai, Korean, Japanese, Malay, Filipino, Arabic, German, Spanish and Russian.
- Expand the use of automated translation technologies across ABC News digital products, initially assisted by human translation, but ultimately in the hope of enabling automatic translation of content into other languages.

5.1.2 News and current affairs

- Production of short-form news segments for distribution across digital channels, including versions in English, Mandarin, Bahasa Indonesia and Tok Pisin.
- Collaborate with media partners in the Indo-Pacific region to produce and broadcast multiple episodes of Q&A from international locations.

5.1.3 International bureaux

- Expand the Corporation's global newsgathering operation through investing in additional foreign bureaux. This would accelerate the production of original international content told from an Australian perspective.

5.1.4 Sports

- Partner with local media outlets to cover prominent sporting events in areas throughout the Pacific and produce content that can be shared across each other's platforms.
- Seek to develop partnerships with major Australian football codes to deliver this popular content to key regions, including Papua New Guinea and the Pacific.

5.1.5 English-language learning

- Invest in the production of new English-language learning content. Content would be produced to be operable across multiple digital and broadcast platforms.
- Educational programs focusing on STEM subjects.

5.1.6 Australian cultural content

- Develop and distribute content that covers and more clearly aligns with Australia's disparate international activities across music, arts, other cultural pursuits, drama and children's content.
- Work with federal and state bodies like Austrade, the Australia Council for the Arts, galleries and DFAT's *Australia Now* program, and expanding coverage of traditional cultural exchanges, such as taking the Australian Ballet to China.

- Build on the domestic success of the *ABC Good Game SP* program to connect young Australians with international audiences through the booming gaming culture.
- As noted earlier in the paper, with additional funding the ABC could secure the international rights to a wide range of Australian content, including drama, documentaries and other culturally distinctive programs that at present cannot be screened overseas.

5.2 Platforms

Expand the ABC's multiplatform approach to add new services to existing platforms to increase the availability and utility of its content for regional audiences.

5.2.1 Video

- Expand the ABC Australia television service to distribute Australian content to countries and territories worldwide.
- Create an additional two 24-hour digital live-stream services available globally via an ABC website and YouTube:
 1. a comprehensive multi-genre service featuring entertainment, sport, children's, comedy, education and factual content. This service could be extended to incorporate content from commercial sources and international partners; and
 2. a dedicated international news service, this will act as a companion channel to the current ABC NEWS Live Stream that is available in market and accessible to international audiences.

5.2.2 Audio

- Install additional FM transmitters across countries in Asia and the Pacific to grow reach and build new connections with audiences in the region.
- Reinstate the production of online content in multiple languages that could simultaneously be available for listening via live stream, on-demand, podcast or direct download.

5.2.3 Social

- Expand the ABC's social media presence beyond the prominent platforms with which it has established follower bases (Facebook, Twitter, WeChat, Weibo, and YouTube) to the next tier of leading social platforms that are dominant in Asia, such as iQiyi, QQ and Youku.

5.2.4 Apps

- Some reports estimate that approximately half of the nearly \$140 billion interactive games revenue for 2018 will be generated in the Indo-Pacific.³⁴ Additional funding could be invested in developing educational gaming applications, including exploring the use of VR and AR technologies to enhance learning outcomes through the creation of immersive and interactive experiences.

³⁴ Ron Curry. "Australia is missing out on a \$3 billion video gaming opportunity", *Australian Financial Review*, 1 October 2018, <https://www.afr.com/technology/gaming/australia-is-missing-out-on-a-3-billion-video-gaming-opportunity-20180925-h15uyt>.

5.3 Partnerships

- The ABC has numerous media partners across the region, presenting opportunities for editorially appropriate content co-production. In particular, with additional funding there is potential to work with Chinese media partners to develop and create a number of new programs.
- Work with SBS to enable access to its inventory of in-language services.
- Extend existing relationships with domestic commercial broadcasters to enhance the ABC's international television offering with a greater diversity of Australian content.

6. Closing comments

The current review of Australia's soft power capabilities is timely. As noted above, the *Soft Power 30* report series shows that Australia's effectiveness at engendering an appreciation of its culture and values in other nations has declined relatively since 2015. In effect, Australia is playing a catch-up game at a time when other nations are expanding their projection of soft power in the Indo-Pacific region.

The ABC's international media services are some of Australia's most valuable soft-power assets. They have a strong reputation in the region because of their continuing presence and editorial independence. Like all media services, they have a particular advantage over other forms of soft power in that they are able to reach and reflect Australian lives and perspectives to large numbers of people.

It is no coincidence that the five countries recognised as being most effective in soft power diplomacy—the United Kingdom, France, Germany, the United States and Japan—recognise the potential value of international media for advancing their soft power agendas and fund these services accordingly. Along with China, the heaviest investor in international broadcasting, many of these countries compete with Australia for influence and engagement. The best of the international media services of these countries exhibit consistency, longevity, reliability and independence.

The international services operated by the ABC, while effective, are delivered with comparatively limited funding. As a result of the cancellation of the contract for the Australia Network service and wider reductions to its budget in 2014, the Corporation has been forced to contract its international media services. In doing so, it made the strategic choice to maintain a multiplatform footprint that includes satellite television delivery in order to maximise its ability to reach diverse regional audiences. The cost, however, has been reduced allocations for content creation and promotion.

The successful deployment of soft power assets requires dedicated and consistent effort. The 2010 Lowy report found that:

"Government neglect of Australia's international broadcasters and the overall lack of interest in their potential as public diplomacy tools is arguably a wasted opportunity."³⁵

Regrettably, in the subsequent years government interest and investment in international broadcasting has only waned. This paper has set out the key role broadcasting plays in soft diplomacy and the potential for the ABC, if given the opportunity, to be as integral to Australia's soft power strategy as public broadcasters are in other countries.

Ultimately, the Corporation's international media services are part of its contribution to Australia's national interest. They are independent, authentic, and seek to support the natural influence of Australian stories, culture and conversations. With greater investment and interest, the ABC would be well-positioned to expand and extend its contribution to Australia's soft power outcomes.

³⁵ Lowy Institute. "International Broadcasting and its Contribution to Public Diplomacy", p.56

From: [Claire M Gorman](#)
To: § 22
Subject: RE: Shortwave versus FM [ABC-CommsNet.FID66537]
Date: Friday, 18 February 2022 10:07:41 AM

OK that's good to know.



Claire M Gorman
Head
ABC International Services

§ 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: § 22 @abc.net.au
Sent: Friday, 18 February 2022 9:02 AM
To: Claire M Gorman <Gorman.Claire.M@abc.net.au>; § 22 @abc.net.au;
§ 22 @abc.net.au
Subject: RE: Shortwave versus FM [ABC-CommsNet.FID66537]

I also believe the Shepparton site has already been sold.



§ 22
Manager, Transmission Contracts
Product and Content Technology

§ 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: Claire M Gorman <Gorman.Claire.M@abc.net.au>
Sent: Thursday, 17 February 2022 1:20 PM
To: § 22 @abc.net.au; § 22 @abc.net.au;
§ 22 @abc.net.au
Subject: RE: Shortwave versus FM

Thanks § 22. Much appreciated.

Claire M Gorman
Head
ABC International Services



s 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: s 22 <[redacted]@abc.net.au>
Sent: Thursday, 17 February 2022 11:23 AM
To: Claire M Gorman <Gorman.Claire.M@abc.net.au>; s 22 <[redacted]@abc.net.au>; s 22 <[redacted]@abc.net.au>
Subject: RE: Shortwave versus FM

Hi Claire

I've added some comments, feel free to re-question my grammar comments, I'm no wordsmith but it's just what I noticed.

Cheers



s 22
Network and Operations Specialist
Content Management, **Product & Content Technology**

s 22 E s 22 <[redacted]@abc.net.au>
s 22



From: Claire M Gorman <Gorman.Claire.M@abc.net.au>
Sent: Wednesday, 16 February 2022 5:11 PM
To: s 22 <[redacted]@abc.net.au>; s 22 <[redacted]@abc.net.au>; s 22 <[redacted]@abc.net.au>
Subject: Shortwave versus FM

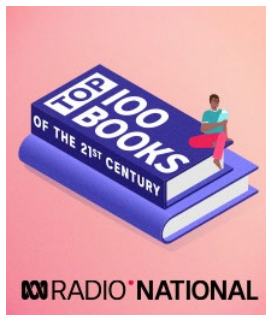
Hi you three

Please have a look at the attached and add comments corrections etc. s 22 <[redacted]> and s 22 <[redacted]> a couple of questions are included in the doc.

There is a lot more which could be said about SW versus FM but I have to keep it

as brief as possible.

CMG



Claire M Gorman

Head

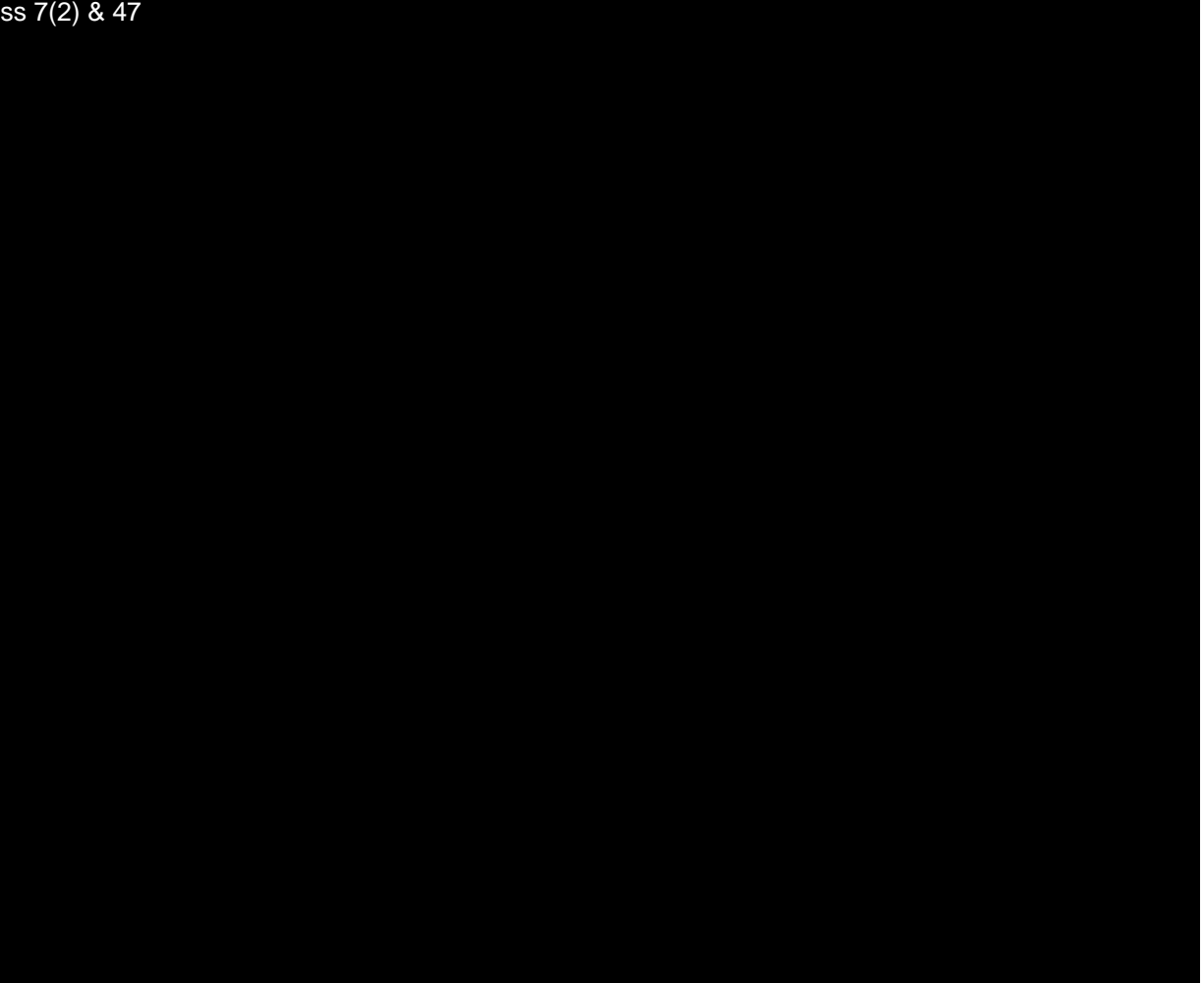
ABC International Services

s 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

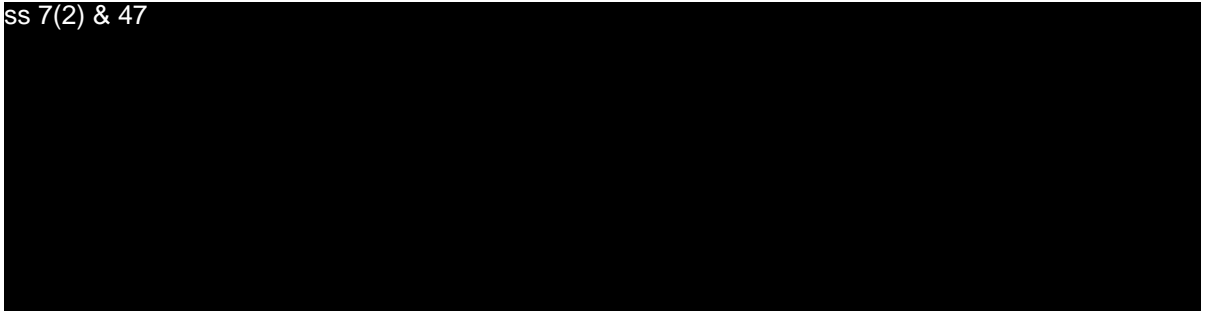
Shortwave
ABC International Services
Prepared March 2022.

ss 7(2) & 47



- The Australian Government's 2018 *Review of Australian Broadcasting services in the Asia Pacific* states that: "...in order to ensure that public funding of those shortwave broadcasts is in Australia's best interests, it would be necessary to conduct a detailed evaluation of those proposed investments from the nation's perspective...". (Australian Government, Department of Communication and the Arts, 2018 "Review of Australian Broadcasting services in the Asia Pacific", p130. <https://www.infrastructure.gov.au/media-centre/publications/review-australian-broadcasting-services-asia-pacific>)

ss 7(2) & 47

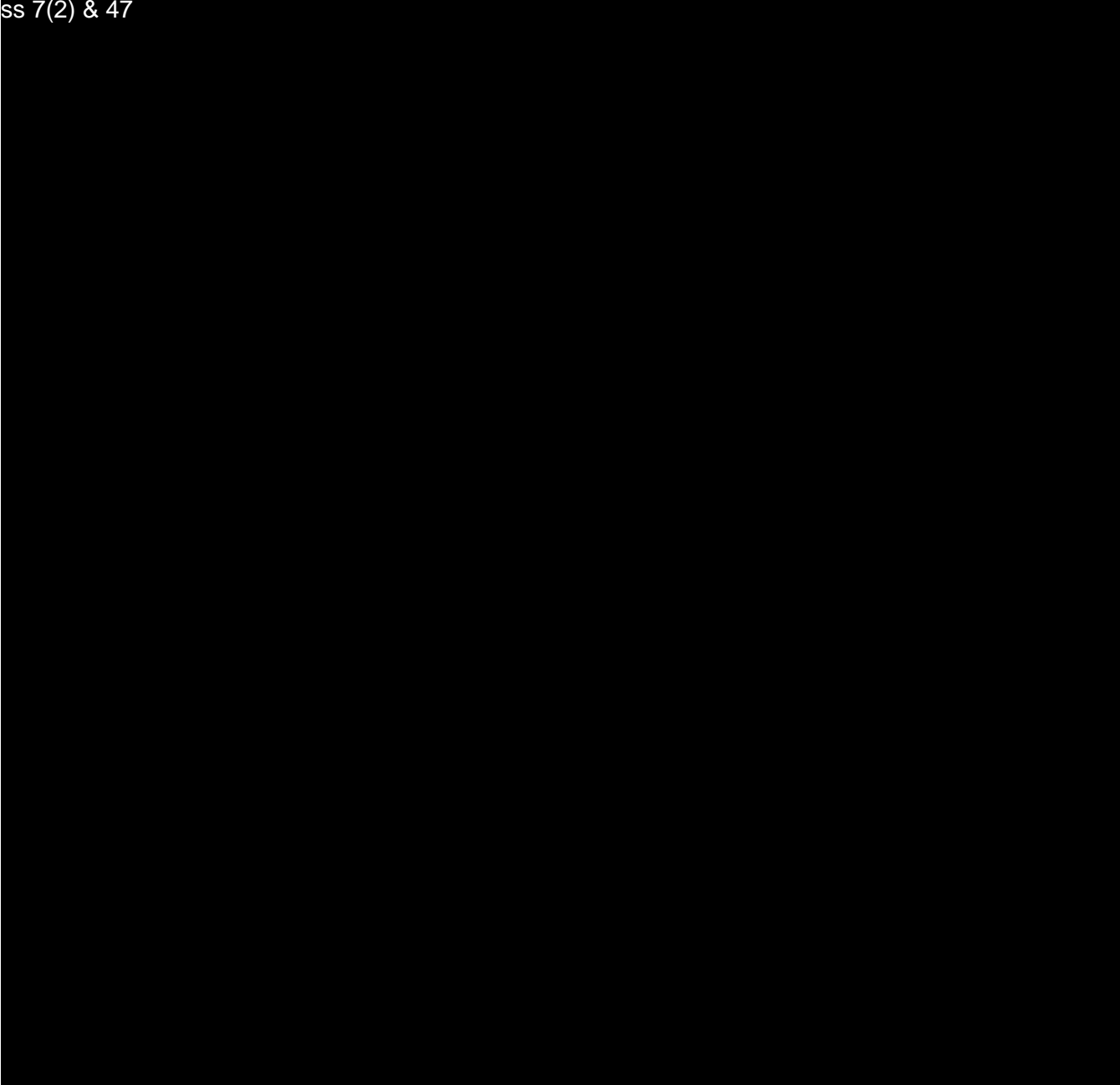


3. Strengths and limitations of shortwave

The core proposition of shortwave is the large footprint for broadcast which enables a transmitter to be hosted in a secure location over which the host broadcaster has control. The transmission of the service cannot be cut off in any particular country within the footprint by a hostile Government or malign actor.

However, shortwave transmission of a service can be interfered with by another party simply by transmitting over the same shortwave frequency from a different direction and effectively blocking it out.

ss 7(2) & 47



Attachment 1

4.4 Would Australia derive net benefits from resuming its shortwave broadcasts?

Cessation of Australia's shortwave broadcasts

Shift away from the use of shortwave broadcasts by international broadcasters

Key findings

- The Review conducted a qualitative analysis of the potential economic costs and benefits Australia could expect to incur and derive in the future if it resumed those shortwave broadcasts.
- Although Australia is likely to have derived significant net benefits from its shortwave broadcasts to the Asia Pacific in the past, this does not necessarily mean that it would continue to derive those net benefits in the future if it resumed those broadcasts.
- Rather, it is likely that ongoing advances in technology, as well as increases in the competition that publicly funded Australian shortwave broadcasters would face in the Asia Pacific markets for their broadcasts, would continue to decrease any net economic benefits Australia derived from those broadcasts by:
 - increasing the direct costs of shortwave broadcasts in relation to the costs of using other broadcast platforms, and
 - increasing the availability of alternative platforms that could be used to reach those target audiences.
- This does not mean that Australia would not generate net benefits from resuming shortwave broadcasts to certain areas of the Asia Pacific, particularly those audiences living in the more remote areas who have little access to alternative broadcasts via satellite, TV, or the internet.
- Rather, it means that in order to ensure that public funding of those shortwave broadcasts is in Australia's best interests, it would be necessary to conduct a detailed evaluation of those proposed investments from the nation's perspective (i.e. conduct a detailed social cost benefit analysis using existing best practice evaluation guidelines) to establish that those shortwave broadcasts would:
 - generate a net benefit for the nation as a whole
 - generate a greater net benefit for the nation as a whole than alternative investments in other broadcasting platforms that could be used to reach the target audience, and
 - generate a greater net benefit to the nation as a whole than alternative investments in broadcasts to reach other target audiences.
- This would require the detailed evaluation of alternative broadcasting investments, including any proposed investment in the provision of publicly funded shortwave broadcasts to a particular target audience in the Asia Pacific, such that the Review is unable to undertake in the absence of a clear statement of the objectives Australia's Asia Pacific broadcasts.
- However, in the light of the evidence presented to this Review, it seems unlikely that shortwave broadcasts would generate the greatest net benefits compared to the alternatives given the:
 - high costs of shortwave transmission services
 - costs of subsidising the purchase of shortwave radios for some audiences
 - low cost of alternative platforms or investments, and
 - significant uncertainty surrounding the actual use of shortwave broadcasts across Asia Pacific media markets.

Australian Government, Department of Communication and the Arts, 2018 "Review of Australian Broadcasting services in the Asia Pacific", p130.

<https://www.infrastructure.gov.au/media-centre/publications/review-australian-broadcasting-services-asia-pacific>

From: [Claire M Gorman](#)
To: [Broadcasting Strategy](#)
Cc: s 22 [redacted] [Mark Tapley](#); s 22 [redacted]
Subject: ABC Response to Consultation Paper
Date: Saturday, 14 January 2023 2:15:19 PM
Attachments: ss 7(2) & 47 [redacted]

Please find attached the ABC's response to the DFAT, DITRDCA Consultation Paper, due 15 January 2023.



Claire M Gorman
Head ABC International Services
Strategy

P: s 22 [redacted]
M: [redacted]

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.



Annex C

Shortwave Discussion Paper

Prepared by ABC International Services

Updated January 2023

About shortwave frequencies

The claim has been made repeatedly in the media that China has taken over the ABC's shortwave frequencies on the Pacific. We have explicitly investigated this. Our analysis is as follows.

In terms of shortwave frequencies used for broadcasting, no one broadcaster owns or controls them. They are available for use by any broadcaster based on an agreed coordination process which is facilitated by the broadcasters themselves, not regulators.

Shortwave broadcasters review and can change their operating frequencies at any time but formal international frequency coordination occurs each March and October. Unlike frequency assignments for Medium Frequency AM broadcasting which generally remain permanently assigned to a service, shortwave frequencies necessarily change seasonally to optimise coverage performance and to avoid interference to and from other broadcasters.

Over the course of the ABC's use of shortwave services, more than 30 individual frequencies were in use. Many changes were made to operational frequencies over time based on coverage and interference planning, but some did remain in use long term.

Clear shortwave frequencies can be difficult to find, so when a broadcaster relinquishes a frequency for any reason, it is common for another broadcaster to coordinate its use for themselves. Historically, when ABC Radio Australia abandoned some frequencies in preference to others, the old frequencies quickly became occupied by other broadcasters. Similarly, any new frequencies adopted by ABC Radio Australia would have previously been occupied by other broadcasters, including China.

Prior to the cessation of ABC Radio Australia shortwave services in January 2017, six frequencies were in use.



The

following table shows the current use of those frequencies and the target areas:

RA Frequency (kHz) Jan 2017	Current Broadcaster	Broadcasts to
9580	Korean Broadcast System	China, Japan, Africa
	Cuba	Eastern US
	China	Eastern China,
	Reach Beyond Australia	Korea, Japan
	World Christian Broadcasting Corporation	Russia, Philippines, Japan
	Radio Free Asia	China
	Romania	Western Russia, Ukraine
	BBC	China
	Vatican Radio	Vietnam
12065	BBC	India, East Africa
	China	China
	Russia	Europe
12085	Mongolia	China, SE Asia, Japan
	China	Mongolia
15240	Turkey	Russia
15415	France	East Africa
17840	China	India
	Unknown	Central Africa

Current shortwave broadcasting into the Pacific

The broadcasters listed as targeting the Pacific in the international frequency schedule are listed below. There will be other broadcasts, not specifically targeting the Pacific, which are able to be received in the region that are, for example targeting Asia or Australia/New Zealand. CRI (China Radio International) is notably absent from explicitly targeting the Pacific but they do have targets in Australia.



Shortwave broadcasters specifically targeting the Pacific

NBS (Thailand)

NHK (Japan)

RMI (Radio Miami International)

RNZ (Radio New Zealand)

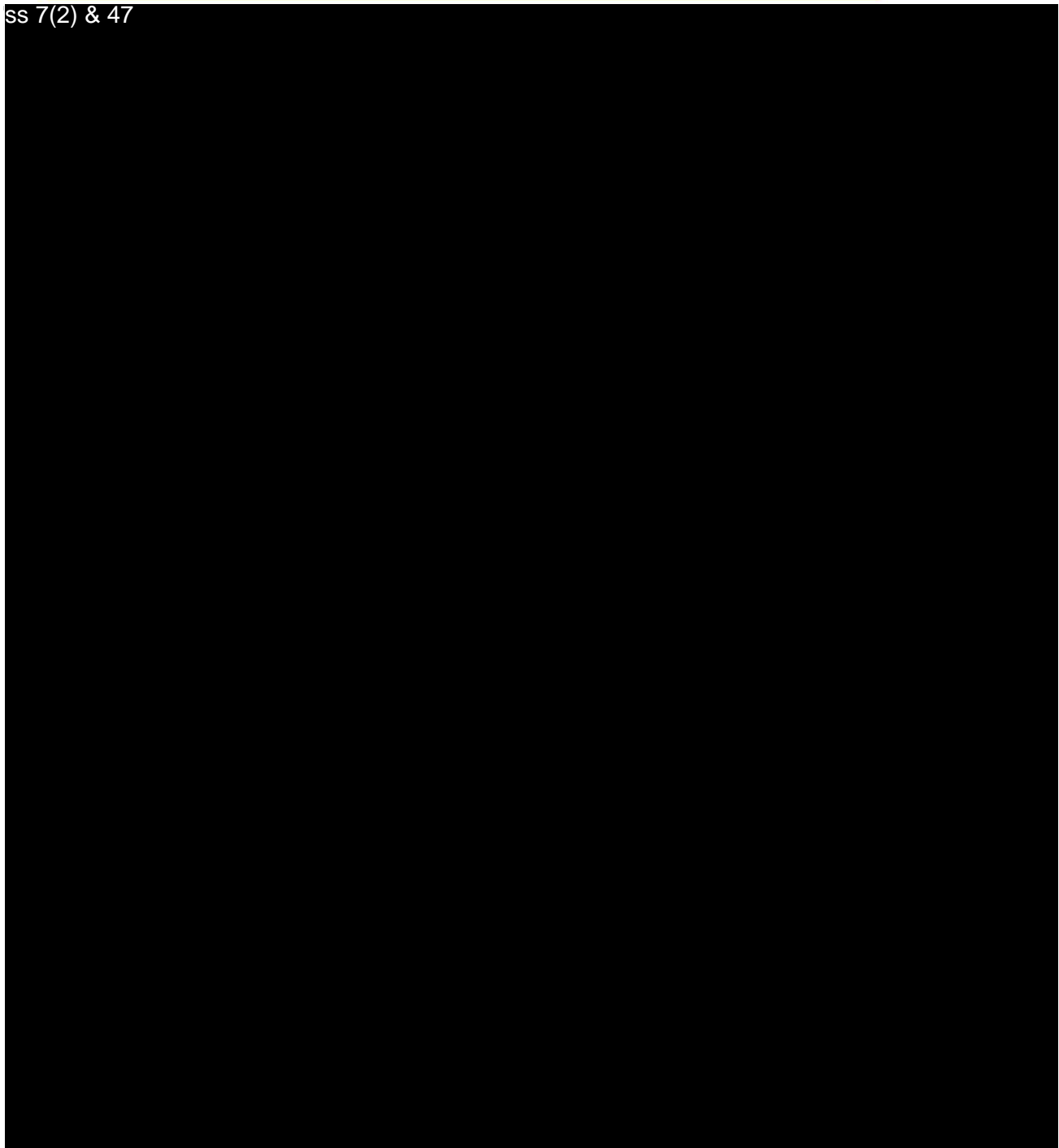
SIBC (Solomon Islands Broadcasting Corporation)

The Overcomer Ministry

VBTC (Vanuatu Broadcasting and Television Corporation)



ss 7(2) & 47



Quality of analogue shortwave versus DRM shortwave

BBC on Analog shortwave <https://www.youtube.com/watch?v=zDSpbYytqfQ>

RNZI on DRM <https://www.youtube.com/watch?v=KcYjXh4LU5w>

BBC on DRM <https://www.youtube.com/watch?v=KRTBAkuWXQo>

End.



SHORTWAVE RADIO ACCESS IN THE PACIFIC

s 47F



ABC INTERNATIONAL

ABC International Services today is the preeminent Australian source of independent news, information, and media support to the Indo-Pacific region and to Australians across the globe.

Our broadcast and digital services include:



ABC Pacific, our online home is the trusted voice in the Pacific, connecting our neighbours with news, music, sport and conversations for all ages.



ABC Radio Australia, Australia's international radio service available via internet streaming, on-demand audio and podcast downloads, 24-hour FM stations, or satellite.



ABC Australia, Australia's international television service, available via rebroadcasters throughout Asia and the Pacific and direct via satellite.

ABC International Services would like to thank audiences across the Pacific who participated in this research and gave their time to contribute to a greater understanding of radio usage in the Indo-Pacific region.

ABC International Services acknowledges Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.



From: Claire M Gorman
Sent: Tuesday, 5 September 2023 4:36 PM
To: s 22 ; s 22
Subject: RE: ss 7(2) & 47 Data Question [SEC=OFFICIAL:Sensitive]
Attachments: ss 7(2) & 47 .pdf

Dear s 22 et al

Please find attached a copy of the revised report. There have been changes to SW figures on the following slides; 11-18, 23, 29, 43-49.

I was not aware that our Data Insights people had gone back to ss 7(2) & 47 in January and that there were slight changes in figures and again I do apologise for this.

Kind regards

Claire



Claire M Gorman (she/her)
Head of International Services

M: s 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: Claire M Gorman
Sent: Monday, August 28, 2023 6:27 PM
To: s 22 ; s 22
Subject: Fw: ss 7(2) & 47 Data Question [SEC=OFFICIAL:Sensitive]

Dear s 22

Thank you for alerting us to this issue. I can advise following investigation that the data in the shortwave summary which was sent through last week is correct and has been updated from the data which we shared with our submission in January. An updated slide on ss 7(2) & 47 is pasted below for your reference.

I have been informed by our Data Insights team that there had been some minor amendments to some figures following some routine further investigations. These amendments do not change the results in a material way and are a matter of degree.

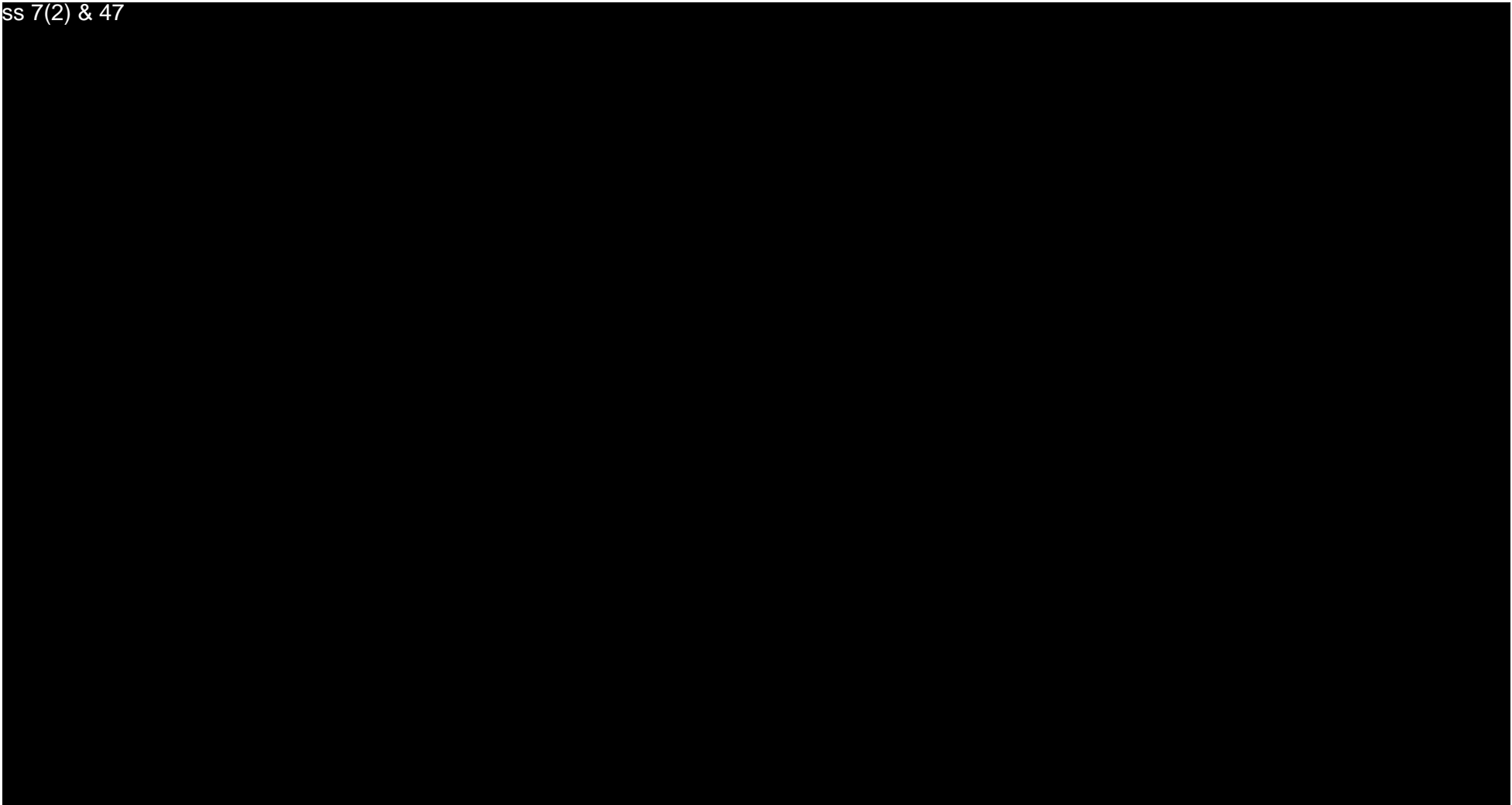
I have asked for an updated pack to be sent through to me asap which I will share with you and for any other changes throughout the report to be highlighted for your reference.

Sincere apologies for any confusion or inconvenience this may have caused and I applaud you for your attention to detail.

Kind regards

Claire

ss 7(2) & 47



Claire M Gorman (she/her)

Head of International Services



M: s 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: s 22 <[redacted]@abc.net.au>
Sent: Monday, August 28, 2023 10:51 AM
To: Claire M Gorman <Gorman.Claire.M@abc.net.au>; s 22 <[redacted]@abc.net.au>
Subject: Re: ss 7(2) & 47 Data Question [SEC=OFFICIAL:Sensitive]

Hi Claire

I have a response to s 22 query.

We presented the preliminary findings to DFAT on Tuesday 17th December. In mid January, I asked ss 7(2) & 47 to provide me with a further breakdown for some of the data presented and in the process of providing me with this data they advised me that there were slight changes in figures as they had a minor miscalculation for some questions. I have the email trail from the agency FYI.

On Feb 16th, ss 45 & 47 provided me with updated report with slight amendments to the figures presented.

s 22 has referenced data from the original report - the updated and accurate data is found in the table below which is the correct data that has gone into the SW slide pack.

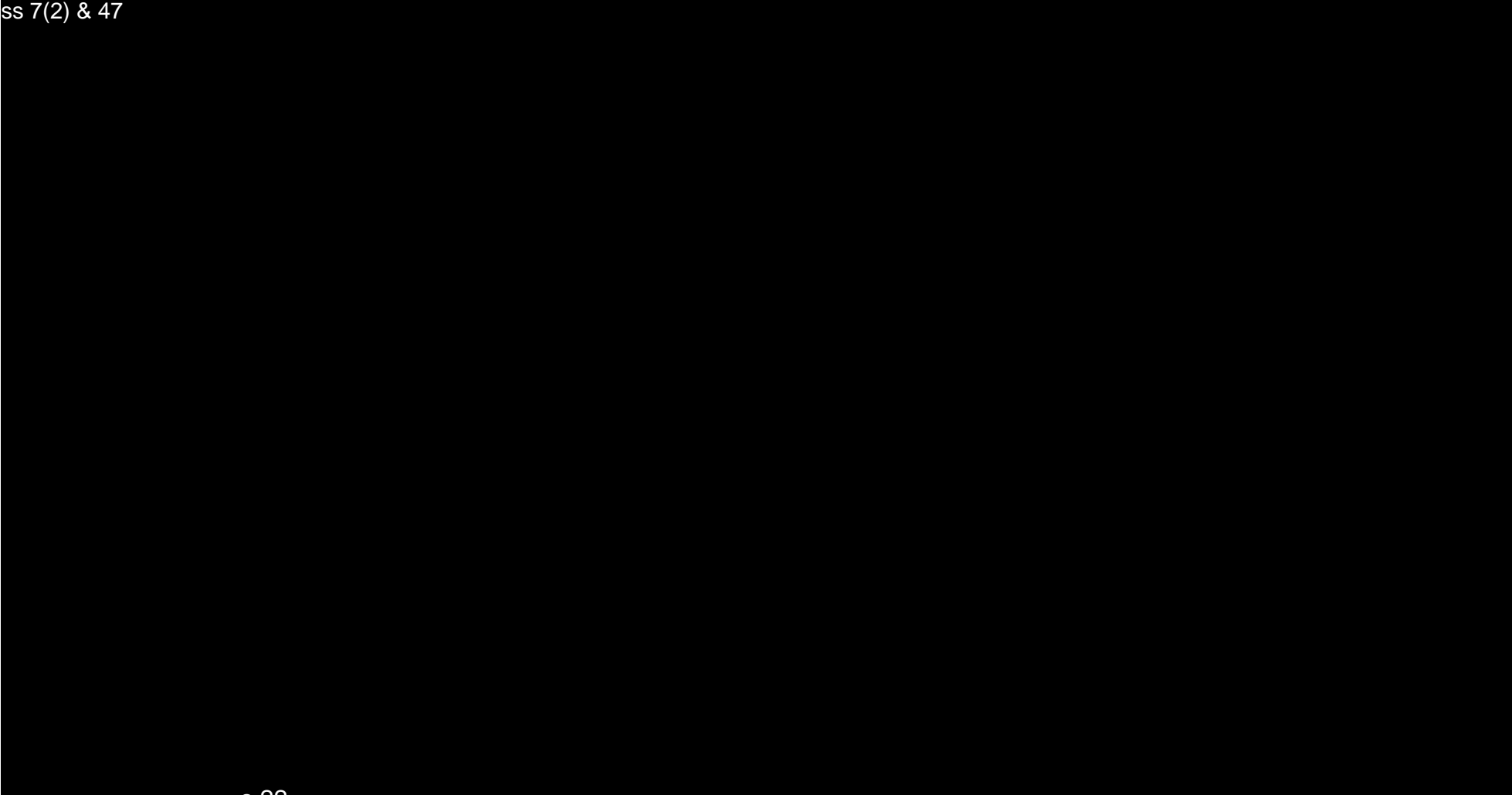
Please advise on next steps with my possible suggestions below;

- I can ask ss 7(2) & 47 to write an email stating the change in figures from the 2 data sets
- We did not provide DFAT with the entire deck so I can re-issue the presentation deck with the updated slide
- I can draft an email for you to send to DFAT to explain the slight discrepancy in numbers

Await your feedback.

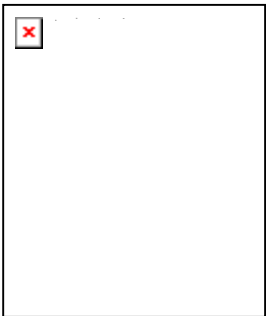
Regards

ss 7(2) & 47



s 22

Insights Analyst | Lead
ABC International



M: s 22

From: Claire M Gorman <Gorman.Claire.M@abc.net.au>

Sent: Monday, August 28, 2023 09:57

To: s 22 <[redacted]@abc.net.au>; s 22 <[redacted]@abc.net.au>

Subject: Fw: ss 7(2) & 47 Data Question [SEC=OFFICIAL:Sensitive]

s 22

Could you have a look at the below comment from s 22

Many thanks

Claire



Claire M Gorman (she/her)

Head of International Services

M: s 22

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: s 22 <[redacted]@INFRASTRUCTURE.gov.au>

Sent: Monday, August 28, 2023 9:33 AM

To: Claire M Gorman <Gorman.Claire.M@abc.net.au>

Cc: s 22 [redacted]@infrastructure.gov.au; s 22 [redacted]@dfat.gov.au; s 22 [redacted]
s 22 [redacted]@dfat.gov.au>
Subject: ss 7(2) & 47 [redacted] Data Question [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Good morning Claire,

As discussed on Friday, I just wanted to follow up on the differences I found in some of the shortwave ss 7(2) & 47 [redacted] received as part of your review submission compared to the attached report provided to us last week.

The first graphic below is a snip from the attached report and the second graphic below is from the initial ss 7(2) & 47 [redacted]. I've highlighted the numbers in the second graphic that are different.

Grateful if you would be able to advise which numbers are correct.

Many thanks

s 22 [redacted]

Assistant Director • National Broadcasters - Media Industry & Sustainability Branch • Online Safety, Media and Platforms Division

E s 22 [redacted] [@infrastructure.gov.au](mailto:[redacted]@infrastructure.gov.au)

P s 22 [redacted]

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.
I recognise and respect their continuing connection to the land, waters and communities.
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL:Sensitive

Disclaimer

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If you have received this e-mail in error, please notify the Department on s 22 [redacted] and delete all copies of this transmission together with any attachments.

s 22 [redacted]@abc.net.au>; s 22 [redacted]@abc.net.au>; s 22 [redacted]

s 22 [redacted]@abc.net.au>

Subject: RE: [EXTERNAL] s 22 [redacted] [SEC=OFFICIAL]

OFFICIAL

Good afternoon Claire

Congratulations again to your team on a fantastic Pacific media delegation visit for the PINA Summit and related activities last week.

Just a quick follow up on the shortwave s 47 [redacted] options – we’d be very appreciative of any updates (or clarity around timing re when you might be able to come back on this) as it may assist with

s 47 [redacted].

s 22 [redacted]

As always, happy to discuss if helpful.

Kind regards

s 22 [redacted]

From: Claire M Gorman <Gorman.Claire.M@abc.net.au>

Sent: Wednesday, February 14, 2024 4:31 PM

To: s 22 [redacted] <s 22 [redacted]@dfat.gov.au>

Cc: s 22 [redacted]@dfat.gov.au>; s 22 [redacted]@dfat.gov.au>; s 22 [redacted]

s 22 [redacted]@dfat.gov.au>; s 22 [redacted]

s 22 [redacted]@infrastructure.gov.au) s 22 [redacted]@infrastructure.gov.au>; s 22 [redacted]

s 22 [redacted]@abc.net.au>; s 22 [redacted]@abc.net.au>; s 22 [redacted]

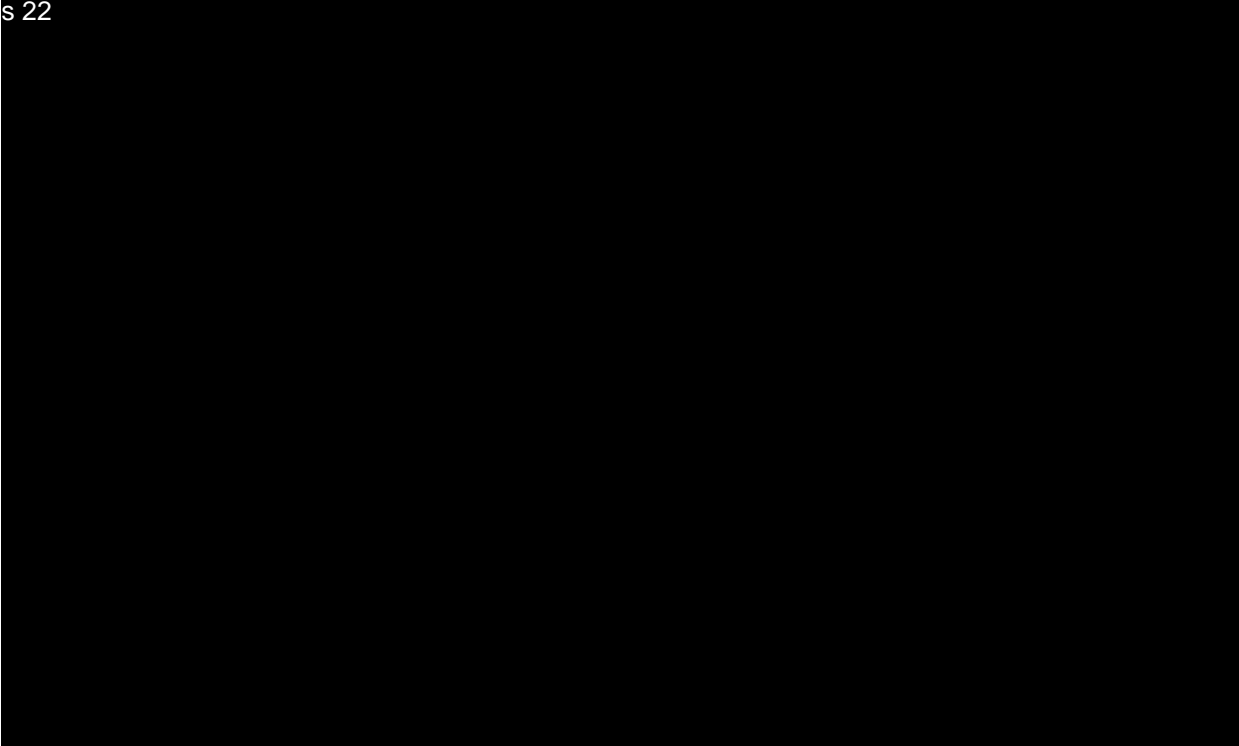
s 22 [redacted]@abc.net.au>

Subject: [EXTERNAL] RE: s 22 [redacted] [SEC=OFFICIAL]

CAUTION: This email originated from outside the organisation. Do not click links or open attachments unless you recognise the sender.

Hello s 22 [redacted]

s 22 [redacted]



3. I need to take the s 47 [redacted] options up to Mark Tapley and the MD before coming back to you with our position, but this is progressing.

Kind regards



Claire M Gorman (she/her)
Head of International Services

M s 22 [redacted]

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

From: s 22 [redacted] <[redacted]@dfat.gov.au>
Sent: Wednesday, February 14, 2024 9:33 AM
To: Claire M Gorman <Gorman.Claire.M@abc.net.au>
Cc: s 22 [redacted] <[redacted]@dfat.gov.au>; s 22 [redacted] <[redacted]@dfat.gov.au>; s 22 [redacted] <[redacted]@dfat.gov.au>; s 22 [redacted] <[redacted]@dfat.gov.au>; s 22 [redacted] <[redacted]@infrastructure.gov.au>; s 22 [redacted] <[redacted]@infrastructure.gov.au>
Subject: IPBS launch / WOMAD request [SEC=OFFICIAL]

OFFICIAL

Hi Claire

Thanks very much for your time yesterday afternoon – greatly appreciated, s 22 [redacted]

s 22 [redacted]
s 22 [redacted]
[Large redacted block]

Finally, thanks also for the update re s 47 [redacted]

s 47 [redacted] – look forward to receiving the summary soon.

Thanks again and, as always, happy to discuss any/all of the above.

Kind regards

s 22 [redacted]
[redacted]

Director | Pacific Media and Broadcasting Section
Connectivity and Infrastructure Policy Branch | Strategic Infrastructure Division
Department of Foreign Affairs and Trade
T: +61 s 22 [redacted] | M: s 22 [redacted]

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From: § 22
To: Claire M Gorman; § 22
Cc: § 22
Subject: RE: § 47 Shortwave
Date: Friday, 26 July 2024 10:30:09 AM

Hi Claire

I understood they could offer either. Both of their transmitters are capable of either transmission method. I think they just needed to do some investigation and testing § 47
§ 47.

From our perspective:

- ss 7(2) & 47
-

Regards

ABC



§ 22

Network and Operations Specialist
Product and Technology

Email: § 22 @abc.net.au

Mobile: +61 § 22

From: Claire M Gorman
Sent: Friday, July 26, 2024 9:40 AM
To: § 22 ; § 22
Subject: FW: § 47 Shortwave
§ 22

Can you recall, ss 7(2) & 47

C

From: Claire M Gorman
Sent: Friday, July 26, 2024 10:09 AM
To: § 11C <§ 11C @rnz.co.nz>
Cc: § 22 @abc.net.au; § 22 @abc.net.au
Subject: § 47 Shortwave

Hello § 11C

Firstly apologies for my tardy response.

The Australian Government have now finalised a review which provides a conclusion on their approach to shortwave. It is available here: [Indo-Pacific Broadcasting Review | Australian Government Department of Foreign Affairs and Trade \(dfat.gov.au\)](#)

The Executive Summary states:

Recommendation 3: Support the ABC to increase its existing arrangement

with Radio New Zealand in order to maintain connection with audiences listening to shortwave, while continuing to acknowledge and respect the ABC's operational independence.

Now, the question for us is, does this mean that the option which we put to the Government some months ago with your assistance is their preferred option?

s 47

We have a meeting with the Government – DFAT and Dept of Communications on Tuesday and I will be seeking clarity from them then.

If I can give them a date regarding your plans for launching s 47, that might be helpful in terms of crystallising their thinking and moving them to action.

I'll let you know.

Kind regards

Claire

ss 7(2), 45 & 47

From: s 11C <s 11C@rnz.co.nz>

Sent: Thursday, July 18, 2024 8:31 AM

To: Claire M Gorman <Gorman.Claire.M@abc.net.au>

Subject:

Kia ora Claire,

I hope you are very well. Any developments on your end re the shortwave business?

We have an official launch ceremony here in a couple of weeks with our Minister for Foreign Affairs taking part.

Best,

s 11C

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www.rnz.co.nz



Indo-Pacific Broadcasting Strategy Mid-Term Review

December 2024

2. Increased content production for key target audiences across the Indo-Pacific region

The IPBS funding has been transformational for the ABC's capacity to connect with Pacific and Asian audiences through more and better-targeted content for TV/ screen, digital social and radio. Of particular note, from just 15 hours of bespoke content per week, ABC Radio Australia now broadcasts 36.5 hours of original first-run content, including 22 hours of new programming funded under the IPBS.

Today, ABC Radio Australia has 12 additional full and part-time content makers—a balance of producers and presenters with Pacific heritage, regional lived experience, and industry know-how, plus a surge team for peak periods. Together, they work across the 14 new IPBS-funded shows.

s 47

The Pacific Local Journalism Network (PLJN) is a flagship initiative comprising local journalists in PNG, Solomon Islands, Fiji, Samoa, Tonga, and Timor-Leste engaged with the ABC on contract. In Vanuatu, we work with the Vanuatu Broadcast and Television Corporation's newsroom journalists. The PLJN is supported by a dedicated Executive Producer based in the ABC's Asia Pacific Newsroom.

Parallel to the increased investment in our radio output, the enhanced funding of digital and social output is yielding very favourable results. The 2023 market research found that in PNG, Vanuatu, Solomon Islands, Tonga and Samoa, the ABC is the *most frequented international media broadcaster* of all those measured in terms of website, app and social media recency (recent visits). This result is a testament to the new model. It is particularly pleasing given that the comparison broadcasters included elite and powerful brands with significantly larger budgets than ABC International, such as BBC World Service, CNN International, Al Jazeera and CGTN/China Radio.

The ABC Pacific Facebook page is already one of the leading sources of news and information across the region. ABC Pacific launched an Instagram account in July 2023 and a newsletter in August 2023. These channels are fed by bespoke digital and social content and stories from ABC Radio Australia and the ABC Australia TV network. They provide a unified digital home for ABC's content across the Pacific Island.

The ABC Asia web platform was established in the second half of 2023, and an ABC Asia Facebook was then established by rebranding an existing Facebook page with over 5.5 million followers—99% of them based outside Australia. This provided a ready-made promotional and content distribution vehicle for the ABC Asia service. The ABC Asia Instagram account was launched in February 2024.

New data from research agency IPSOS in October 2024 indicates that ABC Australia's total monthly audience across the 21 Asian countries is over 10 million, five times more than our previous estimate.

3. Support to develop and strengthen media capacity across the Indo-Pacific region

ABC's MEDIA platform (Media Education for Development and Information Access) is building the skills and capacity of regional media partners through a range of training modules used by participants, from entry-level to advanced media professionals.

In Timor-Leste, the ABC was invited to work with Radio e Televisao de Timor-Leste on intensive capacity building to establish a weekly English-language news program: RTTL World News. ABC newsrooms shared content, and ABCID worked with RTTL staff to enhance their journalism, language and content-making skills. By mid-2024, the English-language news program was celebrating its first birthday. Collaboration between ABC International's development and content arms resulted in increased coverage of Timor-Leste across both countries. As an Editor in Timor-Leste remarked, *"I can actually see the difference from our reporters who attended the ABC journalism trainings [on investigative/in-depth reporting]. I can see it in their stories. We need more of this"*.

In Indonesia, a year-long consultative process with Indonesian media and industry association partners resulted in a commitment to address two priority issues: gender-based violence and data protection and digital media skills in provinces. Addressing Online Gender Based Violence training included specialist support for developing resource handbooks on digital safety in newsrooms. Digital media workshops across Indonesia prioritised the immediate application of new digital skills in content making. Provincial content creators were brought together for training expressly framed around national events such as the World Water Forum in Bali and the Burning Ship Festival in Pekanbaru. Post-activity evaluations showed that many content pieces were published online by participating journalists, locally and nationally, within hours of following a story lead.

Through our capability-building activities, the ABC is also building a stronger Indo-Pacific media community, both informally and formally. With IPBS funding in 2024, the ABC hosted the Asia Pacific Broadcasting Union Pacific Media Partners Conference (PMPC) at the ABC's Brisbane offices at Southbank. The Conference brought together more than 150 media leaders and practitioners from across the Pacific to share their experiences and ideas and meet local ABC Brisbane staff with significant expertise in Digital News, Emergency Broadcasting and program-making. Brisbane is now the home of a growing team of content makers servicing ABC International platforms, including ABC Radio Australia and ABC Pacific.

We have actively pursued more formal relationships through our program of forging Memoranda of Understanding (MOUs). The MOUs endorse strengthening the relationship between the ABC and the partner media organisation through content sharing across programming, training of teams and personnel, media capacity building and the exchange of technical information. This approach reflects and respects the values these partners place on formal relationships and signals that Australia is a long-term committed partner to the media sector across the Indo-Pacific region.

Significant success was evident across all projects at the mid-point of this MOU period. Continued funding will deliver clear value for Australia and our Indo-Pacific partners and support. Options for further funding have been developed to discuss and demonstrate the potential for further achievement.

Introduction

“One of the most important ways our countries can modernise our relationships is in the stories we tell the world about who we are, which is of course, the starting point of foreign policies”

Penny Wong
Minister for Foreign Affairs
London, 31 January 2023.

For more than 80 years, the ABC has been sharing Australian stories and telling the world who we are as a democracy and as a people.

In 1939, two months after the outbreak of World War II, Prime Minister Robert Menzies launched Australia's first international broadcast service, declaring, “The time has come to speak for ourselves.” That shortwave service, Australia Calling, would become ABC Radio Australia, which is still strong today.

Following World War II, ABC Radio Australia progressively switched from broadcasting in European languages to languages from the Asia Pacific region, including Japanese, Korean, Bahasa Indonesian, Khmer, Tok Pisin, Bislama, and French (for French-speaking Indo-China and later for French-speaking territories in the Pacific).

In recent years, the ABC has designed its international broadcasting, international journalism training, and media development activities in response to and anticipating Australia's complex geopolitical realities. The ABC has become an invaluable tool of Australian soft power and diplomacy as our diverse region confronts significant challenges now and in the coming years.

Please see **Attachment A** for background details on the ABC's international services, distribution and audiences.

Australia's international broadcast and distribution services

ABC Australia, the ABC's international TV service, was launched in the early 1990s for outreach to the people of the Asia Pacific region. Its fortunes over the years waxed and waned. The contract was put out to tender in the late 1990s and taken up by Channel 7, but commercial success proved elusive, and it was returned to the ABC in 2001.

From 2001 until 2014, the ABC ran the international TV service under contract and tied funding from the Commonwealth Government. The last contract, worth \$223 million over 10 years (\$22 million per year), was awarded to the ABC in late 2011.

In 2013, the Government introduced an amendment to the Australian Broadcasting Corporation Act, which specified that the Corporation or prescribed companies would be *"the only providers of Commonwealth-funded international broadcasting services"*.

In May 2014, the incoming Government cancelled the 10-year contract and severely cut the ABC's broader budget. Following this withdrawal of funding, the ABC adhered to its obligations, as laid out in the Australian Broadcasting Corporation Act, to engage in international broadcasting activities, maintaining ABC Radio Australia and launching the Australia Plus TV channel and digital offer. The ABC's budget appropriation funded these activities, noting that ABC Radio Australia had been financed by the budget appropriation for decades.

During this period of contraction, ABC Radio Australia's in-language services were cut, apart from the Tok Pisin/Solomons Pidgin/Bislama ABC Radio Australia program Wantok. Resources were focused on building Chinese-language and Bahasa Indonesian digital news teams that fed content onto abc.net.au.

In early 2017, the ABC took the decision to turn off its shortwave transmission of ABC Radio Australia and adopt a new strategy of broadcasting solely on FM. At that time, the ABC Radio Australia FM transmission footprint covered 13 of the most populous locations across Timor-Leste, PNG, Solomon Islands, Vanuatu, Fiji, Tonga, and Samoa. In late 2017, the Australia Plus TV/Digital model was dismantled, and a newly branded international TV service, ABC Australia, was launched.

In 2020, given the changing geopolitical realities across the globe, including the rising great power contest marked by China's increasing engagement with the Pacific, the ABC adopted a quiet program to refresh and revitalise our international broadcast services.

s 47

ABC International Development

For over half a century, the ABC has provided international media training and advisory services to assist developing countries in developing skilled, independent, and impartial media capabilities. These services have never been more important than today when democracy and the pursuit of truth risk erosion in our region and worldwide.

In 1965, the Government supported the foundation of an ABC Training School in Sydney, which broadcasters from developing countries attended. By 1969, the school had accepted students from 23 countries.

Since the early 2000s, the ABC has managed significant media development projects across the Indo-Pacific region. ABC International Development (ABCID), the ABC's dedicated unit, was formed in 2008 as demand for these media development activities grew. Over the period, ABCID has managed and implemented media development activities worth more than \$70 million, contributing to a better-informed Indo-Pacific.

Today, the ABC continues to build the capacity of regional media organisations and provides highly valued media craft and skills training for journalists, drawing on the expertise of ABC staff to lead the way in training and mentoring.

s 47

Attachment A

An ABC INTERNATIONAL primer

Australia's unique and independent voice for, with and about the peoples and communities of our region.

ABC International is the business unit that works to implement the ABC's international Charter obligations with two key divisions operating to fulfil these objectives: ABC International Services and ABC International Development. ABC International is the pre-eminent Australian source of independent news, information, and media support to the Indo-Pacific region and to all Australians across the globe.

Our Mission

For 85 years, the ABC has been committed to the mission enshrined in the ABC Charter: To transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and enable Australian citizens living or travelling outside Australia to obtain information about Australian affairs and Australian attitudes...on world affairs.

Our Strategy

The ABC International Strategy 2022-2025 outlines five key strategic priorities:

1. Build a bespoke content offering for, with and about audiences across the Indo-Pacific region
2. Increase our broadcast and digital footprint and audience reach in the Region
3. Promote greater two-way dialogue with both audiences and media organisations in the region
4. Counter misinformation, disinformation, and censorship through the delivery of broadcast and digital service and the development of public interest journalism capacity in the Indo-Pacific region
5. Invest in research to inform our programming and help shape international broadcasting and media development policy.

ABC International Services

ABC International Services manages the content platforms that make ABC storytelling available on television, radio and online for international audiences, with a focus on the Indo-Pacific. Platforms include ABC Australia Television, ABC Radio Australia, ABC Pacific and ABC Asia. The unit also commissions and creates content for, with and about target audiences for our linear broadcast, ABC-owned digital platforms, and third party digital and social media platforms.

Attachment A

An ABC INTERNATIONAL primer

Our Platforms

ABC Asia is the digital and social home for news, conversations, and stories from across Asia with a uniquely Australian perspective.

ABC Pacific is the digital and social home for Pacific-focused news, music, sport, and stories with a uniquely Australian perspective.

ABC Radio Australia is an international FM radio and on-demand audio service in the Pacific and Timor-Leste. It is a trusted regional voice, connecting our neighbours with news, music, sport and conversations.

ABC Australia is Australia's international television platform, providing a television and digital service that informs, entertains and inspires our audience with a uniquely Australian perspective. ABC Australia is available via rebroadcasters across the Indo-Pacific region as a 24/7 channel and content blocks via rebroadcast partners.

Our Distribution Networks

ABC content is available locally across television, radio and digital platforms through ABC-owned channels and partner distribution networks, with select content available through third-party digital and broadcast platforms. Our television and radio broadcast footprint spans the Indo-Pacific region, with ABC Australia television available to view through rebroadcaster partners in more than 38 countries with over 100 global rebroadcast agreements. ABC Radio Australia is available via FM broadcast in 13 locations in the Pacific and Timor-Leste and globally via audio-on-demand.

ABC International Development

ABC International Development is the ABC's media development unit. It supports storytellers across the Indo-Pacific through training, sharing media expertise and providing technical and program support to partners in three areas - skills and abilities, content creation and broadcast, and research. The following table lists contracted programs as of 30 June 2024.

Pacific Media Assistance Scheme - Regional	Funding from DFAT: \$35m since 2008 Current 3yr Phase: \$9.2m	Supports Pacific media regionally (excluding PNG) to strengthen craft skills & content production, media associations, Women in Media, digital business resilience, and research. Also, stream of country-specific investments from Fiji, Solomon Islands, and Samoa.
Bilateral	Funding from DFAT: Tonga \$490k	Capacity-building activities as advised by Tonga's media sector and aligned to PACMAS design (separate contract).

Attachment A

An ABC INTERNATIONAL primer

SAFE	Funding from UNFPA: \$900k since 2020	Behaviour change communication campaigns across Pacific countries with media and health providers on sexual and reproductive health and family planning.
Media Development Initiative	Funding from DT Global: \$41.75m since 2005 Current 3yr Phase: \$10m	Supports PNG media to strengthen craft skills & content production, PNG Media Council, Women in Media, NBC organisational management, church media, and research.
Women in News and Sport	Funding from GHD: \$2.1m since 2016 Current 1yr Phase: \$250k	Commentary and storytelling training for female journalists in Asia and the Pacific to specialise in sports journalism.
Disaster Inclusive Storytelling	Funding from Oxfam Australia: \$285k since 2022	Supporting media to produce disability-inclusive content. Partner with disabled people's organisations and creatives in Timor-Leste, Vanuatu and Solomon Islands.
Pacific Climate Media & Traditional Knowledge Pacific Prepared	Funding from DFAT: \$1m since 2023	Encourages story-telling about the knowledge and connection Pacific and Australian First Nations peoples have with their oceans and lands, managing disasters and addressing climate change. Specific activity stream: Building knowledge and skills with Pacific regional media to report on disaster preparation climate change and traditional knowledge through the flagship Pacific radio program Pacific Prepared, broadcast on Radio Australia and with local radio partners. Previously funded under PACMAS Phase 3.

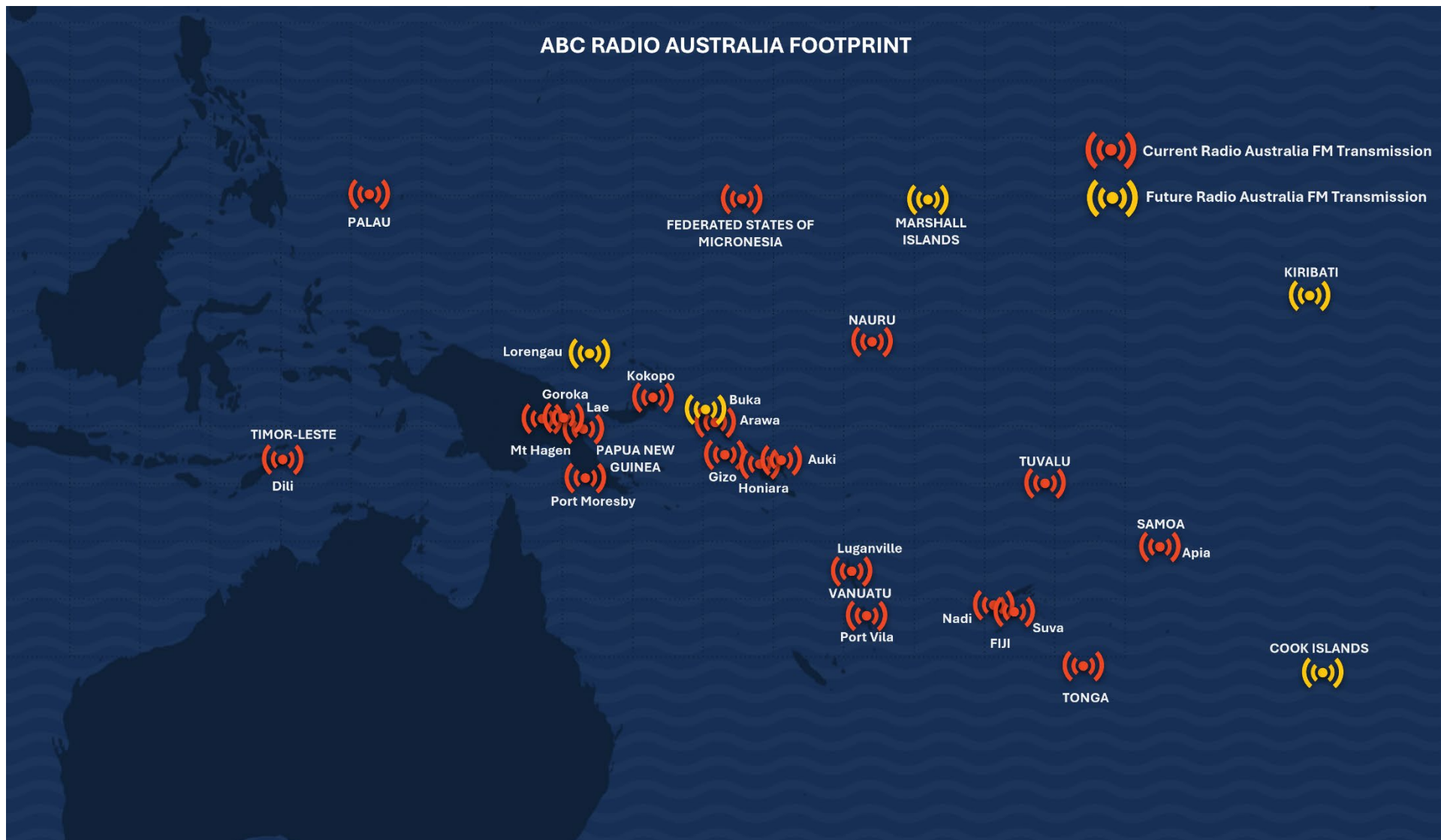
Attachment A

An ABC INTERNATIONAL primer

Commentary & Mobile Journalism Program	Funding (since 2023): <ul style="list-style-type: none"> • DFAT – India, \$69k; • Dept. of Health – FIFA Women’s World Cup, \$250k; • Oceania Football Confederation – FIFA Women’s World Cup, \$251k 	Commentary & Mobile Journalism Programs (CAMPs) train and advocate for storytellers in digital media and sports commentary to promote the voices of marginalised people in sports and, through the activities, build links between storytellers from across the Pacific, Asia and First Nations Australia.
Timor-Leste Digital TV Transition	Funding from DFAT: \$1m	Technical feasibility study and early implementation activities will be conducted to support Timor-Leste in transitioning to Digital TV. Working with national broadcaster RTTL, government and Australian Embassy.
Broadcasting Corporation of Niue Project	Funding from DFAT: \$2m	Renovation of national broadcaster BCN headquarters following a building fire and support for further transitioning to digital media.
Timor-Leste Media Development Program	Funding from IPBS: \$3m since 22/23	Supporting Timorese media with capacity building, content production and research. Working with RTTL to introduce an English-language news service. Partnership with Timor-Leste Press Association.
Indonesia Media Development Program	Funding from IPBS: \$5m since 22/23	Digital First Content workshops for provincial journalists. Working with media associations to address online gender-based violence and privacy and data protection.
MEDIA	Funding from IPBS: \$1.2m since 22/23	Media for Education and Information Access (MEDIA) is an online learning platform. Includes a Foundations of Journalism course, leadership training and understanding of child protection and inclusion policies.

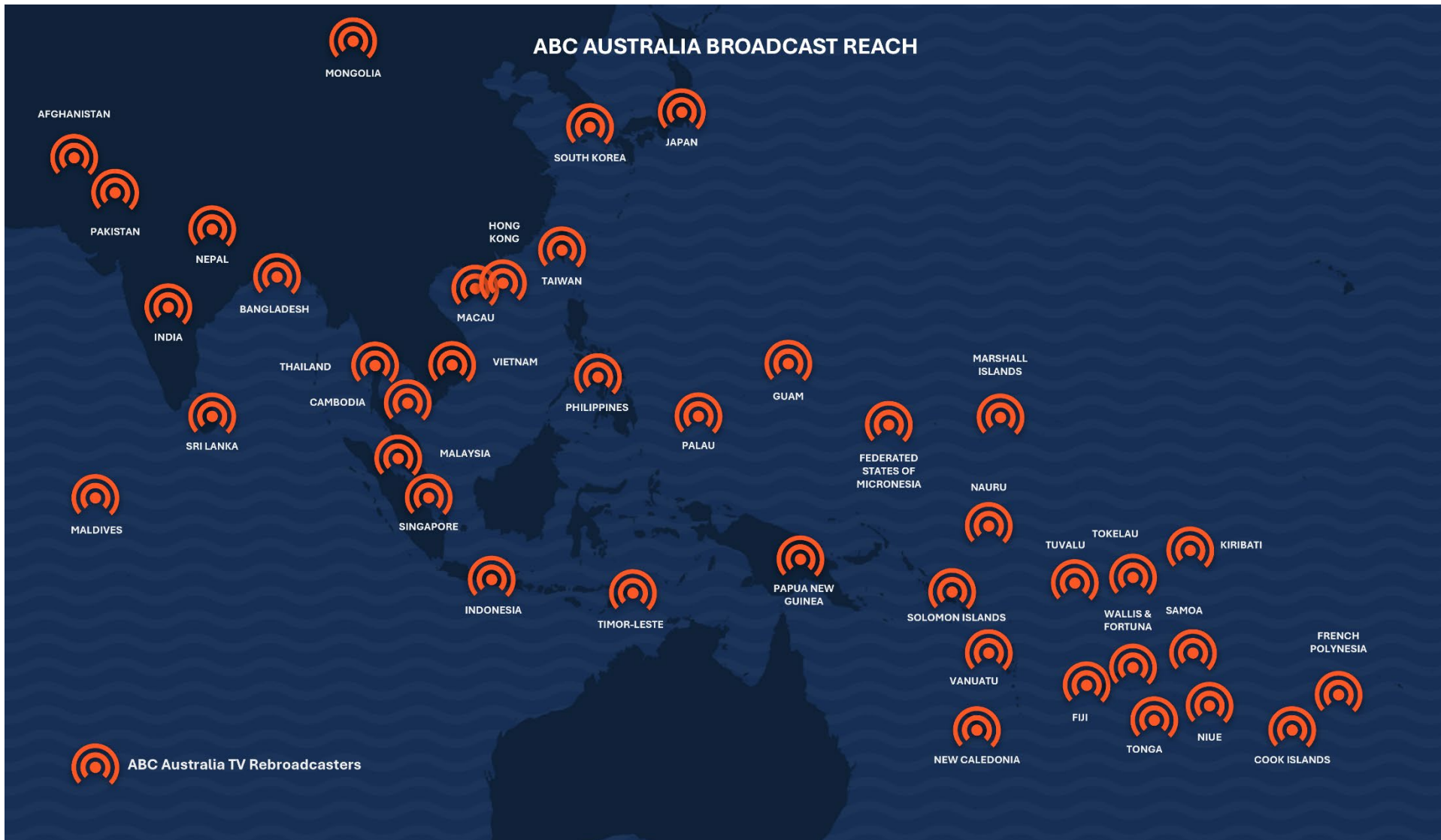
Attachment A

An ABC INTERNATIONAL primer



Attachment A

An ABC INTERNATIONAL primer



Attachment A
An ABC INTERNATIONAL primer

ABC Australia Pacific rebroadcasters full channel, content blocks and individual programs

Countries	Rebroadcasters
Cook Islands	Cook Islands TV (CITV) Moana TV Niu TV Limited Sky Pacific (Digicel) Vaka TV** TVWAN / TVWAN Sports (Digicel) *
Fiji	DTV app (Digicel) Sky Pacific (Digicel) VodaPlay (Vodafone Fiji)** Fiji Broadcasting Corporation (FBCTV/FBC2/FBC Sports/FBC News)* Fiji Television Limited (Fiji TV / Fiji One / Fiji 2)* Mai TV Limited* TVWAN / TVWAN Sports (Digicel) *
Federated States of Micronesia	Sky Pacific (Digicel) FSM Telecom** TVWAN / TVWAN Sports (Digicel)*
French Polynesia	CANAL+ Caledonie Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Kiribati	Sky Pacific (Digicel) Kiri One** TVWAN / TVWAN Sports (Digicel)*
Marshall Islands	Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Nauru	DTV app (Digicel) Nauru TV Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
New Caledonia	Nouvelle-Caledonie La 1ere* Caledonia TV* CANAL+ Caledonie Can'l TV InternetNC (Telenet InternetNC IPTV) Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Niue	Television Niue (TV Niue) Sky Pacific (Digicel)

Attachment A

An ABC INTERNATIONAL primer

	TVWAN / TVWAN Sports (Digicel)*
Palau	Palau National Communication Corporation (PNCC) Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Papua New Guinea	Digicel TV NBC TV (National Broadcasting Corporation of PNG) Tolec TV EMTV (Media Niugini Limited)* TVWAN / TVWAN Sports (Digicel)*
Samoa	DTV app (Digicel) Moana TV (Vodafone Samoa) Sky Pacific (Digicel) TV1 Samoa* TV3 Samoa* TV9* TVWAN / TVWAN Sports (Digicel)*
Solomon Islands	Satsol TV Sky Pacific (Digicel) Telekom Television Ltd (TTV)* TVWAN / TVWAN Sports (Digicel)*
Tokelau	Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Tonga	DTV app (Digicel) Sky Pacific (Digicel) TV Tonga (Tonga Broadcasting Commission) TVWAN / TVWAN Sports (Digicel)*
Tuvalu	Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)* Tuvalu TV*
Vanuatu	CANAL+ Caledonie DTV app (Digicel) Sky Pacific (Digicel) Telsat Pacific TVWAN / TVWAN Sports (Digicel)* Vanuatu Broadcasting & Television Corporation (VBTC) / Television Blong Vanuatu*
Wallis & Futuna	CANAL+ Caledonie Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Timor Leste	ETO TV Radio e Televisao de Timor-Leste (RTTL)

*ABC Australia content block takers

**Retransmission agreement in negotiation

Attachment A
An ABC INTERNATIONAL primer

ABC Australia Asian rebroadcasters full channel, content blocks and individual programs.

Country	ABC Australia Rebroadcasters
Afghanistan	Ariana Television Network*
Cambodia	WeWatch
Hong Kong	Now TV
India	ULKA TV Delhi Distribution Company SCV Poona Cable Systems and Services Sahyog Cable Network Sai Baba Network Star Broadband Tata Play TCCL Network UCN Nagpur Velankani Networks PCMC Jio TV
Indonesia	Indihome TV MNC Vision Biznet Home DSB TV LinkNet - First Media Transvision Vidio.com My Republic One Two Technology
Japan	Aruji Co Ltd World on Demand Wowwow TV NHK* Japan Cable Cast Inc.* Tokyo Cable Network*
Macau	Macau Cable TV
Malaysia	Astro Unifi TV Enjoy TV Sirius TV
Maldives	Medianet

Attachment A



An ABC INTERNATIONAL primer

	SS Net
Mongolia	SkyGo
Nepal	Vianet NetTV
Pakistan	M Sports* M Life* M Entertainment* M News*
Philippines	Asian Vision Signal TV Kalibo Cable TV Skycable Corporation Halprop Cable & Internet Cablelink
Singapore	Singtel StarHub
South Korea	D'Live Genie TV Seoyung Cable Television JCN Ulsan
Sri Lanka	ASK Cable Network Dialog TV PEO TV Freesat TV1*
Taiwan	DCTV Hulien Cable TV T.Y. Cable TV Tung Tai Cable Television Tai Tung Cable TV
Thailand	True Visions Triple T
Vietnam	FPT Telecom (One TV) MYTV (VNPT) Saigon Tourist Cable Company Television (SCTV) VEGA (Cliptv) VieON VOT VTVcab Viettel (TV360)

*ABC Australia content block takers




Attachment C

Content fund summary: Radio Australia



Content	Description	s 47E(c)	Platform	
Nesia Daily	<i>Nesia Daily</i> is ABC Radio Australia's flagship morning program. It's hosted by Ni-Van and First Nation's presenter Jacob McQuire and PNG-born Michael Chow. The show covers news, sport, culture, music, and more in a two-hour daily program from 7 to 9 a.m. The program has been hugely popular with audiences in the Pacific, who have engaged with the show's engaging and entertaining style and approach.		ABC Radio Australia ABC Pacific ABC Listen App	
Nesia Daily afternoons	<i>Nesia Daily Afternoons</i> is an hour-long bi-weekly show (Tuesday and Wednesday) that eases listeners into their evenings with a recap of news from the day across the region, music, and discussions about health and religion. It's hosted by Australian-Fijian journalist Melissa Maykin.		ABC Radio Australia ABC Pacific ABC Listen App	
On The Record	Award-winning Australian-Samoan music journalist Sosefina Fuamoli takes a deep dive into the stories behind the music of incredible Pacific artists in <i>On The Record</i> . OTR is a weekly hour-long show that combines interviews with music to learn more about the artists and their inspiration. Sose is a skilled music interviewer who artists want to talk to, including well-known artists like George Telek, Lady Shaka, Danielle, Vika and Linda Bull, Tropic Thunda, and up-and-coming artists from across the Moana.		ABC Radio Australia ABC Pacific ABC Listen App	

Attachment C




Content fund summary: Radio Australia

<p>Sista Sounds</p>	<p><i>Sista Sounds</i> is a weekly one-hour show that amplifies the voices of female artists from the Pacific. About 90 per cent of recording artists in the Pacific are men, so RA launched the program to champion incredible female artists because if you can't see it, you can't be it. It's hosted by award-winning music journalist Sosefina Fuamoli.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>In The Fale</p>	<p>Hau Latukefu is an award-winning musician and broadcaster who presents the music show <i>In The Fale</i>. In The Fale is a weekly, one-hour show designed to be like every Pacific Islander's house party – great music for everyone from kids to aunties. Hau plays a range of songs from dance hall to disco, calypso to country, reggae to roots, hip hop to house music.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>Pacific Sundays</p>	<p>Pacific Islanders can wake up on Sunday mornings and tune in to the best content from the network and a wrap of the news of the week on Pacific Sundays. Pacific Sundays is a weekly two-hour program that includes news, sport, entertainment and music. It's presented by Bougainville-born presenter Kuntamari Crofts.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	


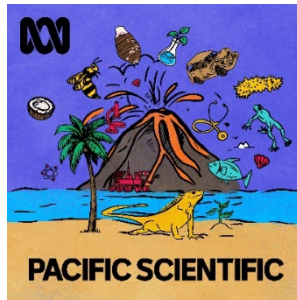

Attachment C
Content fund summary: Radio Australia

<p>Nesian Footy</p>	<p>Football is life in many parts of the Pacific - in PNG, NRL is said to be the second religion, and in Polynesia, rugby is huge. <i>Nesian Footy</i> brings the codes together in a bi-weekly show that celebrates the Pacific players in the two codes. It brings the audience the Pacific Islander stories on and off the field. There are special guests, tales from the past, a wrap-up of the week, and a look at the future. <i>Nesian Footy</i> is hosted by former professional football players Sam Wykes (Rugby Union) and Tinirau Arona (Rugby League).</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>Stories from the Pacific</p>	<p>For centuries, Pacific Islanders have been sharing stories across the region. <i>Stories from the Pacific</i> is a half-hour weekly show that honours that tradition with in-depth interviews with people with amazing stories to tell. From scientists to performers, activists to photographers, <i>Stories from the Pacific</i> documents the lives of extraordinary Pacific Islanders. It's hosted by Australian-Kiribati presenter Bobby Macumber. <i>Stories from the Pacific</i> is one of ABC Radio Australia's most popular shows.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	

Attachment C
Content fund summary: Radio Australia


<p>Pacific Soul</p>	<p>Religion, faith, and philosophy are big parts of the daily lives of many Pacific Islanders and Timorese, and in 2024, ABC Radio Australia launched <i>Pacific Soul</i>. It's a weekly 25-minute program that explores the beliefs of the region's people. It's presented by Australian-Fijian journalist Melissa Maykin, who talks to priests, healers, and believers alike.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Pacific Pulse</p>	<p>Diabetes, chewing betelnut, heart disease, and gout are just some of the topics discussed in ABC Radio Australia's health show, <i>Pacific Pulse</i>. <i>Pacific Pulse</i> is a weekly 25-minute show that busts open health issues, challenges taboos and separates fact from fiction for the audience. It's presented by Australian-Fijian journalist Melissa Maykin.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third party podcast platforms</p>	
<p>Stories from the Sideline</p>	<p><i>Stories from the Sideline</i> is a weekly 30-minute show that brings audiences the best sporting conversations from across the Pacific. Audiences get to hear interviews with new stars, trailblazers, local heroes and all-time legends in a show which pulls Radio Australia's best sports interviews into the one show.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	

Attachment C
Content fund summary: Radio Australia

ABC Radio Australia Series				
<p>Politok</p>	<p>In 2024, ABC Radio Australia produced a 10-part politics series called Politok. The 30-minute episodes, broadcast on the network on 24/25 FY, cover some of the big issues affecting politics in the Pacific—votes of no confidence, women in politics, and whistleblowers are among the topics covered. The show is presented by veteran PNG journalist Scott Waide.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Pacific Scientific</p>	<p><i>Pacific Scientific</i> is an audio documentary series that takes listeners deep into the Pacific to meet the scientists and communities living and breathing science and research. Over two financial years, two 10-episode series' have been produced, covering topics like the fight to save endangered frogs, volcano monitoring, secret seed banks, and reforestation in PNG.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>Climate Mana</p>	<p><i>Climate Mana</i> is an audio documentary series about the resilience and solidarity of Pacific people in the face of climate change. In the series, Island reporters tell the stories of their home islands and the work being done by First Nation's peoples to combat climate change. Stories include saving endangered turtles in Fiji, recovering from cyclones in Vanuatu and Niue's world-first climate initiative. The first season of 5 episodes went to air in 23/24 and was presented by</p>		<p>ABC Radio Australia ABC Radio Australia ABC Pacific ABC Listen App</p>	

Attachment C

Content fund summary: Radio Australia

	<p>Climate journalist Lagipoiva Dr Cherelle Jackson. A second series of six episodes was then commissioned and produced in 23/24 and will air late in 2024.</p>	<p>s 47E(c)</p>		
<p>The Last Voyage of the Rainbow Warrior</p>	<p>The Last Voyage of the Rainbow Warrior is a co-production between ABC Radio Australia and RNZ. The six-part podcast tells the story of the last voyage of the Greenpeace ship before it was bombed in Auckland Harbor. This was to evacuate the people of the Marshall Islands Atoll, Rongelap, whose people were affected by US nuclear testing in their waters. It has been produced over the 23/24 and 24/25 FY and will be released in November 2024.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Culture Compass</p>	<p><i>Culture Compass</i> is a series that celebrates the many different cultural practices of Pacific peoples. It explores the survival and revival of many cultural practices and looks at the connection of people in the Pacific. The series covers a range of topics, including music, drumming, house building, kava, bully beef, tattoos, and more. There have been three eight-episode seasons, with more in production to air in 2025.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Conversations in the Pacific</p>	<p><i>Conversations</i> with Richard Fidler and Sarah Kanowski is one of the most listened-to radio shows and podcasts in Australia. In 2023 Richard and Sarah travelled to the Pacific to record 5 x 1-hour interviews with Pacific Islanders for a special series, <i>Conversations in the Pacific</i>. The five interviews aired</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	

Attachment C

Content fund summary: Radio Australia

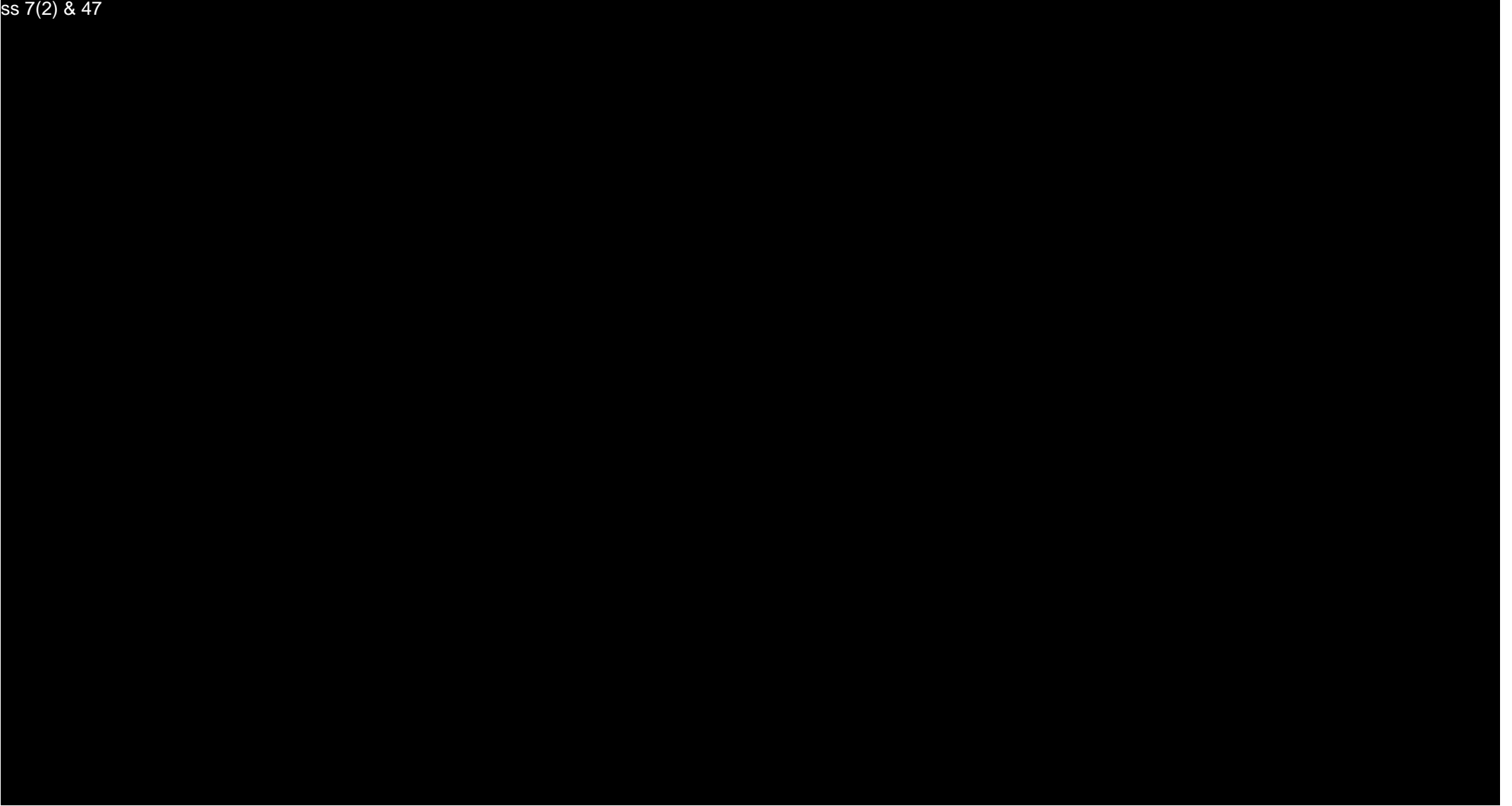
	on ABC Radio Australia and in Australia on ABC Local Radio and Radio National, bringing the incredible stories of Pacific Islanders to a large Australian audience. The episodes were also published globally in the podcast space, in the <i>Conversations</i> podcast, which is one of the top three podcasts in Australia.			
Days Like These (Pacific series)	<i>Days Like These</i> is a popular Australian podcast that tells stories about days that go spectacularly wrong or brilliantly right. In 2023, Radio Australia and <i>Days Like These</i> joined for a co-production of a special Pacific series. The 8-part series was presented by Australian-Tongan presenter Hau Latukefu. It was broadcast on ABC Radio Australia and heard by a large international audience on the Days Like These podcast.	s 47E(c)	ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms	
Specials				
ABC Radio Australia reserves funding in the budget for coverage of special one-off events, including sporting events, cultural festivals and music concerts of importance to audiences in the Pacific				
The Micronesian Games, Marshall Islands	<i>The Micronesian Games</i> were in the Marshall Islands in June 2024, and ABC Radio Australia sent presenter Sam Wykes with a camera operator to cover the games for the network, TV and digital.	s 47E(c)	ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms	
The Pacific Arts and Culture Festival, Hawai'i	<i>The Pacific Arts and Culture Festival</i> was held in Hawaii in 2024 – the first time it had been held in a number of years. ABC Radio Australia sent two staff members to cover the event for the network, recording dozens of interviews, multiple radio shows and live crosses during the festival for multiple platforms.	s 47E(c)	ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms in Australia	

Attachment C
Content fund summary: Radio Australia

<p>The Pacific Games, Solomon Islands</p>	<p><i>The Pacific Games</i> was held in the Solomon Islands in November 2023. ABC Radio Australia had a Games focus for two weeks, with three program teams and a station reporter sent to cover the Games. Nesia Daily, Pacific Beat and Fresh off the Field broadcast live from Solomon Islands main Games stadium, bringing all the colour and action to audiences across the Pacific.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>The OFC Men’s Nations Cup, Vanuatu</p>	<p><i>The OFC Men’s Nations Cup</i> was held in June 2024 in Vanuatu. It was a sporting event of huge importance to Vanuatu, who made the final. ABC Radio Australia was on the ground for the event, providing daily coverage across multiple platforms.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Music programming</p>	<p>ABC Radio Australia has a commitment to amplifying the great musical talent of the Pacific. We have committed IPBS funding to a music programmer for the network that programs the music for the station. This ensures the music of the Pacific, in particular women, is scheduled on the network. As part of the commitment to music we also record live music events for broadcast across the Pacific. These have included:</p> <ul style="list-style-type: none"> • Pacific artists performing at WOMADELAIDE • Pacific break concerts • Church choirs for special Christmas programming • George Telek • Dili All-Stars • William Iam Guy Tongi • Kali Tui 		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	

Attachment D

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Indo-Pacific Broadcasting Strategy Mid-Term Review

December 2024

Updated: June 2025

2. Increased content production for key target audiences across the Indo-Pacific region

The IPBS funding has been transformational for the ABC's capacity to connect with Pacific and Asian audiences through more and better-targeted content for TV/ screen, digital social and radio. Of particular note, from just 15 hours of bespoke content per week, ABC Radio Australia now broadcasts 36.5 hours of original first-run content, including 22 hours of new programming funded under the IPBS.

Today, ABC Radio Australia has 12 additional full and part-time content makers—a balance of producers and presenters with Pacific heritage, regional lived experience, and industry know-how, plus a surge team for peak periods. Together, they work across the 14 new IPBS-funded shows.

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The Pacific Local Journalism Network (PLJN) is a flagship initiative comprising local journalists in PNG, Solomon Islands, Fiji, Samoa, Tonga, and Timor-Leste engaged with the ABC on contract. In Vanuatu, we work with the Vanuatu Broadcast and Television Corporation's newsroom journalists. The PLJN is supported by a dedicated Executive Producer based in the ABC's Asia Pacific Newsroom.

Parallel to the increased investment in our radio output, the enhanced funding of digital and social output is yielding very favourable results. The 2023 market research found that in PNG, Vanuatu, Solomon Islands, Tonga and Samoa, the ABC is the *most frequented international media broadcaster* of all those measured in terms of website, app and social media recency (recent visits). This result is a testament to the new model. It is particularly pleasing given that the comparison broadcasters included elite and powerful brands with significantly larger budgets than ABC International, such as BBC World Service, CNN International, Al Jazeera and CGTN/China Radio.

The ABC Pacific Facebook page is already one of the leading sources of news and information across the region. ABC Pacific launched an Instagram account in July 2023 and a newsletter in August 2023. These channels are fed by bespoke digital and social content and stories from ABC Radio Australia and the ABC Australia TV network. They provide a unified digital home for ABC's content across the Pacific Island.

The ABC Asia web platform was established in the second half of 2023, and an ABC Asia Facebook was then established by rebranding an existing Facebook page with over 5.5 million followers—99% of them based outside Australia. This provided a ready-made promotional and content distribution vehicle for the ABC Asia service. The ABC Asia Instagram account was launched in February 2024.

New data from research agency IPSOS in October 2024 indicates that ABC Australia's total monthly audience across the 21 Asian countries is over 10 million, five times more than our previous estimate.

3. Support to develop and strengthen media capacity across the Indo-Pacific region

ABC's MEDIA platform (Media Education for Development and Information Access) is building the skills and capacity of regional media partners through a range of training modules used by participants, from entry-level to advanced media professionals.

In Timor-Leste, the ABC was invited to work with Radio e Televisao de Timor-Leste on intensive capacity building to establish a weekly English-language news program: RTTL World News. ABC newsrooms shared content, and ABCID worked with RTTL staff to enhance their journalism, language and content-making skills. By mid-2024, the English-language news program was celebrating its first birthday. Collaboration between ABC International's development and content arms resulted in increased coverage of Timor-Leste across both countries. As an Editor in Timor-Leste remarked, *"I can actually see the difference from our reporters who attended the ABC journalism trainings [on investigative/in-depth reporting]. I can see it in their stories. We need more of this"*.

In Indonesia, a year-long consultative process with Indonesian media and industry association partners resulted in a commitment to address two priority issues: gender-based violence and data protection and digital media skills in provinces. Addressing Online Gender Based Violence training included specialist support for developing resource handbooks on digital safety in newsrooms. Digital media workshops across Indonesia prioritised the immediate application of new digital skills in content making. Provincial content creators were brought together for training expressly framed around national events such as the World Water Forum in Bali and the Burning Ship Festival in Pekanbaru. Post-activity evaluations showed that many content pieces were published online by participating journalists, locally and nationally, within hours of following a story lead.

Through our capability-building activities, the ABC is also building a stronger Indo-Pacific media community, both informally and formally. With IPBS funding in 2024, the ABC hosted the Asia Pacific Broadcasting Union Pacific Media Partners Conference (PMPC) at the ABC's Brisbane offices at Southbank. The Conference brought together more than 150 media leaders and practitioners from across the Pacific to share their experiences and ideas and meet local ABC Brisbane staff with significant expertise in Digital News, Emergency Broadcasting and program-making. Brisbane is now the home of a growing team of content makers servicing ABC International platforms, including ABC Radio Australia and ABC Pacific.

We have actively pursued more formal relationships through our program of forging Memoranda of Understanding (MOUs). The MOUs endorse strengthening the relationship between the ABC and the partner media organisation through content sharing across programming, training of teams and personnel, media capacity building and the exchange of technical information. This approach reflects and respects the values these partners place

on formal relationships and signals that Australia is a long-term committed partner to the media sector across the Indo-Pacific region.

Significant success was evident across all projects at the mid-point of this MOU period. Continued funding will deliver clear value for Australia and our Indo-Pacific partners and support. Options for further funding have been developed to discuss and demonstrate the potential for further achievement.

Introduction

“One of the most important ways our countries can modernise our relationships is in the stories we tell the world about who we are, which is of course, the starting point of foreign policies”

Penny Wong
Minister for Foreign Affairs
London, 31 January 2023.

For more than 80 years, the ABC has been sharing Australian stories and telling the world who we are as a democracy and as a people.

In 1939, two months after the outbreak of World War II, Prime Minister Robert Menzies launched Australia's first international broadcast service, declaring, “The time has come to speak for ourselves.” That shortwave service, Australia Calling, would become ABC Radio Australia, which is still strong today.

Following World War II, ABC Radio Australia progressively switched from broadcasting in European languages to languages from the Asia Pacific region, including Japanese, Korean, Bahasa Indonesian, Khmer, Tok Pisin, Bislama, and French (for French-speaking Indo-China and later for French-speaking territories in the Pacific).

In recent years, the ABC has designed its international broadcasting, international journalism training, and media development activities in response to and anticipating Australia's complex geopolitical realities. The ABC has become an invaluable tool of Australian soft power and diplomacy as our diverse region confronts significant challenges now and in the coming years.

Please see **Attachment A** for background details on the ABC's international services, distribution and audiences.

Australia's international broadcast and distribution services

ABC Australia, the ABC's international TV service, was launched in the early 1990s for outreach to the people of the Asia Pacific region. Its fortunes over the years waxed and waned. The contract was put out to tender in the late 1990s and taken up by Channel 7, but commercial success proved elusive, and it was returned to the ABC in 2001.

From 2001 until 2014, the ABC ran the international TV service under contract and tied funding from the Commonwealth Government. The last contract, worth \$223 million over 10 years (\$22 million per year), was awarded to the ABC in late 2011.

In 2013, the Government introduced an amendment to the Australian Broadcasting Corporation Act, which specified that the Corporation or prescribed companies would be *"the only providers of Commonwealth-funded international broadcasting services"*.

In May 2014, the incoming Government cancelled the 10-year contract and severely cut the ABC's broader budget. Following this withdrawal of funding, the ABC adhered to its obligations, as laid out in the Australian Broadcasting Corporation Act, to engage in international broadcasting activities, maintaining ABC Radio Australia and launching the Australia Plus TV channel and digital offer. The ABC's budget appropriation funded these activities, noting that ABC Radio Australia had been financed by the budget appropriation for decades.

During this period of contraction, ABC Radio Australia's in-language services were cut, apart from the Tok Pisin/Solomons Pidgin/Bislama ABC Radio Australia program Wantok. Resources were focused on building Chinese-language and Bahasa Indonesian digital news teams that fed content onto abc.net.au.

In early 2017, the ABC took the decision to turn off its shortwave transmission of ABC Radio Australia and adopt a new strategy of broadcasting solely on FM. At that time, the ABC Radio Australia FM transmission footprint covered 13 of the most populous locations across Timor-Leste, PNG, Solomon Islands, Vanuatu, Fiji, Tonga, and Samoa. In late 2017, the Australia Plus TV/Digital model was dismantled, and a newly branded international TV service, ABC Australia, was launched.

In 2020, given the changing geopolitical realities across the globe, including the rising great power contest marked by China's increasing engagement with the Pacific, the ABC adopted a quiet program to refresh and revitalise our international broadcast services.

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ABC International Development

For over half a century, the ABC has provided international media training and advisory services to assist developing countries in developing skilled, independent, and impartial media capabilities. These services have never been more important than today when democracy and the pursuit of truth risk erosion in our region and worldwide.

In 1965, the Government supported the foundation of an ABC Training School in Sydney, which broadcasters from developing countries attended. By 1969, the school had accepted students from 23 countries.

Since the early 2000s, the ABC has managed significant media development projects across the Indo-Pacific region. ABC International Development (ABCID), the ABC's dedicated unit, was formed in 2008 as demand for these media development activities grew. Over the period, ABCID has managed and implemented media development activities worth more than \$70 million, contributing to a better-informed Indo-Pacific.

Today, the ABC continues to build the capacity of regional media organisations and provides highly valued media craft and skills training for journalists, drawing on the expertise of ABC staff to lead the way in training and mentoring.

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An ABC INTERNATIONAL primer

Australia's unique and independent voice for, with and about the peoples and communities of our region. ABC International is the business unit that works to implement the ABC's international Charter obligations with two key divisions operating to fulfil these objectives: ABC International Services and ABC International Development. ABC International is the pre-eminent Australian source of independent news, information, and media support to the Indo-Pacific region and to all Australians across the globe.

Our Mission

For 85 years, the ABC has been committed to the mission enshrined in the ABC Charter: To transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and enable Australian citizens living or travelling outside Australia to obtain information about Australian affairs and Australian attitudes...on world affairs.

Our Strategy

The ABC International Strategy 2022-2025 outlines five key strategic priorities:

1. Build a bespoke content offering for, with and about audiences across the Indo-Pacific region
2. Increase our broadcast and digital footprint and audience reach in the Region
3. Promote greater two-way dialogue with both audiences and media organisations in the region
4. Counter misinformation, disinformation, and censorship through the delivery of broadcast and digital service and the development of public interest journalism capacity in the Indo-Pacific region
5. Invest in research to inform our programming and help shape international broadcasting and media development policy.

ABC International Services

ABC International Services manages the content platforms that make ABC storytelling available on television, radio, and online for international audiences, with a focus on the Indo-Pacific region. Platforms include ABC Australia Television, ABC Radio Australia, ABC Pacific and ABC Asia. The unit also commissions and creates content for, with and about target audiences for our linear broadcast, ABC-owned digital platforms, and third-party digital and social media platforms.

Our Platforms

ABC Asia is the digital and social home for news, conversations, and stories from across Asia with a uniquely Australian perspective.

ABC Pacific is the digital and social home for Pacific-focused news, music, sport, and stories with a uniquely Australian perspective.

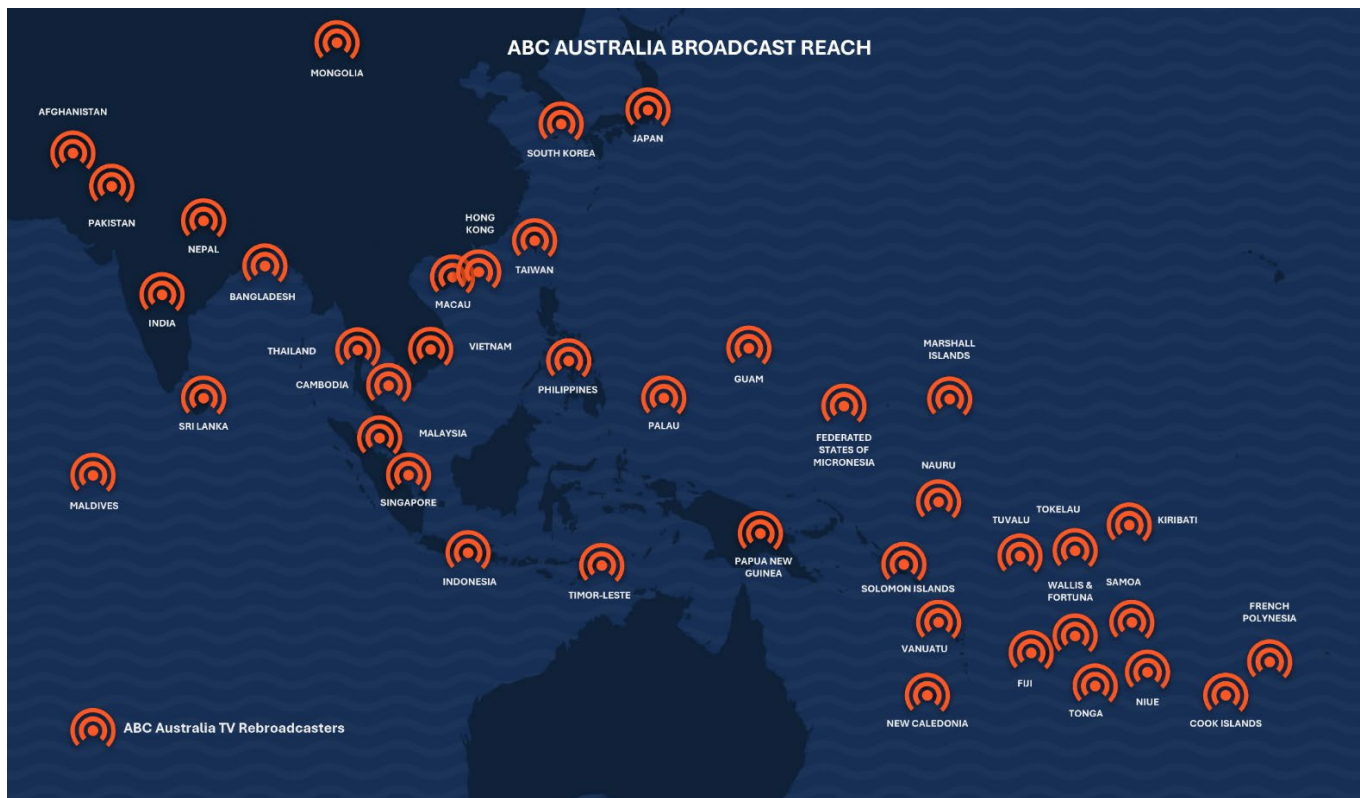
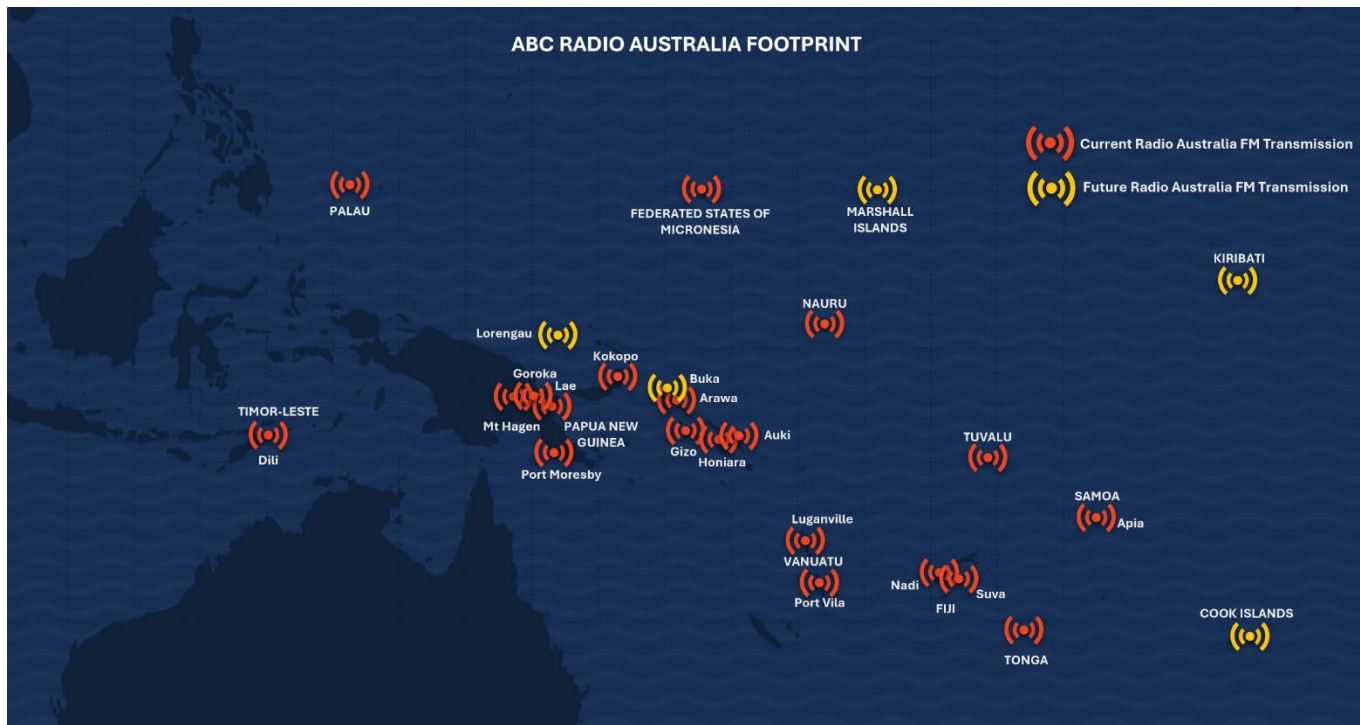
ABC Radio Australia is an international FM radio and on-demand audio service in the Pacific and Timor-Leste. It is a trusted regional voice, connecting our neighbours with news, music, sport and conversations.

ABC Australia is Australia's international television platform, providing a television and digital service that informs, entertains and inspires our audience with a uniquely Australian perspective. ABC Australia is available via rebroadcasters across the Indo-Pacific region as a 24/7 channel and as content blocks provided by rebroadcast partners.

Our Distribution Networks

ABC content is available locally across television, radio and digital platforms through ABC-owned channels and partner distribution networks, with select content available through third-party digital and broadcast platforms.

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ABC Australia Pacific rebroadcasters full channel, content blocks and individual programs

Countries	Rebroadcasters
Cook Islands	Cook Islands TV (CITV) Moana TV Niu TV Limited Sky Pacific (Digicel) Vaka TV** TVWAN / TVWAN Sports (Digicel) *
Fiji	DTV app (Digicel) Sky Pacific (Digicel) VodaPlay (Vodafone Fiji)** Fiji Broadcasting Corporation (FBCTV/FBC2/FBC Sports/FBC News)* Fiji Television Limited (Fiji TV / Fiji One / Fiji 2)* Mai TV Limited* TVWAN / TVWAN Sports (Digicel) *
Federated States of Micronesia	Sky Pacific (Digicel) FSM Telecom** TVWAN / TVWAN Sports (Digicel)*
French Polynesia	CANAL+ Caledonie Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Kiribati	Sky Pacific (Digicel) Kiri One** TVWAN / TVWAN Sports (Digicel)*
Marshall Islands	Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Nauru	DTV app (Digicel) Nauru TV Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
New Caledonia	Nouvelle-Caledonie La 1ere* Caledonia TV* CANAL+ Caledonie Can'l TV InternetNC (Telenet InternetNC IPTV) Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*

Niue	Television Niue (TV Niue) Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Palau	Palau National Communication Corporation (PNCC) Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Papua New Guinea	Digicel TV NBC TV (National Broadcasting Corporation of PNG) Tolec TV EMTV (Media Niugini Limited)* TVWAN / TVWAN Sports (Digicel)*
Samoa	DTV app (Digicel) Moana TV (Vodafone Samoa) Sky Pacific (Digicel) TV1 Samoa* TV3 Samoa* TV9* TVWAN / TVWAN Sports (Digicel)*
Solomon Islands	Satsol TV Sky Pacific (Digicel) Telekom Television Ltd (TTV)* TVWAN / TVWAN Sports (Digicel)*
Tokelau	Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Tonga	DTV app (Digicel) Sky Pacific (Digicel) TV Tonga (Tonga Broadcasting Commission) TVWAN / TVWAN Sports (Digicel)*
Tuvalu	Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)* Tuvalu TV*
Vanuatu	CANAL+ Caledonie DTV app (Digicel) Sky Pacific (Digicel) Telsat Pacific TVWAN / TVWAN Sports (Digicel)* Vanuatu Broadcasting & Television Corporation (VBTC) / Television Blong Vanuatu*
Wallis & Futuna	CANAL+ Caledonie Sky Pacific (Digicel) TVWAN / TVWAN Sports (Digicel)*
Timor Leste	ETO TV Radio e Televisao de Timor-Leste (RTTL)

*ABC Australia content block takers

**Retransmission agreement in negotiation

ABC Australia Asian rebroadcasters full channel, content blocks and individual programs

Country	ABC Australia Rebroadcasters
Afghanistan	Ariana Television Network*
Cambodia	WeWatch
Hong Kong	Now TV
India	ULKA TV Delhi Distribution Company SCV Poona Cable Systems and Services Sahyog Cable Network Sai Baba Network Star Broadband Tata Play TCCL Network UCN Nagpur Velankani Networks PCMC Jio TV
Indonesia	Indihome TV MNC Vision Biznet Home DSB TV LinkNet - First Media Transvision Vidio.com My Republic One Two Technology
Japan	Aruji Co Ltd World on Demand Wowwow TV NHK* Japan Cable Cast Inc.* Tokyo Cable Network*
Macau	Macau Cable TV
Malaysia	Astro Unifi TV Enjoy TV Sirius TV
Maldives	Medianet SS Net
Mongolia	SkyGo
Nepal	Vianet NetTV
Pakistan	M Sports*

	M Life* M Entertainment* M News*
Philippines	Asian Vision Signal TV Kalibo Cable TV Skycable Corporation Halprop Cable & Internet Cablelink
Singapore	Singtel StarHub
South Korea	D'Live Genie TV Seoyung Cable Television JCN Ulsan
Sri Lanka	ASK Cable Network Dialog TV PEO TV Freesat TV1*
Taiwan	DCTV Hulien Cable TV T.Y. Cable TV Tung Tai Cable Television Tai Tung Cable TV
Thailand	True Visions Triple T
Vietnam	FPT Telecom (One TV) MYTV (VNPT) Saigon Tourist Cable Company Television (SCTV) VEGA (Cliptv) VieON VOT VTVcab Viettel (TV360)

*ABC Australia content block takers

ABC International Development



ABC International Development is the ABC's media development unit. It supports storytellers across the Indo-Pacific through training, sharing media expertise, and providing technical and program support to partners in three areas: skills and abilities, content creation and broadcast, and research. The following table lists contracted programs as of 30 June 2024.

Pacific Media Assistance Scheme - Regional	Funding from DFAT: \$35m since 2008 Current 3yr Phase: \$9.2m	Supports Pacific media regionally (excluding PNG) to strengthen craft skills & content production, media associations, Women in Media, digital business resilience, and research. Additionally, a stream of country-specific investments from Fiji, the Solomon Islands, and Samoa.
Bilateral	Funding from DFAT: Tonga \$490k	Capacity-building activities as advised by Tonga's media sector and aligned to PACMAS design (separate contract).
SAFE	Funding from UNFPA: \$900k since 2020	Behaviour change communication campaigns across Pacific countries, involving media and health providers, on sexual and reproductive health and family planning.
Media Development Initiative	Funding from DT Global: \$41.75m since 2005 Current 3yr Phase: \$10m	Supports PNG media to strengthen craft skills & content production, PNG Media Council, Women in Media, NBC organisational management, church media, and research.
Women in News and Sport	Funding from GHD: \$2.1m since 2016 Current 1yr Phase: \$250k	Commentary and storytelling training for female journalists in Asia and the Pacific to specialise in sports journalism.
Disaster Inclusive Storytelling	Funding from Oxfam Australia: \$285k since 2022	Supporting media to produce disability-inclusive content. Partner with disabled people's organisations and creatives in Timor-Leste, Vanuatu and Solomon Islands.




<p>Pacific Climate Media & Traditional Knowledge</p> <p>Pacific Prepared</p>	<p>Funding from DFAT: \$1m since 2023</p>	<p>Encourages story-telling about the knowledge and connection Pacific and Australian First Nations peoples have with their oceans and lands, managing disasters and addressing climate change.</p> <p>Specific activity stream: Building knowledge and skills with Pacific regional media to report on disaster preparation climate change and traditional knowledge through the flagship Pacific radio program Pacific Prepared, broadcast on Radio Australia and with local radio partners. Previously funded under PACMAS Phase 3.</p>
<p>Commentary & Mobile Journalism Program</p>	<p>Funding (since 2023):</p> <ul style="list-style-type: none"> • DFAT – India, \$69k; • Dept. of Health – FIFA Women’s World Cup, \$250k; • Oceania Football Confederation – FIFA Women’s World Cup, \$251k 	<p>Commentary & Mobile Journalism Programs (CAMPs) train and advocate for storytellers in digital media and sports commentary to promote the voices of marginalised people in sports and, through the activities, build links between storytellers from across the Pacific, Asia and First Nations Australia.</p>
<p>Timor-Leste Digital TV Transition</p>	<p>Funding from DFAT: \$1m</p>	<p>Technical feasibility study and early implementation activities will be conducted to support Timor-Leste in transitioning to Digital TV. Working with the national broadcaster RTTL, the government and the Australian Embassy.</p>
<p>Broadcasting Corporation of Niue Project</p>	<p>Funding from DFAT: \$2m</p>	<p>Renovation of the national broadcaster BCN headquarters following a building fire and support for further transitioning to digital media.</p>
<p>Timor-Leste Media Development Program</p>	<p>Funding from IPBS: \$3m since 22/23</p>	<p>Supporting Timorese media with capacity building, content production and research. Working with RTTL to introduce an English-language news service. Partnership with Timor-Leste Press Association.</p>
<p>Indonesia Media Development Program</p>	<p>Funding from IPBS: \$5m since 22/23</p>	<p>Digital First Content workshops for provincial journalists. Working with media associations to address online gender-based violence, privacy, and data protection.</p>
<p>MEDIA</p>	<p>Funding from IPBS: \$1.2m since 22/23</p>	<p>Media for Education and Information Access (MEDIA) is an online learning platform. Includes a Foundations of Journalism course, leadership training and understanding of child protection and inclusion policies.</p>

Attachment C



Content fund summary: Radio Australia

Content	Description	s 47E(c)	Platform	
Nesia Daily	<i>Nesia Daily</i> is ABC Radio Australia's flagship morning program. It's hosted by Ni-Van and First Nation's presenter Jacob McQuire and PNG-born Michael Chow. The show covers news, sport, culture, music, and more in a two-hour daily program from 7 to 9 a.m. The program has been hugely popular with audiences in the Pacific, who have engaged with the show's engaging and entertaining style and approach.		ABC Radio Australia ABC Pacific ABC Listen App	
Nesia Daily afternoons	<i>Nesia Daily Afternoons</i> is an hour-long bi-weekly show (Tuesday and Wednesday) that eases listeners into their evenings with a recap of news from the day across the region, music, and discussions about health and religion. It's hosted by Australian-Fijian journalist Melissa Maykin.		ABC Radio Australia ABC Pacific ABC Listen App	
On The Record	Award-winning Australian-Samoan music journalist Sosefina Fuamoli takes a deep dive into the stories behind the music of incredible Pacific artists in <i>On The Record</i> . OTR is a weekly hour-long show that combines interviews with music to learn more about the artists and their inspiration. Sose is a skilled music interviewer who artists want to talk to, including well-known artists like George Telek, Lady Shaka, Danielle, Vika and Linda Bull, Tropic Thunda, and up-and-coming artists from across the Moana.		ABC Radio Australia ABC Pacific ABC Listen App	




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<p>Sista Sounds</p>	<p><i>Sista Sounds</i> is a weekly one-hour show that amplifies the voices of female artists from the Pacific. About 90 per cent of recording artists in the Pacific are men, so RA launched the program to champion incredible female artists because if you can't see it, you can't be it. It's hosted by award-winning music journalist Sosefina Fuamoli.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>In The Fale</p>	<p>Hau Latukefu is an award-winning musician and broadcaster who presents the music show <i>In The Fale</i>. In The Fale is a weekly, one-hour show designed to be like every Pacific Islander's house party – great music for everyone from kids to aunties. Hau plays a range of songs from dance hall to disco, calypso to country, reggae to roots, hip hop to house music.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>Pacific Sundays</p>	<p>Pacific Islanders can wake up on Sunday mornings and tune in to the best content from the network and a wrap of the news of the week on Pacific Sundays. Pacific Sundays is a weekly two-hour program that includes news, sport, entertainment and music. It's presented by Bougainville-born presenter Kuntamari Crofts.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	


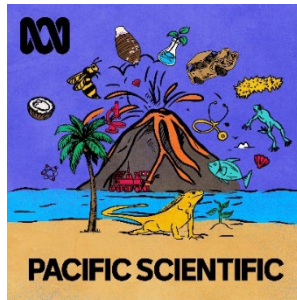

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<p>Nesian Footy</p>	<p>Football is life in many parts of the Pacific - in PNG, NRL is said to be the second religion, and in Polynesia, rugby is huge. <i>Nesian Footy</i> brings the codes together in a bi-weekly show that celebrates the Pacific players in the two codes. It brings the audience the Pacific Islander stories on and off the field. There are special guests, tales from the past, a wrap-up of the week, and a look at the future. <i>Nesian Footy</i> is hosted by former professional football players Sam Wykes (Rugby Union) and Tinirau Arona (Rugby League).</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>Stories from the Pacific</p>	<p>For centuries, Pacific Islanders have been sharing stories across the region. <i>Stories from the Pacific</i> is a half-hour weekly show that honours that tradition with in-depth interviews with people with amazing stories to tell. From scientists to performers, activists to photographers, <i>Stories from the Pacific</i> documents the lives of extraordinary Pacific Islanders. It's hosted by Australian-Kiribati presenter Bobby Macumber. <i>Stories from the Pacific</i> is one of ABC Radio Australia's most popular shows.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	

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<p>Pacific Soul</p>	<p>Religion, faith, and philosophy are big parts of the daily lives of many Pacific Islanders and Timorese, and in 2024, ABC Radio Australia launched <i>Pacific Soul</i>. It's a weekly 25-minute program that explores the beliefs of the region's people. It's presented by Australian-Fijian journalist Melissa Maykin, who talks to priests, healers, and believers alike.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Pacific Pulse</p>	<p>Diabetes, chewing betelnut, heart disease, and gout are just some of the topics discussed in ABC Radio Australia's health show, <i>Pacific Pulse</i>. <i>Pacific Pulse</i> is a weekly 25-minute show that busts open health issues, challenges taboos and separates fact from fiction for the audience. It's presented by Australian-Fijian journalist Melissa Maykin.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third party podcast platforms</p>	
<p>Stories from the Sideline</p>	<p><i>Stories from the Sideline</i> is a weekly 30-minute show that brings audiences the best sporting conversations from across the Pacific. Audiences get to hear interviews with new stars, trailblazers, local heroes and all-time legends in a show which pulls Radio Australia's best sports interviews into the one show.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	

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ABC Radio Australia Series				
<p>Politok</p>	<p>In 2024, ABC Radio Australia produced a 10-part politics series called Politok. The 30-minute episodes, broadcast on the network on 24/25 FY, cover some of the big issues affecting politics in the Pacific—votes of no confidence, women in politics, and whistleblowers are among the topics covered. The show is presented by veteran PNG journalist Scott Waide.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Pacific Scientific</p>	<p><i>Pacific Scientific</i> is an audio documentary series that takes listeners deep into the Pacific to meet the scientists and communities living and breathing science and research. Over two financial years, two 10-episode series' have been produced, covering topics like the fight to save endangered frogs, volcano monitoring, secret seed banks, and reforestation in PNG.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	
<p>Climate Mana</p>	<p><i>Climate Mana</i> is an audio documentary series about the resilience and solidarity of Pacific people in the face of climate change. In the series, Island reporters tell the stories of their home islands and the work being done by First Nation's peoples to combat climate change. Stories include saving endangered turtles in Fiji, recovering from cyclones in Vanuatu and Niue's world-first climate initiative. The first season of 5 episodes went to air in 23/24 and was presented by</p>		<p>ABC Radio Australia ABC Radio Australia ABC Pacific ABC Listen App</p>	

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	<p>Climate journalist Lagipoiva Dr Cherelle Jackson. A second series of six episodes was then commissioned and produced in 23/24 and will air late in 2024.</p>			
<p>The Last Voyage of the Rainbow Warrior</p>	<p>The Last Voyage of the Rainbow Warrior is a co-production between ABC Radio Australia and RNZ. The six-part podcast tells the story of the last voyage of the Greenpeace ship before it was bombed in Auckland Harbor. This was to evacuate the people of the Marshall Islands Atoll, Rongelap, whose people were affected by US nuclear testing in their waters. It has been produced over the 23/24 and 24/25 FY and will be released in November 2024.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Culture Compass</p>	<p><i>Culture Compass</i> is a series that celebrates the many different cultural practices of Pacific peoples. It explores the survival and revival of many cultural practices and looks at the connection of people in the Pacific. The series covers a range of topics, including music, drumming, house building, kava, bully beef, tattoos, and more. There have been three eight-episode seasons, with more in production to air in 2025.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Conversations in the Pacific</p>	<p><i>Conversations</i> with Richard Fidler and Sarah Kanowski is one of the most listened-to radio shows and podcasts in Australia. In 2023 Richard and Sarah travelled to the Pacific to record 5 x 1-hour interviews with Pacific Islanders for a special series, <i>Conversations in the Pacific</i>. The five interviews aired</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	

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	on ABC Radio Australia and in Australia on ABC Local Radio and Radio National, bringing the incredible stories of Pacific Islanders to a large Australian audience. The episodes were also published globally in the podcast space, in the <i>Conversations</i> podcast, which is one of the top three podcasts in Australia.			
Days Like These (Pacific series)	<i>Days Like These</i> is a popular Australian podcast that tells stories about days that go spectacularly wrong or brilliantly right. In 2023, Radio Australia and <i>Days Like These</i> joined for a co-production of a special Pacific series. The 8-part series was presented by Australian-Tongan presenter Hau Latukefu. It was broadcast on ABC Radio Australia and heard by a large international audience on the Days Like These podcast.	s 47E(c)	ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms	
Specials				
ABC Radio Australia reserves funding in the budget for coverage of special one-off events, including sporting events, cultural festivals and music concerts of importance to audiences in the Pacific				
The Micronesian Games, Marshall Islands	<i>The Micronesian Games</i> were in the Marshall Islands in June 2024, and ABC Radio Australia sent presenter Sam Wykes with a camera operator to cover the games for the network, TV and digital.	s 47E(c)	ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms	
The Pacific Arts and Culture Festival, Hawai'i	<i>The Pacific Arts and Culture Festival</i> was held in Hawaii in 2024 – the first time it had been held in a number of years. ABC Radio Australia sent two staff members to cover the event for the network, recording dozens of interviews, multiple radio shows and live crosses during the festival for multiple platforms.		ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms in Australia	

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<p>The Pacific Games, Solomon Islands</p>	<p><i>The Pacific Games</i> was held in the Solomon Islands in November 2023. ABC Radio Australia had a Games focus for two weeks, with three program teams and a station reporter sent to cover the Games. Nesia Daily, Pacific Beat and Fresh off the Field broadcast live from Solomon Islands main Games stadium, bringing all the colour and action to audiences across the Pacific.</p>	<p>s 47E(c)</p>	<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>The OFC Men’s Nations Cup, Vanuatu</p>	<p><i>The OFC Men’s Nations Cup</i> was held in June 2024 in Vanuatu. It was a sporting event of huge importance to Vanuatu, who made the final. ABC Radio Australia was on the ground for the event, providing daily coverage across multiple platforms.</p>		<p>ABC Radio Australia ABC Pacific ABC Listen App Third-party podcast platforms</p>	
<p>Music programming</p>	<p>ABC Radio Australia has a commitment to amplifying the great musical talent of the Pacific. We have committed IPBS funding to a music programmer for the network that programs the music for the station. This ensures the music of the Pacific, in particular women, is scheduled on the network. As part of the commitment to music we also record live music events for broadcast across the Pacific. These have included:</p> <ul style="list-style-type: none"> • Pacific artists performing at WOMADELAIDE • Pacific break concerts • Church choirs for special Christmas programming • George Telek • Dili All-Stars • William Iam Guy Tongi • Kali Tui 		<p>ABC Radio Australia ABC Pacific ABC Listen App</p>	