

Master



# AustraliaPlus.CN

## DIGITAL BRIEF

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This document accompanies the Australia Plus Digital Brief which was first created in September 2013. It provides guidelines for producing and selecting content for the AustraliaPlus.cn website, social media accounts and other services on third party platforms.

This document is regularly reviewed, updated and recirculated.

### Background

Under the ABC Charter, international services exist to produce and distribute content that provides information about Australia and its place in the world and encourage awareness of Australia and Australian attitudes.

Australia Plus aligns with the ABC's vision 'to be the home of Australian stories and conversations', by providing a pathway for International audiences to the best of Australian stories.

Australia Plus gives our audiences topics for conversation and for sharing. It exists to:

- o build meaningful connections between people in the Asia-Pacific and Australia(ns)
- o share the light and shade of Aussie life
- o be fun, intelligent, refreshing
- o showcase '*the best from Australia*' and
- o be a trusted source of practical, enjoyable English lessons

### AustraliaPlus.CN

The ABC's agreement with Shanghai Media Group (SMG) gives the ABC a unique opportunity to deliver content to Chinese audiences. This is both directly via content served from AustraliaPlus.cn and indirectly by syndicating content on media partner services.

The agreement states that the .CN web portal is "for the purpose of international media and cultural content exchange". This is its focus. **It is not a news service.** It exists to share Australia's lifestyle and stories, as well guides to living, travelling, working and studying in Australia, through the interest categories defined below. These were developed through audience research and insights from media partners.

As with all ABC content, the ABC's Editorial Guidelines apply.

## **Audience**

Following is a description of the target audience for our services:

Those seeking to travel, work and study in Australia

- Chinese people who are and will be economically and socially influential (the “A/B demographic”)
- Have an awareness and appreciation of western culture/s
- Likely already well-travelled
- Seeking untapped opportunities in markets that show potential
- Retain strong cultural ties

The young, aspiring, educated, urban, curious, tech-savvy among the population

- Career minded
- Motivated by money
- Hard workers who also have aspirations to build happy family lives
- Use internet more freely out of work hours.
- Comfortable and competent with a wide range of digital devices
- Value their independence and relish travel
- Social – friends and colleagues
- Have retained family focused ethical mindset

Refer to ABC International’s Chinese personas for more detail.

## **Tone**

Australia Plus digital properties serve to inform, inspire, delight and include audiences.

On AustraliaPlus.cn, we create a place for sharing personal experiences, conversations and insights relating to study, travel, living and/or working in Australia. The way we treat stories should reflect this tone. For example if working conditions and rights for international students in Australia is a hot topic we could add value to the conversation by producing an article featuring useful information and tips for students so that they have an understanding of Australian working conditions and rights.

## Story Categories

Stories must fit the following category definitions and be approved by Clement during the weekly planning meeting, prior to production. Stories must have a primary category and can also have a secondary category. The home page should not feature duplicate stories.

All stories must have an Australian aspect.

Category	Definition
<b>Explore + Experience</b>	<p>Stories about events, places, travel, arts, culture and music around Australia. They will emphasise synergies and exchanges which build strong friendships, media and cultural cooperation. Some examples:</p> <ul style="list-style-type: none"><li>• Top China/Asia performers in Australia <a href="#">Wang Feng</a> <a href="#">Tan Dun with the MSO</a></li><li>• User Generated Content - travelogues (photos, text, videos) <a href="#">7 things I wish I'd known before visiting Australia</a> <a href="#">China's caravan couple drive across Australia</a></li><li>• Australian performers &amp; events <a href="#">Lawrence Leung</a></li></ul>
<b>Style + Wellbeing</b>	<p>Stories about fashion, physical and mental health, lifestyle, trends, and design. Also includes sports features, profiles of people, tips, and stories of inspiration and personal growth. Some examples:</p> <ul style="list-style-type: none"><li>• Australians and style and fashion influences <a href="#">5 reasons I buy all my clothes in op shops</a></li><li>• New ways of staying healthy and having fun at same time <a href="#">The early morning dance party encouraging a healthy lifestyle</a></li><li>• Content from A+ platforms <a href="#">Fashion Asia (Australia Plus TV)</a></li><li>• Sport and the links with health and lifestyle <a href="#">Meet the man on a mission to make Tongans mad about badminton</a></li></ul>
<b>On the Menu</b>	<p>Stories about food, wine, food culture and experiences, chefs, recipes, and Australian produce. Some examples:</p> <ul style="list-style-type: none"><li>• Food festivals, events and showcasing flavours <a href="#">Melbourne Oktoberfest</a></li><li>• Personalities, restaurants and diverse influences <a href="#">Meet the chefs giving Aussie flavour to international cuisine</a> <a href="#">Perfecting the art of pastry</a></li><li>• Food, drink, produce lovers + lifestyle <a href="#">Why I love Melbourne's coffee culture</a></li></ul>



<b>Study + Innovation</b>	<p>Stories about studying and student life in Australia (mainly tertiary and post-grad level); latest research; Australian achievements and breakthroughs; technology and innovation. Some examples:</p> <ul style="list-style-type: none"> <li>• Guidance, tips and testimonials (e.g study series videos) <a href="#">Study in Australia series</a></li> <li>• The right steps for you - e.g How to get the right visa <a href="#">Visa Q&amp;A: Studying in Australia</a></li> <li>• State of the art Australia - the smart &amp; enterprising country <a href="#">Magic graphene (Chengdu loves Australia series)</a></li> </ul>
<b>Business Matters</b>	<p>Stories, lessons and insights into doing business and working in Australia as well as testimonials, tips and guides. Use stories already published in the Business Matters category on AustraliaPlus.com to populate this category. Can include profiles of successful people and businesses. Some examples:</p> <ul style="list-style-type: none"> <li>• Business survival skills for new graduates <a href="#">How can you land your dream job</a></li> <li>• Business testimonials and entrepreneurial spirit <a href="#">Why Melbourne is the perfect place to build a startup company</a></li> <li>• The language of business in Australia <a href="#">The Business of English Series</a></li> </ul>
<b>In Person</b>	<p>Stories which celebrate the richness and diversity of Australia. Includes profiles of interesting and inspirational people living in Australia and Australians abroad. Can include UGC and first-person profiles. Some examples:</p> <ul style="list-style-type: none"> <li>• Exchanges, testimonials, lessons, experiences, contributions to life, community, and innovation in and with Australia. <a href="#">The chinese acrobat behind the success of Australian circus arts</a> <a href="#">Katherine Sabbath: Taking baking to new heights</a></li> </ul>
<b>Learn English</b>	<p>Australia Plus produced daily English language lessons, including rebranded A+ TV video segments with accompanying articles.</p>
<b>Sponsored Content</b>	<p>This section contains articles provided by sponsors to be translated in full. All sponsored content is first vetted by the australiaplus.com English team.</p>

## Editorial Workflow

This section describes the production structure of a general day.

When	What	Who
<b>Weekly Planning Meeting</b> 10 am Thursday	Identify and approve original stories for publication for the following week. Content team to bring story prospects and completed video pitches. This meeting will populate the Australia Plus Languages Log: <a href="http://ausp.lu/1TZ70dm">http://ausp.lu/1TZ70dm</a> Carousel Editor confirmed at this meeting.	
<b>Daily Morning WIP</b> 9.30-9.45am	Each team member provides update on what they are working on and what they expect to publish each day in a new #China WIP channel in Slack. [REDACTED] will also call team members by phone if necessary.	
<b>Daily Translation Picks</b> by 10 am	[REDACTED] chooses 2-4 must-run stories from ABC sources to send for external translation. These also go into the Australia Plus Languages Log: <a href="http://ausp.lu/1TZ70dm">http://ausp.lu/1TZ70dm</a>	
<b>Daily Must Runs</b> By 10.15 Finalise	[REDACTED] confirms day's line-up for .CN site. (Note category editors may be required to upload must run stories in addition to original stories).	
<b>Daily subbing and review of original stories</b> As soon as you have a story ready (no later than 3pm)	All original stories to be reviewed by [REDACTED] prior to publication. Content will be checked for compliance with the ABC's Editorial Policies and the AustraliaPlus.cn brief. Sufficient time must be allowed for feedback and changes. Category editors to inform Carousel Editor that stories are ready for addition to carousel.	
<b>Daily translated must run stories review and upload</b> (by 3pm)	Once [REDACTED] receives translated stories he will be review and pass onto category editors to add stories to Craft ready for content push (publication). Content will be checked for compliance with the ABC's Editorial Policies and the AustraliaPlus.cn brief. Category editors to inform Carousel Editor that stories are ready for addition to carousel.	
<b>Daily update featured carousel</b> (by 4pm)	Carousel Editor completes update and informs [REDACTED]	Carousel Editor to be determined at Weekly meeting
<b>Daily content push</b>	[REDACTED] to inform [REDACTED]/Digital Team via email/slack message/in person when content is ready to be pushed to live site.	[REDACTED] Digital Team

## Team Weekly Output Plan

This is a guide to content output in a general week. PD refers to Person day and /w refers to per week.

<b>Explore &amp; Experience</b>	1xoriginal story (1PD - 7.6hrs)			
<b>Study &amp; Innovation</b>			1xoriginal story (1PD - 7.6hrs)	
<b>Style &amp; Wellbeing</b>		1xoriginal story (1PD - 7.6hrs)		
<b>On the menu</b>		1xoriginal story (1PD - 7.6hrs)		
<b>In person</b>			1xoriginal story (1PD - 7.6hrs)	
<b>Learn English</b>				5 translations (1PD-7.6hrs)
<b>Business Matters</b>		Maintain category (2hrs/w)		
<b>Must Run (checking translated articles)</b>	5hrs /w	5hrs pw	5hrs pw	
<b>Social Media</b>	4hrs /w	2hrs /w	4hrs pw	6hrs pw
<b>Video</b>		(1PD - 7.6hrs)		1xoriginal story (2PD- 15.2 hrs)
<b>Sponsored content translation</b>	1hr /w	1hr/pw	1hr pw	
<b>Partner and ABC collaborations</b>	6hrs /w			
<b>Meetings</b>	4hrs /w	4hrs /w	4hrs /w	4hrs /w
<b>Reporting</b>	1hr /w		1 hr /w	
<b>Radio</b>	Classic (1PD) Chat (1.5hrs pw)			
<b>TOTAL allocation</b>	37.7 hours	36.8 hours	30.2 hours	32.8 hours

## Links and Documents

- ABC Editorial Policies - Standards, Principles & Guidelines  
<https://edpols.abc.net.au>  
<http://about.abc.net.au/wp-content/uploads/2012/06/EditorialPOL2011.pdf>  
<https://edpols.abc.net.au/guidance/advertising-and-sponsorship-on-australia-plus/>
- ABC International audience personas are available on the shared server and are reviewed and updated every 3-6 months.
- Australia Plus Digital Brief
- A+ Video Production Guidelines
- Australia Plus Brand Guidelines