

Sustainability performance

Management of corporate responsibility

Environmental responsibility


Social responsibility



JAMES RUSSELL of Warrnambool, Victoria, joined the conversation with ABC Open project *One on One: Change*. “It turned out to be a really good opportunity to reconnect with a friend ... and also to learn to edit audio and photos.”

James was a late starter to video production and multimedia. Recently, he has embraced social media. He has created accounts in Flickr, Vimeo and Facebook so that he can share his photographs and videos with ABC Open and connect with other like-minded people.

James’ ABC Open experiences are also his first encounters with the ABC. “I never had anything to do with the ABC before doing projects with ABC Open. Now I have been part of what they are doing its good to see the ABC getting on the ground in the community and initiating projects and equipping people with the skills to participate”.

 Find out more about how James’ conversations with ABC Open started on page 132.

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



James joined the conversation.

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James Russell
Warrnambool, Victoria
Photographed by Colleen Hughson,
ABC Open Producer SW Victoria

“”

Where the conversation started

ABC OPEN



Warrnambool

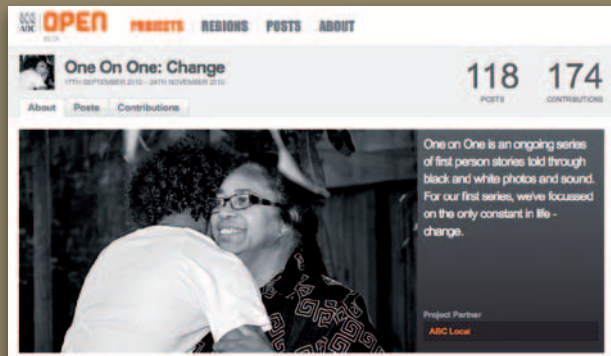


For 39 years John had been an art teacher and this story explores his feelings about the change to retirement. “Leaving School” focuses on one of the biggest changes in John’s life.



James’s conversation

After having such a positive experience creating a story for ABC Open’s first project One on One: Change, James Russell went on to contribute to another four ABC Open projects. In total, he has created 12 videos for ABC Open, five of which have been collaborations with other filmmakers. The stories were made in workshops with ABC Open producers, where the creators learnt and shared skills in photography, audio recording and editing.



One on One: Change

One on One: Change was the first in a series of projects. This project looked at the only constant in life—change. Regional Australia has seen a lot of change in recent times, and the way people deal with change says a lot about their character. The project presented audio slideshows telling personal stories of change, and how people have coped with, survived or thrived on changes that life has thrown their way.

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

Management of corporate responsibility

The ABC recognises the impact that its operations have on the environment and the community, and is increasingly monitoring and reporting on its sustainability performance.

CORPORATE RESPONSIBILITY underpins the ABC's operations at every level. Delivering products and services that satisfy the needs and expectations of audiences, and that meet the ABC's editorial standards, is the essence of the ABC's existence. Being visible and active in the community, setting high standards of social, environmental and regulatory responsibility is one of the ABC's six strategic goals. The values of integrity, respect, collegiality and innovation are the foundation of the ABC's activities.

In 2010–11, the ABC has aligned the 2011 Sustainability Report with the principles of the internationally recognised Global Reporting Initiative (GRI) framework. The Report represents the first step in the ABC's journey towards full GRI reporting.

Structure of this report

Scope and boundary

The ABC reports its corporate responsibility performance annually, with the current report covering the financial year from 1 July 2010 to 30 June 2011.

Other than references to International Projects in the Asia-Pacific region, the report is limited to domestic operations. It does not include the environmental performance of the ABC's commercial business.

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

Assurance

The ABC has sought external assurance of the data referred to in the 2011 Sustainability Report. A statement of Assurance is included at page 146.

Contact

The ABC welcomes feedback on the 2011 Sustainability Report. Comments, questions or feedback can be addressed to:

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Corporate Responsibility
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SYDNEY NSW 2001

corporate.responsibility@your.abc.net.au

Management of Corporate Responsibility

In 2010–11, the ABC developed a Corporate Social Responsibility Policy to reinforce the ABC's commitment to acting ethically and responsibly in all areas of its operations. The policy defines corporate social responsibility as:

“The ABC's commitment to recognise and manage its impact on society and to see that its own business activities and, where practicable, those of supplier organisations, are being undertaken in a socially and environmentally responsible manner. By understanding and addressing the impact of its operations, the ABC can also more effectively manage a broader range of risks.”

The Policy outlines the key principles of corporate social responsibility which include: adhering to relevant laws and regulations, respecting human rights, engaging with both internal and external stakeholders, accountability and transparent reporting about its performance, and experiences in the management of its social and environmental impacts, using internationally recognised frameworks for monitoring and reporting on sustainability issues.

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

In 2010–11, the ABC participated in the development of the GRI Media Sector Supplement. Sector Supplements capture the relevant issues essential to sustainability reporting in specific industry sectors. The GRI Media Sector Supplement reflects views from the media industry and global stakeholders, and is due for release in 2011–12.

Principles for defining report content

The ABC has adopted the GRI Reporting Principles for defining the content of the 2011 Sustainability Report. Those principles include materiality and stakeholder inclusiveness.

Materiality

Materiality was informed initially by the *ABC Strategic Plan 2010–13* and the ABC Charter. An analysis of the materiality of performance indicators was conducted using:

- governance documents, including the *ABC Reconciliation Action Plan 2009–12*, *ABC Code of Practice*, *ABC Editorial Policies*, and the corporate risk matrix.
- outcomes from stakeholder engagement processes.
- external publications relevant to the media sector.

The most material GRI indicators were subjected to a detailed assessment, which included weighting the importance of each indicator. The relative importance of each indicator was determined according to a range of factors, including whether:

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

Stakeholder inclusiveness

The ABC engaged with stakeholders in relation to the 2011 Sustainability Report through direct consultation with both internal and external stakeholders, and through existing mechanisms that are in place for engaging with stakeholders in the course of conducting the ABC's operations.

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

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

In 2010–11, the ABC employed a wide range of mechanisms by which to engage with external stakeholders and capture information about the Corporation's impacts, including:

- ABC Advisory Council processes.
- formal audience contacts and complaints processes.
- the annual *Newspoll ABC Appreciation Survey*.
- online feedback mechanisms specific to ABC content areas.
- community feedback forums.
- learning initiatives with suppliers, involving the exchange of knowledge and experience about corporate responsibility initiatives particularly related to environmental impact and management.

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

- **Business Services**—regarding the ABC's financial and environmental performance, as well as details of the Green@Work initiative which aims to improve the management of environmental impacts and increase awareness of sustainability issues.
- **People and Learning**—regarding progress against the *ABC Equity and Diversity Plan* and the *ABC Reconciliation Action Plan 2009–12*; employee health and well-being programs and occupational health and safety performance; training and development; and performance management systems.
- **Corporate Affairs**—regarding formal submissions made to Government during the reporting period; details about the ABC's performance in the Corporate Responsibility Index; and internal communication tools.
- **Editorial Policies**—regarding compliance with *ABC Editorial Policies* and *ABC Code of Practice* including during elections; and complaints handling processes.
- **Audience Research and Marketing**—regarding audience data, and levels of community satisfaction with ABC products and services.

In addition, information was provided by State and Territory Directors, marketing teams and content divisions about the ABC's activities in local communities. In 2010–11, this included work in communities experiencing natural disasters, emergency broadcasting activities, community forums, and ABC Open projects.

Corporate Responsibility Index 2011

The ABC participated in the 2011 Corporate Responsibility Index (CRI), administered by the Business in The Community (BITC) charity based in London. The 2011 CRI relates to the 2009–10 reporting period, and was the fourth and final year that the ABC participated in the CRI.

The CRI is both a management and benchmarking tool that compares and communicates business achievement. It provides a framework to integrate and improve corporate responsibility principles by providing a systematic approach to managing, measuring and reporting on business impacts in society, and on the environment.

The ABC scored 96% in the 2011 CRI, achieving a Platinum ranking. The Platinum ranking means that the ABC has integrated corporate responsibility into its business model and has clear responsibilities and incentive structures at Board and operational levels. Platinum companies have a structured approach to data collection and social and environmental impact assessment.

The 2011 CRI reported improvements by the ABC in the following impact and management areas:

- **Social Impact** areas (4% improvement in Employee Wellness and Engagement and 2% improvement in Equality, Diversity and Inclusion in the Workplace)
- **Environmental Impact** area (6% improvement in Waste and Resource Management)
- **Workplace Management** (4% improvement).

The ABC achieved lower scores in several impact and management areas compared to the previous year. In the case of **Marketplace Management**, a 5% decline in reported performance can be attributed primarily to changes to the questions and scoring processes, which resulted in an overall drop in the ABC's score.

Lower scores were also reported in the **Environmental Impact** area (6% decline in climate change performance, and 20% decline in water consumption performance). In 2009–10, the ABC's energy and resource usage increased. During that period, the ABC launched two new television stations (ABC3 and ABC News24), and launched the national ABC Open initiative. ■

Measuring performance

The ABC measured its performance as a corporate citizen against an external benchmark.

The ABC scored **96%** in the 2011 Corporate Responsibility Index.

Environmental responsibility

The ABC is committed to taking positive steps to be ecologically responsible and to minimise its environmental impact.

Energy consumption

Based on forecasts of 2010–11 consumption, the ABC has reduced its total energy consumption by 0.4% (compared to 2009–10).⁷⁴

	2009–10 Total GJ	2010–11 Total GJ ⁷⁵	% change
NSW	73 249	74 776	+2.1%
ACT	5 204	5 253	+0.9%
Vic	31 339	31 217	-0.4%
Qld	13 455	13 410	-0.4%
SA	20 152	20 561	+2.0%
WA	11 660	11 284	-3.2%
Tas	10 987	9 171	-17.0%
NT	6 118	5 784	-5.5%
Total ABC⁷⁶	172 163	171 458	-0.4%

In 2010–11, the ABC implemented a number of initiatives across its operations aimed at reducing energy consumption, including:

- ABC Ultimo Centre, New South Wales: installing more efficient lighting with movement sensor controls in 123 radio studios and edit suites; replacing studio “house lighting” with LED equivalents; and installing sub-metering to allow detailed analysis of energy consumption.
- Canberra, Australian Capital Territory: installing double-glazed windows in the Television building, and supplying the Central Equipment Room with outside-air only, significantly reducing the requirement for mechanical cooling.
- Southbank, Victoria: installing Voltage Control Units (reducing energy consumption by the carpark and loading dock lighting), and replacing the Building Management and Control System to provide more effective control of air-conditioning and lighting.

⁷⁴ Total energy is the sum of electricity (kWh) and gas (MJ) consumption, expressed in GJ.

⁷⁵ Based on 67% actual billed electricity consumption and 33% forecast consumption, and 33% actual billed gas consumption and 67% forecast consumption.

⁷⁶ Total ABC is based on domestic consumption only, excluding ABC Retail.

Corporate responsibility: CRI key impact areas



* Scores are calculated by averaging performance scores over three categories within the impact area.

Legend: 2007 (Dark Grey), 2008 (Green), 2009 (Light Green), 2011 (Orange)

- Collinswood, South Australia: modernising the lift operating mechanisms.
- Darwin, Northern Territory: installing more efficient air-conditioning equipment to serve the Radio and Television buildings.
- East Perth, Western Australia: replacing 50 20W Dichroic lights with 5W LED, and reviewing air-conditioning controls.

In May 2011, the Green@Work program was re-launched to further promote environmentally sustainable workplace habits amongst employees. The Green@Work website was refreshed with new branding and design elements, and featured the first in a series of Green@Work videos starring ABC personalities. Promotional material featuring the new Green@Work branding was distributed to every ABC site across the country.

Water consumption

Based on estimates from available data, the ABC consumed 72 776 kl ⁷⁷ of water during the reporting period. These figures represent a baseline against which future measurements will be compared.

	2010–11 Water (kl)
NSW	43 622
ACT	612
Vic	8 936
Qld	803
SA	7 375
WA	9 466
Tas	171
NT	1 791
Total ABC	72 776

Waste and recycling

In 2010–11, the ABC recycled 1 684 m3 of waste from its capital city sites.⁷⁸ A further 1 583m³ of waste became landfill.⁷⁹

ABC Ultimo celebrated National Recycling Week in a joint event with precinct neighbours, UTS and Sydney Institute of TAFE. Activities included a clothes/book/DVD swap and a “Reinvent-Reuse-Recycle” information session, featuring guest speakers from the Department of Environment, Climate Change and Water NSW, the Smith Family, and UTS Faculty of Design.

An innovative and successful chair recycling pilot project was carried out in ABC Orange. The project initiated a new service from the local supplier to facilitate end-of-life-cycle management in their furniture range.

ABC workplace gardens continue to be introduced around the country, together with worm farms that help to reduce waste within the workplace.

Emissions

The ABC’s methodology for measuring greenhouse gas emissions is the methodology prescribed by the Commonwealth Government’s Online System for Comprehensive Activity Reporting (OSCAR) database, and is audited annually by ABC Group Audit. The OSCAR database uses the National Greenhouse Accounts Factors July 2011, published by the department of Climate Change and Energy Efficiency.

Based on estimates from available data, the ABC reduced its total direct greenhouse gas emissions by 1.2% (from 48 419 tonnes ⁸⁰ in 2009–10 to 47 762 tonnes ⁸¹ in 2010–11).

⁷⁷ 19% actual billed water consumption and 81% forecast consumption. Actual consumption includes 100% of Ultimo, NSW (which represents 56% of total ABC water consumption) and the first three quarters of all other capital city sites.

⁷⁸ Figures based on 67% actual data and 33% forecast consumption.

⁷⁹ Figures based on 67% actual data and 33% forecast consumption.

⁸⁰ Actual consumption.

⁸¹ Figures based on 67% actual data and 33% forecast consumption.

Travel and transport

The ABC has sought to reduce the environmental impact of its travel and transport activities by off-setting its fleet-related carbon emissions. In 2010–11, the ABC continued to support Greenfleet, a registered environmental charity, which operates carbon offset programs. For instance, in order to offset the ABC's 2009–10 fuel consumption, Greenfleet planted 6 553 trees to sequester carbon from the atmosphere.

The ABC aims to reduce carbon emissions through a range of initiatives. Hybrid vehicles comprise 3% of the ABC fleet, and vehicles with a GVG rating of 10 or more comprise 61% of the fleet. Vehicles are pooled amongst staff to reduce fleet numbers. Divisional travel budgets are being reduced by an average of 12%, with a corresponding expansion in the availability of video-conferencing facilities. In 2010–11, the ABC reduced flight kilometres travelled by 6%.

Initiatives have also been introduced at a local level to encourage the reduction of carbon emissions.

For instance:

- ABC Illawarra became the first ABC site to operate a staff bike pool for local, work-related trips.
- On 1 October 2010, over 100 ABC employees at various sites around Australia participated in "Walk to Work Day".
- On 13 October 2010, 90 ABC employees across each State and Territory participated in "Ride to Work Day". Each registered cyclist received an ABC branded, high-visibility wrist/ankle strap.
- Bike parking facilities were installed at Southbank, Melbourne, and additional lockers were made available for ABC cyclists in Ultimo, New South Wales. ■

Categories	2009–10				2010–11				% change
	Scope 1	Scope 2	Scope 3	GHG tCO ₂ -e	Scope 1	Scope 2	Scope 3	GHG tCO ₂ -e	
Electricity	0	39 283	5 809	45 093	0	38 351	6 150	44 501	-1.3%
Natural Gas	794	0	183	976	851	0	179	1 030	5.5%
Automotive Diesel (non-transport) (L)	27		2	29	27		2	29	
Other Building	821	39 283	5 994	46 098	878	38 351	6 332	46 560	-1.2%
E10 (L)	138		22	161	318		52	370	130%
Automotive gasoline (petrol) (L)	1 179		93	1 272	848		67	915	-28%
Passenger Vehicles	1 317	0	115	1 433	1 166	0	119	1 285	-10%
Automotive diesel (transport) (L)	398		30	428	425		32	457	6.8%
Aviation Turbine ⁸² Fuel (L)	427		33	460	427		33	460	0%
Other Transport	825	0	63	888	852	0	65	917	3.3%
All Categories	2 963	39 283	6 172	48 419	2 896	38 351	6 516	47 762	-1.4%

⁸² Helicopter fuel usage is estimated based on 166 800 litres consumed in 2009–10. Actual 2010–11 consumption will include significantly more fuel related to aerial coverage of the Queensland Floods and Cyclone Yasi.

The ABC aims to achieve its vision of enriching the lives of all Australians fairly and with regard to the needs of Australian communities.

ABC LOCAL RADIO plays an important role in Australian communities, not just because of the nature of the content that is broadcast and available online, but also because Local Radio employees live and work in those communities. Engaging with and building those communities is an explicit part of the *ABC Strategic Plan 2010–13*.

Reflecting society and contributing social value

Throughout 2010–11, the ABC has been an integral part of Australian life:

- In September 2010, ABC Local Radio created an awareness campaign to help people deal with what was forecast to be the biggest locust plague in a generation across the Wimmera, Mallee, Riverina, Clare Valley, Flinders Ranges, South-West Queensland, North-West New South Wales, and the Murraylands, featuring information for farmers as well as the general community.
- In February 2011, the annual *Heywire* Youth Issues Forum brought together 33 young leaders from across Australia for a week of skill-building, networking and developing ideas to improve the lives of young people in regional Australia.
- On 17 May 2011, triple j teamed up with ACON to take part in their *This is Oz* project for the International Day Against Homophobia. triple j presenters Tom Ballard, Alex Dyson, Lindsay McDougall (aka The Doctor), Lewis McKirdy, Nina Agzarian and Brendan Maclean joined the online gallery allowing people to help fight discrimination against Australia's gay, lesbian, bisexual and transgender community.
- ABC Local Radio Victoria partnered with FoodBank Victoria in the 2011 Warm-Up Winter Appeal. The metropolitan focus was on generating funds to support FoodBank Victoria's community-based projects, including KickStart Breakfast Clubs and provision of emergency care packs to communities affected by flood and disaster. Regional areas retained the focus on donating or knitting blankets.

- 783 ABC Alice Springs sent a field reporter to Uluru to mark the 25th anniversary of the handing back of (then) Ayers Rock to its Anangu traditional owners. The report included live crosses, packaged content and online stories, which were distributed to programs on ABC Local Radio nationally as well as triple j.
- Radio National's *Science Show* celebrated 35 years on air in August, coinciding with National Science Week. Radio National's *Australia Talks*, *Big Ideas* and *Life Matters* all broadcast programs from Canberra before live audiences as part of the Australian Science Festival. The programs explored issues including "Dying with Dignity", "Big Research Ideas" and the future of the electric car with ABC Science editor Bernie Hobbs and a panel of experts.

Emergency broadcasting

ABC Local Radio provided extensive preparation and emergency coverage throughout 2010–11, including broadcasts relating to the locust plague crossing parts of South Australia, Victoria, New South Wales and Queensland; the tornado-ravaged town of Penola in South Australia where hundreds of homes, including the iconic Mary MacKillop schoolhouse, were seriously damaged; and the bushfire emergency in Perth, where significant property losses and damage were experienced.

The Queensland floods crisis was unprecedented both in terms of the scale of the disaster and extent of the emergency coverage that was required. Visitation figures for ABC Local in January were the highest ever due to emergency coverage (see page 38).

ABC Local Radio was in full emergency broadcasting mode from 20 December 2010 through to February 2011, providing continuous, rolling local and Statewide emergency coverage of the flood crisis throughout Queensland, northern New South Wales and Victoria, as well as keeping listeners abreast of developing cyclones situations, including Cyclone Yasi. Coverage was streamed online, and emergency information was provided on ABC Local websites as well as the ABC's online Emergency Portal.

The ABC Extra digital radio station operated as ABC Queensland Floods over this period, broadcasting South-East Queensland's emergency coverage to digital radio audiences across Australia. Subsequently, the station operated as ABC Queensland Cyclone, rebroadcasting Far North Queensland's emergency coverage of Cyclone Yasi's arrival and progress.

Throughout February 2011, ABC regional stations in Victoria broadcast a range of flood-related outside broadcasts from affected towns, including Rochester, Warracknabeal, Dimboola, Kerang, Charlton and Red Cliffs.

Preparing for emergencies has also been a part of the ABC's activities in 2010–11. In July 2010, ABC Capricornia's (Rockhampton) *Mornings* program broadcast live from the Central Queensland Emergency Services Day. The ABC's portable "flyaway transmitter" was deployed to Rockhampton to provide ABC Capricornia staff and the local Broadcast Australia team the opportunity to learn how to use the portable transmitter. Community Service Announcements leading up to the event generated strong interest from listeners who came along to see what the flyaway transmitter was about.

Recovering from emergencies

From February 2011, Local Radio moved into the recovery and rebuilding phases with their communities in each of the affected States and Territories. In Queensland, this work is ongoing.

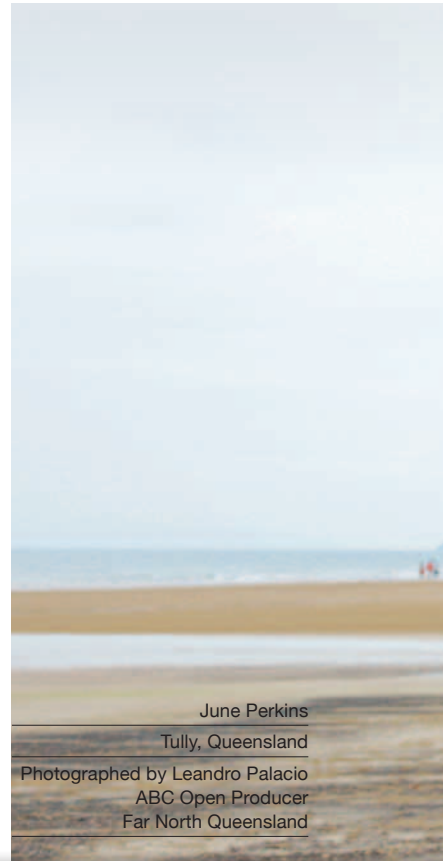
In February 2011, following the bushfires outside Perth, 720 ABC Perth programs went into recovery broadcasting. Russell Woolf's *Drive* program broadcast live from the Fire Control centre in the heart of Roleystone and reported on community meetings. As part of Local Radio's commitment to helping communities recover from traumatic events, two reporters were embedded in Roleystone for a fortnight to be with the community and record their stories.

ABC Toowoomba in Queensland spent time liaising with recovery agencies in the Lockyer Valley and on the Darling Downs. Outside broadcasts relating to flood recovery were undertaken throughout the region: in Oakey, St George, Laidley, Stanthorpe, Roma, Nanango, Grantham and Dalby. To help rebuild spirits, the *Drive* program broadcast a NRL State of Origin game from the New South Wales/ Queensland border-town of Goondiwindi.

ABC Cairns engaged a Cyclone Yasi recovery reporter for the Cassowary Coast to present on-air and online stories from the communities affected by the cyclone. A Recovery/Mental Health Forum was organised, which went to air in Cairns and Townsville and was twittered live, streamed and made available as a podcast.

From 20–23 June 2011, as flood waters receded on the mid-North and North coasts of New South Wales, ABC Local Radio's NSW *Evenings* presenter, Robbie Buck, went on the road to broadcast stories of the region's recovery. He reported from some of the worst-hit centres and broadcast the *Evenings* program from Wingham, Gladstone Public School and the ABC's studio in Port Macquarie.

June Perkins' blog shares the highs and lows of the recovery on the Cassowary Coast.



June Perkins
Tully, Queensland
Photographed by Leandro Palacio
ABC Open Producer
Far North Queensland

The *Aftermath* project on ABC Open gave JUNE PERKINS an opportunity to join the conversation. "I was already an active blogger when Cyclone Yasi happened in my hometown," she said, "but ABC Open's *Aftermath* project gave me the chance to take the story I was already telling to an audience beyond my established readers."

As well as sharing stories from her hometown on the Cassowary Coast, the *Aftermath* project is connecting June and her community with others who have been through similar devastation. "It helps to know what is happening in other areas and how they are coping when they may be further along in the [recovery] process," she said.

June knows first-hand how important it is to be connected during times of crisis. "People have a lot of respect for what ABC Radio especially does before, during and after natural disasters."

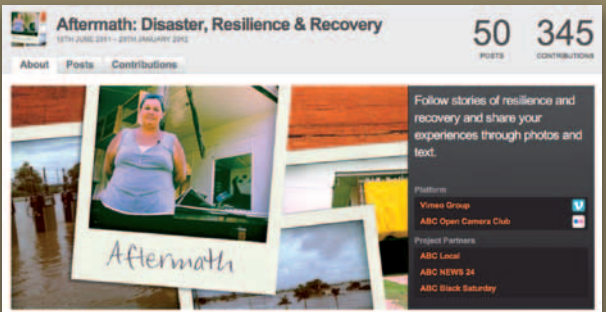


Where the conversation started

ABC OPEN



June joined the conversation.



5

June's conversation

June Perkins has been a part of the Aftermath project. "Every fortnight I tell the stories that most move me as a local of North Queensland to be resilient and brave," she said. "Sometimes they are my own, and other times they are of other locals who inspire me. I am photo-documenting what is going on around me and this, maybe surprisingly to some, helps with the healing process."

Aftermath: Disaster, Resilience and Recovery

The first few months of 2011 saw Australia experience some of the worst natural disasters on record. Floods in southern Queensland stole lives and devastated large parts of the state, while further north Cyclone Yasi battered many communities. Victoria experienced its worst flooding in decades, and in the Kimberley, widespread flooding caused mass evacuations of homes.

Aftermath follows the stories of people who are trying to rebuild their lives and their communities and to recover from these devastating events. These are stories of resilience, of ordinary people finding extraordinary strength to deal with the ongoing effects of natural disaster.

Discover more about the Aftermath project at open.abc.net.au/projects/aftermath

Educating Australians

The ABC is committed to meeting its Charter obligation to provide programs of an educational nature.

On ABC Television, educational content for use by teachers is provided primarily through ABC1's *Educational Block*. This one-hour daily block offers programs covering primary and secondary school topics, including science, maths, English, technology (for primary school students), and history, news and current affairs, languages, English, and science (for secondary school students).

ABC Radio broadcasts a wide-range of educative content, including:

- ABC Classic FM's *Keys to Music*, a weekly feature program designed to inform and enlighten listeners about the world of classical music.
- specialist content on Radio National, such as *The Science Show* (ideas and discoveries in science), *Hindsight* (Australian history), *The Law Report* (law-makers and the legal system), *All in the Mind* (the mind, brain and behaviour), *Away!* (Indigenous arts, music and culture), and *Encounter* (exploring religion and life).

Reflecting cultural and regional diversity

Australia's social, cultural and regional diversity is reflected in a range of ABC children's television programs. For example:

- Indigenous presenters are featured in programs such as *Play School* and *Go Lingo!*
- Indigenous issues are explored in programs such as *On the Edge*.
- ABC3 dramas explore social issues, both historical (*My Place*) and contemporary (*Dance Academy*).
- A series of segments produced for ABC3, *3 on 3*, featuring regional centres around Australia.
- The reality-adventure series *Outback 8*, featuring children living on outback farms and properties.

Similarly, Australia's cultural and regional diversity is reflected on ABC Radio. For instance:

- On 9 April 2011, 702 ABC Sydney and Local Radio NSW *Weekends*, presented by Simon Marnie, broadcast live from the Lakemba Mosque Open Day. The Open Day was designed to connect the broader community with the Muslim community to foster networking and understanding between these groups. The broadcast examined common misconceptions relating to Muslims, Islam and multiculturalism and explored the audience's understanding of Islam and multiculturalism.
- ABC Open regional project, *One on One: Goulburn Valley Refugees*, provided ten intimate and moving personal tales of refugees who have settled in the Goulburn Valley, told through audio and photos produced by local photographers and writers and curated by ABC Open. 🗨️ See page 132.

- Local Radio's national Indigenous program, *Speaking Out* celebrated its 20th birthday. Commencing on 1 July 2010, *Speaking Out* made history as the first national Aboriginal and Torres Strait Islander affairs program produced and presented by Indigenous content-makers.
- Radio National presents the weekly *Away!* program, focusing on Indigenous arts and culture.
- From October 2010, ABC Rural provided specialist and comprehensive on-air and online coverage of the release of the Murray-Darling Basin Plan and issues affecting all facets of life in the Basin.
- The annual *Heywire* regional youth initiative culminated in a range of stories about young people's lives outside capital cities across Australia. The stories were aired and published on a number of ABC Radio and Television networks and online. ■

Sustainability index

The following table provides an index to the Sustainability Report, and other sections in the Annual Report, where corporate responsibility issues are addressed.

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Assurance Statement

ABC 2010-2011 Sustainability Report



Environmental Resources Management Australia Pty Ltd (ERM) was engaged by the Australian Broadcasting Corporation (ABC) to undertake independent limited assurance of selected sustainability information within the ABC's 2010-2011 Annual Report ("the Report") covering the period 1 July 2010 to 30 June 2011.

SCOPE OF THE ASSURANCE

We were asked to provide external independent assurance as to whether the following 2010-2011 sustainability performance data and related information are appropriately reported in the Report:

- Safety
- Energy consumption
- Greenhouse gas emissions
- Audience feedback and awards
- Employee training

The assurance was undertaken on a sample basis and assessed selected statements and data relating to the topics above. Statements and data were selected both from the Report's Sustainability chapter and the main body of the Report where the relevant topics were presented in the mainstream text.

To perform the assurance, ERM interviewed a number of personnel and reviewed relevant documentation supplied by the ABC. Due to time constraints the assurance did not assess source data, and instead focused on the strength of data gathering processes and evaluation of consolidated data against other published information from the ABC or third parties.

The assurance was performed in accordance with ERM's assurance methodology, which is based on international audit standard ISO 19011.

Due to the timeframe available, ERM has provided *limited assurance*. If we had been asked to conclude whether the reported subject matters were robust (*reasonable assurance*), we would have needed to conduct more work at corporate and site levels and to gather further evidence to support our assurance opinion.

RESPECTIVE RESPONSIBILITIES AND ERM'S INDEPENDENCE AND EXPERIENCE

The ABC was responsible for preparing the 2010-2011 Annual Report and for the collection and presentation of information within it. ERM was not involved in the preparation of the Report. The ERM assurance auditors were responsible for expressing assurance conclusions in line with the agreed scope of work and related limitations. ERM did not work with the ABC on other consulting engagements during 2010-2011 or the assurance period.

ERM is a global sustainability consultancy with approximately 3,800 staff working in more than 40 countries. ERM has extensive experience in the assurance of sustainability reports. The ERM team assuring the Report was led by experienced auditors and technical specialists, meeting the ISO 19011 criteria.

KEY FINDINGS

The ABC's 2010-2011 Annual Report is a comprehensive document that has been developed over a number of years and responds to a range of regulatory obligations. The Sustainability chapter forms a relatively new section within that Report, and discussions with the ABC suggest that this will be further developed over future years. In particular the ABC is considering using the GRI Reporting Framework. On this basis, ERM recommends:

- A process for identifying GRI reporting requirements and for collecting relevant data should be set up at the beginning of the reporting year to allow sufficient time for information to be collected;
- Technical specialists within the ABC should review all disclosures prior to publication to ensure that data and information are appropriately reported. Selected data and information should also be subject to independent assurance to ensure the quality of the report.
- More time should be allowed for future assurance processes. Some statements and data could not be verified this year on the basis of the information provided within the timeframe available.
- Training should be provided for staff involved in data and information collecting and reporting.

Conclusions on specific topics were:

- **Energy consumption** information is collected and stored in a detailed centralised database. ERM recommended that the text be amended to clarify the nature and boundaries of the data, and these recommendations were generally incorporated by the ABC into the Report.
- **Greenhouse gas emissions** are calculated based on recognised methodologies. ERM made a number of recommendations to clarify the boundaries of the data and to clarify technical content in the text. These recommendations were generally incorporated by the ABC into the Report.
- **Audience views** on the ABC are surveyed through a well-known third party and, based on the sample reviewed, are transferred accurately to the Report.
- The ABC received a range of **awards** for broadcasting in sustainability areas over the year and, based on the sample reviewed, these are described accurately in the Report.
- Processes for reviewing **complaints from stakeholders** are appropriately described in the Report, as are summaries of complaint findings. The assurance of process was undertaken at a broad level and did not review source data. ERM made two suggestions around presentation of the reviewed text for a general readership and these were subsequently included in the Report.
- **Safety data relating to workers compensation claims** is obtained by the ABC from the external regulator's Comcare CIS database. Within the timeframe available, ERM was able to verify that safety target data was transferred accurately from the Comcare database to the Report. The ABC does not keep independent consolidated data on claims and it was not possible to crosscheck Comcare data. Furthermore, time did not permit an assessment of the source data provided to Comcare by the ABC and individual claimants.
- The **safety data relating to number of incidents** presented in Appendix 12 is obtained via the ABC's Worksafe database. ERM made comments on the categorisation and reporting of incident numbers and the ABC has responded to this in the Report.
- Information relating to certain **safety enforcement actions by the regulator** (Civil Proceedings and Enforceable Actions) is public data and was verified by ERM. Information on Enforcement Notices could not be verified within the time available and was

subsequently removed from the Report. Information relating to the ABC's **response to investigations** could not be fully verified within the time available based on the data readily available to ERM.

- **Employee training** statistics are tracked through a comprehensive SAP system. A minor transposition error was identified and this was subsequently corrected in the Report.
- The **general discussion of sustainability activities** in Chapter 5.01 is accurate based on the sample of statements reviewed.

ERM has provided a more detailed Management Report to ABC.

CONCLUSION

On the basis of the procedures outlined above for this limited assurance engagement, **nothing has come to our attention that causes us to believe that the ABC's 2010-2011 Annual Report does not provide a reasonable summary of the ABC's performance in the selected sustainability areas.** As noted above, some information was not available within the timeframe for assurance.



On behalf of the assurance team for Environmental Resources Management Australia Pty Limited (ERM) 1 September 2011, Sydney, Australia

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