



Commissioning for Diversity and Inclusion Guidelines

Screen Content



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Programming that contributes to a sense of national identity and reflects the cultural diversity of the Australian community.

Diversity and inclusion are at the heart of everything we do. A broad range of perspectives, approaches and ideas makes us stronger, more creative and better able to engage with the Australian community.

As the nation's leading public broadcaster, we have a responsibility to reach and remain relevant to all Australians. As part of that responsibility, we must ensure that the content we commission contributes to increasing the participation of diverse talent, on and off screen.

The ABC Five Year Plan reaffirms our dedication to achieving these goals. As part of the Plan, our new commissioning Guidelines for screen content set out the diversity and inclusion requirements expected from each production.

We already prioritise diversity and inclusion in our content but this is the first time we have prescribed Guidelines, to track progress towards our goal of reflecting the Australian population in our content and teams.

The Guidelines address under-representation by outlining reasonable and proportionate measures to achieve our objectives.

The Guidelines form a key part of our vision to look and sound like contemporary Australia and our commitment to placing diversity and inclusion at the heart of our planning, commissioning and content-making processes.



Overview

What does it mean to look and sound like Australia today?

* ABS Snapshot of Australia: 2071.0 - Census of Population and Housing: Reflecting Australia - Stories from the Census, 2016

** In 2012, the Department of Health and Ageing estimated that Australians of diverse sexual orientation, sex or gender identity may account for up to 11 per cent of the Australian population.

Gender Breakdown
Female 50.7%, Male 49.3%
and recognised Gender Diverse
community*

3.3% of the Australian population
are Indigenous

22% Australians speak a
language other than English

Australians identify with
more than 300 ancestries

A fifth of the population
is living with a disability

11% of Australians
identify as LGBTQI+**

A third of Australians
live in rural or remote
parts of the country



Benjamin Law, Waltzing the Dragon

Overview

Representation and Inclusion

In line with the ABC Diversity and Inclusion Plan 2019-22, we are focusing on five key areas of representation.

Other aspects of diversity such as geographic, socio-economic and generational are encouraged in the consideration of subject matter.

The Guidelines cover:

On Screen

How your content proposal reflects diversity and inclusion in its subject matter, or in talent and cast.

Off Screen

How your key creative team and production teams and crew reflect diversity and inclusion.

Career Progression

What measures you are taking to encourage and support under-represented groups in the media industry.

1. Gender Representation

Female, male or gender diverse.

2. Indigenous Australian

Indigenous Australian includes people of Aboriginal and Torres Strait Islander descent.

3. Culturally and linguistically diverse

People who are not Anglo-Celtic by descent and/or English is not their main spoken language.

4. Living with disability

People living with an intellectual, psychiatric, cognitive, neurological, sensory or physical impairment or a combination of those impairments.

5. LGBTQI+

People who identify as lesbian, gay, bisexual, transgender, queer or questioning, people with intersex variations plus other diverse sexual orientations and gender identities.

Dalara Williams, Black Comedy

Overview

Content Types

We recognise there are several content types that may have different considerations.

1. Scripted

Scripted drama, comedy and animation.

2. Non-Scripted

Documentary, factual entertainment, non-scripted factual.

3. Studio/Hosted

Studio based entertainment, quiz, panel and interview shows, music, sport and event hosted shows.



Here Out West



Love on the Spectrum



Mikki Vs the World

What you need to do

The Guidelines set out the framework for demonstrating representation of diversity on screen and off screen. You will need to demonstrate:

- 1. Diversity on screen** – how your content meets at least one of the on screen options (what the program is about AND/OR who is onscreen);
- 2. Diversity off screen** – diversity in key creative, production and crew roles; and
- 3. Career Progression** – How you will create practical opportunities for under-represented groups via attachments and other initiatives.

We have been collecting portrayal data for several years but this is the first time we have prescribed Guidelines, to track progress towards our goal of reflecting the Australian population in our content and teams.

At the start – Diversity and Inclusion Plan

Through the content selection and development process, the relevant ABC Editorial Team will work with you to identify how your proposal might meet the Guidelines on and off screen. Your intentions for representation will be captured in a Diversity and Inclusion Plan and submitted for consideration within our commissioning process.

At the end – Portrayal Form

On delivery of your content you will provide a completed Portrayal Form, which is an ABC contractual delivery requirement. We plan to review our approach in 18 to 24 months after the introduction of the Guidelines.

For further information, or to submit a Diversity and Inclusion Plan or Portrayal Form please visit the [ABC TV Independent Production Portal](#).

On Screen Guidelines

Content and Subject Matter

Is your content **about** under-represented communities, backgrounds and experience?

Does your program tell authentic stories about or through the eyes of diverse Australians?

Is the story about, or reflective of, a diverse Australian community? (i.e. themes, storylines, subject matter, segments).

Consider authenticity in the portrayal of diverse people and communities.

Nothing about us without us

All productions about a specific diverse community or subject must include at least one person who is representative of that diversity within the core creative team.



Aaron Pedersen, Mystery Road

1. Scripted

Content that reflects the identities of the many cultures and communities in Australia, through stories and characters that reflect the experiences of under-represented groups.

2. Non-scripted

Content that explicitly and predominantly explores issues of identity relating to under-represented groups, including Indigenous matters, gender,

cultural diversity, or has a specific focus on LGBTQI+ communities, people with disability or other under-represented groups.

3. Studio/hosted

Content that celebrates inclusivity, equality and creative diversity by focusing on under-represented groups.

On Screen Guidelines

People

What measures are you taking to **identify** and **diversify** on screen talent in the main cast, supporting cast and background roles?



Kurt Fearnley and Dylan Alcott



Dandrogyny, You Can't Ask That

Content that reflects diversity throughout the cast.

1. Scripted content in which:

At least one main cast member is Indigenous Australian, culturally and linguistically diverse, a person with disability or identifies as LGBTQI+ **AND** at least 50% of the main cast are women or gender diverse.

2. Non-scripted content in which:

At least one main cast member is Indigenous Australian, culturally and linguistically diverse, a person with disability or identifies as LGBTQI+ **AND** at least 50% of the main cast are women or gender diverse.

3. Studio/Hosted content in which:

At least one main cast member is Indigenous Australian, culturally and linguistically diverse, a person with disability or identifies as LGBTQI+ **AND** at least 50% of the main cast are women or gender diverse.

Main Cast

Scripted leads, presenter, narrator, host. Generally main cast appear in all eps of a series.

Supporting Cast

Semi-regular cast or featured guest roles, guest presenters, panellists, experts, regular contributors, musicians.

Background Roles

Extras, cameo performers, one off contributors, vox pops, participating audience members.

Off Screen Guidelines

Diversity and Inclusion

How does your team reflect population diversity and demonstrate a commitment to career progression for industry professionals from under-represented groups?



Key Creative and Head of Department Roles

To encourage the career progression of people from under-represented groups to senior production and key creative decision-making roles.

You need to demonstrate representation of Indigenous Australians, people from culturally and linguistically diverse backgrounds, people with disability, or people who identify as LGBTQI+ in key creative and Head of Department roles.

AND at least 50% are women or gender diverse.

Example roles include:

- EP
- Series Producer
- Producer
- Director
- Writer
- Lead DOP
- Lead Editor

Production and Crew Roles

To build career pathways for people from under-represented groups in production and crew roles.

You need to demonstrate representation of Indigenous Australians, people from culturally and linguistically diverse backgrounds, people with disability, or people who identify as LGBTQI+ in production and crew roles.

AND at least 50% are women or gender diverse.

Attachment, Internship and Career Progression

To encourage and support access to the media industry for under-represented groups, as well as career progression within the ABC and its suppliers.



Nikki Tran and Davey Thompson, Film Victoria Screen Development Internship

The ABC expects production companies to identify genuine career development opportunities for individuals from under-represented communities via existing attachment schemes, industry incentives or other innovative measures.

Your production can achieve this by:

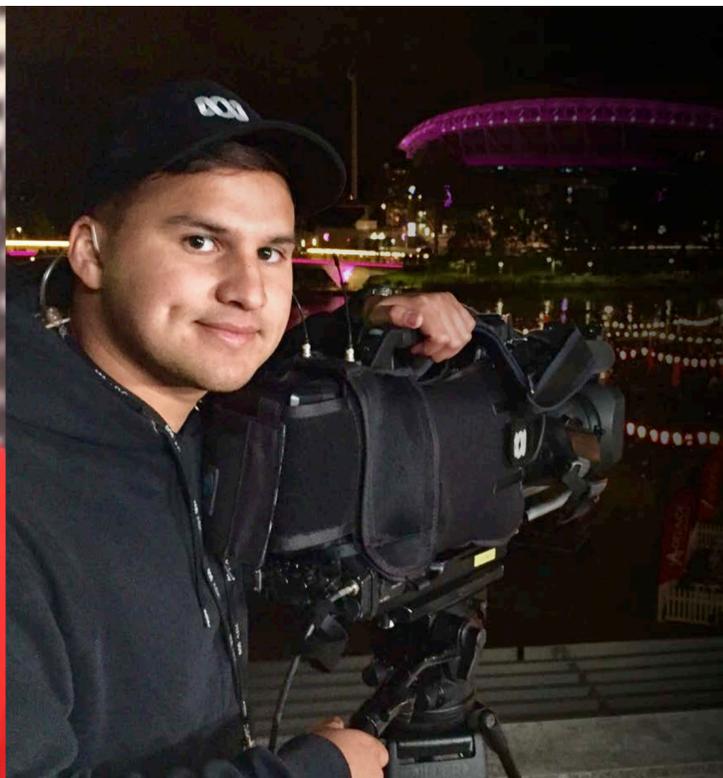
Providing genuine production experience for emerging practitioners from under-represented groups.

This may be achieved through accessing industry attachment and internship programs, specific initiative or grant funding, or through production company initiatives.

OR

Demonstrating hire of a graduate of one of these schemes in a paid role, whether their original internship or attachment was with your company or elsewhere.

The intention of this requirement is to create a meaningful link between industry programs such as internships, attachments, shadow programs, etc. and inclusion in creative and production teams to build an industry that is more inclusive and representative of the Australian population.



For more information, contact the relevant content team, or you can find resources at [ABC TV Independent Production Portal](#) or on the ABC intranet

This is a living document which we plan to review and update. Your feedback is welcome.

