

Damon – contributed by King Island District High School, Victoria.

## FOR ALL OF US

The ABC's skilled and experienced workforce is committed to providing the vital services and support functions needed to deliver high-quality broadcasting content for all Australians.



# INSIDE THE ABC

Editorial standards

Infrastructure and operations

ABC people

Health and safety

Corporate functions

# 1 million

**Labour hours** supplied by ABC Resources to deliver national, local and regional news, sport and other programs

# 98.5%

**Digital television network reach**

# 71,000

hours of **structured training** delivered to employees

# 6,387

**Visitors** to ABC Centre in Sydney

# 4,664

Number of **ABC staff** (FTE) as at 30 June 2013

# 64%

Percentage of ABC's staff (FTE) involved in **content creation**

# 110

**Indigenous television programs** and segments **broadcast** by the ABC which covered Indigenous people, communities and/or issues

# \$7.2 million

The ABC workers' compensation **premium** for 2013–14. **Down \$1.4 million** from previous year

# 2%

Reconciliation Action Plan **target for Indigenous employees** at the ABC within two years (end 2014)

# 12,098

**Kilometres** travelled by the ABC Exhibition Trailer

# 5,730

TV and Radio **performances recorded** in the mock studios on board the ABC **Exhibition Trailer**

# 23

**ABC submissions** to Government in 2012–13

ABC Editorial Policies

Management of editorial matters

Review of editorial standards

Maintaining high standards

Election coverage review

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

## ABC Editorial Policies

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

## Management of editorial matters

The Editorial Policies Division was established in January 2007 with a mandate to rethink and rewrite the *ABC Editorial Policies* with convergence in mind; reform the self-regulation framework; adapt policy to the impact of social media; and modernise the system of free election broadcasts by eligible political parties. By the end of 2012, these tasks were complete and the ABC had a well established and sophisticated approach to issues of editorial standards and governance. Following the departure of Paul Chadwick (Director Editorial Policies), the Editorial Policies division is being restructured.

The Editorial Policies Group (EPG), which reports directly to the Managing Director, is responsible for providing advice to the Corporation in relation to the interpretation and application of the *ABC Editorial Policies*, as well as for the ongoing review and revision of those policies. This advice is provided in conjunction with editorial policy specialists within each content-making division who deal with day-to-day editorial issues, following the longstanding procedure for upward referral.

The EPG meets monthly to share information and advice about issues that arise across the ABC in order to improve the clarity and consistency of the *ABC Editorial Policies* and their application. The EPG chair is filled on a six-monthly rotating basis by appointment from the Managing Director.

## Review of editorial standards

Ongoing review and revision of the *ABC Editorial Policies* and *ABC Code of Practice* ensures the standards stay up-to-date and effective in a fast-changing media environment.

The EPG undertakes regular consultation with the ABC's content-making divisions in order to identify areas of the *ABC Editorial Policies* or *ABC Code of Practice* that may require amendment and assesses whether additional or revised Guidance Notes or policies may also be required.

Guidance Notes underpin and explain the application of the *ABC Editorial Policies*. Guidance Notes are developed through the EPG and are authorised by the Managing Director.

In 2012–13, the following Guidance Notes were issued or revised:

- Northern Territory election 2012 (issued 10 July 2012)
- Australian Capital Territory election 2012 (issued 27 August 2012)
- Children and young people: Managing their participation online (revised 9 October 2012)
- West Australian election 2013 (issued 24 January 2013); and
- Secret recording devices in news, current affairs and other factual content (revised 17 May 2013).

Amendments to the *ABC Editorial Policies* or *ABC Code of Practice* must be approved by the ABC Board.

On 28 June 2012, the Board approved an amendment to the *ABC Code of Practice* which came into effect on 1 January 2013. The amendment to the Television Program Classification Associated Standard involved changes to the classification time-zones to better reflect the specialised nature of the ABC's digital multi-channels. The Television Program Classification Associated Standard now contains different time-zone charts for each service, replacing the single framework which was previously in place to manage the classification of programs on all ABC television services (other than ABC News 24 which is not subject to classification requirements). Some modifications were made to the time-zones. The *ABC Code of Practice* is set out in Appendix 5 (page 222).

The *ABC Editorial Policies* and Guidance Notes are available at [about.abc.net.au/how-the-abc-is-run/what-guides-us/our-editorial-policies](http://about.abc.net.au/how-the-abc-is-run/what-guides-us/our-editorial-policies).

## Maintaining high standards

The ABC ensures compliance with the *ABC Editorial Policies* through regular training and monitoring, as well as through well established complaints-handling processes. See Section 3, Inside the ABC (Editorial Standards) and Section 5, Governance (Complaint Handling). Outcomes of complaints are discussed within program teams and used as a tool for continuous improvement.

As required, tailored editorial policy training was provided to independent producers who work with the ABC, and editorial policy guidance is provided on the ABC's Independent Production site: [abc.net.au/tv/independent](http://abc.net.au/tv/independent).

"*Editorial Policies Month*" is an ongoing annual training initiative in the Radio Division which aims to strengthen editorial policies skills. Activities are designed to sharpen ongoing application of editorial policies in content making. A range of activities are planned around regular team editorial meetings to discuss real case studies and scenarios. Sessions are run in a radio format with a panel of experts from

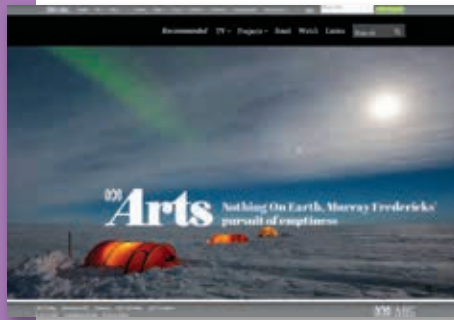


In May 2013, the ABC launched its new online arts portal—a genuine multi-platform offering that brings together the best of the ABC’s arts content.

The new portal features coverage from ABC Television, ABC Radio and ABC Online, with short-form video, artworks and text based blogs and also provides a space for collaboration for the arts sector across the country.

The portal is a vibrant online presence that not only mines the rich arts coverage on offer across the ABC, but also commissions exclusive online content including long-form articles, mini arts documentaries and artworks.

It is the place to catch up on the day’s arts news, listen to great arts stories from ABC Radio, watch short and long-form arts documentaries, and read in-depth arts journalism from some of Australia’s leading critical thinkers.



Aerial Manx performing in ABC’s Artscape

across the ABC providing staff with the opportunity to pose questions via talkback. A new *Editorial Policies* Tumblr delivered a “daily dose” of editorial experiences, tips and advice through multimedia capsules accessible to all staff through their computer and at their own convenience. It provides an ongoing repository and resource for Ed Pols training. *Editorial Policies* Month concluded with an event on 12 September on *Reporting Elections for our Audiences*, which was held in Sydney’s Studio 227.

*Editorial Policies* training is a compulsory component of Induction training for new Radio employees.

In 2012–13, employees with editorial responsibilities in the ABC Television Division were given access to a range of training opportunities:

- Nine Editorial Policies overview workshops, designed for new starters (attended by 50 employees)
- Eight specialist Editorial Policy workshops, designed for senior editorial managers and tailored groups (attended by 27 employees)
- Six Moderating UGC and Facebook workshops (attended by 19 employees); and
- Five classification information sessions (attended by 26 employees).

## Election Coverage Review

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

The Chair of the ECRC is appointed by the Managing Director.

The ECRC monitors the amount of coverage given to candidates and party officials (share-of-voice data) across ABC platforms to ensure that ABC standards are upheld. This data assists the ABC in ensuring that election coverage meets requirements. Share-of-voice data is not intended to be a definitive measure of impartiality.

The ECRC Chair also administers the ABC’s allocation of free broadcast time to political parties during election campaigns. Under this arrangement, the ABC makes allocations of free broadcast time on ABC Radio and Television during federal, state and territory election campaigns for party political purposes.

Elections were held in the Northern Territory on 25 August 2012, in the Australian Capital Territory on 14 September 2012 and in Western Australia on 9 March 2013. ■

Technology

Transmission and distribution of ABC services

Production facilities

Improving digital delivery

Capital works

The Operations Group provides and maintains many of the critical resources needed to ensure the effective and efficient operation of the ABC's core business.

## Technology

During 2012–13, the ABC continued to consolidate and implement its Information, Communication and Technology (ICT) Strategy, focusing on key strategic themes of content, people and process. Technology roadmaps set out divisional challenges and imperatives, as well as ABC-wide objectives, providing opportunities for increased collaboration and alignment of activities. Work commenced on the development of an ABC-wide ICT Enterprise Architecture which will guide the ongoing implementation of technology projects.

During 2012–13, a range of process and systems changes were implemented to improve technology service delivery. A new broadcast support and office-based technology model has been implemented ensuring greater alignment with current ABC business needs, and enhanced service and reductions in costs have been achieved through standardisation of infrastructure with niche broadcast-industry technology vendors. The ABC commenced work on the first stage of the implementation of an integrated media system, which will replace the three existing delivery systems for daily news and radio programming.

Technology security was a key issue for the ABC in 2013. On 27 February, the ABC became aware that a third-party website associated with an ABC Television program had been hacked. The website was the companion site to the television series *Making Australia Happy* which was broadcast in late 2010, and contained audience data. The ABC immediately deactivated the site and notified affected audience members of the breach. The ABC undertook an assessment of all other sites which hold audience data to assess and, as needed, alleviate security risks.

## ABC Distribution and Transmission Network Performance 2012–13

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ABC Service	No. of Transmitters (See Note 1)	Broadcast Australia Transmission Network (See Note 2)			Total Network Availability (See Note 3)		Total "On-Air" Availability (See Note 4)	
		Target	2012–13	2011–12	2012–13	2011–12	2012–13	2011–12
		%	%	%	%	%	%	%
Classic FM	68	99.83	99.93	99.90	94.13	92.73	99.80	99.77
triple j	58	99.82	99.94	99.92	95.56	91.86	99.78	99.78
Local Radio	243	99.79	99.87	99.82	97.76	97.65	99.69	99.69
NewsRadio	13	99.89	99.98	99.96	98.60	99.52	99.82	99.87
Radio National	257	99.74	99.81	99.80	98.65	98.55	99.64	99.70
Analog TV	76	99.75	99.77	99.81	99.38	98.51	99.63	99.73
Digital TV	400	99.77	99.94	99.88	98.50	98.60	99.80	99.80
NewsRadio Extension	69	99.83	99.97	99.92	97.25	95.99	99.78	99.81
Digital (DAB) Radio	5	99.98	99.99	100.00	99.26	99.83	99.85	99.97

### Analog Radio and Television by State and Territory

NSW/ACT	198	99.80	99.88	99.87	98.02	96.62	99.70	99.74
NT	52	99.71	99.79	99.60	99.46	99.33	99.66	99.48
Qld	234	99.76	99.82	99.81	99.02	98.43	99.67	99.74
SA	54	99.79	99.80	99.81	97.79	99.15	99.60	99.73
Tas	40	99.81	99.88	99.81	98.33	97.48	99.73	99.71
Vic	89	99.82	99.85	99.84	90.98	91.64	99.71	99.71
WA	117	99.75	99.83	99.85	99.17	98.87	99.64	99.75

### Digital Television by State and Territory\*

NSW/ACT	90	99.78	99.95	99.45	99.07	98.60	99.87	99.84
NT	7	99.78	99.99	99.98	99.64	99.94	99.69	99.95
Qld	107	99.76	99.78	99.93	98.55	99.74	99.78	99.85
SA	32	99.77	99.95	99.92	98.97	99.52	99.83	99.88
Tas	41	99.76	99.88	99.78	98.04	99.00	99.74	99.71
Vic	53	99.77	99.93	99.84	99.08	95.01	99.85	99.78
WA	70	99.76	99.96	99.80	98.16	99.56	99.75	99.64

\* Figures do not include DAB+

### Notes

- No. of Transmitters:** The number of transmitters includes both analog and digital television and radio. If a transmitter was operational during the period for one or more days it is included within the report.
- Broadcast Australia Transmission Network (ABC Transmission Provider):** The transmission network performance is reported by Broadcast Australia as a contracted deliverable and is measured against the Service Level Agreement (SLA) for each service, network or sub national network. The data is regularly reviewed and authenticated by the ABC as detailed in contract management plans.
- Total Network Availability** shows the impact of all outages on the overall network: This reflects all faults across the transmission networks regardless of severity or cause or whether subject to an SLA or not. The vast majority of these faults are services not meeting full specification such as lower transmission power as agreed by the ABC on a case by case basis.

**4. Total "On-Air" Availability:** The figures show "off-air" occurrences where no service was provided due to faults and / or maintenance activity. It is important to note that the majority of maintenance activity is undertaken at night so as to lessen the impact on audiences.

### General Comments

During the period the total number of analog television transmission services declined compared to the previous year due to the conversion of analog television to digital television. Overall almost all networks indicated slight improvement in on-air availability and the overall transmission performance was in line with expectations. Rather than have a service off-air completely with no signal to the audience, the ABC agreed to operate services below specification whilst the issues were corrected by the supplier. The figures reported above relate to ABC transmission services under direct contract. The ABC has no control over ABC television and radio services retransmitted under Sections 212 or 212A of the *Broadcasting Services Act 1992*.



## ABC Broadcasting Coverage

as at June 2013

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

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
Analog Television	43.46%	64.96%	81.92%	1.29%	0.00%	0.68%	0.00%	77.84%
Digital Television (includes ABC Digital and ABC Jazz)	98.53%	98.98%	99.50%	97.98%	97.53%	99.23%	97.73%	78.00%
ABC Local Radio	99.58%	99.84%	99.94%	99.69%	99.10%	99.74%	99.64%	84.24%
ABC Radio National	99.00%	99.47%	99.72%	98.78%	97.14%	99.67%	99.31%	84.33%
ABC Classic FM	96.55%	98.17%	98.46%	95.69%	91.70%	95.62%	96.32%	70.63%
triple j	96.09%	97.75%	98.40%	94.64%	90.89%	95.38%	96.32%	70.63%
ABC NewsRadio	95.77%	97.48%	95.74%	94.10%	94.06%	97.88%	95.68%	74.84%
Digital Radio	56.70%	50.27%	71.42%	41.72%	76.86%	74.11%	0.00%	0.00%
Domestic Shortwave	0.75%	0.00%	0.00%	0.00%	0.04%	0.14%	0.00%	74.72%

Note: Population was derived from Australian Bureau of Statistics (ABS) 2011 Census data.  
The coverage percentages are for Managed Services for which the ABC holds an apparatus licence.

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

	Australia	NSW/ACT	Vic	Qld	WA	SA	Tas	NT
<b>2012–13</b>	<b>98.53%</b>	<b>98.98%</b>	<b>99.50%</b>	<b>97.98%</b>	<b>97.53%</b>	<b>99.23%</b>	<b>97.73%</b>	<b>78.00%</b>
2011–12	97.97%	98.54%	99.19%	97.21%	96.71%	98.94%	97.04%	74.05%
2010–11	97.93%	98.54%	99.18%	97.02%	96.71%	98.94%	97.04%	74.05%
2009–10	97.83%	98.54%	99.18%	96.95%	96.71%	98.23%	96.37%	72.57%
2008–09	97.66%	98.46%	99.18%	96.67%	95.88%	98.23%	96.37%	72.57%
2007–08	97.30%	98.45%	99.18%	96.19%	93.57%	97.85%	95.98%	72.57%
2006–07	97.02%	98.23%	98.93%	95.73%	93.52%	97.85%	93.77%	72.56%

## Transmission and distribution of ABC services

Digital television conversion continued at an increased pace in 2012–13, with the network reaching 98.53% of Australians by the end of 2012. By 30 June 2013, all regions had converted other than the Darwin, Sydney and Melbourne metropolitan areas and some remote areas. Seven new ABC NewsRadio terrestrial analog radio transmitters were added to the network in regional Queensland and New South Wales.

Remote Area Broadcast Service (RABS) satellite radio channels were converted to Viewer Access Satellite Television (VAST). The VAST service will bring operational and resiliency benefits to the ABC's existing distribution networks. A number of additional channels were also added to the VAST service, including ABC Local Radio and Radio National Tasmania, and the ABC Digital Radio channels:

triple j Unearthed; Grandstand; ABC Digital Extra; ABC Country; ABC Jazz; and ABC Dig. Regional terrestrial radio transmission sites served by the RABS satellite also commenced the change to VAST.

Two specialised emergency radio channels were also added to the VAST system. These can be activated at any time to assist with ABC emergency services broadcasts.

Terrestrial fibre and other video and audio links were transferred to new Telstra services as the new Telstra Digital Video Network II was tested and installed. Australia Network television operations were transferred to MediaHub, with a new international satellite uplink established at Oxford Falls, New South Wales for distribution of Australia Network services in the Pacific, Asia and Indian regions.



Audiences' interaction with the ABC is increasingly on a mobile device, connected to the internet and with a sophisticated operating system.

The mobility of these devices facilitates media access across a range of locations and situations, and has expanded the number of media 'occasions' in day to day life—people are looking to fill these occasions with small pieces of news, information and entertainment and the ABC is placing a priority on being a part of those occasions.

The ABC sees mobile as an opportunity to enrich and deepen the audience's experience of its services. The ABC initiated a number of projects to ensure it is keeping up with changing audience behaviour.

The ABC's new adaptive delivery platform senses what kind of mobile device a person is using to access ABC Online and then sends them the most appropriate web page for that device. Using this technology, the ABC also built a version of the ABC homepage optimised for smartphones.

In the past year, the ABC released refreshed flagship ABC apps for iPad, iPhone and Android, offering new functionality and a more intuitive user experience.

## Production facilities

In 2012–13, the ABC supplied over one million labour hours to deliver national, local and regional news, sport and other programs. In addition to regular productions, the ABC provided coverage of the 2012 Olympics and Paralympics from London, the Northern Territory election, Australia Day, the Federal Budget and Anzac Day broadcasts. During the year, Q&A was taken on the road and produced from each state and territory. As part of the ABC's emergency broadcasting activities, ABC crews covered floods in Queensland and New South Wales; fires in Western Australia, Tasmania, Victoria, and New South Wales; and a cyclone off Western Australia.

The ABC continues to deploy new technology, consolidate services and improve workflows to deliver increased services, with an emphasis on improving mobile facilities. This included the supply of a new

Outside Broadcast (OB) vehicle in the Northern Territory as two other OB vehicles underwent technology refits. There was a significant increase in live-linking with portable facilities acting as a back-up/secondary facility; boosting reporting capability for ABC News in rural, regional and capital cities. New links were ordered for New South Wales and Victoria and portable Digital Satellite News Gathering (DSNG) link kits were delivered to other states.

The move to tapeless technology in ABC productions continued in 2012–13. ABC News systems were further improved by in-house designed file based syndication software that speeds the transfer of files across the network. The extensive resources of the ABC's archives were utilised in support of a range of ABC activities, including delivering content across a range of platforms.

There were further improvements in the delivery of television and radio services by ABC Broadcast Operations and MediaHub. Continued television service improvements saw on-air faults fall for the second consecutive year, from 279 in 2011–12 to 263 in 2012–13. Faults-per-hour of broadcast were lower than at any time recorded in the ABC's television history. The total number of fault-free days across all television services also improved, increasing to 186 (from 175 in 2011–12). Total radio faults (all networks and local services) fell in 2012–13 to 1 190 incidents (from 1 295 in 2011–12).

Available labour and spare facilities capacity was sold to the market, generating a net return of \$1.65 million (a decrease of \$140 000 from 2011–12). The decline in revenue was primarily due to an overall decline in available capacity for external hire.

## Improving digital delivery

### Content Delivery Network

A new web content management system has been implemented. The system will improve the production and delivery of digital content created by ABC News and ABC Radio.

The next phase of the project will provide all ABC online and digital content producers access to enhanced tools, including mobile website, video player and social media interfaces.

This project is an integral part of the ABC's digital strategy, through which the ABC seeks to connect with audiences on the mobile platform of their choice.

## Capital works

Parliamentary approval and Federal Government support for the construction of the ABC's new Melbourne headquarters was received in 2012–13. Collocation of operations at Southbank will further encourage engagement with audiences; enrich content creation, re-use and delivery; streamline processes and workflows; and facilitate improved flexibility by providing integrated and sustainable systems to keep the ABC on-air and online. The proposed design integrates the new building with the current Southbank premises to deliver a single contemporary building. The consolidated building will accommodate Melbourne staff and facilities across all operational and program-making areas.

The new ABC Mackay premises were opened in June 2013 by Managing Director Mark Scott in a community celebration. The building has been located to minimise the impact of flooding and is built to a Category 4 cyclone rating. In addition, the building has a four-star NABERS rating (National Australian Built Environment Rating System). Combined with state-of-the-art production areas, the new premises provide the region with enhanced media service capability and reliability. ■

ABC values and workplace behaviour

Training and development

Industrial instruments

The ABC is a diverse organisation with staff working across Australia and the world. The success of the Corporation is built on the commitment, creativity and skills of its people.

IN 2013, THE ABC WAS recognised as Australia's most attractive employer at the annual Randstad awards, which measure employer attractiveness.

In 2012–13, the ABC employed 5 446 people across every state and territory, equivalent to 4 664 full-time employees. The majority of staff were content makers.

## **ABC values and workplace behaviour**

The ABC strives to foster a values-based culture, incorporating its values—Integrity, Respect, Collegiality and Innovation—into all aspects of its organisational behaviour.

The ABC Values, and values-based behaviour, are embedded in the performance management system for all ABC Executives. The Executive Behavioural Framework is a values-based capability framework linked to how Executives achieve their performance objectives. The inclusion of the Framework provides an opportunity to measure how the ABC Values are translated into appropriate behaviours and enables feedback to be given on the way Executives demonstrate the values in action.

ABC policies and procedures, including the *Conflict of Interest Policy*, which was developed as part of a move towards a more values-based culture at the ABC, and the *Workplace Behaviour Policy* underpin the ABC Values and provide guidance about appropriate behaviour.

Different areas across the ABC, including the Operations Group and People and Learning, are actively promoting and recognising values-based behaviour with recognition programs and awards for employees who best exemplify the ABC Values in action.

ABC Values were also reflected in strategies arising from the ABC's *Equity and Diversity Plan* and *Reconciliation Action Plan*. Corporate values and ethical decision-making are incorporated as key reference points in the ABC's media leadership training programs.

### Training and development

The ABC provided a range of training and development opportunities focused on both strategic and operational priorities. Training and development was provided via classroom based courses and seminars, on-the-job projects, coaching sessions and remotely, using webinars and eLearning packages. Formal structured training was offered across 27 skill areas including digital skills, editorial quality, leadership and management, technical operations, cross-media production, and health and safety. Throughout 2012–13 the ABC continued to prioritise the delivery of training in digital skills, editorial quality and leadership and management. Priority was also given to the design and delivery of development programs that supported major change initiatives, such as the ABC Newsgathering Project (see page 54). A breakdown of training provided in 2012–13 by category, duration and participation is available at [about.abc.net.au/what-guides-us/corporate-responsibility](http://about.abc.net.au/what-guides-us/corporate-responsibility).

### Total Training Hours

Almost 71 000 hours of structured training were delivered in 2012–13, supported by less formal development activities such as mentoring programs, scholarships and master-classes.

Classification	Female	Male	Total
Administrative/			
Professional	4 261.8	1 681.3	5 943.0
Program Maker	27 557.4	26 805.8	54 363.3
Retail	211.4	57.5	268.9
Senior Executive	2 438.2	3 201.7	5 639.9
Technologist	772.8	3 790.2	4 563.0
<b>Total</b>	<b>35 241.6</b>	<b>35 536.5</b>	<b>70 778.1</b>

The provision of training at the ABC reflects current learning methodologies, and the development needs of a geographically diverse broadcaster. Development opportunities are targeted and relevant. As much as possible, training is accessible to all staff regardless of location. This has led to an increase in flexible, virtual and blended learning delivery, and a decrease in classroom-based activities. The provision of training via webinar continued to rise in 2012–13 with over 80 sessions available to staff in regional and remote areas, and more than 40 courses available to staff through the online training portal “ABC Connect”.

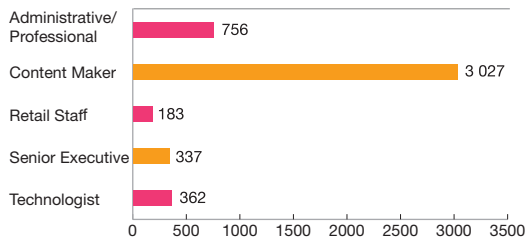
## Distribution of employees

### By job group

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

ABC Employees: Distribution by job group

Full-time equivalent



65%

Percentage of ABC employees directly involved in content making

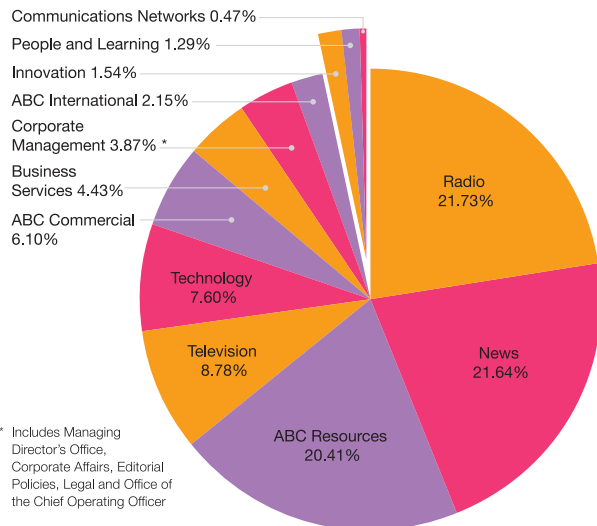
74.7%

Percentage of ABC staff employed in content making divisions

### By division

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

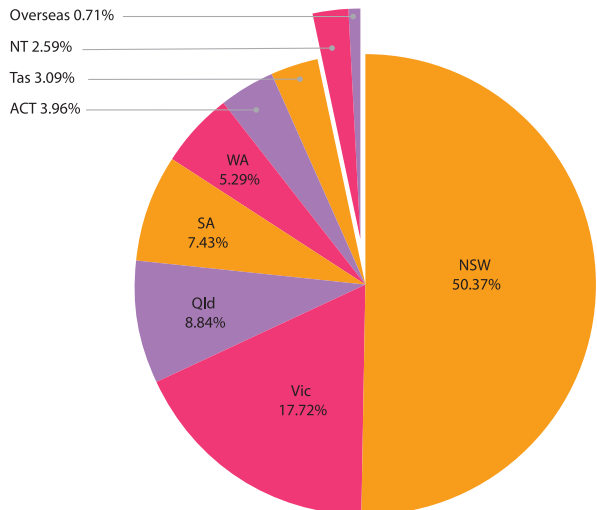
ABC Employees: Distribution by division



### By region

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

ABC Employees: Distribution by region



The ABC employed staff in every state and territory



**Technologies training**

Digital skills training encompasses training on a range of topics including broadcast technologies, multi-platform production and social media. This training enabled staff to keep up to date with technological changes and to incorporate new tools and platforms in to their work. Over 20 000 hours of training were delivered in this category, with courses ranging from desktop editing to social media.

**Editorial training**

The focus of editorial training in 2012–13 was the introduction of a new program for senior staff in all content areas on Editorial Leadership. The three-day course was attended by 88 editorial decision makers from five divisions across the country. This program focused on strengthening editorial leadership at the ABC to support the consistent application of high editorial standards.

Editorial policies training was also delivered to content making staff across the News, Radio, Television and Innovation divisions via webinar, conference presentations, classroom sessions and online.

**Leadership training**

In 2012–13 a total of 39 employees participated in targeted leadership and management programs, with an additional 88 employees attending editorial leadership programs (see above).

The ABC Managers’ Program was attended by 23 staff members from nine divisions across the ABC. Over a six-month period, participants studied team leadership and management principles, and on successful completion received a Diploma of Management from the University of New England.

The Advanced Media Leadership Series was completed by 16 staff members in 2012–13. This was a new program focussing on specific skills required to lead in a broadcast environment. Participants were drawn from offices in Sydney, Brisbane, Melbourne, Adelaide and Canberra, and were selected jointly by the Managing Director and Divisional Directors. The modules studied included a Social Leadership project, where participants were able to use the skills they developed working with non-profit making organisations on a real-life improvement project. The Advanced Media Leadership Series replaced the Advanced Managers Program and the Accelerated Leaders course.

**Leadership training program**

	State	Female	Male	Total
Advanced Media Leadership Series	NSW	4	5	9
	Qld	1	0	1
	Vic	2	2	4
	SA	0	1	1
	ACT	1	0	1

**Total**

<b>Advanced Media Leadership Series</b>		<b>8</b>	<b>8</b>	<b>16</b>
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ABC Managers Program	NSW	5	7	12
	NT	1	0	1
	Qld	1	1	2
	Vic	2	5	7
	WA	0	1	1

**Total**

<b>ABC Managers Program</b>		<b>9</b>	<b>14</b>	<b>23</b>
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## Industrial instruments

The *ABC Enterprise Agreement 2010–2013* reached its nominal expiry date on 30 June 2013. The Agreement sets the terms and conditions of employment for approximately 4 000 employees, who are classified as Content Makers, Technologists or Admin/Professionals. The ABC initiated bargaining with the Community and Public Sector Union (CPSU) and the Media Entertainment Arts Alliance (MEAA) (as bargaining representatives for employees) for a new Agreement on 1 April 2013. It is anticipated that a new Agreement will be approved by employees and lodged with Fair Work Australia in the second half of 2013.

The *ABC Retail Agreement 2013–2016* was certified by the Fair Work Commission on 28 May 2013.

The finalisation of the Agreement was the result of constructive consultation and negotiation between the ABC bargaining team, ABC Retail employees and the CPSU bargaining representatives. The new *ABC Retail Agreement 2013–16* covers almost 300 ABC employees. It took effect on 5 June 2013. ■

In March 2013, legislative amendments were made to the ABC's Charter to expressly reflect the range of existing services, including online activities, currently provided by the Corporation. The existing Charter was devised in 1983, long before the arrival of digital platforms.

The amendments were the most significant changes to the ABC's Charter and Act in its thirty year history.

The changes recognise that an increasing proportion of Australians now use online and mobile devices and that if the ABC is to honour its role to "inform, educate and entertain", then the reality of convergence must be written into its mission statement.

The incorporation of the ABC's responsibilities in digital media have secured the ABC's role in the digital future and acknowledges the immense contribution the ABC has made to digital media since ABC Online began almost two decades ago.

The ABC also welcomed the change to its Charter to include the provision of international services by the ABC as it recognises the ABC as the appropriate broadcaster responsible for providing these important services.



Management of WHS

Health and safety induction

Work-related incidents

Workers' compensation claims

Notices and investigations

Workers' compensation premiums

Health and safety committees

The ABC aims to achieve the highest standards of work health and safety across all aspects of its operations and locations by providing a safe environment to prevent the ongoing effects of work-related injury and illnesses to its workers and visitors.

## Management of WHS

On 16 July 2012, the ABC launched a three-year Work Health and Safety (WHS) project to improve safety performance across the ABC.

The ABC engaged external consultants The Brief Group to: conduct an extensive review of the ABC's existing WHS management systems; advise on areas of strength and weakness; develop a new WHS management system; and assist with the development of appropriate WHS management plans.

The first stage of the project—the organisational review—was conducted between November 2012 and March 2013. The second stage—The Brief Group's analysis and reporting of the results of their assessment—commenced in June 2013 and will continue through the second half of 2013.

The Managing Director and Board monitor the progress of the project at each Board meeting.

## Health and safety induction

In 2012-13, there was 88% compliance with the ABC's compulsory Day One OHS and Workplace Behaviours Induction program, an increase from 79.1% in 2011-12. The program is delivered to new employees on their first day or shift. Attendance at induction is required for new and recommencing full-time, part-time, specified task and specified contract employees. Completion of the program by employees engaged in other forms of employment (such as casual, sessional and run-of-show) is currently not measured.

New employees engaged for six weeks or longer are also required to complete the ABC Online Induction program. In 2012-13, there was 79% compliance with this requirement.

## Work-related incidents

ABC Worksafe is the ABC's database for recording all WHS incidents, including those to visitors, contractors and ABC employees. In 2012–13, a total of 237 work-related incidents were reported in ABC Worksafe (compared with 275 in 2011–12). An additional 26 incidents were reported but were categorised as “non work-related”.<sup>101</sup> One incident was incorrectly reported twice.

An incident is notifiable to Comcare if it results in death, medical treatment as an inpatient in a hospital, immediate treatment for a serious injury, infection with a prescribed illness, or involves a dangerous occurrence. The ABC must ensure that notification is made to Comcare immediately after becoming aware that a notifiable incident has occurred. In 2012–13, of the 237 work-related incidents at the ABC, three were notifiable incidents and Comcare was notified accordingly.<sup>102</sup>

Incident Severity	Total	% of total
No treatment required/no injury	50	21.1%
Near hit incident/no treatment required	29	12.2%
Dangerous occurrence	15	6.3%
First aid treatment only	64	27.0%
Prescribed illness	1	0.8%
Personal injury/illness— Off work for one day or less	54	22.4%
Serious personal injury/illness— Off work for two days or more	20	8.4%
Medical treatment as an inpatient in a hospital	3	1.3%
Personal injury—treatment by GP or hospital and incapacity for 30 days or more	1	0.4%
Fatality	0	0
<b>Total</b>	<b>237</b>	<b>100%</b>

In 2012–13 the ABC changed its reporting criteria to better reflect the consequence of illness and injuries reported, and to align the ABC's WHS incident reporting with the incident notification requirements in Part 3 of the Commonwealth *Work Health and Safety Act 2011*.

Once an incident is notified in ABC Worksafe, the nominated line manager is responsible for managing the incident, investigating the root causes and contributing factors surrounding the incident, and implementing reasonably practicable WHS risk control measures to prevent similar incidents from occurring in the future. When required, assistance was provided by the WHS Manager. As at 30 June 2013, these steps had been completed in 70% of the work-related incidents which occurred in 2012–13.

	Number of incidents	Number completed	% of total
ABC Commercial	29	16	55.2
ABC International	5	0	0
ABC Resources	89	69	77.5
Business Services	14	9	64.3
Communication Networks	1	0	0
Corporate Management (incl Managing Director's office, ABC Board Secretariat and Corporate Affairs)	2	0	0
Editorial Policies	0	0	0
Innovation	1	1	100
Legal and Business Affairs	0	0	0
News	25	13	52.0
Office of the COO (incl Capital Works, Corporate Development and Group Audit)	2	2	100
People and Learning	6	3	50
Radio	28	22	78.6
Technology	25	21	84
Television	11	11	100
<b>Total</b>	<b>237</b>	<b>166</b>	<b>70</b>

<sup>101</sup> Non-work related incidents consisted of 13 reported incidents commuting to work, 11 personal illness reports, and two motor vehicle accident/insurance reports.

<sup>102</sup> A total of seven incidents were notified by the ABC. Four were downgraded by Comcare as not notifiable.

**Number of claims by mechanism of incident group**

Mechanism of Incident Major Groups	Average cost-to-date (\$) (2012-13) ‡	Number of claims			
		2012-13*	2011-12*	2010-11*	2009-10
Falls, trips and slips of a person	6 917	11	17	19	22
Hitting objects with a part of the body	29 303	1	7	6	8
Being hit by moving objects	9 999	3	6	5	9
Sound and pressure	1 589	1	0	1	0
Body stressing	6 194	23	52	49	61
Heat, electricity and other environmental factors	0	0	0	1	1
Chemicals and other substances	0	0	0	1	0
Biological factors	0	0	0	0	1
Mental stress	41 565	1	4	5	4
Other and unspecified	39 851	3	2	5	2
All claims	10 296	43	88	92	108

\* The data is immature and the ultimate number and cost of accepted claims may differ from the data reported as new claims may be lodged in a later period. Data is accurate as at 30 June 2013.

‡ Claim costs are based on estimates as 30 June 2013

**WHS incidents**

**90%**

Percentage of reported incidents resulting in one day off work (or less)

**Incident severity 2012-13**

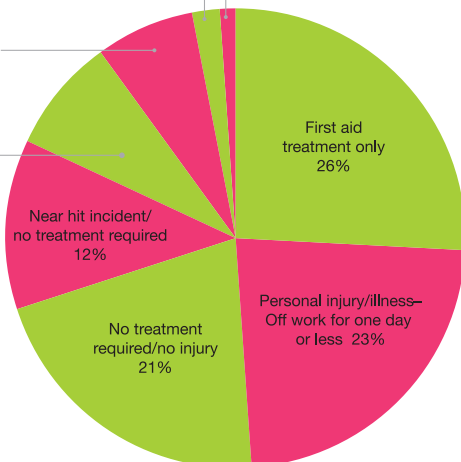
Personal injury – treatment by GP or hospital and incapacity for 30 days or more 0%

Ambulance/Paramedic treatment only 1%

Medical treatment as an inpatient in a hospital 2%

Dangerous occurrence 7%

Serious personal injury/illness – Off work for 2 days or more 8%



**Workers' compensation claims**

In 2012-13, of the 237 work-related incidents, 43 resulted in accepted claims for workers' compensation (compared with 72 at the same time in 2011-12).<sup>103</sup>

Analysis of the workers' compensation claims accepted in 2012-13 shows the main types of injuries continued to be trips, slips and falls and body stressing, which includes all musculo-skeletal disorders such as occupational overuse and manual handling injuries.

There have been significant reductions in the number of claims relating to falls, trips and slips of a person, hitting objects with a part of the body, and being hit by moving objects. These reductions reflect increased awareness of health and safety in the workplace, as well as changes in the nature and scale of the ABC's operations in areas where these incidents are most common.

The number of mental stress claims has decreased since 2009-10. The costs of mental stress claims however, are high relative to other claim types and therefore represent a significant percentage of total workers' compensation costs for the ABC.

The three claims covered in the 'other and unspecified' mechanism of injury category are diagnostically unique, complex or involve post-treatment complications that require extended periods off work. As a result, these claims have a relatively high average cost.

<sup>103</sup> A further 21 claims were accepted in 2012-13 relating to incidents which occurred in previous reporting periods.

## Notices and investigations

During 2012–13, Comcare did not issue any Prohibition Notices, Improvement Notices, Provisional Improvement Notices or Non-disturbance Notices to the ABC.

Comcare has the power to conduct an investigation at an ABC workplace at any time to ascertain whether the requirements of WHS legislation are being complied with, regarding a breach or suspected breach, or concerning an accident or dangerous occurrence that has occurred. In 2012–13, Comcare conducted one investigation on 25 July 2012, being a verification inspection to review the actions taken regarding recommendations made in an earlier Comcare Investigation Report.

The ABC has met the commitments and agreed outcomes identified in the Inspector Report dated 26 July 2012.

## Workers' compensation premiums

In July 2012 the ABC's workers' compensation premium rate was set for 2012–13 at 1.92%. This figure was reported by Comcare to be the result of worse-than-average performance in ABC injury prevention and management when compared to other Comcare-insured agencies in 2011–12 (1.77%). This premium rate was revised downward in June 2013 to 1.74% primarily due to a significant improvement in injury prevention and actual claim numbers in 2012.

The overall premium rate for all Commonwealth agencies combined has increased to 1.81% for 2013–14 to meet the estimated cost of claims in the scheme, specifically due to an increase in the length of time it takes to return injured workers to employment.

The ABC workers' compensation premium for 2013–14 is \$7.2 million, a reduction of \$1.4 million from 2012–13. This reduction is primarily due to the decrease in the number of claims in 2012.

The ABC was due to receive a bonus of \$812 115 in 2012–13 due to the revision of the premium rate. However, an actuarial assessment of scheme funding up to June 2012 undertaken by Comcare found an underpayment of premiums by all agencies since 2002. Accordingly, the ABC bonus was converted to a \$21 855 penalty, with the difference of \$790 260 being the ABC's contribution to the underfunding ratio (currently 65%).

## Health and safety committees

Health and Safety Committees have been established in each state and territory. Health and safety is also monitored nationally by three committees which focus on specific operational areas: the National ABC Resources WHS Committee; National Radio WHS Committee; and the National Technology WHS Representative Committee.

Membership of the state and territory WHS Committees is in accordance with the current ABC Health and Safety Management Arrangements.

Details of membership and meeting dates of each Committee are available at [about.abc.net.au/what-guides-us/corporate-responsibility](http://about.abc.net.au/what-guides-us/corporate-responsibility). ■

### ABC Workers' Compensation premium rates

#### ABC performance against Australian government agencies combined

Premium rates	2013–14	2012–13	2011–12	2010–2011	2009–10
ABC premium rates	<b>1.63%</b>	1.74%	1.32%	1.06%	0.48%
Premium rates—all Australian Government agencies combined	<b>1.81%</b>	1.77%	1.41%	1.20%	1.25%



Corporate Strategy  
Corporate Communications  
Audience Research  
Corporate Marketing  
State and Territory Directors  
Legal  
Business Affairs

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

## Corporate Strategy

The Strategic Policy Group provides analysis and advice to the ABC Board and management on technological innovations, regulatory changes and world-wide media trends to inform strategy formation and decision-making. It supports the Audience Strategy Group.

In 2012–13, the ABC made 23 submissions to Government Departments, Parliamentary committees, review bodies and the Australian Communications and Media Authority. These included submissions in relation to the development of country strategies by the Department of Foreign Affairs and Trade's Australia in the Asian Century Implementation Unit, the Australian Law Reform Commission's issues paper on copyright and the digital economy and Senate Committee inquiries into the ABC's commitment to reflecting and representing regional diversity and ABC news services in rural and regional Australia. The Corporation also made a joint submission with the Special Broadcasting Service, Commercial Radio Australia and the Community Broadcasting Association of Australia to a Senate Committee review of the effectiveness of regulatory arrangements governing online simulcasting of radio programs

## Corporate Communications

The Managing Director spoke to and participated in many forums and discussions in 2012–13 including the Innovation Research Universities Senior Staff forum, the RIPE 2012 International Conference, and the Annual Fellows Luncheon of the Australian Institute of Company Directors. The range of subjects covered included disruptions and dividends of digital life, the particular challenges the ABC faces as a public media organisation in an era of unprecedented rapid change and emerging generational patterns of media use.

## Corporate Governance

Information about the ABC's corporate governance is provided in section 5 (see page 129).

## Audience Research

In 2012–13, the ABC subscribed to a range of quantitative services to measure audiences. The Corporation also commissioned a range of quantitative and qualitative research to help inform strategy, programming, scheduling and marketing decisions, and to gauge audience attitudes to its services.

Information about the ABC's audiences in 2012–13 can be found in Section 2, Audience Experiences (page 27).

## Corporate Marketing

ABC Corporate Marketing manages the ABC brand, partnerships with other organisations, community events, supports cross-divisional marketing needs, and provides advice on new digital marketing technologies and opportunities. Recently the unit has created and published the *ABC Brand Book*—a set of guidelines to help build upon and unify the ABC identity, reinforcing the brand both internally and to the ABC's audience.

Corporate Marketing manages public tours of the ABC Ultimo Centre in Sydney, manages internal and external events, and the travelling Exhibition Trailer.

Over the past year, Corporate Marketing has facilitated and participated in a number of major events including the ABC Showcase at Parliament House in February 2013, and TEDxSydney held at the Sydney Opera House in May 2013.

The ABC Exhibition Trailer is an interactive vehicle showcasing ABC products and services with the intention of expanding the ABC's audience and providing a unique, personalised experience. The trailer visits a range of events and, more recently, schools throughout Australia. In the past year the trailer has travelled over 12 000kms, covered seven states and territories, exhibited at over 14 events, visited 22 schools and recorded more than 5 730 television and radio performances in the mock studios on board.

Public tours of the ABC Ultimo Centre in Sydney attracted 6 387 visitors to the complex in 2012–13. A total of 4 594 students from different schools and colleges, 1 087 seniors from community groups, and 706 adults visited the centre. Currently there are 19 volunteer tour guides in the Ultimo Tours program.

## State and Territory Directors

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

Internally, the Directors oversee the business of the ABC in their regions to promote and facilitate whole-of-business and cross-divisional outcomes in line with strategic goals. State and Territory Directors undertake a range of strategic and innovative project work and chair or make significant contributions to a range of ABC national bodies, including the Work Health and Safety Committee, the Corporate Responsibility Group, the Election Coverage Review Committee and the Executive Risk Committee.

State and Territory Directors also chair local Leadership teams, Workplace Giving Committees and Green@Work Committees.

They actively support the ABC's *Reconciliation Action Plan*, with involvement in the work of the Bonner Committee, leadership of local Indigenous Working Groups, building relationships with local Indigenous communities, developing employment opportunities and coordinating local activities for both Reconciliation Week and NAIDOC Week.

State and Territory Directors co-ordinate local emergency work chairing Emergency Planning Committees, leading any emergency response, as well as maintaining contact with external emergency agencies, ensuring that protocols are in place for emergency broadcasting and business continuity.

Buildings and accommodation are a key responsibility. The Victorian State Director has a leadership role in the Melbourne Accommodation Project which will develop new integrated premises for the ABC in Victoria.

To enhance relationships with local communities State and Territory Directors participate in or chair more than 20 external advisory committees, boards, trusts and foundations and attend many external events and functions. Directors also host a number of community forums where the ABC gathers first-hand feedback from audiences, particularly those in regional Australia.

## Legal

ABC Legal provides a comprehensive range of legal services to the Corporation including pre-publication advice on a 24-hour, seven-days-per-week basis; conducting litigation on behalf of the Corporation; providing advice on contractual and rights issues, regulatory regimes and the statutory obligations of ABC divisions; and providing advice on legal aspects of policy issues and developing submissions to parliament, government and other organisations about law reform including the Convergence Review. This review ultimately resulted in an amendment to the ABC Charter in March 2013 to explicitly recognise online and other digital media services provided by the ABC.

ABC Legal contracted over 100 television productions during 2012–13. These included programs such as *The Agony of Life*, *Whitlam*, *Gardening Australia*, *Carlotta*, *Tractor Monkeys*, *Miss Fisher's Murder Mysteries Series 2*, *Rake Series 3*, *Wednesday Night Fever* and *The Broken Shore*. Lawyers also assisted the Radio and News divisions on a large number of matters including the renewal of the *National Rugby League* radio rights, providing advice on complex rights issues during the ABC's coverage of the London Olympics and Paralympics, and ensuring international news agency arrangements were in place for the ABC's cross platform needs. In

2012–13, ABC Legal also provided pre-publication advice on a number of controversial programs, including for *Four Corners*, *Lateline*, *7.30*, *Background Briefing*, *Australian Story* and *The Checkout*.

In 2012–13, ABC Legal drafted and negotiated a five-year agreement with Telstra to provide the ABC with managed data networks, mobile data and voice services, fixed voice services and digital video network services. Legal also assisted the Technology and Communications Networks teams to negotiate contracts for digital television associated with the restack of radio frequency spectrum and the continuing rollout of digital television services across Australia. ABC Legal assisted Innovation with the negotiation of a variety of contracts related to the launch of the ABC's education portal ABC Splash.

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

## Business Affairs

Business Affairs is responsible for negotiating the rights required by the ABC in content produced, commissioned and acquired by the ABC including ABC International, as well as associated rights required by ABC Commercial.

In 2012–13 Business Affairs continued to negotiate the renewal of the ABC's contractual relationship with the state symphony orchestras. Business Affairs has also assisted the ABC's Innovation division, in consultation with ABC Television and ABC Commercial, on the commissioning process and rights requirements for ABC Splash.



ABC Splash website

The ABC is a trusted source of educative and entertaining content for children.

On television, ABC4Kids focuses on content for pre-schoolers and ABC3 is tailored specifically for 6-15 year olds. These channels carry an engaging mix of drama, comedy, adventure, reality, action and music programming. They are supported by dynamic websites, which provide a gateway to online content associated with television programming, as well as providing other games and activities which appeal to those age-groups.

In 2012, the ABC4Kids and ABC3 platforms were joined by ABC Splash, a specialist online portal featuring the best Australian educative content from ABC television and radio, curated and mapped for students, teachers and parents. The Splash library now includes over 750 items.

The March 2013 launch of Splash was timed to coincide with the final event of 'Splash Live', an initiative where students created news stories about local sustainability issues. Junior reporters were responsible for all stages of story creation, including generating an original story idea, interviewing and filming local community members and editing their news reports.

The final Splash Live event at the Splash launch allowed students to present their news stories in a four-way live video conference with students from other schools.

Business Affairs has worked closely with ABC Television to finalise new terms of trade with the independent production sector, which are an important part of the ABC's commitment to transparency in its dealings. These new terms respond to the changing media environment and secure the ABC's strategy to consolidate its online presence through iview. Business Affairs have also continued to streamline the contracting process which will ensure the ABC is responsive to changes in the industry for the production, financing and distribution of television content.

Business Affairs works in consultation with, but independently of, the ABC output divisions and continues to play an important role in corporate governance. Business Affairs has worked closely with the Television Division to update procedures for commissioning programs and to implement a

new governance framework for acquiring programs. Work has been undertaken to streamline and standardise the cross-divisional approval of high value program acquisitions. Business Affairs has continued to work with all ABC divisions to maintain fairness, consistency and value for money in the ABC's deal terms and to secure the necessary rights for the ABC's broadcast and digital strategy.

2012-13 saw a significant growth in the workload of drama production and, with the support of ABC Television, Legal and Business Affairs have successfully managed and finalised the negotiation and contracting of these complex deals. ■