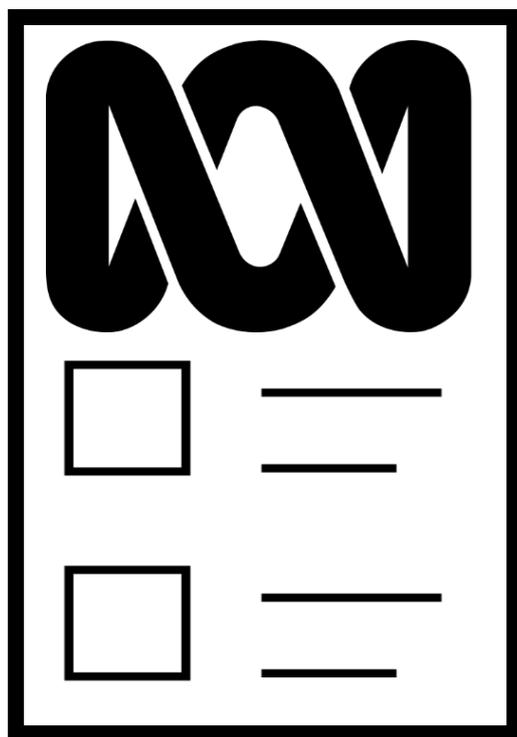


W ABC



Our plan.

2023 to 2028.

Book 2.



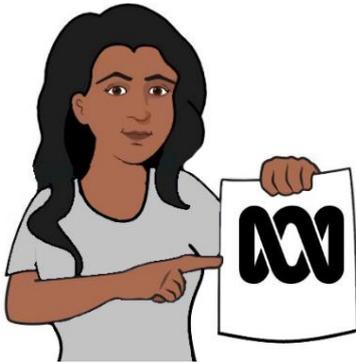
You can read

- Our vision
- Our big ideas.

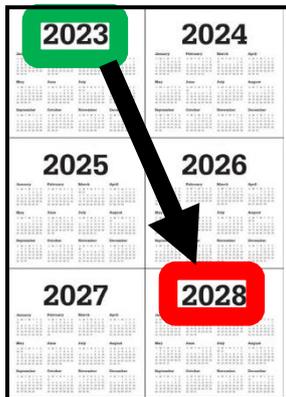
They are in book 1.



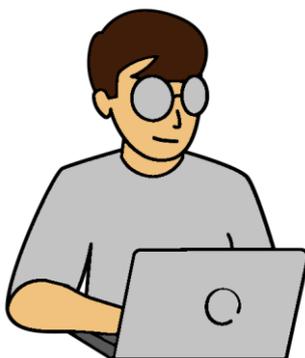
This is book 2.



What we will do



These are our ideas for the next 5 years.



They help us with change. Like

- how people watch tv
- how people use the internet
- new technology
- new ways to work.



We will put content in different places

Like

- TV
- radio
- online places.



Lots of people see content online.



We want people to use our online places.

It may be

- our website
- our apps. Like ABC listen.

We will put lots of content there.



Some people want to use other online places.

Like

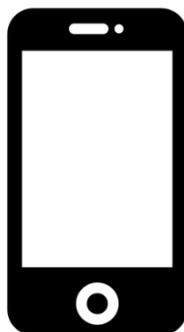
- Facebook
- YouTube.

We will put our content there.



We want young people to use the ABC.

We will make content they like.



Lots of young people use

- apps
- social media
- streaming TV.

We will put content where they see it.



We will make ABC places easy to use

We want people to use ABC places. Like

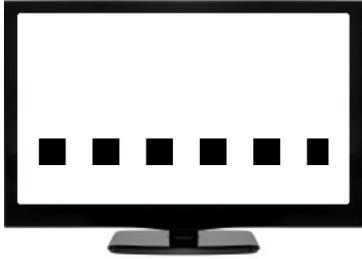
- ABC listen
- ABC iview
- the ABC News app
- the ABC website.



It may be hard for you to use ABC places.

You have a disability. Like it is hard to

- hear
- see
- move your hands.



We will

- put words on our videos
- write the words people say.

You can read what people say.

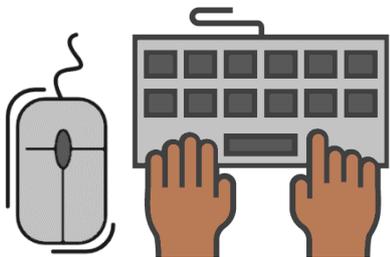


We will put a voice on some



- TV
- videos.

It tells you what is on the screen.



You use a computer.

You can use a mouse.

Or

You can use a keyboard.



We will change radio content

Only some people listen to the radio.

The rest use other things. Like ABC listen.



We will still make radio.



We will find new ways to do things. Like

- put some radio on the internet
- think about new ways to do radio.

The biggest little show on Earth

BLUEY





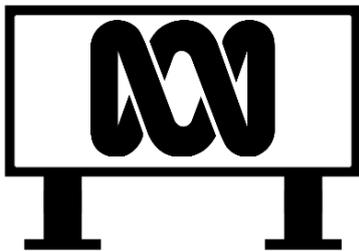
We will help people find our content



We will have ads about the ABC.

You may see our ads on

- TV
- social media.



You may see our ads in more places.

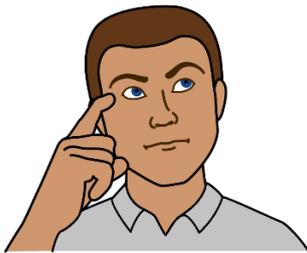
Like on a big street sign. The ads

- tell people about us
- help people find us.



We will check how people use

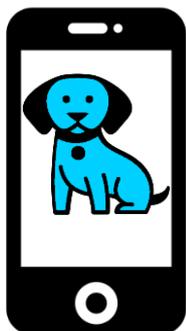
- ABC listen
- ABC iview
- the ABC News app
- our website.



We will check what you

- choose
- show to other people.

We use that to plan what we make next.



The apps get to know each person.

It can find more things for you.

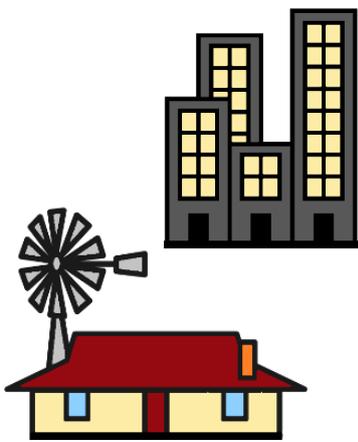
Like you read about dogs.

You see more dog stories.



We will talk to lots of people

It helps us learn what different people think.



We are in all parts of Australia. Like

- big cities
- little towns
- the bush
- islands.

We listen to what people say in all those places.



We will read what people say online. Like on

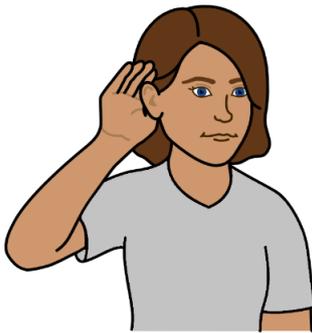
- Facebook
- Instagram
- YouTube.



We will talk to different groups. Like

- people with disabilities
- LGBTIQ+ people
- people from different countries.

They live in Australia now.



We will find out what different people think. We

- will ask questions
- will listen
- will learn.



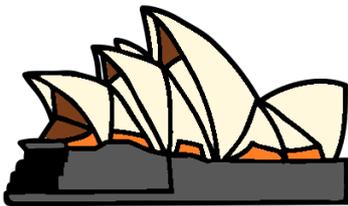
We will use what we hear to plan our content.

We will talk about what people tell us.



We will work with other places

We work together to make good content.



They may be in Australia. Like

- Sydney Opera House
- National NAIDOC Committee
- Screen Australia.



They may be in different countries. Like

- Solomon Islands Broadcasting Corporation
- Papua New Guinea National Broadcasting Corporation.



We will work with other media places.

We will work with places that do

- TV
- radio
- online content.



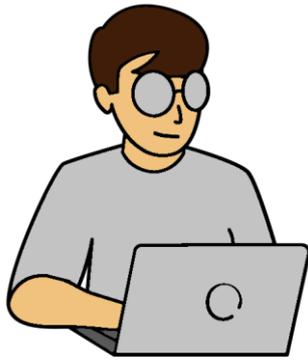
We will work with art places. Like a

- dance company
- festival
- theatre.

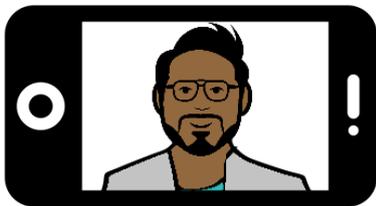


We will work with science places. Like a

- university
- museum.



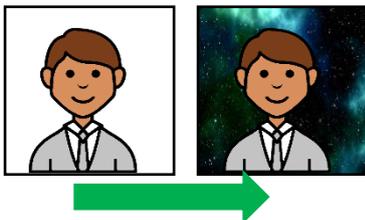
We will find new ways to work



We will use new tools.

Like a reporter uses a phone.

They do **not** need a big camera.



We may use a virtual studio.

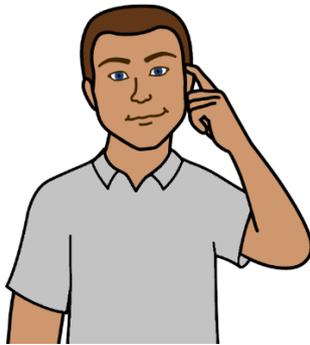
We want a different background.

A computer puts it in for us.



We will use new technology

It helps people find our content. It is fast.



These new tools will help us

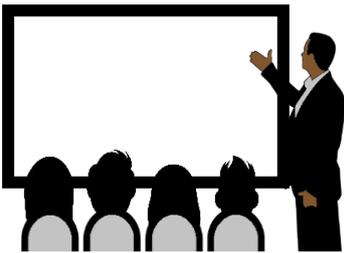
- make more content
- make better content
- make content fast.



We will look after our staff

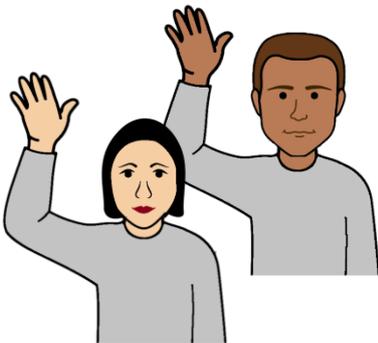
Our staff do different things. Like

- make content
- look after our resources
- use new technology
- lead our teams.



Staff need to learn new skills.

We will help our staff learn.



We will choose the right people.

We will find people who can

- learn new things
- learn to use new tools
- work with change.



Every body will be welcome

We have lots of different staff.

They are all important.

Each person is welcome at the ABC.



Different staff will help us

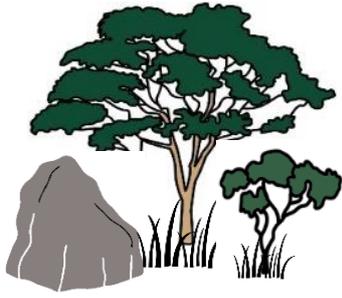
- know about different things
- content for different people.



We want our staff to feel welcome.

We treat each person the same.

We respect each other.



We will care about the earth

We want to look after our world. Like the

- land
- plants
- water.



We will find new ways to do things.

Like we do **not** waste

- water
- power
- paper.



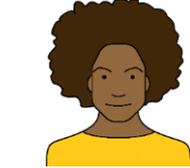
We will only travel when we need to.

Images



We can use the images from

- Change People
- EasyOnTheI
- Noun Project
- Picto-Selector
- Tobii-Dynavox.



This plan is based on the

ABC Five-Year Plan 2023 - 2028.

June 2023.



Access
Easy English

Access Easy English wrote the Easy English.

June 2023.