

ABC
Australian
Broadcasting
Corporation



INVESTING IN **AUDIENCES**

ANNUAL REPORT 2017

VOLUME I



Gordon Churchill as Maki in *The Warriors*



ABC
Australian
Broadcasting
Corporation

New South Wales – Ultimo

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6 October 2017

Senator the Hon Mitch Fifield
Minister for Communications and the Arts
Parliament House
Canberra ACT 2600

Dear Minister

The Board of the Australian Broadcasting Corporation is pleased to present the Annual Report for the year ended 30 June 2017.

The Report is prepared in accordance with the requirements of *Public Governance, Performance and Accountability Act 2013* and the *Australian Broadcasting Corporation Act 1983*, and was approved by a resolution of the Board on 25 September 2017.

It provides a comprehensive review of the ABC's performance in relation to its legislative mandate and against the backdrop of the seismic change in the media sector. The editorial theme of this year's report – *Investing In Audiences* – demonstrates the absolute focus of the Corporation on delivering outstanding services and programming. In line with its Charter remit, the ABC is committed to maximising its investment in quality content across its platforms and programs, ensuring that we are part of the lives of all Australians. This is how we repay the community for the loyalty and trust it places in the national broadcaster.

Yours sincerely

Justin Milne
Chairman



We make **content for** all Australians, **about** all Australians.

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Dean Kelly uses his personal connection with nature to help young Indigenous people reconnect to country, image by Lisa Clarke for Australia Plus



Who we

ABC volunteers at the War on Waste Clothes Swap event in Sydney. Image: Lisa Clarke



are

The ABC's vision is to be the source of Australian **conversations, culture** and **stories**

Welcome

This is an auspicious time for the ABC. In July, we celebrate our 85th birthday, acknowledging the origins of the national broadcaster, its role as Australia's most important cultural institution and the strength of the bond between the Corporation and its many stakeholders.

The history of the ABC has been one of adaptation to audience trends and technological innovation. But what was once measured in decades is now occurring at blinding speed. Audiences now have ready access to platforms, devices and content from anywhere on the globe. New competitors, from precocious upstarts to global giants, have emerged.

To maintain reach and relevance, we are continually reviewing processes, structures and performance. We are identifying what makes the ABC distinctive and appealing and focusing investment in those areas. We are addressing audience gaps, broadening and deepening our engagement with listeners, viewers and readers.

Over the next few years, we will need to create new services and platforms and develop different ways of working so that we can create and distribute content more efficiently while remaining true to our Charter responsibilities. The intensity of the competition and the speed of technological innovation gives us no choice.

We are transitioning rapidly from a one-to-many, mass media approach to one that fosters a one-to-one relationship between content-makers and consumers. The potential for the ABC in this space is immense. We have an unrivalled connection with audiences and the broader community.

The ABC is Australia's most trusted broadcaster and a fundamental part of our thriving democracy. Eighty per cent of Australians trust the ABC above all other media. The community believes strongly in our role as a source of truth and information, knowing this cannot be emulated in a commercially-driven sector. No other organisation canvasses the issues and delivers the quality storytelling in areas like science, the arts, religion, philosophy, and education. Nor can others make the regional investment that we have, coverage in 48 different centres around Australia.

The ABC Board is working with the Leadership Team and employees to realise the opportunities and to secure a firm footing for the Corporation in this new landscape.

We will do it through distinctive, compelling, quality content that tells Australian stories, draws the community into national conversations, and informs, educates and entertains. We must also seize the opportunity created by new voice-controlled devices, the advance of Augmented and Virtual Reality, and the rise of Artificial Intelligence. These technological advances will result in a better audience understanding and enable us to deliver an intelligent, personalised, and entirely satisfying service. A service unique to each of us, available exactly when we want it, almost anywhere on the planet. At the same time, we will continue to serve traditional audiences

85 years

on and still Australia's most
TRUSTED broadcaster

on our existing platforms, acknowledging that radio and television are, and will continue to be for some time, effective vehicles for niche and mass programming.

In March, ABC management launched a series of initiatives under the banner Investing in Audiences. The strategy underpinning the initiatives has four key priorities:

- Creating and sourcing extraordinary content for more Australians.
- Delivering outstanding audience experiences.
- Reaching more people.
- Building a great place to work.

We are pleased to report that we have delivered on the initial phase. We have streamlined our management and transformed our support structure to provide better, more efficient service to our content teams. The savings have been put to immediate and tangible use. We have demonstrated our commitment to serving rural and regional Australia with our biggest single investment in this area: \$15 million a year will be spent on providing more reporters and content-makers, better tools, and expanded digital and video output. We are well on the way to recruiting 80 new content roles in regional Australia within 18 months.

We have also established our Content Fund, known as the Great Ideas Grant (GIG for short)

to realise creative and innovative ideas for new programming. GIG has proved to be an important vehicle for employee engagement and a wellspring for fresh creative thinking.

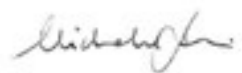
As flagged in March, management has worked with content makers to realise the second phase of our transformation work: reorganising our content divisions to bring them closer to audiences and provide more flexible budgets and decision-making processes.

This transitioning will continue well into the future, as we know that in a fast-moving media landscape, standing still is not an option for the national broadcaster. We cannot neglect our responsibilities as a board to ensure that the Corporation performs “efficiently and with the maximum benefit to the people of Australia”. Our regular and independent survey findings show that the people of Australia are confident that we have the skills, determination and foresight to accomplish that remit.

We are similarly confident that the ABC is well-positioned to navigate the changes ahead, ensuring that it remains the national treasure it is for at least another 85 years.



Justin Milne
ABC Chairman



Michelle Guthrie
ABC Managing Director

Our Board



Justin Milne

Chairman

BA, FAICD

1 April 2017 – 31 March 2022

Justin Milne was appointed Chairman of the ABC on 1 April 2017. He is also Chair of MYOB Ltd. and NetComm Wireless Ltd. and a Non-Executive Director of NBN Co and several other Australian public companies including ME Bank and Tabcorp. During his executive career, Mr Milne was a Group Managing Director at Telstra, responsible for BigPond Broadband and Telstra's Media businesses. Prior to this he was CEO of OzEmail and the Microsoft Network. He is a past President of the Internet Industry Association of Australia and started his career in the Film and TV industry.

Michelle Guthrie

ABC Managing Director

BA, LLB

Michelle Guthrie joined the ABC as Managing Director in May 2016. Her appointment comes at a pivotal time for the national broadcaster as it seeks to maintain its relevance and deliver great Australian content in a fast-changing, fragmented and increasingly global media market.

Ms Guthrie brings to the task experience and expertise in media management, content development, and a detailed knowledge of both traditional broadcasting and the new digital media landscape. Over the last 25 years she has worked for a range of broadcasting and media organisations in Europe, Asia, and North America, including BSkyB, Star TV, and Google.



Simon Mordant AM

Investment Banker

FCA (UK), FCA (Australia)

8 November 2012 – 7 November 2017

Simon Mordant AM is Executive Co-Chairman of Luminis Partners. He is Chairman of the Board of the Museum of Contemporary Art Australia. Mr Mordant was Australian Commissioner for the 2015 Venice Biennale, and is a director of MoMA PSI in New York; a Trustee of the American Academy in Rome; a member of the International Council of The Museum of Modern Art in New York; a member of the Executive Committee of the Tate International Council; a Director of the Garvan Research Foundation; a member of the Wharton Executive Board for Asia; and a member of the Italian Advisory Board for Venetian Heritage.

Matt Peacock

Journalist, ABC

Staff Elected Director

22 April 2013 – 21 April 2018

Matt is a senior journalist with the ABC's 7.30 program, having formerly been ABC Radio's chief political correspondent and reporter in New York, Washington, and London. He is Adjunct Professor of Journalism with Sydney's University of Technology (UTS), and authored the book *Killer Company* (HarperCollins, 2009), a history of Australia's largest asbestos manufacturer, James Hardie. The book inspired the ABC Television miniseries, *Devil's Dust*.



Peter Lewis

2 October 2014 – 1 October 2019

Peter Lewis is a member of the Advisory Board for Anacacia Capital. He has previously held board and advisory positions with the International Grammar School Sydney, TXA Australia Pty Ltd, Norwest Productions Pty Ltd, Propex Derivatives, Australian News Channel Pty Ltd, B Digital Limited, VividWireless Limited and Yahoo 7 Australia. He has extensive experience in financial management for media companies and has been the CFO of Seven Network Limited, Seven Group Holdings Limited, Seven Media Group, and Seven West Media Limited.

Mr Lewis is a Director of Gravity Media Group Ltd., a Fellow of the Institute of Chartered Accountants in Australia, a member of the Australian Society of Certified Practising Accountants, and a Fellow of the Governance Institute of Australia.



Dr Kirstin Ferguson

LLB (Hons) (QUT), BA (Hons) (UNSW)

12 November 2015 – 11 November 2020

Dr Kirstin Ferguson is an experienced independent Non-Executive Director on ASX100, ASX200, private company, and government Boards. Dr Ferguson's current Board appointments include: SCA Property Group; Layne Beachley's Foundation; and Hyne & Son Pty Ltd. Dr Ferguson was previously a Non-Executive Director of CIMIC Ltd, Queensland Theatre Company, SunWater Ltd., Queensland Rugby Union, and Dart Energy Ltd. She is a former CEO of a global consulting company operating in the mining and resources services sector. She began her career as an Officer in the Royal Australian Air Force.

Dr Ferguson is an Adjunct Professor at the Queensland University of Technology (QUT) Business School and a member of Chief Executive Women and Women Corporate Directors. She is a Fellow of the Australian Institute of Company Directors.



Dr Vanessa Guthrie

*Hon DSc, PhD, BSc (Hons), Dip. Nat. Res.,
Dip. Bus. Mgt., Dip. Comm. Res. Law*

23 Feb 2017 – 22 Feb 2022

Dr Vanessa Guthrie is a highly accomplished executive and director with a career spanning 30 years in the resources sector in diverse roles such as operations, environment, community and indigenous affairs, corporate development, and sustainability. Dr Guthrie has qualifications in geology, environment, law and business management including a PhD in Geology. She was awarded an Honorary Doctor of Science from Curtin University in 2017 for her contribution to sustainability, innovation and policy leadership in the resources industry.

Dr Guthrie is a Non-Executive Director of Santos Limited, and is currently Chair of the Minerals Council of Australia and Deputy Chair of the WACA. She is an active member of the Australian Institute of Company Directors and Chief Executive Women (CEW), a Council member of Curtin University, and a Fellow of the Australian Academy of Technological Sciences and Engineering (ATSE).

Georgie Somerset

23 Feb 2017 – 22 Feb 2022

Ms Georgie Somerset is a rural industry leader and strategist with a background running her family cattle business.

Ms Somerset has board experience across the not-for-profit, government and industry sectors as a director of the Royal Flying Doctor Service (Queensland section), Children's Health Queensland Hospital and Health Service, QRAA, and Outback Sunrise.

Ms Somerset is the Vice President of AgForce Queensland.



Donny Walford

24 November 2015 – 23 November 2020

Ms Donny Walford is the founder and Managing Director of DW Bottom Line Transition Strategists™ and DW Behind Closed Doors Pty Ltd@.

Ms Walford's Board experience includes serving as Chairman for the Australian Dance Theatre, and as a Director for the Australian Women Chamber of Commerce and Industry (AWCCI) and the Defence Teaming Centre Inc. Her current Board memberships include Non-Executive Director at KeyInvest Ltd, Australian Associated Advisers Pty Ltd, the Heart Foundation (SA), SYC HYPA 100, and NDA Law.

Ms Walford holds an Associate Diploma in Accounting and a Diploma in Financial Planning. She is a fellow of the AICD.



Retiring Director

James Spigelman AC QC

BA (Hons) LLB, Hon. LLD

Appointed ABC Chairman for a five-year term which ended on 31 March 2017

Jim Spigelman retired as Chairman of the ABC on 31 March 2017 after serving a five-year term.

The Board would like to record its appreciation to Mr Spigelman for his significant contribution to the ABC and to the community over that period.

As Chairman, he was a strong and persuasive advocate for the Corporation and used his leadership of the Board to provide clear strategic direction at time of major change within the media sector. One of his enduring legacies is the updating of the ABC Charter to recognise the right and responsibility of the national broadcaster to use digital platforms to service audiences.

Mr Spigelman was also quick to recognise the importance of additional investment in ABC news and current affairs at a time of deep structural change within commercial news organisations. This resulted in additional ABC funding in this area.

Under his chairmanship, the ABC evolved in structure and in programming to meet technological, audience and budgetary challenges. The creation of ABC Regional was a key achievement as was recognition of his assertion that the ABC's role was to serve citizens, not consumers.

Mr Spigelman's contribution to the ABC, the law, politics and Indigenous reconciliation was recognised at a farewell event held at ABC Ultimo on 15 March 2017.

The **Leadership** Team



David Anderson

Director of Television

David Anderson was appointed the Director of Television in March 2017. Immediately prior to this appointment, David had been afforded the opportunity to lead the Corporation's digital transformation as Director of Digital Network, where his remit included looking at ways to engage new audiences online; and creating a personalized, connected online network.

David worked in his capacity as Director of Strategy and Planning from 2014 to 2017, where he led the Corporation in reassigning expenditure towards audience-focused content, products and services.

He has enjoyed a successful career in the broadcast and media industry with a long history in television executive management and a strong record of accomplishment delivering successful transformation projects. David also maintains a position on the Screenrights Board.

Leisa Bacon

Director of Audiences

BBus (QUT) MBus (QUT) Exec Ed LCOR (Harvard)

Leisa Bacon was appointed ABC Director of Audience and Marketing in March 2014, centralising all the research, marketing, branding, and creative/promo teams across the ABC. That same year, Leisa won QUT's Scholarship to Harvard, for Fostering Executive Women.

She commenced her marketing career in a graduate program for Proctor & Gamble, and has worked in both local and global brand roles.

In 2017, Leisa was appointed Director of Audiences, a remit extending beyond marketing, to ensure the ABC were best placed to meet audience-focused goals.

She is a passionate brand advocate, and has over 20 years of marketing, strategy and research experience, working for the past decade in executive roles across arts, entertainment, and consumer goods businesses, for several of Australia's leading brands.



Louise Higgins

Chief Financial Officer Chief Technology Officer (a)

BBus (UTS) ACMA (UK)

Louise Higgins joined the ABC as Chief Financial Officer in February 2017. Louise oversees a broad operational portfolio including Finance, Property, Legal, Internal Audit, Capital Planning and Governance. In addition, Louise oversees Corporate Strategy as well as the team enabling the ABC's Transformation as part of the Investing in Audiences strategy announced in March 2017. From March 2017 Louise has also been Acting Chief Technology Officer, overseeing the ABC's Digital and Broadcast services.

Louise was formerly the Chief Operating Officer for Nova Entertainment, an Associate Director with Macquarie Bank, and she also held a number of senior roles for the BBC in London.

Louise is a Graduate of the Australian Institute of Company Directors, and in 2016 completed the Advanced Management Program at the Kellogg School of Management, Northwestern University Chicago.

Samantha Liston

Director of Engagement

BEcon (UNSW)

Samantha Liston joined the ABC as Director of ABC People in March 2013. Sam has extensive experience in human resources and employee relations roles in the media sector. Prior to joining the ABC, she was Group General Manager of Human Resources at Seven West Media and has also worked in human resources and employee relations roles at Fairfax and News Limited.

From April 2016 to March 2017, Sam worked with Michelle Guthrie, as her Chief of Staff. Rebekah Donaldson, Head of People and Culture, acted in Samantha's substantive role during that time.

On 7 March 2017, Sam was appointed Director of Engagement.



Michael Mason

Director of Radio

Michael Mason was appointed Director of Radio in November 2014. He has more than 25 years' experience in commercial and public radio and television, including 14 years in senior management roles at the ABC.

Prior to his appointment as Director, Michael was the Group Program Director for ABC Radio, Manager of ABC RN, and Head of Local Radio. Previously, he was the ABC's State Director in South Australia, and Manager of 666 ABC Canberra. He has also worked as a program director and producer with 702 ABC Sydney, and with commercial radio in Sydney, Victoria and Queensland.

Michael Millett

Director of Government Relations

Michael Millett joined the ABC in February 2009 after a long career in journalism. As a director, he has been responsible for communications, corporate affairs, and now government relations. Michael was appointed Director of Government Relations in March 2017.

Before joining the ABC, Michael was deputy editor of the Sydney Morning Herald. In a 20-year stint with Fairfax Media, he worked on the SMH as political correspondent, Canberra bureau chief, North Asia correspondent, and news editor.



Gaven Morris

Director of News

BA (Canb.)

Gaven Morris was appointed Director of News in October 2015, bringing to the role his extensive experience as a news executive, news editor, reporter and producer. Gaven's previous roles at the ABC were as Head of News Content, where he oversaw all of ABC News's digital, live and daily scheduled broadcast news output, and Head of Continuous News.

Prior to his work at the ABC, Gaven reported and produced stories and was a senior editor for CNN based in London. He was Head of Planning at Al Jazeera English after playing a senior role in the launch of the network. In 2015, Gaven completed an executive short course in Leading Change and Organisational Renewal at Stanford University. He is an Adjunct Professor at Western Sydney University.

Fiona Reynolds

Director of Regional

MA (IntRel) (Deakin)

Fiona was appointed Director of the ABC's new Regional Team in December 2014, leading its creation and operations. She is based in Launceston, Tasmania. During a 29-year media career she has created and led teams to deliver high quality print, radio, television and digital content to audiences across Australia.

Fiona started as a cadet newspaper journalist in Launceston and went on to become an ABC News reporter, producer and manager based in Hobart, Parliament House Canberra, Melbourne, and Brisbane. She was later appointed Tasmania's first female daily newspaper Editor before returning to the ABC as State Director.

She is currently completing a PhD in Journalism, Media and Communications at the University of Tasmania.



Alan Sunderland

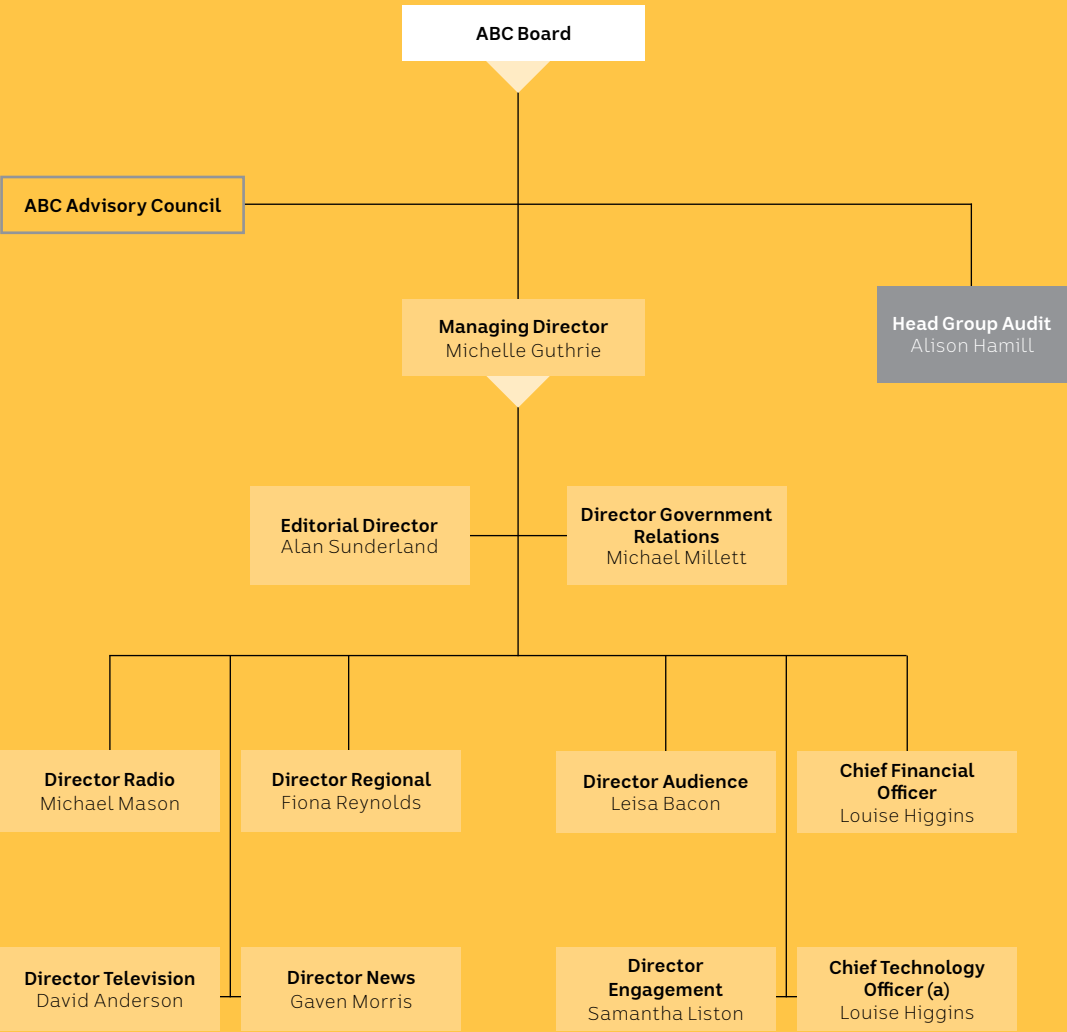
Editorial Director

BA

Alan Sunderland was appointed Editorial Director in February 2016. Prior to this appointment, Alan was Head of Editorial Policies from late 2013.

Alan's background is in journalism, having worked as a television and radio reporter and producer for both the ABC and SBS since 1979. From 1991 to 1996, Alan was the Political Editor for SBS TV in Canberra. He was the Head of News and Current Affairs programs for SBS TV for three years, and spent 8 years in a variety of roles in news management at the ABC from 2005.

Organisational structure



Organisational structure as at 30 June 2017

Members of the ABC Executive

Note: David Pendleton was a Director until 30 June 2017

Purpose, vision, and values

The ABC's
PURPOSE
is to fulfil its
functions as set
out in the ABC
Act, particularly
the ABC Charter

The ABC's
VISION is to
be the source
of Australian
conversations,
culture, and
stories



"Sparkling Record...Almost" taken in Mudgeeraba, Queensland by ABC Open contributor Jodie (Jona Photography)



The ABC's **VALUES** are

Integrity

We act with trustworthiness, honesty, and fairness. We deliver on our commitments and are accountable.

Respect

We treat our audiences and each other with consideration and dignity. We embrace diversity.

Collegiality

We work together willingly. We cooperate and share in the ABC's challenges and successes.

Innovation

We foster creativity and distinctiveness. We encourage new thinking and strive to achieve quality in all that we do.



Where to

Santo, Sam and Ed's Total Football Podcast



find us

The ABC provides more **opportunities** than ever before to **access**, and **contribute** to, Australian stories

ABC at a glance

On the radio

ABC NEWS on radio

a national, 24-hour news network for radio

National Radio Networks¹

RN, ABC Classic FM, triple j

Capital City Local Radio²

available from all 8 capital cities

Regional Local Radio

available from 48 regional locations around Australia

Digital Radio

Double J, ABC Classic 2, ABC Jazz, ABC Country, ABC Grandstand, triple j Unearthed, and ABC Extra for special events³

Radio Australia

a news and information service for the Pacific region

On your TV

ABC

the ABC's primary television channel

ABC2

including ABC KIDS and from 7pm ABC2 for young adults

ABC ME

a dedicated children's channel

ABC NEWS on television

broadcasting national news 24 hours a day

On your phone or tablet

apps for smartphones and tablets



To buy

ABC Retail

ABC Shop Online <https://shop.abc.net.au>
201 ABC Centres throughout Australia

ABC Publishing and Licensing

magazines, books and merchandise

Video Entertainment and Distribution

DVD and digital distribution

Sales and Business Development

format, digital content, footage, audio and stills

ABC Music and Events

a variety of music products and live events

Digital Business Development

online and mobile products

Studio and Media Production

provision of surplus production facilities to the market

International

Australia Plus

television, radio and online services for audiences across Asia and the Pacific

ABC International Development (ABCID)

partnering with media, civil society and government organisations in the Asia-Pacific region, to assist in designing and delivering communication initiatives

Online

ABC NEWS and Current Affairs online

in-depth journalism content, analysis and opinion

abc.net.au

your gateway to ABC news, information, and entertainment

ABC iview

the ABC's online television service

Streaming

listen to digital radio

ABC Open


where regional Australians tell their stories



ABC locations

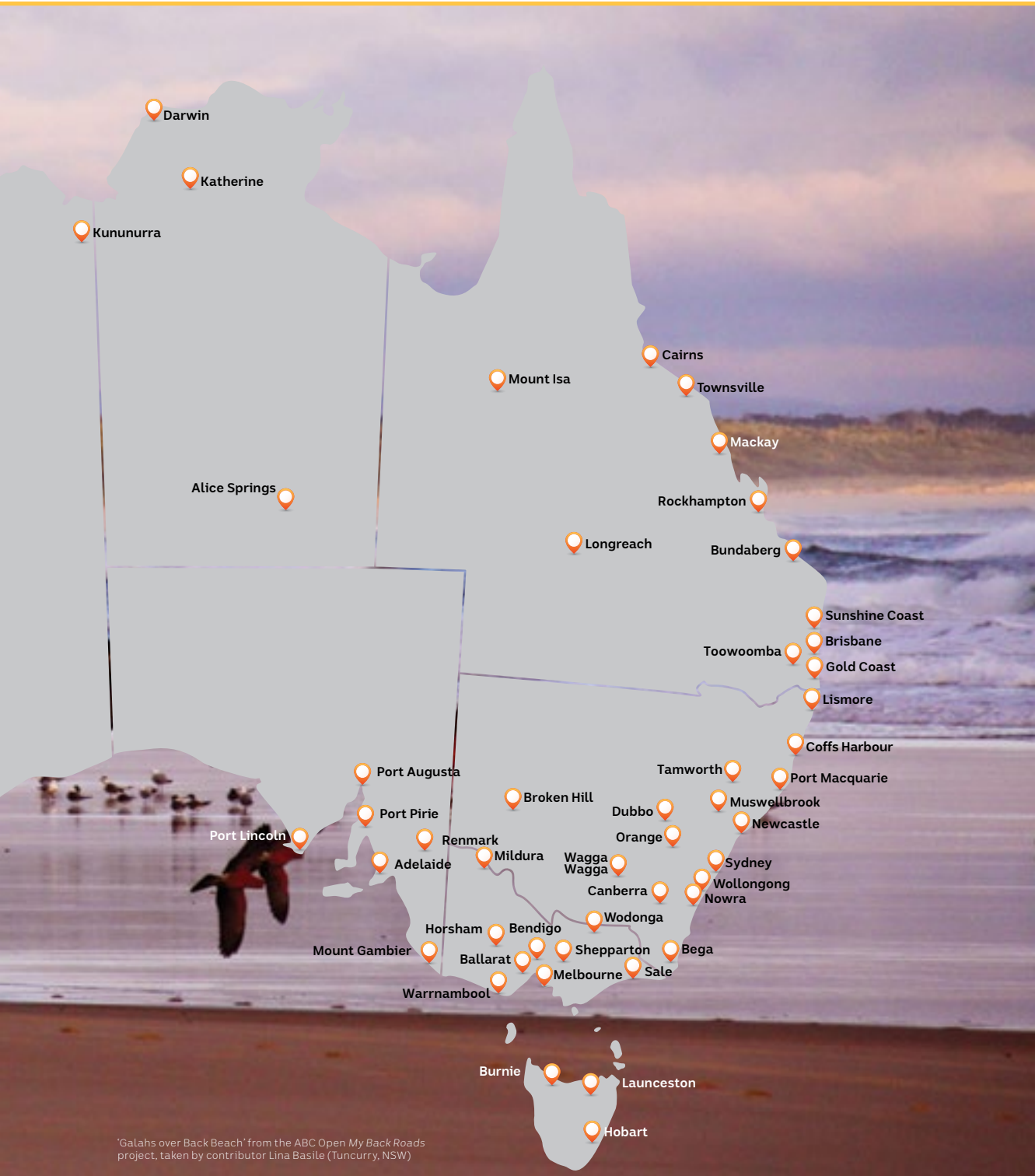


Key

-  Australian locations
-  International bureaux and news correspondents

Footnotes

- ¹ Also available in mainland capital cities as a digital radio service, and via digital satellite subscription services.
- ² Also available in mainland capital cities as a digital radio service. Some Local Radio services are available via digital satellite subscription services.
- ³ Double J and ABC Jazz are also available on free-to-air digital and subscription television services.



'Galahs over Back Beach' from the ABC Open My Back Roads project, taken by contributor Lina Basile (Tuncurry, NSW)



What we

Singer Angel with News to ME hosts Pip Rasmussen, Tim Mathews and Grace Koh



do

The ABC is focused on Investing in Audiences by providing **quality** and **distinctive** programming, **independent** news and information, and content that enriches Australian **communities**

ABC Audiences

The greatest measure of the ABC's performance is in audiences' perception of the **VALUE, QUALITY,** and **DISTINCTIVENESS** of its content and services

80%

of Australians **TRUST** the ABC.

Advances in methodology

In 2016–17, the ABC updated the means by which audience satisfaction was measured.

ABC Audience Insights evolved and consolidated work commenced in 2016 on the ABC Corporate Tracking Program (the Corporate Tracker), to include measures of community satisfaction and an understanding of the ABC's delivery of Charter responsibilities. The first survey was rolled out in August 2016. Surveys will be conducted nationally three times per year.

From 2005, net reach had been measured through a fixed-line telephony based survey managed by Newspoll – the ABC Awareness and Usage Survey. While this approach was representative for its time, in recent years the proportion of households with a fixed line declined dramatically, and results were no longer truly reflective of wide-ranging audience behaviours.

The Corporate Tracker uses a web-based methodology among a nationally representative sample of people aged 18 to 70, and replaces the annual ABC Awareness and Usage Survey and the ABC Appreciation Survey.

In October 2016, the ABC launched the ABC Quality and Distinctiveness Study (the Q&D study).¹ The Q&D Study is conducted three times a year, and measures the ABC Audience's response to the programming that respondents have watched, read or listened to across ABC Television, Radio and NEWS websites.

Moving to the Q&D Study for measurement allows the ABC to expand the set of programs measured and ensure more valid and actionable measurement, as respondents are referring to content that they engaged with over the past week, with three measurements per year. By contrast, the ABC Appreciation Survey measured a limited program set amongst a sample of 1,500 respondents at one point in time. To qualify, the audience was required to have watched or listened to the program at 'some point during the year' to respond to a question regarding balance.



The ABC spoke to some of the thousands of visitors to the annual Granny Smith Festival in October 2016 (Eastwood, NSW)

Value and Trust

The Corporate Tracker facilitates greater visibility of the public's value perceptions of the ABC, and provides in-depth insight into drivers of audience value – helping inform future key focus areas and decision-making.

Trust, identified as a key driver of value, was introduced as a new measure in 2017. Through the ABC Corporate Tracker, a nationally representative sample of Australians were polled and asked about their trust in the ABC and in other media institutions and information providers. The survey found the ABC is more trusted than other providers, with 80% of Australians trusting the ABC. As the national public broadcaster, being a trusted source of information is essential to the Corporation.²

Over 2016–17, the Corporate Tracker found that 83% of Australians believed the ABC performed a valuable role,³ compared to 86% in 2015–16.⁴ It is likely this change is at least in part reflective of the changes in methodology described above.

Community perceptions

ABC Corporate Tracker respondents were asked about their views on the quality of ABC Television. Consistent with previous surveys, 81% of Australians remain of the view that ABC Television provides good quality programming, and 71% feel it does a 'good job' in terms of the number of shows it provides that they personally like to watch. By contrast, 67% of respondents describe the quality of commercial TV as 'good'.

As regards ABC Radio, 72% of Australians believed the quality of programming on ABC Radio was 'good', compared to the 65% who believed the same of commercial radio.

Respondents were asked about their usage of ABC online services. Among those who ever used the ABC website, a vast majority – 89% – believed the quality of content was 'good', with 35% of ABC online users rating the quality as 'very good'. 85% of users also felt that ABC online did a 'good job' in providing relevant content.

The Corporate Tracker also explores public perceptions about the ABC's performance in relation to specific aspects of the ABC Charter. The majority of Australians were of the view that the ABC is doing 'a good job' fulfilling its various Charter obligations: 78% of respondents believed the ABC does a 'good job' of being Distinctively Australian; and 74% believe the ABC does a 'good job' of being Balanced and Even-handed.

The ABC continues to outperform commercial media in the provision of news and information in regional Australia among both City-based (79%) and Country/Regional (77%) populations.

Overall, 78% of Australians believe that the ABC does a 'good job' covering country and regional issues compared with 62% for commercial media.

Quality and distinctiveness

The ABC Q&D Study measures the ABC audience's response to programming they have watched, read or listened to across ABC Television, Radio and NEWS websites.

In 2017, reporting on balance in ABC news and current affairs programming moved from the former Ominipoll ABC Appreciation Survey to the ABC Q&D Study, wherein 14 news and current affairs programs were measured for Quality, Distinctiveness and Balance (among other measures).

The two waves of the Q&D Study measured more than 11,000 observations related to ABC news and current affairs television content, 500 responses related to the ABC NEWS website and 9,000 responses related to ABC Radio Current Affairs. The study found that 80% of weekly viewers believe ABC news and current affairs coverage on television is 'fair and balanced', and 85% believe ABC news and current affairs programming to be of 'high quality'.⁵

For more Q&D Study metrics see pages 100–101.

Reach

Combined reach

The ABC's combined national audience reach across television, radio and online was estimated to be 70% over the period of a week in 2017,⁶ an increase of one percentage point compared to 2016 (69%).⁷ This small increase reflected an increase in the Corporation's digital audience (iview); and an extension of third-party reach delivered through platforms like Apple News and Facebook. Digital gains continue to counter declines in broadcast television reach.

Platform reach

In 2016–17, the average monthly reach of ABC Online in Australia was 7.7 million, or 39% of online Australians. This represented a 2% increase in reach from 2015–16.⁸ Each month, 2.9 million Australians accessed the ABC on smartphones, up 9% on the previous year. Monthly reach on desktop or laptop remained steady at 4.6 million, and tablet reach was also stable at 1.8 million.⁹

There was an average of 9.4 million domestic and international visitors each week to ABC Online in 2016–17, up 12% from the 2015–16 average of 8.4 million. Visits in 2016–17 were up 21% to an average 26.5 million per week.¹⁰

The ABC flagship app was used by an average of 898,000 Australians each month, up 7% on the previous year.¹¹ Visitors to the ABC homepage (abc.net.au) were up 11%, from an average of 456,000 weekly visitors in 2015–16 to 508,000 in 2016–17.¹²



Claudia Karvan as Josephine Newton in *Newton's Law*

Performance

Each story broadcast on the ABC is **UNIQUE**, contributes to our **CULTURE, ENTERTAINS** and/or **INFORMS**, and is available across a wide range of platforms to **REACH ALL AUSTRALIANS**.

“This felt like a special series”

War on Waste

War on Waste
reached

3.7

million viewers



Highlights

War on Waste

The ABC's Our Focus: *War on Waste* campaign was a stand-out content achievement of 2016–17, with unprecedented engagement across platforms and amongst audiences. The program informed, educated, and entertained audiences, and had a profound impact on Australian communities.

The *War on Waste* television program, broadcast on the ABC's main channel and hosted by Craig Reucassel, was ranked number one in its timeslot and achieved a complete audience across television and iView of 1.7 million viewers per episode.¹³ The first episode alone had an average audience of 1.9 million viewers across television and iView.¹⁴ Overall, the series reached 3.7 million viewers, with 600,000 program plays on iView.¹⁵

ABC Radio Adelaide broadcast from Adelaide's largest waste recycling facility, and ABC Radio Hobart sent presenters along to the popular Resource Tip shop. The growing problem with disposable coffee cups, demonstrated on the television series with Craig's 'coffee cup tram', was also highlighted by ABC Radio Brisbane's 'coffee cup room' and Perth's formidable 'tower of shame'.

Perth *Drive* presenter Belinda Varischetti took an 'extreme wardrobe' challenge, by wearing only six items of clothing for three long weeks, ABC Radio Melbourne ran an op shop challenge, and ABC Radio Sydney hosted a clothes-swap event. The ABC's Community Relations team worked with Dress for Success and Suited to Success, two not-for-profit organisations, to increase employee and community awareness of fashion waste in support of the *War on Waste* campaign. This initiative saw hundreds of clothing items donated to charities which help Australians overcome barriers to employment.



Craig Reucassel on location in Melbourne with the coffee cup tram for War on Waste

RN contributed through a range of stories on varied, complementary topics, including a piece on a reef-rejuvenation project in Geelong utilising recycled shellfish, and another on the relative environmental and nutritional benefits of fresh and frozen vegetables. triple j's *Hack* created a video on food waste which had high viewing numbers on Facebook.

Sydney *Mornings*' Wendy Harmer also collaborated with *War on Waste* host Craig Reucassel on a successful follow-up podcast series.

There was an overwhelming response to the program in the number of Facebook posts and comments received after broadcast, and it has been pivotal in inspiring commercial and community action such as:

- Coles, Harris Farm Markets and Woolworths announced that they would phase out the plastic bag.
- Organisations that rescue wasted food received an immediate boost in funding of \$1.2 million following the series.

- Responsible Cafes, which promotes reusable coffee cups, went from having 400 cafes on board to having 1,400 sign up almost overnight.
- The Keep Cup company website crashed due to the phenomenal number of Australians who wanted to purchase a Keep Cup after Episode 3 which looked at the problem of disposable coffee cups – they reported sales went up more than 400%
- On eBay, reusable coffee cups were the number one trending item after the series aired.

The number of likes and shares the *War on Waste* social media campaign attracted made it the most successful ever produced by the ABC. ABC Television's Facebook video about banana waste reached an astonishing audience of 19.7 million,¹⁶ and a video about coffee cup waste reached nearly 6 million. At the end of the reporting period, there had been more than 22,400 #WarOnWasteAU Tweets, which reached more than 19 million people.

The reach of the *Stargazing Live* Facebook stream was on a par with the New Year's Eve family fireworks

Regional communities reported that word-of-mouth promotion was extremely effective; audiences were being prompted to not only turn on the series, but to go back and watch it in its entirety. Crucially, families noted they were able to watch *War on Waste* together, a rarity in the modern multi-screen media landscape. Even if family members did watch on different platforms at different times, *War on Waste* had elements that spoke to all ages. The program managed to successfully engage a wide section of the community, and audiences across the country told of affirmation of, or real changes to, their conscious consumptive behaviour.

Stargazing Live

The ABC's inaugural *Stargazing Live* event, filmed from the Siding Spring Observatory, drew the nation's attention to the night sky over three nights in April 2017. *Stargazing Live* was a major pan-ABC event program bringing all content and support teams together to produce family-centred science entertainment to Australian households.

Hosted by Professor Brian Cox and Julia Zemiro, *Stargazing Live* and its companion program *Back to Earth* – broadcast on ABC2 following each night's Live program – reached 2.7 million viewers in metropolitan and regional areas.¹⁷ *Back to Earth* allowed viewers to use social media to take part in discussions live on air with Professor Cox. The programs were a hit with families and audiences were heavily involved in individually contributing to related cross-platform initiatives.

Stargazing for Beginners was broadcast on ABC ME and taught young viewers about the night sky, and how to find different constellations and planets using only their hands and eyes.

The Community Relations team's *Stargazing Live* engagement activities saw the ABC partner with nine community and corporate organisations to create a pop-up science festival in Federation Square, Melbourne, that was attended by over 5,000 Australians. A live cross was also provided to *Stargazing Live* event held at Pitcher Parade Reserve in Launceston.



Professor Brian Cox and Julia Zemiro present *Stargazing Live*

More than 3,700 pieces of user-generated content (UGC) were submitted to ABC Open's *Stargazing* project between March and April 2017, exceeding targets by 270% and amplifying content broadcast during the program's 4–6 April television season. This UGC call-out engaged new contributors with ABC Open, with more than 1,000 new contributors publishing their content to the platform during the campaign. Sixty UGC photos and videos were selected for distribution across various ABC social media accounts including ABC NEWS, Television, Open, Rural, *Landline*, Australia Plus, ABC Radio Sydney, and multiple local Facebook and Twitter accounts.

The UGC Facebook post garnering the most engagement had a reach of more than 500,000. Total reach for *Stargazing* UGC posts was more than 2 million, with over 300,000 video views in the top 10 video posts alone. The UGC call-out also played a vital role in promoting the television broadcast, providing lots of strong pre-broadcast material. Brian Cox personally selected a range of strong images and videos to be included in the broadcast, and these pieces of content were given a prominent position in the television rundown.

In a major citizen-science event, the *Stargazing Live* series culminated in ABC viewers discovering a new four-planet solar system.

1,238,073

responses to Vote Compass

The Election Coverage Review Committee (ECRC) monitored share of voice and complaints throughout the ABC's coverage of the 2016 Federal Election. The Chair's report can be found on the ABC website at <http://about.net.au/reports-publications/abc-coverage-of-the-2016-federal-election-ecrc-chairs-report/>

The Federal Election 2016

The Australian Federal Election was held during the first week of July 2016. The ABC's *Australia Votes* election night television special, broadcast across ABC and ABC NEWS, was the product of a successful collaboration between multiple teams – Television, NEWS, Technology, Technical Services, Broadcast Operations, and Digital Network. Similarly, NewsRadio's *Election Night Live!* broadcast brought together wide-ranging talents from NEWS, RN, and Regional teams across the country.

The national regional reporting team collaborated with NEWS Digital interactive, as well as Television and Radio current affairs, to produce and broadcast regular content throughout the election for radio programs, the flagship television program 7.30, and 7pm television NEWS packages. Live crosses and interviews from different parts of the country were broadcast, and on election night focused coverage came from the seat of New England, where the Regional team combined with ABC NEWS crews to cover the tussle between the National Party's Barnaby Joyce and Independent Tony Windsor.

The *Australia Votes: Regional Leaders Debate* brought Regional, NEWS, NewsRadio and ABC Radio together for a cross-platform broadcast of a debate between the Nationals' leader Barnaby Joyce, the ALP's Joel Fitzgibbon and Greens leader Richard Di Natale. The event, hosted by Chris Uhlmann and held in Goulburn in the early weeks of the election, was broadcast live on NewsRadio and regional radio networks, and went out on ABC NEWS on television that evening with a live audience. It engaged audiences across the nation and around the world, trending on Twitter and even leading to follow-up coverage in publications like the *Jakarta Post*.

Innovative coverage of the election provided by ABC NEWS Digital, including dozens of interactive data visualisations, quizzes, policy explainers, Facebook Live sessions, Live blogging and short-form videos, brought the election to life and saw the site move to the number one spot on the Nielsen Digital News Rankings for the first time. There were more than a million visitors to NEWS Digital every day from 27 June to 15 July 2016.



By election night, the Vote Compass interactive online questionnaire had engaged more than 1.2 million Australians and generated more than 500 stories across all platforms. This was slightly down on the 1.4 million Australians who interacted with Vote Compass during the previous federal election, but remained an excellent result, particularly given the launch of a competitor by Fairfax Media. Vote Compass provides Australians with a tool for generating analysis of their individual political views against the positions of candidates in any given election. Among other things, in 2016 Vote Compass looked at issues such as foreign investment in agriculture and regional internet services – issues of national significance that were of particular concern to regional voters.

ABC Radio's comprehensive election coverage from across Australia included a season of the popular *Party Room* podcast hosted by current affairs presenters Fran Kelly and Patricia Karvelas, a focus on issues of importance to 18–24-year-old voters on triple j's *Hack*, and a series of outside broadcasts. Two of those broadcasts came from ABC Radio Canberra – one from Murrumbateman in the electorate of Eden-Monaro, and the other from the Lower House Chamber of Old Parliament House on the eve of polling day. ABC Radio Melbourne broadcast an election-eve Special featuring candidates from the seat of Deakin, followed the next day by a 'Pirate Pop-Up Election Night Party', broadcast live from the City of Melbourne Bowls Club in Flagstaff Gardens. Contributions came in from around the nation. ABC Radio Adelaide broadcast live – even into the AFL coverage – on election night, and RN's *Sunday Extra* presented a 'morning after' post-election special on 3 July.



Dr Patricia Miller and her niece Kristy Bloomfield at the *Right Wrongs* launch, Parliament House. Image: Andrew Turner from AIATSIS

National Reconciliation Week

ABC Regional's long-form digital feature, *Right Wrongs*, kicked off the ABC's Our Focus: Reconciliation Week programming, telling the story of the 1967 Referendum and its impact over the past 50 years. The initiative was created in partnership with ABC Radio's newly formed Indigenous Content Unit, representatives from the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS), and National and State Libraries Australasia – who allowed the ABC access to their archives. Around 50 archival and contemporary stories, photos and videos, contributed from across the country, made for compelling storytelling.

ABC Regional and Radio also collaborated with ABC NEWS, Television, Audiences, Technology and Content Services to produce the digital feature and associated radio and iview program collections. The iview curation included the telemovie *Mabo* along with *Right Wrongs* episodes. Television also produced a half hour special hosted by Stan Grant, *Counted*, shown on ABC main channel and iview

The *Right Wrongs* website was officially launched in Canberra on 29 May 2017 by the Minister for Indigenous Affairs, Nigel Scullion. Many of those who shared their stories travelled to Canberra to take part in the launch.

www.abc.net.au/ourfocus/reconciliationweek/

ABC Radio's further contributions to the ABC's broader referendum coverage included 36 audio 'drops' featuring rare, new and archival content for RN, and metropolitan and regional radio; and 16 short-form videos published on the NEWS and ABC main Facebook pages, and cross-posted to various Regional, Capital City Radio, Television and Indigenous pages. RN's *AWAYE!* also featured a program on the 1967 referendum, where five people reflected on what the Referendum means to them; while *Speaking Out* broadcast the forum *From 1967 to 2067*, hosted by Larissa Behrendt.

Don't Fence Me In: Remembering Eddie Mabo, a multimedia project featuring Gail Mabo and filmmaker Trevor Graham, focused on Eddie Mabo's family life. *The Conversation Hour* broadcast live from the Koorie Heritage Trust, with guests including Gail Mabo and Brian Keon-Cohen reflecting on the Mabo decision. RN and NEWS online hosted related digital content, with articles and social videos including previously unseen content, and *AWAYE!* broadcast the audio story.

The ABC is committed to providing its audiences with a wide range of specialist content, across science, the arts, philosophy and religion. The Corporation is a leader in specialist broadcasting; achieving this not only through regular coverage in general programming across all networks, but also through dedicated specialist content units.

Specialised content

Science

One of the ABC's oldest and best-known 'faculties', the Science Unit was restructured in 2016 following a review of the Corporation's health and science output. Radio and online content-makers have been brought together into a larger pool with employees working collaboratively across broadcast audio, digital-first podcasts, and large online projects. Some activities of the Science Unit (the National Science Week website, wider engagement with National Science Week and the National Citizen Science Project) are supported by a four-year grant from the Commonwealth Department of Industry and Science.

Popular long-running programs *The Science Show*, *The Health Report* and *All in the Mind* continued to attract audiences, and in 2017 three new and very different podcasts were launched: *Science Friction*, *Cosmic Vertigo*, and *Dear Science*. Successful online projects included the 'Sleep snapshot' in September 2016, an audience survey which resulted in a wide-range of content on the state of sleep in Australia. The irreplaceable Dr Karl Kruszelnicki continued to appear weekly with Zan Rowe on triple j's *Dr Karl*.

The '5 under 40' residency, a collaboration between RN and the University of New South Wales (UNSW), saw five early-stage scientists selected to take part in a 10-day residency at the ABC, receiving intensive instruction in science media communication. Content produced during their residencies was broadcast and published during National Science Week in August 2016.



Classic Flow broadcast live from Winthrop Gardens as part of the Perth International Arts Festival

Also during National Science Week, Radio's science unit contributed content for broadcast across ABC platforms, and triple j produced interviews on diverse topics such as bio-tracking, meteor-tracking, and the world electric car race.

Radio also covered the World Science Festival in Brisbane in March 2017, with ABC Radio Brisbane broadcasting live from the event, Dear Science hosting a live podcast, and RN presenter Geraldine Doogue chairing a panel discussion on women in science.

The capital city stations all pay regular attention to science and health. In particular, in 2016–17:

- ABC Radio Melbourne had a weekend program devoted to tips and research on health and wellness
- ABC Radio Canberra held a panel discussion on 'bad science' and how to spot it
- ABC Radio Brisbane broadcast live from the Queensland Brain Institute in an event touching on topics such as dementia, genetics, cognition and schizophrenia
- ABC Radio Hobart spoke with the CSIRO about their Top Five inventions.

The ABC Science, and ABC Health and Wellbeing portals curate all related ABC material. ABC Science received an average of 176,000 weekly visitors in 2016–17, up 8% on 2015–16, and also recorded extensive growth on social media. At the end of the reporting period, the ABC Science Facebook Page had 906,000 fans – up 4% on 2015–16 – while Twitter followers were up 10% to 46,000. ABC Health and Wellbeing recorded an average of 160,000 weekly visitors, up 23% on 2015–16. On social, Facebook fans were up 35% from 2015–16, to 15,700, and Twitter followers were up 9% to 24,000.¹⁸

See pages 34–5 for information about the family-centred science broadcast event *Stargazing Live*



Bianca and Lennox Monaghan recording Local Indigenous Language station IDs for ABC North Coast. Image: Catherine Marciniak

Arts

In 2016–17, the ABC, with the assistance of an external Arts Reference Panel, conducted an extensive and comprehensive review of Arts content and expenditure. Led by Board member Simon Mordant AM, the ABC Arts Review highlighted the need to take a whole-of-ABC approach to the Arts, and the importance of ensuring that the Corporation's quality and distinctive content was easier for audiences to discover, particularly on digital platforms. In May 2017, the Managing Director announced the creation of additional positions to increase visibility of ABC Arts online.

The Review also stated that quality, public impact, diversity and distinctiveness are the key performance indicators for ABC Arts content, and highlighted the importance of innovative collaborations between the ABC and the cultural sector.

In 2016–17, ABC Arts continued to work with Australia's arts community to produce long- and short-form work of quality and distinction that celebrated the very best of culture, creativity and ideas.

Highlights included *David Stratton's Stories of Australian Cinema*; a collection of single blue-chip documentaries made by some of the country's best filmmakers and broadcast under the *Artsville* banner; and three award-winning films made by artists and commissioned as part of the Hive initiative, a joint venture between ABC TV Arts, Adelaide Film Festival and Screen Australia.

iview continued to commission more exclusive Arts Originals. Most notably these included a second outing for *Art Bites* – also in partnership with Screen Australia – a short-form documentary series directed and produced by early career filmmakers across Australia.

In April 2017, ABC and Screen NSW held the Virtual Reality (VR) development initiative 360 Vision. The initiative brought together leading Australian producers, directors and writers across all genres, and featured an intensive one-day invitation-only lab at Carriageworks in Sydney, as well as panel discussions, screenings and networking opportunities.

In 2016–17, **ABC SPLASH** grew its audience and reach by

24%

splash.abc.net.au

In June, *The Go-Betweens: Right Here* – the first film commissioned through the inaugural Screen NSW/ABC Arts Documentary Feature Film fund – premiered at Sydney Film Festival.

Classic Flow – a podcast series produced by ABC Classic 2 that pairs guided yoga and meditation practice with a bespoke classical-music playlist – provided a live-format broadcast from Winthrop Gardens at the University of Western Australia, as part of the Perth International Arts Festival (PIAF) Chamber Music Series in February 2017.

During 2016–17, ABC Regional embarked on a partnership with ABC Television, Screenworks, and Screen New South Wales called *Createability*. The project funded eight emerging regional filmmakers to profile artists with disability living and creating in regional New South Wales. A video series was produced that revealed the places and perspectives that drive the artists to create. It was curated as a collection for ABC iview, broadcast on Australia Plus TV, profiled on ABC NEWS, and given strong coverage on ABC Radio and in regional local newspapers. A number of the short videos went on to be screened at national and international

film festivals. A second series is in production, to be launched on the International Day of People with Disabilities 2017.

Also in 2016–17, ABC Regional teamed up with First Languages Australia to produce over 100 fifteen-second soundbites in Aboriginal and Torres Strait Islander languages, which were then aired on regional Local Radio across the country. This allowed ABC audiences to connect with some of the oldest spoken languages in the world, understand the diversity of those languages, and hear the strong connection between the speakers and their land. The project was launched by Senator Mitch Fifield, Minister for Communications and the Arts, at the ArtLands Conference in Dubbo in October 2016, and culminated with the broadcast of the soundbites across ABC airwaves for NAIDOC Week – celebrating the 2017 theme ‘Our Languages Matter’.

The project also produced a series of ‘Goodnight’ recordings by children in their first language, which were played as part of the ABC KIDS goodnight closing segment on television as well as shared across social media.



David Manning, 93, from Ballarat became a POW after the Fall of Singapore in 1942. Image: Larissa Romensky

Education

The ABC broadcast a comprehensive range of educative factual and arts programs in 2016–17 including *Stargazing Live*, *Ask the Doctor*, *Catalyst*, *Todd Sampson's Life on the Line*, *Brian Cox: Life of a Universe*, *David Stratton's Stories of Australian Cinema*, *Streets of Your Town*, *The Word*, *War on Waste*, *Howard on Menzies: Building Modern Australia* and *Man Up*.

In addition to curating general programming of an educational nature, ABC ME provided schools' content matched to the Australian curriculum in daily two-hour broadcasts. Comprehensive resources were also made available via digital education applications including ABC Splash and *WWI: Fromelles and Pozières* which extended on the success of the *Gallipoli: The First Day* app.

In 2016–17, ABC Splash grew its audience and reach by 24% on the previous period, with user visits to the site increasing to 2.3 million (from 1.8 million) and sessions increasing to 3.5 million (from 2.9 million).¹⁹

In the first half of 2017, ABC Splash hosted four Facebook Live events to educate parents about the digital technologies curriculum, which is being implemented in schools across Australia. An additional eight Facebook Live events for teachers focused around teacher professional practice, including the use of technology in the classroom. By the end of the reporting period, these events had been viewed 99,500 times, and reached 319,000 people.²⁰

ABC Splash's content highlights for 2016–17 included partnerships with organisations such as First Languages Australia, the Museum of Applied Arts and Sciences, Code Club Australia, the Australian Museum, the Museum of Australian Democracy at Eureka, and the Sydney Observatory. Splash also created original content, including exclusive interviews with award-winning Australian children's authors and illustrators Andy Griffiths and Terry Denton.

In February 2017, the 75th anniversary of the Fall of Singapore was commemorated through extensive programming. Featured interviews with historians discussing the significance of the event in 20th-century Australian history were complemented by a unique documentary program and online article featuring the vivid memories of Singaporean-born Australians who were present when the Japanese army captured the island.

In August 2016, ABC Radio played a major role in the commemoration of the 50th anniversary of the Battle of Long Tan (Vietnam War). Across RN and the capital-city stations there was a strong and moving focus on the stories of Vietnam veterans, including their experiences of battle and their subsequent struggles back home. Era-appropriate music was played throughout the week.

ABC Radio Darwin was deeply engaged with the commemoration of the 75th anniversary of the Bombing of Darwin in February 2017.

In April 2017, the ABC Board approved a pan-ABC Education Strategy to incorporate all major ABC education properties. The strategy is built upon the four priorities of the wider ABC strategy: Content, Audiences, Places and People. It provides a coordinated, streamlined response to delivering innovative, responsive and uniquely Australian content that inspires and delights students; and is indispensable for educators and parents of school-aged children. The implementation of this strategy commenced with an additional \$2 million internal investment into technical infrastructure and content-making positions.

Religion and Ethics


Over 2016–17, ABC Radio continued to cover religion and ethics from a range of perspectives. In February, RN launched *God Forbid*, a new weekly program featuring panel guests from diverse faiths discussing religion and belief with host James Carleton. *God Forbid* adds to RN's diverse coverage of religion and ethics, joining programs *The Religion and Ethics Report*, *The Minefield*, *Philosopher's Zone*, and *The Spirit of Things*.

Classic FM program *For The God Who Sings*, and podcasts such as *Short & Curly* – an ethics podcast aimed at kids and their parents – cover religion and ethics content from additional perspectives. Religious topics and religious leaders are also regularly featured on Radio current affairs programs, including *Breakfast* and *Drive* programs.

Compass continued its specialised coverage of religion, belief, ethics and the search for meaning across Television, iView and social media. The program's unique access to specialist knowledge and connections with grassroots communities strengthened the ABC's offering in an increasingly important space that other media do not occupy. At the start of 2017, there was a successful passing of the baton from longtime host Geraldine Doogue to Kumi Taguchi. Geraldine continues to contribute stories and editorial support to the *Compass* team.

In 2016–17 *Compass* broadcast features about Muslim, Coptic Christian, Sikh, Catholic, Anglican, Lutheran and Jewish communities, as well as stories on the work of Australian Defence Force chaplains, living with life-limiting illness, a profile of the first Muslim female stand-up comedian, homeschooling, homelessness, Indigenous rights, LGBTIQ rights, migration, drug rehabilitation, and faith healing.

Compass also substantially grew its social media offering in 2016–17, and continued to have ongoing face-to-face dialogue with a diverse range of communities through screenings, Facebook live events, and community meetings.



Joey's Big Adventure

30 million

monthly program plays
from ABC KIDS iView app

Kids

ABC KIDS

In 2016–17, ABC KIDS remained the highest-ranked television channel during the day among children aged 0–4, and increased its share among this target group. The channel is still incredibly successful on broadcast, as co-viewing family opportunities strengthen in the later afternoon and early evening.

ABC KIDS maintained a significant lead in the marketplace across broadcast, and increasingly digital, platforms. The ABC KIDS iView app continues to lead the market with downloads, plays and visitors, despite the introduction of significant new competitors this year. Over 2016–17 there were 30 million monthly program plays, 1.5 million downloads and 716,000 monthly visitors.²¹

On broadcast television, *We're Going on a Bear Hunt* was the top ranked series on ABC KIDS in 2016–17. Popular new Australian programs also included *Play School Celebrity Covers*, *Lachy!*, *Kazoops!*, and *Emma!*. Australian preschoolers also enjoyed *Giggle and Hoot*, *Ready, Steady,*

Wiggle!, *Hoot Hoot Go!*, *Jemima's Big Adventure*, and *Wiggle Town*.²²

Play School celebrated 50 years as Australia's most iconic children's program in July 2016. The documentary on the program's history for ABC main channel reached 1.5 million viewers²³ across both broadcasts and was in the top ten documentaries on iView for the year. The *Play School Celebrity Covers* interstitials made for children received more than 2 million plays on iView and were a significant hit on social media for family audiences.

On 27 January 2017, the ABC announced that from the following day, Mandarin-speaking families and families with an interest in learning Mandarin would be able to enjoy four ABC KIDS programs on ABC iView in both English and Mandarin as part of a 12-month trial. Those programs were *hoopla doopla!* (an Australian/Chinese co-production) as well as ABC KIDS favourites *Peppa Pig*, *The Octonauts* and *Peter Rabbit*.



Little Lunch: L-R Madison Lu (Melanie), Faith Seci (Debra-Jo), Joshua Sitch (Atticus), Flynn Curry (Rory), Oisin O'Leary (Battie) and Olivia Deeble (Tamara)

ABC KIDS' average weekly metropolitan reach among this age group was 687,000 or 62.4% of 0–4-year-olds, a small increase on the 2015–16 result of 681,000 (62.4%).²⁴ The channel's daytime metropolitan Total TV share among 0–4s was 47.2%, up from 45.7% in 2015–16.²⁵

In 2016–17, ABC KIDS' average weekly regional reach among children aged 0–4 was 302,000 or 68.7% (312,000 or 70.5% in 2015–16).²⁶ Regional daytime Total TV share was 49.5% of children 0–4 (51.1% in 2015–16).²⁷

ABC ME

ABC ME audiences are digital natives. They are at the vanguard of on-demand viewing within the industry, and platform shifts are more pronounced among this age group. Nevertheless, in 2016–17, ABC ME was still the number-one-ranked television channel among children aged 5–12 during the day, and performed strongly despite increasing competition in this demographic from several newly-introduced commercial channel offerings.²⁸

During the year, ABC invested in strengthening its targeting for ABC ME on digital platforms. The rebranding of the channel from ABC3 to ABC ME, with a new digital-first approach to platforms, brand and content, and a tailored app, was very successful. In June 2017, there were 9.1 million program plays of ABC ME content including 5.6 million from the tailored ABC ME app.²⁹ The rebrand also marked an editorial shift to better reflect and include more young Australians in externally commissioned and internally produced ABC ME content.

ABC ME commission *Little Lunch* from Gristmill Pictures continued to be the most popular children's program in Australia for 5–12s, winning several local and major international awards (see Appendix 12 in Volume II). It is the number one program on broadcast and online for these audiences, as well as being a hit with family audiences. *Little Lunch* 'The Nightmare Before Graduation' was the top program on ABC ME in 2016–17.



Australian schoolchildren work on their contributions for *The Welcome Book*

Other Australian highlights included New Year's Eve 2016 Family Fireworks, *Shezow*, and *Worst Year of My Life, Again*.³⁰ Young audiences have also embraced the ABC ME app since its launch in September 2016. The app has been downloaded 647,000 times and monthly average plays via the app are 5.3 million.³¹

In 2016–17, ABC ME's average weekly metropolitan reach among 5–12s was 559,000 or 33.9% of that age group (585,000 or 36.3% in 2015–16).³² Metropolitan total TV daytime share was 17.6% (17.9% in 2015–16). In the competitive evening prime-time landscape, ABC ME's metropolitan 6pm–9pm share among children 5–12 increased to 6.5%, up from 5.5% in 2015–16, bolstered by the channel's family-friendly programming in that timeslot.³³

In 2016–17, ABC ME's average weekly regional reach among 5–12-year-olds was 296,000 or 40.3%. This was down compared to 2015–16 (324,000 or 44.5%).³⁴ Regional total TV daytime share among children 5–12 was 20.4% (23.3% in 2015–16), and 7.7% during the 6pm–9pm timeslot (7.9% in 2015–16).³⁵

Australia Plus Kids

The Australia Plus Kids Learn English app was launched in the first quarter of 2016. Initially released as a paid app costing \$1.99, during the second half of 2016 it became free to download. Built in partnership with International Education services, the app helps preschool children learn basic English words using colourful flashcards and characters from *Giggle and Hoot*, *Play School* and *Bananas in Pyjamas*.

The app has audio narration, which enables kids to learn the correct pronunciation of key English words and assists them in talking out loud about the world around them. It has six categories – ABCs, Animals, Activities, Numbers, Musical Instruments and Food – and between eight and 26 cards per category. At the end of each category, there is a short game that helps children develop their motor skills.

The app had over 40,000 downloads on iOS and Android during the reporting period, with Australia, the Philippines and Vietnam the top uptake countries.

“I love your show and the specials as it helps me to understand the news in a simple way and I love how it’s funny”

Zaba



BTN – News for kids

In 2016–17, children’s news program *Behind the News* (BTN) continued to develop new ways of interacting with, and increasing its reach among, school-aged children. *BTN* has continued to lead the way in sensitively explaining upsetting, high-profile news stories to children, and increased awareness of this work has been achieved through numerous radio interviews and panel discussions around the topic.

In September 2016, *BTN* partnered with non-partisan, not-for-profit group Welcome to Australia to ask Australian kids for contributions to be included in a Welcome Book. The book would be given as part of a welcome pack handed out to refugee and migrant children when they arrive in Australia to begin their new lives. More than 12,000 Australian children submitted drawings, from which a book was created containing colourful and heartfelt welcome messages, pictures and tips.

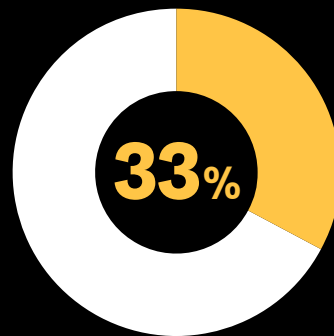
Also in September 2016, *BTN*’s pitch to create an educational virtual reality experience of the Kokoda track was chosen as a winning idea by ABC employees at the Equal Digital Life conference. Creative partnerships were established with Torrens University and Google to access equipment and expertise. The team are using a technique called ‘photogrammetry’ to capture the track itself, and more than 40 museum artefacts from WWII. This advanced technique allows for more detail and interactivity than a standard 360-degree video. The Kokoda Experience is due to be released in November 2017.

In 2016–17, a new *BTN* initiative called the Aussie Classroom Connection asked teachers from all around Australia to register their class to be matched up with another class from a different geographical area. The aim was for city kids and country kids to learn about the similarities and differences between their experiences of school. As of the end of the reporting period, 1,300 schools (32,214 children) were actively participating in this scheme.

ABC NEWS ranked

#1

for online news during the Federal Election, with its **HIGHEST EVER AUDIENCE** result of 6.5 million Australians or 33% of the active online population³⁹



of the active online population

ABC NEWS

In 2016–17, the ABC NEWS service remained a trusted destination for learning about and understanding the significant events and issues of the day.

The year began with extensive coverage of the Federal Election, across all television, radio and digital properties. Details of the ABC's programming and performance during the election can be found on page 36.

Local journalists worked with the ABC's Washington bureau to provide extensive coverage of the US Presidential election from the beginning of the primaries in mid-2016 through to the election and subsequent inauguration of President Trump. The ABC continued to cover the term in its early stages, as it quickly became one of the most newsworthy presidencies in recent history.

The ABC's London bureau covered the United Kingdom's shock decision to leave the European Union with extensive, thoughtful coverage that took the story beyond the capital to explore the views of citizens in regional areas. ABC NEWS followed the roiling political consequences

of Brexit, including the resignation of Prime Minister David Cameron and the angry reaction of the EU in Brussels. In Australia, local responses to the decision were reported and analysed by the Canberra bureau, the Business Team and contributors to NEWS Digital.

The year was also marked by a series of major terror attacks across Europe and the Middle East, starting with a shocking attack in Nice covered in detail by the London bureau. Attacks followed in Istanbul, Berlin, Jerusalem, St Petersburg, Stockholm, Baghdad, Kabul, Manchester, and two in London.

Britain stayed in the news with the Conservative Party's loss of majority government under Prime Minister Theresa May, followed in June 2017 by the Grenfell fire in London that claimed an estimated 79 lives. In addition to extensive reporting of the growing anger amongst the residents of London's North Kensington in the wake of the fire, and the impact on Theresa May's waning popularity, NEWS Digital supplemented the coverage with a range of short-form video, explainers and graphics.

Jeremy Fernandez



In the continuing wars in Syria, Iraq and Yemen, ABC NEWS reporters were on the ground as the Syrian government retook Aleppo; the Iraqi forces neared the end of a nine-month battle to retake Mosul from ISIS, and when famine and disease gripped Sana'a.

In mid-June, the ABC's Jakarta correspondent survived a bullet in the neck covering the raging battle between Philippines forces and Islamist extremists in Marawi.

In February 2017, the news of Kim Jong-Un's suspected murder of his half-brother at Kuala Lumpur International Airport hit the headlines. Kim and North Korea remained in the news as a series of ballistic missile tests ratcheted up tensions in Northeast Asia.

On 20 January 2017, six people were killed and at least 30 others wounded, when Dimitrios Gargasoulas deliberately drove and crashed his car through Bourke Street Mall in Melbourne. ABC NEWS Melbourne and the ABC NEWS television channel provided live coverage, updates and extensive digital coverage as the day unfolded, and further coverage in the attack's aftermath.

In March and April, tropical Cyclone Debbie devastated communities from North Queensland to northern NSW. While less powerful than some recent cyclones, it produced extensive flooding over a very wide area, damaging property and causing tens of thousands of people to evacuate their homes. ABC NEWS, Radio and Regional journalists worked together to provide comprehensive coverage across all platforms.

The downing of electricity pylons during a massive storm in South Australia triggered a state-wide blackout, and marked the beginning of the most controversial political debate of the year. During the crisis, ABC NEWS was a vital source of information for people totally reliant on mobile devices, streaming news broadcasts and providing regular updates on digital and social media. NEWS led coverage on the causes of the blackout, and provided comprehensive analysis of the subsequent debates about energy policy in Australia.

7.30's report on Cardinal George Pell and the alleged sexual abuse of minors was a legally and editorially complex program with ongoing impact. On the 29 June 2017, Cardinal Pell was charged with historical sex abuse offences and returned home from the Vatican to attend court.

Four Corners' story on juvenile detention in the Northern Territory, 'Australia's Shame', was the culmination of years of persistent investigation and reporting on the subject by the ABC's Darwin newsroom, along with other media outlets. The story had the significant, immediate impact of sparking the Royal Commission into the Protection and Detention of Children in the Northern Territory, and led to a range of follow-up stories including 7.30 and *Lateline* investigations on juvenile detention at the Cleveland centre in Townsville.

On a more positive note, 2016 was an Olympic year. The ABC's sports correspondents delivered comprehensive television, radio and digital coverage around the clock during the Olympic Games and Paralympics in Rio de Janeiro. NEWS Digital in Brisbane maintained a live blog throughout, and the ABC NEWS and *Grandstand* teams worked closely together to deliver radio coverage that captured all the drama and excitement of the Games.

Digital highlights

In 2016–17, ABC news and current affairs online properties reached an average 4.7 million Australian users each month, close to one in four (23.6%) of the active online Australian population.³⁶ Desktop and laptop computers remained the dominant devices for these audiences with a monthly average reach of 3.1 million, followed by smartphones with 1.5 million, and tablets at 709,000.³⁷ The reach of the websites peaked in July 2016, with an average of 6.5 million Australian users across the month, or 32.9% of the active online Australian population.³⁸

The period saw significant improvement in NEWS's digital production capability, with increased resources applied to short-form video production, digital graphics and interactives, and expanded delivery of news on mobile and social platforms.

One of NEWS Digital's goals over 2016–17 was to create more 'top-tier' digital journalism that would rival anything being created around the world. The ABC NEWS Interactive Digital Storytelling team created a new format for long-form, highly visual stories, utilising creative story design and cutting-edge development techniques. The format is mobile-first, and allows the ABC to tell immersive, compelling stories that keep audiences engaged on mobile phones. Stories that particularly resonated with audiences during the period were:

- an obituary for veteran ABC journalist Mark Colvin (116,000 page views, average mobile view time 4min 11secs)
- an immersive first-person account of life with an extreme form of narcolepsy (167,000 page views, average mobile view time 2min 30secs)
- a compelling introduction to the case at the centre of the ABC's highly successful true crime podcast *Trace* (127,000 page views, average mobile view time 4min 35secs)
- an examination of race in Australia through the eyes of a New York Times reporter (113,000 page views, average mobile view time 4min 40secs).⁴⁰



New York Times correspondent John Eligon produced a 60-minute documentary in partnership with *Foreign Correspondent*

The ABC NEWS Interactive Digital Storytelling team used the first data released from the 2016 Australian Census to tell an innovative digital story about the state of the nation. It used mobile-first data visualisation techniques to display ‘the population of Australia as 100 people’. The animation brought the numbers to life, and Census data was mixed with a storytelling device exploring how the data differed according to various aspects of life in Australia. The story had 412,000 page views across ABC digital platforms, with an average view time of 3min 40sec on desktop and 4min 20sec on mobile devices.⁴¹ The content was converted into a short-form video for Facebook and Twitter, as well as native Instagram and Snapchat stories.

Integrating high-quality digital production with existing program teams has been a high priority. The Interactive Digital Storytelling team collaborated with *Australian Story* to create an immersive, long-form story about a violent attack on a doctor in the foyer of the Footscray Hospital in Victoria, which attracted 212,000 page views with an average view time of 5min 40sec on desktop and 5min 30sec on mobile device.⁴²

Interactive data visualisations, quizzes, policy explainers, Facebook Live sessions, Live blogging and short-form videos brought the Federal Election to life in new ways (see page 36). This approach was successfully applied to a range of major stories throughout the period, including the US Presidential election, Brexit, the Western Australian election, and other domestic stories such as the aftermath of Cyclone Debbie. Comparing video performance in the second half of the period to June 2017 to the previous quarter at the end of 2016:

- one in six articles published in 2017 had featured video, up from one in 10
- one in 10 visitors to the NEWS site in 2017 played video content, up from one in 14
- videos in NEWS articles generated an average of 100,000 plays each day, up from 75,000 – a 34% increase.



Virginia Trioli and Michael Rowland host *News Breakfast*

NEWS impact

In addition to reach, impact is an important metric for news and current affairs content. Impact can be assessed both by official responses to stories in the form of inquiries and investigations, and in the form of follow-up stories by other media outlets and on different ABC programs and platforms.

During the period, ABC NEWS commissioned the media monitoring and analysis company iSentia to undertake studies into two of the year's most high-profile stories, to gauge the quantity and range of their impact.

The first was the *Four Corners* program 'Australia's Shame', which covered an investigation into the treatment of child prisoners at the Don Dale Detention Centre. In addition to sparking a major Royal Commission in the Northern Territory, the story was followed up by every major media organisation and led to a string of similar revelations elsewhere in the country. iSentia found that between 25 July and 25 August 2016, a total of 23,173 news reports discussed the treatment of children detained

at Don Dale. This coverage reached a potential cumulative audience/circulation of 156,288,308 across all media types. Non-ABC reports made up 58.4% (13,529 reports) of the overall coverage.

iSentia was also commissioned to analyse the impact of 7.30's revelations of allegations against Cardinal George Pell. The first period of investigation covered the two-week period following the initial story; the second covered the two weeks following the ABC's follow-up story on Pell's interview with Victoria Police.

In the first period, a total of 8,692 news reports discussed the allegations, reaching a potential cumulative audience/circulation of 82,064,418 across all media types. ABC outlets produced 36% of these reports, while 64% of the total came from other media outlets. More than half of the coverage during this period mentioned the ABC or 7.30 (4,807 or 55% of reports). In the second period there were 3,935 reports, with 1,997 reports produced by ABC outlets.

21 million

unique downloads of **ABC NEWS** podcasts (Jan–Jun 2017)

NEWS on Radio – audiences

Each week in 2016–17, news and current affairs programs on Local Radio and RN reached, on average, 1.8 million people aged 10+ in the five-city metropolitan market.⁴³ This was down 3% on 2015–16.

The ABC NEWS 24-hour radio service (formerly NewsRadio) had a five-city metropolitan average weekly reach of 719,000 in 2016–17, up 3% from 700,000 in 2015–16. Audience share remained steady at 1.5%.⁴⁴ There were 21 million unique downloads of ABC NEWS podcasts in 2017.⁴⁵

NEWS on Television – audiences

In 2016–17, the challenge of retaining television audiences continued, and there was a decline in audience to most of the major ABC news and current affairs programs.

ABC News 24, rebranded during the year as ABC NEWS, did however maintain its position as Australia's leading 24-hour news channel, achieving strong audiences around big and breaking news events. Australian Federal Election coverage resulted in a record-breaking metropolitan prime-time total TV share for ABC NEWS of 7.1% on 2 July 2016.

Coverage of the US Election broke another metropolitan daytime total TV share record for ABC NEWS, with 8.5% on 9 November 2016. Audiences also peaked for coverage of the coup attempt in Turkey, the US presidential inauguration, the Western Australian state election, Cyclone Debbie, and the London attacks.⁴⁶

In 2016–17, the ABC NEWS channel achieved a metropolitan average weekly reach of 2.5 million or 14.5% of the five-city metropolitan population – stable compared to 2015–16.⁴⁷ Metropolitan daytime total TV share was 3.1%, up from 2.9% in 2015–16, and metropolitan prime-time total TV share was 1.1% in 2016–17, the same as the previous year.⁴⁸

In 2016–17, ABC NEWS achieved a regional average weekly reach of 1.3 million (18.2% of the regional population), stable compared to 2015–16.⁴⁹ Prime-time regional total TV share for ABC NEWS was 1.2%, and Regional daytime total TV share was 3.7%; both were steady compared to 2015–16.⁵⁰

1.3 million

The *Australian Story* episode **'THE FLOW ON EFFECT'** achieved a combined average audience of 1.3 million, the highest average audience for the program in 2016–17.⁵⁸ The story revisited Stuart and Cedar Anderson a year after their initial appearance on the program, to discover the ramifications of their overnight success with their revolutionary beehive.

On ABC main channel, the combined metropolitan and regional average audience for the Monday to Friday 7pm NEWS was 1 million in 2016–17, down 7% compared to 2015–16.⁵¹ Saturday and Sunday bulletins were down 8% from 2015–16, both averaging 1.1 million viewers in 2016–17.⁵²

Key current affairs programs 7.30, *Four Corners* and *Australian Story* experienced declines of between 7% and 11% year on year. In March 2017, *The Link* replaced the Friday edition of 7.30. From then until the end of the reporting period, its combined average audience was 521,000.⁵³

On ABC main channel, the combined average audience for 7.30 was 849,000 in 2016–17, a decrease of 9% compared to 2015–16.⁵⁴ Combined average audience for *Australian Story* was 1.1 million, a decline of 11% compared to 2015–16.⁵⁵

Four Corners' combined average audience over the year was 943,000 on ABC main channel, a decrease of 7% on 2015–16.⁵⁶ The episode 'Bleed Them Dry Until They Die', which investigated retirement villages ripping off retirees, achieved a combined average audience of 1.4 million, the highest average audience for the program in 2016–17.⁵⁷

Insiders, across ABC main channel and the ABC NEWS channel simulcast, declined 4% overall compared to 2015–16, driven by ABC main channel declines (ABC NEWS was up 4%). The political-analysis program's combined average audience was 527,000 in 2016–17.⁵⁹

News Breakfast audiences continued to strengthen, and were up 4% from 2015–16. *ABC News Breakfast* is simulcast each weekday on ABC and ABC NEWS. In 2016–17, the program achieved a combined average audience of 245,000 across ABC and ABC NEWS, a 4% increase on the 2015–16 audience.⁶⁰



Legendary ABC journalist Mark Colvin in 1990, just prior to the First Gulf War.

In 2016–17, *Foreign Correspondent* achieved a combined average audience of 511,000, a decline of 21% compared to 2015–16.⁶¹ The program's timeslot change at the beginning of 2016, to Tuesday 9.30pm, continued to impact audience numbers. The episode 'A Man of the World: Remembering Mark Colvin', broadcast in May 2017, achieved the highest audience for the program in 2016–17 with a combined average audience of 717,000.⁶²

In 2016–17, *Lateline* achieved a combined average audience of 74,000 on ABC NEWS, a decline of 6% compared to 2015–16. On ABC main channel, the program achieved a combined audience of 186,000, a 17% decline on 2015–16.⁶³

The Business also experienced a sharp decline in audience, with a combined average audience of 112,000 in 2016–17; down 14% on the 2015–16 average.⁶⁴

Streaming

ABC NEWS is streamed live via the ABC NEWS website, ABC iView, and the ABC flagship app. In 2016–17, the stream recorded a total monthly average of 679,000 plays, up 27% compared to 2015–16.⁶⁵

Via iView, the ABC NEWS stream recorded a monthly average of 334,000 plays, up 38% compared to 2015–16.⁶⁶ Through the ABC NEWS website and flagship app, the stream recorded a monthly average of 345,000 plays, up 19% compared to 2015–16.⁶⁷

Total streams of ABC NEWS peaked in July 2016 with a total of 1.2 million plays, driven by coverage of the Australian Federal Election. The US Election brought another strong wave of audience engagement in November 2016 with 887,000 streaming plays.⁶⁸



Regional

The ABC's audiences and communities have shown they crave distinctly Australian content, no matter where they live or what device they use. ABC Regional has demonstrated that reflecting the whole of Australia in news, information, and entertainment, is vital for the Corporation to be relevant – increasing its distinctiveness, reach, and engagement, while clearly demonstrating its Charter commitments.

ABC Regional creates stories and programs that engage local audiences, while ensuring regional Australians have a voice in national conversations.

Connecting Communities

On 7 March 2017, the ABC announced its biggest-ever single investment in rural and regional Australia, with the aim of expanding the broadcaster's coverage of news and information for audiences across the country. The Connecting Communities package consisted of an extra \$15 million a year ongoing, with almost \$4 million more to be spent on

new tools and technology for regional-based teams. This announcement was an essential component of the ABC's broader Investing in Audiences strategy.

As part of the investment, Regional was afforded the opportunity to recruit up to 80 new employees over 18 months, in positions that would boost video and digital reporting, increase coverage of local events and breaking news on weekends, and enable reporters and program makers to spend more time in remote parts of the country while the ABC maintained highly valued local services.

At the end of the reporting period, appointments to the first 35 new content roles were being finalised, and planning for training, accommodation upgrades, and the deployment of technology and new equipment had been completed.

Regional content

The ABC's regional operations create distinctive, local, wide-ranging news and information. Local teams, based in 48 locations, boast a broad content-making skill set; they deliver

live-and-local radio while sharing stories nationally across programs, bulletins, platforms, and genres, championing rural issues in particular. They work with, and are supported by, ABC Regional program teams in the capital cities; and they engage with their communities through coverage, events, social media, and their role in attracting and curating user-generated content.

Through greater coordination of resources within regional offices in 2016–17, skills and expertise were shared across programs and platforms, and employees were able to diversify their skills. Resources were realigned to the times of day and platforms where audience demand was highest or growing, including a stronger focus on *Breakfast* listening, and digital and social media content.

The creation of a Manager of Content Quality position has allowed ABC Regional to maintain a system of rolling air-checks across all radio programs, and provided its Chiefs of Staff with a dedicated contact point for reporting areas in need of attention.

ABC Regional's teams collaborated with ABC NEWS and ABC Radio's teams every day. Regional journalists contributed stories to the 7pm NEWS bulletins almost every week. Specific contributions include:

- The ABC's Newcastle team worked closely with NEWS to cover the Royal Commission into Institutional Responses to Child Sexual Abuse hearings in Newcastle.
- ABC Gippsland worked with Radio, NEWS and Television on the closure of the Hazelwood Power Station. Included was an RN *Breakfast* Outside Broadcast from Morwell in the Latrobe Valley, that network's first in a decade.
- The ABC Capricornia team broke the Shoalwater Bay Defence Land Acquisition story, which eventually led to the Federal Government abandoning its attempt to compulsorily acquire agricultural land for defence training purposes.

- Western Australia's state-wide *Mornings* radio program team visited both Karratha and Kalgoorlie during this period, and worked with the local regional ABC teams.

Local audiences

In 2016, production support was shifted from *Mornings* on Local Radio to focus on the peak audiences at *Breakfast* time. In four regions where comparative data was available – Albury, Cairns, Mackay and Port Macquarie – listener numbers increased.

Facebook was used as a primary platform to deliver local news and weather for mobile audiences in the regions. At the end of the reporting period, the average engagement rate for regional pages had reached 6.7%, and shares, comments, and reactions had increased 181% compared to July 2016. Video views were up 226% (to 4.6 million) from July 2016 with 600,000 views of more than 30+ seconds or 95% completion (up 15%).⁶⁹

Regional's whole-of-team approach led to a greater focus on growing digital audiences, and improved reach on social media. Using NEWS, Rural and Features reporters, as well as Radio program-makers, gave pages a greater variety of content.

National audiences

In 2016–17, ABC Regional continued to produce long-running weekly national radio programs *Saturday Night Country* and *Australia All Over*. The national team also continued to produce and present ratings-leading programs like *A Country Breakfast* on RN, *Countrywide* on Local Radio and Digital, and the newly devised and produced *Landline News* – a weekly segment presented and produced by the parliament house team of reporters and used in *Landline's* weekly Sunday program.

The National Regional Reporting Team is now fully integrated into the daily and weekly planning prospects compiled and distributed by NEWS and as a result contributed coverage of events of national significance, such as the federal Budgets of 2016 and 2017; the census results in 2017; Australia Day; Anzac Day; Homelessness Week; and Cyclone Debbie. The team, along with the network of regional stations, also work closely with flagship programs like *Four Corners* and *Australian Story* to provide key reactions to regional stories broken by those programs.

Other events and issues where Regional led or contributed to coverage across the ABC included:

- the dairy crisis affecting southern states (multiple radio current affairs, television news, and digital features shared on the national NEWS page; follow-up stories in association with *Four Corners*)
- the sale of the Kidman group of properties (working alongside NEWS reporters to deliver ongoing coverage for all platforms)
- the taxation register of foreign-owned farmland
- the data drought in regional Australia
- gun ownership in regional Australia sparked by the debate over the Adler shotgun.

The Team's contribution to the national television reach is targeted across two programs, *Back Roads* and *Landline*.

Series 2 of *Back Roads* delivered a first-run average audience of 1.1 million (winning its Monday 8pm timeslot), with a total TV audience per episode of 1.3 million across first-run, encores and iview.⁷⁰ The combined average audience for *Landline* on Sundays was 418,000, and across all broadcasts, the content reached 4.5% of metropolitan and 6% of regional populations. The spin-off program *A Taste of Landline*, screening on Friday evenings, had an average audience of 557,000 per episode.⁷¹

ABC Regional leveraged production to generate unique digital content alongside both programs to reach younger audiences, and *Landline's* Facebook likes grew from 27,000 in 2015 to 104,000 in 2017.⁷² The 199 videos produced – 27 for iview, nine of which were exclusive to the platform – evolved *Back Roads* into a multimedia product, and its reach and appeal widened considerably.

NEWS Digital

ABC Regional regularly delivered news feature and rural articles to NEWS Digital for distribution throughout 2016–17.

Website visits and visitors for stories tagged with a regional location were up 9% (7.3 million visits; 4 million visitors per month). The number of stories achieving more than 10,000 visits was up 32% on 2015–16, and Regional articles achieved 4.9 million visits (Rural and Local sites) from 1 July to 31 December 2016. From January to June 2017, there were 5.4 million visits (up 14%).⁷³

Regional on iview

In October 2016, the ABC launched a 'Regional Australia' category on iview, which allowed audiences to explore a carefully curated collection of Australian content, focusing on regional and rural news and stories. Providing all audiences with one-click access to regional content reinforces the ABC's commitment in assisting the third of Australians living outside the capital cities to share their stories.



The WA Votes election team: Jessica Strutt, James McHale and Antony Green

State elections

Western Australia (February 2017)

ABC Regional's team in Western Australia contributed to state and national coverage of the state election, as well as provided strong local coverage on community issues across the state. The ABC Regional team broke controversial stories regarding candidates' policy positions, and focused on conveying information to local audiences, including via Facebook.

Northern Territory (August 2016)

ABC Alice Springs hosted Outside Broadcasts from Central Australian electorates throughout the Northern Territory election campaign, including from Tennant Creek, Wallace Rockhole, and the Chief Minister's Alice Springs-based electorate of Braitling, where a seven-strong studio candidates' debate was held.

Television and online stories from Tennant Creek and Hermannsburg broke news, as did *Drive* Presenter Rohan Barwick, who secured the only pre-election interview with Independent Alison Anderson, an influential and controversial figure in NT politics who resigned from parliament and gave her backing to two Labor candidates.

Election night saw the Chief Minister Adam Giles lose his seat, and Labor win its first 'town' seat in the Country Liberals' heartland of Alice Springs, leaving the conservative party with no representation from Central Australia. Alice Springs reporters filed on that pivotal story live on television, radio, and social media on election night and the following day.



triple j's daytime presenters L-R Gen Fricker, Lewis Hobba, Ben Harvey, Veronica Milsom, Liam Stapleton, Zan Rowe, Brooke Boney, Tom Tilley, Dylan Alcott and Linda Marigliano. Image: Dan Boud

Entertainment

Radio

Radio audiences methodology – Podsights

In 2017, ABC Audience Data and Insights established a new podcast measurement, ABC Podsights. In implementing ABC Podsights, Audience Data and Insights reviewed all podcasting guidelines available internationally at the time, and liaised with other podcast producers internationally. Due to the change in methodology, this represents a trend break in ABC podcast data.

Please note that due to this change in methodology, the previous year's comparison data is not available.

Total Radio

ABC Radio reached 4.7 million metropolitan Australians in an average week in 2016–17,⁷⁴ and had a 22.3% share of the five-city metropolitan market.⁷⁵

The ABC recorded 96 million unique podcast downloads in 2017.⁷⁶

Capital City Radio

The year brought significant change to the ABC's capital-city radio stations.

In recognition of the growth of listening via DAB+ and streaming, AM/FM call signs were dropped from the name of each service, with 612 ABC Brisbane, for example, becoming ABC Radio Brisbane. Station websites also underwent their first major redesign in several years.

Several long-term presenters hung up their headphones, including Matthew Abraham, Ian Henschke, Spencer Howson and Alex Sloan.

Tony Delroy left the ABC in September 2016, after many years hosting the national *Nightlife* program. The new *Nightlife*, relaunched seven nights a week at the beginning of 2017, kept many traditional segments but was re-briefed to be more in tune with the interests of younger audiences, and to respond more quickly to breaking news.

The ABC accepted an invitation from Commercial Radio Australia to be a part of the first pan-industry radio app in Australia. Radio App allows listeners to choose between live streams from more than 250 radio stations, including the ABC and SBS.

After taking on *Evenings* in New South Wales in 2016, Christine Anu was brought on to a new national *Evenings* program in 2017, broadcast across Friday and Saturday nights.

Average weekly reach in the five-city metropolitan markets for ABC Radio was 4.71 million people aged 10+ in 2016–17, down 32,000 listeners on the 2015–16 result. Audience share was down 1.6 share points on 2015–16 to 22.3%.⁷⁷ However, ABC Radio's five-city weekly reach and share increased when the ABC digital stations – Double J, ABC Jazz, Unearthed, Grandstand, Country and Extra – were included.⁷⁸

triple j

triple j enjoyed another strong year of engagement with young audiences across Australia. After the record results achieved in the previous year however, the ABC's national youth network did see slight declines in broadcast audience numbers in 2016–17.

Five-city metropolitan average weekly reach among people aged 10 and over was 1.91 million in 2016–17, slightly down from the 2015–16 record of 1.93 million. Audience share was 6.2%, down from 7.1% in 2015–16⁷⁹. triple j had 8 million unique podcast downloads in 2017.⁸⁰

Towards the end of 2016, triple j announced the voluntary departure of several key presenters including *Breakfast*'s Matt and Alex and *Lunch*'s Lewi McKirdy. There was a significant show of support from the audience, including the many thousands who attended a series of live, goodbye events. The new line-up for 2017 included *Breakfast* presenters Ben and Liam, supported by newsreader Brooke Boney, comedian Gen Fricker (who also took over *Lunch*) and Dylan Alcott (also heard on *Weekend Arvos*).

In April 2017, the network took its annual *One Night Stand* concert to Mount Isa. While it was the most remote location the concert had visited in its history, more than 7,000 people turned up to hear a stellar line-up, and thousands more listeners joined them on-air and online. The Mt Isa Council reported a very positive impact on the local economy, as well as the cultural life of the town.

The *Hottest 100* countdown was once again held on the Australia Day public holiday, with winners decided by the largest number of votes ever cast – 2,255,110. The event reached 3.9 million people on Facebook where it had more than 1.5 million engagements – a 26% year-on-year increase.⁸¹



Tash Sultana was named triple j Unearthed's Artist of the Year and her song *Jungle* was voted number three in the 2016 triple j Hottest 100.

Respected radio expert James Cridland estimates the *Hottest 100* has grown into the world's biggest audio streaming event, with 258,000 concurrent streams played out at the highest point of the day.⁸²

In late 2016, the scheduling of the *Hottest 100* received increased, extensive attention in both specialist music and mainstream media, in the wake of an online petition requesting the event be moved away from a date that is challenging to many Indigenous Australians. While triple j was already addressing these concerns, particularly through a *Hottest 100* fundraising partnership with the Australian Indigenous Mentoring Experience (AIME), station management committed to a comprehensive program of consultation with all relevant stakeholders. The future date of the countdown, whether changed or not, will be announced towards the end of 2017.

triple j Unearthed

triplejuneearthed.com turned 10 in 2016, with celebrations including a countdown of the 100 best songs discovered over the previous decade. Unearthed has continued to cement its position as the leading platform in Australia supporting new, independent local music. Nearly 80,000 Australian artists are currently active on the platform, with 136,500 songs uploaded and almost 240,000 reviews posted by the audience.

2017 was the second year in a row that an artist first discovered on triple j Unearthed took out the number one position on the *Hottest 100*. This year, the top three artists – Flume, Amy Shark, and Tash Sultana – were all discovered on Unearthed.

Throughout 2016–17, the Unearthed team worked hard to increase diversity. By the end of the period, 50% of all acts featured on the site were fronted by female performers, and more than ever before were Indigenous artists.



Double J's successful new podcast *Bang On* brings together two of the ABC's most respected music presenters.

Double J

In its third year, Double J continued to consolidate a solid reputation as a well-regarded contemporary music service.

DAB+ (digital radio) ratings became publicly available for the first time in early 2017, and these revealed Double J to be the highest rating digital-only radio station in the five DAB-enabled capital cities, with a weekly reach of 200,000 in the first survey for the year.⁸³ Further ABC research for Double J, which includes regional Australia and audiences who listen via television,⁸⁴ suggests a greater weekly audience. The ABC conducted three nationally representative surveys through the Research Now online research panel from August 2016 to January 2017, which identified an overall weekly listening reach of approximately 745,000.⁸⁵ Double J will become available to audiences in Canberra, Darwin and Hobart over the following year.

The iconic live music brand 'Live at the Wireless' was introduced to the Double J program schedule in January 2017. Double J's live-music team recorded a diverse range of Australia and overseas artists at venues around the country,

as well as festivals such as Bluesfest in Byron Bay, WOMAD in Adelaide, Sydney Festival, and the National Indigenous Music Awards in Darwin. The program gave the audience access to the very best of 40 years of triple j and ABC Radio's live-music archives, with seminal sets from some of the biggest artists in contemporary music.

In June, Double J ran a major campaign – 'The 90s on Double J' – which included a live event and the release of the *Double J: The 90s* four-CD box set. The station also focused on increasing Indigenous music content across the schedule, including during NAIDOC week, with initiatives such as a co-production with Capital City Radio and Regional on a series of profiles of Indigenous artists who perform in language, a J File on 'Deadly Women', and a live performance from rising Indigenous star Gawurra.

Double J continued to create programming with some of the biggest names in the contemporary music industry through its Artist in Residence program, which has so far included Bernard Fanning, Kram from Spiderbait, Paul Dempsey, and The Clouds.

In March, Margaret Throsby celebrated her 50th anniversary as an ABC broadcaster. She currently presents weekly feature interview program *Saturday Mornings* on Classic FM.



ABC Classic FM

Throughout 2016–17, ABC Classic FM continued to offer its audiences one Australian concert a day, sourced from across every state, and a Summer Encore Season of the year’s highlights.

The network’s five-city metropolitan average weekly reach in the period remained steady at 729,000 (731,000 in 2015–16). Audience share was slightly down at 2.7% in 2016–17 (3.0% in 2015–16).⁸⁶

In recent years, Classic FM has built its Australian performance content in all timeslots, and by June 2017 this had reached approximately 50% (compared with around 25% five years ago). For the first time in 2016, the network set a target for the presentation of work by female composers, which was boosted by a day of music written (and presented) entirely by women on International Women’s Day in March 2017.

Classic FM continued to support leading young artists. In July 2016, the network broadcast 52 hours of performances live from the Sydney International Piano Competition (SIPCA). In August, after negotiations between ABC Classic FM, the Musicians and Opera Singers’ Trust, and Symphony Australia, the ABC announced the revival of the annual ABC Young Performers Awards, which for more than 70 years has been Australia’s premier competition for young classical instrumentalists.

Classic FM continued to build its editorial and marketing relationship with the ABC Classics label. The network supported the ABC Classics release *Mozart Fixes Everything* with 24 hours of Mozart programming called ‘The Big Fix’. Listeners also responded to the *Classic Flow* yoga podcast, launched in September 2016. The podcast recorded 107,000 unique downloads in 2017.⁸⁷

Two popular broadcast events were also complemented by highly successful CD releases. Over Easter, 'Russia: Romance and Revolution' surveyed Russian classical music before and after 1917, and in June, 'Classic 100: Love Countdown' celebrated classical music of passion and heartbreak.

Classic FM continued to broadcast from festivals around Australia, including the biennial Musica Viva Festival, the Huntington Music Festival, MSO Metropolis, MONA FOMA, and the major capital-city festivals. Significant international ensembles visiting Australia and broadcast on ABC Classic FM in 2016–17 included the Academy of St Martin in the Fields and the Hong Kong Philharmonic Orchestra.

During AusMusic Month in November 2016, ABC Classic FM produced Classical Now, a digital pop-up station on ABC Extra showcasing the breadth of Australian composition. The network also featured '40 Under 40', a selection of talented and influential Australian classical performers under the age of 40, to mark Classic FM's 40th year on air. Opera Australia's 60th anniversary was celebrated with the broadcast of some of their landmark productions, culminating in the live broadcast of Wagner's *Ring Cycle* from Melbourne's State Theatre.

RN

The national 'ideas' network continued to concentrate on attracting audiences to online platforms.

In 2016–17, RN's five-city metropolitan average weekly reach was 652,000, up 2% on the 2015–16 result of 640,000. Audience share also slightly increased, from 2.3% in 2015–16 to 2.5% in 2016–17.⁸⁸ RN remains ABC Radio's top podcast producer, with 40 million podcasts downloaded in 2017.⁸⁹

During the 2016 calendar year there were 74,263,000 downloads and streams of its digital audio, a 13% year on year increase from 2015.⁹⁰ Social media channels also grew significantly.

RN's science and health teams had a sterling year. *Off Track's* 'Name This Creature' project received more entries than any competition in the network's history, and the citizen-science project 'Wildlife Spotter' saw almost 4 million animals identified by 58,257 audience members.

RN's partnership with UNSW to discover Australia's best new science communicators, '5 Under 40', yielded more digital content than ever, and alumni went on to host new podcasts from RN, *Cosmic Vertigo* and *Dear Science*. The network also launched a new broadcast show and podcast exploring the intersection of science and culture, *Science Friction*.

RN continued providing daily arts and culture coverage from around Australia and the Pacific. In 2016–17, *Books and Arts* broadcast from arts festivals in Perth, Adelaide, Darwin, Hobart, Brisbane, Melbourne, Sydney, and Ubud, Indonesia. *Life Matters* was revamped to include a new emphasis on health and fitness.

The network also made a considerable effort to improve the broadcast of diverse voices and perspectives, producing series on *Earshot* such as 'The Islamic Republic of Australia' (now published by ABC Books); 'The Seven Ages of Woman'; 'Homotopia', and the podcast *It's Not a Race*. RN also allocated more airtime each week to stories from the ABC's rural reporters.

Australian Indigenous voices are vital to RN, and in 2017, Local Radio's long-running *Speaking Out* program was added to the RN schedule. *AWAYE!* collected personal stories for the My Place project, and in NAIDOC Week 2017 launched *Word Up*, a podcast and series of Facebook videos celebrating the diverse languages of black Australia. RN also contributed heavily to the bespoke *Right Wrongs* website, which marked 50 years since the 1967 Referendum (see page 38).



During the year, RN partnered with ABC NEWS to create the ABC's first true-crime podcast, *Trace*, which investigated the unsolved murder of Melbourne woman Maria James. *Trace* went straight to number one on Apple Podcasts on its release in June 2017, and remained there throughout its season. Following a public appeal from *Trace* host, investigative reporter Rachael Brown, more than 50 tipoffs from the audience were received.

Digital and online

ABC Radio's digital presence continued to evolve in 2016–17, and there was robust development in online audio delivery.

Listening to audio online via live streams and on-demand continues to grow in popularity. In 2016–17 there were on average 11.2 million plays each month across the Radio Player and Radio Apps (4.1 million via Radio Player, 5.8 million via ABC Radio iOS app and 1.3 million via ABC Radio Android app).⁹¹

The ABC Radio app was integrated with the 'connected car' in October 2016, making for a seamless digital experience on the dashboard. On-demand hourly news bulletins were simultaneously added to the app. Overall, the app has an average of 64,500 daily users.⁹² Another major new release of the radio app will be ready for launch toward the end of 2017.

After some time in development, new mobile-responsive websites were introduced for the capital-city stations, with a focus on helping audiences find highlights from broadcast programs. The templates for these sites are now forming the basis for all ABC radio station and program sites. Many podcasts, including *Laughing Dead* and *Total Football*, display the new look and feel.

Work commenced in January on a new, mobile-optimised website for triple j. This was completed and launched in July 2017.

Television

Shifts in the media landscape continue to impact television audiences in 2016–17. Australians have access to an unprecedented range of content, on a multitude of screens and devices.

In 2016–17, broadcast television remained the most popular choice for viewing, despite declines in viewing levels year on year. In 2017, 19.9 million Australians watched some broadcast television each week.⁹³

In the last year, video on demand (VOD) services have risen in popularity; Australians have embraced the flexibility and choice that VOD services provide, to the detriment of traditional broadcast viewing. Audiences under 35 have demonstrated the biggest shift from broadcast to online viewing.

Further competition for the television screen arose in 2016–17, as internet-capable 'smart' televisions became multi-functional. Australians now spend 28% of the time across the day using the television set to do something other than broadcast viewing, including watching VOD programs, internet browsing and gaming.⁹⁴

In 2016–17, each Australian home had an average of 6.2 screens, the majority of which were internet-capable.⁹⁵ The availability of more screens, and portable connected devices, created more opportunities for audiences to enjoy content anywhere, anytime – inside or outside the home.



Hard Chat with Tom Gleeson

TV audiences methodology

The lifespan of content is now being extended well beyond the initial television broadcast schedule – and the way in which we measure content has also evolved.

Last year, the ABC reported audience performance using Consolidated 7 data, as this was the most inclusive dataset available. From the end of December 2015, ‘long tail’ or Consolidated 28 viewing data became available: this is now used for all reporting and program tracking.⁹⁶ Due to these changes in methodology, 2015–16 data presented in this Report will not match figures published in the 2016 Annual Report.

Launched in 2016, OzTAM Video Player Measurement data (VPM) captures minute-by-minute viewing of online video across the five Australian free-to-air broadcasters, and Foxtel’s online video players. This methodology provides an ‘average audience’ figure for each program or episode, which can then be added to the television broadcast figure, in order to reflect a more complete audience measure.

Total ABC Television

Total Television reach is slightly down in 2016–17 compared to 2015–16, with free-to-air viewing also showing a small decline in overall reach.⁹⁷ The popularity of VOD services continues to contribute to the fragmentation of viewing and the altering of audience behaviour.

Total ABC Television metropolitan average weekly reach in 2016–17 was 8.9 million people, or 52.5% of the five-city metropolitan population. This is down compared to 2015–16 (9.2 million or 55.2%).⁹⁸ During the daytime, share decreased slightly in 2016–17: across the four channels, ABC Television achieved a share of 17.8%, down from 18.4% in 2015–16.⁹⁹ Similarly, total ABC Television metropolitan share during prime time was also slightly down at 13.8% (14.2% in 2015–16).¹⁰⁰

In the combined aggregated Australian regional markets, total ABC average weekly reach in 2016–17 was 4.1 million people or 57.3% of the regional population.¹⁰¹ This is down compared to 2015–16 (4.3 million; 60.3%). Regional share during daytime decreased to 19.2% from 21.7% in 2015–16. Total ABC regional share during prime time was 14.6% in 2016–17 (15.3% in 2015–16).¹⁰²



Yo!ngu men Danzal and Wakara on *You Can't Ask That*

iview

From January 2017, iview initiated a program of work to accelerate product development. The program focuses on the main iview website and apps, and aims to deliver the best possible user experience, to increase frequency of use and engagement with ABC programs.

In 2016–17, the ABC main channel live stream and the ABC NEWS live stream were the two most requested videos on iview among adults (2.65 million and 2.63 million streams respectively). The top five Australian programs viewed were *You Can't Ask That*, *Seven Types of Ambiguity*, *Four Corners*, *Rosehaven*, and *Please Like Me*. Among the five most watched on-demand programs overall were *Doctor Who* and *Midsomer Murders*.¹⁰³

The top five Australian programs among children were *Bananas in Pyjamas*, *Ready, Steady, Wiggle*, *Play School*, *Little Lunch*, and *Emma!*. The top five overall programs were *Peppa Pig*, *Hey Duggee*, *Ben and Holly's Little Kingdom*, *Bing* and *Bananas in Pyjamas*.¹⁰⁴

Across total iview (website and all apps), there were 3.1 million monthly visitors, an increase of 30% compared to 2.4 million over 2015–16. Monthly visits increased by 24%, from 14.7 million to 18.2 million, and monthly plays also increased significantly – from 42.3 million in 2015–16 to 52 million in 2016–17 (up 23%).¹⁰⁵

ABC main channel audiences

ABC main channel continued to prioritise reaching new and loyal audiences through accessible, Australian, authentic storytelling.

In 2016–17, 10 of ABC main channel's top 20 programs were Australian productions. The top program was the New Year's Eve Midnight Fireworks, with a combined metropolitan, regional and iview VPM average audience of 1.8 million.¹⁰⁶ Across the evening, the ABC's television coverage reached 3.7 million viewers across ABC, ABC ME and ABC NEWS.¹⁰⁷

Anh's *Brush with Fame* has been warmly received by its audience. However, one episode had particular impact with the ABC community. Anh's painting of Samuel Johnson was auctioned, and within one day was sold for \$100,000. This money was given to **SAMUEL'S CHARITY LOVE YOUR SISTER**, which supports cancer research. Samuel further convinced Anh to allow the production of 200 prints of the painting – each of which was sold for \$250 on release, raising another \$50,000 for the charity.



War on Waste was the stand-out program for ABC in 2016–17, ranking number one in its timeslot (see page 32). Series 1 of *Anh's Brush with Fame* was the most successful new Australian program on ABC Television in 2016, achieving a complete television and iview average audience of 1.6 million viewers.¹⁰⁸ New Australian drama *Rosehaven* was also popular with audiences, and achieved a complete average audience across metropolitan, regional and iview VPM of 1.2 million viewers.¹⁰⁹

The tribute program, *John Clarke: Thanks for your Time* resonated with viewers, and was one of the top-ranked ABC programs for the year. The program achieved a complete average audience of 1.6 million viewers.¹¹⁰

Further demonstrating the weight and momentum of pan-ABC initiatives, *Stargazing Live* and its companion program *Back To Earth* reached 2.7 million viewers across metropolitan and regional markets.¹¹¹ Other successful ABC main channel programs this year covered a range of genres and included: the New Year's

Eve broadcast, *Crowded House Live At Sydney Opera House*, *Back Roads*, *Upper Middle Bogan*, *Gruen*, *Rosehaven*, *Anh Do's Brush With Fame*, *Conviction*, *Barracuda* and *You Can't Ask That*.

ABC's average weekly metropolitan reach in 2016–17 was 6.1 million people, or 36.1% of the five-city metropolitan population; a decrease from 6.3 million people, or 38.0% of the five-city metropolitan population, in 2015–16.¹¹² Metropolitan daytime total TV share was steady at 5.5% (5.6% in 2015–16) and share during prime time declined slightly to 9.8% (from 10.2% in 2015–16).¹¹³

ABC's average weekly regional reach in 2016–17 was 2.8 million people, or 39.1% of the regional population. This was, again, a slight decrease compared to the 2015–16 average weekly regional reach of 2.9 million people, or 40.9% of the regional population.¹¹⁴ In 2016–17, ABC's regional daytime total TV share was 6.1% (6.5% in 2015–16). Prime-time share was 10.0% (10.5% in 2015–16).¹¹⁵



Ian Thorpe delivered a **BRAVE SERIES EXAMINING BULLYING** that delivered a deep and lasting impact. ABC Television worked with partners Reach Out and Kids Helpline to produce *Bullied*, a series that was greatly appreciated by audiences and discussed widely on social media.

ABC2 (7pm–close) audiences

In 2016–17, ABC2 achieved its primary goal of adding incremental reach to the overall reach of the Corporation. ‘Exclusive’ reach (audiences who do not watch any other prime-time ABC channel) remained at 5%. ABC2 continued to deliver interesting and unique content to Australian audiences, with programs such as *Gruen XL* (an extended format of *Gruen*), *Cyberhate with Tara Moss*, and *Comedy Next Gen*, which introduced audiences to up-and-coming stand-up comedians.

Other highlights included the *Hack LIVE* suite of discussion programs, produced in association with triple j’s *Hack*, and two new digital-first comedy series commissioned in partnership with NBCU through the Fresh Blood initiative with Screen Australia, *Wham Bam Thank You Ma’am* and *Fancy Boy*. The final five-part instalment of *Opening Shot* gave more young documentary makers the chance to learn long-form documentary skills.

ABC2’s program highlight was *Whovians*, hosted by Rove McManus, which was broadcast directly following each *Doctor Who* episode on ABC main channel. Audience engagement was high, reflected in the love shown by the passionate fans at each recording.

ABC2’s average weekly metropolitan reach in 2016–17 was 3.9 million people, or 23.2% of the five-city metropolitan population (4.1 million or 24.8% in 2015–16).¹¹⁶ In the 7pm–12midnight timeslot, metropolitan total TV share was steady at 1.9% (2.0% in 2015–16).¹¹⁷

In 2016–17, ABC2’s average weekly regional reach was 1.9 million people, or 26.5% of the regional population; a slight decrease compared to the 2015–16 average weekly regional reach of 2 million people, or 28.7% of the regional population.¹¹⁸ The channel’s 7pm–12midnight regional total TV share was 2.2% (2.4% in 2015–16).¹¹⁹

See pages 46–9 for information about children’s television performance in 2016–17



Ronny Chieng: International Student

The **AUSTRALIA PLUS LEARN ENGLISH**
FACEBOOK page has more than

4.3
million

followers, making it one of the most popular pages hosted in Australia (see page 85)

International Services

The ABC reaches culturally and linguistically diverse audiences and Australian ex-patriates through the multiplatform Australia Plus and Radio Australia services.

Digital engagement, especially via social media, is at the centre of these services, complemented by radio and television broadcasts from Radio Australia and Australia Plus Television.

Australian programs and content are also delivered directly to local audiences via partnerships and agreements with in-country television networks, websites, and mobile and social media services.

In 2016–17, a strategic review resulted in increased focus on coverage and services for Chinese, Indonesian, and Pacific audiences. The Khmer, Burmese, and Vietnamese language services ceased in December 2016, and the French language service ended in February 2017.

The ABC also announced the closure of shortwave transmission to Northern Territory and international audiences. Savings realised through decommissioning this service will be reinvested in a more robust FM transmitter network in Papua New Guinea and an expanded content offering for the Pacific region.

The March 2017 organisational restructure distributed ABC International services throughout the Corporation. Reaching culturally and linguistically diverse audiences is now incorporated into the key content teams of the ABC.

In 2016–17, ABC International used all its social media channels to share original content produced by its various content teams, as well as content produced by other parts of the ABC. Stories produced by ABC NEWS, RN, and ABC Open have all been shared to international audiences.



Australia Plus presenter Ning Pan

Overall, Australia Plus social media channels saw an 11% increase in total fans and followers. The account with the biggest increase was the Australia Plus Pacific Facebook page which saw 40% growth thanks largely to the promotion of original Pacific Sports Partnership content each week. The Australia Plus YouTube channel also grew steadily, primarily because of English Language Learning videos which were repurposed for online use.

Radio Australia primarily uses social media platforms to engage with its audiences. In 2016–17, total followers of the Radio Australia Facebook page grew by 58%, from 177,060 to 187,885.¹²⁰

ABC International began regularly posting relevant content to the main ABC NEWS Facebook page during the period, including English content from AustraliaPlus.com, as well as content relevant to target markets from abc.net.au. This yielded positive results, with original content reaching and engaging with hundreds of thousands of people.

Nightly news program *The World* provided daily coverage of breaking news and ongoing stories through full interviews and extracts posted to Facebook and Twitter. Producers for *The World* experimented with creating short-form video content specifically for the ABC NEWS Facebook and Twitter accounts, achieving a high level of audience engagement.

ABC International also trialled a social media content-sharing arrangement with the BBC, which saw positive and encouraging results. For example, an ABC Science story, 'Australia's thorny devils drink water by burying themselves in sand', was shared to the BBC Earth Facebook page – it achieved more than 4,300 reactions and more than 400 shares.

The Australia Plus Vietnam, Radio Australia Myanmar, and Radio Australia Khmer social media properties were discontinued in the reporting period, following the cessation of those services/products.

More on the ABC's international social media engagement can be found on pages 84–5.

AustraliaPlus.com

In 2016–17, the Australia Plus digital team produced and curated feature stories in English, Indonesian, Chinese and Vietnamese across the following categories of interest to international audiences: Study and Innovation; Explore and Experience; Style and Wellbeing; On the Menu; Business Matters; and In Person. Many original stories were produced in multiple languages. Examples included:

- the Vietnamese-Australian perspective of the Battle of Long Tan commemoration produced in Vietnamese and English
- a series of profiles of successful people with international connections – for example Chinese artist Zhou Xiaoping who is influenced by Indigenous art – produced in Chinese and English
- Indonesian designers at Melbourne Fashion Week produced in Indonesian and English.

The Australia Plus digital team also enhanced the diversity of content on abc.net.au by adding stories of people from culturally and linguistically diverse backgrounds to coverage of Refugee Week, Ramadan, *War on Waste*, *Stargazing Live*, Harmony Day, Mardi Gras, Back to School, Lunar New Year, the Melbourne Cup, and World Mental Health day.

In 2016–17, there was an average of 138,000 monthly visits to Australia Plus websites (AustraliaPlus.com, AustraliaPlus.com/TV and AustraliaPlus.cn). This was down 26% from the previous reporting period. The decrease is attributed to the cessation of services and the continuing growing trend in off-platform activity, such as on social media.

Radio Australia

Radio Australia experienced several changes affecting both content and transmission over the reporting period.

The new focus on investment in media for Chinese, Indonesian and Pacific audiences saw the end of language services in French, Khmer, Vietnamese, and Burmese.

From January 2017, there was an increase in live broadcasts marking significant Australian historic and cultural events being scheduled on the network, including:

- the Anzac Day Dawn Service from Canberra
- the 50th Anniversary of the Fall of Singapore Commemoration
- the Tamworth Country Music Festival and Port Fairy Folk Music Festival
- a Reconciliation Week conversation with Gail Mabo.

Radio Australia content teams also contributed to coverage of International Women’s Day 2017, with the network featuring an all-female line-up of presenters across its English and Tok Pisin schedule, and provided additional live sports broadcasts including the State of Origin and the historic AFL game in Shanghai, China.

Along with the hourly radio news bulletins provided by the ABC’s Asia Pacific News Centre, Radio Australia’s flagship current affairs programs *Pacific Beat* and *Tok Pisin Wantok* (broadcast in multiple Pacific pidgin languages) provided comprehensive coverage of news and events affecting the Pacific.

Ongoing coverage on *Pacific Beat* featured local and international stories on the effects of climate change on Pacific countries and efforts to counter gender violence. The program also celebrated culture and the arts of the region.

Key stories included:

- the week-long commemorations when the Regional Assistance Mission to Solomon Islands (RAMSI) ended its mission after 14 years
- high-profile defections from Fiji’s government
- an interview with Tongan Prime Minister Akilisi Pohiva
- the collapse of the 2019 Pacific Games
- the devastating effect of Cyclone Cook in Vanuatu (April 2017), and the national mourning following the sudden death of the country’s highly respected president, Baldwin Lonsdale (June 2017)

- the student protests in Papua New Guinea
- the Festival of Pacific Arts in Guam.

The Tok Pisin team covered a dengue outbreak in the Solomon Islands, which remains an ongoing health issue; the magnitude-7.9 earthquake which struck off the coast of Bougainville in January 2017; the police and military special operation and guns-surrender program to curb tribal violence in Papua New Guinea's Hela Province; and a series on Indigenous Australian history and culture for NAIDOC week.

Radio Australia is available 24 hours a day via FM transmission in Papua New Guinea, Fiji, Vanuatu, Solomon Islands and Tonga. There were no new transmission/rebroadcast arrangements established by Radio Australia in the reporting period.

Radio Australia is also streamed via ABC digital apps including the ABC App, ABC Radio App and Australia Plus Expats App. The bespoke programs produced for Radio Australia – *Pacific Beat* and *Tok Pisin Wantok* – are also available as podcasts.

Australia Plus Television

The Australia Plus Television service provides the Asia-Pacific region with multi-genre programming, sourced from the ABC, SBS and through co-production acquisition.

Nightly news program *The World* provided coverage of ongoing regional issues including tensions over North Korea, elections in Papua New Guinea, the feud within Singapore's most powerful family, the fight against terrorism in the Philippines, South Korea's political scandals, and the death of the King in Thailand.

In November 2016, Australia Plus Television partnered with the Victoria Racing Club to broadcast the Melbourne Cup Carnival across the Asia Pacific.

In December, the network broadcast the Sydney New Year's Eve Fireworks, and also syndicated the program to partner broadcasters Shanghai Media Group and Chengdu Television. Approximately 20 million viewers in China tuned in to see the ABC's coverage.

In February 2017, Australia Plus Television broadcast the first season of the Women's AFL and also worked with *Landline* to produce the *Window on China Special* exploring the economy of Australia's biggest trading partner. The network continued to work with SBS in 2017 to bring *Insight* and *First Contact Series 2* to the Asia Pacific, and for the first time broadcast the ABC's *The Weekly with Charlie Pickering*.

Australia Plus Television worked with ABC Regional throughout 2016–17 to present unique stories from regional Australia to audiences in the Asia Pacific: *Back Roads Series 2*, *International Student Stories*, *Heywire* and *Createability*.

Window on Australia, where Australian content was placed in prime time on Indonesian television partner stations, was again held in Indonesia from 23 July to 23 August 2016. Syndication on RCTI, MNC, Global TV, and iNews reached an average daily audience of 1.9 million viewers.¹²¹

Three new Memoranda of Understanding were signed with partners in China to expand content sharing and syndication: with Jiangsu Broadcasting Corporation; Guangzhou Broadcasting Network; and Guangdong Radio and Television. New rebroadcast partners were added in Bangladesh and Vietnam, and efforts to expand availability of the television service in Taiwan and Timor Leste were underway during the reporting period.

Australia Plus Television is available in 40 countries across Asia and the Pacific. Viewers can access the full service through a network of over 200 rebroadcasters throughout the region, as well as syndication of select content to media partners in China, Indonesia, Japan and India.



Alvin Quah presents *Malaysia Kitchen*

International Development

ABC International Development (ABCID) is the international development branch of the ABC and sits within the Engagement Division.

ABCID has managed and implemented development activities valued at over \$60 million across the Asia-Pacific region for more than a decade and has a team of 26 multilingual 'media and communication for development' specialist employees in offices in Australia, Cambodia, Papua New Guinea and Burma.

ABCID supports, connects and empowers people in the Asia-Pacific region, and globally, to have a voice in the decision-making processes that affect their lives. ABCID provides support in the following areas:

- **Capacity building of national broadcasters and the media sector**

ABCID works with national broadcasters to improve their technology, build employees' skills and improve their understanding of public interest broadcasting. ABCID is assisting Papua New Guinea's National Broadcasting Corporation (NBC) to help fulfil its obligations as PNG's national public broadcaster. ABCID has also assisted women journalists in Asia and the Pacific wanting to enhance or make the transition to sport journalism through the Women in News and Sports (WINS) initiative.

- **Developing and producing media content which tackles key development issues such as health, education, climate change, governance and violence against women**

ABCID produces radio and television programs, social media messaging and mobile phone services that raise awareness of, and seek to influence attitudes towards key development challenges such as HIV/AIDS, maternal and child health and violence against women. ABCID also promotes good governance by developing television and radio programs which provide a vehicle for governments to engage with citizens, and for citizens to have a voice on issues affecting their daily lives.

In Myanmar, ABCID is working with UNESCO to deliver radio and television programming designed to assist farmers improve agricultural production and strengthen local food security initiatives. In Cambodia, it worked with four provincial radio stations to develop talkback radio programs that enable community members to talk directly with government representatives.

- **Disaster response and risk reduction**

Media and communications can play an instrumental role in disaster preparedness, risk reduction, and response. ABCID supports broadcasters to build their capacity in these areas, and has assisted nine national broadcasters across the Pacific in developing disaster broadcasting plans.

- **Public Diplomacy**

Storytelling with narratives around people to people and country to country relationships, where the genuine storyline and audience define the content to maximise its value. The Pacific Sports Partnership focused on telling stories of Pacific Islanders who have improved their lives through engagement in a range of sporting activities.

- **Research and Community outreach**

ABCID collaborates on research programs to gather deeper insight and understanding on the context, culture, interests and needs of people across Asia and the Pacific.

International Relations

In 2016–17, ABC International hosted close to 100 international guests from countries including China, Indonesia, Thailand, South Korea, Cambodia, PNG and the Solomon Islands. Guests included foreign dignitaries, senior staff from international media companies, and visitors undertaking overseas work placements. Conferences held include the Australia-Indonesia Muslim Leaders Exchange and the Women in News and Sports program.

In March 2017, the ABC hosted successful candidates for the Douglas Gabb Australia Pacific Journalism Internship and the John Doherty Asia Pacific Journalism Internship. These are DFAT-funded, ABC-hosted internship programs, for which the ABC develops tailored programs to meet the specific needs of the candidates. Throughout the program, journalists develop communication, writing and media skills through on-the-job training and exposure to technology and new media within a modern broadcasting environment.

Business development

Under the ABC Act, advertising and sponsorships are permitted on Australia Plus services. Australia Plus's editorial policies ensure that advertisers and sponsors have no influence over ABC editorial content or scheduling decisions.

In 2016–17, the commercial partnership model adopted by ABC International in 2015 increased revenue from Australia Plus assets. Over the period, \$1.45 million was injected into international content and services from three Foundation Partners: The Victorian Government, Monash University, and Swisse Wellness. The partnership agreements include advertising banners and in-language branded-content marketing stories on the sponsored content sections of the Australia Plus websites, and TV commercials on Australia Plus Television.

\$4.4 million

back to the ABC for
INVESTMENT in content-making



Commercial

ABC Commercial manages a range of media businesses which create, market and license products, content and services related to the programming and Charter activities of the ABC. The team extends the reach of high-quality Australian content, and identifies and develops new revenue streams, and has a particular focus on the expansion of revenue opportunities in the digital sector.

Financial Performance

2016–17 was the first full year in which ABC Commercial traded without ABC Retail’s physical shop network, and the team was able to deliver \$4.4 million back to the ABC for investment in content-making – the highest net return since 2011–12.

The team also contributed funds back to ABC content divisions for the creation of content which will then be available to ABC Commercial to exploit. These contributions are separate to any net revenue the team contributes back to the organisation. In addition to this

return, Commercial delivered \$12.5 million to the external creative industries through the payment of royalties and advances.

ABC Commercial’s breakdown of gross revenue by activity is available on page 109.

ABC Retail

Following the closure of the physical ABC Shop network in 2015–16, ABC Retail consolidated its business with ABC Shop Online and the ABC Centres network across the reporting period.

ABC Shop Online continued to diversify away from DVDs as its main product base, and consequently experienced growth across the audiobook, book, music, and toy categories. This was underpinned by strong ABC product releases and traffic driven by The Wiggles Shop fulfilment affiliate agreement, under which The Wiggles redirect customers shopping on their home site to ABC Shop Online to purchase product.



13 weeks

Classics release *Bach: Cello Suites Volume 1* held the **NUMBER ONE CORE CLASSICAL ARIA POSITION FOR 13 WEEKS** consecutively, and was in the **TOP 10 FOR 32 WEEKS**

ABC Centres are operated as franchise agreements within existing retail outlets. At 30 June 2017, there were 201 ABC Centres across Australia, many in rural and regional locations. This is a slight decline in the number of Centres from the end of 2015–16, and is indicative of the state of a retail sector in which decrease in demand for physical products such as DVDs and CDs continues.

ABC Music

ABC Music is a leading independent record label in the Australian market. It releases music across a range of genres from children's, classics, jazz, and country, through to the triple j imprint. The label represents leading classical music artists and Australian classical music organisations, including symphony orchestras and ensembles, and contributes to the fulfilment of the ABC Charter obligation to encourage and promote the musical, dramatic and other performing arts in Australia. The ABC Music Publishing business represents writers and composers within the ABC and externally.

During the year, ABC Music released 211 titles: 118 titles for ABC Classics; and 93 titles for Contemporary (including 15 ABC KIDS titles). ABC Music also released 199 albums digitally across a number of platforms. The business saw significant growth in revenue from streaming services, within Australia and globally.

A number of ABC Music releases performed well in the industry over the reporting period. Of particular note, triple j's *Like a Version* Volume 12 and *Hottest 100* Volume 24 both reached the number one position on the overall ARIA chart. Country artist Lee Kernaghan's 25th Anniversary album came in at number two on the overall charts. Slava Grigoryan's ABC Classics release *Bach: Cello Suites Volume 1* held the number one Core Classical ARIA position for 13 weeks consecutively, and was in the Top 10 for 32 weeks. The *Classic 100 Love* release reached number 1 on the Core Classical and Crossover ARIA Charts and outsold last year's *Classic 100 Voice* release.

ABC Events

ABC Events stages and markets concerts and events for ABC audiences across Australia. More than 330,000 people around Australia were entertained by ABC Events throughout 2016–17. ABC KIDS performances included the national touring concert *Play School: Prince of Bears* and a *Play School* Concert featuring Jazz musicians that was performed at the Melbourne International Jazz Festival. A new *Giggle & Hoot* Christmas stage show was developed, and featured new characters Hootclaws, Gigglegangs and Pirate Hootbeard alongside Jimmy Giggle, Hoot and Hootabelle. Teen audiences were entertained by *Good Game Live* in Sydney and Adelaide.

Publishing

Books

ABC Books publishes Australian non-fiction and children's books in partnership with HarperCollins Publishers Australia. In 2016–17, ABC Books released 61 titles: 36 titles for adult readers and 25 titles for children.

There was significant growth for ABC Books during the period, and the business delivered its strongest financial performance in six years. The top five bestselling titles for the year were Richard Fidler's *Ghost Empire*, *The Art of Cycling* by Cadel Evans, *Penguin Bloom* by Cameron Bloom and Bradley Trevor Greive, *Resilient* by Mitchell Johnson, and Beck and Matt Stanton's *This Is a Ball*.

ABC Books' commitment to building a diverse publishing portfolio continued with key new author acquisitions, including Sami Shah, Dr Anne Aly, and Joe Williams.

Magazines

ABC Magazines produces the *Gardening Australia* and *Organic Gardener* magazines under a license agreement with NextMedia. In addition to its periodicals, ABC Magazines publishes a number of one-off feature

publications such as gardening diaries, calendars, and special-interest annual publications such as the *triple j magazine*, and the ABC Cricket magazine. In 2017, ABC Magazines produced a special *Rage* anniversary magazine to mark the popular music video program's 30th year of production.

In a challenging magazines market, *Organic Gardener* and *Gardening Australia* magazines remain solid performers with favourable returns.

Licensing

ABC Licensing extends ABC brands into a wide range of consumer products. In 2016–17, key new releases for ABC KIDS properties included mini plush toys from licensee Jasnor and a range of novelty publishing – including paint-with-water books, cloth books, and bath books. ABC Licensing released winter pyjama ranges for *Bananas in Pyjamas* and *Hoot Hoot Go!*. The *Play School* 50th anniversary range achieved excellent sell-through at retail, and was awarded Pre-School License of the Year at the 2017 Australian Toy Association Awards. Top-selling products for adults included the 'Clever Believer' t-shirts (from ABC Television's *Rake*) and triple j's Legionnaire hats.

Significant year-on-year growth was achieved with successful product launches and new licensees coming on board.

Video Entertainment and Distribution

ABC Video Entertainment and Distribution (VED) acquires and sells video content under the ABC DVD and ABC KIDS labels, as physical DVD products in Australia and New Zealand, and through a range of digital and online partners within Australia and internationally. VED's Digital business has continued to grow in 2016–17 with strong Year Three deals with major subscription video-on-demand (SVOD) platforms within Australia. More than 1,660 hours of content have been licensed across all Australia and New Zealand SVOD services throughout the reporting period.

While DVD and digital download activities are in decline, VED had some strong results with key ABC dramas, comedies and preschool programming. Across the year, VED released 137 new titles on DVD, five titles on Blu-Ray, and 216 titles to electronic sell-through platforms – iTunes, Google Play, and Quickflix.

A new partnership with oOH! Media will see ABC NEWS text and video content published across oOH!'s network of out-of-home environments: airports, petrol stations, CBD office towers and retail. This deal will deliver significant weekly audience reach and revenue to the ABC.

Sales and Business Development

ABC Sales and Business Development (SBD) has continued to extend the reach of quality ABC content and the ABC brand across Australia and globally in 2016–17, through the sale of programs, formats, news syndication services, footage, stills and audio. Clients include linear broadcasters, digital platforms, video content publishers, airlines, educational institutions, DVD distributors, production companies, galleries, and museums.

Fundamental to the core business is a strong presence at international trade markets and conferences. This enables the team to strengthen relationships with buyers and licensors, secure sales, and extend the ABC brand and content into the global marketplace. Over the course of 2016–17, Content Sales teams hosted ABC Commercial stands to showcase and sell quality programs and content at markets including *Marché International des Programmes de Communication (MIPCOM)*, *Marché International des Programmes de Télévision (MIPTV)*, the *National Association of Television Programme Executives (NAPTE) Market*, *Asia TV Forum (ATF)*, and *APEX Multi Media Market*.

The strategy of acquiring new content with commercial potential, combined with strong market presence and the development of strategic partnerships, has seen the Content Sales team sell more than 222 titles – 2,400 hours of content – across 193 countries during the reporting period.

SBD's digital news syndication platform ABC Now, which delivers video news content to subscribers for use on their platforms, serviced four major clients during the reporting period – Fairfax, MSN, TVB (Hong Kong), and The New Daily.

In addition to sales of footage, stills and audio, SBD's Library Sales team licenses a range of content to charities, business partners and to the educational sector.

Studios and Media Production

For a number of years, Studios and Media Production (SMP) has marketed the surplus production services of ABC NEWS and ABC Television – operational facilities and employee capacity – in order to generate revenue for return to the ABC. Production services offered include: studio production with and without production staff; outside broadcast facilities; video and audio post production; field-based acquisition; and access to the ABC's suite of rehearsal rooms, auditoriums, and radio recording and production recording studios across the country.

Clients include ABC Television co-production partners, commercial television networks, television production companies, theatre production companies, state symphony orchestras, podcast producers, independent production companies, sporting bodies, and individual groups seeking specialist support from the ABC's services.

During the last financial year, television studio and outside broadcast service clients included: *Ambience Entertainment*; *Jam TV*; *Matchbox Pictures*; *Foxtel*; *Eureka Entertainment*; and *Network 7*. SMP have provided studio space for *Channel 7's* new series on *Olivia Newton John*, and for the *Marngrook Footy Show Grand Final* for NITV (SBS).

SMP leased two standard definition Outside Broadcast Vans to Pacific Broadcast, and provided facilities for the Disney series *Outback Truckers* and corporate videos in the ABC's Western Australia television studios.

It's **Your** ABC

The ABC invests in audiences by being **VISIBLE** and **ACTIVE** in Australian **COMMUNITIES** – including digital communities, where every citizen can **ENGAGE** with, and **CONTRIBUTE** to, Australian stories and **CULTURE**

Have Your Say

On social

In 2016–17, engagement with audiences through social media continued to grow exponentially, across all ABC content profiles. Social media is the first point of engagement for many sections of the ABC's audience, as well as being one of the best ways the ABC can listen and respond to Australians directly, while gauging their interests and preferences. Investing in digital and social media content continues to be a priority for all ABC teams.

The ABC's International services have particularly large followings on Facebook, with 4.3 million Australia Plus Learn English fans (see more about Learn English below), and now 89,000 Australia Plus YouTube subscribers, up 22% from the previous year.¹²²

During the reporting period, the ABC's Chinese service strengthened its digital performance, increasing followers on Weibo by 2.5% to more than 147,000 followers, and on WeChat by 15% to more than 5,800 followers.¹²³

Video content produced by the ABC Chinese service also performed well. Videos on its Tencent QQ account attracted over 2.2 million views, a 2,000% increase compared to the previous reporting period.¹²⁴ Videos on the Chinese Service's iQiYi account attracted 549,000 views, representing an increase of 4,000% from the previous year.¹²⁵

Cross-platform high performers included coverage of the Sydney New Year's Eve fireworks – which reached more than 750,000 people across Chinese social media platforms – a *Landline* interview with supermodel Lu Yan, and original videos such as interviews with Hazza Harding (an Australian singer and presenter living and working in China), Tan Weiwei (a Chinese singer), Da Shan (a Chinese comedian) and Luna New Year celebrations.

Learn English

Australia Plus Learn English is the ABC's English language learning service for adults, providing lessons for people around the world. The Learn English Facebook page is the ABC's largest social media community and one of the most popular pages hosted in Australia with over 4.3 million followers. Its largest follower numbers come from India, Pakistan and Vietnam. In 2016–17, the Learn English Twitter page grew to more than 64,000 followers – an increase of 52% from the previous reporting period.¹³⁰

Lessons are based on Australian culture and issues, and are presented in the form of text, video and Facebook Live lessons. Some of the best-performing stories are those involving practical learning tips, the Australian way of life, and sharing the success stories of people.

In 2016–17, bilingual videos in English and Mandarin taught audiences the use of practical English across topics such as ordering food, using public transport, and looking for accommodation in Australia. The Learn English team also collaborated with Radio National on a video about Australian slang, and with ABC Regional on videos where an international student in Australia would provide tips on learning English.

A survey was conducted in October 2016 on the Facebook community, with feedback influencing the Learn English content strategy for 2017–18.

Followers of the A+ Indonesia Facebook community increased by 11% during the reporting period, and the page now has more than 250,000 followers.¹²⁶ The most popular Facebook video was about a church in Mount Isa which offered prayer space to the local Islamic community: the video had more than 780,000 views and had a reach of more than 3 million people.¹²⁷

A+ Indonesia also produced its first Facebook Live video to mark the visit of Indonesian president Joko Widodo. The video accumulated more than 360,000 views and had a reach of more than 1 million people.¹²⁸

Syndication partnerships with key Indonesian media sites continue to provide a large reach for ABC-produced Bahasa Indonesia content, with stories achieving a reach of between 1.5 and 2 million visitors every month on sites such as Detik.com.¹²⁹

triple j is another ABC network known for its large social media audience, with 1.1 million Facebook fans (up 14% on 2015–16), 530,000 Twitter followers (up 10%), and 441,000 followers on Instagram. Subscribers to triple j

TV, the ABC's top YouTube account, grew 33% year-on-year to 493,000, and the network is also prominent on Snapchat.¹³¹

Throughout 2016–17, triple j's *Hack* continued as the leading brand in youth issues and current affairs. In collaboration with ABC2, four more *Hack LIVE* discussion programs were successfully put to air on ABC2 and online. Hosted by *Hack*'s Tom Tilley, the debates delivered significant engagement opportunities across social platforms for a range of audiences, and the live Facebook streams of the final debate on the triple j and ABC2 Facebook pages reached a combined total of 670,000 people and 191,000 unique viewers across the two pages.

Social media is now the top source of news for under 35s¹³² and Facebook is the dominant social media platform. In this space, as well as on Twitter, Instagram and YouTube, ABC NEWS is the most popular Australian news organisation. At the end of the reporting period, ABC News had 3.5 million Facebook fans (up 66% on 2015–16), 1.4 million Twitter followers (up 21%), 117,000 Instagram followers (up 17%) and 123,000 YouTube subscribers (up 50%).¹³³

ABC NEWS on Facebook Messenger was launched in October 2016, and audience growth was rapid – on US election day alone, 30,000 new subscribers were added.¹³⁴ By June 2017, the news-alert service had accumulated 128,000 subscribers, with 46% of that audience between 25 and 44 years of age.¹³⁵ Apart from general news topic alerts, the platform also allows for the targeting of location-based alerts by geography, which can assist in emergencies (for example during Cyclone Debbie), and includes two-way communication with users. NEWS's innovative move to this platform generated considerable positive feedback.

In 2016–17, NEWS also extended its social media presence by streaming content live on Facebook, beginning with Facebook Live Q&A trials with specialist reporters, and moving to press conference broadcasts and the live streaming of whole programs on the platform. During the unprecedented state-wide blackout in South Australia in September 2016, thousands of South Australian residents were still able to watch the ABC's 7pm broadcast via Facebook Live on their mobiles.

Sharing content and reducing duplication – utilising NEWS, Rural, and Features reporters as well as Radio program-makers has been a priority for the Regional Team over 2016–17, as a way to provide greater variety and value to ABC social properties. These measures proved favourable to audiences, resulting in:

- a weekly reach of 7.8 million, with 3-4 million engaged users per month on Facebook
- most Regional Facebook accounts doubling their audience in 13 months, with page 'Likes' growing an average of 3% per month
- video views up 57% (to 3.3 million) from July 2016, with 397,000 views of more than 30+ seconds or 95% completion (up 15%)
- 1.4 million followers/subscribers across Regional social media accounts.¹³⁶

The reach and capacity of social media in regional locations is well demonstrated by the Queensland Regional teams using Facebook to deliver local content to local audiences. In 2016–17 this area saw significant growth in new audiences in the target demographic of 35+, and an overall growth in followers and engagement. ABC Western Queensland now has 30,000 Facebook followers in a region with a population of 17,000 people which represents success at both 'local for local' and 'local for national' levels. ABC Far North Queensland also boasts more than 31,000 followers.

All Queensland regional locations broadcast their 6.30am NEWS bulletins on Facebook Live to extend their reach into the population beyond the radio platform.

Heywire

In 2016–17, Heywire helped young regional Australians share their stories with a larger audience than ever before. In 2016, the Heywire competition had 652 entries from regional Australians aged between 16 and 22.

Heywire received an additional \$285,000 over three years from the Australian Government's Department of Infrastructure and Regional Development to create a new stream – the Trailblazers program. Trailblazers supports and celebrates young change-makers aged 18-28 working on projects to make regional Australia a better place. After a successful pilot, the program was launched nationally by the Minister for Regional Development, Senator Fiona Nash.

With the addition of Trailblazers, 65 young people received intensive leadership skills training at the Heywire Regional Youth Summit in February 2017, making it the largest Heywire Summit ever. Events across the week were attended by more than 60 Senators and other Members of Parliament.



Senator Fiona Nash with 2017 Trailblazers Jake Lloyd and Elizabeth Tate. Image: Andrea Crothers

Over the week, 41 Heywire-winning radio stories and a 15-part television and social media series were produced, created by young regional Australians in collaboration with ABC Regional producers, and broadcast on *Landline*, ABC NEWS on television, iview, and Australia Plus services.

In 2016–17 the Foundation for Rural and Regional Renewal and its philanthropic partners provided \$152,000 in support for Heywire youth projects in rural and regional Australia. The funds enabled more than 19 regional and rural towns to run Heywire youth projects to improve the wellbeing of young people and their communities. Since its inception in 2012, more than 50 grants have been awarded and over 100 communities have benefitted from the resulting projects.

In February 2018, Heywire will celebrate its 20th anniversary at its annual Summit in Canberra.



ABC Wide Bay's Scott Lamond chats with Harry from Harry's Mowers (Bundaberg, Qld). Image: Ross Kay

Your Place

The ABC is active in communities year-round, inviting local audiences to tell their stories directly to the ABC, and to the national and global community.

In July 2016, RN launched the 'My Place' project during NAIDOC Week. Audience members were invited to share the photos and stories of one special place where they felt they most belonged. *AWAYE!* Presenter Daniel Browning introduced the project with a beautiful video about his own special place at Fingal Bay on the north coast of NSW. Listeners, both Indigenous and non-Indigenous, responded by posting hundreds of photos of their own significant places to Twitter and Instagram with the hashtag #ABCmyplace, and these were curated on a dedicated site.

ABC Radio Brisbane became a partner in '100% Brisbane', a three-year project coordinated by the Museum of Brisbane which aims to provide a snapshot of what Brisbane residents believe and feel about their city, and its place in the world. A radio booth was purpose-built at the museum by ABC Radio Brisbane for visitors to

record their views and these will be played in the museum from mid-July 2017, and across ABC programs for the duration of the project.

ABC Radio's capital city radio stations joined their communities for a number of events throughout the year. Brisbane's *Breakfast* program joined local communities across Queensland in a series celebrating their state. This included a week in outback Queensland, including two days at The Big Red Bash in Birdsville, Australia's most remote music festival, and broadcasting from the Brisbane Valley, with the *Breakfast* team riding the Brisbane Valley Trail along with the local community. The team also spent a week broadcasting *Breakfast* from the Torres Strait.

In October, ABC Radio Sydney hosted Sing Out Sydney, with 400 singers from community choirs joining together to perform in the atrium of the ABC Building. In February, ABC Radio Adelaide attended the annual Brighton Jetty Classic, South Australia's largest open water swimming race, which was accompanied by a major public art exhibition. ABC Northern Territory

“In rural Australia, the media focus is often on our ‘needs’ and issues like ‘decline’ and...this runs the risk of portraying we rural people as ‘poor cousins’. So it’s good to show off what’s good about rural life, and for your team to experience that first-hand”

Mark McKenzie-McHarg, President of the Yackandandah Chamber of Commerce

celebrated its 70th anniversary with an open day and family fun day.

ABC Radio also broadcast live from a range of major cultural events. For example, RN attended and broadcast from the Writers’ Festivals in Sydney, Melbourne, Brisbane, Byron Bay and Perth, the Perth International Art Festival, Dark Mofo in Tasmania, and the Darwin Festival.

triple j broadcast live from music festivals such as Splendour in the Grass, and hosted the One Night Stand concert in Mount Isa, its annual free concert featuring Australian bands. triple j also threw a free party in Melbourne to celebrate the joint 21st birthday of breakfast presenter Liam Stapleton and a triple j *Breakfast* listener.

There were 700 yoga enthusiasts in attendance at an event hosted by Classic FM’s *Classic Flow* podcast at Sydney’s Barangaroo in September, while nearly 1,200 attended a similar event at Perth International Arts Festival Chamber Music Weekend in February (see page 43). Classic FM also hosted free concerts in 2016–17 – at the National Gallery of Victoria to celebrate the end of the year, and at the State Library of Victoria to celebrate International Women’s Day.

As in previous years, ABC Radio Hobart’s Giving Tree raised a significant sum, while Brisbane’s Christmas Appeal invited the public to provide practical gifts for newly-settled migrants.

In November 2016 the crew of *Back Roads*, *Back Roads Digital*, and ABC Goulburn Murray, along with ABC Managing Director Michelle Guthrie and *Gardening Australia*’s Costa Georgiadis, headed to the tiny town of Yackandandah in Victoria to host a series of outside broadcasts, community events, and an evening community street party, called Back to Yack. The event was to celebrate the launch of the second series of *Back Roads*. The program’s host, Heather Ewart and *Insiders* host Barrie Cassidy were among those who made themselves at home with the locals.

Back to Yack saw strong engagement from the community, including a team of 140 local volunteers who helped arrange and run the event; steady-moving crowds of around 300–400 people watching the outside broadcasts from 9am–1pm; a group of 50 local primary school students and 20 nursing home elders and family who met with Costa; and around 1,200 people who partied in the evening.

In January 2017, ABC Regional partnered with the Tamworth Country Music Festival to provide daily shows from the ABC stage in the main street, and special editions of *Saturday Night Country* and *Australia All Over*. The team also negotiated to have a live broadcast of the Golden Guitar Awards broadcast on Facebook, which had a reach of more than 440,000.¹³⁷

Throughout the year, ABC Open continued to provide opportunities for Australians to showcase ‘their place’. The online service had a strong year, with a 67% increase in contributions (photos, videos and written articles) and a 4% increase in contributors from the previous reporting period.¹³⁸ The Pic of the Week project continues to perform exceptionally well, with ABC audience members sharing 43,286 images over 2016–17. These images are curated into weekly galleries which were viewed more than 700,000 times on the ABC NEWS website, and an average of 25,000 times per week on the ABC NEWS Facebook page, with many more views each week across other ABC social media accounts.

The My Back Roads project, which invited Australians to take the audience on a tour of the back roads of their town, received 1,171 contributions. Content from the project that was shared on social media played a crucial role in bringing the *Back Roads* program and brand to younger audiences on social media and mobile devices.

Regional teams around the country recognised the diversity of their communities by celebrating Harmony Day on Tuesday 21 March. ABC Regional content-makers participated in a new initiative called ‘Meet the Neighbours’, which was designed to connect with new audiences from a range of different cultures and language backgrounds, with the view to increasing the reach of the ABC’s content and its engagement with new communities.

Teams told powerful refugee stories, met international students, learnt Bollywood dances, ventured into the kitchen, and examined the second and third-generation migrant experience. A number of teams hosted outside broadcasts, community forums, and stakeholder/participant events. Stories continue to be collated and distributed via Radio, NEWS Online, and International and social media platforms.

Throughout 2016–17, the ABC also engaged directly with its audience at the South Australian Gardeners Markets in Spring and Autumn, open houses at ABC Perth and ABC Brisbane, the Tasmanian Giving Tree, the New South Wales Granny Smith Festival, and the *Right Wrongs* website launch in Canberra.

Footnotes

- 1 ABC Audience Insights.
- 2 ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.
- 3 ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.
- 4 ABC Corporate Tracking Study, August 2016 (n=1,522) (Ppl 18+).
- 5 ABC Quality and Distinctiveness Study 2017 (n=11,108)
- 6 ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.
- 7 ABC Corporate Tracking Study, August 2016, ABC Audience Insights; (n=1,522) (Ppl 18+).
- 8 Previous year comparison is based on January–June 2016, due to a change in Nielsen methodology in 2016 to Digital Ratings Monthly (DRM). Under this new methodology, Nielsen fused its desktop panel with a mobile/tablet panel to measure a broader footprint of digital activity. DRM also captures all mobile smartphone and tablet activity, including applications.
- 9 Nielsen Digital Ratings Monthly, Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+).
- 10 Nielsen Digital Ratings Monthly, Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+).
- 11 Nielsen Digital Ratings Monthly, Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+).
- 12 Webtrends.
- 13 OzTAM and Regional TAM Consolidated 28 data; OzTAM Video Player Measurement.
- 14 OzTAM and Regional TAM Consolidated 28 data; OzTAM Video Player Measurement.
- 15 OzTAM and Regional TAM Consolidated 28 data; reach based on five-minute consecutive viewing; Webtrends.
- 16 Facebook Insights.
- 17 OzTAM and Regional TAM Consolidated 28 data; reach based on five-minute consecutive viewing.
- 18 Webtrends; Spredfast Analytics.
- 19 Webtrends.
- 20 Facebook Analytics.
- 21 Webtrends; AppFigures.
- 22 OzTAM and Regional TAM Consolidated 28 data, 2016–17.
- 23 OzTAM and Regional TAM Consolidated 28 data; reach based on five-minute consecutive viewing.
- 24 OzTAM Consolidated 28 data 2015–16, 2016–17; reach based on five-minute consecutive viewing, 6am–7pm daily.
- 25 OzTAM Consolidated 28 data 2015–16, 2016–17; 6am–7pm daily.
- 26 Regional TAM Consolidated 28 data 2015–16, 2016–17; reach based on five-minute consecutive viewing, 6am–7pm daily (including spill).

Footnotes (continued)

- 27 Regional TAM Consolidated 28 data 2015–16, 2016–17, 6am–7pm daily (including spill).
- 28 OzTAM Consolidated 28 data 2015–16, 2016–17.
- 29 Webtrends.
- 30 OzTAM and Regional TAM Consolidated 28 data 2016–17.
- 31 Webtrends.
- 32 OzTAM Consolidated 28 data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing.
- 33 OzTAM Consolidated 28 data 2015–16, 2016–17.
- 34 Regional TAM Consolidated 28 data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing (including spill).
- 35 Regional TAM Consolidated 28 data 2015–16, 2016–17, (including spill).
- 36 Nielsen Digital Ratings Monthly – Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+).
- 37 Nielsen Digital Ratings Monthly – Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+).
- 38 Nielsen Digital Ratings Monthly – Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+).
- 39 Nielsen Digital Ratings Monthly – July 2016.
- 40 Webtrends; data from time of publication to 30 June 2017.
- 41 Webtrends; data from time of publication to 30 June 2017.
- 42 Webtrends; data from time of publication to 30 June 2017.
- 43 GfK from Survey 1, 2014. Includes Local Radio programs: Early AM (Mon–Fri, 6am–6.15am), 7am NEWS (Mon–Sun, 7am–7.15am), 7.45am NEWS (Mon–Sun, 7.45am–8am), AM (Mon–Sat, 8am–8.30am), The World Today (Mon–Fri, 12md–1pm), and PM (Mon–Fri, 6pm–7pm); and RN programs: AM (Mon–Sat, 7am–7.30am), The World Today (Mon–Fri, 12md–1pm), and PM (Mon–Fri, 5pm–5.30pm).
- 44 GfK.
- 45 ABC Podsigns (powered by ABC Audience Data and Insights) (Jan–Jun 2017).
- 46 OzTAM and Regional TAM Consolidated 28 data 2016–17.
- 47 OzTAM Consolidated 28 Data 2015–16, 2016–17; reach based on five-minute consecutive viewing.
- 48 OzTAM Consolidated 28 data 2015–16, 2016–17.
- 49 Regional TAM Consolidated 28 data 2015–16, 2016–17, includes spill (reach based on five-minute consecutive viewing).
- 50 Regional TAM Consolidated 28 data 2015–16, 2016–17, includes spill.
- 51 OzTAM and Regional TAM Consolidated 28 data 2015–16, 2016–17.
- 52 OzTAM and Regional TAM Consolidated 28 data 2015–16, 2016–17.
- 53 OzTAM and Regional TAM Consolidated 28 data 2017.
- 54 OzTAM and Regional TAM Consolidated 28 data 2015–16, 2016–17.
- 55 OzTAM and Regional TAM Consolidated 28 data 2015–16, 2016–17.
- 56 OzTAM and Regional TAM Consolidated 28 data 2015–16, 2016–17.
- 57 OzTAM and Regional TAM Consolidated 28 data 2016–17.
- 58 OzTAM and Regional TAM Consolidated 28 data 2016–17.
- 59 OzTAM and Regional TAM Consolidated 28 data 2015–16, 2016–17.
- 60 OzTAM and Regional TAM Consolidated 28 Data 2015–16, 2016–17.
- 61 OzTAM and Regional TAM Consolidated 28 Data 2015–16, 2016–17.
- 62 OzTAM and Regional TAM Consolidated 28 Data 2016–17.
- 63 OzTAM and Regional TAM Consolidated 28 Data 2015–16, 2016–17.
- 64 OzTAM and Regional TAM Consolidated 28 Data 2015–16, 2016–17.
- 65 Webtrends 2015–16, 2016–17 (Apr–Jun excluded from 2016–17 average due to website tracking issue).
- 66 Webtrends 2015–16, 2016–17 (Apr–Jun excluded from 2016–17 average due to website tracking issue).
- 67 Webtrends 2015–16, 2016–17 (Apr–Jun excluded from 2016–17 average due to website tracking issue).
- 68 Webtrends 2016–17.
- 69 Facebook Analytics.
- 70 OzTAM and Regional TAM Consolidated 28 data; OzTAM Video Player Measurement.
- 71 OzTAM and Regional TAM Consolidated 28 data; OzTAM Video Player Measurement; reach based on five-minute consecutive viewing.
- 72 Facebook Analytics.
- 73 Webtrends.
- 74 GfK.
- 75 GfK.
- 76 ABC Podsigns (powered by ABC Audience Data and Insights) (Jan–Jun 2017).
- 77 GfK.
- 78 GfK.
- 79 GfK.
- 80 ABC Podsigns (powered by ABC Audience Data & Insights) (Jan–Jun 2017).
- 81 Facebook Insights, Webtrends.
- 82 <http://www.radiomagonline.com/blogentry/1313>
- 83 GfK.
- 84 Double J is available via channel 200.
- 85 ABC Corporate Tracking Program.
- 86 GfK.
- 87 ABC Podsigns (powered by ABC Audience Data and Insights) (Jan–Jun 2017).
- 88 GfK.
- 89 ABC Podsigns (powered by ABC Audience Data and Insights) (Jan–Jun 2017).
- 90 ABC Podcast Report; downloads and streams 2016.
- 91 Webtrends.
- 92 WebTrends (Android data is only for Feb to June 2017).
- 93 Australian Video Viewing Report, Quarter 1 2017.
- 94 Australian Video Viewing Report, Quarter 1 2017.
- 95 Australian Video Viewing Report, Quarter 1 2017.
- 96 Consolidated 28 viewing includes viewing of television programs played back through the television set up to 28 days after the original broadcast, compared to Consolidated 7 which was content played back within seven days of original broadcast. It captures long tail viewing beyond the overnight broadcast, and is thus a more robust measure used to report television performance.
- 97 OzTAM Consolidated 28 Data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing.
- 98 OzTAM Consolidated 28 data 2015–16, 2016–17 (Total ABC includes ABC1, ABC2, ABC ME and ABC NEWS); 24-hour reach based on five-minute consecutive viewing.
- 99 OzTAM Consolidated 28 data 2015–16, 2016–17.
- 100 OzTAM Consolidated 28 data 2015–16, 2016–17.
- 101 Regional TAM Consolidated 28 data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing (including spill).
- 102 Regional TAM Consolidated 28 data 2015–16, 2016–17 (including spill).
- 103 Webtrends.
- 104 Webtrends.
- 105 Webtrends.
- 106 OzTAM and Regional TAM Consolidated 28 data; OzTAM Video Player Measurement 31 December 2016.
- 107 OzTAM and Regional TAM Consolidated 28 data Dec 31 2016; reach based on five-minute consecutive viewing.
- 108 OzTAM and Regional TAM Consolidated 28 data 2016; OzTAM Video Player Measurement.
- 109 OzTAM and Regional TAM Consolidated 28 data; OzTAM Video Player Measurement.
- 110 OzTAM and Regional TAM Consolidated 28 data 2017; OzTAM Video Player Measurement.
- 111 OzTAM and Regional TAM Consolidated 28 Data.
- 112 OzTAM Consolidated 28 data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing.
- 113 OzTAM Consolidated 28 data 2015–16, 2016–17.
- 114 Regional TAM Consolidated 28 data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing (including spill).
- 115 Regional TAM Consolidated 28 data 2015–16, 2016–17 (including spill).
- 116 OzTAM Consolidated 28 data 2015–16, 2016–17; 24-hour reach based on five-minute consecutive viewing.
- 117 OzTAM Consolidated 28 data 2015–16, 2016–17; 7pm–12mn.
- 118 Regional TAM Consolidated 28 data 2015–16, 2016–17; reach based on five-minute consecutive viewing (including spill).
- 119 Regional TAM Consolidated 28 data 2015–16, 2016–17; 7pm–12mn (including spill).
- 120 Facebook Analytics.
- 121 Data from RCTI, MNC, Global TV and iNews.
- 122 Facebook; YouTube.
- 123 Weibo; WeChat.
- 124 Tencent QQ.
- 125 iQiyi.
- 126 Facebook.
- 127 Facebook.
- 128 Facebook.
- 129 Republika, Tempo, Kompas, Jawa Pos, Tribun News, Viva News, Metro TV News, Detik News.
- 130 Twitter.
- 131 Facebook, Twitter, Instagram, YouTube.
- 132 Digital News Report Australia 2017.
- 133 Facebook, Twitter, Instagram, YouTube.
- 134 Chatfuel analytics.
- 135 Dashbot analytics.
- 136 Facebook Analytics.
- 137 Webtrends.
- 138 Facebook (all bullet points).



Transformation

Guido van Helten uses a working freight train as his canvas in *Art Bites: The Wanderers* (Manildra, NSW)



As new challenges confront the national broadcaster, the ABC must continue to **evolve** and **respond** to audiences' needs

Transformation

\$20 million

CONTENT FUND for 2017–18

In recognition of the need for bold solutions, the ABC Transformation team was established in late 2016. The team worked on strategies to assist the ABC in adapting to rapidly changing media environments and shifts in audience behaviours – shifts that were resulting in declining reach, particularly on traditional broadcast platforms.

As part of the Investing in Audiences strategy, four strategic initiatives were announced by ABC Managing Director Michelle Guthrie in March 2017; actions related to which continued throughout and past the end of the reporting period.

These first steps for Transformation were:

1. The creation of a \$20 million content fund (the Great Ideas Grant, or GIG) for 2017–18, building to \$50 million as quickly as possible.

The twice yearly Great Ideas Grant opened for the first time in mid-June 2017, inviting employee submissions for fresh, bold new content ideas and encouraging the ABC's people to collaborate and vote on their favourites.

In the first 10 days, GIG received over 130 pitches and 5,000 votes, with one in four employees actively contributing via pitching, voting and commenting. Shortlisting and implementation of the ideas will follow in the new financial year.

2. New investment in content for regional Australia, to ultimately build to \$15 million over time; up to 80 new roles (recruited over 18 months) for regional news and information.

At the time of reporting ABC Regional were in the process of recruiting the first 35 jobs across 19 regions, alongside related property and technology upgrades to increase capability in regional areas, and the induction and training of the new employees (see Connecting Communities on page 58).

3. Reshaping of the organisation through a simpler and more agile structure, with fewer management layers.

A new Leadership Team was in place from March 2017, and a simpler organisational structure effective 30 June was announced. The changes would include a review of support roles to

80 new roles

for **REGIONAL** news and information

reduce duplication and increase efficiencies as well as reducing management layers. A new Audiences Team was also established: to be the hub for audience insights, audience preferences and behaviour, and a source for sharing this information with all teams across the ABC.

The restructure included changes to reporting lines for some people, and a projected 150 to 200 job losses, including losses as a result of efficiency measures in NEWS and Television.

4. Beginning of a Cultural Change, and building a great place to work for the ABC's people.

The ABC's culture is crucial to the realisation of its potential. The Corporation is fortunate to have a long history of talented and highly creative people who are passionate about its future. To continue to adapt as industry and audience preferences change, it is a key to simplify decision-making by reducing the number of management layers, simplifying processes, and supporting our people to operate with the skills, behaviours and mindsets required for a rapidly changing environment.

The next stage of Transformation will focus on reorganising our content teams to encourage content creation for all the different ways that audiences want to consume media, without bias to Television or Radio broadcast schedules. Information on outcomes will be provided in the 2018 Annual Report.

Anticipated outcomes for the Transformation are ultimately about providing value to the ABC's existing audiences, while reaching out to new ones and broadening the Corporation's offering. It is also about growing the most vibrant, creative culture possible, supporting content-makers to create more extraordinary content. This will improve the ABC's ability to deliver on its Charter, and ensure that the ABC remains strong, relevant, and valued.



Audience

Ben Collins and Alex Smeeth filming in the Kimberley (WA). Image: Clancy McDowell



Metrics

The ABC measures audiences' **engagement** and **reactions** to its programming and services, to monitor and continuously improve on its offering

Audience **satisfaction**

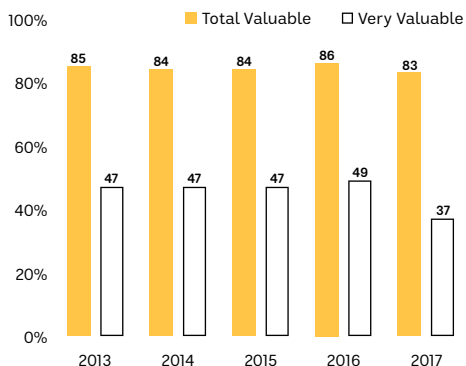
Measures of community satisfaction

| Providing a quality service: | 2017 | 2016 | 2015 | 2014 | 2013 |
|---|-------------|-------------|-------------|-------------|-------------|
| % of people who believe the ABC provides quality programming | | | | | |
| Television | 81 | 78 | 78 | 78 | 78 |
| Radio | 72 | 63 | 62 | 61 | 64 |
| Online (among ABC Online users) | 89 | 91 | 89 | 90 | 86 |
| % of people who believe the ABC is balanced and even-handed when reporting news and current affairs | 74 | 77 | 77 | 77 | 78 |
| Providing a valuable service: | 2017 | 2016 | 2015 | 2014 | 2013 |
| % of people who value the ABC and its services to the community | 83 | 86 | 84 | 84 | 85 |
| Meeting the ABC's Charter obligations | 2017 | 2016 | 2015 | 2014 | 2013 |
| % of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity | 78 | 81 | 82 | 82 | 82 |
| % of people who believe the ABC reflects the cultural diversity of the Australian community | 78 | 79 | 80 | 80 | 79 |
| % of people who consider the ABC: | | | | | |
| encourages and promotes Australian performing arts such as music and drama | 76 | 77 | 77 | 80 | 79 |
| provides programs of an educational nature | 82 | 82 | 84 | 83 | 83 |
| achieves a good balance between programs of wide appeal and specialised interest | 75 | 80 | 82 | 80 | 80 |
| % of people who perceive the ABC to be innovative | 69 | 73 | 74 | 71 | 73 |
| Providing an efficient service: | 2017 | 2016 | 2015 | 2014 | 2013 |
| % of people who believe the ABC is efficient and well managed | 65 | 69 | 69 | 68 | 69 |

2013–2016 Source: Newspoll, ABC Appreciation Survey 2012–2015; OmniPoll, ABC Appreciation Survey 2016. Based on those aged 14 years and over who ever visit the website. Does not include 'Don't Know' or 'Poor' responses.

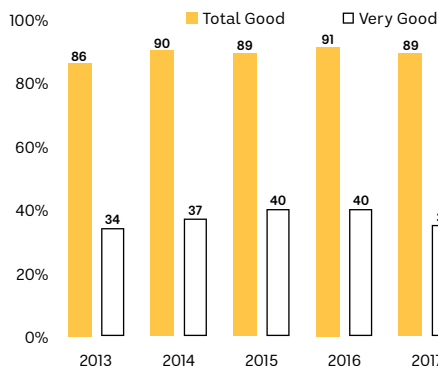
2017 Source: ABC Corporate Tracking Program, Dec 2016 Wave (n=1 016) & April 2017 Wave (n=1 530) online methodology, people aged 18–70 years

Overall value of the ABC



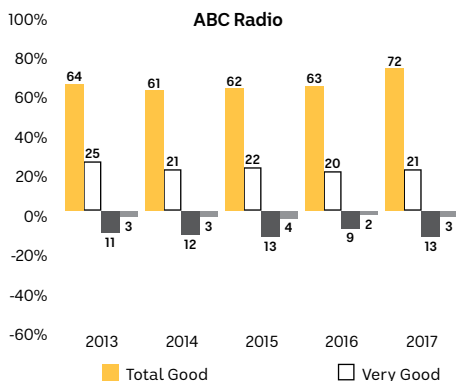
2013–2016 Source: Newspan, ABC Appreciation Survey 2012–2015; OmniPoll, ABC Appreciation Survey 2016. Based on those aged 14 years and over who ever visit the website. Does not include 'Don't Know' or 'Poor' responses.
2017 Source: ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.

ABC Online: quality of content



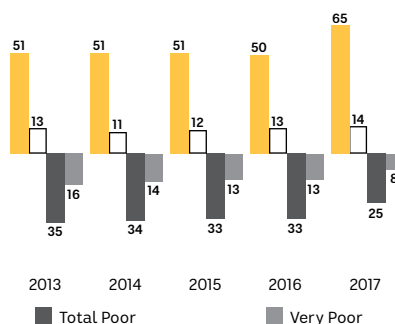
2013–2016 Source: Newspan, ABC Appreciation Survey 2012–2015; OmniPoll, ABC Appreciation Survey 2016. Based on those aged 14 years and over who ever visit the website. Does not include 'Don't Know' or 'Poor' responses.
2017 Source: ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.

ABC Radio: quality of programming

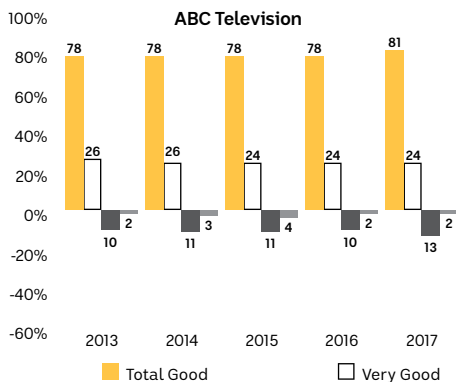


2013–2016 Source: Newspan, ABC Appreciation Survey 2012–2015; OmniPoll, ABC Appreciation Survey 2016. Based on those aged 14 years and over who ever visit the website. Does not include 'Don't Know' or 'Poor' responses.
2017 Source: ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.

Commercial Radio

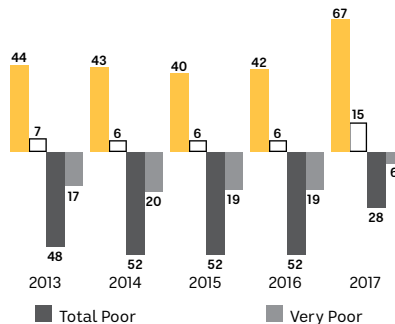


ABC Television: quality of programming

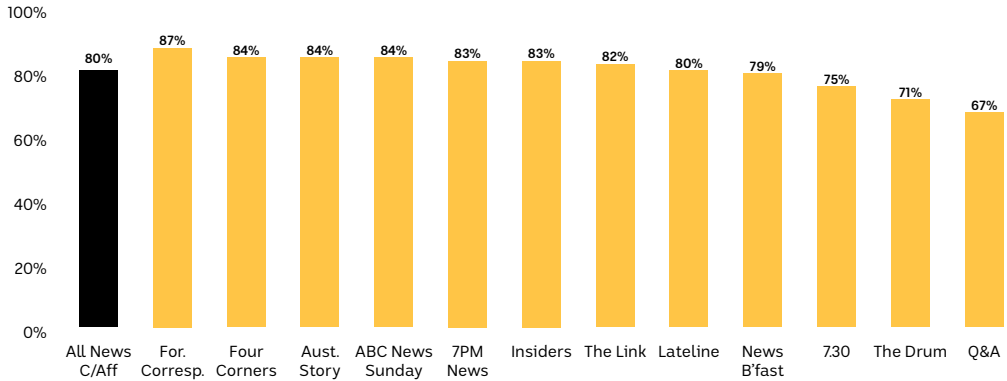


2013–2016 Source: Newspan, ABC Appreciation Survey 2012–2015; OmniPoll, ABC Appreciation Survey 2016. Based on those aged 14 years and over who ever visit the website. Does not include 'Don't Know' or 'Poor' responses.
2017 Source: ABC Corporate Tracking Program, Dec 2016 Wave (n=1,016) and April 2017 Wave (n=1,530) online methodology, people aged 18–70 years.

Commercial Television



ABC news and current affairs: belief that coverage is fair and balanced

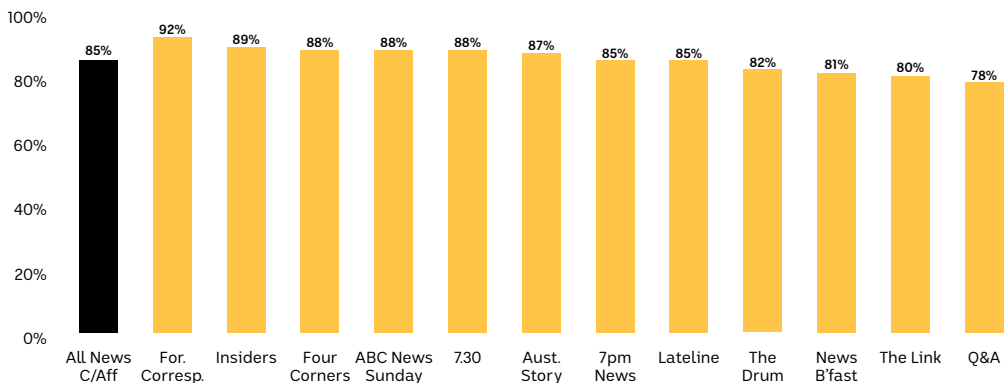


Source: ABC Quality and Distinctiveness studies. Base sizes below

| All News C/Aff | For. Corresp. | Four Corners | Aust. Story | Insiders | 7PM News | ABC News Sunday | Lateline | 7.30 | News B'fast | The Link | The Drum | Q&A |
|----------------|---------------|--------------|-------------|----------|----------|-----------------|----------|------|-------------|----------|----------|-----|
| 6,794 | 361 | 696 | 600 | 665 | 1,045 | 245 | 306 | 747 | 602 | 376 | 528 | 623 |

Notes: People were asked to rate the news and current affairs programs they watched in the last week.

ABC news and current affairs: belief that programming is high quality

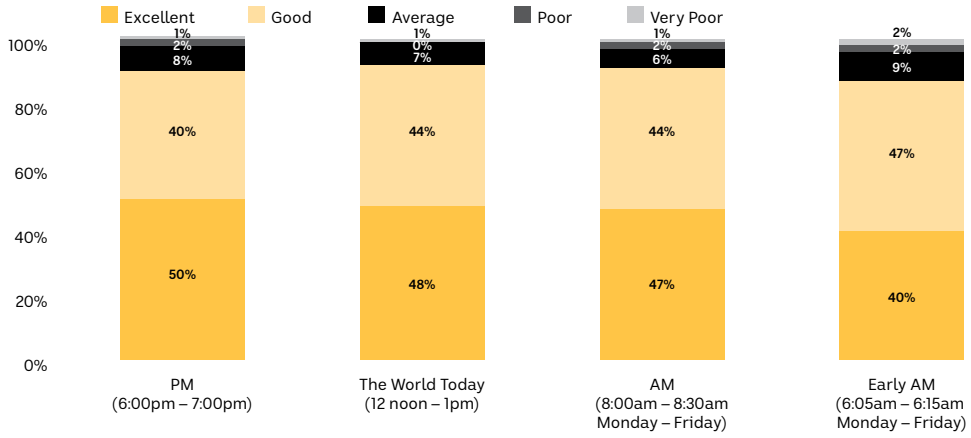


Source: ABC Quality and Distinctiveness studies. Base sizes below

| All News C/Aff | For. Corresp. | Four Corners | Aust. Story | Insiders | 7PM News | ABC News Sunday | Lateline | 7.30 | News B'fast | The Link | The Drum | Q&A |
|----------------|---------------|--------------|-------------|----------|----------|-----------------|----------|------|-------------|----------|----------|-----|
| 6,794 | 361 | 696 | 600 | 665 | 1,045 | 245 | 306 | 747 | 602 | 376 | 528 | 623 |

Notes: People were asked to rate the news and current affairs programs they watched in the last week.

ABC current affairs on ABC Local Radio: overall quality



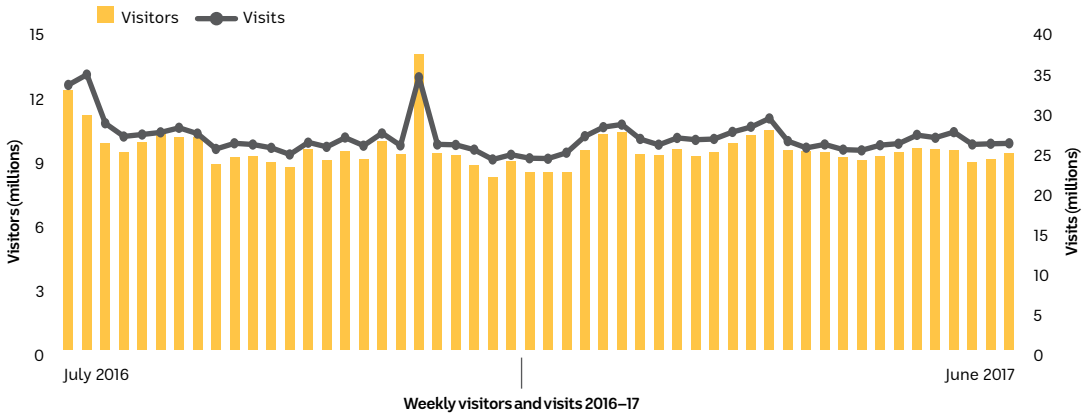
Source: ABC Quality and Distinctiveness studies. Base – Capital city and regional radio who listened to PM (n=2,081), *The World Today* (2,387), AM (n=2,636), early AM (n=1,919).

Notes: People were asked to rate the quality of current affairs programs on their ABC Local Radio station.

Reach, visits, visitors

Online

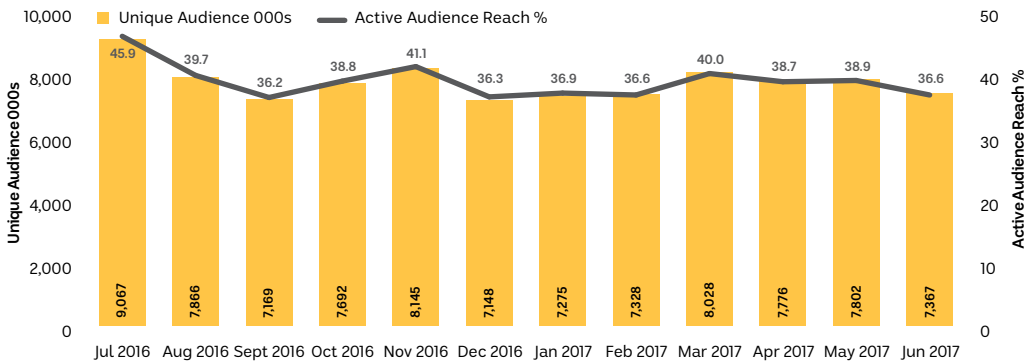
ABC Online: weekly visitors and visits



Source: Webtrends

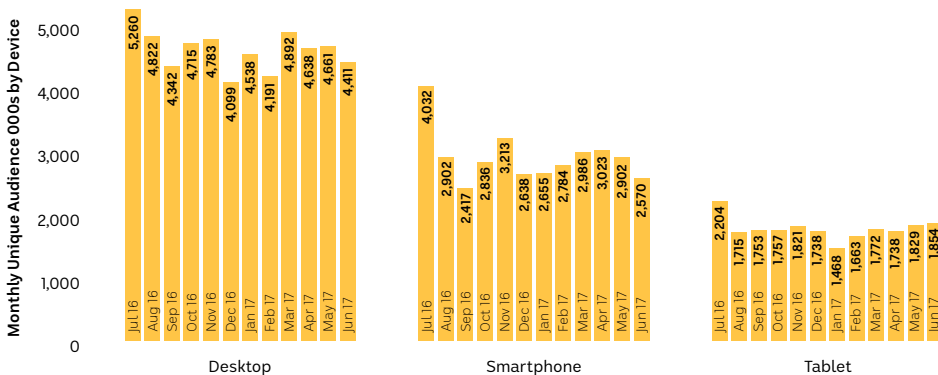
'Visits' measure the number of sessions on a particular online property. 'Visitors' measures the number of unique browsers (not individual people) which have accessed a particular online property, identified by cookies.

ABC Online: monthly audience reach



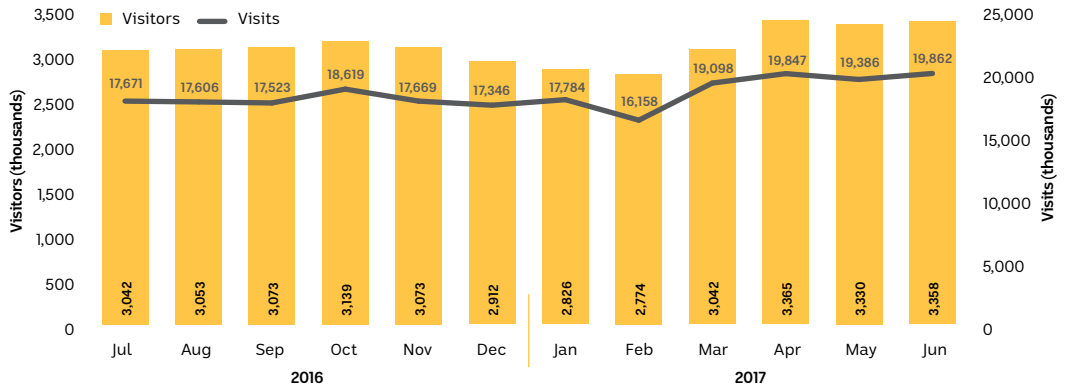
Source: Nielsen Digital Ratings Monthly; Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+)

ABC Online: monthly unique audience by device



Source: Nielsen Digital Ratings Monthly; Desktop (Ppl 2+), Smartphone and Tablet (Ppl 18+)

ABC iview website and apps: monthly visitors and visits



Source: Webtrends

ABC NEWS and current affairs online

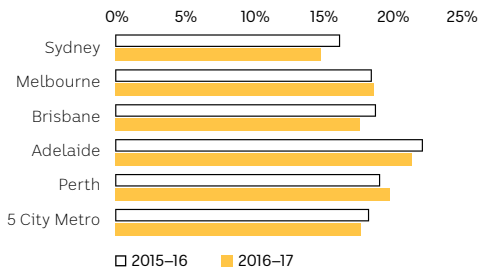
| Reach and sessions | 2016 (Jan-Jun) | 2016-17 |
|----------------------------------|----------------|---------|
| Monthly Reach (000's) | 4,469 | 4,688 |
| Monthly Reach (%) | 22.7 | 23.6 |
| Sessions per Person/per month | 8.3 | 9.1 |
| Time per person/per month (mins) | 26 | 31 |

Source: Nielsen DRM.

ABC Television

ABC Television: metropolitan daytime share

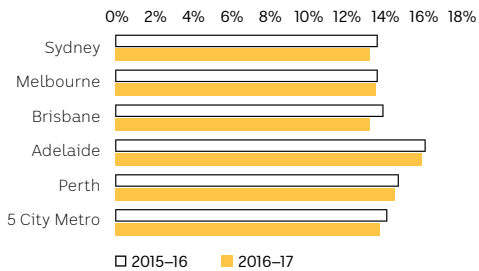
Total ABC, Total TV audience, 6am–6pm



Source: OzTAM Metropolitan Consolidated 28 data.

ABC Television: metropolitan prime-time share

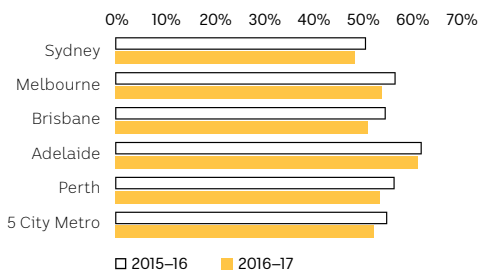
Total ABC, Total TV audience, 6pm–midnight



Source: OzTAM Metropolitan Consolidated 28 data.

ABC Television: average weekly metropolitan reach

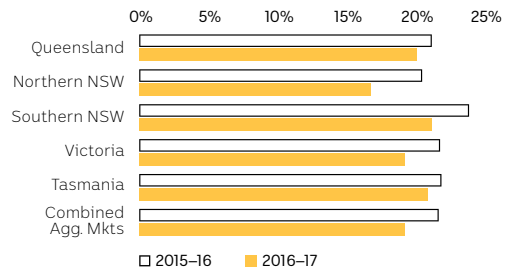
Total ABC, 24-hour, five-minute consecutive viewing



Source: OzTAM Metropolitan Consolidated 28 data.

ABC Television: regional daytime share

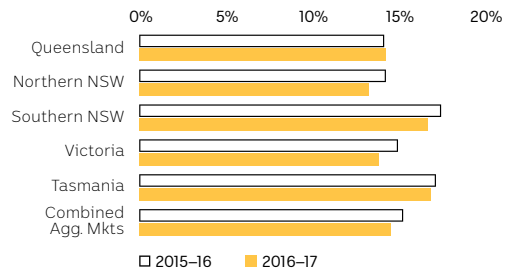
Total ABC, Total TV audience, 6am–6pm



Source: OzTAM Metropolitan Consolidated 28 data.

ABC Television: regional prime-time share

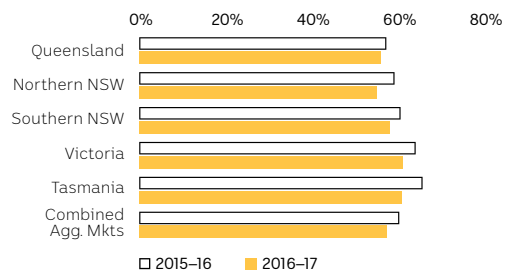
Total ABC, Total TV audience, 6pm–midnight



Source: Regional TAM Consolidated 28 data.

ABC Television: average weekly regional reach

Total ABC, 24-hour, five-minute consecutive viewing

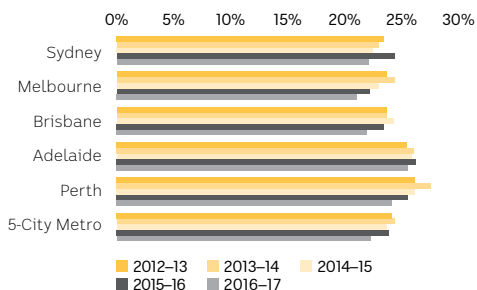


Source: Regional TAM Consolidated 28 data.

Capital city radio

ABC Radio: aggregate audience share

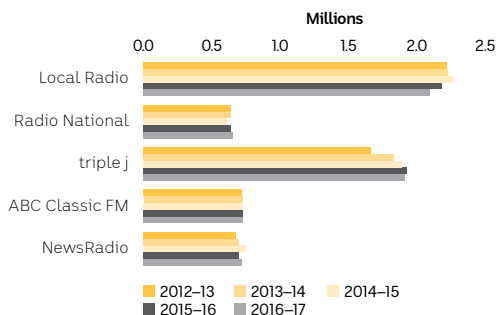
Five-city metropolitan market, people aged 10 years and over



Source: Nielson; GFK from Survey 1, 2014
Monday–Sunday, 5.30am–midnight

ABC Radio: average weekly reach

Five-city metropolitan market, people aged 10 years and over



Source: Nielson; GFK from Survey 1, 2014
Monday–Sunday, 5.30am–midnight

Top TV programs

Top ABC Television (main channel) programs by peak audience

Combined metropolitan and regional average audience

10 of the Top 20 programs were Australian.

| Program | Average audience |
|---|------------------|
| 1 NEW YEAR'S EVE 2016: MIDNIGHT FIREWORKS | 1,683,000 |
| 2 JOHN CLARKE: THANKS FOR YOUR TIME | 1,589,000 |
| 3 DEATH IN PARADISE | 1,585,000 |
| 4 GRUEN | 1,503,000 |
| 5 MIDSOMER MURDERS | 1,435,000 |
| 6 VERA | 1,416,000 |
| 7 WAR ON WASTE | 1,400,000 |
| 8 FOUR CORNERS | 1,382,000 |
| 9 ANH'S BRUSH WITH FAME | 1,359,000 |
| 10 ROSEHAVEN | 1,333,000 |
| 11 THE CORONER | 1,325,000 |
| 12 ABC NEWS | 1,313,000 |
| 13 AUSTRALIAN STORY | 1,302,000 |
| 14 GRANTCHESTER | 1,300,000 |
| 15 THE HALCYON | 1,281,000 |
| 16 7.30 | 1,249,000 |
| 17 BROADCHURCH | 1,236,000 |
| 18 FATHER BROWN | 1,232,000 |
| 19 GRAND DESIGNS | 1,213,000 |
| 20 DELICIOUS | 1,209,000 |

Source: OzTAM and Regional TAM consolidated 28 data 2016–17.
Notes: Highlighted programs are Australian content.
Duplicate programs removed.

Top ABC2 programs by peak audience

Combined metropolitan and regional average audience

| Program | Average audience |
|---|------------------|
| 1 SPICKS AND SPECKS | 406,000 |
| 2 GRUEN XL | 352,000 |
| 3 BACK TO EARTH: STARGAZING LIVE | 286,000 |
| 4 RIVER MONSTERS | 275,000 |
| 5 RIVER MONSTERS: PREHISTORIC TERROR | 267,000 |
| 6 WOULD I LIE TO YOU? | 247,000 |
| 7 DOCTOR WHO | 244,000 |
| 8 DIRTY JOBS | 241,000 |
| 9 FOOTBALL: LIVERPOOL FC V SYDNEY FC | 241,000 |
| 10 LOUIS THEROUX: AMERICA'S MOST DANGEROUS PETS | 235,000 |
| 11 DOCTOR WHO: THE DAY OF THE DOCTOR | 227,000 |
| 12 DOCTOR WHO: THE HUSBANDS OF RIVER SONG | 216,000 |
| 13 DOCTOR WHO: LAST CHRISTMAS | 216,000 |
| 14 LOUIS THEROUX: THE CITY ADDICTED TO CRYSTAL METH | 214,000 |
| 15 PENN AND TELLER: FOOL US | 213,000 |

Source: OzTAM and Regional TAM consolidated 28 data 2016–17.

Notes: Highlighted programs are Australian content. Duplicate programs removed.

Australian TV content

Levels of Australian drama on ABC Television

| | 1 July 2015 – 30 June 2016 | | | 1 July 2016 – 30 June 2017 | | |
|----------------------------|----------------------------|--|--------------|----------------------------|--|--------------|
| | Total hours broadcast | Number of hours first-run Australian drama | % of total | Total hours broadcast | Number of hours first-run Australian drama | % of total |
| ABC (main channel) | 8,784 | 58.8 | 0.67% | 8,760 | 48.8 | 0.56% |
| ABC2 (7pm–2am) | 2,562 | 1.5 | 0.06% | 2,555 | 0.0 | 0.00% |
| ABC2 (ABC KIDS) (5am–7pm)* | 5,124 | 9.5 | 0.19% | 5,110 | 6.9 | 0.13% |
| ABC ME† | 6,169 | 22.1 | 0.36% | 6,381 | 36.5 | 0.57% |
| TOTAL | 22,639 | 92.04 | 0.41% | 22,806 | 92.22 | 0.40% |

* 5am–7pm in 2015–16 and 2016–17

† In 2015–16 and 2016–17 ABC ME closed at varied hours

Levels of Australian children's content on ABC ME

| | 1 July 2015 – 30 June 2016 | | | 1 July 2016 – 30 June 2017 | | |
|--------|----------------------------|--|------------|----------------------------|--|------------|
| | Total hours broadcast | Hours of Australian children's content | % of total | Total hours broadcast | Hours of Australian children's content | % of total |
| ABC ME | 6,169 | 2,239 | 36.30% | 6,381 | 2,327 | 36.47% |

Levels of Australian children's content on ABC KIDS

| | 1 July 2015 – 30 June 2016 | | | 1 July 2016 – 30 June 2017 | | |
|----------|----------------------------|--|------------|----------------------------|--|------------|
| | Total hours broadcast | Hours of Australian children's content | % of total | Total hours broadcast | Hours of Australian children's content | % of total |
| ABC KIDS | 5,124 | 1,705 | 33.28% | 5,110 | 1,796 | 35.15% |

Social media

Top five Facebook accounts by page Likes

| Facebook account | June 2017 | June 2016 |
|--------------------|-----------|-----------|
| A+ Learn English | 4,300,000 | 3,886,000 |
| ABC NEWS* | 3,453,000 | 2,084,000 |
| Bananas in Pyjamas | 2,517,000 | 2,591,000 |
| triple j | 1,125,000 | 983,000 |
| ABC Science | 906,000 | 871,000 |

Source: Spredfast Analytics

* The ABC News 24 page was consolidated into the ABC NEWS page in April 2017

Top YouTube channels by Video Views

| YouTube channel | 2016–2017 | 2015–2016 |
|-----------------|------------|------------|
| triple j | 81,801,000 | 55,191,000 |
| ABC NEWS | 23,458,000 | 17,442,000 |
| ABC KIDS Music | 8,606,000 | 9,180,000 |
| ABC TV | 7,742,000 | 4,629,000 |
| The Checkout | 5,587,000 | 981,000 |

Source: YouTube Analytics, Spredfast Analytics

Top five Twitter accounts by Followers

| Twitter account | June 2017 | June 2016 |
|------------------------|-----------|-----------|
| ABC NEWS | 1,351,000 | 1,112,000 |
| triple j | 530,000 | 481,000 |
| ABC News 24 [archived] | 481,000 | 393,000 |
| Q & A | 345,000 | 311,000 |
| ABC Radio Brisbane | 260,000 | 135,000 |
| ABC Radio Melbourne | 188,000 | 160,000 |

Source: Spredfast Analytics

Top five Instagram accounts by Subscribers

| Instagram account | June 2017 |
|---------------------|-----------|
| triple j | 441,000 |
| ABC NEWS | 137,000 |
| Gardening Australia | 41,000 |
| ABC TV | 37,000 |
| ABC Grandstand | 16,000 |

Source: Spredfast Analytics

Full-year engagement data not available; June 2016 comparison data not available.

Top YouTube channels by Subscribers

| YouTube channel | June 2017 | June 2016 |
|-----------------|-----------|-----------|
| triple j | 493,000 | 370,000 |
| ABC NEWS | 123,000 | 82,000 |
| Australia Plus | 89,000 | 73,000 |
| Good Game | 67,000 | 63,000 |
| The Checkout | 51,000 | 22,000 |

Source: YouTube Analytics, Spredfast Analytics

ABC NEWS – Facebook and Twitter

| Social | 2012–13 | 2013–14 | 2014–15 | 2015–16 | 2016–17 |
|--------------------------------------|---------|---------|---------|---------|---------|
| Facebook ABC News [Likes] (000's) | 46 | 590 | 1,255 | 2,084 | 3,454 |
| Twitter ABC News [Followers] (000's) | N/A | 346 | 733 | 1,112 | 1,351 |

Source: Facebook Insights, Spredfast Analytics.

ABC NEWS – video Views by platform

| | Average daily video Views in 2017 | % change from 2016 | A View is recorded when... |
|------------------|-----------------------------------|--------------------|----------------------------|
| ABC NEWS website | 100,000 | 34% | Play button is hit |
| Facebook | 1,247,000 | 46% | 3 seconds viewed |
| YouTube | 76,200 | 63% | 30 seconds viewed |

Source: Webtrends, Facebook Insights, YouTube Analytics.

International social media properties

Facebook

| Property | Increase | Milestones reached |
|------------------|----------|---|
| Australia Plus | 7% | 160,000 followers |
| A+ Pacific | 40% | |
| A+ Expats | 6% | |
| A+ Learn English | 10% | 4,300,000 followers |
| A+ Indonesia | 11% | 250,000 followers |
| A+ Chinese | 9% | 35,000 followers |
| A+ Vietnam | 10% | Account has been retired (still active) following cessation of Vietnamese service |

YouTube

| Property | Increase |
|----------------|----------|
| Australia Plus | 24% |

Twitter

| Property | Increase | Milestones reached |
|------------------|----------|--------------------|
| Australia Plus | 35% | 3,500 followers |
| A+ Pacific | 15% | 4,000 followers |
| A+ Learn English | 52% | 64,000 followers |

Weibo

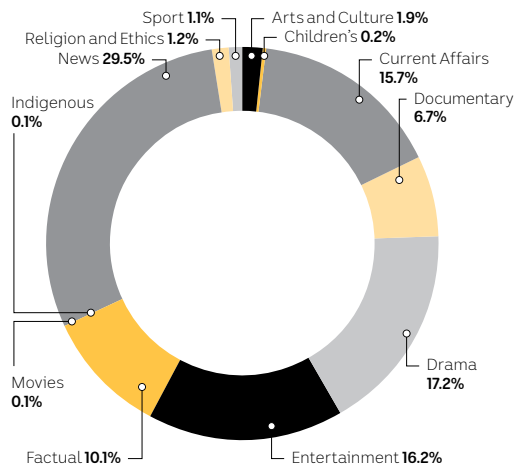
| Property | Increase | Milestones reached |
|----------------|----------|--------------------|
| Australia Plus | 2.5% | 147,000 followers |

WeChat

| Property | Increase | Milestones reached |
|----------------|----------|--------------------|
| Australia Plus | 15% | 5,800 followers |

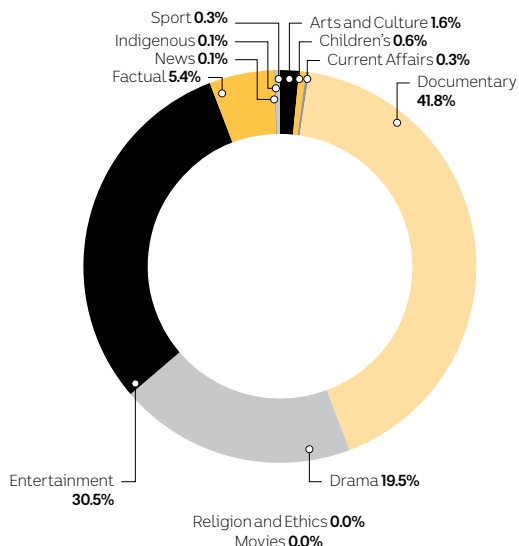
Genre mix

ABC (main channel)



Notes: This table reflects linear hours broadcast from the Sydney transmitter, comprising national and New South Wales transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. Children's content is broadcast on ABC KIDS and ABC ME.

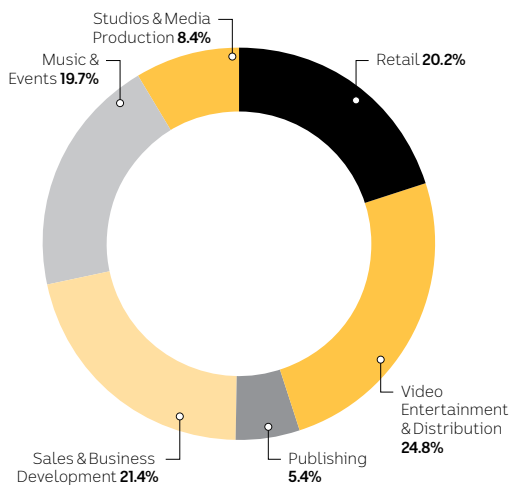
ABC2



Notes: This table reflects linear hours broadcast from the Sydney transmitter, comprising national and New South Wales transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. The ABC2 transmission hours, schedule and content varied in this reporting period and should not be used as a direct comparison to previous years. The end transmission time for ABC2 of 2am may vary, on average transmission closes at 2am. These statistics are calculated until transmission closes.

Sales

ABC Commercial: gross revenue by activity





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Chris Van Ingen as Dennis and Elias Anton as Danny in *Barracuda*

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Shaun Tan's reimagined Rocket Clock returned to *Play School* as part of the ABC-wide focus on astronomy for *Stargazing Live* in April 2017.



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