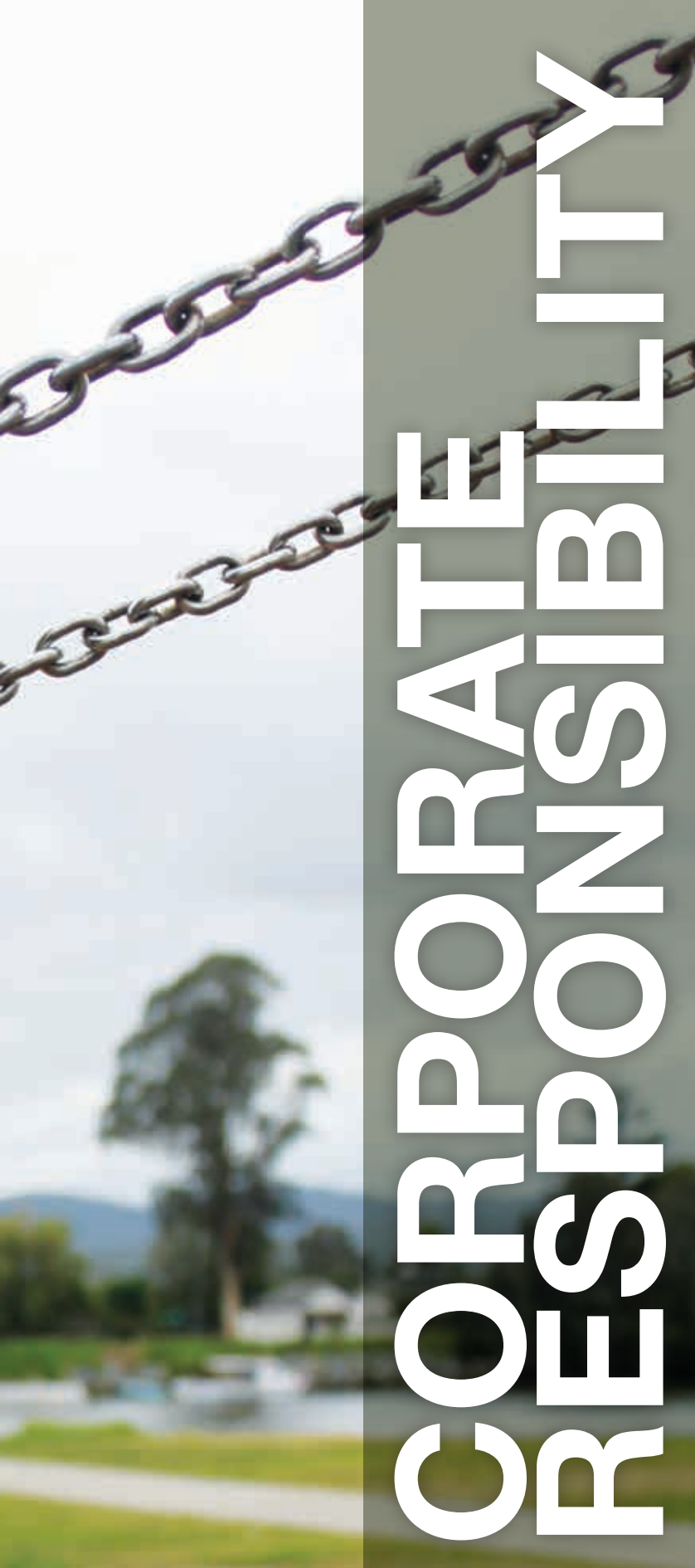




Pure Joy! – Contributed to ABC Open by claudbeverywhere.

FOR ALL OF US

The role of the Corporate Responsibility report is to provide an assessment of the ABC's performance against the high standards it has set for itself for corporate citizenship, social responsibility and environmental sustainability.



CORPORATE RESPONSIBILITY

- Corporate responsibility
- Corporate responsibility in a broadcasting context
- Environmental responsibility
- Social responsibility

\$42,284

Amount **saved** as a result of **lighting** upgrades

50.9%

Percentage of ABC workforce that is **female**

60%

Percentage of ABC fleet vehicles which have a **Green Vehicle Guide rating** of 10 or more

86%

Percentage of paper purchased that included **recycled content**

46%

Percentage of total **waste** that was **recycled**

3.2%

Percentage **drop** in ABC **energy consumption**

744.6kL

Amount of **rainwater collected** at ABC sites

1 million

Number of **knitted squares** collected at ABC Knit-in events

97%

Percentage of ABC1 prime-time **programming** that was **captioned**

\$97,000

Amount **contributed** through the ABC's charitable **Workplace Giving** program

Management of corporate responsibility

Reporting performance

Scope and boundary

Materiality

Stakeholder inclusiveness

Contact

The ABC is committed to fulfilling its functions in a manner that is ethical, financially responsible, minimises any adverse impacts on the environment and individuals, and is beneficial to the community.

Management of corporate responsibility

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

A number of senior management positions within the ABC include a reference to corporate responsibility priorities as part of their roles, including: Head Corporate Governance; Equity and Diversity Manager; Green at Work National Coordinator; Work Health and Safety Manager; Manager Risk and Insurance; and State and Territory Directors.

The ABC's *Corporate Social Responsibility Policy* reinforces the ABC's commitment to acting ethically and responsibly in all areas of its operations. The Policy outlines the ABC's commitment to key principles of corporate social responsibility, which include adhering to relevant laws and regulations, respecting human rights, and engaging with both internal and external stakeholder groups.

The Corporate Responsibility Group (CRG) was established at the end of 2009 to help integrate responsible Corporate practices and reporting across the corporation. In 2012–13, the CRG met five times. Meetings covered topics related to the ABC's procurement policies and practices, energy consumption and management and waste disposal and measurement. Other topics included the ABC's work health and safety performance, and trends and legislative changes shaping equity and diversity priorities for the ABC, such as accessibility and workplace flexibility. The Group also re-evaluated the organisation's corporate responsibility priorities to identify those areas representing the greatest risk to the Corporation and the greatest opportunity for improvement in performance.

Reporting performance

In 2012–13, the ABC continued to align its sustainability data and reporting with the internationally recognised Global Reporting Initiative (GRI) framework for sustainability reporting and indicators from the GRI Media Sector Supplement (MSS). The MSS contains the guidelines for sustainability reporting in the media sector. The GRI framework provides a common language for organisations to measure and report their sustainability performance so that stakeholders are able to view a more complete picture of the organisation's financial and non-financial activities and performance.

The report has been structured to reflect each of the dimensions referred to in the GRI—economic, environmental and social.¹⁰⁴

During the reporting year, the ABC worked on improving the completeness, composition and quality of data. This is consistent with the strategic priority of applying “best practice standards of financial and corporate governance and public accountability”.

Reviews of the methodology for collecting waste and energy data helped improve understanding about the data, ways to improve how it is collected, and accuracy. Significant changes to the way data is collected, or the number of sites from which data is collected, are noted in the relevant tables in the report.

Scope and boundary

The ABC reports its corporate responsibility and sustainability performance annually, with the current report covering the financial year from 1 July 2012 to 30 June 2013.

Additional corporate responsibility and sustainability information and a GRI Content Index is available on the ABC's website: about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility.

Other than references to the activities of ABC International, the report is limited to domestic operations. Sustainability information about the ABC's investments in MediaHub Australia Pty Limited, Freeview Australia Limited, and National DAB Licence Company Limited are not included in the report. Any additional limitations to the scope or completeness of particular data are identified within the reported data.

Materiality

In 2012–13, the ABC reviewed and updated the materiality analysis which was extensively conducted in 2010–11. The materiality analysis enables the ABC to identify the issues most important to report about the sustainability of the Corporation. The relative importance of each indicator was determined having regard to a range of factors, including whether the indicator:

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

¹⁰⁴ The ABC's economic performance and sustainability is addressed in Section 6, Financial Performance.

The review included a scan of performance against the *ABC Strategic Plan 2010–13*, the ABC's updated corporate risk profile, outcomes from stakeholder engagement processes, developments relevant to the media sector, and relevant submissions to government. The priorities identified by the CRG and amendments to the ABC Charter were also taken into account.

Stakeholder inclusiveness

The content in the *2013 Sustainability Report* is informed by the outcomes of engagement with internal and external stakeholders on a range of sustainability related subjects.

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

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

In 2012–13, mechanisms for engaging with external stakeholders included:

- ABC Community Forums (see page 98)
- formal audience contacts and complaints processes (see page 132)
- the annual Newspoll *ABC Appreciation Survey* (see page 27); and
- online feedback mechanisms specific to ABC content areas.

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

Contact

The ABC welcomes feedback on the *2013 Corporate Responsibility Report*. Comments, questions or feedback can be addressed to:

Corporate Social Responsibility Project Manager
 +61 2 8333 1500
 700 Harris Street
 Ultimo NSW 2007
Corporate.responsibility@your.abc.net.au ■

Corporate responsibility in a broadcasting context

Protecting freedom of expression

Accessibility of content

Protecting young or vulnerable audiences

Reflecting Australia's culture and values

Information and education

With an average national audience reach of 73% across television, radio and online, the ABC is uniquely placed to impact the lives of Australians.

IN RECOGNITION OF the particular role and influence of media organisations, the GRI has developed a number of supplementary reporting indicators for the media sector. Those indicators relate to aspects such as freedom of expression and pluralism, accessibility of content, reflecting culture and values, and the role of the media in providing information and education.

Protecting freedom of expression

Freedom of expression, as a fundamental human right which is recognised in Article 19 of the United Nations' *Universal Declaration of Human Rights*, is enshrined in the *ABC Editorial Policies*. The ABC's commitment to impartiality and diversity of perspectives reflects the need for a democratic society to deliver diverse sources of reliable information and contending opinions.

In pursuing impartiality, the ABC is guided by the following:

- a balance that follows the weight of evidence
- fair treatment
- open-mindedness; and
- opportunities over time for principal relevant perspectives on matters of contention to be expressed.

See Editorial Standards (Inside the ABC), page 79.

Accessibility of content

In 2012–13, the ABC continued to improve the accessibility of its content and services to Australians, whatever their level of ability.

The ABC Ramp Up website provided news, discussion and debate about disability issues in Australia. The Ramp Up Editor works in consultation with other ABC departments to raise awareness and implement accessibility across the ABC.

ABC Shop designs and layouts are approved by council prior to opening to ensure they meet with the appropriate legislative and regulatory requirements for each location. Shop counters are designed to meet the needs of customers in wheelchairs.

In February 2013, ABC Retail distributed the *Welcoming Customers with Disabilities* handbook from the Australian Network on Disability to staff in all ABC Shops and Centres. The handbook provides guidelines for assisting customers with disabilities in a retail environment.

Captioning

Captioning is the process by which speech or scenes are described in text for viewing on screen. Closed captioning indicates the availability of text that can be activated by users if required.

The ABC provides a closed captioning service on ABC1, ABC2, ABC4Kids, ABC3 and ABC News 24. The ABC exceeds the captioning requirements contained in the *Broadcasting Services Act 1992*. In 2012–13, the ABC captioned 97% of prime time programs on ABC1; 100% of prime-time programs on ABC2; 92% of all programs on ABC4Kids; 93% of all programs on ABC3; and 85% of prime-time programs on ABC News 24.

All captioned prime-time content on ABC1 and ABC2 is captioned on iView. Popular content that was captioned during 2012–13 included coverage of: the 2012 London Paralympics; Anzac Day; Prime Minister Spill; National Apology for Forced Adoptions; Inaugural Papal Mass; and the Australian Workplace Relations Debate.

In addition, growing numbers of media conferences are including signing for the deaf, and wherever possible vision of the signer is included in the ABC's coverage, both on ABC1 and on ABC News 24.

An increased number of children's programs were captioned on iView in 2012–13, with a particular focus on content for older children on ABC3. Captioned children's programs on iView included *Dance Academy*, *Bushwhacked*, *Good Game SP*, *Prank Patrol (Road Trip)* and *Pet Superstars*. Content clips on ABC Splash, the ABC education portal, have closed captions and transcripts.

The ABC has given an undertaking to the Australian Human Rights Commission to always attempt to source items that have closed captions (where the Australian distributor has the authorship rights to allow for this). This requirement has been included in ABC Retail's terms of trade with suppliers. The majority of ABC DVDs (excluding pre-school titles) have closed captions. The availability of closed captioned DVDs is clearly signposted in all ABC Shops and Centres.

In 2012–13, ABC Audience and Consumer Affairs logged 106 complaints relating to closed captioning of television programs. These included complaints about the quality of captions, as well as complaints about a failure to provide captions on various programs. Fifteen of the complaints investigated by Audience and Consumer Affairs resulted in findings that the ABC had failed to satisfy the captioning requirements set out in the *Broadcasting Services Act 1992*. The majority of the breaches related to technical issues or equipment failures, and these were followed up with the relevant department.

The Australian Communications and Media Authority advised that it finalised five investigations into complaints about closed captioning; all resulted in breach findings of section 130ZR(1) of the *Broadcasting Services Act 1992*.

Improving access for people with a visual impairment

From 5 August to 4 November 2012, the ABC conducted a technical trial of audio-description on ABC1. An audio-description service assists people with a vision impairment to access television by adding a verbal commentary to complement the soundtrack of a television program. The technical trial tested the broadcast path for the additional audio track by broadcasting a total of 237 hours of programs with audio-description in prime-time on ABC1. A report on the results of the trial was provided to the Minister for Broadband, Communications and the Digital Economy in December 2012.



Photo: Glyn Kirk, AFP

The ABC was the official Australian broadcaster at the London 2012 Paralympics and provided exceptional television, radio and online coverage across the 11 days of competition.

The ABC broadcast the opening and closing ceremonies live, along with daily early morning coverage on ABC1 and packaged highlights of each day's competition in the evening.

On ABC2, live evening coverage attracted ABC2's highest ever weekly primetime audience share. On a night when Australian swimmer Jacqueline Freney won her sixth gold medal in the pool, Games programming on ABC1 and ABC2 reached 1.8 million people across the five mainland capital cities.

Coverage was also available on digital radio, with a whole channel, ABC Extra, dedicated to the event.

ABC2's coverage also featured a series of very short interstitials, *Kane and Disabled*, featuring ABC presenters Lawrence Mooney and Sam Pang with Australian Paralympic athletes. The satirical series was aimed at removing the taboo of disability by speaking about it loudly and comically.

The popularity of the event on ABC Television was acknowledged with a nomination for Most Popular Sports Program at the 2013 Logie Awards.

Australian paralympian Kelly Cartwright at the London 2012 games.

There were 325 complaints about the ABC's audio-description trial. The majority of the complaints were from viewers who considered that the narration was "unnecessary" and "intrusive", and were unaware that they could switch off the feature. Some complaints were received about audio problems associated with the trial, such as fluctuating volume, loss of audio and an inability to record programs using a Personal Video Recorder. The ABC received 365 requests, mostly for a further trial of audio-description or implementation of a permanent service.

In developing the ABC Radio app launched in July 2012, Radio Multiplatform worked closely with Vision Australia on the voiceover component to enable best practice accessibility to those who are fully blind.

In 2012–13, ABC Books expanded their list of Braille and large print books for the visually impaired with the publisher Read How You Want producing seventeen new titles. ABC Books also added titles to ABC Digital's *Story Cloud* application for children which allows audio recording and playback of stories.

ABC Audio released 54 ABC front list titles in physical and digital formats and 23 ABC back list titles in digital formats in 2012–13 through the license agreement with Bolinda, Australia's premier audio book publisher. ABC Commercial makes available an extensive range of unabridged new release audio books across a wide range of genres for all ages.

TV Multiplatform continues to improve the accessibility of online content and services in a number of ways, with the aim of conforming with the Federal Government endorsed Web Content Accessibility Guidelines (WCAG) 2.0 to level AA.

Protecting young or vulnerable audiences

The ABC applies high editorial standards to ensure that content is suitable for audiences. The *ABC Editorial Policies* contain Principles and Standards in relation to Harm and Offence, Children and Young People and associated Guidance Notes and material.

These Principles and Standards guide content-makers on a daily basis. The ABC has an experienced in-house classification team who classify television content against the Editorial Policies' *Associated Standard of Television Program Classification*. Content is allocated to individuals within the classification team on a rostered weekly basis. Second opinions are sought in relation to programs which contain a difficult or borderline classification issue, and the matter upwardly referred if an appropriate classification cannot be agreed.

Content on ABC4Kids and ABC3 is specifically targeted and appropriate for younger audiences. The ABC4Kids and ABC3 websites were designed as safe destinations for younger audiences, where audience participation is pre-moderated and closely monitored and by trained moderators. Participation in online services is controlled by tools that limit the extent of personal or identifying information that can be posted online about individuals, schools or sports teams for example.

Products sold in ABC Shops, Centres and ABC Shop Online meet relevant classification standards and appropriate warnings and guides are attached to each product.

Reflecting Australia's culture and values

Article 27 of the Universal Declaration of Human Rights states that "everyone has the right freely to participate in the cultural life of the community [and] to enjoy the arts..." The GRI recognises that the media provides society with tools to exercise these rights, and that media organisations play a key role in promoting and contributing to exercising cultural rights.

For the ABC, the obligation to reflect Australia's cultural diversity is entrenched in the ABC's Charter.¹⁰⁵ In doing so, the ABC contributes to the cultural life of all Australians. For example:

- Between 8 and 11 February, the traditions and customs that surround Lunar New Year (Chinese New Year) and other aspects of contemporary Asian culture were explored through stories about how the event is celebrated in Australia
- As well as being simulcast on Radio Australia, this was also part of a four day special event digital radio station on ABC Extra which showcased the best of ABC Radio programs about Asia and Asian culture, including programs on food, history and music; and
- On 26 February, Egyptian-born Australian Akmal Saleh was featured on *Conversations with Richard Fidler* talking about his life as a comedian and his latest project—a documentary about life under Hosni Mubarek's regime, which he made after spending an extended period in Cairo exploring his birth culture.

A significant element of reflecting Australia's cultural diversity is the representation and awareness of Indigenous culture in ABC content. The ABC's *Reconciliation Action Plan* includes a commitment to demonstrating a stronger Indigenous presence in ABC content (see page 149). In 2012–13, the ABC delivered on this commitment across platforms. Content included:

- On 1 June, the opening of "My Country, I Still Call Australia Home: Contemporary Art from Black Australia" Radio National's *Weekend Arts* program was broadcast live from the Queensland Art Gallery/Gallery of Modern Art (QAGOMA) Brisbane. The exhibition was GOMA's largest ever exhibition of contemporary art by Aboriginal and Torres Strait Islander artists

¹⁰⁵ Australian Broadcasting Corporation Act 1983, s.6(1)(a)(i)

- On 2 July, RN's *Big Ideas* partnered with the National Archive of Australia for a Constitution Day Forum in the Eugene Goossens Hall of the ABC Ultimo Centre in New South Wales. The event featured a panel consisting of Mick Dodson, Father Frank Brennan AO, Alison Page and Mick Davis addressing the question "What are the next steps towards Constitutional recognition for Indigenous Australians?" The forum was broadcast on *Big Ideas* on 9 July
- On 11 August, the National Indigenous Music Awards were recorded and broadcast on Local Radio and digital radio from the Botanic Gardens Amphitheatre in Darwin, Northern Territory
- On 28 August, ABC Illawarra conducted an outside broadcast from the Indigenous Employment Expo in Nowra New South Wales. Local Indigenous employee Kelly Ann Brent broadcast from the venue along with Indigenous ABC News 24 presenter, Miriam Corowa, who was the Expo ambassador
- ABC Open's "Me and Mine" project continued through the second half of 2012. "Me and Mine" invited Aboriginal and Torres Strait Islander Australians to share a story of a special relationship; and
- On 31 May, 105.7 ABC Darwin broadcast from the Bagot Indigenous Community in the middle of Darwin. The Drive special "Say Hello to Bagot" featured live music from a local band as well as community activities.
- ABC Open's "Day in the Life" project features more than 200 video contributions exploring someone's life in the story of a day. The collection provides an insight into the lives of Australians from all locations and walks of life
- In July 2012, ABC Local Radio, Tasmania joined forces with Hobart's Festival of Voices in a series of three events themed around the notion of "change". The event brought together national and local identities to reflect on past experiences, discuss challenges and explore ideas for the future. Topics for discussion included Change Your World, Change Your Neighbourhood, and Change your Life
- On 1 August, ABC Coast FM on the Gold Coast, Queensland, broadcast from the Homeless Connect charity soccer match. The match between the ABC Radio team and the Homeless Connect street kids team and was called by ABC Grandstand's Zane Bojack
- On 24 October, the ABC Ballarat *Mornings* presented an outside broadcast from the home of a local foster carer highlighting issues around state care and children at risk. The program featured foster carers, foster children and professionals working in this field
- On 31 October, 702 ABC Sydney *Mornings* was broadcast from the inner Sydney suburb of Redfern to coincide with the ABC TV launch of the series *Redfern Now*; and
- From 20–24 May, 783 ABC Alice Springs *Mornings* broadcast from various venues across Tennant Creek and Ali Curung, showcasing the diversity in the Barkly shire. The shire is the second largest local government area in the world.

By reflecting Australia's regional diversity, the ABC contributes to better understanding and social cohesion and inclusion. The ABC's presence in regional Australia through its extensive Local Radio network (see page 31) means that the ABC is a part of community life in those regions as well as having an important role in covering and reporting on issues from those areas. The following initiatives are indicative of the regional diversity of the ABC's operations and content:

These initiatives are in addition to the comprehensive services the ABC has been delivering outside the major capital cities over many decades.

The ABC provides a range of programs and services that reflect regional Australia and meet the needs of rural and regional communities in a variety of ways. This includes services that are produced in and for specific regional communities across the country and offer localised coverage of news, events, issues, personalities and emergencies.

Similarly, a number of the Corporation's state-based and national services specifically or regularly cover regional issues and reflect rural and regional areas to the nation—or, in the case of most online services, the world. In addition, the ABC offers a unique online environment in which regional and rural communities can connect, learn and contribute.

Further information on the ABC's commitment to regional areas is available at about.abc.net.au/reports-publications/senate-standing-committee-on-environment-and-communications-inquiry-into-the-australian-broadcasting-corporations-commitment-to-reflecting-and-representing-regional-diversity-jan

Information and education

Improving media and digital literacy

The ABC sought to improve the media and digital literacy of Australians through its content and services, with a particular focus on people living in rural and regional areas and young people.

ABC Open provided opportunities for people living in regional Australia to learn new digital skills and to share their own content through the ABC. Operating from 43 locations in regional Australia ABC Open Producers provided multimedia training and mentoring opportunities for more than 12 000 people aged between 15 and 80 years. A total of 2 515 workshops and other teaching/mentoring sessions were held around the country.

In 2012–13, ABC Open offered 31 projects (13 photo, two photo or video, 12 text and photo, four video). ABC Open projects generated 22 590 contributions from 3 637 individual contributors.

ABC Open Producers were involved in 314 events and exhibitions which were attended by approximately 30 000 people. In 2012–13, in partnership with the State Library of Queensland, the ABC conducted a touring exhibition *Floodlines*, which shared content from ABC Open's *Aftermath* project. The exhibition was seen in 11 regional libraries by approximately 37 300 visitors.

In 2012–13, the ABC delivered content which provided insights for audiences in relation to changing technology. For instance:

- In January 2013, 891 ABC Adelaide *Afternoons* broadcast a series of program segments aimed at educating older listeners on the use and benefits of social media
- RN's weekly *Download this Show* program explored current issues in technology, social media, consumer electronics and digital culture; and
- Each Tuesday, 783 ABC Alice Springs *Drive* presenter road tests an app to inform audience of the pros and cons of various changes in online media.

The participation by children in creating content has been a significant area of focus for the ABC. For instance:

- A variety of online games have been launched which allow children to engage with content online and improve digital literacy, such as Club3 on the ABC3 site. The game enabled school age children to create avatars for themselves from cartoon characters and to contribute on noticeboards in a moderated environment; and
- ABC4Kids enhanced the media literacy of pre-school audiences both online and with apps. ABC Children's Television's first touch-based tablet app, the *Play School* "Art Maker", has had sustained success since launching in late 2011. With over 500 000 downloads since its launch, the app has consistently ranked in the top five most popular ABC apps.

Providing educational and educative content

The ABC's Charter includes a requirement that the Corporation broadcast programs of an educational nature.¹⁰⁶ In 2012–13, the ABC pursued this across all platforms.

On 26 March 2013, ABC Splash—the ABC's new education portal for students, teachers and parents—was officially launched at the Australian Centre for the Moving Image in Melbourne by Senator Jacinta Collins, Parliamentary Secretary for School Education and Workplace Relations. ABC Splash was produced in partnership with Educational Services Australia.

The launch was timed to coincide with the final event of "Splash Live", where students from four NBN-connected schools were engaged in a live video broadcasting event to broadcast local news stories that they had constructed as part of the "Splash Live" program.

In 2012–13, a series of "Splash Labs" were conducted in Sydney and in Melbourne. The workshops gave educators and digital specialists the opportunity to collaborate, incubate and pitch ideas for development by ABC Splash. Each "Splash Lab" had over 100 participants with an equal engagement of people from the education and digital production sectors.

The ABC's daily "education block" has featured on ABC1 for over 40 years. *Behind the News* remained at the heart of this block, and continued to offer insight into issues such as Aboriginal and Torres Strait Islander history and culture, Australia's engagement with Asia, and sustainability issues. In 2012–13, television content supported the new National Australian Curriculum by offering relevant programs accompanied by study guides, website materials or downloadable classroom activities.

As well as educational content, the ABC broadcasts a significant range of content which is educative.

For instance:

- ABC3 broadcast educative programs for children across a range of genres, including *My Great Big Adventure* which explored social issues; science-based programs *Steam Punks*, *Backyard Science*, and *Studio 3 with Dr Ruben Meerman*; and historical drama *My Place*
- Each week in 2012, Local Radio Victoria's *Sunday* program worked through one of the Victorian Certificate of Education (VCE) texts with a teaching expert. Podcasts of the segments were available online after the show. This culminated in the *Sunday School Live!* broadcast on 21 October at the ABC Southbank, prior to VCE exams on 1 November
- RN introduced an "Any Questions" segment in the *Drive* program. A question generated by an audience member is answered by an expert in the field. Topics covered included church and taxes, the origins of Halloween, and a new scientific paradigm called Complexity Theory
- ABC Classic FM's education program *Keys to Music* explored elements of music theory, such as the ways in which composers use chords, and the outlines of chords, as expressive devices
- The University of New England in New South Wales is using an RN *Life Matters* program on Ageing and Sexuality, broadcast on 6 November, as an educational resource for a module on sexually-based prejudice and discrimination; and
- On 28 November, ABC Local Radio in South Australia undertook The Great Koala Count in conjunction with the University of South Australia and the South Australian Department of Environment and Natural Resources. The multiplatform citizen-science project represented the first official attempt to record koala numbers in their natural environment anywhere in Australia. The project has been included in the science curriculum of 50 primary schools in South Australia. ■

¹⁰⁶ Australian Broadcasting Corporation Act 1983, s.6(1)(a)(ii)

- Energy consumption
- Emissions
- Waste and recycling
- Materials
- Environmental sustainability in the supply chain
- Travel and transport
- Water consumption
- Green@Work

The ABC has implemented a range of initiatives to reduce its environmental impact whilst at the same time delivering a range of business benefits.

Energy consumption

In 2012–13, the ABC’s total energy consumption decreased by 5 547GJ, or 3.2%, from 2011–12 levels.

Actual and forecast energy consumption for 2012–13

| | 2012–13 ^a Total GJ | 2011–12 ^b Total GJ | % change |
|------------------|----------------------------------|----------------------------------|----------|
| NSW | 71 213 | 74 740 | –4.7% |
| ACT | 4 622 | 4 718 | –2.0% |
| Vic | 31 982 | 32 293 | –0.96% |
| Qld | 14 771 | 15 527 | –4.9% |
| SA | 18 921 | 18 745 | 0.9% |
| WA | 10 204 | 10 875 | –6.2% |
| Tas | 8 671 | 9 031 | –4.0% |
| NT | 5 711 | 5 713 | –0.04% |
| Total ABC | 166 095 | 171 642 | –3.2% |

a 2012–13 electricity data is based on 97% actual billed consumption and 3% forecast consumption. Gas data is based on 87% actual consumption and 13% forecast consumption.

b 2011–12 data is actual billed electricity and gas consumption.

In 2012–13, the ABC sought to implement a range of initiatives to improve energy consumption.

The ABC has enabled power-management features on non-broadcast ICT equipment, with particular focus on desktop computers. Where deployed, desktop computers and monitors go to “sleep mode” after a period of inactivity. Approximately 15% of desktop computers have the power-saving feature installed. Power management features have also been enabled for new printers. Testing is underway to roll-out the initiative in the second half of 2013 as an automated setting.

In 2012–13, the ABC implemented lighting upgrades at a number of its sites. These are estimated to have achieved a consumption saving of approximately 231 908kWh (equivalent to a saving of approximately \$42 284 per annum). Lighting upgrades focused on converting fluorescent and halogen lights to energy-efficient LED light fittings.

The upgrades were undertaken at:

- Wagga Wagga, New South Wales—all fluorescent and halogen lights in office areas, studios and external lighting (estimated to reduce the electricity consumed by lighting by 70% and total annual electricity consumption by 18%)
- Canberra, Australian Capital Territory—all T8 fluorescent lights throughout general office areas (estimated to reduce the electricity consumed by lighting in these areas by 50%)
- Albany and Bunbury, Western Australia—flood lighting (estimated to reduce the electricity consumed by flood lighting load by more than 80% at each site)
- Melbourne, Victoria—Television Studios 38 and 39 (estimated to achieve a 12% reduction in studio lighting electricity consumption)
- Southbank, Victoria—atrium and foyer (estimated to reduce the lighting electricity consumption in this area by 67%)
- Hobart, Tasmania—Emergency and Exit lighting and passageway lighting (estimated to achieve an average lighting electricity consumption reduction in these areas of 67%); and
- Adelaide, South Australia—Studio 891 Office area (estimated to achieve a reduction in electricity consumed by lighting in this area of 21%).

In Ultimo, New South Wales, Passive Infrared Motion Sensor lighting control was installed in common areas, including corridors and the Eugene Goosens Hall Green Room. In addition, lighting control incorporating ambient light sensors during business hours and motion sensors after hours were installed in some lift foyers to maximise the efficiency of required lighting. This provided better lighting control after hours and in areas that are infrequently visited.

As well as initiatives to directly reduce consumption, the ABC sought to implement process changes which will have a positive impact on energy usage. For instance, an initiative was implemented to

rebalance heating, ventilation and air conditioning air distribution throughout the ABC Ultimo Centre, New South Wales, to ensure that the air-conditioning load balance is proportional and that it services changed floor layouts and current heat load demands more efficiently and effectively.

The ABC uses relatively small quantities of renewable energy. Solar hot water systems are installed at ten sites: Brisbane and Gold Coast (Queensland), Port Pirie (South Australia), Launceston (Tasmania), Albany and Broome (Western Australia), Canberra (Australian Capital Territory), Alice Springs (Northern Territory), and Port Macquarie and Newcastle (New South Wales). The impact of the ABC's solar hot water usage on its direct energy consumption is not measured.

The use of blended E10 fuels is reported in the emissions table (see page 115), however the renewable ethanol content of the fuel is not reported separately.

The ABC does not directly source energy from other renewable energy sources.

Emissions

In November 2007, the ABC announced it would aim to reduce emissions by 40% by 2020, and by 60% by 2050 over a 1997 base year. Emissions in 1997 were estimated at 60 682t CO₂-e. In 2012–13, the ABC's emissions were 44 600t CO₂-e, a reduction of 16 082t CO₂-e, or 26.5%.

The ABC uses the National Green Accounts Factors (July 2012) published by the Department of Climate Change and Energy Efficiency to identify and quantify green house gas (GHG) emissions. These are further classified as electricity, waste and fuel. Data is reported in the Commonwealth Government's Online System for Comprehensive Activity Reporting database.

Greenhouse Gas Emissions

| Categories | Raw Figure and Unit of Measurement | | Unit | 2012–13 tCO ₂ -e | | | | 2011–12 tCO ₂ -e | | | | % Δ |
|-----------------------------------|------------------------------------|----------------------------|------|-----------------------------|---------------|--------------|-------------------------|-----------------------------|---------|---------|-------------------------|--------|
| | 2012–13 | 2011–12 | | Scope 1 | Scope 2 | Scope 3 | GHG tCO ₂ -e | Scope 1 | Scope 2 | Scope 3 | GHG tCO ₂ -e | |
| Electricity | 41 652 227 | 42 772 680 | kWh | 0 | 37 107 | 5 975 | 43 082 | 0 | 38 024 | 6 127 | 44 151 | -2.4% |
| Gas | 16 146 391 | 17 660 045 | MJ | 827 | 0 | 151 | 978 | 905 | 0 | 171 | 1 076 | -9.1% |
| Greenpower | 0 | 0 | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Automotive diesel (non-transport) | 10 000 | 10 000 | L | 27 | 0 | 2 | 29 | 27 | 0 | 2 | 29 | 0.0% |
| Other buildings | | | | 854 | 37 107 | 6 128 | 44 089 | 932 | 38 024 | 6 300 | 45 256 | -2.6% |
| LPG | 3 733 | 1 151 | L | 6 | 0 | 0 | 6 | 2 | 0 | 0 | 2 | 200% |
| E10 | 133 631 | 143 691 | L | 279 | 0 | 45 | 324 | 300 | 0 | 49 | 349 | -7.2% |
| Automotive gasoline (petrol) | 285 972 | 422 661 | L | 731 | 0 | 58 | 789 | 1 081 | 0 | 86 | 1 167 | -32.4% |
| Automotive diesel (car) | 0 | 0 | L | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Passenger vehicles | | | | 1 016 | 0 | 103 | 1 119 | 1 383 | 0 | 135 | 1 518 | -26.3% |
| Automotive diesel (transport) | 194 960 | 161 376 | L | 526 | 0 | 40 | 566 | 435 | 0 | 33 | 468 | 20.9% |
| Automotive gas (petrol) | 0 | 0 | L | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Aviation turbine fuel | 90 753 | 107 165 | L | 233 | 0 | 18 | 251 | 275 | 0 | 21 | 296 | -15.2% |
| Other transport | | | | 759 | 0 | 58 | 817 | 710 | 0 | 54 | 764 | 6.9% |
| Green Fleet (Off Set) | -1 424 | -1 742 tCO ₂ -e | | | | | -1 424 | | | | -1 742 | |
| All categories | | | | 2 629 | 37 107 | 6 289 | 44 601 | 3 025 | 38 024 | 6 489 | 45 796 | -2.6% |

Waste and recycling

The ABC disposed of 5 951m³ of waste from its capital city sites in 2012–13. Total recycled waste constituted 2 725m³ (representing 46% of total waste disposed) while 3 226m³ was sent to landfill (54% of total waste disposed).

Waste is made up of secure waste, co-mingled recycling, recycled paper and cardboard, and landfill. Waste disposal data is currently reported for capital city sites only, based on billing information received from the ABC's waste disposal contractors.

The ABC has continued to improve the scope and quality of waste and recycling data. Waste disposal data for a greater number of sites has been included in the reported data. Accordingly, meaningful comparisons with previous years' performance cannot be made.

The ABC did not dispose of any hazardous waste in 2012–13.

The ABC operates separate waste and recycling collection streams at all capital city sites. Collection receptacles are distributed throughout each site to provide co-mingled recycling collection, general waste collection, e-waste collection, fluorescent tube recycling collection, toner cartridge recycling collection, secure paper destruction collection and mobile phone recycling collection.

| Waste and recycling | 2012–13 ^a | | 2011–12 ^b | | % change | |
|---------------------|---------------------------|----------------------------|---------------------------|----------------------------|---------------------------|----------------------------|
| | Recycle m ³ | Landfill m ³ | Recycle m ³ | Landfill m ³ | Recycle m ³ | Landfill m ³ |
| NSW | 728 | 730 | 776 | 750 | -6.2% | -2.7% |
| ACT | 51 | 248 | 56 | 230 | -8.9% | 7.8% |
| Vic ^c | 495 | 950 | 407 | 448 | 21.6% | 112.1% |
| Qld ^d | 154 | 305 | 51 | 139 | 202% | 119.4% |
| SA | 905 | 35 | 897 | 35 | 0.9% | 0.0% |
| WA | 121 | 288 | 149 | 272 | -18.8% | 5.9% |
| Tas | 107 | 502 | 73 | 294 | 46.6% | 70.7% |
| NT | 164 | 168 | 161 | 151 | 1.9% | 11.3% |
| Total | 2 725 | 3 226 | 2 570 | 2 319 | 6.0% | 39.1% |

a 2012–13 data is based on 96% actual billed waste disposal and 4% forecast.

b 2011–12 data is actual billed waste disposal.

c 2012–13 data includes Selwyn Street, Elsternwick.

d 2011–12 data is from December 2012 to June 2013 only, being the 6 months that the premises were occupied.

Note: The increased waste generated in Victoria and Tasmania is attributed to clean-up and disposal of excess materials during the year.

In 2012–13, the ABC implemented a sustainable catering project at the ABC Centre Ultimo, New South Wales to provide a catering kit for use at staff functions. The initiative aimed to reduce both cost and waste associated with the purchase of disposable items. The effectiveness of the project will be assessed to determine whether the initiative should be extended to other sites.

The ABC's major IT suppliers are signatories of the Australian Packaging Covenant¹⁰⁷ and have taken steps to minimise their packaging, using air-pillows in their packaging rather than polystyrene foam. When selecting commercial waste disposal contractors, whilst having regard to the Commonwealth Procurement Rules and the requirement to achieve value-for-money, the ABC sought to engage contractors which have demonstrated responsible environmental credentials and the capacity to maximise appropriate recycling and disposal avenues for individual waste streams.

¹⁰⁷ The Australian Packaging Covenant is an agreement between industry, government and community groups that aims to reduce waste from packaging.

Materials

In 2012–13 the ABC purchased 30 700 reams of paper, similar to 2011–12. 86% of the paper purchased contained recycled content.

| Material | Measure | 2012–13 | 2011–12 |
|------------------------------|--|-------------------------|-------------------------|
| Copy | Volume (reams) | 30 700 | 30 777 |
| Paper ¹⁰⁸ | % recycled copy paper purchased of total | 86% | 85% |
| | Paper recycled ¹⁰⁹ | 143m ³ | 239m ³ |
| Toner ¹¹⁰ | Quantity – units purchased | 1 180 | 1 309 |
| | % recycled material in toner purchased | 29% | 28% |
| | Volume of toner and other print consumables disposed of by recycling | 2 062 items, 1.5 tonnes | 2 637 items, 1.8 tonnes |
| Mobile Phones ¹¹¹ | Volume recycled or diverted from landfill | 39.4kg | 0.4kg |

¹⁰⁸ Based on internal purchasing reports.

¹⁰⁹ Based on waste billing data.

¹¹⁰ Quarterly toner cartridge recycling reports are provided by the "Cartridges 4 Planet Ark" program, facilitated by Close the Loop.

¹¹¹ Mobile phone recycling data is obtained through annual collection reports provided by the ABC's service providers.

In 2012–13, the ABC launched a range of initiatives aimed at reducing consumption of printing materials: A device consolidation project commenced which will reduce the ABC's printer fleet by 34%; roll-out of "Follow-Me Printing" was implemented at Southbank, Queensland, with other sites to follow; printers in all capital city sites have been set to default to double-sided, black and white printing.

ABC Publishing continued to produce products in an environmentally responsible manner. ABC *Organic Gardener* magazine, ABC *delicious* magazine and ABC *Gardening Australia* magazine were all produced with sustainably sourced and certified paper and printed utilising processes certified under ISO 14001. ABC *Limelight* magazine was produced on paper sourced from Programme for the Endorsement of Forest Certification (PEFC) certified forests.¹¹² The details of these activities are noted on the mastheads of the relevant magazines.

Environmental sustainability in the supply chain

Where appropriate, tender documentation and evaluation criteria required information about suppliers' corporate responsibility (including environmental) commitments and practices.

Mandatory environmental standards (ES1 and ES2) of the Federal Government's *ICT Sustainability Plan 2010–2015* were applied to all ABC procurements of ICT equipment.

ABC Retail provides and maintains Material Safety Data Sheets (MSDS) for Approved Products for usage in ABC Shops. Risk Assessments have been performed on these products, revealing some of the safest, cost effective and environmental choices available nationwide. ABC Video Entertainment and Distribution undertake business checks for all new and potential partners with consideration given to these factors.

¹¹² The Program for the Endorsement of Forest Certification (PEFC) is a global organisation that promotes sustainable forest management through independent third party verification. It is non-profit and non-governmental.

Travel and transport

The nature of the ABC's operations, in particular its news and current affairs activities, necessitates frequent domestic and international travel. In 2012–13, ABC staff travelled a total of 23 324 606km by air (a 3.8% decrease from 24 240 377km in 2011–12).

In 2012–13, 4 319 447km was travelled in domestic fleet vehicles. Of the 385 vehicles in the fleet:

- Nine (2.3%) are hybrid vehicles; and
- 232 (60.3%) have a Green Vehicle Guide (GVG) rating of 10 or more.

Fuel consumption (LPG, E10, Petrol, Diesel and Aviation turbine) is reported in the emissions table (see page 115). In 2012–13, total fuel consumption was 709 049L, a reduction of 15.2% from 836 044L in 2011–12.

Video-conferencing facilities are available and encouraged to be used in every ABC capital city site to reduce the travel expense and impact of non-content making activities.

In 2012–13, 1 424 tonnes of the ABC's fleet related GHG emissions were offset through arrangements with the not-for-profit organisation, Greenfleet.¹¹³

The ABC provides facilities for staff to enable travel to and from work using sustainable forms of transport. End-of-trip facilities including secure bike parking, showers and lockers are provided in most ABC capital city sites. Information about public transport in each state and territory is provided on the ABC's intranet.

The ABC continued to support and promote National Walk to Work Day and National Ride to Work Day to staff. In 2012–13, 131 ABC staff registered for Ride to Work Day, and approximately 80 ABC staff participated in National Walk to Work day.

¹¹³ Emissions were offset by the planting of 5 314 trees. The number of trees planted is a reasonable estimate made by Greenfleet of the number of trees required to be initially planted to sequester the total quantity of carbon purchased and takes into account that not all trees initially planted will survive due to the natural survival rate of trees. Accordingly, trees that do not survive following initial plantation may not necessarily be replanted.

Water consumption

In 2012–13, the ABC's water consumption was 72 375kL, similar to 2011–12.

Water consumption at capital city sites

| | 2012–13 ¹¹⁴ | 2011–12b ¹¹⁵ | % change |
|------------------|------------------------|-------------------------|----------|
| | kL | kL | |
| NSW | 39 889 | 39 867 | 0.1% |
| ACT | 575 | 685 | -16.1% |
| Vic | 9 195 | 9 943 | -7.5% |
| Qld | 1 568 | 1 212 | 29.4% |
| SA | 9 520 | 8 385 | 13.5% |
| WA | 7 420 | 7 584 | -2.2% |
| Tas | 2 857 | 3 418 | -16.4% |
| NT | 1 351 | 1 840 | -26.6% |
| Total ABC | 72 375 | 72 934 | -0.8% |

| Rainwater collection at ABC sites | | | 2012–13 | |
|-----------------------------------|--------------|----------|---------------------|--------------------------|
| Location | Capacity (L) | Quantity | Total Capacity (kL) | Metered Collections (kL) |
| NSW Orange | 2 100 | 1 | 2.1 | |
| Port Macquarie | 500 | 6 | 3.0 | |
| Wollongong | 750 | 3 | 2.3 | |
| Wagga Wagga | 2 200 | 1 | 2.2 | |
| WA Perth | 11 000 | 2 | 39.6 | 166 |
| | 8 775 | 2 | | |
| Broome | 10 000 | 1 | 10.0 | |
| SA Port Pirie | 10 000 | 1 | 10.0 | 31.0 |
| Vic Sale | 13 000 | 1 | 13.0 | |
| Bendigo | 24 500 | 1 | 24.5 | |
| NT Alice Springs | 4 500 | 1 | 4.5 | |
| Qld Brisbane | 25 000 | 6 | 150.0 | 434 |
| Gold Coast | 5 000 | 1 | 5.0 | 42 |
| Longreach | 10 000 | 1 | 10.0 | |
| Total | | | 276.2 | 744.6 |

In 2012–13, the ABC had 28 rainwater tanks installed in 14 locations around Australia, with a total capacity

114 2012–13 data is based on 75% actual consumption and 25% forecast consumption. Total ABC consumption includes nine capital city sites (from a total of 11) and 33 regional sites (from a total of 50).

115 2011–12 is actual billed consumption other than Tasmania. Tasmania data includes additional consumption for Hobart (not reported in 2011–12) which is calculated on manual meter readings.

of 276.2kL. Metering installed on 12 of those tanks indicates that rainwater collection was (on average) nearly five times tank capacity. Harvested rainwater was used for toilet flushing, irrigation and cooling tower supply.

Green@Work

The Green@Work program coordinated various campaigns and events throughout the year to raise awareness amongst staff on how they can lessen their impact on the environment.

Nation-wide "Switch Off" campaigns were conducted during September 2012 and over the Christmas and New Year period. The awareness-raising campaigns reminded staff to switch off energy-consuming devices when not in use. Electricity usage was monitored over the duration of the campaigns. During the September "switch-off" (held 3–9 September 2012), ABC capital cities and selected regional sites reduced their lighting, general power and air-conditioning load by a total of 3.1% (compared with the previous week).

Other events were organised to contribute to environmental awareness and sustainability beyond the workplace. For instance:

- The ABC hosted a two-day electronic waste recycling collection at the Ultimo Centre, New South Wales at which staff were invited to recycle their personal e-waste items. Over 120 items of electronic waste weighing 519kg was collected. Recycling these products was estimated to result in greenhouse gas reductions equivalent to 2.2 tonnes of CO₂
- Composting and gardening workshops were held in Sydney and Adelaide led by *Gardening Australia* presenters, Costa Georgiadis and Sophie Thomson. The workshops demonstrated to staff how they can grow their own vegetables at home and reduce their food waste; and
- Staff community gardens in Sydney, Adelaide, Perth, Melbourne, Brisbane, Canberra and Hobart provided staff with the opportunity to learn the techniques of organic gardening. ■

Impact on communities

The ABC's role as
emergency broadcaster

Product responsibility

Employment practices

For the purposes of the Global Reporting Initiative (GRI), reporting on social responsibility includes: impact on communities; product responsibility, employment practices, and human rights.

Impact on communities

Unlike other industries, where the impact on communities may be adverse and require remediation, the ABC's impact is a positive one, and is a key element of operations rather than a side-effect.

ABC Community Forums

ABC Community Forums are one way the ABC engages with the community for their views on issues that are important to them. Local community stakeholder representatives and members of the public are invited to attend the open meetings and provide their views on issues that are important to them, as well as views about how the ABC is run. Community feedback obtained at the forums informed the planning of the ABC's content and community activities.

In 2012–13, six forums were hosted by ABC State and Territory Directors. Forums were held in Victoria, the Northern Territory, New South Wales and the Australian Capital Territory. Details of Community Forums held in 2012–13 are available on the ABC's website: about.abc.net.au/how-the-abc-is-run/what-guides-us/corporate-responsibility.

Community Service Announcements

The ABC broadcasts Community Service Announcements about community issues or events which are in the public interest, subject to the *ABC Editorial Policies* Standard 9 (Public access and participation). Due to its localisation and immediacy, radio is the primary medium for the ABC to broadcast Community Service Announcements.

Community Service Announcements are an important means of communicating information about what to do when faced with an emergency. In those circumstances, announcements are compiled in consultation with relevant emergency services organisations to ensure accurate information about the type and nature of warnings and alerts as well as ways in which communities can prepare.

Examples of Community Service Announcements broadcast in 2012–13 include:

- In August, ABC Local Metropolitan and Regional Radio in Victoria, in conjunction with the Victoria State Emergency Service and the Bureau of Meteorology, prepared Community Service Announcements for Storm Safe Week; and
- In September, 1233 ABC Newcastle prepared a range of Community Service Announcements for broadcast on Fire Awareness Day. Packages were prepared in conjunction with the local Rural Fire Services training unit and gave listeners wide ranging information to increase awareness of fire safety and preparation.

Community activities

The ABC operates from an extensive network of locations around the country, including remote and regional areas. The ABC and the people who work there play an important role in the life of many communities, delivering a public benefit beyond broadcasting activities.

For instance:

- On 3 August 2012, 702 ABC Sydney hosted the 10th and final ABC Knit-In at Ultimo and at Erina on the New South Wales Central Coast. Local Radio supported over 50 other Knit-In events throughout New South Wales. This initiative has been run in association with the charity Wrap With Love which distributes blankets and wraps to those in need in Australia and overseas. More than one million squares have been knitted by thousands of people in schools and communities across New South Wales and at the annual event since the ABC Knit-In began in 2003, contributing to 42 000 blankets. More than 1 100 people came to Ultimo and approximately 500 to Erina. The Knit-In event at Hornsby attracted 1 300 attendees. The ABC broadcast the 702 ABC Sydney *Breakfast* and *Mornings* programs live from the atrium of the Ultimo Centre

- In October 2012, the ABC conducted an outside broadcast at the Tauondi College Open Day. Tauondi College is an Aboriginal Community College located at Port Adelaide which has been delivering a range of vocational courses to the Aboriginal Community since 1973. The partnership explored ways that the ABC can work with the College
- In November 2012, the ABC Eyre Peninsular broadcast its *Mornings* program live from Cummins Area School as part of Bushfire Action Week. Local Community Fire Service (CFS) crews attended with three CFS trucks and gave tours to students and other visitors. A CFS water bombing aircraft also performed two training runs over the school agriculture block, and demonstrated “water drops”
- In December 2012, 105.7 ABC Darwin collected surplus food and household items at its station in Darwin as well as at ABC Shops in Casuarina and Palmerston. The donations were then distributed by Foodbank NT to those in need; and
- In May 2013, 720 ABC Perth joined in the Mothers Day Classic at Langley Park as a media partner of the fun run/walk which raised funds for breast cancer research. *Afternoons* presenter Gillian O’Shaughnessy was MC for the event and conducted on-stage interviews with key people working in the field of breast cancer research, whilst also motivating participants before they tackled the 4km or 8km course.

During 2012–13, the ABC provided both community groups and staff with the opportunity to jointly recognise commemorative days which draw attention to environmental, health or other community issues. Regional and capital city offices in each state and territory took part in a variety of activities related to the Biggest Morning Tea, Harmony Day, Green Week, International Women’s Day, National Diabetes Week, Reconciliation Week, National Indigenous Literacy Week, Walk to Work, Ride to Work, and NAIDOC Week.

In 2012–13, the ABC Exhibition Trailer travelled over 12 098kms, covered seven states and territories, exhibited at over 14 events, visited 22 schools and recorded more than 5 730 television and radio performances in the mock studios on board.

In 2012–13, ABC employees participated in the ABC's *Workplace Giving* program. Through the program, 27 charities were supported and a total of \$97 000 was contributed from employees' salaries, a 7.7% increase in contributions from 2011–12.

The ABC's role as emergency broadcaster

During times of emergency the ABC provides an important service to communities.

Emergency broadcasting

Local Radio stations in affected communities broadcast updates, emergency information and warnings as required, with information also updated on ABC Local and through the ABC Emergency website. ABC Radio's Multiplatform ensured emergency information online and on social media was continually updated.

Emergency coverage included:

- During August 2012, ABC Southern Queensland (Toowoomba) covered grass fires/highway closures in Lockyer Valley and Local Radio NT covered fires near Katherine, as well as fires affecting roads in Darwin and along the Stuart Highway; and
- 774 ABC Melbourne broadcast a "Watch and Act" warning in relation to hazardous materials and half hourly updates throughout an afternoon. A "Watch and Act" is an alert level used to indicate a level of threat from a fire.

Over December 2012 and January 2013, extreme weather patterns were experienced leading to major bushfires in Perth, regional South Australia, Tasmania, north western New South Wales and Victoria's Gippsland region while tornados, catastrophic flooding and heavy rains have affected a number of regions in Queensland and parts of New South Wales.

- On 21 January, the focus shifted to coastal regions from Rockhampton through to northern New South Wales, which experienced significant emergencies including tornados, high tides, extreme rains and catastrophic floods. Heavy rains spread further south into New South Wales, including Sydney and the Illawarra regions
- Warnings were carried on all platforms when necessary. On 12 January at 11 pm, the New South Wales Rural Fire Service requested the Standard Emergency Warning Signal (SEWS) be broadcast on radio and television outlets, and this was carried on ABC1, ABC2, ABC News 24 and all ABC Local outlets within 15 minutes
- In January, at the height of flooding in Rockhampton, Queensland, Telstra outages resulted in major dislocation to ABC Radio regional broadcasting. ABC Radio was unable to broadcast from Townsville and unable to broadcast locally to Rockhampton. Special programs were broadcast from Brisbane, the Sunshine Coast and the Gold Coast for regional areas in order to issue all necessary warnings; and
- Over February and March in Western Australia there were seven emergency level fires, three of which utilised the SEWS siren alert. Tropical Cyclone Rusty in the far north of the state also saw many communities evacuated.

Each incident was covered by formal warnings as per the Emergency Broadcasting schedule with the frequency of warnings determined by intensity of incident.

Strengthening emergency broadcasting capabilities

In 2012–13, ABC Local Radio implemented new *Emergency Broadcasting Guidelines* which were developed following the Emergency Broadcasting Review. The Review was conducted after the devastating Queensland floods in 2011.

Formal partnerships with emergency broadcasting organisations are maintained through Memoranda of Understanding (MOUs). The ABC liaises with relevant organisations prior to the start of each emergency season, and again afterwards to debrief and review protocols and practices. For instance:

- In July 2012, all Local Radio Regional Content Managers in Western Australia met with emergency services media and personnel (police, fire agencies and the Bureau of Meteorology) to build relationships and to identify and address issues to improve the service provided to communities
- In August 2012, a number of Queensland Regional Content Managers met with their relevant emergency services to discuss the upcoming emergency season
- In September 2012, the Local Content Manager, South Australia met with senior local Police to discuss existing emergency broadcasting arrangements and how to improve overall communication
- In October 2012, the Local Content Manager South Australia presented a training program to the Country Fire Service on emergency incident management outlining the ABC's approach to emergency broadcasting
- In October 2012, 666 ABC Canberra held a seasonal briefing with the Australian Capital Territory Emergency Services Agency along with ABC staff
- In March 2013, Local Content Manager Tasmania met with the Tasmanian Fire Service to discuss the challenges and responses with regard to the bushfire emergencies in that state in January; and
- In May 2013, Local Content Manager and the Content Directors for metropolitan and regional radio in Victoria met with representatives of the Emergency Services Commissioner to debrief on the bushfire season and discuss a revision of future protocols and practices.

Over the last three years, CSIRO has developed technologies to support automated analysis of social media content. The ABC entered into a 12-month pilot of the CSIRO Emergency Situation Awareness tool in January. Using the tool, the ABC is able to set a baseline of conversation on Twitter to monitor and detect variations at very low volumes with the aim of detecting emergencies early.

Recovering from emergencies

In 2012–13, the ABC played an active role in the physical and emotional recovery of communities affected by emergencies. The ABC's Local Radio network provided opportunities for communities to discuss and share the impact of an event, and to bring survivors together to support their emotional recovery. For instance:

- Following fires which affected parts of Gippsland in January, the ABC 774 Melbourne *Drive* program was broadcast live from Heyfield, a small town in the fire affected area on 21 January. Presenter Lindy Burns spoke in depth with locals who had lost homes and livestock, local business owners and local politicians
- On 18 January, 666 ABC Canberra broadcast its *Breakfast* program from Mt Stromlo as part of *Canberra Remembered*, commemorating the 10th anniversary of the Canberra fires in 2003. A special edition of *Now Hear This*, 666 ABC Canberra's storytelling night, was also held at Mt Stromlo with guests invited to talk about their experiences during that time; and
- In May, ABC Coast FM (Gold Coast) *Drive* presenter Scott Lamond hosted the *Rise and Shine* event on Mt Tamborine for those affected by Cyclone Oswald. This event was part of the Queensland Government and Queensland Music Festival Rise and Shine Queensland tour visiting regions affected by severe weather events earlier in the year.

Product responsibility

Product information and labelling

The ABC ensures that all products are appropriately labelled.

If applicable, packaging displays information about appropriate methods of disposal particularly in relation to safety, such as:

- “Warning! Plastic Bag can be dangerous. To avoid danger of suffocation keep this bag away from babies and children. Please dispose of all packaging responsibly”; and
- “Dispose of all packaging ties before giving to your child.”

Similarly, licensed ABC merchandise packaging is clearly marked if the packing is a potential hazard.

Information on DVD packaging is provided about the nature and classification of the content, including running time; aspect ratio; sound format; region encoding; number of discs; and captioning information.

Consistent with safety testing procedures for toys (such as AS/NZS ISO 8124), products were appropriately labelled. For instance, products which contain small parts included a “Not suitable for children under 18 months of age” warning.

In 2012–13, one complaint was made to the ABC regarding product information and labelling. The complaint related to David Starkey’s *Monarchy—The Complete Series 1–3*, which was labelled as closed captioned, however only Series 2 and 3 were closed captioned. The box-sets were re-stickered to correct the captioning information.

Quality assurance

In 2012–13, the ABC continued to implement comprehensive quality assurance processes to ensure the quality and safety of products which are offered for sale.

ABC Video Entertainment and Distribution monitored and assured product quality by ensuring that DVDs were subject to manufacture under ISO 9000 quality assurance procedures. The ABC’s DVD manufacturer, Technicolor, carries the following certifications:

- Quality Assurance: Australia—Certified ISO 9001–2008
- Anti-piracy: Australia—Certified CDSA (Content Delivery & Storage Association)
- Content Protection and Security Program—Certified CDSA (Content Delivery & Storage Association); and
- Environmental: Australia—Certified EMS 14001:2004.

All licensees are subject to contractual obligations to manufacture high-quality products that meet Australian Standards applicable to the product. Children’s products are Safety Tested to the Standards AS/NZS ISO 8124 Parts 1, 2 and 3 (as applicable). Licensees are required to provide certificates to prove the test results. If there are no applicable Australian Standards or testing procedures for a product aimed at children, ABC Licensing requires licensees/manufacturers to perform tests that conform to American or European testing requirements. Apparel products are tested by licensees for colour fastness, shrinkage and flammability.

Quality assurance processes are reviewed on a regular basis. ABC Licensing is a certified member of the Australian Toy Association (ATA) and receives regular industry notifications on changes to mandatory and voluntary Australian standards. ABC Licensing also works closely with the ATA and testing agencies to implement appropriate processes and testing.

ABC Licensing requires suppliers to provide a certification that their overseas manufacturers are Worldwide Responsible Accredited Production (WRAP) certified. WRAP is an independent, objective, non-profit team of global social compliance experts dedicated to promoting safe, lawful, humane and ethical manufacturing around the world through certification and education.

Product complaints and recalls

The ABC has processes in place to address a potential product recall. Licensee agreements expressly provide for (amongst other things) public and product liability insurance and product recall insurance up to a specified quantum.

Product recall strategies are put in place and a risk assessment undertaken in circumstances where adequate insurance is not provided.

In 2012–13, the ABC voluntarily recalled one product—the Lullaby Hoot Interactive Plush Toy. The recall was conducted in consultation with the Australian Competition and Consumer Commission and the licensee. The decision to remove this product from sale and announce a product safety recall was made following the identification of a safety issue associated with the toy’s battery compartment. There were no reported injuries associated with the use of the Lullaby Hoot Interactive Plush Toy.

Employment practices

Gender equality

Whilst the ABC is not governed by the *Workplace Gender Equality Act 2012*, the gender equality indicators in that legislation provide a useful benchmark for monitoring gender equality.

Gender composition

| | Women | | Men | |
|---------------|--------|------------|--------|------------|
| | Number | % of total | Number | % of total |
| ABC Board | 4 | 44% | 5 | 56% |
| ABC Executive | 5 | 50% | 5 | 50% |
| Workforce | 2 772 | 50.9% | 2 674 | 49.1% |

Equal remuneration

| Salary range | Women | | Men | |
|-----------------------|--------------|--------------|--------------|--------------|
| | Number | % of Total | Number | % of Total |
| Over \$145 000 | 89 | 1.6% | 152 | 2.8% |
| \$130 001 – \$145 000 | 51 | 0.9% | 97 | 1.8% |
| \$115 001 – \$130 000 | 104 | 1.9% | 140 | 2.6% |
| \$100 001 – \$115 000 | 212 | 3.9% | 222 | 4.1% |
| \$85 001 – \$100 000 | 447 | 8.2% | 588 | 10.8% |
| \$70 001 – \$85 000 | 795 | 14.6% | 860 | 15.8% |
| \$55 001 – \$70 000 | 725 | 13.3% | 453 | 8.3% |
| \$40 001 – \$55 000 | 294 | 5.4% | 141 | 2.6% |
| Less than \$40 000 | 55 | 1.0% | 21 | 0.4% |
| Total | 2 772 | 50.9% | 2 674 | 49.1% |

Flexible working arrangements

In 2012–13, flexible working arrangements were available and utilised by staff to support family or caring responsibilities.

A total of 239 employees took parental leave in 2012–13, comprising 228 women and 11 men.

Under the ABC’s Leave Policy, additional leave may be available to employees to meet particular needs. In addition to entitlements to personal leave and parental leave, employees may apply for Miscellaneous Paid Leave or Leave Without Pay.

Section 12 of the *ABC Enterprise Agreement 2010–2013* makes specific provision for Individual Flexibility Arrangements to be entered into.

Diversity

The ABC reports diversity information in its *Equity and Diversity Annual Report*. Those reports are prepared in accordance with s9(2) of the *Equal Employment Opportunity (Commonwealth Authorities) Act 1987*, and cover the 12-month period between 1 September and 31 August. Current and historical *Equity and Diversity Annual Reports* are available on the ABC's website: <http://about.abc.net.au/how-the-abc-is-run/reports-and-publications>.

The ABC has set specific targets for Indigenous employment in its Reconciliation Action Plan (see page 149). As at 30 June 2013:

- nine Indigenous employees were employed through Department of Education Employment and Workplace Relations internships or cadetships;
- 70 Indigenous employees were employed at the ABC.

| | Number of Indigenous employees | Total number of employees* | % |
|--------------|--------------------------------|----------------------------|------------|
| NSW | 39 | 2 365 | 1.7 |
| Vic | 3 | 780 | 0.4 |
| Qld | 9 | 409 | 2.2 |
| SA | 6 | 355 | 1.7 |
| WA | 1 | 246 | 0.4 |
| ACT | 2 | 191 | 1.1 |
| NT | 9 | 122 | 7.4 |
| Tas | 1 | 151 | 0.7 |
| Total | 70 | 4 619 | 1.5 |

*Excluding casual employees.

Training and education

The diverse nature of the ABC's operations requires specialised training to be provided from time to time. For instance:

- Customer service—Ongoing ABC Retail staff are able to study for either: a Diploma in Retail Management; Certificate IV in Retail Management; or Certificate III in Retail. These programs, facilitated by the Australian Retailers Association, provide staff with the tools and knowledge to understand the operational requirements of the business and to deliver optimised customer service
- Surviving hostile regions—The ABC held two hostile environment courses in conjunction with an external training provider, attended by 22 ABC News staff
- Outside broadcasts—Specific manual handling training was provided to ABC Resources staff who performed tasks associated with Outside Broadcasts
- Trauma Awareness—This program, developed by the News division, is designed to support employees whose work involves covering or dealing with potentially traumatic incidents. ABC News ran trauma awareness training sessions for the 2013 intake of cadet journalists, involving seven staff; and
- Emergency broadcasting—In accordance with recommendations arising from the Emergency Broadcast Review, all staff assisting with emergency coverage received emergency broadcasting training. Additional managers were allocated to guide and support staff, and mental health and fatigue protocols were implemented.

Additional information about training and development is provided in Section 3, Inside the ABC (ABC People) (see page 87). ■