



Connecting and Uniting All Australians

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With this first-ever Five-Year Plan, the ABC will accelerate its transformation from a traditional broadcaster to the nation's most trusted and valued digital content provider: it will be more accessible to Australians than ever before.

The ABC will also be more relevant to more communities, building on its rich heritage and generations of trust to continue connecting and uniting all Australians. We will be the true home of Australian conversations in our cities, our towns, our suburbs and our streets.

Australian stories

Telling Australian stories across genres and perspectives is our priority. Working in an increasingly challenging media environment, amid floods of international content, we will strive to stand out as Australia's inclusive voice.

We will tell compelling stories in drama, comedy, education and entertainment that shape and reflect our national identity. Our high-quality journalism, and the conversations it starts, will set us apart.

Owned by all Australians

We want the ABC to be a part of more Australian communities. We are owned by all Australians – we want to get closer, to listen, understand and reflect their many and diverse interests.

This plan will bring the ABC into more communities, with more storytelling in Australia's towns and suburbs.

In line with this, we will ensure that, by 2025, at least 75% of content-makers work outside of the ABC's Ultimo headquarters.

Ensuring cultural and social diversity

The Plan also charts a course to ensure cultural and social diversity won't be just a cliché. The ABC is genuinely committed to representing the diverse community it serves – both in the profile of its staff and the content it creates.

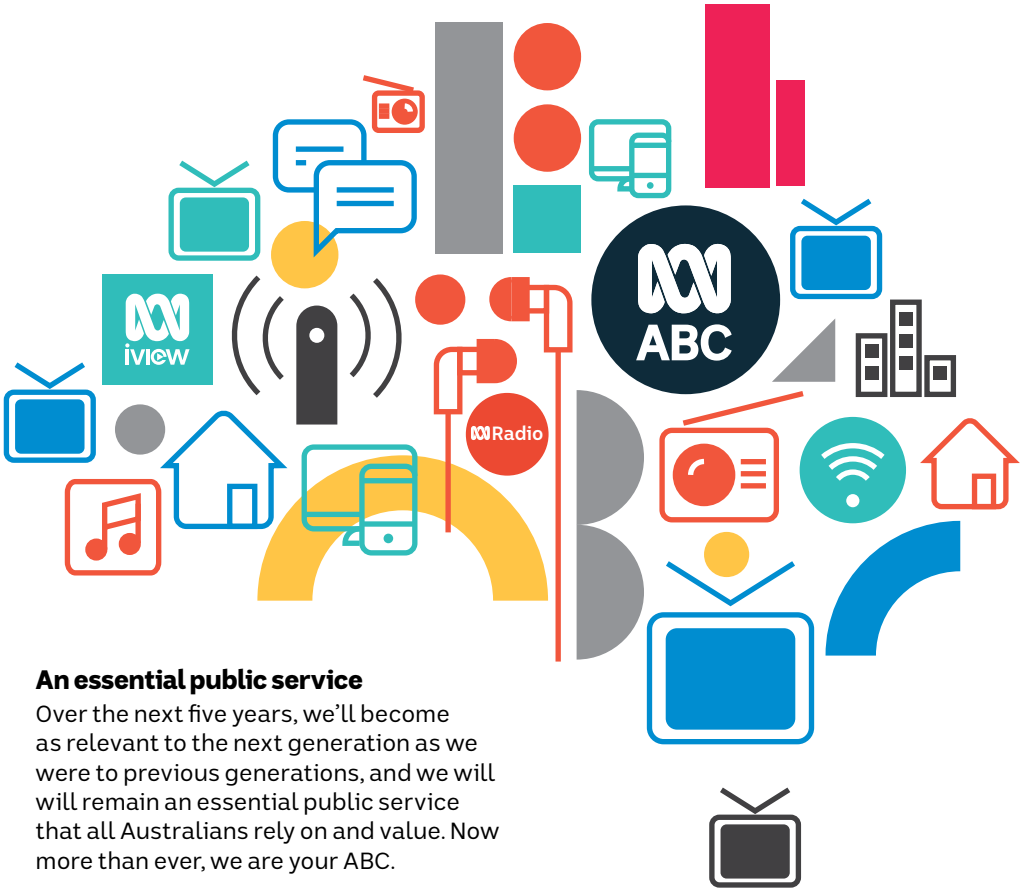
Diversity means reflecting the nation's many cultures, its breadth of experiences and points of view, and its geographic and socio-economic differences.

Australia's digital media innovator

The ABC will continue its journey to be Australia's digital media innovator and anticipating the on-demand and personalised ways people now seek their information and entertainment.

Our television and radio services remain essential, but increasingly Australians want us to be in their hands, in their ears and in front of their eyes when it suits them, not us.

Five-Year Plan – at a glance



An essential public service

Over the next five years, we'll become as relevant to the next generation as we were to previous generations, and we will remain an essential public service that all Australians rely on and value. Now more than ever, we are your ABC.

Purpose: To deliver valued services that reflect and contribute to Australian society, culture and identity.

Vision: The home of Australian stories – accessible, bold, creative.

Pillars

Reflect contemporary Australia

Exploring and revealing Australia's diversity in our workforce and the stories we tell.

Build a lifelong relationship with Australians

Ensuring we produce content and deliver services relevant to Australians of all ages and backgrounds.

Continue to earn the trust that audiences place in the ABC, safeguarding ABC independence and integrity

Remaining a constant and reliable source of Australian news and entertainment.

Provide entertaining, culturally significant, and on-demand content

Focusing on telling entertaining, innovative, and distinctively Australian stories for on-demand and broadcast audiences.

Make sustainable choices in allocating resources

Allocating funding to achieve the greatest impact and benefit for the Australian public.

Priorities

Deliver personalised digital experiences – provide services on relevant digital platforms that are free, reliable and easy to use and that promote personalisation.

Remain Australia's best and most trusted source of news and information – uphold the highest editorial values and provide the best public interest journalism, coverage and information to strengthen our democracy.

Strengthen local connections – listen to audiences in all communities and provide the content they ask for.

Prioritise quality over quantity – utilise resources and commissioning power to deliver the highest quality content.

Invest in the workforce of the future – develop creative, diverse, well-trained and innovative employees and teams to serve our audiences.

Be creative, flexible, efficient, and accountable – deliver against our Charter, while always working efficiently to identify savings and reinvestment opportunities.