

# ABC Divisions

## Radio



### Kate Dundas

Director of Radio

Kate Dundas was appointed Director of Radio in March 2009 after 18 months as Director of People and Learning. Prior to this, Kate was Head of ABC Radio's National Networks. In addition to her ABC career, Kate has worked in public and communications policy areas in both state and federal governments and held two senior management roles in the New South Wales Premier's Department.

Kate has a Bachelor of Arts in Communications from Charles Sturt University focused on radio and television.

IN 2008–09, ABC Radio's primary focus was the introduction of digital radio in Australia in the five mainland capital cities and the development of ABC Digital Radio services to commence on air from 1 July 2009.

ABC Digital Radio will initially comprise simulcasts of its existing analog services—ABC Radio National, ABC Classic FM, ABC NewsRadio, *triple j* and the relevant Local Radio metropolitan station—along with new music services, ABC Dig Music, ABC Jazz and ABC Country, each complemented by media-rich websites ([abc.net.au/radio/digital](http://abc.net.au/radio/digital)).

In 2008, ABC Radio achieved record audience results for a second consecutive year: a record market share of 21.2% and a record reach of 3.82 million listeners a week in the five major cities (or 33% of that population). Each of the radio networks recorded year-on-year growth in reach (see page 39).

Not all feedback to ABC Radio was positive. In October 2008, decisions to change Radio National's 2009 program schedule generated significant adverse reaction from loyal listeners, many of whom incorrectly perceived the changes would deliver increased online content at the expense of radio programs. In 2009, the response to new radio programs has generally been positive.

### Communities in Crises

The unique role played by ABC Local Radio in times of emergency was never more evident than with the Victorian bushfires and the floods in Queensland and northern New South Wales.

In Victoria, rolling coverage and emergency broadcasts were mounted by local stations in Horsham, Bendigo, Wodonga, Sale and Melbourne. All warnings were delivered within a minute of being received, no inaccurate warnings were issued and no talkback callers went to air with inaccurate advice.

Portable transmitters were erected and temporary radio services established in the towns of Warburton and Kinglake. 94.5 FM ABC Kinglake Ranges and its online service provided key weekday programs including *State News* and *AM*, with the local community mounting their own content with support and technical advice from the ABC. The service was extended to mid-July 2009.

National ABC Radio networks and ABC Television helped to guide affected communities in Victoria to coverage and essential information on ABC Local Radio and online.

ABC Local Radio and ABC News established a single bushfires site ([abc.net.au/emergency/bushfire/](http://abc.net.au/emergency/bushfire/)) with links to emergency agencies. A similar site was established for the floods in Queensland and New South Wales.

In Queensland, Local Radio broadcast from a temporary station at the Civic Centre in Ingham for almost two weeks when the community was completely isolated by floodwater.

### Recovery and Rebuilding

The ABC presented a free, family-focused concert at the Sidney Myer Music Bowl on 1 March to reflect on and celebrate the resilience and remarkable spirit of the Victorian community and to recognise the emergency service providers and volunteers.

In March 2009, *triple j* joined with Australian concert promoters and sections of the media to support the *Sound Relief* fundraiser events held simultaneously at the Melbourne Cricket Ground and the Sydney Cricket Ground.

On 30 March 2009, the Attorney-General presented ABC Local Radio Victoria with a certificate in recognition of the outstanding contribution, commitment, professionalism and dedication in covering the Victorian bushfire tragedy.

ABC Local Radio programs mounted Outside Broadcasts from many fire-affected regions focusing on community recovery and rebuilding. In April, ABC Radio Sport provided commentary from the football match celebrating the return of the game to the Kinglake football ground.

Debriefing sessions and specialist support services were made available to all staff involved throughout the stressful period and they have been buoyed by the response and support from their communities and the general public.

ABC Radio participated in cross-ABC and external debriefs and reviews, including the Victorian Bushfires Royal Commission.

### Beijing Olympics and Paralympics

In August 2008, ABC Radio continued the unbroken tradition of Olympic Games radio coverage begun in 1936, with over 170 hours of the Beijing Olympic Games broadcast on ABC Local Radio around Australia, with the exception of 702 ABC Sydney where Rights were not available. This was followed by coverage of the Paralympic Games.

ABC Radio celebrated the Northern Territory *Grandstand's* Charlie King becoming the first Indigenous broadcaster to cover an Olympic Games.

Tony Eastley with fire crew from Lancefield at Whittlesea Showground; ABC Reporter Richelle Hunt interviewing Victorian Department of Sustainability and Environment's Geoff McClure, reporting in Crystal Creek, Victoria during the bushfire crisis.



*triple j*'s former legendary sports commentators, Rampaging Roy Slaven and HG Nelson provided special daily half-hour wraps of Olympics highlights called *The Golden Ring*, the podcast of which reached No. 1 on iTunes in August 2008.

### Sport

ABC Radio Sport continued to deliver coverage of regional, national and international sports through *Grandstand* on ABC Local Radio and ABC Grandstand Online.

In 2008–09 coverage included Test, One Day and 20/20 cricket, the Women's cricket World Cup, football of all codes, the Sydney to Hobart yacht race, Australian Open tennis, netball, men's and women's basketball, and national coverage of the Tour Down Under cycling event in Adelaide.

ABC Radio Sport acquired the first-ever Australian digital radio Rights, in addition to AM and FM Radio Rights, to the Ashes Cricket in England in July 2009. The Radio Rights (Australia only) were also acquired for the 2010 Delhi Commonwealth Games.

ABC NewsRadio introduced the new *Aussie Rules Preview* on Friday nights in March 2009, hosted by sports journalist Chris Glasscock ahead of the evening's game-for-broadcast. The network also mounted a special series, *A Month of Saturdays*, featuring legendary sports journalist Max Presnell in October 2008 to mark the Melbourne Spring Racing Carnival.

ABC NewsRadio's iconic sports presenter David Lord interviewed Australian sporting legends in a special series called *Green and Gold Greats*, broadcast on ABC NewsRadio on Saturday mornings. Legends include Sam Loxton, Betty Cuthbert, Ken Rosewall, Peter Thomsen, Margaret Court, John Landy and John Konrads. The series was made available as a podcast via *Grandstand*.

### Australian Content

*triplejuneearthed.com* celebrated its second anniversary in August 2008 providing unique opportunities for unsigned bands to play at key festivals in Australia. In 2008–09, the site attracted 434 291 unique visitors and 3 371 956 unique page views.<sup>43</sup> Since inception, 23 464 artists have uploaded music, more than 140 000 users have registered, 2.8 million tracks have been downloaded and eight million tracks streamed.<sup>44</sup>

The second *Unearthed High* was launched in May 2009 on radio and online, urging students to start a band and enter their songs in the competition. The winning band will be flown to Sydney to record their song professionally, have it played on *triple j* and win a *triple j* concert at their school.

A four-part documentary series, *Wide Open Road*, was broadcast on *triple j*, Radio National and Local Radio and was covered online during Ausmusic month in November 2008. It looked at the sound of Australian music and how the landscape has

<sup>43</sup> Source: Google Analytics.

<sup>44</sup> Source: *triple j*.



helped shape that sound. The series included interviews with The Saints, The Presets, Midnight Oil, Hilltop Hoods, The Go-Betweens, John Butler, Magic Dirt, Sarah Blasko, Silverchair, The Waifs, and The Pigram Brothers among others.

Northern Territory Local Radio launched a new comedy series, *Tough at the Top*, featuring 12 video comedy sketches written and performed by Territorians, Anne Edmonds and Anna Daniels. The series attracted over 6 000 hits on both ABC Local and YouTube in its first four weeks.

ABC Local Radio and ABC Local online featured the national finals of the Australian Poetry Slam 2008 from the Sydney Opera House. For the first time, poets competed for a wild card entry to the National Grand Slam via Local Radio's Online Poetry Slam Competition. Eighteen finalists competed for the national title and \$5 000 prize money before a live audience at the Grand Slam hosted by 702 ABC Sydney's Andrew Daddo and Miles Merrill.

In November, ABC Classic FM launched *classic/amp*, a new website capturing Australia's classical and experimental music heritage drawn from the ABC's vast archive of music recordings.

In April, the network also presented the premiere broadcasts of four Australian works: Richard Mills' *Passion According to St Mark*; Damien

Ricketson's *Porphyrius' Shuffle*, circle for piano; the world premiere broadcast for Stuart Greenbaum's *Chamber Concerto for Flute and Percussion*; and Nigel Butterley's *Beni Avshalom*.

The J Awards were announced in December 2008 at the Oxford Arts Factory in Sydney coinciding with a live-to-air broadcast on *triple j*. The Awards have become respected in the music industry with winners selected on quality rather than commercial potential. The Presets were awarded Australian Album of the Year, The John Steel Singers received the *Unearthed J Award* and Mike Daly, director of The Herd's *20/20* clip received the award for Australian Music Video of the Year.

### Indigenous Content

ABC Radio partnered with Umeewarra Aboriginal Media Association in Port Augusta in two cross-media projects. *Port Augusta Reimagines* was made by Umeewarra radio producers for broadcast on ABC Radio and online on the new ABC Indigenous portal. Coverage of the inaugural *Yarnballa Indigenous Culture Festival* in October was featured on ABC North West and Radio National and 5UMA 89.1 FM community radio station. Four young Indigenous radio producers were mentored through the process of making video and radio content for ABC North West and contributing to a documentary for ABC Radio National's *AWAYE!*

Local Radio Northern Territory provided radio and online coverage of the Tiwi Island Grand Final and in partnership with the Top End Aboriginal and Bush Broadcasting Association ensured people in remote Aboriginal communities across the Top End could listen in to the ABC's coverage of the Northern Territory Football League through their local community radio station.

### Audience Interaction and Social Media

ABC Radio embraced new forms of social and interactive media.

In August, ABC Radio National launched *Pool* ([pool.org.au](http://pool.org.au)) an online "town square" for Australians where people can upload and publish content in a variety of forms, remix and reuse content made available under Creative Commons licence by others including ABC archival material, and discuss creative works with the *Pool* community and ABC producers (see page 28).

Lance Armstrong signs on to the "Tour Down Under" amongst the media scrum in Adelaide, SA; The Presets won Australian Album of the Year for *Apocolypso* at the 2008 J Awards, held on 5 December 2008; Children in the Tiwi Islands wear their ABC tattoos with pride.



*ABC Contribute* ([contribute.abc.net.au](http://contribute.abc.net.au)) is a collaborative project between ABC Local, ABC News, Rural and Sport designed to generate a community of “correspondents” across Australia to share videos, audio, photos and stories.

*Catchment Detox* came as an external idea to ABC Radio and culminated in a joint initiative with Innovation and a number of external partners. It was launched in August 2008 as part of National Science Week and comprised an online game, competition and radio series to build audience engagement on the dilemma of how to sustainably manage land, soil and water (see page 97).

ABC Radio increased its presence on social networking sites with many networks now on Twitter and Facebook.

ABC Radio podcasts continued to perform strongly. In June 2009,<sup>45</sup> Radio National and *triple j* topped the ABC podcasts list achieving 7.9 million and 3.8 million downloads respectively out of a total 18.9 million ABC downloads.

Four *triple j* podcasts were in the iTunes top 25 podcasts across October and November, including *The Race Race* hosted by *The Chaser's* Chris Taylor and Craig Reucassel. The daily program covering the United States election over two weeks was the most downloaded iTunes podcast in Australia while on air.

Throughout the year, Radio National made podcasts available of individual stories from *Breakfast*, *Life Matters* and *Late Night Live* in addition to the entire programs. ABC Rural Radio is now podcasting all programs, a total of 208 separate podcasts.

### Community and Broadcast Highlights

The 2008 Boyer Lectures, “*A Golden Age of Freedom*,” were delivered by Rupert Murdoch. Launched on 2 November, the first of the six lectures was delivered at the Sydney Opera House, broadcast on ABC Radio National and televised on ABC1.

ABC Classic FM celebrated Australia Day with a special live broadcast from Hyde Park in Sydney featuring live performances by the Royal Australian

Navy Band, The Song Company, New Sydney Wind Quintet and Continuum Sax.

*triple j's* 2008 Hottest 100 event was held at Parramatta Park on Australia Day, attracting a crowd of about 6 000. Over 800 000 votes contributed to the 2008 Hottest 100. In 2009, a special Hottest 100 Of All Time will be launched to mark the initiative's 20th anniversary.

On 7 May, ABC Local Radio hosted a special forum to address Australia's readiness to deal with a national health crisis with the outbreak of A/H1N1 (swine flu). Hosted by AM presenter Tony Eastley, accompanied by co-host bio-ethicist and writer Dr Leslie Cannold, the forum was broadcast nationally across ABC Local Radio networks and streamed online with regular crosses to ABC reporters throughout Australia.

*triple j's* 2009 *One Night Stand* was held in Sale, Victoria on 30 May, attracting approximately 15 000 people. In the lead up, *Breakfast* team Robbie, Marieke and The Doctor joined band Hilltop Hoods for a road trip from Melbourne to Sale stopping at Monash University, Warragul and Traralgon. The road trip was filmed for broadcast by *triple jtv*.

*Australia All Over's* 2009 Say G'Day Tour launched in May with the first leg commencing in Victoria where Ian “Macca” McNamara visited the bushfire affected towns of Boolarra, Churchill, Marysville and Kinglake. The Victorian leg of the tour culminated in an Outside Broadcast at Kinglake ([abc.net.au/australiaallover/](http://abc.net.au/australiaallover/)).

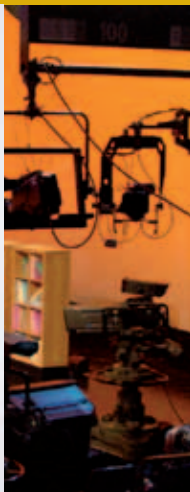
ABC Radio National's 2009 Regional Museums Award focused this year on the smallest centres run by volunteers. The project looks at how museums tell the stories they have in their collections, their contribution to tourism and regional development and has fostered a valuable partnership with Museums Australia.

### The Future

A new three-year strategy for ABC Radio is in development. It places audiences at the centre of the division's activities and concentrates on values and characteristics that are essential to the long-term performance, sustainability and social contribution of ABC Radio.

<sup>45</sup> Podcasts figures only reflect 2009 calendar year to date due to new measurement process.

# Television



## Kim Dalton

Director of Television

Kim Dalton has been the ABC's Director of Television since January 2006. He was previously Chief Executive of the Australian Film Commission. Other roles have included Manager of Acquisitions and Development for Beyond International Limited, General Manager of the Australian Children's Television Foundation, Investment Manager for the Australian Film Finance Corporation and principal of his own production company, Warner Dalton Pty Ltd.

Kim graduated from the Flinders University Drama School and has a postgraduate Diploma in Arts Administration from the City University of London.

In June 2007, Kim was awarded an OAM for service to the film and television industry.

ABC TELEVISION DELIVERS two commercial-free, free-to-air national television channels. ABC1 continues to provide comprehensive broadcasting services to a national audience. ABC2, the ABC's free-to-air digital-only channel, is an alternative destination for innovative and challenging programming with a focus on music, culture, comedy and entertainment.

In the 2009–10 Federal Budget, \$67 million was allocated to a dedicated children's channel, ABC3, expected to launch pre-Christmas 2009. On 18 June 2009, the ABC launched MeOn3, a nationwide competition to scout for new talent to host ABC3.

In 2008–09, ABC2 experienced a significant improvement in average weekly reach. Audience reach measures the percentage of the total population who watched the ABC within a specific time frame. For the week ending 20 June 2009, ABC2 achieved its highest ever five-city average weekly reach of 2.1 million (or 14.5% of the five-city population). ABC2's average weekly reach in June 2008 was 700 000, growing to 1.4 million by the end of 2008, and by late May 2009 it soared to more than 2 million.

In accordance with legislation, ABC Television broadcast 8 405 hours of high definition material in 2008–09, including 1 462 hours in prime time.

### Freeview and the switch to digital television

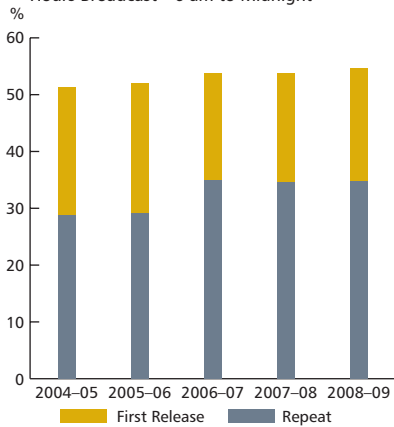
On 24 November 2008, Freeview—a not-for-profit consortium of all Australian free-to-air television broadcasters including the ABC—was launched to help drive take-up of the free-to-air digital television platform in Australia. The ABC's Director of Television, Kim Dalton, is Chair of the organisation. Freeview will work closely with all relevant areas of Government to ensure consistent messaging in the lead-up to the switch-over to digital television broadcasting in Australia.

### Content highlights

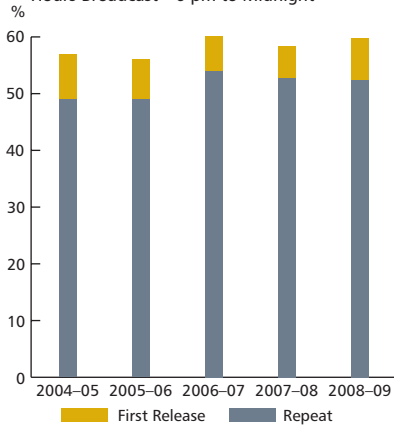
ABC Television helps build a national shared experience and sense of identity through contemporary, relevant and diverse local content.

Several new Australian comedies were broadcast on ABC in 2008–09. *The Hollowmen* premiered on 9 July 2008 attracting 1.185 million viewers with a 27.1% audience share, winning its timeslot nationally and in Sydney, Melbourne and Perth.

ABC1 Australian First-Release and Repeat Content as a Percentage of Hours Broadcast—6 am to Midnight



ABC1 Australian First-Release and Repeat Content as a Percentage of Hours Broadcast—6 pm to Midnight



*Lawrence Leung's Choose Your Own Adventure* debuted in 2009 and featured an interactive website with additional content in the form of games, clips, competitions, wallpaper and expert tips and tricks.

ABC Television's news offerings have continued to expand, with the debut of *ABC News Breakfast* on ABC2 on 3 November 2008. *News Breakfast* provides news and analysis in a contemporary manner to an audience experiencing the program on a range of broadcast platforms. It is streamed live online at [abc.net.au/breakfast](http://abc.net.au/breakfast) and is highly interactive, with viewers able to contribute to content and comment on stories via text, multimedia messaging (MMS) and email. Viewers' comments are also displayed on screen during the program.

A number of new Australian dramas were broadcast during 2008-09: *The Cut*, *Dirt Game* and *3 Acts of Murder*. The Indigenous feature film *Samson & Delilah* marked the re-entry of ABC Drama into feature film production, going on to win the coveted Camera d'Or at the Cannes Film Festival in May 2009.

The final series of *The Chaser's War on Everything* premiered in May, watched by 1.5 million people, representing a 32.1% share of the audience. Series two of *The Gruen Transfer* continued to be highly popular in the Wednesday night line-up with audiences of over a million consistently. *Spicks and Specks* averaged 1.2 million in 2009 and in May became the ABC's highest-rating show since September 2007 with a 32.5% audience share.



Q&A, the ABC's public affairs panel discussion program featuring experienced journalist Tony Jones, maintains a strong audience, with a 2009 average of 512 000. The program continues to pioneer the use of new platforms to engage Australians including contributions to the program via video, web and SMS questions submitted during the program, as well as lively Twitter and web forums.

ABC Television's 2008-09 documentaries *Rogue Nation*, *Bombora: The Story of Australian Surfing*, *Solo* and *The Prime Ministers* series all screened to critical acclaim. *The Prime Minister is Missing* attracted 1 241 000 viewers (28.5% audience share) and the *Family Fortunes* documentary series rated well, with the first episode achieving an audience of 1 084 000 (21.4% audience share).

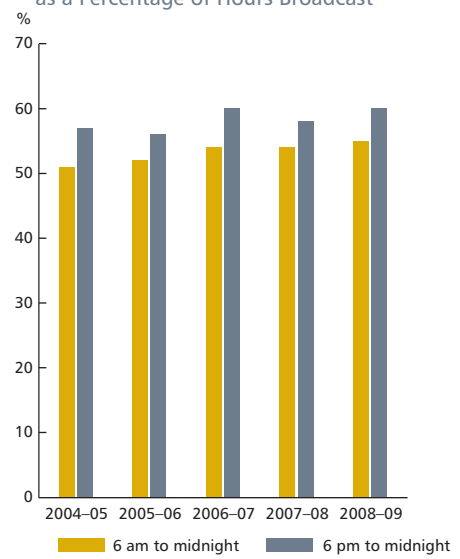
Throughout 2008-09, ABC Television continued to provide Australian audiences with a wide diversity of topics, styles and formats: the best of science (*Catalyst*), religion and ethics (*Compass*), Indigenous culture and history (*Message Stick*) and State and Territory sport.

ABC Television broadcast a range of outstanding international content in 2008-09, including period mini-series *Cranford* and new series of the dramas *Silent Witness*, *Spooks*, *Dr Who*, *Torchwood*, *New Tricks*, *Midsomer Murders*, *Rebus*, *Miss Marple* and *Poirot*; the comedies *Lost in Austen*, *Moving Wallpaper* and *Peep Show*; and the documentary series *The Story of India*, *Around the World in 80 Gardens* and *The Ascent of Money*.

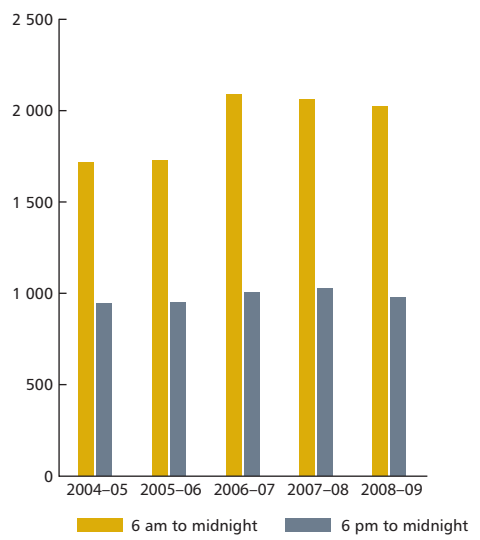


On location with *Dirt Game*, the six-part drama series which screened on ABC1; Luke Ford as Snowy Rowles and Oliver Wenn as Louis Carron in *3 Acts of Murder*.

ABC1, Australian Content as a Percentage of Hours Broadcast



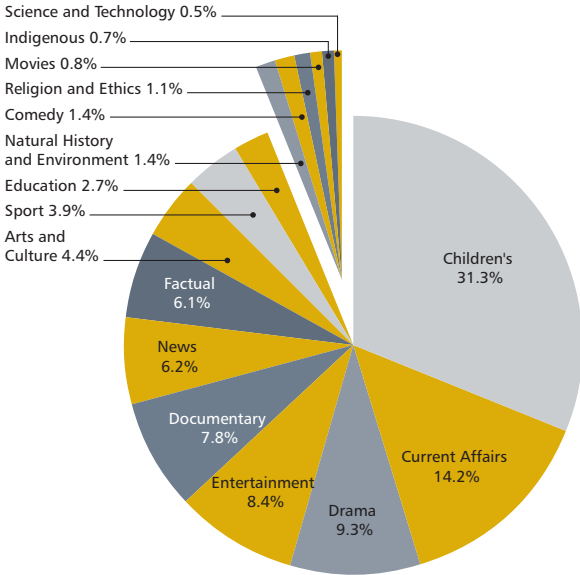
ABC1, ABC Commissioned Programs,\* First Release, Hours Broadcast



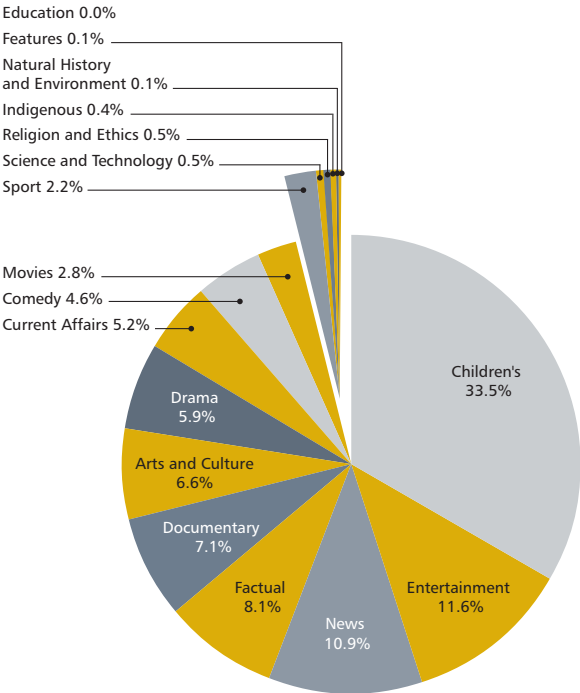
\* ABC internal productions and co-productions; excludes pre-purchased programs (including many documentaries and children's drama programs).



**ABC1 Genre Mix 2008–09**  
as a percentage of Hours Broadcast 6 am – Midnight  
(excludes interstitial material)



**ABC2 Genre Mix 2008–09**  
as a percentage of Hours Broadcast 6 am – Midnight  
(excludes interstitial material)



**Children's programming**

The ABC is the pre-eminent Australian children's broadcaster and continues to broadcast the best of local and international children's programming on both ABC1 and ABC2. In April 2009, a major launch was held for *The WotsWots*, a pre-school children's animation created by Academy Award-winning animation studio Weta Workshops. The ABC is a leader in children's programming, and in its Monday to Friday 10 am – 4.30 pm children's timeslot, ABC2 achieves higher audiences among children 0–12 than all dedicated subscription television children's channels.

The diversity of content offered as part of the ABC's children's program offerings also continued to grow, with ABC Television's first reality show for kids, *Escape from Scorpion Island*, launched at the beginning of November 2008. *Escape from Scorpion Island* garnered good audience figures, with ratings particularly strong among the target 8–12 demographic. Other innovative Australian children's programs, including *Dance Academy* and *My Place*, have been commissioned and are currently in production.

**Multiplatform Content**

**iView**

Since iView was launched on 23 July 2008, its content offering has grown to approximately 400 full episodes of content. Each week more than 70 hours of content from ABC1, ABC2 and exclusive-to-iView is published, via nine channels: *Catch Up*,



three channels for children, arts, documentaries and news channels. ABC Commercial and Australia Network also offer exclusive content online via iView.

The launch and growth of iView has been positively received by ABC audiences. In June 2009, iView averaged 631 000 visits, an increase of over 150% on the average number of visits in September 2008 (251 000).

### Websites

ABC Television's range of multi-platform services continues to expand, with content available online and other online services catering increasingly for consumers seeking on-demand content and engagement with media.

The new websites launched in 2008–09 include the ABC's unique Indigenous portal, the children's portal *Playground*, *Escape from Scorpion Island*, *Storm Hawks* kids website and *Lawrence Leung*. A new, full-featured flash website for *The Chaser's War on Everything* was launched to coincide with the broadcast of the final series, featuring the most popular *Chaser* skits from previous series, a virtual tour of the set and a "viral video creator".

### Vodcasts

The total number of vodcast downloads in the six months to June 2009 was four million. The most downloaded vodcasts in 2008 included *At The Movies*, *triple jtv* (including *jtvtv*), *Catalyst*, *Enough Rope*, *The Cook and the Chef* and *Gardening Australia*.

Another new initiative in 2008–09 was the February launch of *triple jtv* "Vodbytes"—short segments of *jtvtv* that can be downloaded daily to a computer or portable media device, consisting of both material unique to this platform and television content. In recognition of the new manner in which younger audiences consume television, ABC Television is aiming to create content that is easily forwarded to online friends and communities.

### The Chaser's War on Everything

Following *The Chaser's* "Make a Realistic Wish Foundation" skit in June 2009, the ABC's Managing Director and Director of Television made the decision to withdraw the program from the television schedule for two weeks. *The Chaser* is a satirical program aimed at provoking debate and providing social commentary on topical issues, current affairs and public life in general. Allowing the skit to go to air was a significant misjudgment by ABC Television and this was confirmed by the significant level of negative audience reaction. In immediate response to the public's concerns, ABC Television edited the segment out of the repeat screening of the program on ABC2 and online. The suspension of the program also gave ABC Television an opportunity to complete a review of its editorial approval processes.

Popular children's reality television program, *Escape from Scorpion Island*; Laurence Leung invited audiences to choose their own adventure; With *triple j* and *jtvtv*, you can see, hear and download Brisbane trio, The Grates.



**Independent Production Commissioning Fund (IPCF)**

In the 2006 Federal Budget, the Australian Government provided an extra \$10 million annually over three years (2006–09) to increase the amount of Australian content on ABC Television. This funding has been used to commission independently-produced programs, helping to increase the level and diversity of Australian programs broadcast.

ABC Television has fully committed the additional \$30 million over the three-year period of funding and commissioned a slate of independently-produced programs with production budgets totaling \$110 million. This represents a gearing ratio of over three-to-one for each dollar of the Government funding to the ABC. The ABC has commissioned 156 hours of production, comprising 67 hours of documentaries, 50 hours of children’s programs and 39 hours of Australian drama.

The programs that have been broadcast in the last two years have all performed strongly in both

regional and metropolitan markets. In particular, Australian dramas such as *Bed of Roses*, *Rain Shadow* and *3 Acts of Murder* performed well. Documentaries such as *Ten Pound Poms*, *Gallipoli Submarine*, *Miracle on Everest* and *Humpbacks: From Fire To Ice* all performed well nationally.

**The Future**

The future for ABC Television involves new channels, new platforms and new content. Higher levels of Australian content, particularly in the area of adult drama and children’s television are clear priorities for the Division. As Australia moves towards a future of an expanded free-to-air platform, with increased numbers of digital channels available to all, ABC Television will provide clear choices for viewers by offering relevant, informative and entertaining content at the most appropriate times. Launching ABC3 as the home for primary school children, and formalising ABC For Kids on ABC2 as the home for preschoolers is the first step in the division’s plans for maximising channels to best advantage.

**Most Popular ABC Television Programs 2008–09**

Five-City Metropolitan	Average Audience
Spicks and Specks	1 592 000
The Chaser’s War on Everything	1 540 000
The Gruen Transfer	1 450,000
Midsomer Murders	1 319 000
New Tricks	1 283 000
ABC News	1 281 000
Australian Story	1 252 000
Enough Rope with Andrew Denton	1 243 000
The Prime Minister is Missing	1 238 000
Foyle’s War	1 215 000
The 7.30 Report	1 208 000
Doctor Who	1 207 000
Spicks And Specks: A Very Specky Christmas	1 198 000
The Howard Years	1 189 000
The Hollowmen	1 185 000
Silent Witness	1 168 000
The New Inventors	1 152 000
Agatha Christie: Poirot	1 147 000
Four Corners	1 124 000
Agatha Christie’s Miss Marple	1 117 000

Source: OzTAM Television Ratings

Regional	Average Audience
New Tricks	698 000
The New Inventors	672 000
Spicks and Specks	666 000
Midsomer Murders	636 000
The Prime Minister is Missing	615 000
Australian Story	614 000
ABC News	602 000
Doctor Who	601 000
The Chaser’s War on Everything	598 000
The Gruen Transfer	576 000
The 7.30 Report	575 000
Foyle’s War	575 000
Wire in the Blood	572 000
Rough Diamond	564 000
The Treasurer’s Budget Speech 2009	550 000
Silent Witness	548 000
Mountain with Griff Rhys Jones	536 000
Four Corners	532 000
Spicks and Specks: A Very Specky Christmas	531 000
Taggart	529 000

Source: Regional TAM Television Ratings

# News



## Kate Torney

Director of News

Kate Torney was appointed Director of News in April 2009. Before that, Kate was Head, Asia Pacific News, leading the ABC's newsgathering operation for international audiences. In 2008, she coordinated the merger of the Australia Network and Radio Australia newsrooms. Kate has worked as a radio and television reporter and producer, bureau chief, executive producer and news editor. During her 14 years at the ABC she has worked in local radio, news, current affairs, politics and international broadcasting. In 2001, she teamed with Barrie Cassidy to launch *Insiders*, the ABC's flagship weekly national affairs program. She was also involved in establishing *Offsiders*, *Inside Business*, *Newshour* (for Australia Network) and *ABC News Breakfast*.

Kate has a Bachelor of Arts (Media Studies) from Royal Melbourne Institute of Technology.

## Programs and staff

2008–09 HAS BEEN a period of change for the News Division, with a revolution in the way the ABC produces television content, the expansion of international news programming and continuous news across platforms, new programs and a range of appointments to senior positions. This has happened while existing programs have continued to perform strongly.

The change in the way television programs are produced is a result of an ABC-wide review of production. It has involved installing automated studio equipment, centralising the production of graphics and introducing desktop editing. The desktop editing technology allows journalists to browse and edit video at their desks and take direct creative control of their stories. It also ensures journalists and producers are equipped for what is becoming standard practice in the industry. Desktop editing was already being used by journalists in the Australia Network newsroom and in the Continuous News Centre (CNC). The production changes have meant extensive work-practice change, efficiencies, new technology and training for hundreds of staff across the country.

*ABC News Breakfast* began on ABC2 in early November 2008. The three-hour program is hosted from Melbourne by Virginia Trioli and Joe O'Brien. Within six months of its launch, the program was watched by close to 200 000 viewers a week in the five capital cities. The program is also broadcast across the Asia-Pacific region on Australia Network.

*News Breakfast* expands and enhances Australia's most comprehensive broadcast news service, which now extends across radio and television networks, and is complemented by a wealth of news and current affairs content online through video, audio and text.

The Asia Pacific News Centre (APNC) was launched in November 2008, merging the news resources of Radio Australia and Australia Network. The APNC has 60 journalists dedicated to 24-hour cross-platform coverage of Asia and the Pacific. One of the Centre's first priorities was a merged website where audiences can explore a full range of multimedia news content.

With the departure of the former Director of News, John Cameron, and the appointment of

Kate Torney to the position, there has been some realignment of the News Executive to reflect strategic priorities, notably with the appointment of a Head of Continuous News and an acting Head of International Operations. There have also been appointments to key program positions, including new correspondents in Washington, the Middle East, New Delhi, Tokyo and Papua New Guinea; senior producer positions for Online News, Online Sport, Radio News, Television News, *Foreign Correspondent*, *Four Corners* and *News Breakfast*; new presenters on television news in Queensland and *Stateline* in Victoria and Queensland; and a new Political Editor for *The 7.30 Report*.

News appointed nine cadets, including one sports news cadet, and has introduced a pilot program to recruit two Indigenous journalism students to paid internships.

News dedicated considerable resources to coverage of major incidents and events, including the Global Financial Crisis, the Beijing Olympics, the United States Presidential election and the

inauguration of Barack Obama, elections in the ACT and Western Australia, and the devastating bushfires in Victoria. Much of this coverage included special and extended programs, including a television documentary about the bushfires, *After the Firestorm*. News also developed dedicated websites to aggregate coverage of these major stories.

News has made changes to its News Online operations, improving the range and depth of text by using more journalists to do original reporting as well as sourcing more stories from national television programs such as *Four Corners*, *The 7.30 Report* and *Foreign Correspondent*.

The websites of the radio current affairs programs have been redesigned. The new sites for *AM*, *PM* and *The World Today* greatly increase the speed in getting the content from the radio programs online and providing more content for the News front page.

The CNC has enhanced the video news service it provides online, branded as *News in 90 seconds* and featuring longer segments more regularly on a greater range of topics. These include separate programs on international news, sport, business and entertainment.

News, Innovation, Radio and Television worked together to develop a new website to bring all sports content under the *Grandstand* banner. Previously the material had been sitting under separate sites. The new site was launched on 8 July 2008, the same day as the opening day in the Ashes Test series in England.

The one-hour news special *After the Firestorm* presented by Barry Cassidy included discussions with local community members about their experiences, as well as debate about the main issues affecting them; The ABC's Washington Correspondent, Lisa Millar, reported on the Presidential elections in November 2008; ABC Washington cameraman, Dan Sweetapple, being congratulated by President Obama in March 2009 for winning the 2009 White House News Photographers Association "The Eyes of History" award; Peter Cave, the ABC's Foreign Affairs Editor, working in Lebanon; ABC reporter Megan Pailthorpe in the flooded town of Ingham, Qld; Fran Kelly interviewing former Prime Minister the Hon. John Howard for *The Howard Years*.



In July 2008, the ABC's then South Asia correspondent, Peter Lloyd, was jailed in Singapore for drug-related offences. He was on leave at the time of his arrest, receiving treatment in a Singapore hospital for an eye infection. He has since been released from jail.

*The Howard Years*, a four-part television series examining the government of John Howard, went to air late in 2008 in the *Four Corners* timeslot on ABC1. The program attracted extensive media interest and significant audiences for each episode.

*Foreign Correspondent* has been moved to the new timeslot of 8 pm on Tuesday on ABC1. Since the timeslot changed, the average five-city audience has increased by approximately 250 000 (more than 50%) compared with its 9.30 pm broadcast.

*Behind the News* worked with *Message Stick* to present a special program on ABC1 to mark the first anniversary of the Federal Government's apology to the Stolen Generations.

A *Four Corners* program on rugby league, "Code of Silence," attracted significant media attention and a five-city television audience of more than a million, the highest for 2009 and the highest New South Wales audience since 2001. The program was also largely responsible for tripling the number of visitors to the ABC's iView site the week it was shown.

The radio current affairs program *PM* and the children's television program *Behind the News* celebrated 40 years of broadcasting. *Landline* also celebrated its 1 000th program in September 2008.

In April 2009, the ABC's Pacific Correspondent, Sean Dorney, was expelled from Fiji after the military-led government objected to his stories on the media crackdown in the country.

### Initiatives

The ABC is gaining a reputation internationally as a leader in the field of trauma and resilience training. The value of the trauma awareness program the News Division developed became evident in supporting staff during and after the Victorian bushfires. So far more than 600 staff from across the ABC have attended awareness sessions and 38 have been trained as peer supporters.

News is working with other areas of the ABC to review international operations. The review's main aims include ensuring sustainability and meeting the increasingly diverse output requirements foreign correspondents are asked to file for. It will also look at other issues, including compliance with local employment and tax laws.

News has introduced a website that aggregates clarifications and corrections, as well as the findings of complaints review bodies. The focus of the site is on correcting and clarifying significant errors across all programs and platforms.



Working with the International Committee of the Red Cross and the University of Technology, Sydney, News co-hosted a conference called "Reporting Wars: Challenges and Responsibilities" at Ultimo in May 2009. In conjunction with the conference, a multimedia exhibition was held in the ABC foyer, with photos, video and audio from Australian media outlets represented in the News Safety Group.

ABC News has agreed to sponsor the Walkley Foundation's new initiative, the Young Australian Journalist of the Year Awards. The new awards recognise and celebrate the work of journalists aged 26 and under.

### Radio News

Outlet	Hours
ABC Local Radio, ABC Radio National and ABC Classic FM	7 864
Regionals	3 356
<i>triple j</i>	253
Radio Australia	949
<b>Total</b>	<b>12 422</b>

### Radio Current Affairs

Program	Hours
Early AM (ABC Local Radio)	42
AM (ABC Radio National)	85
AM (ABC Local Radio)	154
AM/PM special election coverage	5
The World Today	210
PM (ABC Radio National)	192
PM (ABC Local Radio)	210
Saturday AM (ABC Local Radio and ABC Radio National)	40
Correspondents' Report	19
Finance Market Report PM	18
Summer Specials	6
<b>Radio Australia:</b>	
Connect Asia	216
Asia Pacific	108
Pacific Beat	195
Correspondents' Notebook	4
Asia Pacific Business	13
<b>Total</b>	<b>1 517</b>

### Annual Production of News

In 2008–09 the ABC broadcast more than 19 000 hours of unduplicated news and current affairs programming on television and radio on its domestic services and on the Australia Network and Radio Australia.

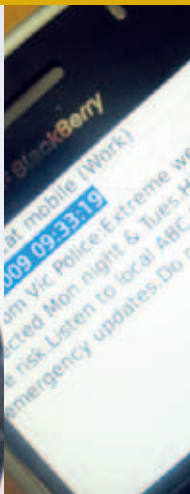
These figures do not include material provided to ABC NewsRadio, live crosses to reporters into radio programs, and any rolling coverage. The figures also do not include seasonal variations such as sport broadcasts that interrupt bulletin schedules.

### Television News and Current Affairs

Program	Hours
7 pm News (all States and Territories)	1 465
News Updates	161
News Special	46
Summer Late Edition News	6
Australian Story	17
News Breakfast (ABC2)*	518
Four Corners	30
Foreign Correspondent	21
Inside Business	22
Insiders	43
Landline	54
Lateline	135
Lateline Business	76
Offsiders	22
The 7.30 Report	107
The 7.30 Report: Encore (Highlights)	6
Stateline	153
The Midday Report	240
The Midday Report Special: Victorian Bushfires	1
Behind the News	15
BtN Daily	17
BtN Specials	3
State Election coverage	15
National Press Club	92
Order in the House	19
Parliamentary Question Time	141
Australia Network News	1 735
Asia Pacific Focus	17
The Howard Years	4
After the Firestorm	1
Budget Specials	2
<b>Total</b>	<b>5 184</b>

\*Began 3 November 2008, figure includes Sunday bushfires special.

# Innovation



## Ian Carroll

Director of Innovation

Ian Carroll has been Director of Innovation since the division was established in 2007. Prior to this appointment he was Chief Executive of ABC International's Australia Network. He also established two channels for ABC Digital Television and led many successful news and current affairs programs for both the ABC and commercial networks.

Ian holds a Bachelor of Arts from Monash University and a Graduate Diploma of Media Management from Macquarie University.

THE LAST 12 MONTHS have been a period of consolidation for the Innovation Division, now in its second year of operations. The division has a broad brief to provide editorial and technical leadership across ABC Online (abc.net.au) and maintain the Corporation's web infrastructure whilst also identifying and exploring emerging trends in online and digital media. Innovation has met this challenging brief and, in collaboration with other divisions, has ensured the ABC remains connected and relevant to Australian audiences.

During the last year, Innovation led two major new initiatives that enabled the distribution of ABC content on new platforms: ABC iView and ABC Mobile. In addition, Innovation continued to respond to changing audience needs by streamlining and strengthening its existing web presence. Over the past year, Innovation has collaborated with other divisions to improve policy and guidelines for web design and development across ABC Online. It continued to manage the Web Content Management System (WCMS) replacement project and to provide thought leadership for web development and online strategy. Innovation also produced a number of acclaimed ground-breaking projects, which explored the possibilities of the digital media environment.

### Pioneering new platforms

Innovation's second full year of operation began with the launch of iView, Australia's first high-quality, full-screen online video service. iView was designed and developed in-house by Innovation and provides yet another example of the ABC's leadership within the digital media landscape. iView allows audiences to access a wide range of video programs and removes the limitations of scheduled programming. Its creation represents a significant step by the ABC into the broadband future. ABC Television is now responsible for maintaining the content and delivery of iView and has continued to expand the number of channels and programs offered.

The Innovation Division also delivered the ABC's first comprehensive suite of mobile phone services under the banner of ABC Mobile. Although the ABC has developed content for the mobile phone platform in the past—releasing niche mobile applications for music, sports and election



results—ABC Mobile represents an ongoing and holistic mobile presence for the Corporation. The mobile website [m.abc.net.au](http://m.abc.net.au) is accessible from any handset connected to the web and was designed to be fast loading and easy to read on a mobile phone. Two applications were also released as part of ABC Mobile: one for the iPhone and the other for handsets using the Android operating system. The iPhone application has been particularly successful, with over 140 000 downloads in its first four months.

**Streamlining ABC Online**

The Innovation Division led the development of a number of policies and guidelines concerned with streamlining ABC Online. Innovation made a significant contribution towards the amendment to Section 9 of the ABC *Editorial Policies*, which relates to user-generated content, and the development of a “Compliance checklist for ABC interactive services”.

In February 2009, Innovation published the first set of User Interface Guidelines for ABC Online. The guidelines will introduce standards and make recommendations across ABC Online that will improve the overall coherence, usability and audience experience of all ABC websites. The guidelines are a “living document” that is being developed in collaboration with all divisions and will respond to feedback and suggestion as ABC Online continues to evolve. Innovation remains the central point of contact for help with implementation of the guidelines during changes to existing sites and the design and development of new ones.

ABC Mobile includes a custom built application for use on iPhones.



Innovation also scoped and assessed a number of other initiatives to streamline ABC Online and improve the audience’s online experience. A number of key online portals—including several digital radio sites, Radio National and the *Grandstand Sport* gateway—were in redesign and developed in accordance with these new guidelines. Innovation will continue to collaborate with other divisions as they look to develop new sites and redesign existing ones.

**Updating web infrastructure**

Each month an average of 2.6 million Australians visit ABC Online for up-to-date news, information and entertainment. Approximately 700 ABC staff create, edit and upload digital content that attracts and retains that audience. Since its arrival in 1997, ABC Online has grown to nearly five million pages, all of which are managed and delivered through Wallace, the original and current WCMS.

Wallace was developed in-house and launched over a decade ago. It provided a sound solution to establish a significant and popular ABC website, however, the technology and software that Wallace uses are at the end of their life-cycle. Rapid changes in online audience expectations and web technology means the system is no longer able to effectively meet current and future needs. The replacement of the WCMS is essential to the future of the ABC and its ability to play a central role in Australia’s digital future.

In 2008, after an assessment of options by the Innovation Division, the ABC Board approved the search for an external partner with expertise in WCMS development to create a new system for ABC Online content management.

Innovation conducted a global search and tendering process for an “off-the-shelf” solution which could then be tailored to meet the Corporation’s tight specifications. Two vendors were then invited to demonstrate the strength of their system during a six week in-house trial at the ABC. During the rigorous trials the vendor systems were tested on performance, availability, scalability, supportability and disaster recovery. In addition, the vendors were rated against functional content creation, functional content management, functional content delivery and

overall performance. At the close of this process one vendor, yet to be announced, was selected to deliver the replacement WCMS for the ABC.

Innovation will lead the set-up of an Executive Review Group and provide project governance, to identify and engage key internal stakeholders and ensure the smooth planning and deployment of the new infrastructure.

### Exploratory projects

Innovation also produced a number of acclaimed projects exploring the capabilities of broadband. In August 2008, ABC Science collaborated with several partners, including ABC Local Radio, to produce the national project for National Science Week. *Catchment Detox* ([catchmentdetox.net.au](http://catchmentdetox.net.au)) is an online simulation game that allows players to manage a virtual water catchment by balancing three basic factors: the health of the environment, the economy and population growth. Designed to increase public understanding of the dilemmas involved in managing a typical Australian river system, the simulation format was chosen to allow players to experiment with different approaches to the one problem, therefore coming to understand the complex underlying principles of water management.

The site received the Best Science, Health or Environment Award from the Australian Interactive Media Industry Association (AIMIA), the Australian digital media industry's peak association.

*Sydney Sidetracks* ([abc.net.au/sidetracks](http://abc.net.au/sidetracks)), produced by Innovation in collaboration with a number of external institutions, is a unique multimodal experience that utilises mapping technologies to allow audiences to explore the hidden past of some of Sydney's oldest inner-city suburbs. *Sydney Sidetracks* offers a rich range of historic audio, video, text and images via an interactive map of Sydney. The map includes moments of national interest such as Australia's first television broadcast in 1956 and the Hon. Paul Keating's Redfern speech in 1992. The map can also be loaded onto a mobile phone handset, and individual media files can be downloaded to a portable media device, so the material can be accessed on the street at the actual scene of the story. This gives a real-world experience to historical and archived content.

Innovation also launched a groundbreaking, interactive 3D website *Gallipoli: The First Day* ([abc.net.au/gallipoli](http://abc.net.au/gallipoli)). The site accurately recreates the first 24 hours of the 1915 ANZAC landing at Gallipoli in rich, interactive detail. The basis of the site is a sophisticated 3D map of Anzac Cove, which was built using topographical data from 1916. Visitors to the site can move through the landscape, creating the feeling of actually being at the battle itself as the day unfolds.

The site offers an hour-by-hour timeline of the key events of the landing. Several narrated sequences, voiced by actor Lucy Bell, carry audience members through the story of the day and detailed 3D dioramas provide dramatic visualisations of what the experience might have been like for both the ANZAC and Turkish soldiers. The site was built almost entirely in-house by Innovation; only the soundscapes and 3D models underlying the soldiers and military equipment were completed by independent production companies.

Each key event contains a wealth of supplementary media, including diary extracts and letters voiced by Hugo Weaving, video interviews with survivors from Gallipoli and photographs from behind the trenches. The site also offers background material about the broader Gallipoli campaign, including expert opinion by renowned historian Harvey Broadbent, information about the weaponry and transport used by ANZAC and Ottoman soldiers, and short biographies of each soldier highlighted in the project.

These projects have taken advantage of the latest technologies to offer new and exciting ways for audiences to experience and engage with ABC content. In the year ahead, Innovation will continue to experiment with new forms of content and will also ensure that the reach of all ABC content is maximised by improving the technologies and interfaces across ABC Online, and distributing ABC content across new and emerging platforms.

# ABC International



## Murray Green

Director of ABC International

Murray Green leads ABC International and has responsibility for the State and Territory Directors. The activities of State and Territory Directors are reported separately on page 116.

Prior to a corporate restructure in March 2009, Murray was also Director of Corporate Strategy and Governance. He earlier served as State Director Victoria and the ABC's Complaints Review Executive, dealing with the review of complaints about accuracy and bias.

He is a graduate of the Australian Film, Television and Radio School, has an honours degree in Asian and Pacific History, and is a lawyer.

ABC INTERNATIONAL INCLUDES Australia Network, Radio Australia, International Projects and International Relations. In 2008–09, the division continued to grow audiences and build partnerships across the Asia Pacific region.

A major structural change occurred in November 2008 with the creation of the Asia Pacific News Centre (APNC) based in Melbourne. The APNC is a 24-hour multimedia news operation focused on coverage of Asia and the Pacific for international audiences. Managed by ABC News, it combines the news and current affairs resources of Australia Network and Radio Australia to create a centre of excellence for regional reporting with some 60 editorial staff (see News Division report, page 91). A further restructure in March 2009 resulted in the Corporate Strategy and Governance unit becoming part of the Corporate Strategy and Marketing Division (see page 114).

### Australia Network

Australia Network is Australia's international television and online service and is currently available in 22 million homes in more than 40 countries across Asia, the Pacific and the Indian subcontinent and in more than 200 000 hotel rooms. The television service is accessed via three time-shifted satellite signals: Intelsat 5 (Pacific), Intelsat 8 (North and South East Asia) and Intelsat 10 (South Asia). These satellites also carry Radio Australia signals, and closer links have been developed between Australia Network and Radio Australia to coordinate transmission and distribution.

Australia Network distinguishes itself among international television competitors as a multi-genre provider that offers the best of Australian children's educational content, English-language learning, lifestyle, drama, documentary and news and current affairs. The aim has been to establish a programming line-up which clearly reflects the quality, credibility and integrity of a brand that carries the name "Australia". Australia Network draws on the extensive inventory of programming available from the ABC and Australian commercial television networks, as well as reputable international independent production houses.

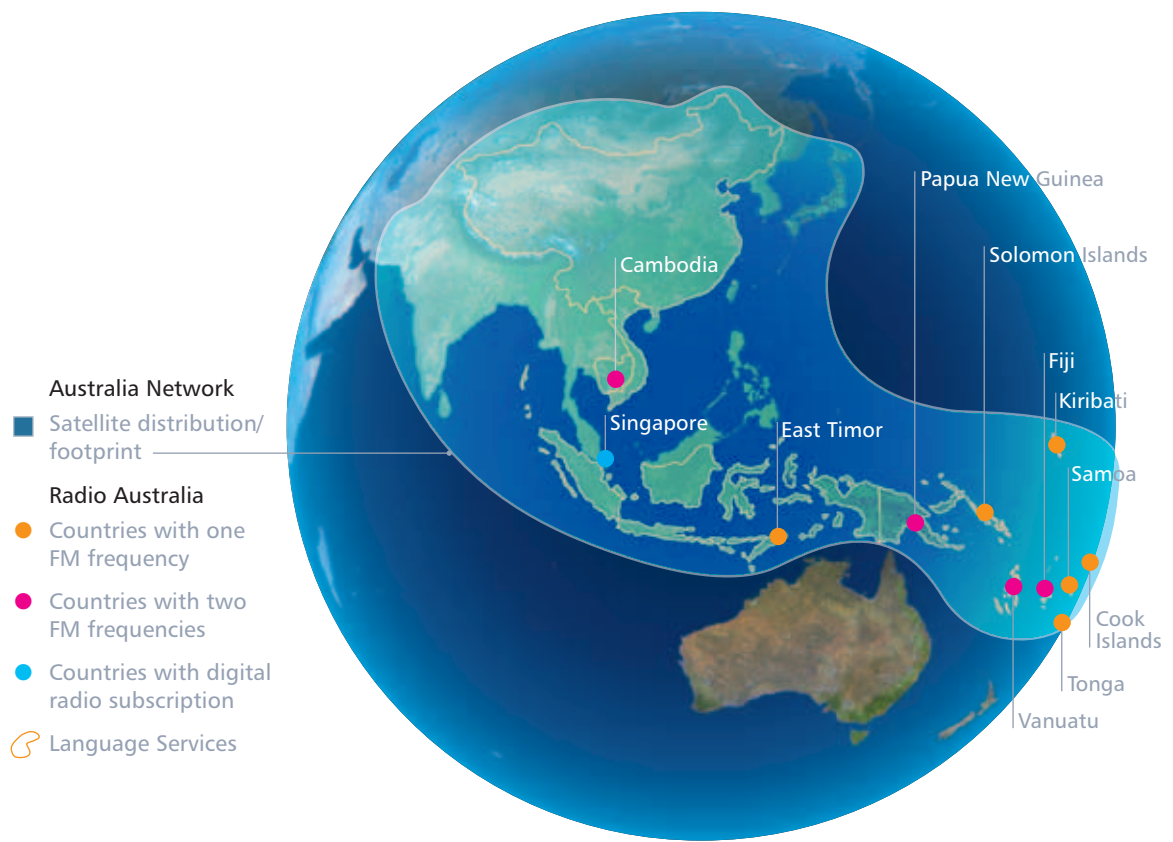
The channel is also the only international broadcasting service to provide English-language learning programming for intermediate and advanced students, backed up by a comprehensive interactive website allowing the development of skills and strategies for those seeking admission to overseas universities and educational institutions.

Australia Network demonstrated its commitment to significantly increase coverage of the Pacific with the launch of a new weekly magazine program, *Pacific Pulse*. The program focuses on stories outside the daily news agenda and seeks out voices that are rarely heard, from community leaders to villagers, with a focus on aspiration and achievement. The program is presented by two experienced producers who share a Pacific Island heritage—Tania Nugent, who grew up in Papua New Guinea, and Clement Paligaru, who is from Fiji. Audience research in Pacific urban centres indicates that on average about 50% of viewers had watched an Australia Network program in the past week.

Over the past year, Australia Network underwent a major re-refresh resulting in an updated brand and on-air look, new station identifications, website and promotional material and a revised tagline *From our world to yours* that better reflects the channel’s vision.

The network schedule was also revamped with the addition of new reality, lifestyle and travel programs to give the channel a more dynamic and engaging look that better reflects the strength of the brand. A series of programs, *This Australian Life*, was commissioned to showcase the experiences of Asian students attending Australian educational institutions. At the height of the Indian student crisis in Australia, Australia Network played a valuable public diplomacy role by broadcasting news specials and extended coverage that provided fair, balanced and comprehensive coverage of the issues to the region.

The Synovate PAX cable and satellite survey is the only ongoing audience research available in Asia. For the period ending 2008, it indicated the



viewership of Australia Network had grown 6% on the previous year in what is an increasingly fragmented marketplace. Large increases were recorded in Hong Kong, India (Mumbai, Delhi and Bangalore in particular) and Bangkok, with modest increases in Manila and Jakarta. Based on these results, Australia Network reaches over 1.1 million viewers per month excluding India. Taking account of the audience measured in India by TAM India's people meter service, the monthly viewing base exceeds two million.

Australia Network is largely funded by the Department of Foreign Affairs and Trade, but the ABC maintains editorial independence over the service, which is charged with providing a credible, reliable and independent voice in the region.

### **Radio Australia**

Radio Australia is a multilingual radio and online service providing content in seven languages: English, Indonesian, Mandarin, Pidgin, Vietnamese, Khmer and French. At the end of 2009 Radio Australia will celebrate 70 years of international broadcasting.

Radio Australia was drawn into the centre of the Fiji political crisis in early 2009 with the military government ordering the shutdown of Radio Australia's FM transmission sites in Suva and Nadi. There is still no indication as to when the order will be rescinded enabling transmission in Fiji to be restored. Radio Australia continues to reach audiences in Fiji through shortwave broadcasts, online and satellite services.

Notwithstanding the transmission shutdown, Radio Australia has been granted interviews with leading political figures in Fiji and some ABC journalists have been permitted entry into Fiji to report on the latest political events there.

Radio Australia undertook its biggest cross-media and cross-platform marketing and content project with the *Pacific Break* initiative. Inspired by *triple j's Unearthed*, *Pacific Break* called on unsigned Pacific musicians to submit their original recordings with the best entry earning the right to perform at Vanuatu's Pacific-wide music festival, Fest'Napuan, culminating in a live broadcast from the festival site. Radio Australia is following up with another *Pacific Break* in 2009 and hopes it will become a fixture in the Pacific music calendar.

Audience research conducted across the Pacific region showed that, on average, one in three urban radio listeners tuned in weekly to a Radio Australia program. This weekly figure peaked in Vanuatu and Solomon Islands with 58% and 57% of urban audiences respectively tuning in to Radio Australia. The increase in listenership in Fiji was most encouraging, with urban audiences measured at less than 1% per week in 2004, growing to 23% at the end of 2008 (before the FM transmission shutdown).

Radio Australia now has eleven 24-hour FM outlets in the Pacific and five in South East Asia (see Appendix 24, page 237). In 2009, new 24-hour FM services were opened in Sihanoukville in Cambodia and Vientiane in Laos. Radio Australia's FM 96 is the only English-language FM service in Laos and after eight months of operation registers an estimated 20 000 weekly listeners. New services are anticipated in 2009 in Luang Prabang in Laos and the Northern Pacific including the Marshall Islands, Northern Marianas and Federated States of Micronesia.

Radio Australia continues to maintain shortwave services for audiences outside the range of local FM transmitters. It uses the same satellites as Australia Network for program distribution and direct-to-home use.

Continuing a mix of local marketing initiatives and strategic rebroadcast arrangements, Radio Australia's Khmer language audience continues to grow. The Khmer service reached 6% of the Cambodian radio market weekly in 2008, up from 2.5% in 2006 and 1% in 2002. To build on this success, the Khmer and English services broadcast live from Phnom Penh's Water Festival in November 2008.

Radio Australia's Vietnamese service reaches its audiences via the internet ([www.bayvut.com.au](http://www.bayvut.com.au)). A relaunch of its website has sharpened its focus on providing Vietnamese audiences with free English lessons and information about the lives of Vietnamese students in Australia, Australian society and attitudes, as well as stories on health, environment, good governance and regional news and current affairs.

Re-broadcasting by partner radio stations remains a key focus in Indonesia and in July 2008 Radio Australia hosted a workshop with key radio partners in Jakarta. From this emerged numerous new partner opportunities in broadcasting and education.

## International Projects

ABC International Projects works to support the development of robust media institutions in the Asia Pacific region that operate in the public interest. It is a growing self-funding enterprise with some 20 staff (including locally engaged staff) located in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu, and a support team in Australia.

International Projects offers assistance in the form of strategic advice, training and mentoring, technical support and secondments. The core goal of these activities is to increase demand for good governance in partner countries, leading to better development outcomes. This goal is in line with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for the activities of International Projects.

In 2008–09, International Projects continued major programs with Papua New Guinea's National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations in the Solomon Islands and Cambodia's state broadcaster, Radio National Kampuchea. The Cambodia project has been extended until 2011 having attracted funding from the World Bank as well as AusAID.

International Projects also managed a number of smaller projects including a program of support to broadcasters across 14 Pacific countries. The unit also scoped a program of support for Vietnam Television which will begin in 2009–10.

## International Relations

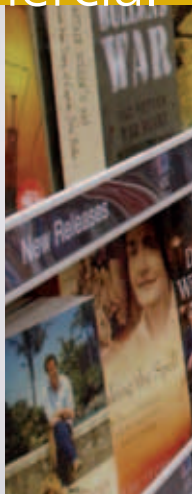
International Relations is the first point of contact and coordination for international visitors to the ABC and the Corporation's involvement with public broadcasters and broadcasting associations around the world. These include the: Asia-Pacific Broadcasting Union (ABU); Asia-Pacific Institute for Broadcasting Development (AIBD); British Broadcasting Corporation (BBC); Canadian Broadcasting Corporation (CBC); Commonwealth Broadcasting Association (CBA); European Broadcasting Union (EBU); International Radiocommunications Advisory Committee (IRAC), International Telecommunications Union (ITU); Nippon Hoso Kyokai (NHK); Pacific Islands News Association (PINA); Radio New Zealand (RNZ); Television Hong Kong (RTHK); and the South African Broadcasting Corporation (SABC).

During 2008–09, the ABC benefited from an exchange of ideas and debate by welcoming to its premises in Australia delegations from China, Nepal, Papua New Guinea, Korea, Sudan, the Netherlands, South Africa, Sweden, Canada, Vietnam, East Timor and the United States.

Australia Network's Tania Nugent is welcomed home to Butibam village in Lae, Papua New Guinea; Clement Paligaru and camera operator Steve Ritchie on location in Fiji; A wood carver in Tonga being filmed for Australia Network.



# ABC Commercial



## Lynley Marshall

Director of ABC Commercial

Lynley Marshall joined the ABC in 2000 as Director of New Media and Digital Services where she was responsible for the integrated delivery of the ABC's digital content, including ABC Online, ABC2, Video On Demand, interactive television, mobile and other emerging platforms. She was appointed Director of ABC Commercial in February 2007 to develop the ABC's commercial business including DVD, Music, Books and Retail and pursue new business opportunities in the digital media environment.

Before joining the ABC, Lynley held a number of executive positions in new media, radio and television in New Zealand. She has an Executive MBA from the University of Auckland.

ABC COMMERCIAL PROVIDES a revenue stream through its commercial activities to assist the ABC fulfill its Charter obligations as the national public broadcaster. Established in February 2007, the Division assumed the revenue-generating activities of the former ABC Enterprises and responsibility for developing new revenue streams for the Corporation, including the potential afforded by digital technology. Since the formation of the division, screen rights and the ABC's Resource Hire business revenues are no longer part of ABC Commercial.

## Financial Performance

ABC Commercial recorded a net profit for the year of \$18.8 million, an increase of \$2.54 million from 2007–08, adjusting for Resource Hire income.

In 2008–09, ABC Commercial entered into two new commercial partnerships—a publishing and distribution partnership with HarperCollins Publishers Australia (HCP) for ABC Books and a licensing agreement with Pascal Press for *ABC Reading Eggs*. The revenues generated from those agreements will be returned to the Corporation via ABC Commercial as currently occurs with other commercial partnerships that have been operated by ABC Commercial for many years.

The Division also executed a number of key contracts including those which support the development of Australian talent in the industry.

The marketing campaigns, which complemented a strong product catalogue and competitive pricing model, enabled ABC Commercial to continue to perform strongly, particularly in the distribution and retail sectors.

During the year, ABC Commercial continued to develop its digital capability resulting in the delivery of new revenue from digital business initiatives. The redevelopment of the ABC Shop Online resulted in record sales for the Christmas period. Further technical capabilities were developed for the delivery of digital downloads while digital content sales for online and mobile distribution continued to grow. In addition, ABC Commercial extended the ABC's presence on social network sites such as Facebook and MySpace.

Content distribution businesses performed well with DVD, Music and Program Sales Worldwide reporting strong growth in net profits.

## Digital Business

During the year, ABC Commercial continued to build its digital capability. In 2008–09, ABC Commercial launched an educational initiative, *ABC Reading Eggs*, through a partnership with publisher Pascal Press. *ABC Reading Eggs* is an educational website with associated printed material aimed at helping young children learn to read.

The ABC Shop Online website was relaunched with a new look and feel, featuring a product catalogue of over 1 000 items, a product preview option, a currency converter for international shoppers and an improved search engine. The redevelopment of the ABC Shop Online resulted in record sales for the Christmas period.

Other ABC Shop Online initiatives included opening a store on eBay, and the Affiliate Program which commenced with the designation as *Top Gear's* official online shop. ABC Shop Downloads underwent improvements to the customer interface resulting in a significant increase in sales.

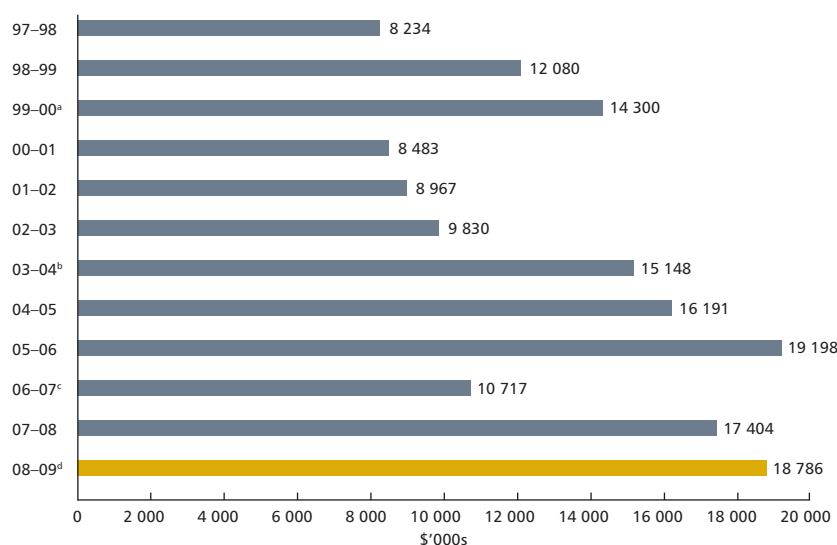
Digital Content Licensing continued to extend the availability of ABC content across digital platforms. The Division launched two new profiles on YouTube: *The Gruen Transfer* ([youtube.com/user/EntertainmentOnABC](http://youtube.com/user/EntertainmentOnABC)) and *Lawrence Leung*

([youtube.com/user/ComedyOnABC](http://youtube.com/user/ComedyOnABC)). During the year, the ABC licensed 920 short-form video clips to YouTube, which generated over 6.2 million views. The division also extended the reach of ABC Television programming, including *Summer Heights High*, *We Can Be Heroes*, *The Chaser's War on Everything* and the *Wiggles*, on the Apple iTunes Store in Australia where there is a total of 150 hours of ABC content available for purchase. In addition, ABC Commercial developed the "Hottest 100" widget enabling audiences to share their predictions for the *triple j* Hottest 100 using popular social networking tools like Facebook and MySpace.

## Content Distribution

ABC DVD continued to grow with revenue and profit both increasing from 2007–08. More than 200 titles were released in 2008–09 including: the Special Edition of *Summer Heights High*; *The Gruen Transfer*; *Lost in Austen*; and the *Bindi the Jungle Girl Series*. ABC DVD continued to lead the children's DVD market with over two million DVDs shipped including *Sing-A-Song of Wiggles*, *Thomas the Tank Engine*, *Yo Gabba Gabba*, and *Play School*. Bestselling titles from the BBC DVD catalogue included *Doctor Who*, *Cranford*, *In the Night Garden* and *Top Gear*. ABC DVD renewed its distribution agreement with Village Roadshow.

## Contribution to ABC Net Revenue by ABC Commercial



a. Includes Program Sales, Business Development Unit, Non-Theatrics and Stock Footage.

b. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.

c. Excludes Screenrights.

d. Excludes ABC Resource Hire and includes interest.



The breadth of music under the ABC Music umbrella continued to be acknowledged with ABC Music, ABC Classics and ABC for Kids receiving a total of 16 nominations in eight categories for the 2008 Australian Recording Industry Association (ARIA) Awards. Catherine Britt received a Golden Guitar Award for Female Artist of the Year at the 2009 Country Music Association of Australia (CMAA) Awards held in Tamworth. The bestselling release for ABC Music was *triple j Hottest 100 Volume 16*, selling more than 150 000 units.

In the Audit Bureau of Circulation magazine report for June–December 2008, ABC Magazine titles performed well in contrast with circulation for the total market, which experienced a 5.7% drop in total copy sales for the period, compared to the same period the previous year. *delicious* increased sales by 4.2% and *Gardening Australia* declined 2.9% (retaining its spot as the number one gardening-only title), year-on-year. Niche title *Organic Gardener* magazine was a star player for ABC Magazines. For the June–December 2008 period, the title increased 38% in sales year-on-year, with a 29% growth in subscriptions contributing substantially to that result. The January/February 2009 issue was the highest selling ever in the magazine’s 10-year history, with a circulation of just under 30 000.

During 2008–09, ABC Books won nine awards and was short-listed or commended for 17 others. The bestselling titles for ABC Books for 2008–09 were: *Spotless 1 and 2*; *Speedcleaning*; *Change Your Thinking*; *Faking It: How to Cook Delicious Food Without Really Trying*; *Wayne Bennett: The Man in the Mirror*; *Beyond The Brink*; and *Through A Glass Darkly*. Top children’s titles included: the 2009 edition of *Sing*; *Parsley Rabbit’s Book About Books*; *Captain Crabclaw’s Crew*; *Mythical Creatures*; and titles from *Play School*, *Wiggles*, *Hairy Maclary* and *The Fairies*.

In January 2009, ABC Commercial announced a new partnership with HarperCollins Publishers (HCP) as its new publishing and distribution partner for ABC Books. The licensing and publishing agreement with HCP ensures the continued sustainability of ABC Books. HCP assumed operational control of the ABC Books business on 1 May 2009, however the ABC retains full editorial control of ABC Books.

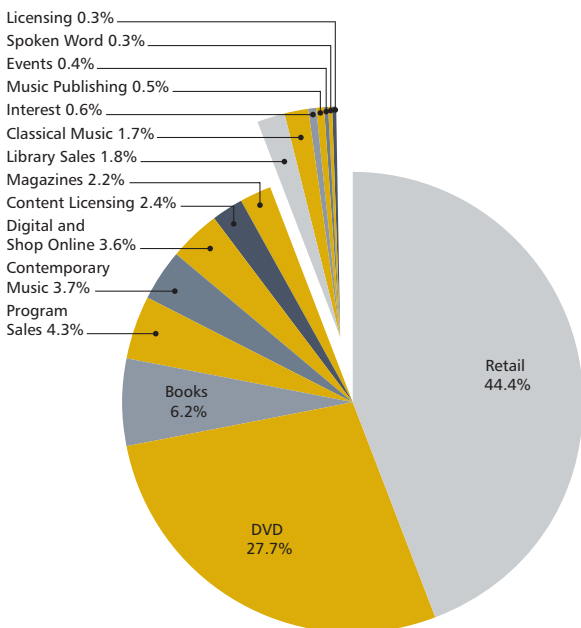
**Production and Sales**

During 2008–09, ABC Program Sales Worldwide represented more than 70 hours of first-release programming and 1 800 hours of catalogue titles to more than 130 countries worldwide. Sales to top networks continued, including *The WotWots* to Channel 5 UK. *Bindi: The Jungle Girl* was the best performing title during the year, with sales to Italy, United Kingdom, Denmark, Eastern Europe, Turkey, Latin America, Middle East, Asia and South Africa. Format sales included: BNN, the Dutch Public Broadcaster, commissioning *The Chaser’s War on Everything*; and *The Gruen Transfer* format being optioned by Fremantle, Granada, Endemol and Nordisk.

Library Sales provides access to the ABC Archive’s collection of footage, radio and still images. This year, Library Sales provided ABC archival content for the making of Australian feature films such as *Balibo*, *Mary and Max* and *The Boys Are Back*, and to institutions such as The Old Parliament House Museum of Democracy.

Non-Theatric Sales expanded distribution opportunities to allow ABC content to be made available via Clickview and other streaming software.

ABC Commercial’s Gross Revenue by Activity 2008–09



ABC Events entertained more than 430 000 young Australians by staging ABC for Kids concerts and “meet and greets” across the nation. *Gardening Australia Expos* were enjoyed by over 70 000 green thumbs and there was an increased focus on comedy and music events such as the *Spicks and Speck-tacular* tour where 45 000 Australians had a laugh. The launch of the new ABC Events website ([abc.net.au/abcevents](http://abc.net.au/abcevents)) allows Australians to keep up-to-date with the hundreds of events staged by ABC Events.

### ABC Retail

The ABC Retail business comprises ABC Shops, ABC Shop Online and ABC Centres. At the end of the financial year, ABC Retail had 160 outlets—43 ABC Shops and 117 ABC Centres—trading throughout Australia. One new ABC Shop opened at Robina on the Gold Coast in Queensland. Seven new ABC Centres were opened and five ABC Centres closed.

During the year, ABC Retail developed a new look and direction for ABC Shops offering customers a much closer link between the retail environment and the on-air content of the ABC. This look and direction was reflected in the new concept store at Bondi Junction, launched in May, and will be rolled out across all shops nationally.

The major national promotions of Father’s Day, October Lifestyle, Christmas, Summer Sale, Bookshelf, Parents and Learning, ABC for Kids, Mother’s Day and Mid Year Sale were all

A new ABC Commercial colour logo was launched on-air coupled with a brand awareness program. New signage reflecting this logo was rolled out to all ABC Shops nationally.



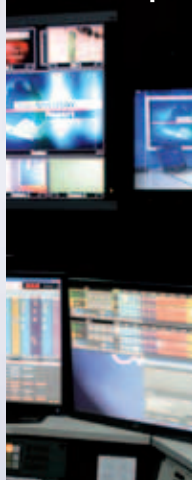
successful in boosting sales. During the year, 158 local promotions were undertaken in ABC Shops and Centres. The most successful of these were the appearances by Lawrence Leung, Ross Noble, Dylan Moran, Wayne Bennett and the character costumes *Wallace and Gromit*.

ABC Retail continued to leverage the success of ABC DVD and Music catalogues, including top selling DVD titles such as: *The Gruen Transfer*; *Australia: Land of Parrots*; *Two in the Top End* and *Lost in Austen*. Top-selling Music titles included: *triple j Hottest 100 Vol 16 CD* (ABC Music—Contemporary); David Hobson and Teddy Tahu Rhodes—*You’ll Never Walk Alone* (ABC Classics); Justine Clarke—*Songs To Make You Smile* (ABC For Kids); *triple j Like a Version Vol 4*—Various Artists (ABC Music—Contemporary) and *Hit Country 2009*—Various Artists (ABC Music—Contemporary).

The ABC’s new concept store in Bondi Junction, NSW.



# Operations Group



## David Pendleton

Chief Operating Officer

David Pendleton joined the ABC as the General Manager of Group Audit in 1996. He went on to become General Manager of Financial Operations and Accounting, and later Head of Finance. In 2002, he was appointed to the position of Director of Finance and Support Services, which was re-named Director of Business Services in 2003. In 2004, he became the Corporation's Chief Operating Officer.

Before joining the ABC, David held senior management positions in the public sector at the New South Wales Roads and Traffic Authority and State Super Investment and Management Corporation. David holds a Bachelor of Business (Accounting), a Graduate Diploma from the Securities Institute of Australia and is a fellow of CPA Australia.

THE ABC OPERATIONS Group consists of the divisions and units reporting to the Chief Operating Officer. The Group provides expertise and a range of vital services and support functions across the Corporation. The Group comprises the Technology and Distribution, ABC Resources and Business Services Divisions; the Capital Works and Business Affairs and Development Units; and, for administrative purposes, Group Audit.

### Emergency Broadcast Support

As the official emergency broadcaster, Australian communities turn to the ABC in times of crisis to stay informed. The ABC's comprehensive coverage of the Victorian bushfire disaster in February 2009 was maintained by Operations Group staff from across the country. In responding to the emergency, the Corporation mobilised resources from across the country. ABC Resources provided coverage of the Bushfire Memorial Service and supplied a studio and crew to support production of the "Australia Unites" Bushfire Appeal Telethon on the Nine Network.

The Corporation owns three portable FM "flyaway" transmitter units that are able to supplement ABC Local Radio coverage of natural disasters in regions that require specific emergency information. They also ensure continuity of ABC Local Radio in the event of a major failure of existing transmission facilities.

Following the devastation wrought by the Victorian bushfires, one flyaway transmitter unit was dispatched to the Kinglake area to broadcast localised information and relay Local Radio programs from 774 Melbourne. A second unit was dispatched to Healesville to relay ABC Local Radio programming from Melbourne.

In North Queensland, a flyaway transmitter unit was also set up at the Ingham Civic Centre for two weeks in February 2009 following heavy flooding in the region. The unit enabled hyper-local coverage to supplement Townsville Local Radio services.

### Contribution to Output

ABC Resources manages the facilities and labour for the ABC to meet its Charter obligations to bring content of relevance to the Australian public. In 2008–09, ABC Resources supplied 1.158 million skilled-labour hours for television production. This

is a decrease from 1.212 million hours in 2007–08, reflecting improved efficiency in production methodology and increased training within the Division.

ABC Resources continued to provide wide-ranging production services for all television production. This now includes ABC *News Breakfast* following its successful launch on ABC2. It was a busy year in polling booths around Australia, with support provided for local election coverage in the Australian Capital Territory, Queensland, Northern Territory and Western Australia.

Over the past 12 months, the Division supported coverage for issues and events as diverse as: Anzac Day, including delivery of services from Gallipoli and France; the Tiwi Island Football final; the Hopman Cup; and the Federal Budget, with a week's production of *News*, *Press Club* coverage, *The 7.30 Report*, *Lateline* and *Q&A* in Canberra. ABC Resources also worked to provide web streaming for Local Radio events, including the 702 ABC Sydney Knit In, the Australian Poetry Slam from the Sydney Opera House and Canberra's National Folk Festival.

ABC Resources and Capital Works staff provided crucial support for the Corporation's coverage of the Beijing Paralympics across all platforms, including the launch of the ABC High Definition service during the Games.

Other major projects for the Operations Group included delivery of the production centre for the Continuous News Centre in Sydney; the creation of a fully integrated and automated *News Breakfast* studio facility in Melbourne; implementation of the ABC Online portal designed for mobile phone access, [m.abc.net.au](http://m.abc.net.au); and the refit of Regional Radio stations in Dubbo, Tamworth, Muswellbrook, Bundaberg, Gladstone and Kalgoorlie.

In addition to ABC production, the Corporation's labour and facilities were contracted to make *Newstopia* (for SBS), *Good News Week*, *Rove* and *Talkin 'bout your Generation* (for Network Ten), and *Project Runway* (for Foxtel), significantly contributing to the net profit returns to the ABC through resource hire activities.

### Improving Content Presentation and Distribution

New technology and changing audience behaviour mean the ABC must respond to an environment characterised by digitisation of traditional broadcasting platforms, the emergence of multi-platforms, and the corresponding fragmentation of audiences. The ABC is committed to evaluating its production systems and processes to respond to these challenges and take advantage of emerging opportunities.

Over the past 12 months, a range of initiatives and projects were undertaken to enhance production and service provision to ABC audiences.

As part of the transition to file-based production, studio automation was completed for *News* in Melbourne, Sydney, Brisbane and Adelaide. Studio automation capitalises on current technologies, embracing file-based capture, distributed editing capabilities, browse-level desktop capabilities and complete Newsroom automation integration. This work will continue in 2009–10.

Work commenced on the implementation of digital links that carry ABC radio distribution services to Local Radio and Radio National transmitter sites from studios across Australia. The ABC will also replace its audio links to a number of Outside Broadcast (OB) sites, including sports grounds and performance venues. One-third of all links had been cut over to the digital network by 30 June 2009. When complete, some 200 sites will be connected Australia-wide. Moving the ABC's radio distribution and contribution services to a digital platform provides more reliable and higher-quality radio services. A further benefit is enhanced monitoring of audio content as it arrives at the transmitter.

The ABC also commenced replacement of its OB video links with digital link equipment. This change will not only improve the quality of content provided from OB venues, but greatly expand the scope of content produced. The new link equipment extends support of both Standard Definition and High Definition digital video. The links are also capable of carrying surround sound and may be configured to transport multiple video streams across a single link. At the conclusion of the deployment, the ABC will have a completely digitised program chain for OB events that will meet the Corporation's requirements for production of high-quality content.

**ABC Distribution and Transmission Network Aggregated 2008–09**  
**Performance as Reported by Broadcast Australia**

	No. of Transmitters	ABC Distribution Network (See Note 1)		Broadcast Australia Transmission Network (See Note 2)			Total Network Availability (See Note 3)		Total "On-Air" Availability (See Note 4)	
		2008–09	2007–08	Target	2008–09	2007–08	2008–09	2007–08	2008–09	2007–08
		%	%	%	%	%	%	%	%	%
<b>ABC Service</b>										
ABC Classic FM	68	99.98	99.98	99.83	99.89	99.92	98.78	98.38	99.79	99.82
<i>triple j</i>	58	99.98	99.86	99.82	99.91	99.92	99.08	98.02	99.82	99.78
Local Radio	242	99.69	99.83	99.79	99.81	99.79	98.15	98.10	99.75	99.74
ABC NewsRadio	13	99.99	99.98	99.89	99.91	99.91	99.60	99.03	99.87	99.88
ABC Radio National	257	99.97	99.98	99.74	99.79	99.82	99.44	99.16	99.74	99.74
Analog Television	439	99.98	99.92	99.75	99.79	99.78	98.90	98.84	99.68	99.68
Digital Television	309	99.85	99.97	99.77	99.90	99.88	99.14	98.99	99.74	99.83
NewsRadio Extension	45	99.98	99.97	99.83	99.90	99.94	99.54	99.27	99.80	99.64
<b>State</b>										
NSW	256	99.84	99.96	99.80	99.85	99.85	98.44	98.04	99.81	99.78
NT	54	99.94	99.96	99.71	99.74	99.58	99.55	99.24	99.66	99.53
Qld	310	99.96	99.87	99.76	99.78	99.81	99.15	98.57	99.73	99.64
SA	76	99.98	99.97	99.79	99.86	99.87	99.59	99.24	99.82	99.82
Tas	82	99.93	99.77	99.81	99.86	99.65	97.82	98.10	99.81	99.55
Vic	120	99.97	99.94	99.82	99.83	99.82	98.66	99.04	99.45	99.75
WA	179	99.85	99.94	99.75	99.77	99.85	99.85	99.94	99.68	99.80

**Notes:**

**1. ABC Distribution Network:** The ABC distribution network ensures that programs are delivered from the studio to local transmitters around Australia. It includes outsourced satellite and terrestrial broadcast distribution services from telecommunications carriers such as Optus and Telstra. This measure has been designed to be consistent with contracted transmission targets and represents the aggregated performance of the many agreements the ABC has in place to distribute programs. With the exception of digital television and Local Radio, the network's overall performance in 2008–09 was well above expectations and performance in the previous year. Digital television program distribution performance declined due to a major Telstra Digital Video Network (DVN) fault of over 24-hours duration that affected all states except New South Wales and Queensland. Local Radio services in remote and regional Australia were affected by a number of factors, including: an increase in reported line failures to remote sites relying on non-redundant Telstra broadcast lines, particularly in Western Australia and Queensland; distribution failures in NSW, particularly the ABC's own microwave link in Wollongong; and failures on the Telstra Apollo digital distribution service, which operates over the ageing Telstra copper broadcast line network.

**2. Broadcast Australia Transmission Network (ABC Transmission Services Provider):** The transmission network performance, as reported by Broadcast Australia, was above the targets for 2009, but declined marginally relative to 2007–08. The largest contributing factor to delivery performance below specified minimum levels were higher-than-expected levels of main and standby power failures during the year, an increase on the previous year. New digital television services performed above targets, unchanged from 2007–08. Some Broadcast Australia services were subject to interference issues that were not anticipated during planning and construction.

**3. Total Network Availability:** These figures show the impact of all outages on the overall network. They reflect the delivered service availability to the audience, regardless of the source of fault or interruption. In practice, during the majority of reported outages, a reduced level of service continued to be provided, accounting for the difference between the contracted and overall network performance.

Overall, the delivery of services to ABC analog network audiences improved in 2008–09 compared with 2007–08. New South Wales, Victorian and Tasmanian services and Local Radio performed below expectations. Victorian performance was adversely affected by bushfires in February 2009, which caused the total loss of two digital transmission services. Overall, digital television services' performance improved marginally compared to the previous year, but remained below expectations. Broadcast Australia, with the ABC's permission, operated a number of services below minimum performance levels for sustained periods throughout the year; this is only partially reflected in the data. Additionally, major long-term technical deficiencies have been identified on a number of the large AM radio broadcast sites around the country that are not reflected as faults in performance reports and hence not reflected in the data presented here. The ABC continues to investigate the extent and impact of the identified deficiencies.

**4. Total "On-Air" Availability:** These figures show the direct impact of all outages experienced by the audience, where at least some level of service continued to be provided throughout faults and maintenance. Broadcast Australia reported similar overall performance in 2008–09 to 2007–08.

Victoria was adversely impacted by bushfires. The Northern Territory was affected by the loss of one inland High Frequency (HF) Vertical Incidence Local Radio service due to the impact of ongoing day-night switching faults at the new transmission facility; the affected service improved in 2008–09 relative to 2007–08, but remained well below expectations.

In April 2009, region specific *triple j* services became available in Western Australia, Queensland, Northern Territory and South Australia on the Remote Area Broadcasting Services (RABS) platform. RABS provides Australians in remote areas with television and radio services. Services are broadcast on the Optus Aurora satellite platform. Prior to the change, listeners across the country could only access the ABC's south-east *triple j* service.

### Industry Engagement

Technology and Distribution works closely with broadcast industry partners and stakeholders to share expertise and ensure delivery of high-quality services. The Group has worked in partnership with other free-to-air networks to develop standards to support development of the Freeview receiver standard and Electronic Program Guide (EPG).

Technology and Distribution was also involved in technical planning for Digital Radio through participation in two Standards Australia drafting groups for the Digital Audio Broadcasting Plus (DAB+) transmission standard and a DAB+ receiver standard. The Division evaluated and purchased suitable audio processing units and advised on sub-channel data rates and other multiplex configuration issues. All transmitters were installed in preparation for the 1 July 2009 "switch-on" of the ABC's Digital Radio service in Sydney, Melbourne, Brisbane, Adelaide and Perth using the DAB+ advanced encoding standard.

The ABC continued to work with the Government and its transmission service provider, Broadcast Australia (BA), to deliver digital television (DTV) services across Australia. By 30 June 2009, the ABC had 324 of the 440 planned DTV services in operation, including eight in test mode, with a potential population reach of 97.7%.

### Succession Planning

Several ABC staff completed a two-year, mentor-based training program to multi-skill, cross-skill or up-skill into operational roles. The program was initiated within ABC Resources in 2006. A number of participants attained a Certificate IV in Screen or Certificate III in Media. The pilot intended to test a relatively cost-neutral approach to skills training with a mentor-based training model used in real operational environments.

To ensure provision of skilled staff for future development and implementation of technology strategies, the Technology and Distribution Division conducts a range of succession planning initiatives. In 2008–09, the Division hosted three electronics apprentices in Adelaide, Canberra and Hobart. Three Graduate Technologists commenced work and training activities in Sydney, before undertaking placements in Adelaide, Brisbane and Darwin. Four Women in Engineering (WIE) Scholarships were also awarded in the last 12 months. The Scholarships are part of the ABC's strategy to promote the education, training and practice of engineering among women in the broadcast and technology fields.

Studio automation in action.



# People and Learning



## Ursula Groves

Director of People and Learning

Ursula Groves joined the ABC in July 2008 as Head of People Development and was appointed Director of People and Learning in May 2009. Ursula has extensive experience in senior Human Resource and Organisational Development roles in the manufacturing and public education sectors.

Ursula has a Bachelor of Science and a Bachelor of Arts from Monash University, a Diploma of Education from the University of Melbourne and a Graduate Diploma of Organisation Behaviour from Swinburne University.

THE PEOPLE AND LEARNING Division is a specialised and strategic area responsible for people and performance with particular focus on leadership and cultural development, reward, organisational development and performance, industrial relations, learning, and succession and talent management. It is responsible for managing occupational health and safety (OHS) issues throughout the Corporation.

2008–09 was the first full financial year of operation under a new structure and new service delivery model for the People and Learning Division. Under that model, People and Learning Business Partners and People Development Advisers work with assigned Divisions to provide people and learning solutions. In August 2008, the Human Resources Operations unit, including Payroll and administration systems, formally moved across to the Business Services Division as part of the restructure.

In 2008–09, People and Learning were instrumental in introducing a more modern values-based culture at the ABC. A People and Learning team researched and developed a draft set of values from existing value-sets and other cultural markers from within the Corporation. The team undertook an extensive staff consultation process prior to gaining the agreement of the Executive Leadership Group regarding the ABC Values: Integrity, Respect, Collegiality and Innovation. The values were launched at the annual Leaders' Conference in March 2009, after which People and Learning began embedding the values into the broader organisation through education programs and policy and system redevelopment.

In 2008, the Business Partner teams contributed to the implementation of Production Review initiatives by assisting with planning, communications to staff, occupational health and safety (OHS) advice and the implementation of skills development programs. This was in addition to the industrial relations and change management advice and support given to the Steering Committee. The availability of State and Territory People and Learning managers and staff around the country was also integral to the achievement of Corporate and divisional objectives throughout the year.

The People and Learning management structure was strengthened with two key appointments to new roles in the second half of the financial year. The role of Manager Digital Skills Development is to develop and manage strategies and programs to develop digital media skills and media industry knowledge across the ABC, in consultation with the divisions and the team of People Development Advisers. The Manager of OHS will lead the OHS unit in the development of strategies, programs and services to continue the work of improving the occupational health and safety of staff, contractors and visitors across the ABC.

The People and Learning Division recently developed a three-year Business Plan identifying the following six priorities:

- Embed the ABC Values into the broader organisation
- Partner with leaders and staff to implement change
- Develop and implement talent management and workforce planning strategies
- Provide employees with industry knowledge and digital media skills
- Initiate flexible forms of employment
- Ensure all People and Learning-led processes and frameworks are business enablers.

People and Learning increased its focus on Indigenous employment targets across all divisions through a number of strategic initiatives. In 2008–09, Indigenous staff represented 1.2% of the ABC workforce, the same level of representation as the previous year. The division ran an Indigenous Employment Forum in July 2008 which brought together external government and employment agencies, and 50 key ABC managers and staff. The workshop focused on current Indigenous recruitment and retention models which could be used to increase the ABC's performance in this area. Indigenous Employment Reference Groups were established in a number of divisions to identify and action employment opportunities for current and potential Indigenous employees. Following the delivery in 2008 of

cross-cultural Indigenous training for all employees based in Darwin, an educational package, entitled *Indigenous Culture in the ABC*, is currently being developed for national roll-out over the 2009–10 and 2010–11 financial years.

Following a review and redesign of development programs for managers, including New Managers and Advanced Managers Programs, the inaugural learning module for the Accelerated Leadership Program was conducted in August 2008. Fifteen senior ABC managers attended the workshop at the Accelerated Learning Laboratory at the University of New South Wales.

This program is part of a broader talent-development and succession-planning initiative being undertaken across the Corporation. A nine-month process of identifying mission-critical leadership roles, assessing incumbent capability and building a talent pool to develop the next generation of ABC leaders, including succession planning for the Executive Leadership Group, was completed with presentations by Directors of their divisional talent management plans to the ABC Executive Leadership Group. This is the first time that both mission-critical leadership roles and upcoming leadership talent have been identified, with support from People and Learning Business Partners, as part of a wider talent-management process.

To combat escalating labour market pressures and in response to feedback from ABC managers, People and Learning worked on key strategic initiatives to fast track its recruitment processes and to more effectively target and engage quality candidates. Funding was approved for the purchase and implementation of an e-recruitment system. The system will transform the ABC's recruitment processes from manual to web-based, streamline recruitment processing administration, improve candidate management, increase reporting capability and provide access to a talent pool database. The e-recruitment system will allow development and promotion of the ABC employment brand through an enhanced ABC careers website.



The ABC reached an agreement with the Media Entertainment and Arts Alliance (MEAA) and the Community and Public Sector Union (CPSU) to extend the current ABC Employment Agreement 2006–09 beyond its nominal expiry date of 31 March 2009 to 30 June 2010. This extension was approved by the Workplace Authority and has provided more time to undertake a measured and detailed review of the Employment Agreement including forms of employment, work level standards and performance management.

The ABC achieved significant improvements in OHS management during the year. Key to these improvements was a focus on preventative strategies. Part of the preventative focus was the delivery of specific concentrated OHS training to divisional risk areas, including the roll-out of fatigue management training for News, ABC Resources, Television and Radio Divisions. Through the effective management of OHS and injured worker rehabilitation and return to work, a significant decrease in the workers' compensation premium rate has been achieved, representing a significantly better than average performance when compared to other Comcare insured organisations for the 2008–09 period. This workers' compensation premium rate represents a considerable saving for the ABC (see Appendix 12, page 199).

## Corporate Communications



### Michael Millett

Director of Communications

Michael Millett has been Director of Communications since February 2009.

His shift to the national broadcaster came after a long career in print journalism. For the previous two years he was deputy editor of *The Sydney Morning Herald*. In his 20-year stint with *The Sydney Morning Herald*, Michael also served as a political correspondent, Canberra bureau chief, North Asia correspondent based in Tokyo, senior writer and news editor. Before that, he worked in Canberra and Melbourne with the now defunct afternoon newspaper the *Melbourne Herald*.

### Corporate Communications

THE CORPORATE COMMUNICATIONS unit manages the ABC's media relations and all corporate communications matters. This includes the ABC intranet, the ABC Corporate website *About the ABC* and all major policy announcements. The unit also produces two electronic publications: *Access ABC*, a monthly newsletter for external distribution, taking readers behind the scenes of the public broadcaster, and *ABCYou*, a fortnightly internal staff newsletter.

The unit is currently managing a project to replace the ABC intranet with a new platform designed to foster collaboration across the Corporation and improve staff communication. The new site will be enabled with web 2.0 tools, including blogs, forums and wikis, and allow for features including online training. The site is due to go live at the end of 2009.

Major ABC statements and news events handled by the Corporate Communications unit during 2008–09 included the triennial funding outcome for 2009–12, issues management regarding the ABC Production Review, information and news for ABC staff in Brisbane concerning the shift to a new accommodation site in the South Bank cultural precinct and the announcement of the ABC's new mobile web service, [m.abc.net.au](http://m.abc.net.au), in March 2009.

### Government and Parliamentary Relations

The Government and Parliamentary Unit liaises with parliamentarians, government and parliamentary committees, government agencies and industry groups on policy matters.

The unit is the first point of contact for the Minister's office, the ABC's portfolio agency (the Department of Communications, Broadband and the Digital Economy) and other government agencies, as well as parliamentarians requesting information about the ABC.

Communications played a key role in co-ordinating lobbying efforts by the ABC and some stakeholders in preparation for the 2009–10 Federal Budget. As Mark Scott noted, the outcome was a tribute to "a true team effort and reflected collegiality at its best".

Government and Parliamentary Relations continued to expand its role as a conduit between the ABC and parliamentarians for other key ABC activities, such as the annual *Heywire* project for youth in regional and rural areas. In March 2009, the ABC hosted its second reception at Parliament House, inviting all Members and Senators.

The Manager of Government and Parliamentary Relations coordinates the preparation and lodgment of answers to Questions on Notice from Senate Estimates Committee hearings. During the year, the ABC appeared before the Senate Estimates Committee twice and provided answers to 63 Questions on Notice. The ABC also provided submissions to a number of enquiries.

Senator the Hon. Steven Conroy is joined by B1 and B2 at an ABC reception at Parliament House.



# Corporate Strategy and Marketing



## Michael Ebeid

Director of Corporate Strategy and Marketing

Michael Ebeid joined the ABC in March 2008 as Director of Corporate Development and is now Director of Corporate Strategy and Marketing.

Michael brings to the ABC over 20 years experience in information technology, telecommunications and media, having held senior management and executive positions at IBM, Optus and Westpac. He was also on the Board of ASTRA (Australian Subscription Television and Radio Association) from 2000 to 2004.

Michael holds a Bachelor of Business (Accounting and Marketing) and is a graduate of INSEAD's IEP and AMP programs in France. He is a member of the Australian Society of Accountants.

IN MARCH 2009, the Corporate Strategy and Marketing Division was formed when the role of the former Corporate Development Division was expanded to include corporate governance, audience research and corporate marketing.

The division is responsible for implementing the Corporation's strategic agenda through major cross-divisional projects, providing advice on strategic and governance issues, ensuring a holistic ABC response to strategic and regulatory matters, analysing ABC audiences, managing the ABC's brand, and corporate marketing. It plays a central role in shaping decision-making around critical issues within the ABC, including the evaluation of expenditure priorities, investment in technology and infrastructure and the development of funding proposals for government and other partners.

Corporate Strategy and Marketing also provides a coordination role to enable effective policy formulation around strategic issues affecting multiple ABC divisions. This includes leading internal discussions to promote shared understanding and approaches to issues, as well as assisting in the identification of critical factors affecting decisions and providing supporting market and financial analysis.

The division functions as a Corporation-wide "consulting group," offering analytical skills and policy insights to assist divisions' decision-making.

During 2008–09, the Corporate Strategy and Marketing team managed and led the preparation and presentation to government of the ABC's *Triennial Funding Submission 2009–12* (see Financial Summary page 76) and completed a review of television rights.

## Corporate Strategy and Governance

A key divisional focus is identifying and assessing issues of strategic importance to the current and future directions of the ABC. The Corporate Strategy and Governance unit provides advice to the ABC Board and management on technological innovations and world-wide trends in broadcasting, online services and public broadcasting to inform decision-making.

The unit also provides strategic support, analysis and advice in relation to the ABC's external reporting and corporate governance activities.

It coordinates corporate planning and cross-divisional policy work, produces the Annual Report and leads or participates in major corporate projects.

Corporate Strategy and Governance has a central role in the ABC's regulatory response activities. During the year, it wrote or coordinated submissions to Parliamentary inquiries, Government Departments and the Australian Communications and Media Authority.

### **Corporate Development**

Corporate Development is responsible for assessing significant domestic and international opportunities to strengthen and grow the Corporation, including partnerships, acquisitions and divestments.

Corporate Development provides a central coordination, delivery and reporting mechanism for the initiatives arising from the Production Review (see page 69). The unit oversees the development and validation of business cases for initiatives, coordinates the implementation process for each initiative, facilitates internal communications and expedites resolution of issues as they arise.

In 2008–09, Corporate Development was also involved in a number of new projects, including: working with Rights Management and Legal to develop a negotiation strategy for dealings with key blanket rights music bodies; assisting Television Multi-Platform prepare a business case reviewing the processes by which content is published on iView; working with Television, ABC Resources and Capital Works to manage the ABC's transition to file-based broadcasting; assisting ABC Commercial review the ABC Books publishing business and in assisting Innovation develop an efficient content distribution strategy.

### **Corporate Marketing**

The Corporate Marketing unit manages the ABC's brand, its partnerships with other Australian organisations, community events and cross-divisional marketing needs. Digital marketing staff within the unit provide advice across the Corporation on new marketing technologies and opportunities.

In 2008–09, Corporate Marketing coordinated a refresh of the ABC's brand. The new, unified brand vision, which was developed in collaboration with divisional marketing heads, will become the basis for all ABC marketing activities in the second half of 2009. The group has also developed a detailed 18-month Strategic Marketing Plan which will ensure all marketing teams across the ABC work together to strengthen the ABC brand.

The unit also continued to focus on brand awareness and identifying opportunities to reach new audiences. Corporate Marketing managed a number of internal and external Corporate events during this period, including the ABC Leaders' Conference, the 2008 Boyer Lectures presented by Rupert Murdoch and the annual ABC Showcase at Parliament House in Canberra.

The Corporation's travelling Exhibition Trailer visited 18 events. Its schedule included: an Australia Day broadcast of ABC Classic FM in Hyde Park, Sydney; the Apollo Bay Music Festival in Victoria; the Mt Isa Rodeo; Gardening Australia Expos; and ongoing participation in Royal Agricultural Shows around the country.

Corporate Marketing organises and manages public tours of the ABC Ultimo Centre in Sydney, attracting approximately 8 000 visitors to the complex in 2008–09, up from 7 332 in the previous year, with a total of 420 different groups visiting the centre. Currently there are 16 volunteer tour guides involved in the Ultimo program. The unit has also supported and implemented tours of studios in other States and Territories.

### **Audience Research**

Since March 2009, Corporate Strategy and Marketing has been responsible for Audience Research on behalf of the Corporation. In 2008–09, the ABC subscribed to a range of quantitative services to measure audiences and commissioned a range of quantitative and qualitative research to help inform strategy, programming, scheduling and marketing decisions; and to gauge audience attitudes to the Corporation's services.

Information on the ABC's audiences in 2008–09 can be found in ABC Audiences (page 38).

# State and Territory Directors

THE STATE AND TERRITORY DIRECTORS lead their local executive teams to facilitate whole-of-business and cross-divisional outcomes in their branches. Responsibility for the State and Territory Directors lies with Murray Green, Director of International (see page 98).

As key representatives for the ABC at a local level, the State and Territory Directors play an important external role communicating the ABC's corporate objectives, liaising with key stakeholders, building relationships with local communities and providing a central point of contact for the branch.

Internally, they oversee the business of the ABC in their region, lead their executive teams and strive to promote and facilitate whole-of-business and cross-divisional outcomes. They support and promote a culture where staff can do their best work.

2008–09 saw the continuation of local feedback forums across the country both in metropolitan and regional Australia. Regional forums were held in places as far reaching as Geraldton, Broome, Karratha, Albury, Burnie, Launceston, Loxton, Whyalla and Cairns. These gatherings continued to provide the ABC with valuable, direct feedback from stakeholders and audiences, which contribute to on-going strategic discussions.

In the past year, the State and Territory Directors worked closely with a range of external partners including emergency services agencies (particularly in relation to the floods and cyclones in the north and west and fires in the south-east of the country) and other public institutions. They also represented the ABC on a variety of community boards and consultative committees.

Regular, ongoing discussions with both Federal and State politicians provided an important local point of contact for the ABC. A number of Directors also assisted with election coverage planning in their branch.

Some key external initiatives undertaken by the group included: the production of an Indigenous football documentary for ABC Television, *In a League of Their Own* (NT); a major road show of content in Whyalla (SA), and for the first time, the remote Kimberley and Pilbara regions (WA); the commencement of the Brisbane and Melbourne accommodation projects (Qld and Vic); and support for the ABC's contribution to the Victorian Bushfires Royal Commission.

Internally, the group oversaw a number of key initiatives including: the roll-out of the ABC Workplace Giving initiative; chairing local Green Futures committees (including the creation of staff community gardens); creating cross-divisional ideas groups for multi-platform content; and assisting with the development of the ABC's Reconciliation Action Plan.

The State and Territory Directors were also instrumental in the launch and national roll-out of the new ABC Values. This took the form of staff consultation sessions in metropolitan and regional locations through to the launch and communication of ABC Values to staff.

The group has a significant role in helping to monitor best practice standards of corporate governance and compliance within their branches. Various Directors were involved in governance functions such as: the Policy Reference Group; Operations Support Group; National Green Futures Steering Group; National Business Continuity Group; Editorial Policies Group; Election Coverage Review Committee; and Executive Risk Committee. Territory Director (ACT) continued to conduct Freedom of Information internal reviews while State Director (Tas) supported by Territory Director (NT) also continued in their roles on the Complaints Review Executive and State Director (SA) continued to work on the Production Review. Directors also gathered information for the ABC's entry into the Corporate Responsibility Index.

In line with fostering relationships with international communities, the State Director (Tas) took on the role of Program Director for the Solomon Island's Media Assistance Scheme (SOLMAS).

# Bonner Committee

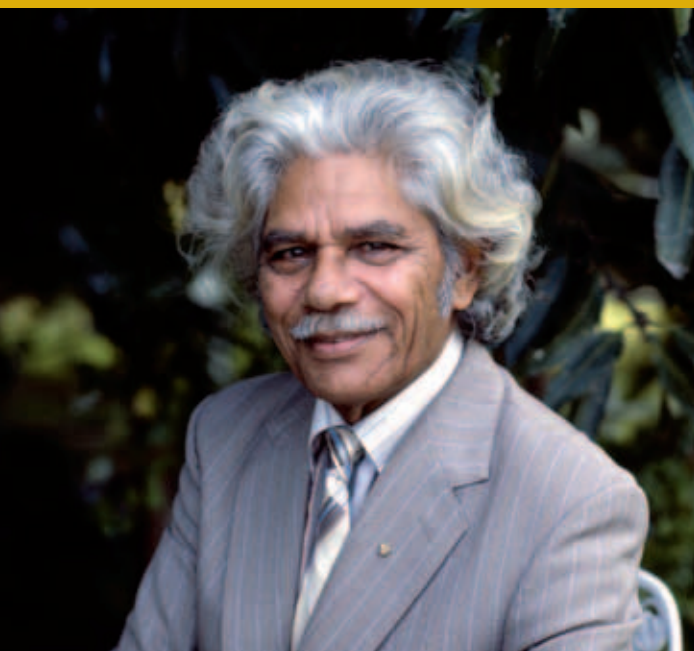
THE BONNER COMMITTEE'S role is to advance Indigenous development across the Corporation including areas of employment, cross-cultural awareness and supporting Indigenous events both internally and externally.

The Bonner Committee has played a role in supporting the development of the ABC's Indigenous Cultural Awareness package, providing input and advice regarding the content and format.

The Committee's activities included attending NAIDOC Week events and supporting a range of content in programs that reflected the recognition of NAIDOC Week around Australia in July 2008.

In July 2008, the annual Indigenous Staff Scholarship Awards were presented at Ultimo, Sydney. Each year as part of the Scholarship Awards the Committee also presents an award in recognition of the work of an ABC non-Indigenous employee who promotes and supports Indigenous employment and Indigenous initiatives. In 2008–09, the Bonner Award was presented to Mary-Jane Stannus, Head of Content Services in the Business Services Division for her continued contribution to major Indigenous initiatives, including the cultural awareness program.

The Committee is a key stakeholder in the development of the Corporation's Reconciliation Action Plan (RAP). Work is currently being undertaken on the RAP, which will be launched in October 2009 at the annual Indigenous Staff Conference.



The Committee is named after the late Neville Bonner AO, who was an ABC Board Director from 1983-91 and Australia's first Indigenous Senator.

# Corporate Editorial Policies



## Paul Chadwick

Director of Editorial Policies

Paul Chadwick joined the ABC as the inaugural Director of Editorial Policies in January 2007. A journalist and lawyer, he was the first Privacy Commissioner of Victoria (2001–06). He ran the Victorian operations of the non-profit Communications Law Centre for eight years and was a member of the Brennan Committee that revised the Australian Journalists' Association Code of Ethics in the 1990s. In 1997, he received the Walkley Award for Most Outstanding Contribution to Journalism.

Paul holds an honours degree in Law (Melbourne) and is admitted to practice as a barrister and solicitor of the Victorian Supreme Court and federal courts.

THE DIRECTOR OF EDITORIAL POLICIES has three main functions: to advise, verify and review in relation to compliance with the ABC's *Editorial Policies*.

The *Editorial Policies* are the ABC's leading standards and a day-to-day reference for makers of content for radio, television, online and in print. They give practical shape to statutory obligations in the *Australian Broadcasting Corporation Act 1983* (ABC Act), in particular the obligations to: provide services of a high standard, maintain independence and integrity, and ensure that the gathering and presentation of news and information is accurate and impartial according to the recognised standards of objective journalism. The *Editorial Policies* set out the ABC's self-regulatory standards and how it enforces them, and are the source for the ABC *Code of Practice*. The code is notified to the Australian Communications and Media Authority, as required by the ABC Act.

### Advise

Advice work aims at clarity and consistency in the interpretation of the *Editorial Policies*. The Director is available to advise the Managing Director and other Directors. The divisions have their own Editorial Policies specialists and day-to-day queries follow the longstanding procedure for upward referral within each division. The Director of Editorial Policies develops training events, issues papers and guidance materials on which the divisions may draw for their own training programs.

### Verify

Quality Assurance (QA) projects are designed and implemented each year to check whether the ABC is meeting the high standards it sets for itself. The projects assess samples of content that have already been broadcast or published. They do not deal in any way with content that is yet to be broadcast or published; that is a quality control responsibility which properly rests with the content divisions, subject to the editorial control of the Managing Director. The quality assurance work is also separate from the ABC's system for handling formal complaints about particular items of content.

The Director of Editorial Policies' QA projects examine broad samples of ABC content. The sample may have been created initially for any one of the ABC's delivery platforms—Radio, Television or Online. Of course, a large amount of ABC content appears on more than

one platform, simultaneously or through methods such as podcasting or the iView service. The aim of the quality assurance work is to design and test fair and rigorous methodologies for projects that can then be undertaken regularly and cost effectively by the content-producing divisions themselves. The purpose is to contribute to accountability and to the continuous improvement of ABC content.

Two projects in 2008–09 examined the accuracy of samples of radio news bulletins, a staple of the service the ABC provides to Australians. In the first, QA Project 6, a sample of 128 items was tested for accuracy, using the methodology developed for and successfully tested in QA Project 2 in 2007–08. The overall level of accuracy was high: 91.4% were accurate for plain facts and 93.8% were accurate for context. However, the results indicated that weekday bulletins may be more accurate than items in weekend bulletins and that metropolitan bulletins may be more accurate than regional radio news bulletins. QA Project 10 looked at another sample of items drawn from metropolitan and regional bulletins from weekdays and weekends. This confirmed the accuracy differential indicated in QA6, but also found a high to very high level of accuracy overall: 92% for plain facts and 97% for contextual accuracy. In response, the News Division said it would look closely at the differential in accuracy between weekday and weekend items and between metropolitan and regional items.

A review was conducted of the three quality assurance projects which in 2007–08 assessed aspects of the impartiality of samples of ABC content on Radio, Television and Online. The findings of the review were taken into account in developing methodologies for the next three QA projects dealing with impartiality, which were ongoing as at 30 June 2009.

### Review

As the ABC adapts to the swiftly-evolving media environment, the *Editorial Policies* must be continuously reviewed and updated. Changing circumstances, especially changing technologies, can reveal gaps in the *Editorial Policies* which, unless filled, make the standards difficult to apply in practice and may expose the ABC to risk of harm to reputation. In 2008–09 the following review major work was undertaken:

### User-generated content (UGC)

Section 9 of the ABC *Editorial Policies* was revised to adapt the ABC to the opportunities and risks inherent in this rapidly growing field online. The Board adopted the amendments in December 2008 and they took effect on 1 March 2009.

### Use of Social Media

The astonishing growth of social media such as Facebook, YouTube and Twitter—as third-party platforms for ABC content and as places online where ABC staff and contractors engage for official and private purposes—poses complex and still-evolving policy challenges for all large media organisations. The Director of Editorial Policies, in consultation with colleagues from other divisions, led ongoing work to ensure the ABC's policies allow it to maximise the benefits of social media while minimising the risks.

### Self-regulation Framework Review

The standards set out in the *Editorial Policies* are part of the larger framework by which the ABC self-regulates. The framework also includes training, dealing with audience responses, formal complaints handling, remedies and penalties, appropriate data collection and feedback through the Corporation of the results of self-regulation activities to promote both effective accountability and continuous quality improvement. The Managing Director established a review of the framework in 2008–09, to be conducted by the Director of Editorial Policies with the Chairman.

The Review involved significant and wide-ranging internal and external consultation. It was ongoing as at 30 June 2009.

### Helping ABC International to help Cambodia

In November 2008, the Director of Editorial Policies, as part of the ABC International Division's project to assist Cambodia's public broadcaster Radio National Kampuchea (RNK), visited Phnom Penh, reviewed initial implementation by RNK of Editorial Policies prepared for RNK and adopted by it in 2007, delivered workshops and undertook consultations with staff, management and the Minister responsible for broadcasting.



# Corporate Legal



## Rob Simpson

Director of Legal

Rob Simpson joined the ABC as Director of Legal in August 2007. Prior to that he was a partner at law firms Gilbert + Tobin and Baker & McKenzie. He has also had extensive experience as a corporate lawyer and member of management teams, including as the first General Counsel of Optus.

Rob holds degrees in Arts and Law (Honours) from the University of Sydney.

ABC LEGAL PROVIDES a comprehensive range of legal services to the Corporation including:

- Pre-publication advice on a 24-hour, seven days per week basis
- Conducting litigation on behalf of the Corporation
- Detailed advice on contractual and rights issues, regulatory regimes and the statutory obligations of ABC divisions
- Advice on legal aspects of policy issues and developing submissions to parliament, government and other organisations about law reform.

During 2008–09, Legal was involved in a number of major technology and distribution projects including contracting for new Web Content and Broadcast Management Systems; successfully defended a defamation action by Professor Bruce Hall in respect of a 2002 *Science Show* report (currently under appeal); and contributed to submissions on law reform including proposed amendments to the Commonwealth *Freedom of Information Act 1982* and a Senate committee inquiry into sports news reporting and digital media.

Other significant projects included providing pre-publication advice on a number of controversial programs including *Four Corners*, “Code of Silence”; standardisation of Television contracting processes; extension of major contracts with Optus and Broadcast Australia; and completion of contracts for the launch of digital radio on 1 July 2009.

Legal continued its in-house media law training program, which is aimed at minimising the ABC’s exposure to legal proceedings by delivering a series of specialised media law workshops for content makers within the Corporation, covering topics such as contempt of court and defamation.