







Our online content may be

- videos
- audio
- stories to read
- more things. Like games for children.



Our new plan



Our plan is for 5 years.

It starts in July 2023. It ends in June 2028.

It is for

- 2024
- 2025
- 2026
- 2027
- 2028.



Our plan is in 2 books.



Book 1



Our vision

page 6



Our big ideas

page 9



Book 2



What we will do.



Our vision

This is what we want the ABC to be.

We will do this by 2028.



Each person will use the ABC.

We know each person is different.

We make content for lots of different people.



We look for what is true.

We tell the truth. People trust us.

We may see a lie. We tell people it is **not** true.



We talk to lots of people.

This helps us find out what is true.



Our content helps people in bad times.

Like there is a

- flood
- bush fire
- storm.



People use our content to learn about big things.

Like

- voting
- health
- the law
- how to be safe.



People use our content to

- have fun
- relax
- feel better
- learn about things they like.



Our big ideas

We have 4 big ideas. We call them pillars.

They are important things we **must** do.



There are rules about what we do.

We call it the ABC charter.

The government made these rules.

These pillars help us follow the rules.



Pillar 1. Each person trusts the ABC

We want people to trust what we say.



We make our own choices.

Other people can **not** tell us what to say.



Our programs show different people.

Each person can find ABC content that

- looks like them
- looks like their life.





We know about life in these places.

We know about

- the people who live there
- what life is like there
- what goes on there.



Pillar 2. We make good content





We make programs for each person. Like

- children
- young adults
- adults
- old people.

We want people to use the ABC all their life.



Our content is easy to find.

People can find it lots of different ways.

Like on





We put our content on

- the ABC website
- ABC apps. Like ABC iview.
- social media. Like Facebook.



Pillar 3. Our content is for each person



We show all parts of Australia. Like

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



We talk to people from different cultures.

We make content about them. Like

- Aboriginal people
- people from other places. Like
 - from China
 - from Sudan.



We make content about different people.

Like people who

- are LGBTIQA+
- have a disability.



We make content about different ideas.

Like what people think about

- sport
- government
- religion.

We have lots of different staff. They know

- different things
- different people
- different ways to work.





Pillar 4. We plan for the future



We need things to do our work. Like

- staff
- money
- buildings.

We call all these things resources.





We think about how we use resources.

We do **not** waste them.



We think about

- our work now
- our work in the future.

We plan how we use resources.



This helps us make content for many years.



Go to book 2.