



ABC Managing Director David Anderson, opening statement to the Senate Environment and Communications Legislation Committee
26 October 2021

I thank the Committee for the opportunity to provide some opening remarks.

Last week the ABC's Annual Report was tabled by the Minister. It provides a comprehensive summary of the ABC as a valued public broadcaster, an institution that provides a wide breadth of services to Australians. More than this, the ABC is meeting its responsibilities as a critical investment in the cultural and democratic health of the nation.

Across all platforms, the ABC continues to attract strong audiences providing crucial information, entertainment, and analysis about the world around them. Australians invest in the ABC and we deliver on that investment.

The ABC is performing outstandingly well:

- The ABC is reaching the vast majority of Australians every month.
- ABC NEWS has now been Australia's number 1 digital news brand since January 2020
- ABC NEWS now reaches 50%+ of the population on digital each month, that is around 12.6 million Australians.
- Across the year ABC teams won more than 60 local and national journalism awards
- ABC Radio, in the most recent survey achieved its highest share (26.5%) and highest reach (38.7%) since 2010.
- The ABC was the leading Australian radio network with the highest reach and share of listening.
- 4.5 million watched the Emmy Award winning Bluey across ABC Kids and on ABC iview.

On top of this outstanding record of the value of our content, we remain the most trusted media organisation in the country.

Research shows that 79% of Australians trust the information they were provided by the ABC. This is significantly higher than all other media institutions and information providers.

Those engaged with ABC News say the ABC is the most trusted source of news and current affairs, and that the ABC is a valuable source of news to the Australian community.

We are determined to continue to implement our 5-Year Plan to make the ABC even more relevant for more Australians.

In the year ahead this means

- increased investment in personalised digital media services,
- a stronger focus on the local issues that matter the most to our audiences including by getting content makers closer to the communities they serve and finally
- making sure we are reflecting the diversity of Australia in our content and through the ABC workforce.

Thank you.