

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2016

Communications Portfolio

Australian Broadcasting Corporation

Question No: 7

Australian Broadcasting Corporation

Hansard Ref: Page 86, 05/06/2016

Topic: Staff Rural/Remote

Senator McKenzie, Bridget asked:

Senator McKENZIE: On notice—for whatever worth that is at this estimates; and I will be asking this question again—what steps have been taken to assure particularly rural and regionally based staff that the ABC is not Sydney centric? I will refer you to page 5 of the interim report.

Answer:

The staff feedback program referred to in the Community and Public Sector Union's submission to the Inquiry into *the Australian Broadcasting Corporation Amendment (Rural and Regional Advocacy) Bill* and documented on page 5 of the Committee's interim report was undertaken in the first half of 2015, prior to the commencement of the ABC Regional division in July 2015.

The formation of the ABC's Regional division brought together a diverse range of staff from across the Corporation to serve regional and rural audiences. It has reinforced to both staff and audiences that the ABC is committed to investing in coverage of rural and regional matters and to building upon its longstanding legacy in this area.

The establishment of the Regional division has also been the catalyst for greater sharing of regional content across the ABC, focussed consultation with staff about how the Corporation can better serve these audiences, and led to the commissioning of new content, such as ABC TV's successful *Back Roads* program.