

The ABC welcomes this opportunity to make a submission to the Committee's inquiry into Australia's relationship with Papua New Guinea and other Pacific Island countries. The ABC has a long-standing record of engagement with this region through Radio Australia, ABC News and Current Affairs, ABC Training, and the new ABC Asia Pacific television service.

The Asia Pacific television service is editorially independent but is funded directly from the Department of Foreign Affairs and Trade. All other services are funded within existing appropriations that are under the oversight of the ABC Board.

The *Australian Broadcasting Corporation Act 1983* guarantees the editorial and administrative independence of the Corporation from government. The ABC Board is charged with the duty to 'monitor the independence and integrity of the Corporation'.

The ABC provides below relevant information relating to the Committee's **Terms of Reference**, in particular to sections:

- (b) economic relations, including trade tourism and investments;**
- (c) development relationships with the various states of the region, including the future direction of the overall development cooperation program; and**
- (d) the implications for Australia of political, economic and security developments in the region.**

ABC ASIA PACIFIC IN PNG AND OCEANIA

INTRODUCTION AND BACKGROUND

On June 6, 2001, the Foreign Minister, the Hon. Alexander Downer, announced that the ABC had won the right to operate the part government-funded commercial television service to South East and North Asia and Pacific Islands for a period of five years. The contract with the Department of Foreign Affairs and Trade (DFAT) was signed on August 7, 2001 with a commitment to government funding of \$90.43 million over five years.

ABC Asia Pacific went to air at 8 p.m. on 31 December 2001, meeting the deadline stipulated in the contract. The service was formally launched on 13 February 2002 by Mr Donald McDonald, Chairman of the ABC, in the Great Hall of Parliament House in Canberra.

ABC Asia Pacific represents a new model of international broadcasting, drawing on the synergies of a powerful website, Radio Australia and television to produce an integrated television, radio and new media service. End users in the region have the choice of several media gateways:

- A daily television/data casting service available either direct to home or via cable head-end systems and re-broadcasters
 - Anytime access through PCs
 - Radio Australia transmissions and re-broadcasts
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GOALS

ABC Asia Pacific (ABCAP) provides a landmark opportunity for the ABC to build on its worldwide reputation as a quality, independent and highly regarded broadcaster. In so doing, ABCAP joins the ranks of such respected world broadcasters as BBC World, CNN and CNBC.

Indeed, broadcasters around the globe are now seizing the opportunity of widening their reach well beyond territorial borders. As a leading innovative public broadcaster, and with the changing global broadcasting environment, it is incumbent on the ABC to move offshore in the footsteps of Radio Australia, giving added substance to the warrant established in the ABC Charter to “transmit to countries outside Australia.”

MISSION

A critical objective of ABC Asia Pacific is to develop a significant niche presence in Asian and Pacific markets through a rich and diverse mix of programming, primarily information and knowledge based, the core of which is news and current affairs specifically tailored for regional audiences.

The ABCAP service is not attempting to compete directly with the offerings of the other networks, but rather to carve out its own niche and identity with the range and quality of programs offered from a good and committed neighbour in the region, Australia.

The establishment of ABC Asia Pacific offers the potential for significant future growth, through the utilisation of commercial revenue and increased DFAT funding. Within five years ABC Asia Pacific has the clear goal of becoming one of the five top international satellite broadcasters in the region, with a footprint considerably wider than now is the case, showcasing the best of the ABC on a world platform.

CONTRACT GOALS

The goals of the service, as outlined in the ABC/DFAT contract are to:

- Provide a credible, reliable and independent voice in the region
- Present through its news, information and documentary programs a “window” on Australia and Australian perspectives on the world
- Project images and perceptions of Australia in an independent, impartial manner
- Promote Australia’s engagement in the Asia-Pacific region by fostering public understanding of Australia, its people and its strategic and economic interests
- Provide consular and other information to Australians living in the region, particularly in times of crisis.

PROGRAMMING

Our programming is aimed at facilitating awareness and understanding of Australia through the provision of a distinctive mix of programs and content that is accurate, independent and entertaining. Now that the service is up and running and has been

officially launched, emphasis is increasingly being placed on enhancing the variety and standard of programming that is relevant to Asian and Pacific audiences.

PROGRAM SPECIFICS

Education and children's programming combine to represent a strong competitive advantage for ABC Asia Pacific. There is a dearth of education and quality children's programming across the region. In many developing countries there is a desire to be more competent in the use of the English language. Moves are underway to expand the education component to one hour, by increasing the duration of the present *Nexus* program. A significant component in the *Nexus* program is an English learning segment.

MARKETING INITIATIVES

ABC Asia Pacific is being marketed as the regional channel. "From the Region, For the Region," is the theme. It derives from the fact that Australia is in the region and that ABCAP sees the world from a regional perspective. The news/caff programming is targeting regional audiences, and not those in Australia, Europe or the United States.

This has struck a positive chord. There is continuing audience discomfort with some international broadcasters because of their overwhelming and persistent focus on the events of September 11 and their US-centric or Euro-centric interpretation of events. A channel such as ABC Asia Pacific, offering a wider mix of programming, a more general look at the world and the region from a regional perspective, has proved to be a welcome and distinctive voice amongst the other world network voices.

AUDIENCE

ABC Asia Pacific provides a niche service, designed for:

- Decision makers and opinion leaders in the private and public sector
- Emerging middle class community segments
- Student and learning communities
- International expatriates and Government missions based in the region.

Such a demographic profile represents both an opportunity and a challenge. The challenge is to provide a service that will add a new dimension to viewing and audience engagement. The opportunity lies in offering programs (ie education, children's and regionally based news and current affairs) that have particular relevance and fill a void in what is offered by satellite broadcasters, and, to a large extent, what is offered by the terrestrial, free to air channels.

Complementing and reinforcing these initiatives is a unique web site in the final stages of development. Amongst other things, the website will contain an *Ask Australia* directory where the audience throughout the region can be put in contact with Australian institutions and bodies to answer questions and queries on a wide variety of topics. The website also contains additional program material, notably that in the education area.

FOOTPRINT

ABC Asia Pacific transmits on two satellite platforms, PAS2 and PAS 8. These satellite footprints reach Mongolia in the north, China, Northern Asia, South Asia, and across the Pacific through Micronesia and Oceania to the Cook Islands in the east.

OPPORTUNITIES

The service opens a unique window into Australia and at the same time seeks to be a bridge between nations and countries of the region with relevant programming that highlights shared issues and concerns. The website is being actively promoted to Australian business in a Team Australia concept to assist in trade, tourism and investment initiatives.

The service itself seeks to promote co-operation and positive relations in the region. Decoders and other technical assistance have been provided to some fledgling Pacific Island broadcasters, enabling them to rebroadcast the service. Assistance to the Solomon Islands is presently under consideration to facilitate ABC Asia Pacific being seen on cable television in Honiara.

ABC Asia Pacific is committed to the development of strong, continuing relations with our partner broadcasters in the region and will continue to assist where practicable to cement a spirit of co-operation and mutual growth, thereby contributing in a positive sense to political, economic and security imperatives.

ABC RADIO IN PNG AND OCEANIA

BACKGROUND - RADIO AUSTRALIA

Radio Australia, the international service of the ABC, broadcasts daily in English and Pidgin to the Pacific. For many Pacific islanders, Radio Australia is their main window on Australia and Australian attitudes and a major source of information on political and economic developments in the Pacific. Increasingly, Radio Australia is also becoming a trusted source of educational programming on key issues such as health, governance, the environment, development and social issues.

The reach of Radio Australia programs into the Pacific via shortwave, satellite or on most Pacific radio stations has significantly increased in recent years. Similarly, Radio Australia's online education material is becoming, either on the internet or via CD ROM, available to an expanding network of Pacific Island libraries and educational institutions.

Radio Australia's role

Radio Australia's role is defined under the ABC Charter and in the *ABC Act 1983*, specified in the following clause:

- 2.1.3 (b) (i) (to) encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and
- (ii) enable Australian citizens living or travelling outside Australia to obtain information about Australian affairs and Australian attitudes on world affairs.

In response to the changing international media environment and a reduced funding base, Radio Australia has repositioned itself as:

A leading provider of information and knowledge to Asia and the Pacific, a centre of excellence for reporting and analysis of Asia Pacific affairs and an Australian voice in the world.

A respected Australian voice in the Pacific

Radio is the major medium of communication in the Pacific, a region where 80% of the population live in rural areas, and have limited access to other media. Print and television are available in certain urban centres and access to the internet remains limited. Meanwhile, radio continues to provide the only effective means to reach widespread populations; its reach improving constantly with the introduction of high quality FM services.

Radio Australia has a long involvement with PNG and the Pacific. English short wave broadcasts started during the war in the early 1940s. Dedicated broadcasts in PNG Pidgin are a more recent addition. Radio Australia 'Tok Pisin' service was created in 1975 when PNG gained independence.

Radio Australia has in recent years reclaimed its place as the major regional media organisation in the Pacific. The bilingual Radio Australia service – English and Pidgin are the main languages of communication in the Pacific - enjoys immense popularity with audiences across the Pacific and is now relayed by 35 local and national stations in fifteen Pacific countries.

Island Business, a Pacific regional publication was commenting recently: "Turn on your radio in many Pacific Islands these days, and you'll get news and views with an Australian accent and slant."

Pidgin Language Programs

Radio Australia broadcasts for 3 hours a day to the Pacific in PNG Tok Pisin. These broadcasts also have a strong following in Solomon Islands and Vanuatu. RA provides news and current affairs as well as programs on the environment, agriculture, health and social issues.

In recent years, Pidgin broadcasts have focussed more strongly on health, governance and sustainable development as well as political and economic issues. Radio Australia weekly Tok Pisin features are relayed by 13 provincial radio stations in PNG as well as SIBC Solomons and Radio Vanuatu.

The daily Pidgin broadcast is from 6am-7am and 7pm-9pm (PNG time). Tok Pisin broadcasters Pearson Vetuna, Paulus Kombo, Warium Benson and Kenya Kala are household names in many provinces of PNG and Solomon Islands.

In recent developments, Radio Australia has started broadcasting and distributing an educational series on governance issues in the Pacific, *Time to Talk*. The series has been produced in both English and Pidgin with an accompanying website in both languages. These radio programs and website have been distributed via CD and CD ROM technology to a network of educational institutions and Pacific radio rebroadcast partners.

English language programs

Radio Australia is heard 24 hours a day in the Pacific via satellite and short wave. RA's Pacific news service has a long established reputation for objectivity and reliability and is a major source of daily information across the region. RA's daily Pacific current affairs program, *Pacific Beat*, has become the region's premier current affairs program, delivering the only current affairs of its kind to the Pacific via an increasing number of rebroadcast partners and complementing RA's news service.

RA reporters and on air personalities such as Sean Dorney, Brendon Telfer, Caroline Tiriman, Bruce Hill and Jemima Garrett have a high degree of recognition throughout the region.

Pacific Focus magazine programs on health, business and trade, the environment, regional sport, culture and social issues address some of the key issues facing Pacific island communities from PNG to Samoa and the Cook islands.

Radio Australia relays daily a wide range of English-language ABC domestic programs to audiences in the Pacific. This provides a window on Australian life and issues and serves an important role in explaining Australian attitudes.

The move to two new satellites, PAS8 and PAS2, has meant that more Pacific radio stations (see below) can now receive Radio Australia loud and clear via satellite, including in New Zealand.

A bridge across the Pacific

As the Pacific region experiences political upheavals and uncertainty, Radio Australia plays a key role in providing a trusted point of reference through informed and objective coverage of key regional economic and political issues. RA acts in many ways as a bridge between widespread PNG and island communities otherwise focussed on their domestic affairs.

The difficulties of a number of Pacific Islands media operators in being able to provide key information and knowledge programming required by their audiences has in recent years created further reliance on the service provided by Radio Australia.

While PNG and Pacific audiences can keep abreast of local developments through their own media, their access to international and regional information is limited. Radio Australia is often their main source of reliable information on international and

regional issues. It is also in many instances their trusted source of information on local politics and issues. RA's authoritative and balanced coverage of events and issues in Fiji, Bougainville, PNG and Solomon Islands has provided many Pacific listeners with a useful link with the rest of the region and an insight into how conflicts or issues similar to theirs are tackled in neighbouring countries.

Through this informed coverage, RA reflects Australia's strong commitment to the region and provides an essential conduit for Australian views and attitudes on regional issues.

Flexible Program Delivery - On Air and Online

In order to respond to a changing media environment in the Pacific and a reduced funding base, Radio Australia has since 1998 strengthened its focus on the Asia Pacific region while developing new ways to reach audiences more effectively. As a result, Radio Australia has significantly increased its audience reach in PNG and the Pacific via an expanding network of local relays and rebroadcasts and better targeted programming.

Shortwave broadcasting remains a key delivery platform to the Pacific. It is widely used by most national broadcasters and is well suited to widespread audiences. The planned refurbishment of transmitter facilities used by Radio Australia at Brandon and the advent of digital HF broadcasting should improve significantly the quality and reach of the service in coming years.

Meanwhile, local rebroadcasts via satellite delivery are enhancing RA's reach throughout the Pacific. The recent move of the RA signal to the PAS8 and PAS2 satellites has expanded this delivery capacity to the Eastern Pacific and New Zealand.

Radio Australia's multilingual website www.abc.net.au/ra provides up to date text and audio content in English and Pidgin. Its specialist regional website www.goasiapacific.com offers unique bilingual coverage and insight on the events and issues of the Pacific, reaching significant audiences in Australia and North America, where it has become a key reference site on the region.

A Pacific-wide Distribution Network

A key platform of Radio Australia's new strategy in the Pacific is the development of close partnerships with local broadcasters and with regional organisations such as the Pacific Community, the Pacific Forum, and the University of the South Pacific. This approach has enhanced RA's capacity to reach audiences on their local airwaves and produce programming of greater regional appeal and relevance.

This increased capacity has been made possible through a program delivery strategy involving short wave broadcasting as well as satellite delivery, local relays, the internet, and local rebroadcasts through recorded CDs and CD-ROM.

2002 started with a rebroadcast agreement with Papua New Guinea's national broadcaster, the NBC, under which selected RA programs in English and Pidgin are

now heard on NBC airwaves across PNG. This was followed by the signing of another agreement with the Kalang Network, another major broadcaster in PNG. Relations with Radio Fiji were also formalised for the 24-hour rebroadcast of Radio Australia programs in Suva, and selected RA programs across Fiji. Radio Australia and Radio Fiji are also cooperating for the recruitment of an RA Suva-based reporter.

These agreements indicate the high level of respect for Radio Australia's trusted and relevant programming in Papua New Guinea and Fiji, two key South Pacific countries. Similar arrangements exist in another 13 Pacific countries.

Radio Australia is now widely relayed throughout the Pacific. There is general recognition of Radio Australia programs and personalities. Current rebroadcast partners in PNG and the Pacific are as follows:

<u>Station</u>		Location
SIBC	5020KHz, AM1035	Solomon Is.
Norfolk Island 2NI	1566KHz, FM89.9	Norfolk Island
Radio Kiribati	FM 98, AM846	Kiribati
Radio Cook Islands	630kHz	Cook Islands
Radio Vanuatu	FM 98, AM 7260,4960	Vanuatu
Tonga Broadcasting Corp	FM 101.7, FM 104	Tonga
Voice of Palau	1584KHz	Palau
Samoa Radio 2AP	540AM	Samoa
Radio Nauru	FM88.8	Nauru
Radio Tuvalu	FM100.1 AM621	Tuvalu
Marshall Islands V7AB	AM1098	Marshall Is.
Radio Fiji	FM 104, AM 558	Fiji
Thursday Island		Torres Strait
Broadcasting Corporation of Nuie		Nuie
Pohnpei Public Broadcasting		Pohnpei
KSBS-FM Samoa Broadcasting		Americ. Samoa
National Broadcast. Corporation	14 stations	PNG
Kalang Radio	FM100.3	Port Moresby
Kalang Radio	FM100.3	Lae PNG
Kalang Radio	FM100.4	Mt Hagen PNG
Kalang Radio	FM100.8	Wewak PNG
Kalang Radio	FM100.8	Madang PNG
Kalang Radio	FM100.3	Tabubil PNG
Kalang Radio	FM100.5	PopondettaPNG
Kalang Radio	FM101	Ramu PNG
Kalang Radio	FM107	Alotau PNG
Kalang Radio	FM107.1	Dimodimo PNG
Kalang Radio	FM107.1	Kainguma PNG
Kalang Radio	FM107.1	WaterholesPNG
Kalang Radio	FM107.5	Horetoa PNG
Kalang Radio	FM107.7	Boregoro PNG
Juke Box Radio	FM 99.1	NZ

Delivering Education

Since 1997, Radio Australia has made a strong commitment to respond to educational aspirations of Pacific audiences. As well as providing coverage of regional events and information programs on key development issues such as health, business and trade and the environment, Radio Australia is helping Pacific audiences better understand some major issues shaping their lives such as governance, globalisation, economics, converging communications, media and political change.

Recent 'Open Learning' radio series and websites in English and Pidgin such as Carving Out: Development in the Pacific, www.abc.net.au/carvingout and Time to Talk: Governance in the Pacific, www.abc.net.au/timetotalk have sought to address major issues of concern in PNG and the Pacific.

Using its satellite and distribution network across the Pacific, Radio Australia has made available for rebroadcast recordings of these educational series to thirty local radio stations across the region. Meanwhile CD ROM copies of the accompanying websites are distributed to some fifty educational institutions, libraries and local organisations and government departments in fifteen Pacific countries.

For many Pacific listeners, Australia's international radio broadcaster is also their classroom – an accessible source, whether by short wave, rebroadcasts or the internet, of educational information about the key issues affecting their region.

Radio Australia, on the strength of its proven reputation, seeks to expand this educational role in order to better respond to development needs of PNG and Pacific audiences, and promote Australia's commitment to the region.

Providing Leadership and Training

Many Pacific Island broadcasters and media professionals look to Radio Australia as a model of professional standards and public broadcasting principles. Radio Australia operates a network of stringers across the region and provides training whenever it can.

As a member of the Pacific Islands Broadcasting Association, it provides support to other Pacific Islands broadcasters and makes its news coverage available to the PacNews service. Radio Australia broadcasters are regularly involved in training activities in the region, particularly through the Pacific Media Initiative. RA trainers offer the advantage of established credentials (Sean Dorney, Jemima Garrett) and specialist knowledge of Pacific issues. This involvement is conditional on support funding and personnel availability.

Current Issues

While providing a valued and widely distributed service across the Pacific, Radio Australia needs to address a number of issues to better fulfil its Charter obligations and further promote Australia's interests in the region.

- Increased competition: International broadcasters such as the BBC are funding 24 FM relays in most of the region's capitals. RA is in no position to match this.
- Local presence: To fulfil its mandate effectively, RA needs to be represented more effectively with local reporters on the ground in key countries.
- Development of Pacific media: RA could be actively involved in the development of regional media through a dedicated training and mentoring program with Pacific Island broadcasters.
- Education: RA is becoming a recognised and valued provider of 'Open Learning' educational radio and online material. This role could be recognised in the broader framework of an Australian education delivery strategy.
- Youth: Pacific Youth need to be engaged at a regional level. Radio and online can provide them with a platform for discussion of key issues of concern.

ABC Radio Australia - Recent Past and Future Directions

Making news...

April 2002 – Formal rebroadcast agreement with Radio Fiji
March 2002 – *Time to Talk* education series on Governance launched
February 2002 – NBC PNG tunes into Radio Australia
November 2001 – Radio Australia covers South Pacific Mini Games
August 2001 – Extensive coverage of East Timor and Fiji elections

Looking ahead....

In 2002 Radio Australia delivers the *Time to Talk* series on governance issues across the region
Extensive coverage of the PNG and Vanuatu elections
Staff exchanges between RA, Radio Fiji and NBC
Recruitment of Suva-based RA correspondent

ABC NEWS AND CURRENT AFFAIRS IN PNG AND OCEANIA

BACKGROUND

ABC News & Current Affairs (NewsCaff) provides television, radio and online coverage of Papua New Guinea and the island states of the south-west Pacific (Oceania). The ABC has had a presence in the region since World War 2 and has charted the development of the island nation states, the end of colonisation, coups, civil unrest and natural disasters. The social, political and economic relationships between Australia, PNG, Pacific island nations and New Zealand have underpinned the ABC's commitment to the region. The strength and depth of this coverage is the result of the following infrastructure:

- the Papua New Guinea (PNG) Bureau
 - contributions to the Asia Pacific Television service,
 - an Asia Pacific Editor,
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- an agreement with Radio New Zealand (RNZ), and
- the Auckland Bureau.

Papua New Guinea Bureau

The ABC's commitment to Papua New Guinea dates back to 1946 when the organisation provided national broadcasting and news services for the country until 1973 as well as reporting PNG news for Australian audiences.

The first fully funded ABC bureau in Port Moresby was established in 1973, two years before independence. From 1973 to 1983 ABC correspondents based in Port Moresby covered PNG and Pacific affairs. After 1983 a South Pacific Correspondent position was established based in Australia and the Port Moresby bureau concentrated on PNG.

Only one other Australian media organisation, AAP, has maintained a correspondent in PNG from independence in 1975 until the present day.

ABC domestic radio and TV programming is widely available in PNG through cable companies and ABC News and Current Affairs programming is also viewed in PNG via Asia Pacific Television.

The ABC correspondent provides news and current affairs coverage for ABC Radio, Television and Online and for Radio Australia. A PNG journalist employed by the Port Moresby bureau also provides coverage for these outlets, with a special focus on reporting for Radio Australia's Tok Pisin service. A casual administration officer and caretaker are also employed by the bureau which operates at a cost of approximately \$200,000 per year.

The Port Moresby bureau also assists with coverage of events in neighbouring Pacific island states such as the Solomon Islands and Fiji.

Current Issues

Maintaining the ABC's presence in PNG has not been without difficulties. In 1984 Sean Dorney, the ABC correspondent at the time, was expelled by the then Foreign Minister, Rabbie Namaliu, following a dispute between the PNG government and the ABC over the screening of an interview with Irian Jayan rebel leader, James Nyaro, by the *Four Corners* program. Sean Dorney returned to Port Moresby as ABC correspondent in 1987 and in 1991 the Government of Prime Minister Sir Rabbie Namaliu awarded him an MBE for "services to broadcasting and sport".

Over the last ten months the ABC's *Foreign Correspondent* program has submitted a number of visa applications to cover various stories in PNG. All of these applications have been either ignored or rejected. In April 2002 Evan Williams' entered PNG on a tourist visa to pursue a story on the Manus Island refugee detention centre. After the

story was broadcast on 17 April 2002 PNG Prime Minister, Sir Mekere Morauta criticised the unauthorised entry of *Foreign Correspondent* to the Manus Island camp. Since then *Four Corners* has been refused entry visas and the newly appointed ABC PNG correspondent Shane McLeod has only recently been granted a visa nearly four months after the application was first lodged.

Asia Pacific Television

The ABC Asia Pacific television service commenced broadcasting in December 2001. Currently ABC News & Current Affairs generates around ten hours of original programming each week for Asia Pacific Television. This is made up of a national news bulletin, seven days a week, an Asia Pacific news bulletin, five days a week, plus newsbreaks weekday evenings.

In addition, a three nights a week current affairs show *Asia Pacific Focus* and a weekly *Week In Review* program are broadcast. The satellite service also re-broadcasts *Business Breakfast*, *Insiders*, *Landline*, *World at Noon*, *Australian Story* and *Four Corners* and soon *Foreign Correspondent* will be in the schedule.

Asia Pacific Editor

ABC News & Current Affairs' Asia Pacific Editor, Michael Maher provides reportage, analysis and commentary on the region for radio, television and online.

Michael Maher has been covering the Asia Pacific region for more than 15 years. He also hosts the thrice-weekly studio based discussion program *Asia Pacific Focus* on Asia Pacific Television.

Radio New Zealand

ABC News & Current Affairs have had an informal agreement with Radio New Zealand for several years. It involves the free exchange of material for broadcast between both organisations. Radio New Zealand journalists may also be called upon to pursue New Zealand stories initiated by ABC News & Current Affairs if staff are available.

In addition, for the past 18 months a Radio New Zealand journalist has been based in the Sydney Radio Newsroom as RNZ's Australia correspondent. The correspondent has full access to newsroom facilities and all locally generated material.

The ABC's Auckland Bureau

ABC News & Current Affairs opened a bureau in Auckland in June 2002 with the appointment of the first correspondent, Gillian Bradford who is filing for the ABC's radio, television and online outlets.

The Auckland bureau will concentrate on NZ matters, but the correspondent will share assignments elsewhere in the region with TVNZ from time to time. Ms Bradford is based in the TVNZ Auckland studios. This is part of a reciprocal agreement with TVNZ who have a reporter based at the ABC's Gore Hill News and Current Affairs television newsroom in Sydney. Ms Bradford's appointment marks the return of a full-time ABC presence to New Zealand after many years, and a strengthened focus on news from Australia's most important Pacific neighbour.

ABC INTERNATIONAL TRAINING IN PNG AND OCEANIA

BACKGROUND AND HISTORY

The ABC has a history of involvement with aid in the Asia-Pacific region, dating from the Colombo Plan in the 1950's. The reasons for engagement in training activities relate to the ABC's Charter responsibilities, and also the benefits to be gained by the ABC and by its staff.

ABC staff who train in other countries have a unique opportunity to engage with the people and culture of those countries, and to learn firsthand about their mores and attitudes in relation to western preoccupations and concerns. Journalists and broadcasters are usually much more sensitive to the nuances of events in the countries where they have worked and are less prone to the 'parachute journalism' of which Australian reporters are frequently accused, particularly in the Pacific.

Issues

However, there are risks associated with the engagement. Although opportunities tend to offer themselves because of the ABC's cachet in Australia and in some parts of the region, these opportunities have to be managed. Trainers must be professional and skilled, and the logistics of organising their visits are sometimes complicated. To maintain the ABC's reputation, it is important that outcomes be evaluated and clients satisfied that they have received a high-quality product.

Opportunities

Opportunities must also be recognised. Currently, there are a number of different forms of engagement being pursued. These include commissions from:

- Aid agencies – principally AusAID or its agencies
 - UN agencies (UNICEF and UNESCO)
 - Broadcasting organisation: e.g. Commonwealth Broadcasting Association (CBA) and the Asia Pacific Broadcasting Union (ABU)
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- Commercial broadcasters – not so common because the immediate region is not generally wealthy.

ABC and Aid Projects

Large aid projects have been completed in the past, but most activities over the past three years have been in the form of defined and limited training courses, either in the country concerned or in Australia. Some have been feasibility or ‘scoping’ studies intended to test the viability of an idea for a project, and to formulate a proposal.

Following the ABC’s registration as a training organisation in terms of the Australian National Training Authority (ANTA) standards, some new opportunities are now being presented in the form of licensing possibilities for ABC courses conferring Certificate and Diploma-level qualifications. This avenue is in the process of being further explored. The ABC, via its Perth Office, also has an association with Murdoch University for degree courses in Broadcast Management.

International training activity is managed by the Manager, ABC International Training, with the support of ABC Human Resources. Activities for the past 12 months are summarised below:

Agency	Activity	Description	Days
ABU	TV Archiving Bhutan	To train archival and program staff in archival techniques and principles, and recommend a system (Lee Brindley, Systems)	10
CSU	Cinecamera Workshop Wagga	To train students in camera technique (Richard Bond, Camera Operator)	3
AusAID (PMI)	Good Governance: Nauru Forum	To train participants from the Pacific region in journalism, and to EP the group on coverage of the Forum (John Lombard, EP Business, NewsCAff)	12
AusAID (PMI)	Bus&Econ Reporting Tonga	To train Tongan press journalists in business and economic reporting (Jemima Garrett, Pacific Economic Correspondent, RA)	8
AusAID (PMI)	Bus&Econ Reporting Melanesia	To train Melanesian journalists in business and economic reporting (John Lombard, EP Business, NewsCAff)	6
UNESCO	SIBC Archives	To examine archival facilities and recommend a new system for SIBC (Ben Whitten, Preservation Archivist)	5

UNICEF	Feasibility Study: Vietnam Soapy	To examine the feasibility of producing a TV soapy aimed at 'edutainment' relating to health and safety messages for Vietnamese TV (Marilynne Smith, Manager International Training and Margot Phillipson, EP TV Adelaide)	10
Ho Chi Minh TV	TV Archiving HCMTV	To train archival and program staff in digital archiving techniques (Sal Russo, TV Archivist)	5
AusAID (CDI)	Indonesia: Media & Democratisation	To conduct a seminar series for visiting Indonesian managers to introduce them to the policies and practices of public broadcasters in Australia (a large number of senior ABC managers and staff plus SBS managers)	5
AusAID (MEI)	Philippines Journalists (Sydney)	One-day seminar for experienced ABC investigative journalists to share experiences with group of journalist/lawyers from Mindanao (various journalists and lawyers)	1
AusAID (CDI)	Scoping Study: NBC PNG	To examine the feasibility of a project for the revitalisation of NBC PNG (Marilynne Smith and Ashley Schwall-Kearney, Resources Manager NewsCAff)	10
UNICEF	Children's Program: E Timor	To train production staff for children's program Sira Mak Futuro and develop the program brief and planning practices (Sophie Emtage, Children's Producer)	20
AusAID (PMI)	Crisis Reporting: Train the Trainer	To train senior journalists from the Pacific region in crisis reporting and as trainers of crisis reporting, and produce a manual (Phil Kafcaloudes, NewsRadio)	6
AusAID (MEI/RMIT)	TVRI TV Production (Melbourne)	To train a group of journalists, producers and marketing managers from TVRI in producing and marketing news and current affairs programs	40

ABC Submission

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