

7 March 2007



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Australian
Broadcasting
Corporation

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Senate Foreign Affairs Defence & Trade Committee
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Dear Dr Kathleen Dermody

Thank you for the invitation to Ian Carroll and Jean Gabriel Manguy to appear before the Senate Foreign Affairs, Defence and Trade Committee Inquiry into Public Diplomacy.

The ABC has in the last weeks restructured and created a new entity ABC International.

ABC International has three businesses: Radio Australia, the Australia Network on pay and satellite television and International Partnerships.

With respect to the wishes of the Committee, can I suggest that there would be significant advantage in the relevant businesses of ABC International appearing at the one time as I am now managing them as a co-ordinated Corporation activity that strengthens our commitment to international broadcasting and development support.

To assist the Committee, I have attached an outline of the ABC's international businesses and linkages with the terms of this Inquiry.

Please call me if you would like to discuss the matter further.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Murray Green'.

Murray Green
Director
ABC International

**SUBMISSION BY AUSTRALIAN BROADCASTING CORPORATION TO THE
SENATE COMMITTEE ON FOREIGN AFFAIRS, DEFENCE AND TRADE INQUIRY
INTO THE NATURE AND CONDUCT OF AUSTRALIA'S PUBLIC DIPLOMACY**

1. THE ABC'S INTERNATIONAL PURPOSE

The ABC's Charter commits the corporation to an international perspective and a role in communicating Australian values.

The Australian Broadcasting Corporation Act 1983 identifies one of the three functions of the ABC as being:

To transmit to countries outside Australia broadcasting programs of news, current affairs, entertainment and cultural enrichment that will:

- (i) 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.

[s 6 (1) (b)]

The ABC has, in a February 2007 restructure, created a new entity, ABC International. Managing Director Mark Scott announced that the Corporation was re-affirming its commitment to international broadcasting as part of the ABC's core business (see attached Media Release).

ABC International consists of the following:

- Radio Australia broadcasting in seven languages across 40 nations in the Asia Pacific
- Australia Network television pay and satellite service to 41 countries in the Asia and the Pacific
- International development partnerships in building and developing media institutions in Asia and the Pacific
- Fourteen news overseas bureaus with Australian journalists all reporting on regional affairs from an Australian perspective. Six of these bureaus are in the Asia Pacific region (managed by the ABC News Division).

2. RADIO AUSTRALIA

2.1. Background

Radio Australia (RA) seeks to position itself as:

The international broadcaster in Asia and the Pacific most valued for its role in the everyday lives of audiences across the region.

Radio Australia's mission is to:

- (i) Provide trusted news coverage, expert analysis and Australian perspectives to international audiences, and
- (ii) Connect audiences in Asia and the Pacific through programs that complement and enrich their lives and foster an informed dialogue.

Today, Radio Australia is winning the respect of wide audiences as a credible Australian voice in Asia and the Pacific. It has reinvented its role beyond that of a traditional shortwave broadcaster and expanded its audiences on a range of other platforms across the region, particularly the internet and local FM broadcasts. Radio Australia communicates in seven languages across Asia and the Pacific.

A concerted strategy of flexible delivery, linkages and responsiveness is yielding new alliances and opportunities with international media organisations, in cooperation with Australian institutions.

2.2. Reaching new audiences through satellite, local relays and the internet

2.2.1. After a lull in the 1990's, radio listening is growing across Asia and the Pacific. In traffic-jammed cities and in widespread rural areas the portability of radio and the proliferation of new local FM stations is developing new audiences, particularly in India and Indonesia. In the Pacific radio remains the main medium for access to information and a bridge to the digital divide.

- Radio Australia broadcasts in seven languages: English, Pidgin, Indonesian, Mandarin, Vietnamese, Khmer and French. This includes three streams of English programming (Pacific, Asia, web streaming).
- Shortwave broadcasts originate from Shepparton and Brandon to the Pacific, China and Eastern Indonesia. These transmitter sites are operated by Broadcast Australia. Total: 144 hours daily.
- Radio Australia broadcasts to Southeast Asia on shortwave 10.5 hours of content a day (Indonesian: 4.5 hours; English: 6 hours). Transmission time is leased commercially from transmitter sites in Taiwan (CBS) and Darwin (Christian Voice).

- RA's satellite footprint on the PanamSat 2, 8, and 10 satellites now extends from the Persian Gulf, across South and East Asia to the Eastern Pacific.

2.2.2. Radio Australia's audience reach in Asia and the Pacific has grown to over 100 million. This audience growth is linked to the development of RA's expanding network of 160 free-to-air local rebroadcasts in 40 countries, including 75 live satellite relays, and ten 24-hour FM English language relays. Regular weekly audiences are estimated at some 20 million.

- **In Indonesia**, RA programs reach listeners via **40 local partner stations**.
- **In China**, **20 major national and provincial radio networks** rebroadcast Mandarin language programs to vast audiences.
- **In Papua New Guinea**, Radio Australia is relayed in **over 30 locations** and audience research indicates one adult out of three listens regularly.
- **In Cambodia**, surveys indicate audiences have **more than doubled** in the past three years with the growth of new local satellite relays.
- **Across Asia and the Pacific**, Radio Australia is relayed live via satellite in over 75 locations, a **three-fold growth since 2000**.
- A significant development is the rapid expansion of Radio Australia's network of **24-hour FM stations** with round the clock English language services now available in Phnom Penh, Siem Reap, Dili, Singapore, Port Moresby, Honiara, Port Vila, Nadi, Suva, Nuku'Alofa and soon Vientiane, Apia Santo, Lae and Rarotonga.

2.2.3. Radio Australia's **multilingual website** has become a point of reference for the coverage of Asian and Pacific affairs with more than **18 million page views** in the past 12 months including a fast growing number of podcast downloads, particularly from China.

Radio Australia produces online content in **seven languages**: Indonesian, Mandarin, English, Pidgin, Vietnamese, Khmer and French.

2.3. Building New Connections across Asia and the Pacific

2.3.1. A key to Radio Australia's success and growing audiences in recent years has been its ability to directly engage with Asian and Pacific broadcasting partners and audiences in their own languages and in response to their needs and interests.

RA's rebroadcast agreements across the region are based on goodwill and have been successfully negotiated by RA's Asian and Pacific staff. Radio Australia's non-commercial and collaborative approach builds on a long established reputation for credibility and independent coverage but also relies on resident linguistic and cultural expertise.

2.3.2. RA's close collaboration with its network of rebroadcast partners seeks to foster a regional dialogue in Asia and the Pacific. It involves the exchange of program content such as regular joint broadcasts with partner stations including several major stations in Indonesia and China.

- RA has broadcast live from Singapore, Fiji, Port-Vila, Beijing and Hong Kong
- During last year's Melbourne 2006 Commonwealth Games, Radio Australia and All India Radio worked closely to bring Games coverage to expansive Indian audiences. RA also provided logistic support to Pacific Island broadcasters reporting from the Games.
- Radio Australia links up regularly with Radio Hong Kong, Radio Singapore, Radio Fiji, University of the South Pacific radio. New link-ups are about to start with All India Radio, Radio Malaysia, Radio Thailand.
- In China, Radio Australia became the first international broadcaster to be involved in live outside broadcasts and regular link ups with local partner stations.

2.3.3. Radio Australia is moving away from a model of international broadcasting where western broadcasters unload their programming on local audiences. Through content exchange, dialogue and interactivity, RA seeks a more equitable and long term relationship with the region and audiences.

- In Indonesia, Radio Australia has been effective in reaching wide audiences and responding to the demand of Indonesian audiences for informed Australian perspectives.
- Every day of the week, a senior broadcaster from Radio Australia appears on one Indonesian radio station or another to participate in live talk-back discussions with listeners to provide an Australian perspective.
- On the Ramako network, the Delta Radio network, on Mara Ghita radio in Bandung, or in Surabaya, Medan or Padang, well known RA presenters such as Nuim Khaiyath or Hidayat Djajamihardja reach every week tens of millions of listeners in an engaging and relevant format.

2.3.4. Radio Australia has become a valued source of ongoing learning and educational programming to growing audiences in Asia and the Pacific. Building on the reputation of English for China, English for Indonesia, English for Vietnam and English for Cambodia, Radio Australia has developed new vocational English series *English for Tourism* and *English for Business*.

These lessons, developed jointly with Australian educational institutions, have been enthusiastically received in China where they are rebroadcast on major provincial stations in Guangzhou, Beijing and Shanghai. Competitions

organised last year on Radio Beijing and Radio Guandong reached tens of millions of listeners and generated major interest in Australia.

Interactive websites developed with new language series are helping Radio Australia develop new audiences in countries like Vietnam where shortwave broadcasting has declined but where accesses to the RA website has grown ten-fold in recent months.

2.4. Linking with Australian institutions

2.4.1. In the development of its audience and its network of rebroadcast partners across Asia and the Pacific, Radio Australia affirms its credentials of independence from political or commercial influence.

However, unlike its international competitors, Radio Australia does not have the resources to respond to a range of needs and expectations from its Asia Pacific partners. As a result, it seeks to leverage where it can opportunities to work in partnership with other Australian institutions, when appropriate. This includes the Government and non-government sector.

- RA cooperates with several Australian diplomatic missions for the distribution, rebroadcast or monitoring of its relays.
- The Australia India Council, the Australia Malaysia Institute, the Australia Thailand Institute have supported RA in providing funding for professional media development which helped cement links with partner broadcasters.
- Radio Australia's new vocational English series have been developed jointly with AMES (Adult Multicultural Education Services).

2.4.2. As a major broadcaster in Asia and the Pacific and in view of its reputation with other broadcasters in the region, Radio Australia participates actively in the development of a competent and independent media in Asia and the Pacific, thus reflecting Australian values with regard to nation-building and good governance.

RA is also actively involved in multilateral regional media such as the Pacific Islands News Association, the Asia Pacific Broadcasting Union where it chairs the Radio Program Committee, and the Asia Pacific Institute for Broadcasting Development, where it is a member of the strategic planning team.

2.4.3. Most of RA's rebroadcast partners are located in developing countries: Indonesia, the Mekong countries, PNG and the South Pacific. Rebroadcast agreements with broadcasters in these countries usually include a request for Radio Australia to provide some technical support, professional training and mentoring.

Within the limits of its modest budget, Radio Australia tries to accommodate broadcasters' requests in the form of small training courses, secondments, visits, and so forth. RA has provided such support for partners in Tonga, Fiji, Samoa, Vanuatu, Solomons, PNG, Indonesia, Cambodia, Vietnam, Pakistan and Thailand.

At present, Radio Australia is working with the AusAid Public Service Linkages Program to provide training and technical equipment to Radio Republik Indonesia and Radio Televisao Timor Leste. RA senior staff well respected in these countries are delivering the training and technical support.

2.4.4. In 2002, when Radio Australia re-engaged with the National Broadcasting Corporation of Papua New Guinea to sign a rebroadcast and cooperation agreement, AusAid expressed interest in supporting the relationship. On the strength of this close relationship, RA was involved in the design of PNG's Media for Development Initiative. The ABC supported the project and it is now being implemented with the involvement of a Radio Australia Pidgin service staff member.

In 2005, a similar situation arose in Cambodia where Radio Australia signed a cooperation agreement with National Radio of Cambodia. AusAid were keen to leverage the close relationship to foster a more open media. Radio Australia designed the Cambodia Radio Development Aid Program. The Program is managed by a senior RA Khmer broadcaster and is by all account bearing fruit.

In 2006, Radio Australia provided technical support and advice to Radio Vanuatu as part of their cooperation agreement. AusAid approached RA to develop a concept note and to take part in the design of a program of support for Vanuatu's national broadcaster. The program is due to get underway in coming months with the likely involvement of Radio Australia staff.

In 2004-2006, Radio Australia's news editor joined another ABC colleague in the Solomon Islands to provide support to Solomon Islands Broadcasting Corporation under RAMSI. The placement concluded last year.

2.5. Issues

While Radio Australia has made much progress in addressing severe transmission and program distribution issues its capacity to play a more active role as an effective tool of Australian public diplomacy in Asia and the Pacific is limited by a number of factors:

- Need for in-country representation in Indonesia, India and China
- Need for online production capacity in Hindi, Japanese and Korean
- Capacity to host secondments in Australia and respond adequately to training requirements.

3. AUSTRALIA NETWORK

Australia Network is the Australian television service to the Asia Pacific region operated by the Australian Broadcasting Corporation (ABC) under contract to the Department of Foreign Affairs and Trade (DFAT).

3.1. Background

In 2001 DFAT sought tenders to operate an Australian Television service to the Asia Pacific region. The ABC responded to the request for tender and was ultimately awarded the contract to provide the service. The contract for the service was finalised on 7 August 2001. The contract did not specify any brand for the service, so the ABC commenced operations under the brand "ABC Asia Pacific". The service commenced with a five-year funding commitment from the Commonwealth. After a five month establishment phase, ABC Asia Pacific commenced broadcasting on December 31, 2001.

The agreed aims of the service were to:

- provide a credible, quality 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 and 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.

The initial programming mix was a four-hourly rotation of entertainment and general programs. Redistribution agreements were secured initially in a handful of countries.

Commencement of the service was complicated by the failure of two earlier Australian international television channels. This impacted on the ability to negotiate distribution and retransmission agreements. As ABC Asia Pacific established its identity within the regional broadcasting context, the negative perception diminished. By the end of the initial contract ABC Asia Pacific was one of the fastest growing television networks in the Asia Pacific region, available in 40 countries with an audience of 940,000 per month.

The initial contract expired on 6 August 2006. In September 2005, DFAT announced that the operation of the Service would be put out to public tender. Tenders closed on 14 October 2005 and in December 2005 the ABC was endorsed as the preferred tenderer. A new contract for the Service was entered into between the ABC and DFAT and came into effect on 7 August

2006. Notable changes to the operation of the service under the new contract included:

- the service would be operated under a brand the rights in which would be owned by DFAT, the brand was subsequently agreed as "Australia Network";
- The introduction of a minimum quota of Australian content;
- The introduction of minimum quota of news and current affairs content in the schedule;
- The service would operate under an agreed Code of Ethics.

The ABC introduced various measures to enable the transition from ABC Asia Pacific to Australia Network. The ABC commenced the operations of Australia Network on 7 August 2006.

3.2. Basis for Australia Network

The Statement of Requirement in the contract between the ABC and DFAT for the operation of Australia Network states that:

- 1.1 *The Australian Government seeks a television service to the Asia Pacific region (**Region**) which will broadly support Australia's national interests in the Region by:*
 - (a) *providing a credible, reliable and independent voice in the Region;*
 - (b) *presenting through its news, information and documentary programs a 'window' on Australia and Australian perspectives on the world;*
 - (c) *projecting images and perceptions of Australia in an independent impartial manner;*
 - (d) *promoting Australia's engagement in the Asia Pacific region by fostering public understanding of Australia, its people and its strategic and economic interests;*
 - (e) *raising awareness in the Region of Australia's economic and trade capabilities, including in the education and tourism industries; and*
 - (f) *providing consular and other information to Australians living in the Region, particularly in times of crisis.*
- 1.2 *A critical ingredient for the success of the Services in meeting these objectives is that they must have a high level of credibility and be editorially independent of the Australian Government while at the same time ensuring that Australia's broader, long-term interests are served by accurately presenting Australia and its aspirations in the Region.*

- 1.3 *In order to meet the Commonwealth Objectives, the Services must focus on appealing to viewers representing the political, academic and economic leadership communities and the young and aspirant groups of the Region. While Australians living and travelling in the Region are an important audience, they are not the primary focus for the Services.*

The ABC operates Australia Network in a manner to meet the Commonwealth Objectives by providing a mix of Australian and international programming that meets the requirements of 1.1(a) to (e) of the Statement of Requirement above. In doing so, the ABC ensures that it produces and acquires programming that is of the highest level of credibility in accurately reflecting Australia and its aspirations.

DFAT was aware that if it were to award the Service to the ABC, the ABC would be required by the *Australian Broadcasting Corporation Act* to act independently. This included the inability of DFAT to mandate specific programming. DFAT considered that such independence provided a benefit as opposed to a hindrance in achieving its Commonwealth Objectives. A clearly independent and entertaining television network has a far greater potential for attracting an audience than a broadcasting operation that is perceived to be the voice of government.

3.3. Australia Network and the ABC

The ABC has a stand-alone group dedicated to the operation of Australia Network.

In programming Australia Network, the ABC takes the best of the available Australian programming from a range of television sources to create a window on Australia that meets the Commonwealth Objectives.

In operating Australia Network, the ABC created and works to the Australia Network Code of Ethics. This document provides guidelines on programming, advertising and complaints. Whilst many of the themes of the Code of Ethics are aligned with ABC's Editorial Policies, the Code of Ethics has been developed to deal with the complexities of running an international television network.

To assist the ABC's Australia Network group, the ABC established the Australia Network Editorial Panel. The Editorial Panel is made up of significant individuals from corporate and academic Australia as well as Australia Network's senior management, the ABC's Managing Director and senior officials from DFAT. The aim of the Editorial Panel is to provide independent feedback on Australia Network's content and operations to assist in Australia Network's strategic direction.

3.4. Programming

Australia Network is more like a free-to-air channel than most of the channels that appear on pay TV. It aims to be a "window" on Australian life, through television news, current affairs, sport, lifestyle, documentaries, comedy, drama, chat shows, quiz shows, arts programs – providing an entertaining and informative glimpse of Australian life. If chosen appropriately, a range of Australian television programming has the potential to illuminate the values and strengths of the country's democratic, pluralist, social fabric: its strengths, weaknesses, self-criticism, humour, games, trials, triumphs, dreams, its past, present, future, and its place in the world.

A general channel's programming is chosen for variety rather than consistency. Its documentaries are not just about animals, or trains, or history. They're about everything that can tell us about Australia, Australians and the rest of the world.

First and foremost, the channel must be entertaining. It must have genuine appeal to the target audience, and encourage them, as far as possible, to regard the channel as their first stop in English-language viewing. To achieve this aim, the program mix must provide the sort of range the audience would expect on a free-to-air network: news, current affairs, documentaries, drama, lifestyle, and children's programs.

One reason that led us to the current program strategy is that it offers the best possibility of maximising Australian content. Australian quality drama production, for instance, is currently weighted towards the one-hour, long-running series format, so it is appropriate that the schedule contains a number of weekly slots to accommodate this. Another Australian strength is in half-hour lifestyle or "reality" programming, which will be accommodated in seven weekly slots. There is also anticipation that long-form drama will undergo a resurgence, so the Saturday and Sunday Special slots are there to accommodate what is available and to be supplemented with high-quality imported material, as well as long-form documentaries from Australia and abroad.

More importantly, a general schedule provides a point of differentiation from other niche channels that dominate the international pay television market.

Below is a graphical representation of Australia Network's prime-time schedule as at March 2007.

Generic Schedule at 5 March 2007: HK/Suva/India Time

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
1700	News							1700
1730	Home and Away (1st play)					AP Focus (rpt)	Lifestyle	1730
1800	Documentary (1st play)							1800
1830								1830
1900	News							1900
1930	Lifestyle					Saturday Special (1st play)	Australian Showcase (1st play)	1930
2000	Drama (1st play)							2000
2030								2030
2100	News							2100
2130	Asia Pacific Focus					Lifestyle		2130
2200	Documentary (2nd play)							2200
2230								2230
2300	Drama (2nd play)					Saturday Special (2nd play)	Australian Showcase (2nd play)	2300
2330								2330
2400	Lateline							2400
2430	Lateline Business					Repeat Documentary		2430
100	Home and Away (2nd play)							100

3.4.1. NEWS

The starting point of the construction of the daily program schedule is news. Australia Network has a dedicated news team which produces three daily evening news bulletins and three half-hour weekday morning bulletins. The newsroom operates 24/7 and has the capacity to cross live at any time whenever regionally-relevant breaking news occurs.

Australia Network has four correspondents specifically dedicated to servicing the Australia Network news schedule. The correspondents are located in Delhi, Jakarta, Beijing and the Pacific. These correspondents are designed to ensure that the Australia Network news service is regionally relevant.

As well as the four overseas correspondents, Australia Network has two dedicated correspondents based in Canberra. The role of these correspondents is to ensure that reporting on Australian events has the appropriate regional focus.

In addition to its dedicated assets, Australia Network news is backed by ABC resources including 750 journalists with bureaus in Jakarta, Bangkok, Port Moresby, Beijing, New Delhi and Tokyo making it the largest Australian news gathering organisation in the region.

3.4.2. CURRENT AFFAIRS & BUSINESS

Australia Network broadcasts a variety of current affairs programs, each week night. Australia Network's flagship program is Asia Pacific Focus. Asia Pacific Focus is a half hour current affairs program that is produced Monday to Friday. Other notable current affairs programs that we schedule include *The Insiders*, *Lateline* and *Foreign Correspondent* as well as various high-end current affairs documentaries (details outlined below).

Australia Network provides detailed news on Australian and regional business on a daily basis through the programs *Inside Business*, *Business Today* and *Lateline Business*. *Business Today* is a program specifically produced for Australia Network three times daily, with each episode being broadcast in the morning schedule between 06.00 and 09.00 in combination with the morning Australia Network news bulletins.

3.4.3. DOCUMENTARIES

Documentaries form one of Australia Network's staples. They add the desired flavour of quality and gravitas, and qualitative research show that they are popular with our audience, as they are visually appealing, requiring less English competency.

A small proportion of the high-end documentaries do, of course, appear on channels like National Geographic, but it is a fact that many more don't. Of the high-profile current affairs programs produced by international broadcasters: *Frontline* and *Wide Angle* (shown on the Public Broadcasting Service in the USA), *Correspondent* and *Fifth Estate* (Canadian Broadcasting Corporation) and *Four Corners* (Australian Broadcasting Corporation), only *Frontline* has any regular non-Australia Network outlets in the Asia-Pacific region. Most editions of the others are available immediately to us. This enables us to put together an almost continuous strand of high quality, up-to-date current affairs material from a number of perspectives.

The popularity of the channel's documentary output does, however, present challenges to our Australian content requirement. There are few one-hour quality documentaries currently being made in Australia, and those that are being made are often, of necessity, too parochial to warrant broadcast outside Australia. Nevertheless, we do make every effort to show as many locally-produced documentaries as possible and when we acquire offshore, we make a virtue out of necessity by ensuring that the imported documentaries have either a strong regional focus, or deal with universal or internationally-important issues.

3.4.4. DRAMA

Drama, especially long-running series drama, has an important part to play in the development of viewer loyalty. The Australian television industry produces a good supply of this material. Drama, which only succeeds when it connects with the society it depicts, is also a valuable way one society can connect with others. Its presence among the Australia Network program mix

is another means of avoiding the misconception that the channel is a government information service.

Australia Network has been fortunate to be able to have acquired rights to the vast majority of the Australian drama series produced in the last 5 years. From *Stingers* (Nine) to *All Saints* (Seven) to *Black Jack* (Ten) to *RAN* (SBS) to *Answered by Fire* (ABC) to *Love My Way* (Foxtel), Australia Network has been able to bring to the Asia Pacific region the best of contemporary Australian drama production.

3.4.5. EDUCATION: NEXUS AND STUDY ENGLISH

The channel has included a one-hour education block in its programming every weekday since the first program went to air, and is now in its fifth year. This education block consists of a variety of segments and programs, with an emphasis on English language learning, and segments on subjects ranging from science, health and the environment, Australian culture and society, and business. It is intended for a domestic audience in the region, pitched towards people with an interest in English language learning, travel, science, business and the arts, while remaining general enough to provide an entertaining and informative program for people of all backgrounds who have some level of English language listening ability. Website feedback and qualitative research indicate that education programming is almost entirely viewed by people from this broad demographic, rather than by expatriate Australians, other than expatriate teachers of English.

The education block is built around the program Nexus, a half-hour of content in a magazine-style format. Each program consists of an English language learning segment English Bites, as well as a variety of field-produced segments from around Australia, studio segments and interviews. The television programming drives viewers to the Nexus and associated Education websites, which provide comprehensive support and complimentary material in the form of streaming video, exercises, forums, quizzes and transcripts. Both the program and the website have developed over the five years, and have proved immensely popular with students of English language of all ages, in all territories where Australia Network is received.

The second half-hour of the education block is Study English, a co-production with Insearch, a division of the University of Technology Sydney. The series assists students to prepare for the IELTS (International English Language Testing System) test, a global standard entry test for students preparing to study in English at secondary or tertiary level. This has also proved very popular, and a second 26 part series has recently been completed.

3.4.6. LIFESTYLE, CHILDREN'S AND SPORT

To round off the programming schedule, Australia Network sources other genres including Lifestyle, Children's and Sport.

Lifestyle programming such as, *RPA* (Nine), *The New Inventors* (ABC), *Great Outdoors* (Seven), *Enough Rope* (ABC), is plentiful in Australia, is very well produced and provides unique insights into Australia, Australians and our views on the world.

Australia Network looks to service all age groups and as such provides Children's programming at out of prime-time slots. Programs such as *Play School* (ABC), *Here's Humphrey* (Nine) and *Totally Wild* (Ten) are scheduled in the mid morning and late afternoon slots.

As sport plays such a vital part in the lives of so many Australians, Australia Network reflects Australia's passion for sport by broadcasting the best Australian sports available. During winter Australia Network broadcasts the SANZAR Rugby properties (Super 14, Tri-Nations Test Series, Bledisloe Cup and Mandella Trophy), NRL and AFL. In summer, Australia Network covers sports such as Melbourne Spring Carnival (including the Melbourne Cup) and V8 Supercars. In addition during 2006/07, Australia Network also covered the Australian WNBL and the Grand Final of the A-League.

3.5. Distribution

3.5.1. FREE-TO-AIR AND PAY TELEVISION

A television service, no matter how impressive it maybe, is nothing unless it is viewed. To maximise the potential viewership Australia Network has approached the region market by market and entered into arrangements with one or more of the local pay television re-broadcasters to have Australia Network retransmitted. Australia Network does not seek subscription fees from the re-broadcasters. However, we seek to have Australia Network placed on a basic tier so to make Australia Network available to the widest possible audience in that market. At this stage we have some 415 re-broadcast partners which deliver to over 21 million homes across the region.

As well as making our service available through the local re-broadcasters, people within Asia and the Pacific are able to access our signal directly from the respective satellite in a Direct-to-Home format. Whilst this format bypasses the need for a local re-broadcaster, it also requires considerable technical knowledge and higher set-up costs for the viewer. As a result, the vast bulk of our audience views us through one of our re-broadcast partners.

3.5.2. TIMEZONES

With a general schedule running across a time zone span of up to eight and a half hours (from Papeete to Delhi), comes the special challenge of scheduling the programs so they run at the best time in each of the many time zones. The solution is to send separate signals to separate regions. Australia Network operates three independent signals, a Pacific signal transmitted to time with Suva, an Asia signal transmitted to time with Hong Kong and an India signal transmitted to time with Delhi.

The Pacific signal forms the base schedule, with both the Asia signal and the India signal being delayed versions of the Pacific signal. However, to ensure that all programming is relevant, live, or near live programming can be inserted into each signal. For example, news bulletins are not delayed from their original inclusion in the Pacific signal. News bulletins are inserted live or near live into each of the signals to ensure that the news bulletins are delivered in a timely manner.

3.6. Audiences

By virtue of the Commonwealth Objectives, Australia Network's objective is to be watched by locals in the region. Whilst Australian expatriates are an important (and vocal) audience, they must come second.

Being an English language service in a region where English is not the dominant language is a challenge. However Australia Network has been able to obtain significant audience numbers.

As of Q3 2006, in Asia the PAX/Synovate survey estimates a television audience of 1.165 million viewers per month of which over 98% are local and 95% are "All Affluent". Affluent viewers are defined as those who earn over the equivalent of A\$80,000 per annum. High ranking territories within Asia are Hong Kong, Taiwan and Thailand. The website also attracts an average of 1 million accesses per month.

In India the TAM India survey estimates an audience of 3.4 million for week 4 of 2007, with an average weekly audience for January of over 3 million. The cumulative audience over one month is approximately 5 million. Connectivity figures show that Australia Network is available in 11 million homes across the country, split roughly 60:40 between North and South India.

In the Pacific, little research is available, although evidence suggests that there is strong audience for the service with high levels of involvement in the channel. There are few other international alternatives or competitors operating in this region.

4. ABC INTERNATIONAL PARTNERSHIPS (including with AusAID)

4.1. The Extent And Effectiveness Of Current Public Diplomacy Programs

The ABC actively fosters international relationships with public broadcasters and a range of media-related organisations. These include ABC participation in policy and regulatory forums, membership of peer organisations (for example, the Asia-Pacific Broadcasting Union), the delivery of formal capacity-building assistance to public broadcasters (especially in Asia and the Pacific) and the provision of informal collegiate support to fellow public broadcasters.

Identified benefits from such activities include:

- ❑ Good corporate citizenship through the provision of advice and assistance to broadcasters and policy-makers in other countries
- ❑ Promotion of policies and understanding of the role of national broadcasting in contributing public value to the development of modern, information-based societies
- ❑ Goodwill and brand projection, especially in relation to Radio Australia and Australia Network, which depend on relationships with local broadcasters and platform operators in their respective target markets
- ❑ Opportunities for ABC staff to develop areas of knowledge and to enhance their professional development through involvement with international activities.

4.1.1. International Organisations

The ABC has close contact with public broadcasters and broadcasting associations around the world, namely 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) and the International Telecommunications Union (ITU); Nippon Hoso Kyokai (NHK); Radio New Zealand (RNZ); Television Hong Kong (RTHK); and the South African Broadcasting Corporation (SABC).

In addition, the ABC regularly engages with the following international organisations:

- ❑ Association for International Broadcasting (AIB)

- ❑ Association of Moving Image Archivists (AMIA)
- ❑ Cable & Satellite Broadcasting Association of Asia (CASBAA)
- ❑ Conference of International Broadcasters' Audience Research Services (CIBAR)
- ❑ Federation Internationale des Archives de Television (FIAT/IFTA)
- ❑ International Music Council (IMC)
- ❑ Islamic Republic of Iran Broadcasting (IRIB) (arising in part because IRIB holds one of the three Vice President positions in the ABU)
- ❑ MediaCorp of Singapore
- ❑ National Association of Broadcasters (NAB)
- ❑ North American Broadcasters' Association (NABA)
- ❑ Pacific Island News Association (PINA)
- ❑ Prix Italia
- ❑ Public Broadcasters International (PBI)
- ❑ State Administration of Radio, Film & TV of China (SARFT)
- ❑ Television New Zealand (TVNZ)
- ❑ Voice of the Listener and Viewer UK (VLV)
- ❑ Voice of Vietnam (VOV)
- ❑ WorldDAB (digital audio broadcasting)

Australia Network works in close cooperation with two business organisations, Austcham Hong Kong and the Australian New Zealand Chamber of Commerce (Philippines).

4.1.2. International Advisory and Training Activities

The ABC has, over several decades, provided assistance to fellow broadcasters, especially in developing nations, in the form of: training and mentoring, specialist advice, technical support and secondments.

AusAID-funded capacity-building projects are the most significant in terms of financial scale but, over time, have constituted a relatively small part of the ABC's overall engagement. The ABC has frequently undertaken work in association with the Commonwealth Broadcasting Association (CBA), Asia-Pacific Institute for Broadcasting Development (AIBD), the Asia-Pacific Broadcasting Union (ABU), United Nations agencies such as UNESCO and UNICEF, not-for-profit media development entities such as the Friedrich Ebert Stiftung (Germany) and the Thomson Foundation (UK), as well as the Pacific Islands News Association (PINA). In 2006, the ABC contributed strategic governance advice to an official review of public broadcasting in Hong Kong, commissioned by the Hong Kong government. The Committee of Review paid the travel and accommodation costs of a senior ABC executive to join a number of other international advisers in Hong Kong for a week to participate in a series of public and in camera consultations.

In the case of the ABU and AIBD, for example, the ABC tends to subsidise training activities by paying the salaries of its staff who deliver training (while the ABU and AIBD account for travel and accommodation and, in the case of the AIBD, a small contribution to salary costs). The Corporation has worked on the same, limited-donor basis, with Chinese and Vietnamese television and radio. Recently, the ABC partly supported an executive to undertake an AIBD training activity in Bhutan. Necessarily these arrangements limit the capacity of the ABC to respond to all requests for assistance. They also serve to illustrate the fact that the ABC's efforts to support capacity-building in (especially) public service broadcasters, internationally, occurs at a number of formal and informal levels of training, consultancy and technical assistance.

Recently, the ABC's relationship with AusAID has grown, particularly in the context of the White Paper, *Australian Aid: Promoting Growth and Stability*, published in April 2006. The White Paper identified that an insufficient demand for better performance or reform constituted one of the most important obstacles to institutional development in poor countries. It identified the need to build demand for better governance in order to foster functioning and effective states, acknowledging an important role for the media in that regard. At the time of writing, the ABC had agreed to investigate the possibility of establishing a formal strategic partnership with AusAID, building on the broadcaster's contribution to regional development in Asia and the Pacific.

AusAID has recently funded the ABC to deliver a number of long-term and short-term projects, including:

- Papua New Guinea Media for Development Initiative (MDI), which commenced in 2005. Phase 2 of the MDI commenced in November 2006 with a budget of \$6.4 million to assist the National Broadcasting

Corporation of PNG in four main focus areas: organisational development, delivering quality programs, strengthening the Kundu network of 19 provincial radio stations and digitising the NBC archives.

- Solomon Islands Broadcasting Corporation Capacity Building Program, a two-year project that ended in December 2006, which focused on institutional strengthening (management, editorial and marketing).
- Cambodia Talkback Program, a three-year project begun in 2005 to introduce talkback radio to Radio National Kampuchea, providing Cambodian citizens with a platform for discussion.

Short-term projects funded by AusAID over the past couple of years journalism training programs in Indonesia and East Timor, TV production training to young producers from across the Asia-Pacific regions (with particular relevance to the HIV-AIDS crisis) and broadcast maintenance training in East Timor.

A trend in the design of major AusAID-funded projects is to build counterpart relationships through longer-term advisory roles in order to strengthen the possibility of achieving sustainable development. Previous AusAID-funded media programs in South Africa (1994-97) and the Mekong countries (1993-98) served to provide important indicators of what might constitute successful capacity building. The South Africa project, for example, supported public broadcasting within a system of national governance, media regulation and organisational change. The project dealt with a number of short-term challenges (advice to and preparation of the South African Broadcasting Corporation (SABC) as educator and reporter of the 1994 multi-racial elections, election media monitoring, transitional support for management, journalism training) and longer-term strategic/structural issues (establishment of an independent broadcasting regulator; SABC governance reforms and restructuring; Board and executive mentoring; licensing submissions; management reviews; cross-sectoral facilitation of relationships between broadcasting and education, etc). Among the key success factors were the presence of longer-term in-country advisers, supplemented by 'fly-in, fly-out' trainers and specialists, some reciprocal visits to Australia.

Of course, each project must be 'fit-for-purpose', taking account of the circumstances applying in each country – the Mekong project did not include any high-level policy work, given the prevailing political systems and status of media.

The ABC remains committed to an active, appropriate role in Australia's efforts in public diplomacy directed at capacity building in Asia and the

Pacific. However, development of the proposed strategic partnership between AusAID and the ABC will require the Corporation to consider relevant policy matters. These derive from the requirements of the *Australian Broadcasting Corporation Act 1983 (Cwth)* (ABC Act), in particular s6 (the Charter) and s8 (Duties of the Board).

Pre-conditions are that:

- The ABC Board is satisfied that the Corporation's role, as an independent national broadcaster, is compatible with AusAID's objective "to assist developing countries to reduce poverty and achieve sustainable development, in line with Australia's national interest". It may be noted that at least two of the four themes of Australia's aid program are relevant to the objectives of Radio Australia and Australia Network ("promoting regional stability and cooperation" and "accelerating economic growth").
- The Corporation is in a position to manage risks associated with such a partnership. These might include risk to reputation (eg loss of perceived independence if the ABC is perceived to be closely associated with political partisanship); risk of sustainability (the need to manage resources and the availability of appropriate skills over a given time frame); and risk to personnel in often challenging environments.

ABC International has the objective to have a coordinated approach to the Corporation's international engagement, as outlined in the ABC Charter.

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Media Releases 2007

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ABC BOLSTERS ITS COMMITMENT TO INTERNATIONAL BROADCASTING

The ABC will strengthen its commitment to its international broadcasting efforts under measures announced today by ABC Managing Director Mark Scott designed to maintain the ABC's position as a leading player in Australia's digital media.

Mr Scott announced that the ABC's International division would now include Radio Australia, Australia Network and International Projects.

"There are opportunities to improve the effectiveness of our services to Asia and the Pacific through greater collaboration and this new division will help to achieve that", Mr Scott said.

"Our aim is to both grow our own audiences; and to ensure the ABC makes a positive contribution in working with other broadcasters to develop effective media in the region.

"This division will build on the success of Australia Network and Radio Australia in delivering content to international audiences that builds an awareness of Australia and Australian attitudes.

"Radio Australia continues to increase its reach with a launch into India scheduled for 2007, while Australia Network reaches in excess of 12 million viewers per month, with its mix of news, current affairs, education, lifestyle, drama and sport now available in 20 million homes across Asia, Pacific and the Indian sub-continent.

"This division will also be accountable for the ABC's increasing role in the delivery of support for broadcasters in the Asia-Pacific regions through specialist advice and technical assistance, mentoring and training activities. The most significant of these activities are funded by Australia's development assistance agency, AusAID.

"Clear accountability for these contracts, and Australia Network contract with the Department of Foreign Affairs and Trade, will be maintained under these new arrangements."

Mr Scott said the new division of ABC International, Corporate Strategy and Governance would also be responsible for other corporate strategy and governance support functions.

"I am pleased to announce that the current Director, Corporate Strategy and Communications, Murray Green, will become Director, ABC International, Corporate Strategy and Governance," Mr Scott said.

Mr Scott also announced that the current Chief Executive of Australia Network, Ian Carroll will become the Director, ABC Innovation.

"I congratulate Ian on his efforts and welcome him into this new position. Ian is a distinguished journalist and senior ABC executive who has led Australia Network into a period of unprecedented audience growth, with the service now available in 41 countries. Ian's background in television and news and current affairs, along with his work as the Head of ABC Digital Television where he established ABC Kids and FLY, will be invaluable in this new role."

Mr Scott said the current Head of Radio Australia, Jean-Gabriel Manguy had indicated his desire to stand down from the leadership of Radio Australia in order to take up another senior role with the Corporation in the region, details of which would be advised in due course.

"Jean-Gabriel has been the Head of Radio Australia for ten years. During his leadership Radio Australia has been vital in strengthening the ABC as an international broadcaster, which is enjoyed by millions of listeners in six languages across Asia and the Pacific. The expansion of the service can be attributed to the single minded focus and leadership of Jean-Gabriel. I pay tribute to his efforts and wish him well in his future endeavours," Mr Scott said.

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