



THE MARKET

The ABC is Australia's largest radio and television network, and Australia's only non-commercial national broadcaster. With global media markets dominated by commercialism and multi-national ownership, the role of the public broadcaster as an independent voice is vital. The ABC exemplifies this, and for this and many other reasons, is greatly valued by all Australians.

During the past seventy years the ABC has been an integral part of Australian life. Every day, millions of Australians access the ABC in both the urban centres and the far reaches of the continent, the ABC being the only broadcaster to cover 98 per cent of the country.

The ABC's original charter purpose as stated by Prime Minister, Joseph Lyons, in 1932, was "to provide information and entertainment, culture and gaiety", and to "serve all sections and to satisfy the diverse tastes of the public".

This guiding principle has been sustained and built upon since those beginnings, and the growing diversity of Australian cultural life has been mirrored in changes at the ABC. The principles of uncompromising news and current affairs coverage and the promotion of educational and community-based services for all Australians have also flourished during this period.

The ABC is a reflection of the ever changing yet distinctive Australian character.



HISTORY

On July 1, 1932, Australians in every state of the federation heard the 8 o'clock chimes from Sydney's General Post Office on the wireless. "This is the Australian Broadcasting Commission," announced Conrad Charlton, the first ABC presenter.

By 1939 on-air content had expanded to incorporate news, drama, music, sport and rural programming, and the ABC had also established a symphony orchestra in each State for live and broadcast performances.

On November 19, 1956, ABC Television broadcast for the first time from its Melbourne studios. By June 1960 the service was national.

Throughout the '70s and '80s the various national and regional radio networks established their presence in the Australian market. The first ABC Shop opened in 1974.



ABC Online began in 1995, and today abc.net.au is the chosen gateway for many Australians, enabling them to access the rich, diverse content produced by the ABC. Other New Media initiatives include the 2001 launch of the first of the ABC's

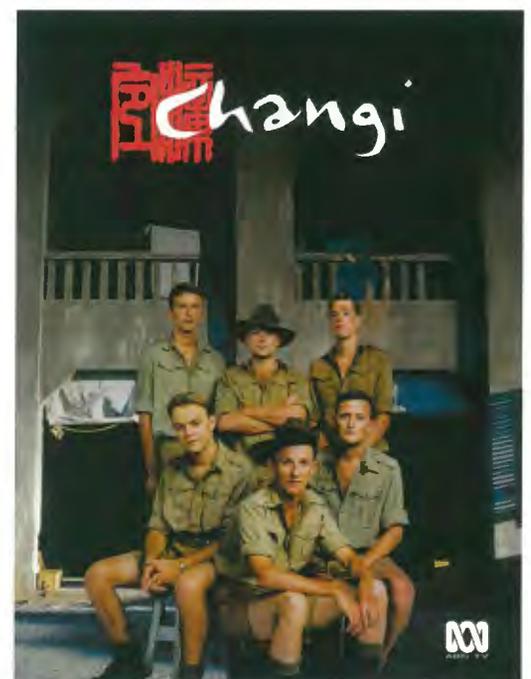
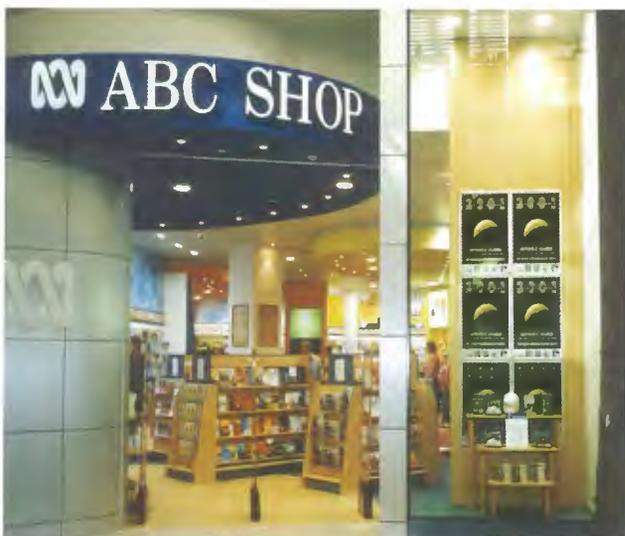
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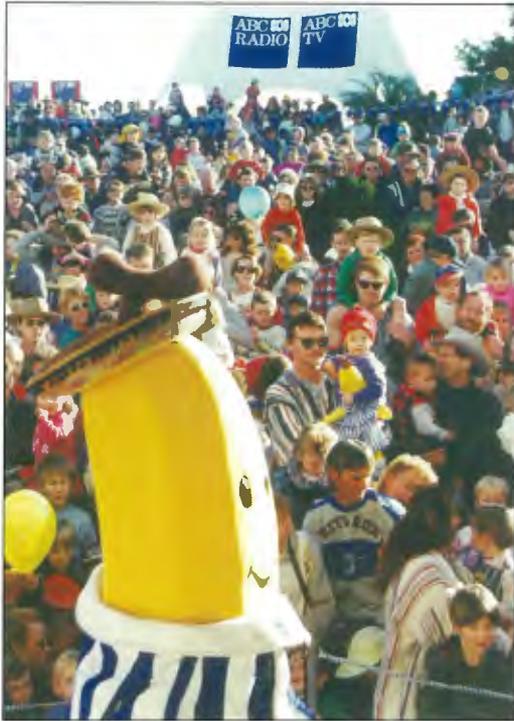
Through ABC Television, Australians enjoy internationally acclaimed, award winning local and overseas television productions. The ABC Radio network spans the depth and breadth of the country, offering a diverse population everything from regular, local weather reports for farmers, to discovery and promotion of bands for Australian youth. ABC Online continues a period of remarkable growth, with access numbers having doubled during the last year alone.

In each platform the ABC has been responsible for exploring the depths of Australian creativity, producing work that subsequently adds something new to the the mix of programming for all television networks. Many ABC programs and personalities have become Australian cultural icons.

Each ABC platform draws upon the largest staff of international correspondents of any Australian broadcaster, offering up-to-date and comprehensive coverage of global news and current affairs. Australians respect the integrity and quality of ABC coverage and expect the national broadcaster to maintain and consistently raise the standards of journalistic integrity in Australia.

Whilst the ABC rates annually amongst the top performers in local and international industry awards across all media, its real achievement is that it continues to strive to represent and serve all Australians. No other broadcaster in Australia can lay claim to the richness and diversity of the services offered by the ABC.





digital multichannels ABC Kids and FLY, with programming specifically devoted to children and young people, and four broadband channels – ABC News, ABC Kids, Rage and FLY.

From its first radio broadcast, the ABC has expanded and kept abreast of advances in communications enabling it to become a vast network of



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modern media platforms. Guided by its Charter, the ABC continues to evolve always seeking the best means by which it can serve all Australians.

THE PRODUCT

Through production, programming, acquisitions and promotions, ABC Television has a charter to deliver the best quality television to the Australian public. Groundbreaking programming has been the hallmark of ABC Television, and programs such as Countdown, Four Corners and Playschool have become landmarks in Australia's cultural history.

The five national radio mastheads include Triple J, Radio National, ABC NewsRadio, Radio Australia and ABC Classic FM. Each produces quality specialist radio with nationwide coverage, and many are now also available live, 24 hours a day, via the Internet.

Local ABC Radio is a network of nine metropolitan stations and regional stations in 49 locations across Australia, providing news, current affairs, information, sport, entertainment, rural and special events coverage.

ABC Online is a major content creator and innovator, and extends and enhances the programming of ABC Radio and Television as well. It provides a distinctively Australian perspective on local, national and international activities to Internet users across the country and the globe.



abc.net.au



ABC Enterprises creates, licenses, markets and retails quality consumer products which reflect and extend the scope of ABC programs and services. ABC Enterprises operates 37 ABC Shops and 85 ABC Centres the net revenue from which goes directly into further ABC programming initiatives.

RECENT DEVELOPMENTS

The ABC in 2001 has been able to focus on new opportunities within the digital broadcasting environment, launching four broadband channels and two television multichannels – ABC Kids and FLY.

Digital broadcasting will blur the boundaries between the different media, and the new delivery systems enable the ABC to be received in many different ways, to more people in more places, with more variety, than seemed possible just a few years ago. Future media will provide easy access to programming content from all across the globe. In this context, the relevance of the local national broadcaster, supporting and nourishing Australian identity, will become even more critical.

For almost 70 years, the ABC in its many forms has provided a unique forum for Australia's culture to be explored, developed and promoted. The diverse ages, tastes, beliefs, ethnicity and interests of Australia have informed and enriched ABC programming, enabling it to reflect this unique diversity.

PROMOTION

Over the last 12 months, promotional work has moved away from image based executions to an emphasis on programming. Specific product advertising has clearly demonstrated that as the national broadcaster, the ABC is for all Australians. New audiences have been addressed with new style programs in order to reach out to those who may not have felt it was "their ABC".

Breadth and relevance have been reasserted through promotions for local ABC Radio, 'Changi' the biggest ABC Television event of the year, 'Long Way to the Top' the seminal Australian music documentary and a number of other campaigns. In each case advertising has been focused on the program and its potential audience, extending from a promotional philosophy that 'the proof is in the pudding'.

BRAND VALUES

The vision for the ABC is to be both valued and integral to Australia's culture, and its mission is to engage its audiences with an independent, distinctive and appealing mix of programming and content, delivered via multi-platform services, as guided by the ABC Charter.

The ABC, as a national public broadcaster delivering valued outcomes to the Australian community, is guided by these values:

Editorial Excellence – aspiring to the highest standards of accuracy, impartiality and independence, in reflecting a balanced and broad range of views and



interests through adherence to editorial policies and guidelines

Innovation and Creativity – striving for excellence in the development and presentation of distinctive information and cultural programming content

Universal Access – ensuring that all Australians can access services that provide the knowledge required in a modern information-based society

Our People – providing opportunities for the ABC's people to grow, personally and professionally, during their time with the Corporation

Good Governance – demonstrating accountability for the efficient and effective use of public resources

Shared Commitment – accepting the shared obligation to act responsibly and with a commitment to fairness and justice

Courage – encouraging the leadership and vision to adapt to change with flexibility, integrity and decisiveness.

THINGS YOU DIDN'T KNOW ABOUT THE ABC

- The ABC is Australia's largest radio and television network.
- The ABC covers 98 per cent of the Australian continent.
- Playschool is Australia's longest running television program – it's 36 this year. More than 80 per cent of children up to 4 years watch the program at least once each month.
- The ABC has the largest staff of international correspondents of any Australian broadcaster.
- ABC Online is regarded as the most popular media website in the country, and regularly appears in the NetRatings Top 20.
- ABC Enterprises operates 37 ABC Shops and 85 ABC Centres. The net revenue from these goes directly into ABC programming initiatives.