



ABC
Australian
Broadcasting
Corporation



Annual Report 2015–16

EQUITY AND DIVERSITY

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Planning and reporting context

The Australian Broadcasting Corporation (ABC) is Australia's primary national broadcaster, established as a statutory corporation under the *Australian Broadcasting Corporation Act 1983* (the ABC Act). The ABC Act, which includes the ABC Charter, sets out the functions and duties of the Corporation.

As a Commonwealth authority employer, the ABC is bound by the provisions of the *Equal Employment Opportunity (Commonwealth Authorities) Act 1987*, the *Racial Discrimination Act 1975*, the *Sex Discrimination Act 1984*, the *Australian Human Rights Commission Act 1986*, the *Disability Discrimination Act 1992*, the *Age Discrimination Act 2004* and the *Fair Work Act 2009*.

The *Equal Employment Opportunity (Commonwealth Authorities) Act 1987* (the EEO Act) requires the ABC to promote equal opportunity in employment for women and designated groups, which are Aboriginal and Torres Strait Islander people, people from a non-English speaking background (NESB) and people with disabilities.

This report is made under the provisions of section 9(2) of the EEO Act. The reporting period covers 1 September 2015 to 31 August 2016.

In line with developments over time, the expression 'equity and diversity' is used in preference to 'Equal Employment Opportunity', or EEO, in many references throughout the report as it reflects a broader coverage of related objectives and strategies.

The report provides a detailed analysis of the implementation of the ABC's equity and diversity program. It also sets out how the ABC is performing against each of the target employment groups.

The ABC's equity and diversity program is supported at senior management level by the Managing Director and the ABC Executive. The ABC Executive has overall responsibility for the ABC's equity and diversity program. The program is reflected in strategic planning and implemented through divisional business plans and activities.

ABC People has responsibility for the development, implementation and monitoring of the equity and diversity program through its Indigenous Employment and Diversity Unit.

The ABC's Indigenous advisory group, the Bonner Committee, provides advice to management on a range of Indigenous matters.

Divisional Diversity Groups and Indigenous Reference Groups, chaired by the divisional Director or senior delegate, focus on the achievement of the Corporation's diversity and Indigenous targets.

In 2015–16, the ABC communicated and engaged with staff on a range of Indigenous and diversity activities. Specific consultation focused on discussion and feedback regarding the objectives and content of the new *Equity and Diversity Plan* and *Reconciliation Action Plan* as part of the development process for both.

The ABC consults with relevant unions in regard to the content of the ABC's equity and diversity program.

THE ABC'S PURPOSE

is to fulfil its functions as set out in the ABC Act, particularly the ABC Charter.

THE ABC'S VISION

is to be the independent source of Australian conversations, culture and stories.

OUR VALUES

The ABC is a truly independent media organisation for all Australians. Our values are the foundation of how we work.

Integrity

We act with trustworthiness, honesty and fairness. We deliver on our commitments and are accountable.

Respect

We treat our audiences and each other with consideration and dignity. We embrace diversity.

Collegiality

We work together willingly. We cooperate and share in the ABC's challenges and successes.

Innovation

We foster creativity and distinctiveness. We encourage new thinking and strive to achieve quality in all that we do.

About the ABC Equity and Diversity program

The ABC is required to develop an equal employment opportunity (EEO) program designed to eliminate discrimination and promote equal opportunity for women, Aboriginal and Torres Strait Islander people, people from a non-English speaking background and people with disabilities.¹

ABC Equity and Diversity Plan

In 2015–16, there were two *Equity and Diversity Plans* which guided ABC activities and operations. The *ABC Equity and Diversity Plan 2012–15* concluded on 31 December 2015 and was replaced with the *ABC Equity and Diversity Plan 2016–18*.

- The *ABC Equity and Diversity Plan 2012–15* covered the period 1 January 2012 to 31 December 2015. It was based on three key themes:
 1. Being inclusive
 2. Being audience focused
 3. Being audience accessible.

Performance against the objectives and targets in the *ABC Equity and Diversity Plan 2012–15* was reported internally to the ABC Executive. Some of the activities undertaken in relation to the Plan are reported in the *ABC Equity and Diversity Annual Report*.

- The *ABC Equity and Diversity Plan 2016–18* covers the period 1 January 2016 to 31 December 2018 and is available on the ABC's website: <http://about.abc.net.au/reports-publications/equity-and-diversity-plan-2016-18/>.

It is based on three strategic objectives, each with focus areas and actions.

1. We encourage a culture of diversity, engagement and flexibility

Focus areas:

- Leadership
- Communication
- Inclusive culture
- Flexibility, work/life balance.

2. We embrace diversity in the workplace

Focus areas:

- Representation—workforce analysis and planning
- Representation—pipeline activities
- Representation—learning-linked and proactive employment
- Representation—recruitment framework and outreach
- Development and retention—‘onboarding’, support and development
- Development and retention—employee movements.

3. We represent, connect and engage communities

Focus area:

- Content and services.

Performance against the objectives and targets in the *ABC Equity and Diversity Plan 2016–18* will be reported internally to the ABC Executive each year. Some of the activities undertaken in relation to the Plan are reported in the *ABC Equity and Diversity Annual Report*.

¹ Section 5, *Equal Employment Opportunity (Commonwealth Authorities) Act 1987*.

About the ABC Equity and Diversity program

ABC Reconciliation Action Plan

In 2015–16, there were two *Reconciliation Action Plans* which guided ABC activities and operations. The *ABC Reconciliation Action Plan 2013–2015* concluded on 31 December 2015 and was replaced with the *ABC Stretch Reconciliation Action Plan 2016–18*.

- The *ABC Reconciliation Action Plan 2013–2015* (RAP) covered the period 1 January 2013 to 31 December 2015. It focused on four key areas:
 - Cultural Understanding and Respect
 - Employment
 - Content
 - Community Links.
- The *ABC Stretch Reconciliation Action Plan 2016–18* (Stretch RAP) covers the period 1 January 2016 to 31 December 2018 and is available on the ABC's website: <http://about.abc.net.au/reports-publications/abc-reconciliation-action-plan-rap-2016-18/>

It focuses on four key areas:

- Relationships
- Respect
- Opportunities—Employment and Supplier Diversity
- Opportunities—Content.

This is the third RAP for the ABC and is a Stretch RAP for 2016–18, under Reconciliation Australia's RISE (Reflect, Innovate, Stretch, and Elevate) framework. It commits the ABC to a set of concrete objectives and actions that acknowledge and value Aboriginal and Torres Strait Islander people and their heritage and culture, as well as increasing employment opportunities and developing content that is about, created by, or features Indigenous Australians.

Performance against the targets in the RAP and the Stretch RAP is reported to Reconciliation Australia and twice per year to the ABC Board, and an annual report will be available on the ABC's website.

Performance

The ABC is required to collect statistics, consider policies and examine practices with regard to women, Aboriginal and Torres Strait Islander people, people from a non-English speaking background, and people with disabilities.²

Equity and Diversity Plan 2016–18

strategic objective: We embrace diversity in the workplace.

Focus areas: Representation, Development and Retention

Performance monitoring

The ABC seeks EEO data from employees upon commencement of their employment. Provision of EEO data is voluntary. At the end of the reporting period 82.5% of all employees had provided EEO data.³ In addition, EEO data was sought from applicants for all vacant positions and work experience as part of the online recruitment process.

Monthly Indigenous employment statistics and quarterly diversity employment statistics are reported to the ABC Executive.

The ABC's first comprehensive Staff Engagement Survey was undertaken in November and December 2015, in line with the Corporation's strategic aim to build a creative and engaged workforce. The survey questions included asking staff if they considered that the ABC supports diversity, both in content and in the workplace, and to respond to optional staff profile questions in regard to if their identification as Aboriginal and/or Torres Strait Islander, Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) and of a culturally and/or linguistically diverse background. Staff rated the ABC's commitment to diversity highly.

A broad recruitment project was undertaken which included a review of diversity-related elements of the ABC's recruitment processes. This review examined: a refresh of the ABC's career website to appeal to diverse applicants; updated wording on the diversity section of the application form for clarity and increased disclosure; the potential use of recruitment tools and

resources to enhance a greater diversity of applicants; use of a broader range of advertising mechanisms and sites; and more comprehensive collection of EEO data at the application stage. Some of these initiatives have been introduced during the reporting period; others will be implemented during the next year.

Other recruitment work focused on strengthening campaigns to increase outreach to diverse candidates, re-working advertisement and position description wording and selection criteria, and diversity input into the content of new recruitment learning tools under development for ABC hiring managers.

Pipeline, attraction and recruitment measures continued to be rolled out to attract and engage applicants to address the underrepresentation of particular groups.

The ABC has policies and guidelines which address issues relating to equity and diversity, including the Discrimination, Bullying and Other Workplace Behaviour Policy, and the Leave Policy. Those policies are underpinned by the following general principles:

- positive leadership
- non-discriminatory employment practices
- safe and supportive work environment
- initiatives for a 'fair go' that support the recruitment, development and retention of employees
- strategies that encourage a diverse workforce and services that reflect and engage the diversity of the Australian community.

² Section 6(e) and section 6(f), *Equal Employment Opportunity (Commonwealth Authorities) Act 1987*.

³ Excluding casual employees. EEO data reports are produced in line with the ABC Payroll cut-off date closest to the end of the reporting period. In 2016, the date was 21 August 2016. As the source reports for the range of graphs and tables are produced at different times, using the same cut-off date, there may be minor differences with the figures due to back-dated data input.

In 2015–16, the ABC’s Foundations of Leadership and Leadership Development Program included sessions relating to maximising the potential of teams, which included discussion of the value of diversity in teams and how to work effectively as a manager with diverse teams.

Equity and Diversity Plan 2016–18

strategic objective: We represent, connect and engage communities.

Focus area: Content and Services

In 2015–16, the ABC’s content Divisions continued their consideration, collection and analysis of the production and presentation of a range of content to measure and assess the representation of diversity groups. This analysis will continue in order to devise and implement measures to address underrepresentation over time.

ABC News employed a content-analysis methodology that has been used annually since 2014. Data from eight days of coverage in October 2015 was collected from News and Current Affairs output across radio, television and online platforms with a focus on the interviewees and guests who appeared in stories or in studio and panel discussions. Coverage was assessed for gender and cultural diversity, as well as for representation of people from Indigenous backgrounds.

ABC Television surveyed all first-run Australian content from all genres broadcast in 2014 and 2015. Their analysis focused on the lead and supporting roles in scripted content, and presenters and other roles in factual content. The review of these roles covered representation of gender, cultural diversity, Indigenous, disability and sexual orientation. In June 2016, a month-long, independent analysis of external television productions broadcast on ABC Kids and ABC3 was conducted that focused on the diversity of characters, cast and content makers in children’s content. The Radio and Regional Divisions undertook research and consultation to ascertain the most effective methodology for content analysis for their platforms, to be implemented in 2016–17. Radio completed an audit of Indigenous content and has disseminated the results and analysis to senior editorial leaders to be used to train program teams. Over the last three financial years, four of ABC

Commercial’s business units (Music, Books, Audio, and Video Entertainment and Distribution) audited current releases of products for Indigenous and cultural and linguistic diversity for artists, authors, actors, directors and producers.

The ABC Language Group provides advice and information about spelling and grammar, as well as the appropriate use of language in a range of editorial contexts (for instance, appropriate cultural references and descriptors). During 2015–16 the work of the group included:

- In October 2015, an Editorial Guidance note on Indigenous Content was issued, providing advice and information on working with Australia’s Aboriginal and Torres Strait Islander people, culture and heritage in ABC content making. The Guidance Note has been included in regular editorial training sessions.
- An online tool “ABC Pronounce” was developed as an accessible and flexible resource for pronunciation advice including foreign language names. The initiative will be launched in September 2016.
- In February 2016, an “Arabic and Islamic Primer” was issued which provides background and explanations on key terms and concepts.

A training reference guide for content Divisions, *Diversity: The Whole Story*, was developed and distributed to training providers for inclusion in the broad range of training delivered to content makers. Trainers select appropriate material from the guide to help them include diversity as an integral part of content training.

Content makers across the ABC were provided with access to the Diversity Council of Australia’s *WordsAtWork* guides, which outline up-to-date language references relating to age, cultural background, disability, gender, Indigenous and LGBTI.

The ABC continues to be a member of a number of key national diversity organisations including the Diversity Council of Australia. During the year, the Corporation became a member of Pride in Diversity (PIN), the peak body for supporting organisations and employees with regard to LGBTI inclusion within Australian workplaces. In 2016–17, the ABC will focus on working with PIN to support staff and review policies and practices.

Performance reporting

The ABC's equity and diversity performance is reported in accordance with the requirements of the *Equal Employment Opportunity (Commonwealth Authorities) Act 1987*, and is reported here under the headings of:

- Gender
- Indigenous
- Cultural and linguistic diversity
- Disability.

In addition to its statutory reporting obligations, the ABC also reports on focus areas included in the *Equity and Diversity Plan*, under the heading of:

- Workplace culture and flexibility.

Cross-divisional collaborations across a range of diversity areas

In 2014–15, ABC News introduced the Schools Engagement Program Pilot (SEP), establishing relationships with New South Wales schools that have high ratios of students from diversity groups—particularly Indigenous and cultural and linguistic diverse backgrounds and from lower socioeconomic backgrounds. In 2015–16, News expanded the participation of the SEP by forming a collaboration with the ABC areas of Audience and Marketing, Radio and Television, in order to maximise resources and outcomes.

The partner schools were Bankstown Girls High School, Plumpton High School and Matraville Sports High School. As part of a broader community outreach program, contact also took place with Cabramatta High School, Parramatta High School and Strathfield South High School.

In line with the objectives of the SEP, activities included:

- Leadership activities and mentoring opportunities for students, provided by News Division senior managers.
- In partnership with the University of Technology Sydney's (UTS) Outreach Unit, high school students and UTS journalism students, were provided with a 'breaking news' style assignment, involving all the processes of news reporting for a big news story event.

- An ABC Skills Day, held at the ABC Ultimo Centre, which provided students with a program of speakers and activities that focused on study and career information. The forum was attended by principals, students and teachers from Bankstown Girls High School and Plumpton High School, contributors from the University of Technology Sydney and Rick Seretis, Director Public Schools, New South Wales.
- Visits to Plumpton High School providing professional development support to students. In June 2015, ABC staff from across the organisation acted as 'mock' job interviewers to assist with job readiness. In August 2015, ABC staff assisted as mentors for students and participated in activities that provided assistance for students with networking and goal setting.
- Visits to Matraville Sports High School by ABC *Grandstand* and News staff to help students understand the role of media interviews.
- A careers day at Ultimo for 60 students from targeted schools, consisting of a 'mock' news broadcast role play, tours, a live cross exercise and a Q&A style panel discussion.

In June 2016, Television Division conducted a *Creative Offroad* Conference for about 70 managers and content makers from across Television, Audience and Marketing and Legal and Business Affairs. A major theme was diversity and one of the sessions featured a panel of key speakers who explored the demographics of Australian communities and how diversity is represented in the ABC's content.

In 2016, Radio Division devised and implemented a comprehensive internship program for tertiary students studying media-related courses. The program featured an extensive campaign to attract a broad diversity of applicants. The aim of the initiative is to provide interns with a substantial workplace opportunity at the ABC with potential paid work in the future.

The result of the recruitment process was that 44 students were selected by the end of the reporting period—34% from cultural and linguistic diverse backgrounds, 10% with disabilities or experience as immediate carers of people with disabilities and 5% Indigenous people. The ratio of interns from regional areas was 34%, there were 23% from outlying suburbs/areas of Sydney, New South Wales and many self-identified as being from low socioeconomic backgrounds.



Jason Om (ABC News journalist) and Sarah McVeigh (triple j producer) with Plumpton High School students attending the ABC Skills Day, ABC Ultimo. Photo: Sascha Rundle.

Divisional activities across a range of diversity areas

Regional Division, in its first year of operation, established a diversity group, a dedicated Diversity Officer, sub committees, representatives and champions and devised and implemented initiatives across a range of regional locations. The broad range of work included the following:

- Distribution of a diversity content ideas document, with suggestions such as: using a range of community members from diverse groups as co-presenters or segment presenters; a monthly diversity theme; a local stories competition and community correspondents.
- Creation of internship or training opportunities in regional stations for tertiary students who are Indigenous or from culturally diverse backgrounds.
- Preparation of detailed demographic snapshots of every ABC regional area to be provided to local staff. The purpose is to use the resource to deliver content that reflects the diversity of each area.

A 'Diversity Challenge' was conducted across program areas within the Radio Division to encourage new ideas for improving the diversity balance and representation of interviewees, commentators and guests. Each program team was invited to nominate their mission and strategy by end-August 2016, to be rolled out for 12 weeks from early September 2016, with monthly reports outlining the progress.

The ABC entered into an arrangement with the Australian Film Television and Radio School (AFTRS) to participate in the Selwyn Speight Award for Radio Reporting which is presented annually to a student in AFTRS' Graduate Diploma in Radio course. Future awards will be targeted to Indigenous students and those from culturally and linguistically diverse backgrounds to support increased diversity opportunities in Radio. The ABC will be part of the selection panel; provide a one day a week internship program during the 32 weeks of the course; and on graduation, offer a period of not less than 12 months' full-time employment in the Radio Division.



ABC News presenter Leigh Sales with *Behind the News* Rookie Reporter, Maya. Photo: Andrew Garrick.

702 ABC Sydney implemented a recruitment campaign to attract applicants from a range of diversity groups, to attend a workshop for radio producers, with the possibility of potential employment on a casual basis.

Both the Radio and News Divisions encouraged content makers to proactively increase the diversity of the coverage of the 2016 Federal Election across the country, by providing a broader range of talent and opinions, reflecting the diversity of Australian communities.

ABC iview commissioned content highlighting a range of diversity groups that featured individuals talking about their personal experiences and perspectives. Ten episodes each of *Hello Stranger* and *You Can't Ask That* covered multiple topics including disability, transgender, Muslim, and Indigenous themes.

Some examples of proactive generational diversity activities included:

- The ABC launched an ABC3 *Behind the News* Rookie Reporter initiative. The joint Television and News initiative involve a young person who was chosen to join ABC journalists as an on-the-spot political reporter, covering the Federal Election.

Twelve-year old Maya was the successful applicant who delivered a daily news story and video diary of her experience. Maya attended Rookie Reporter Bootcamp and was supported by ABC mentors Sarah Ferguson, Jeremy Fernandez and Leigh Sales.

- In February 2016, the ABC held the *Heywire* Regional Youth Summit in Canberra. Forty-five young people (aged between 16 and 22) from Regional Australia participated in a week-long forum to develop ideas to make positive change in their community. Following the forum and presentation of ideas, the Foundation for Rural and Regional Renewal ABC Heywire Youth Innovation Grants were announced in August 2016, with funds awarded for 19 projects. The projects related to issues important to Regional youth, including drug abuse, racism, gender roles, and mental health.
- Each year Radio's triple j *Unearthed High* campaign provides an avenue for high school students to present their musical talents in a national competition. For the first time, in 2016, a specific Indigenous category was included in the awards.

Gender

Equity and Diversity Plan 2016–18

Targets for representation of women in the workforce:

- 50% of senior executives
- 20% of technologists.

Representation of employees by gender in the workforce

The ABC's *Equity and Diversity Plan 2016–18* includes two quantitative targets relating to the representation of women in the ABC's workforce, to be achieved over the life of the Plan. Those targets are: 50% of senior executive roles and 20% of technologist roles.

The representation of women in the ABC's workforce overall in 2015–16 was 52.1%, slightly lower than the previous year (52.5%). Across job groups, the representation of women in the workforce changed variously:

- The percentage of women employed at a senior executive level decreased to 45.8% (compared with 47.3% in 2015); the representation in 2010–11 was 40.8% (2011).
- 52.6% of people employed in the Content Maker group were women (compared with 51.3% in 2014–15).
- Consistent with workforce participation across other industries, the Administrative/Professional group employed a higher proportion of women than men (72.6% in 2015–16; the representation was 71.6% in 2014–15).
- The proportion of women in the Technologist group increased to 15.4% (compared with 14.4% in the previous year).
- The total number of employees in the Retail job group declined significantly in 2015–16 as a result of the closure of the ABC Shop network (from 207 in 2014–15 to 15 in 2015–16). The representation of women in that job group was 66.7% (compared with 82.6% in 2014–15).

ABC Employees: Gender Distribution by Job Group

Job Group	2016					2015				
	Women		Men		Total	Women		Men		Total
	No.	%	No.	%	No.	No.	%	No.	%	No.
Senior Executive	148	45.8	175	54.2	323	151	47.3%	168	52.7%	319
Administrative/Professional	483	72.6	182	27.4	665	474	71.6%	188	28.4%	662
Content Maker	1,444	52.6	1,299	47.4	2,743	1,414	51.3%	1,343	48.7%	2,757
Technologist	57	15.4	312	84.6	369	53	14.4%	315	85.6%	368
Retail	10	66.7	5	33.3	15	171	82.6%	36	17.4%	207
Total	2,142	52.1	1,973	47.9	4,115	2,263	52.5%	2,050	47.5%	4,313

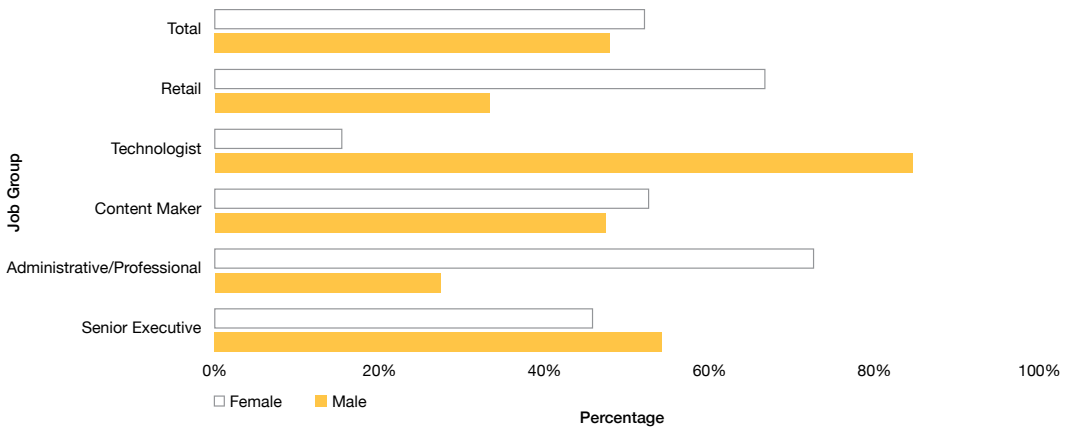
Note:

Number and percentage based on Total Head Count, Non-Casual Staff, within Job Group. Data current at the end of the final pay period in each reporting year (21 August 2016; 23 August 2015).

Performance

Gender Distribution by Job Group

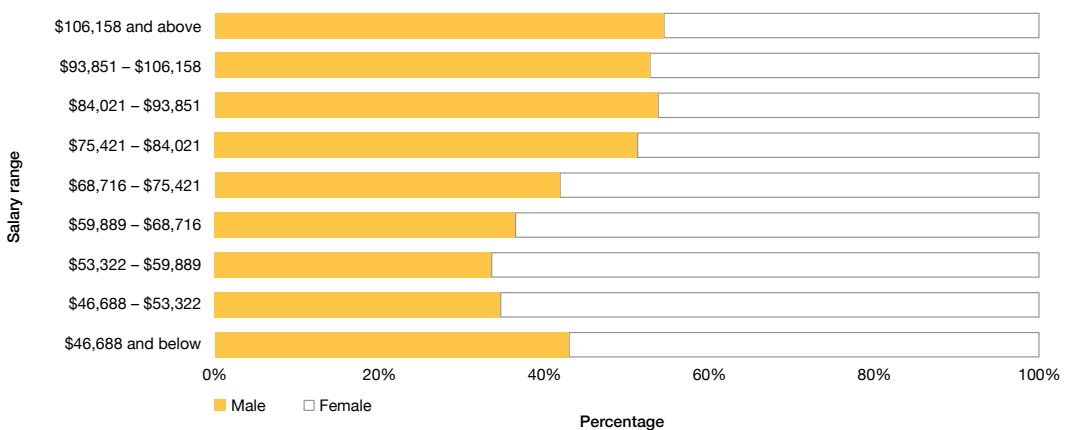
Percentage of Total Head Count, Non-Casual Staff, within Job Group at 21 August 2016



In line with the number of women in the Retail group, who departed the ABC during the reporting period due to the closure of the ABC Shops, this has affected the gender distribution of salary ranges by improving the pay equity between men and women at the lower band levels. The high number of women working as shop managers and shop assistants in ABC Retail had been reflected in the lowest salary ranges. In 2014–15, the representation of women in the lowest salary band was 78% compared to this year at 57%. At the higher end of the salary ranges, women increased representation in the highest three bands this year compared to last year. Representation of women in mid-to-high salary ranges has increased across these bands over recent years (47.1% in 2016, 46.3% in 2015 compared with 42.9% in 2010).⁴

Gender Distribution within Salary Ranges

Percentage of Total Head Count, Non-Casual Staff at 21 August 2016

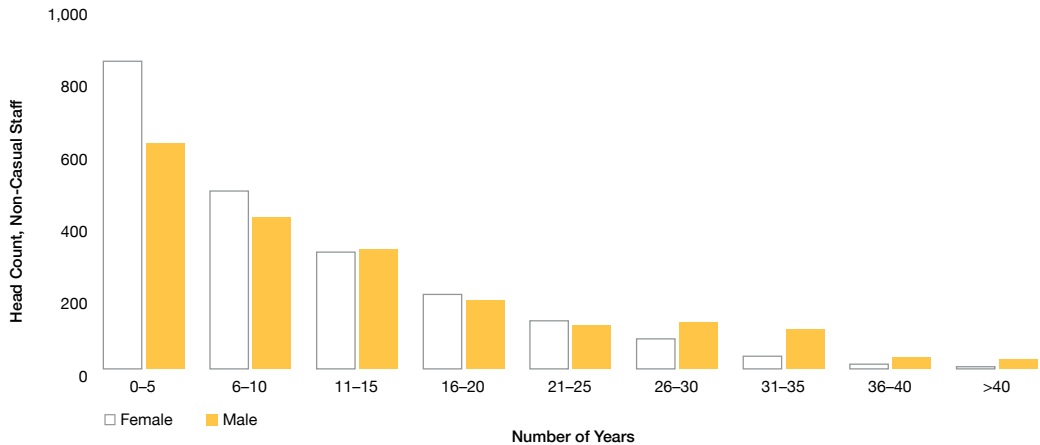


⁴ Mid-to-high salary ranges means the four highest reported salary range groups. The salary ranges baseline data for comparison in 2010 has changed four times (2011, 2012, 2014 and 2015) in line with ABC Enterprise Agreements.

In 2015–16, men were employed in greater numbers in the years-of-service groups of more than 25 years, while there were more women in the years-of-service groups up to 10 years. A decade ago, (2005–06), men were employed in greater numbers in the years-of-service groups of more than 15 years.

Gender Distribution by Length of Service

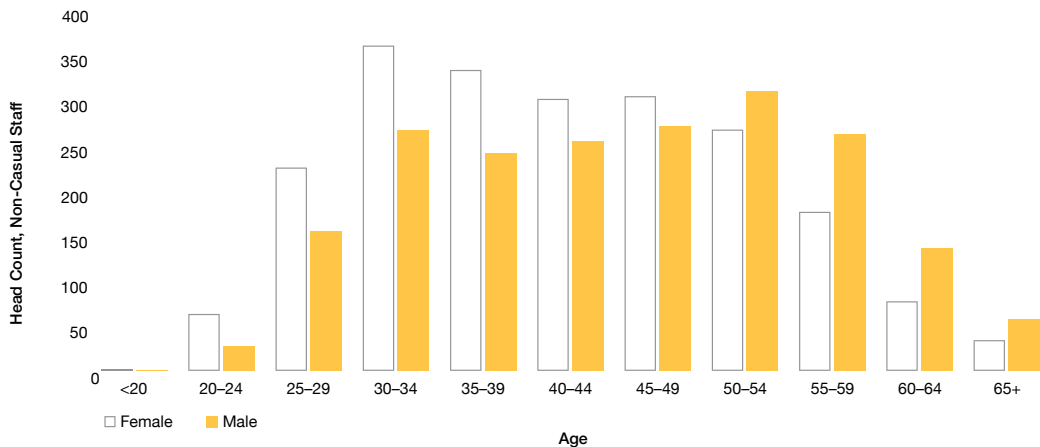
Number based on Total Head Count, Non-Casual Staff at 21 August 2016



In 2015–16, there was a higher representation of women employed in all age groups up to 50 years (compared with up to 40 years, in 2005–06), while there were more men employed in each age group 50 years and older. More than 30% of the ABC workforce was 50 years or older and 12% was under 30 years. The median age of ABC female employees at the end of the reporting period was 41 years and the median age of men was 45 years.

Gender Distribution by Age

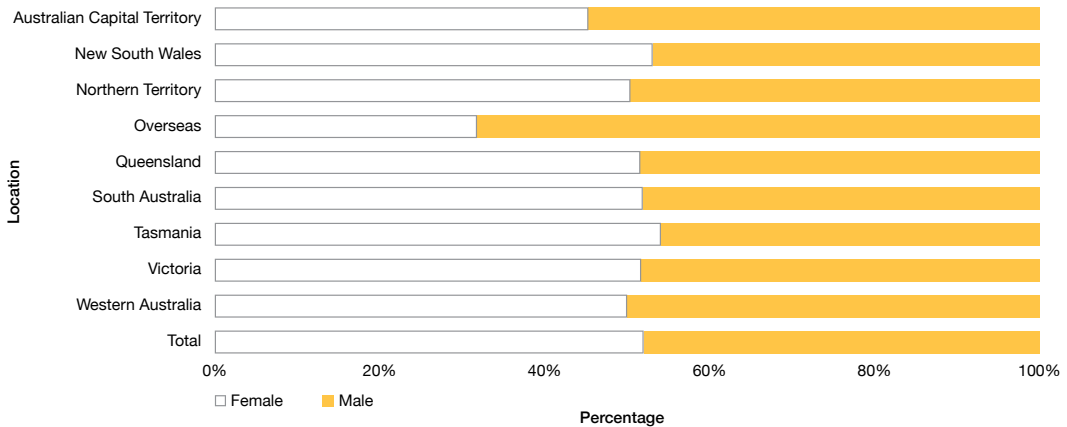
Number based on Total Head Count, Non-Casual Staff at 21 August 2016



Performance

Gender Distribution by Location

Percentage of Total Head Count, Non-Casual Staff at 21 August 2016



Leadership appointments

In November 2015, two new female directors were appointed to the ABC Board, Dr Kirstin Ferguson from Queensland and Ms Donny Walford from South Australia.

In 2015–16, Michelle Guthrie was appointed as Managing Director of the ABC, the first woman to hold that position in the Corporation’s 84-year history.

At the end of the reporting period, there were seven ABC Board members, made up of three women (42.9%) and four men (57.1%).

Pipeline activities, recruitment and networking

In 2015–16, the ABC built on the work of previous years to attract, increase and support women working in the non-traditional areas of technology and engineering. As the largest employer of technologists in the ABC, and in line with the new *Equity and Diversity Plan* target of 20% women technologists by the end of 2018, the Technology Division included targets in all job plans for members of the leadership team. The targets were 14% by the end of December 2016 (from a baseline of 12%), and 20% by the end of December 2018. The work of the Technology Division included: ongoing support for women employed as technologists; liaising with external industry and educational contacts who focus on women studying and working in technology and engineering areas; and connecting with students for potential employment at the ABC in the Technology Division.

Technologists are also employed within the ABC’s Digital Network Division. In 2015–16, Technology and Digital Network continued to provide informal networking opportunities for women working as technologists.

In 2015–16, Digital Network implemented a number of initiatives to attract and retain women, including engaging with networking groups for women in the broader industry in order to both target those women for employment in the ABC, and to expose women working in the ABC to those networks. For example, a Senior Developer within Digital Network, Daphne Chong, established the external ‘Women Who Code’ networking group, which ABC employees were encouraged to join. Ms Chong also developed and presented a number of sessions for managers and staff on strategies to engage and support women in the digital workforce.

Advertisements were worded to specifically encourage women applicants. A two-page promotional flyer was produced for students to encourage young women (as well as students in other diversity dimensions) to consider studying and pursuing a career in digital technology.

Participation in development programs

In 2015–16, women participated in a range of structured leadership development programs at the ABC. Overall, the rate of participation in those programs by women was 50%.

ABC Leadership Programs	Women	Men
Leadership Development Program 2016	45%	55%
Foundations of Leadership (three programs)	52%	48%

ABC Development Awards

Lisa Main (ABC News) was awarded the 2016 Donald McDonald ABC Scholarship to the Reuters Institute for the Study of Journalism at Oxford University. The Scholarship is offered to a senior journalist or content maker to undertake a research project.

Bridget Brennan (News) and Marty McCarthy (Regional) were the joint winners of the 2016 Andrew Olle Scholarship. The Scholarship provides early career journalists and content makers with an opportunity for professional development.

During the year, 27 employees participated in the *Springboard* career and personal development program, which is available to women in non-managerial roles. The participants came from New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia. A *Spring Ahead* one-day refresher program was offered for the first time to past participants of the *Springboard* program in Sydney, New South Wales. Ten participants took part and had the opportunity to re-focus on prior learning, report on their current progress, and reconnect with colleagues they had met during the program. A number of women in senior management roles at the ABC participated in the *Springboard* programs as guest speakers, providing an overview and discussion about their careers.

In 2015–16, three women were awarded the ABC's *Women in Broadcast Technology Scholarship*. As part of the award the recipients undertake four weeks paid on-the-job training and receive a \$1,000 educational allowance. Two of the award winners were provided with further paid work opportunities in 2016 following the training period. This program has been in place for more than 23 years and has increased the representation of women in technologist roles from 2.4% in 1993 to 15.4% in 2016.

Name	Institution	Location
Stephanie Butler	Holmesglen Institute of TAFE	Victoria
BichYu Ngu	TAFE Regency Park Campus	South Australia
Brooke Zoccoli	Melbourne Polytechnic	Victoria



I wanted to be a part of a community that is constantly changing people's lives. Technology is rapidly expanding and presents endless possibilities when it comes to creating different tools and resources

Women in Broadcast Technology Scholarship winner, Victoria, **Brooke Zoccoli**



Women in Broadcast Technology Scholarship presentation ABC Melbourne. L-R: Glenn Carmichael (Victorian Technology Client Support Manager), Brooke Zoccoli, Stephanie Butler and Margaret Cassidy (Deputy Director Technology). Photo: Esther Blewit.

Raising awareness of women's role and contribution

During the year, women employed at the ABC participated in *Women in Media (WiM)* networking events around Australia, as mentors, mentees and speakers. In 2016, approximately 16 women employed by the ABC volunteered to be mentors for this initiative.

In November 2015, print media professional Helen McCabe delivered the 2015 Andrew Olle Media Lecture.

In March 2016, International Women's Day was recognised and supported across the ABC with extensive coverage, content and employee participation. Digital Network held a forum for staff in Sydney, New South Wales, in recognition of International Women's Day, with guest speaker, Michelle Simmons, Scientia Professor of Quantum Physics in the Faculty of Science at the University of New South Wales.

In April 2016, the International Girls in Information and Communication Technologies Day, was promoted within the ABC through posters, internal communication and a morning tea event.

News Division's *Speaker Series* was offered to all ABC employees to attend (or view by live streaming) and included a number of high-profile female external speakers who presented their perspectives on leadership including: Yassmin Abdel-Magied, author and diversity activist; Rosie Batty, 2015 Australian of the Year; Melanie Perkins, co-founder and Chief Executive Officer of Canva; Holly Ransome, entrepreneur; Karen Stocks, Managing Director of Twitter Australia; and Olivia Wirth, Group Executive, Brand, Marketing and Corporate Affairs at Qantas Airways Limited.

News Division's Annabel Crabb and Sally Sara also contributed to *Speaker Series* forums.

ABC female employees continue to receive National and State/Territory media and community awards. Two ABC employees were finalists for the national Walkley Foundation's The Women's Leadership in Media Award, presented in October 2015—Jess Hill (Radio) and Amanda Collinge (News).

Indigenous

ABC Stretch Reconciliation Action Plan 2016–18

Targets for representation of Aboriginal and Torres Strait Islander employees to at least:

- 2.5% of the workforce by the end of 2016
- 2.7% of the workforce by the end of 2017
- 3% of the workforce by the end of 2018.

The ABC's Indigenous Advisory Group, the Bonner Committee, oversees the development, implementation and reporting of the Corporation's *Reconciliation Action Plans*, which includes the priority area of employment. One of the key actions in the Stretch RAP is the requirement for implementation of a comprehensive *Indigenous Employment Strategy*, including tailored plans for each Division.

Representation of Indigenous employees in the workforce

In 2014, the ABC achieved its long-term target of 2% Indigenous employment. In 2015, the *ABC 2015 Strategy* introduced a further target of 2.3%, which was achieved by the end of the reporting period. In 2016, the Stretch RAP introduced new targets of at least 2.5% by the end of 2016, 2.7% by the end of 2017 and 3% by the end of 2018. The Stretch RAP includes the following additional deliverables relating to Indigenous employment, with a target date for each being December each year:

- increase the number of Indigenous employees in content-making, editorial decision-making and management roles
- increase the number of Indigenous employees in such roles at a senior level.

In 2015–16, the number of Indigenous employees increased by seven, and the representation of Indigenous people as part of the ABC's total workforce increased to 2.6%. This result exceeds the initial target in the Stretch RAP of 2.5% by the end of December 2016. Initiatives which contributed to this improvement included monthly monitoring of divisional targets, provision of a range of employment opportunities, creative advertising methods and partnerships, and a strong emphasis on retention measures.

The majority of Indigenous employees were Content Makers (70, representing 2.6% of the total ABC Content Maker group) compared with 57, or 2.1% in 2014–2015). This group accounted for the majority of new Indigenous employees. The closure of the ABC Shops resulted in the lower number of Indigenous employees in the Retail job group.

In six states and territories, Indigenous employment levels met or exceeded the 2015 target of 2.3% of the total staff numbers in those locations. The Northern Territory Executive team had set a first-time local target of 15% by 2018. The representation of Indigenous people employed by the ABC in the Northern Territory at the end of the reporting period was 9.4%.

Distribution of Indigenous employees by Job Group

Job Group	2016		2015	
	No.	%	No.	%
Senior Executive	2	0.6	3	0.9
Administrative/Professional	23	3.5	25	3.8
Content Maker	70	2.6	57	2.1
Technologist	9	2.4	9	2.5
Retail	1	6.7	4	1.9
Total	105	2.6	98	2.3

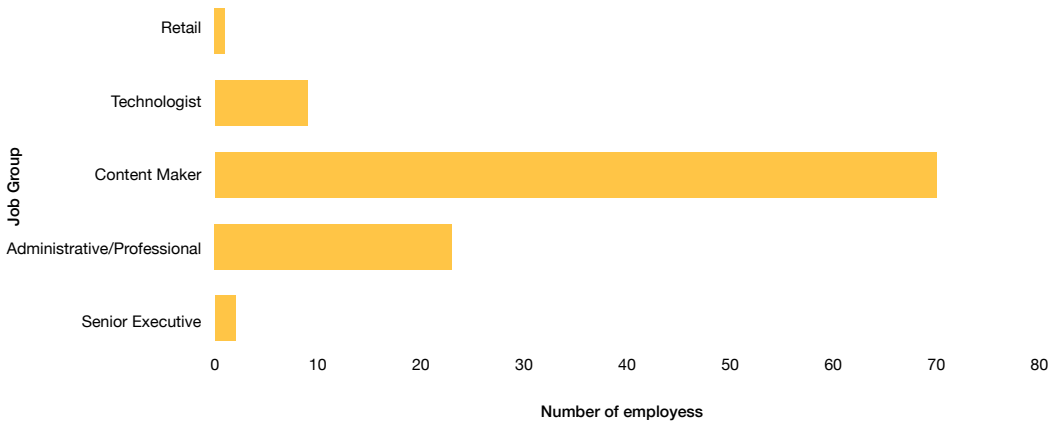
Note:

Number and percentage based on Total Head Count, Non-Casual Staff, within Job Group. Data current at the end of the final pay period in each reporting year (21 August 2016; 23 August 2015).

Performance

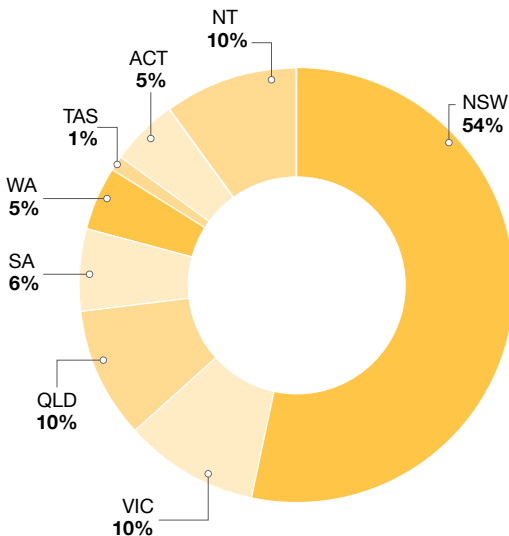
Distribution of Indigenous employees by Job Group

Number based on Total Head Count, Non-Casual Staff at 21 August 2016



Distribution of Indigenous employees by State/Territory

Based on Total Head Count, Non-Casual Staff at 21 August 2016



Pipeline activities

Across the Corporation, Indigenous Reference Groups and Diversity Groups focused on identifying and building relationships with institutions, communities and individuals, to highlight the ABC as a key employer with a range of careers and opportunities on offer. Specific pipeline activities in 2015–16 to encourage Indigenous employment included:

- In the Northern Territory, ABC representatives engaged with students at Casuarina Secondary College, Darwin, as part of the Clontarf Foundation Program. The Foundation aims to improve education, employment opportunities and life skills for young Indigenous men. One of the Year 12 students completed a two-week work experience placement, for three days a week, in the News Division at ABC Darwin.
- In New South Wales, the Technology Division supported Indigenous high school students as part of the University of Technology Sydney's *Galuwa Engineering and IT Program* and the University of New South Wales' *Nura Gili Winter School*, with information sessions and tours of the ABC Centre at Ultimo. The programs are aimed at linking students with industry partners to explore potential employment opportunities in engineering and technical areas.



Participants at the ABC Indigenous Staff Conference Coolangatta, Queensland. Photo: ABC People Division.

Recruitment

In 2015–16, Indigenous applicants for ABC positions were provided with information and links as part of an update of the ABC Careers website. Indigenous employment initiatives and targeted vacancies were highlighted on the homepage of the ABC Careers site.

Data about Indigenous applicants for work experience and vacant positions was collated for monitoring purposes and for inclusion in an Indigenous employment database. In 2015–16, 3.3% of applicants identified as having an Indigenous background, that is, Aboriginal and/or Torres Strait Islander.

In 2015–16, the ABC appointed four interns through the Australian Government Department of Prime Minister and Cabinet Indigenous Cadetship Support program (two in News and one each in Radio and Television). Five interns who commenced prior to the reporting period continued their internship throughout the year. One intern completed the placement and was employed by the ABC in an ongoing position.

Through co-productions, ABC Television provides employment for numerous Indigenous content makers and actors. ABC Television requires all productions commissioned by its Indigenous Department to include an Indigenous writer and director as a minimum requirement.

Career development

The ABC hosts a biennial Indigenous Staff Conference for Indigenous employees from across Australia, with the opportunity to network with other employees, provide input to the ABC's Indigenous planning and activities, participate in career development sessions, and engage with senior management and Indigenous leaders. In November 2015, the Corporation held its latest conference in Coolangatta, Queensland with 53 staff attending from a range of locations and Divisions. ABC Divisional Directors participated in a panel information session for all attendees and met separately with their Indigenous staff divisional groups.

Performance

Each year at the Indigenous Staff Conference, the ABC presents career development awards valued at up to \$10,000 each under its *Indigenous Staff Scholarship Program*, which provide tailored opportunities for Indigenous employees to build their skills and experience. Two employees are selected for the awards, one from a Content/Editorial area and one from a Technical/Operations/Administration area. The 2015 awards were presented to Dux Newton (ABC Commercial) and Margaret Ross (ABC Television).

Long-service awards for Indigenous staff were also presented at the 2015 Indigenous Staff Conference. In 2015, there were six recipients, who were recognised for years-of-service ranging from 15 years to 25 years.

All Indigenous employees are supported to create a career development plan aligned with their aspirations.

The ABC Indigenous Mentoring Program aims to support staff with skills development, career advice, practical assistance, and understanding organisational culture.

The ABC continued its membership of The Media Ring group. This group encompasses broadcasters, government media agencies, Indigenous organisations and trade associations and aims to create opportunities for Indigenous people working in the media.

The ABC worked with the Australian Film, Television and Radio School (AFTRS) to support ABC Indigenous employees with access to short courses relevant to their jobs and career development. Three employees have undertaken these courses during the year, which are subsidised by AFTRS.

The ABC collaborated with external Indigenous organisations with a focus on employment and procurement initiatives.

Retention

The ABC's strategies to increase representation of Indigenous people in its workforce were supported by efforts to retain Indigenous employees. Within the reporting period, Divisions managed a number of restructures and workforce reductions. As part of the process for these organisational changes, there was an emphasis on retention of Indigenous employees.

Additional leave to enable Indigenous employees to participate in NAIDOC Week activities was offered to all Indigenous employees, and was utilised by 20 Indigenous employees.

Cultural awareness for ABC employees

Employer awareness workshops were offered to ABC managers and Indigenous employees and their co-workers, to raise awareness and promote Indigenous employment strategies. Two sessions were held during the year, with a total of 15 attendees.

In July 2016, as part of the 2016 NAIDOC Week activities at the ABC Ultimo Centre, the Managing Director, Michelle Guthrie launched the ABC People's Indigenous Cultural Awareness eLearning resource. This resource is a comprehensive online tool available to all ABC employees that focuses on: About Indigenous People; Key Themes of History; Torres Strait Islander People; and States and Territories.

Workshops will be developed and rolled out to staff nationally in 2016–17 to build on the knowledge gained from the resource.

Cultural awareness and community connection

• Launch of the ABC Stretch RAP

In February 2016, the Stretch RAP was launched at the ABC Ultimo Centre. The ABC's Chairman James Spigelman AC QC officially launched the RAP with the ABC Bonner Committee at a function attended by staff and external stakeholders, including representatives of Reconciliation Australia.

• National Reconciliation Week 2016

Reconciliation Week was held from 27 May to 3 June 2016 and the ABC continued to promote the need to build on the respectful relationships between Indigenous and non-Indigenous people. The year's theme was *Our History, Our Story, Our Future*.



Reconciliation Week Smoking Ceremony with Danny Doyle, local Indigenous community member at ABC Brisbane. Photo: Giulio Saggini.

- **NAIDOC Week 2016**

NAIDOC Week was held from 3 to 10 July 2016 and was a significant 'Tentpole' activity across the ABC with a coordinated approach to planning, promotion, content, services, community connections and initiatives for employees.

The NAIDOC Week theme for 2016 was *Songlines: The living narrative of our nation* and this was reflected in a range of stories, music and discussion on TV, radio, iView and online as well as community and staff activities. Radio Division arranged an ABC Extra pop up digital radio station that broadcast during the week.

ABC staff held a range of events which provided opportunities to bring Indigenous and non-Indigenous employees together and to highlight cultural stories and achievements of communities. Cross-cultural forums included: an Indigenous employment jobs expo in Perth; screening an Indigenous film *Kamamirna Kapiirra* (Nanna's Moon) in Adelaide; hosting a group of Larrakeyah families for a tour and morning tea at Darwin; and a talk by a curator from the Koorie Heritage Trust in Melbourne.

- **Acknowledgement of Country plaques**

As part of the rollout of Acknowledgement of Country plaques in ABC buildings, unveiling ceremonies took place at the ABC premises at Port Lincoln and Port Pirie, South Australia, with the Traditional Owners of those regions.

Performance



Edie Ulrich, First Languages Australia contributor from Western Australia. Photo: Nathan Morris.

Promoting Indigenous content

In 2015–16, the ABC delivered Indigenous content across all platforms and provided a range of innovative services and initiatives, including:

- **Indigenous language services**

First Languages Australia's ongoing partnership with ABC Regional resulted in a selection of ABC Open *Mother Tongue* videos screening at language conferences around Australia.

ABC Open producers recorded radio IDs in language and produced stories about 'language legends' who are keeping their languages alive in their communities. Stories were published on ABC platforms and on the First Languages Australia interactive language map.

Since July 2014, the ABC has provided an Indigenous language news service in the Northern Territory with the support of the Department of Prime Minister and Cabinet and the Minister for Indigenous Affairs. The service provides daily radio news bulletins in two Aboriginal languages, Warlpiri and Yolngu Matha and is available on ABC News online and mobile services, and to remote Indigenous broadcast services for re-broadcast free of charge.



Adam Goodes, guest presenter *Play School*. Photo: ABC Television.

- **Television**

The ABC continued to co-produce and broadcast Indigenous content in a range of genres.

The second series of *Black Comedy* went to air in March 2016. Other Indigenous programs included the ground breaking drama series *Cleverman*, teenage drama series *Ready for This* and the web series set in remote Arnhem Land *Black As* and short films, *Nan and a Whole Lot of Trouble* and award winning short *Karroyul*. *You Can't Ask That – Indigenous* and *Hello Stranger* were other programs with an Indigenous focus.

As part of the ABC children's program *Play School's* 50-year anniversary, former Australian of the Year, Adam Goodes, appeared as a guest presenter.

- **Radio**

Radio Division provided Indigenous content across locations, genres and programs that included a tribute to musician Archie Roach as part of Australian Music Month on Local Radio and a celebration of the significant Yothu Yindi song *Treaty* on Double J's *The J Files*. As part of the 2016 Radio lineup, Local Radio appointed two well-known Indigenous presenters—entertainer Christine Anu and author and academic Larissa Behrendt.

Performance

- **Regional**

In August 2016, the Regional Division finalised a Memorandum of Understanding with the Central Australian Aboriginal Media Association (CAAMA) which launches a professional development exchange between ABC Alice Springs and CAAMA.

In Port Lincoln, South Australia, ABC Open participated in the Family Violence Legal Service Aboriginal Corporation event *Sista 2 Sista Sistas Standing Strong*, by filming interviews with a number of women about their personal experiences with domestic violence.

- **News**

News Division provided coverage of Indigenous stories and promoted the work of their Indigenous content makers including: the *Four Corners* story on the Northern Territory juvenile detention treatment of prisoners; the Northern Territory team who travelled to the Wadeye community (800 kilometres from Darwin) for five days and gathered 14 stories about the life and experiences of the local Indigenous people; and a half-hour special on why Indigenous people in remote areas still suffer sub-standard housing conditions. Two of the ABC's Indigenous female employees, Kylene Anderson and Natasha Lawrence, starred in the Sydney Film Festival documentary about their preparation for, and experience in, a body building competition. The film was also broadcast on ABC Television.

- **ABC Advisory Council review of Indigenous content**

The ABC Advisory Council undertook a review of the preferences and habits of Aboriginal and Torres Strait Islander youth (12–24 years old) regarding technology use, information sources, Indigenous content on television and the internet, and social media use. The Council's key findings from the consultations were presented to the ABC Managing Director.

Supplier Diversity

The Stretch RAP has a target of achieving 3% procurement from Indigenous suppliers by 2020 (not including major technical and broadcast contracts).

The ABC has undertaken the following actions to achieve the procurement target:

- in November 2015, ABC representatives attended the Department of Finance Procurement Forum in Canberra, Australian Capital Territory and established relevant contacts with Federal Government Indigenous procurement advisors
- in June 2016, ABC representatives attended the *Meet the Indigenous Supplier* event in Canberra, which provided the opportunity to expand contacts
- in July 2016, the ABC became a member of Supply Nation, which provides the Corporation with tailored procurement planning advice and a directory of Indigenous businesses
- ABC Procurement Procedures encourage preference in procurement decisions for Small and Medium Enterprises that have 50% Indigenous ownership and/or those that promote employment and training opportunities for Indigenous Australians especially in regions with high Indigenous populations
- ABC Request for Tender documents specifically encourage Indigenous businesses to submit a tender
- communication strategies and materials were developed and targeted at staff responsible for purchasing goods and services in order to encourage the use of Indigenous suppliers.

Cultural and linguistic diversity

Equity and Diversity Plan 2016–18

Targets for representation of employees from Non-English Speaking Backgrounds (NESB):

- 15% of senior executives
- up to 12% of content makers.

Representation of employees from non-English speaking backgrounds in the workforce

At the end of the reporting period, the representation of employees who reported being from non-English speaking backgrounds was 12.3% (compared with 11.8% in 2014–15).

Distribution of Employees from Non-English Speaking Backgrounds by Job Group

Job Group	2016				2015			
	Employees from a non-English speaking background		Employees who have provided EEO data		Employees from a non-English speaking background		Employees who have provided EEO data	
	No.	%	No.	%	No.	%	No.	%
Senior Executive	36	12.1	298	92.3	29	9.9	293	91.6
Administrative/ Professional	116	19.5	596	89.6	116	19.4	599	90.6
Content Maker	169	7.8	2,163	78.9	157	7.4	2,114	77.9
Technologist	92	28.4	324	87.8	87	26.8	325	88.6
Retail	6	50.0	12	80.0	22	13.3	165	79.7
Total	419	12.3	3,393	82.5	411	11.8	3,496	81.9

Note:

Number and percentage based on Total Head Count, Non-Casual Staff, within Job Group, who provided information on the ABC's EEO Data Collection Form about their language background. Staff with EEO data represents Total Head Count, Non-Casual Staff, who completed the language section of the EEO Data Collection Form—both English speaking and non-English speaking backgrounds. Data current at the end of the final pay period in each reporting year (21 August 2016; 23 August 2015).

The ABC achieved increases in regard to its employment targets for employees from a non-English speaking background. Employees from a non-English speaking background in the Senior Executive group increased representation to 12.1% (compared with 9.9% in 2014–15) and increased representation to 7.8% in the Content Maker group (compared with 7.4% in 2014–15).

The closure of the ABC Shops in March 2016 resulted in lower overall employee numbers in the Retail job group, creating the appearance of a significant increase in employees in that job group from a non-English speaking background.

Divisions with the highest proportion of staff from non-English speaking backgrounds (between 26% and 45% representation) were: ABC International; Communications Networks; Finance and Operations; Technology and Digital Network.

The main languages of ABC staff who completed the voluntary EEO survey and nominated their non-English speaking language background were: Italian (67), Chinese (including Cantonese and Mandarin) (56), French (44), Greek (39), German (28), Spanish (26) and Arabic (24).

Cultural diversity planning

The ABC's Charter includes the requirement that the ABC provide "broadcasting programs that contribute to a sense of national identity" which "reflect the cultural diversity of the Australian community".⁵ The Charter also specifically requires that the ABC, in the provision of its broadcasting services, take into account the "multicultural character of the Australian community".⁶

In December 2015, the Corporation launched its *ABC Audience and Content Strategy towards 2020*, which has key audience groups including one that refers to cultural and linguistic audience members. Content areas are required to develop actions to increase reach and engagement for the key audience groups.

The Corporation introduced a *Cultural Diversity Plan* implemented between May 2015 and July 2016. The *Cultural Diversity Plan* was introduced, as a specific and practical set of actions for this area of diversity, with the aim to focus the whole of the ABC on improving the representation of people from culturally and linguistically diverse backgrounds in employment, content and services.

Recruitment of employees from a culturally or linguistically diverse background

In 2015–16, the ABC maintained a focus on recruiting employees from culturally and linguistically diverse backgrounds (CALD). Across the Corporation, work was undertaken in conjunction with external organisations, to engage, attract and recruit people from a range of diverse groups, including those from cultural and linguistic diverse backgrounds.

As part of the Corporation's review of its recruitment processes, practices and online presentation specific actions included:

- revised wording in advertisements, covering letters, job descriptions and selection criteria to encourage people from CALD backgrounds to apply for employment opportunities at the ABC
- design and distribution of divisional flyers that have inclusive language and outlined the broad range of work performed by ABC employees, for use at career days and engagement opportunities with people from a range of diverse groups

- dedicated recruitment campaigns and expanded contact lists to attract a broader range of applicants
- revised questions on job application forms to encourage applicants to complete the diversity questions, particularly the question regarding cultural diversity, for statistical purposes.

During the year, 14% of all job applicants indicated that they were from a non-English speaking background.

The ABC's Staff Engagement Survey, undertaken in late 2015, sought information from staff about their cultural and linguistic background. As a percentage of the ABC overall survey respondents, 16% of staff identified as CALD.

2015 Churchill Fellow Andrea Ho

Andrea Ho, Local Content Manager for 666 ABC Canberra and Radio Division Diversity Lead, was awarded a 2015 Churchill Fellowship.

This award provides the recipient with the opportunity to engage with the global community to gain knowledge and exchange ideas. Ms Ho's chosen area of study was practical strategies for improving cultural diversity in Australian media, and the Fellowship was completed in 2016.

Ms Ho travelled overseas for six weeks and met with broadcasters and media-related organisations in the United Kingdom and Sweden. Her consultations and research resulted in a published report that is available as a resource for media in Australia, including the ABC:

https://www.churchilltrust.com.au/media/fellows/Ho_A_2015_Improving_cultural_diversity_in_Australian_media.pdf

⁵ Australian Broadcasting Corporation Act 1983, section 6 (1)(a)(i).

⁶ Australian Broadcasting Corporation Act 1983, section 6 (2)(a)(iv).

Support and collaboration for cultural diversity

The ABC has a Cultural Diversity Tool for use across the Corporation, to increase awareness, provide resources and share initiatives to enhance cultural diversity. The tool is available on the ABC's intranet and consists of two main sections that focus on content and strategy.

The tool included the *Australian Diversity Snapshots* document which consists of Australian Bureau of Statistics (ABS) data that highlights the diversity representation and trends of Australia nationally and in each capital city.

ABC International continued to implement a diversity project to share the experience, languages and knowledge of ABC International employees across the ABC more broadly.

The ABC's Cultural Diversity Ideas Group held its inaugural meeting in October 2015 and has met three times over 2015–16. There are 25 members representing a range of Divisions across the Corporation. The aim of the group is to support strategies, share progress, and develop collaborative approaches relating to cultural diversity. Over the year, the Group provided feedback and advice on:

- ways to promote the Cultural Diversity Tool
- a range of content for inclusion in cultural diversity awareness training
- projects under development in ABC Commercial and ABC International that were aimed at enhancing services for the Australian community, in particular, those from CALD groups
- the format and scope of diversity recognition awards
- Harmony Day celebration ideas.

In December 2015, a group of Cultural Diversity Champions were appointed to role-model and promote cultural diversity. The cohort of 14 champions undertook a broad range of activities and represented all areas of the organisation. In 2016, some of these activities included:

- hosting events and visitors, for example Harmony Day activities, visits by international guests to the ABC and the Corporation's participation in local parades and events related to cultural celebration
- producing/sponsoring content and products that promote cultural diversity stories and CALD talent
- arranging and participating in panel discussions on diversity representation in content in the media
- mentoring high school students from a range of diverse backgrounds
- devising and presenting diversity awards.



Dr Tim Soutphommasane, Race Discrimination Commissioner, Australian Human Rights Commission, with News presenter Emma Alberici at a staff Cultural Diversity Forum, ABC Ultimo. Photo: Amanda Curness.

Raising awareness within the ABC about cultural diversity

In November 2015, the ABC hosted a forum for staff with guest speaker, Dr Tim Soutphommasane, Race Discrimination Commissioner, Australian Human Rights Commission (AHRC). News presenter Emma Alberici facilitated the discussion which focused on current issues of racism and discrimination in Australia, the work of the AHRC, and media coverage of racism and cultural diversity issues.

Dr Soutphommasane was also a guest speaker at the ABC's *Creative Offroad* Conference, held in Sydney, New South Wales in June 2016. News presenter Jeremy Fernandez hosted a panel of experts who discussed the representation of diversity in the media. The other panellists were Tony Ayres, producer and writer, Tasneem Chopra, author and cross-cultural consultant, and the ABC's Michele Fonseca (News) and Sally Riley (Television).

On 21 March 2016, Harmony Day was recognised and celebrated across the Corporation with forums and activities. At the ABC Centre in Ultimo, celebrations included a paella meal prepared and served by 702 ABC Sydney's Simon Marnie for over 140 staff, as well as a cultural competition, prizes, a talk by Legal and Business Affairs' Lynette Houssarini about her cultural background, and diversity awards. In recognition of their contribution to diversity at the ABC, awards were presented to the outgoing Managing Director, Mark Scott and the Deputy Director, Technology Division, Margaret Cassidy.

ABC employees in Melbourne celebrated Harmony Day at an event that featured a range of food from culturally diverse regions, and participated by wearing cultural dress. Funds raised at the forum provided a donation to inTouch, the Multicultural Centre Against Family Violence.

In March 2016, Radio provided employees with the opportunity to attend an event with guest speaker Stephanie Foo, producer at *This American Life*, who talked about diversity in the media, particularly the need for active recruitment and retention strategies.



Lynette Houssarini (Legal and Business Affairs) speaking at the Harmony Day forum, ABC Ultimo. Photo: Ian Dash.

In May 2016, ABC journalist Danuta Kozaki hosted a networking lunch at the ABC's premises in Parramatta, New South Wales, for ABC representatives and local editors of a range of community newspapers and websites.

In June 2016, the ABC hosted the two-day Asia-Pacific Broadcasting Union News Group meeting at the ABC Centre in Ultimo, New South Wales. ABC Journalist Deborah Steele facilitated the visit for 65 news executives and editors, who heard from a range of ABC speakers, shared information, and connected with colleagues from a range of media organisations and countries in the region.

Collaborating and participating with cultural diversity external activities

The ABC's Managing Director, Michelle Guthrie accepted the invitation to be a founding member of a leadership council for cultural diversity group in Australia, an initiative of the AHRC's Race Discrimination Commissioner, Dr Tim Soutphommasane. Details of the membership of the leadership council and the aims and work of the group will be developed over 2016–17.

In July 2016, the ABC was a media sponsor of the New South Wales 2016 Premier's Multicultural Media Awards held in Sydney, New South Wales. ABC News presenter Del Irani was the MC for the event.

In July 2016, ABC staff participated in a *Creating Connections* lunch at the Lebanese Muslim Association premises at Lakemba, New South Wales. The aim was for media professionals to engage with leaders, advocates and young people from the Muslim community.

Performance

Why I live where I live—the migrant experience

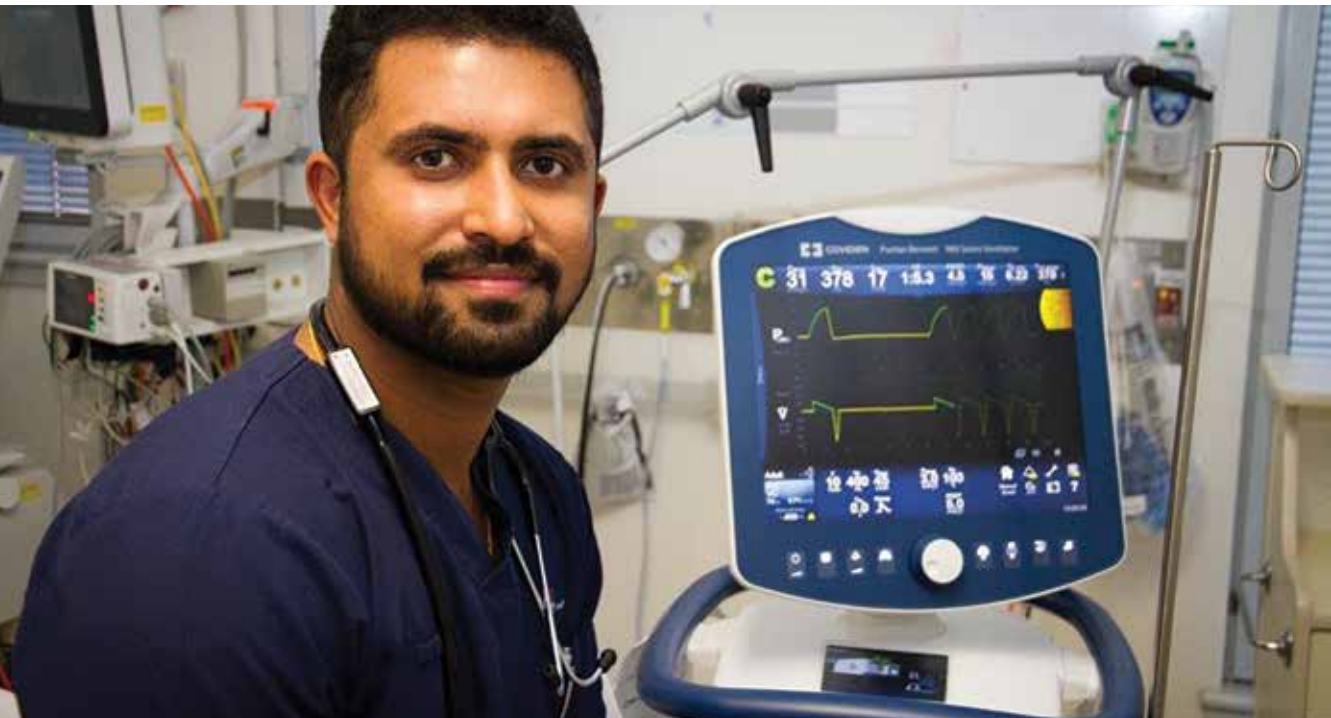
Why I live where I live was aimed at highlighting the diversity in ABC Regional's communities, while at the same time helping regional teams connect with new audiences. As part of the initiative, each regional station in New South Wales produced five stories profiling migrants who have chosen to live in regional New South Wales.

The stories included vibrant photographs, online pieces with radio interviews and sometimes television stories, explaining why people chose to leave their home country, the challenges faced and what attracted them to their region.

The focus was not only on recent arrivals but also featured families who have been in Australia for generations.

Delivering content and services that reflect cultural diversity

- In June 2016, *Sunday Compass* screened a feature story about the all-female Australian Football League team, the *Auburn Giants*. Many members of the team are part of the local Muslim community. The ABC held a community screening in Auburn as part of the Annual Iftar Dinner. Interviews were recorded at the event for broadcast on *Sunday Nights* on Local Radio.
- *Artsville* broadcast a one-hour documentary *Cast from the Storm* that examined how refugee children can learn to face highly traumatic pasts by harnessing the power of drama.
- The *Islam I Am* initiative provided an avenue for storytellers from Western Sydney's Islamic community to tell their stories on ABC Television.
- Australia Plus China celebrated Lunar New Year with a promotional campaign that invited Australians to participate in a talent show by submitting videos celebrating Chinese culture.



Jerose Joseph, who features in the *Why I live where I live*—the migrant experience feature. Photo: Ana Tovey.

- A partnership with Study NSW produced video stories about international students' experiences living in communities across regional New South Wales.
- Australia Day stories were produced for publication on ABC Open about migrant and refugees—*How I came here*.
- The *Behind the News* (BtN) Welcome Book was launched. This resource was developed for distribution to every refugee or migrant family that arrives in Australia as part of their welcome pack.
- The ABC launched an Educating New Citizens project to develop ideas for potential education products to be commercially available to new Australian citizens.
- ABC Audio released the audio book of *Yassmin's Story* by Yassmin Abdel-Magied, a memoir of her life as an Australian Muslim woman born in Sudan who moved to Australia when she was two years old. ABC Audio also released the novel *Bro* by Helen Chebatte about male friendship and the experiences of a teenager who is culturally different, in a school divided along ethnic lines.

ABC International's Australia Plus Learn English was one of the world's most popular language services, with its Facebook community reaching nearly four million followers by the end of the reporting period. It is the ABC's most popular page on Facebook, and is more popular than similar pages operated by the British Council and the BBC in both 'likes' and engagement. To celebrate this achievement, Learn English held a live event on Facebook where audiences could participate in an English lesson in real time. The event reached over 300,000 people around the world.

The annual *ABC Corporate Tracking Study* indicates that 91% of non-Australian-born respondents believe the ABC performs a valuable role for the Australian community, and 62% of non-Australian-born respondents believe the ABC does a "good or very good" job of broadcasting programs which reflect the cultural diversity of the Australian community. Only 4% believe the ABC does a "poor" job.⁷

⁷ ABC Corporate Tracking Study, August 2016 (n=1,522).



Australian Plus Learn English content manager Shivali Nayak and Paul Williams, senior teacher, English Language Department of Central Queensland University, recording a Facebook Live video program. Photo: Kristofor Lawson.

Disability

Equity and Diversity Plan 2016–18

Disability is one of the areas of focus in the *Equity and Diversity Plan*

The representation of employees with disabilities is 7%

In 2015–16, the ABC provided employment opportunities for people with disabilities, as well as support in the workplace for employees with a disability. The ABC is a member of the Australian Network on Disability, a national disability peak organisation.

Representation of employees with disabilities in the workforce

At the end of the reporting period, the ABC employed 213 employees who identified as having a disability, representing 7% of staff who provided EEO data.

This representation exceeds the ABC's target of a workforce which includes 5% people with disabilities. The Senior Executive group increased representation to 6.3% (compared with 5.3% in 2014–15). The closure of the ABC Shops in March 2016 resulted in lower overall employee numbers in the Retail job group, creating the appearance of a significant increase in employees in that job group who have a disability.

Distribution of Employees with a Disability by Job Group

Job Group	2016				2015			
	Employees with a disability		Employees who have provided EEO data		Employees with a disability		Employees who have provided EEO data	
	No.	%	No.	%	No.	%	No.	%
Senior Executive	17	6.3	271	83.9	14	5.3	264	82.5
Administrative/ Professional	47	8.3	566	85.1	50	8.8	570	86.2
Content Maker	120	6.4	1,876	68.4	123	6.8	1,809	66.7
Technologist	26	8.6	301	81.6	31	10.5	295	80.4
Retail	3	25.0	12	80.0	15	9.2	163	78.7
Total	213	7.0	3,026	73.5	233	7.5	3,101	72.7

Note:

Number and percentage based on Total Head Count, Non-Casual Staff, within Job Group, who provided information on the ABC's EEO Data Collection Form that indicated they have a disability. Staff with EEO data represents Total Head Count, Non-Casual Staff, who completed the disability section of the EEO Data Collection Form—both those who have a disability and those who do not have a disability. Data current at the end of the final pay period in each reporting year (21 August 2016; 23 August 2015)

Recruitment and pipeline activities for people with disabilities

Based on information in the ABC's recruitment database, 1.3% of all job applicants indicated that they had a disability.

The review and refresh of recruitment processes, tools and communication mechanisms included references and inclusion of people with disabilities. ABC Radio's 2016 internship program featured an extensive recruitment campaign to attract a broad diversity of applicants. As a result of the recruitment efforts, of the overall intake of interns, 10% were students with disabilities or with experience as carers for people with disabilities.

The ABC continued to employ staff who were part of the Paralympic Workplace Diversity Program, which matches employers with athletes to undertake work that accommodates the athlete's training and competition attendances.

ABC Divisions partnered with disability job placement agencies to employ staff with intellectual disabilities at Ultimo, New South Wales and Brisbane, Queensland, and a six-week placement for a person with a disability at ABC Ultimo, New South Wales, as part of a 'transition to work' program.

Workplace adjustment and access

The ABC provided workplace adjustments at Ultimo, New South Wales, to support employees with disabilities, including the installation of automatic doors. The ABC continued to provide software and modified equipment for employees with disabilities.

Accessibility features were incorporated in the development of eLearning programs for employees.

Content, awareness and collaboration

- The ABC rolled out a major cross-platform programming event called *Mental As...* held during Mental Health Week, 4–10 October 2015. A similar week of activity was held for the first time by the Corporation in October 2014. The comprehensive coverage across television, radio, online and mobile highlighted the broad range of issues surrounding, and perspectives of, mental health, across a range of genres. The ABC conducted a fund raising initiative during the week for the Society for Mental Health Research.

During the year, the ABC maintained or embarked on collaborations and connections with a range of disability organisations and initiatives including Accessible Arts and Attitude Pictures. ABC News presenter, Jeremy Fernandez, hosted the Australian Network on Disability Access and Inclusion media event in December 2015 in Sydney, as part of the International Day of People with Disability week of events.

ABC iView commissioned content highlighting a range of diversity groups, that featured individual representatives talking about their personal experiences and perspectives. Ten episodes each of *Hello Stranger* and *You Can't Ask That* covered multiple topics including disability. Some of the episodes covered people of short stature and wheelchair users.



The *Short Statured* Episode of the Television series *You Can't Ask That*. Image: ABC Television.

Performance

Online accessibility

Between May 2015 and July 2016, Digital Network managed projects focused on enhancing the ABC's level of compliance with the Australian Government's Web Content Accessibility Guidelines 2.0 AA standards. A plan was formulated and implemented to close the gaps identified through an accessibility audit across all ABC digital assets.

Captioning and accessible services

In 2015–16, the ABC provided captioning services for audience members who are deaf or who have hearing impairments. Captioning is the delivery of on-screen descriptive text of speech and scenes, and closed captioning indicates the availability of the text for self-activation by users as required.

The ABC provided captions on 99.9% of all programs transmitted on its primary television channel between 6am and midnight, 0.1% below the required target of 100% outlined in the *Broadcast Services Amendment (Improved Access to Television Services) Act 2012*. The shortfall was due to operational and technical faults.

In 2015–16, the ABC completed the Department of Communications and the Arts funded trial of Audio Description content for blind and vision-impaired audience members on ABC iView iOS services. The ABC completed its report on the trial and submitted it to the Department in October 2016.

The ABC premiered a children's television program, *Sally & Possum*, for young children who use Australian Sign Language as their primary means of communication. The program, acquired from the Queensland Department of Education, is designed to enhance foundational literacy and numeracy skills.

Supporting accessibility for ABC products

A range of titles published by ABC Books was made available through the Australian publisher Read How You Want. This service provides large format editions for people with disabilities. ABC Commercial makes available an extensive range of unabridged, new release audiobooks across a wide range of genres for all ages.

During 2015–16, seven titles from ABC Books have been released in large print editions for the visually impaired with the publisher Read How You Want.



The ABC Television children's video series *Sally & Possum* provides Australian Sign Language service. Photo: Chemistry.

Workplace culture and flexibility

Equity and Diversity Plan 2016–18

strategic objective: We encourage a culture of diversity, engagement and flexibility.

Focus areas: Inclusive Culture and Flexibility; Work-Life Balance

A positive workplace culture

The ABC's Staff Engagement Survey was undertaken in 2015, in line with the Corporation's strategic aim to build a creative and engaged workforce. Employees were asked what they liked about working at the ABC and their ideas for workplace improvements. Almost 3,000 staff responded, which was nearly 60% of staff (including casuals).

The survey results indicated a range of staff views about working at the ABC. The ABC's commitment to diversity, safety and workplace flexibility were all rated highly by staff and employees have a strong connection to the ABC's brand and purpose and are proud to work at the ABC.

The ABC's *Discrimination, Bullying and Other Workplace Behaviour Policy* addresses discrimination, harassment, anti-bullying measures and complaint resolution and is supported with relevant training. The Policy Statement includes:

"The ABC encourages and supports positive workplace behaviours that reflect the Corporation's values of integrity, respect, collegiality and innovation. Successfully modelling these values helps the ABC to provide a positive working environment."

Work and life balance

In 2015–16:

- 175 women and 81 men took leave relating to parental and partner support
- 460 female and 75 male ongoing employees worked on a part-time basis

The *ABC Enterprise Agreement 2013–2016* includes provisions for flexible working conditions, including flexible hours, part-time work and job sharing, carer's leave, purchased leave, paid maternity leave, 'Dad and Supporting Partner' leave, unpaid parental leave, and leave without pay.

During the reporting period, 175 women and 81 men took leave relating to parental and partner support. At the end of the reporting period, there were 460 female and 75 male ongoing employees working on a part-time basis.

Childcare facilities are available on premises at Ultimo, New South Wales (24 priority places for ABC employees), at the University of Technology Sydney (25 places for ABC employees) and off-site in Melbourne, Victoria (10 places for ABC employees). There are parenting rooms at ABC premises that are available for use by staff and visitors.

In August 2016, the ABC arranged an *Envisage* seminar at Ultimo for employees aged 50 years and older. Thirty participants attended the forum which provided information, resources and goal-setting activities for their career and future planning, both at work and outside of work.

Performance

Support for employees

The ABC's Employee Assistance Provider (EAP), Converge International, continued to provide solution-based counselling sessions to ABC staff and their immediate families for personal and work-related issues.

A Peer Support Program is in place with more than 40 peer supporters, across Divisions and locations, who are trained to provide support to colleagues by meeting and talking about potentially traumatic events associated with the colleague's work duties in the media.

The ABC continued to roll out trauma awareness and resilience-building training for content makers.

The ABC ran Mental Health Awareness training sessions across the ABC in September and October 2015 to coincide with Mental Health Week and the ABC *Mental As...* initiative.

ABC People conducted a workshop for their HR managers on domestic violence that covered the issues of how to: understand the impact of domestic violence in the workplace; identify signs of domestic violence; and help create a safe working environment for employees.

ABC Equity and Diversity Annual Report 2015–16

Equal Employment Opportunity Report to the Minister for Communications and the Arts

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