

Senate Environment and Communications References Committee
ANSWER TO QUESTION ON NOTICE
Australian Broadcasting Corporation
Inquiry into the economic and cultural value of Australian content on broadcast radio and
streaming services
11 April 2018

Australian Broadcasting Corporation

Hansard Ref: Page 5, 11/04/2018

Topic: Australian Content investment

Senator Hanson-Young asked:

CHAIR: How important does the ABC consider Australian-made kids' television and kids' content? I would argue that most of us in this place would recognise that you guys lead the way when it comes to kids' content. Is that something that you've just got sewn up so it's now, 'We own kids' television and that's enough'?

Mr Anderson: No, not at all. It is something we're very proud of. We have a range of children's content across the board. It's a fantastic team led by Michael Carrington and they think very deeply about content, particularly from the perspective of the child. We seek to reflect the diversity of Australia through the content that we produce and we are very proud of what we do. Part of the additional investment we've had this financial year—

CHAIR: This is the \$30 million?

Mr Anderson: has gone to children's entertainment as well, which sort of demonstrates our investment.

CHAIR: Could you give me a figure—or take it on notice—as to the breakdown of that?

Mr Anderson: Sure. I do have the figure. It's estimated at the moment because, of course, we're still going through the financial year. It's estimated that we'll spend year-on-year—I'll give it to you on notice—approximately \$33 million more. Children's, factual and drama are part of that additional spend.

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Answer:

Arts expenditure (excluding labour)					
Content Unit	2015/16	2016/17	2017/18 Forecast @ P9	Forecast comparative spending increase 2016/17 to 2017/18	Forecast comparative percentage increase 2016/17 to 2017/18
Arts	\$2,787,361	\$2,898,417	\$5,607,574		
Grand Total	\$2,787,361	\$2,898,417	\$5,607,574	\$2,709,157	93%
Children's expenditure (excluding labour)					
Content Unit	2015/16	2016/17	2017/18 Forecast @ P9	Forecast comparative spending increase 2016/17 to 2017/18	Forecast comparative percentage increase 2016/17 to 2017/18
Children's	\$16,991,480	\$13,499,940	\$18,775,003		
Grand Total	\$16,991,480	\$13,499,940	\$18,775,003	\$5,275,063	39%
Drama Total (ACMA Definition) expenditure (excluding labour)					
Sub Unit	2015/16	2016/17	2017/18 Forecast @ P9	Forecast comparative spending increase 2016/17 to	Forecast comparative percentage increase 2016/17 to 2017/18

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Grand Total	\$1,603,691	\$1,829,413	\$3,346,538	\$1,517,125	83%
Factual and Documentaries expenditure (excluding labour)					
Content Unit	2015/16	2016/17	2017/18 Forecast @ P9	Forecast comparative spending increase 2016/17 to 2017/18	Forecast comparative percentage increase 2016/17 to 2017/18
Documentaries	\$9,342,314	\$10,629,902	\$15,645,023		
Factual	\$2,838,850	\$5,594,194	\$11,285,132		
Grand Total	\$12,181,164	\$16,224,095	\$26,930,155	\$10,706,059	66%

**Please note that the 2017/18 spend is a forecast of the full financial year and is subject to change.*

Overall, the ABC expects to invest over \$131 million in these Australian content genres in 2017-18. This represents an increase of \$38.7 million on 2016-17 expenditure, consisting of approximately \$32.8 million from the content fund established in 2017 as part of the ABC's Investing in Audiences strategy. This fund utilises savings made through internal corporate-wide efficiencies. An additional \$5.9 million investment has been achieved through specific internal ABC TV efficiencies.