

Submission to the Senate Inquiry:

The Australian Broadcasting Corporation's commitment to reflecting and representing regional diversity.

One of the reasons, possibly the main reason cited, for closing the TV production unit in Hobart is budget constraints. This seems strange when the ABC engages in activities that are not linked to production or would not seem to represent diversity.

One such activity is the ABC Exhibition Trailer. This vehicle is the same size as an ABC outside broadcast van and has recently been refurbished. According to media release published on the ABC's intranet site, MyABC on 16 January, 2013:

Last year the ABC Trailer clocked up more than 12,000 kilometres and visited six states as our unofficial ambassador. In 2013 it ventures further into uncharted territory by working more closely with the education sector. .. In Tassie for example, it was the 25th anniversary of the [Christmas Giving Tree](#) and we thought we would go and reward some of the schools that are keen advocates of that," Rebecca said. (*It's actually called the ABC Giving Tree)*

When the Exhibition Trailer visited Hobart in November, 2012, just a few days before Mark Scott's visit to announce that he was closing the production unit Hobart staff were invited to 'volunteer' to staff the Trailer.

So the ABC Exhibition Trailer is an Ambassador. From head office (Sydney) to the regions. Is that how the ABC sees itself now, it's sends out its emissaries into the far flung regions?

The release goes on to say:

"In its new incarnation, the trailer doesn't just follow community events like Royal Shows – although it does that too. Instead, the Corporate Marketing team are looking more carefully at where and how its unique features would be best appreciated and utilised.

We are starting to look more long term at what we use the trailer for," Rebecca said. "We are a unique department in that we are not really told what we have to do, (so) we are making our own plan as we go.

Working with the education sector and tapping into the school curriculum is another way to bring more focus to the trailer's exploits.

In February three Sydney schools will host ABC Week in a trial that will match the trailer's facilities with class lessons."

So Tasmania loses a production unit with a proud history of creating quality programs but Corporate Marketing can run a major facility and make it up as they go along?

