

Media release



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Audience behaviour drives new ABC structure

The changing behaviour of Australian audiences will soon be reflected in a new internal **structure for the ABC's creative teams**.

From early next year, ABC content makers will be organised into teams of subject matter specialists which produce creative outputs across all ABC formats, devices and platforms.

The proposed new structure does not include any job losses, cuts to programs or a reduction in networks.

“Technology is unlocking new ways for consumers to be informed, educated and entertained,” ABC Managing Director, Michelle Guthrie, said today.

“Australian audiences are responding by embracing new formats, devices and platforms and increasingly demanding control of their viewing and listening schedules.

“The changes we are announcing today adapt to meet these shifts in technology and audience behaviour, and give our people the freedom to grasp the opportunities that await,” Ms Guthrie said.

The proposed new structure will be based on three main teams:

- **News, Analysis & Investigations**, led by Gaven Morris, currently Director, News. The team will be responsible for state coverage, network news and investigations and in-depth reporting.
- **Entertainment & Specialist**, led by current ABC Director Television, David Anderson. This team will include **children's content**, music and creative development, factual and entertainment, drama, comedy and indigenous programming.
- **Regional & Local**, led by current Director Radio, Michael Mason, will include rural and regional teams, capital city and regional productions.

The ABC will also introduce a new **Content Ideas Lab** responsible for incubating initiatives to introduce ABC content to new audiences.

“The new structure will reduce overlap between ABC people covering the same subjects for multiple programs and platforms, and instead free them to focus on creating impactful, value adding stories that can reach audiences however and wherever they choose to engage,” Ms Guthrie said.

“The result will be extended reach and relevance, a better experience for our audience and an ABC that, in a fragmented landscape, provides the critical space for debate, dialogue and ideas,” she said.

Ms Guthrie said the structure delivered on the ABC’s Charter at a time of rapid change.

“By keeping what is central – our Charter, our sense of public service and our presence across the nation – and purposefully adapting the way we work to meet the changing expectations of our audiences, we can deepen our connection to citizens,” Ms Guthrie said.

“In a time of unprecedented disruption, the ABC’s role is more important than ever. It means there is a heavy onus on us to ensure we make the right decisions to maintain relevance and value,” she said.

The new structure has been developed in consultation with ABC content leaders and follows the *Investing In Audiences* strategy announced in March 2017. It will take effect early next year following consultation with ABC employees.

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