



**Bluey**

The greatest little show on earth



ABC NEWS: Independent and trusted with Juanita Phillips and Jeremy Fernandez



ABC documentaries: behind-the-scenes shot from ABC's *Muster Dogs*  
Cover: ABC Kids: *Bluey* produced by Ludo Studio

# THE ABC IN 2028

By 2028 the ABC will be an integrated digital operation and most of the audience engagement with the ABC will be through our digital products.

We will have implemented a digital-first approach to commissioning, producing, and distributing content. We will have increased investment in our core digital products – ABC listen, ABC iview and ABC News – and expanded awareness and use of the ABC’s content and services, particularly among younger Australians.

With an extended program of modernisation, we will have retired end-of-life equipment and introduced more efficient digital production technology. ABC production and operations will be more decentralised and environmentally sustainable.

Our television multi-channels will be re-positioned to align more closely to audience preferences. We will have reduced overlaps across broadcast audio services and reduced our investment in AM band transmission.

In 2028 the ABC will continue to be Australia’s most trusted media organisation and its most important cultural institution. We will be an essential part of daily life for all Australians.

## TOWARDS A DIGITAL-FIRST ABC

Over the next five years the ABC will undergo a significant transition from maintaining both traditional broadcast and digital processes towards becoming an integrated digital operation.

This digital-first approach is about better serving ABC audiences on all platforms, including TV and radio, with a closer alignment of content to audience needs, interests, and preferences. We will be using digital tools, workflows and automation throughout our operations and prioritising digital channels for communication.

The ABC will introduce a digital-first approach across more of our content commissioning. Made-for-digital content will be produced for ABC iview and ABC listen as well as major third-party platforms. This will free up content-makers and journalists to prioritise digital distribution on ABC digital products, and content will not need to be held back to meet broadcast schedule requirements.

Throughout this evolution, the ABC will continue to inform, educate, and entertain. We will serve and strengthen communities with trusted, impartial and independent news. We will produce specialised content that contributes to and celebrates Australian culture. We will tell stories that reflect, shape, and enrich the lives of Australians.

# OUR VISION

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**AN ESSENTIAL PART OF DAILY LIFE FOR ALL AUSTRALIANS.**”

The ABC will have an essential role in Australian life. We will produce content that responds to the diverse needs of audiences and make it accessible on the platforms where it will have the greatest impact. Our independent public-interest journalism will combat misinformation and strengthen democracy. We will offer entertainment that appeals to different ages and desires, whether it's to laugh, relax, find comfort, or become lost in a fascinating story or topic. We will ensure Australians have trustworthy information that's relevant and helpful to their daily lives and to the well-being of their communities.



ABC Longreach: On the ground in communities with reporter Eleanor Grounds

# STRATEGIC PILLARS

The ABC's strategy for 2023–28 is built on four pillars. These ensure our priorities clearly align with the ABC Charter, our role as a public service media organisation, and our commitment to deliver valuable content for all Australians.

## 1. We prioritise the trust of our audiences

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We will prioritise and strengthen the trust that our audiences place in us by bolstering our independence, integrity, reliability, and transparency. We will be embedded and engaged in local communities. We will include social responsibility goals, such as diversity, inclusion and environmental sustainability, in all aspects of our operations.

## 2. We deliver compelling content that builds a lifelong relationship with Australians

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We will create, curate, and distribute compelling Australian content that informs and entertains audiences of all ages. Our content will be easy to find and enjoy. The ABC brand will be known for quality Australian content with wide appeal and for specialised content across different genres, topics of interest, and audience needs.

## 3. We reflect contemporary Australia

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We will create content that reflects contemporary Australia. This contributes to a sense of national identity while reflecting the cultural and geographic diversity of the Australian community. We will inform, educate, and entertain audiences in ways that are relevant, relatable and inclusive for Australians with different backgrounds and interests.

## 4. We make sustainable choices in allocating resources

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We will make sustainable choices in allocating resources. We will operate efficiently and align our resources to both current and future audience needs within the limits of our funding. We will always deliver value through our commitment to financial responsibility and accountability.



# STRATEGIC PRIORITIES

The ABC's strategic priorities for 2023–28 outline our response to the significant opportunities and challenges in the Australian media landscape. Analysis of this changing environment and the implications for the ABC can found in the accompanying [\*Background to the Plan\*](#) document.

The ABC is Australia's most trusted media organisation and its most important cultural institution. These priorities will ensure that the ABC evolves, making necessary changes to strengthen its ability to deliver these outcomes for audiences now and into the future.

ABC Comedy: *Hard Quiz* with Tom Gleeson



**We will engage audiences on the platforms they prefer, delivering relatable high-quality content for ABC and third-party digital platforms.**

By 2028, more than half of the ABC's audience engagement will be via digital services. We will focus on bringing audiences to ABC-owned platforms while also creating content for audiences who prefer social media and other third-party platforms. This will ensure we provide relevant content, in engaging formats, for younger audiences, especially those who do not use traditional broadcast services.



**We will prioritise investment in outstanding digital products that achieve the highest standards for user experience.**

Increasing our investment in our core digital products – ABC listen, ABC iview and ABC News – will help audiences discover the content that's most relevant and interesting to them and will meet their desire for ease-of-use and accessibility.



**We will consolidate and rebrand some broadcast services as more of our audiences move to digital platforms.**

As audiences take up ABC audio via digital services, we will be ready to rationalise our broadcast radio services and align them better with audience needs. We will reposition our television multi-channels to increase relevance for broadcast viewers. We will help audiences find and enjoy their favourite ABC content on digital platforms as they make the switch from broadcast.



**We will prioritise investment in making it easier for audiences to discover ABC content, products and services.**

We will invest more to increase awareness and use of the ABC's content and services, enhancing value and trust in the ABC. This will include more external promotion, as well as cross-platform promotion, stronger branding across ABC touchpoints and better metadata and personalisation to support recommendations across ABC digital products. We will have a clear focus on ensuring that younger adult audiences, in particular, are aware of the content the ABC has to offer them.

ABC Entertainment: behind-the-scenes shot from *Back in Time for the Corner Shop*



**We will be in more communities, including online, and foster national conversations across a range of perspectives and points-of-view.**

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We will reward the trust of Australians with a greater focus on being a part of the communities we serve, whether in the cities, rural and regional areas, or online spaces. By enhancing our local presence we will help communities raise the issues that matter to them and encourage inclusive national debates that canvas a range of different views.



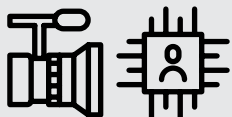
**We will expand our use of strategic partnerships to increase effectiveness of content, services, and research and development.**

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We will build on our extensive and long-standing partnerships across Australia's creative industries to increase the impact of our investments. We will seek co-production partnerships with a wider range of providers, including global operators. We will also investigate and build partnerships with other public service media providers and other institutions to improve our services for Australian audiences.

ABC Regional: *Heywire*, celebrating regional youth voices





## **We will accelerate the modernisation of our business and production systems.**

Over the next five years, we will accelerate the replacement of aging and end-of-life equipment and update our production infrastructure. This will go beyond any like-for-like replacement and involve adopting new technologies and methods, such as the use of virtual production studios.

Along with new ways of working, integrating new technologies such as AI will be essential to our transition to a digital-first media organisation. It will enable the ABC to maintain its relevance for Australian audiences and create opportunities for efficiency and the resilience and reliability required to maintain their trust.



## **We will invest in our people, building the capabilities we need for a digital-first ABC.**

We will acquire and develop the technical, editorial, production, and leadership skills needed to reshape the ABC as a digital media organisation that will serve Australian audiences into the future.

ABC NEWS: Inside a digital news studio



**We will put inclusion and diversity at the heart of everything we do.**

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We aspire to build a culture of belonging for our people, one that reflects and celebrates the many identities of Australians today and inspires greater creativity in our content and connection to the community that we serve.



**We will reduce the impact of ABC operations on the environment.**

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The ABC is committed to achieving net zero emissions by 2030 and will engage with suppliers to further reduce the impact of ABC operations and its use of resources on the environment.



ABC Music: In the studio with triple j's Concetta Caristo



ABC Rural: *Landline's* Pip Courtney celebrating rural Australia



GPO Box 9994  
in your state/territory capital

Phone 13 9994  
Fax 02 8333 5344  
TTY 1800 627 854  
[abc.net.au](http://abc.net.au)