

S&C CONTENT TRACKER

- ABC's Five year Plan: Over the next five years, we will prioritise delivering public broadcasting services that: are relevant for all Australians; and reflects contemporary Australia.
- ABC's Diversity & Inclusion Plan: The ABC must look and sound like modern Australia, and include all Australians in what we do.
- ABC's Reconciliation Action Plan: an Australia in which Aboriginal and Torres Strait Islander names, voices and languages become an everyday part of the national vocabulary.

The S&C Content Tracker: What is it?

- The Content Tracker is a simple tool to record and measure diversity of talent in our content across platforms and programs – it measures what our audience hears and reads in S&C content.
- It allows you to see how you are including groups which might be under-represented in our content (including women, Indigenous and Torres Strait Islanders, people from CALD backgrounds, LGBTQI people, and people with disabilities)

Why:

- Australia has a diverse population. We need to be relevant to all Australians and this will help us track how we are including and reflecting different parts of the community.
- The tracker will set a benchmark for how teams are going in creating content that features diverse stories and voices.
- In our busy working lives, we don't have enough time set aside to reflect on our coverage. This takes the grunt work out of you having to sit down and trawl through rundowns. It makes it easier for you to get a snapshot of how you are going.
- This means you can see how you are going over time in telling stories and hearing from people across the community.
- It will allow you as content makers and your managers to set realistic goals to build on your baseline.

How:

- The tracker works exactly like the election tracker we have used to count share-of-voice in the last few federal elections. In fact, it's using the same technology.
- As for election tracking, an important principle is that you own your data. We aim to send you regular reports.

When:

- From August to end of year.
- Review how it's going and next steps at the end of the year.

LINK TO CONTENT TRACKER: <https://bit.ly/38HLAgP>

CONTENT GOALS:

Our goal is to look and sound like contemporary Australia, so population figures are our guide.

The ABC has already set workforce goals for a range of under-represented groups.

RESOURCES

Editorial Guidance Notes

[ABC Indigenous Content](#): This Guidance Note provides advice and information on working with Australia’s Aboriginal and Torres Strait Islander people, culture and heritage in ABC content making.

[Reporting and portraying disability in ABC content](#): This note provides guidance on appropriate behaviours and language to be used when making content for all ABC platforms and third party platforms, including social media.

[Hate Speech, Terrorism and Mass Killings](#): This guidance addresses three separate but related phenomena – racist, discriminatory and hate speech; terror attacks; and non-political mass killings. It applies to factual content.

Online Learning

[LGBTQI Awareness](#): A one-hour video of Chris Nelson from Pride in Diversity delivering LGBTQI awareness training to ABC staff.

Indigenous Cultural Awareness (course 53, People Hub): The Indigenous Cultural Awareness eLearning tool is a comprehensive resource rich with information, links and stories. It contains precious archival footage, panel discussions and up to date information on ABC policies and activities.

Disability Awareness (course 274, People Hub): This training has been designed to provide content makers with practical skills and knowledge to use when approaching stories about disability. This course takes around 30 minutes to complete.

Useful research & data

[D&I RESOURCES – CONTENT MAKERS](#)

Reference Documents

[ABC 2020-22 Content Plan](#)

[ABC Elevate Reconciliation Action Plan July 2019 – June 2022](#)

[ABC Diversity & Inclusion Plan 2019 – 22](#)

<https://www.abs.gov.au/>