



Australian Government
Department of Foreign Affairs and Trade



Australian Government
Department of Infrastructure, Transport,
Regional Development, Communications and the Arts

INDO-PACIFIC BROADCASTING STRATEGY

COMPELLING CONTENT | TRUSTED NEWS | CONNECTIONS AND SUPPORT



Image: ABC

INDO-PACIFIC BROADCASTING STRATEGY

COMPELLING CONTENT | TRUSTED NEWS | CONNECTIONS AND SUPPORT

Purpose

Australia's Indo-Pacific Broadcasting Strategy (the Strategy) provides a framework for expanding Australian broadcasting and media sector engagement across the Indo-Pacific region. To reflect the varied media sectors and Australia's diverse relationships across the region, the Strategy is accompanied by the:

- Australia-Pacific Media and Broadcasting Partnership
- Australia-Southeast Asia Media and Broadcasting Initiative
- Australia-South Asia Media and Broadcasting Initiative

The Strategy aims to boost the availability of Australian content, deepen media connections and strengthen the resilience of media outlets in the region. It will support mutual understanding of Australia and our region.

Activities the Australian Government supports under this Strategy will foster a vibrant and independent media sector, present an accurate understanding of modern, multicultural Australia, and support deeper people-to-people engagement.

The Strategy builds on Australia's proud history of media engagement across the Indo-Pacific, with an aim to:

- Share Australian stories with the region, highlighting Australia's relationships and people-to-people connections in the region, as well as providing trusted, reliable news and information
- Demonstrate Australia's connections to the region, and the contribution made by diaspora communities, to audiences in the region and in Australia
- Amplify First Nations Australians' knowledge, voices, experiences and perspectives, to strengthen connections between Australia and the region
- Underscore Australia's commitment to working with partner countries to enhance security, stability and prosperity in the region, our development and broader partnership credentials and membership of the region

The Indo-Pacific region is diverse and fast changing, including its media markets. A transformative digital transition is impacting media globally and locally. In this context, the Government will prioritise investments that respond to this dynamic environment, are evidence-based, informed by audience preferences, and tailored to regional media markets.

The Government is committed to working with partners across the region to listen, learn and collaborate to maximise our impact. We recognise that media markets vary significantly: from large, diverse and multi-platform media sectors in South and Southeast Asia, to the Pacific where traditional media remains central, alongside growing digital media consumption.

The Strategy is led by the Department of Foreign Affairs and Trade, and the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. As Australia's international broadcaster, the Australian Broadcasting Corporation (ABC) is a key implementing partner. The Strategy will be reviewed regularly.

The Strategy will:

- 1 Support the creation and distribution of compelling Australian content that engages audiences and demonstrates Australia's commitment to the Indo-Pacific region
- 2 Enhance access in the Indo-Pacific to trusted, informative sources of media, including news and current affairs
- 3 Boost connections between Australian-based media, content creators, and their Indo-Pacific counterparts, including through training and other support



Image: ABC

1

Support the creation and distribution of compelling Australian content that engages audiences and demonstrates Australia's commitment to the Indo-Pacific region

- Support the ABC to create more high-quality content that showcases Australian stories and perspectives, including news and current affairs, designed for target audiences in the Indo-Pacific
- Support initiatives that share important stories from the Indo-Pacific with Australian audiences and vice versa, highlighting the voices and lived experiences of the Indo-Pacific region
- Expand the availability of Australian content to present Australian and regional talent and connect with people and communities across the region



Image: ABC

2

Enhance access in the Indo-Pacific to trusted, informative sources of media, including news and current affairs

- Support investments that improve access to trusted and accurate content from the ABC, as well as the SBS and other Australian media
- Support increased access for regional audiences to Australian media, including by expanding the ABC's content distribution infrastructure and the PacificAus TV initiative
- Strengthen the region's resilience to misinformation and disinformation through programs that build the capacity of institutions and communities, support partnerships between Australian media organisations and counterparts in the Indo-Pacific, and increase awareness of challenges in the region's information environment
- Encourage more diverse distribution of Australian content, including through increased syndication and broadcasting arrangements, digital distribution and social media platforms
- Work with partners to support access to free and open media sources across the Indo-Pacific



Image: ABC

3

Boost connections between Australian-based media, content creators, and their Indo-Pacific counterparts, including through training and other support

- Build regional media capacity through training opportunities, including, for example, in fair and balanced reporting, public interest journalism, and identifying misinformation and disinformation
- Support initiatives that contribute to gender equality, disability and social inclusion principles and inclusive reporting
- Support enhanced long-term resilience of Indo-Pacific media organisations
- Promote exchanges and visits between media practitioners from Australia and the Indo-Pacific



Image: ABC