



International Development

Australian Broadcasting Corporation

TOMAK- FARMING FOR PROSPERITY (TIMOR-LESTE)

Expressions of Interest – Supply Chain Partner

Australian Broadcasting Corporation (ABC)

Organisation

Business Name:	ABC International Development (ABCID)
Business Type:	Commonwealth organisation
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Organisation Profile/Areas of relevant expertise/Link to website

(Maximum 150 words)

Australian Broadcasting Corporation International Development (ABCID) is part of the ABC. We bring a unique approach to supporting development through information and communication, advocacy, and changing knowledge, attitudes and behaviours. We are a recognised and trusted brand with over 75 years of broadcasting experience. We draw upon the ABC's technical expertise in developing entertaining and educational content across radio, TV, print, online, social media and mobile platforms. Through ABC Rural, we have extensive experience and capability in agriculture and rural development.

For over a decade ABCID has managed and implemented Asia Pacific development activities valued at over AUD\$60 million, including in Timor-Leste, to inform, connect and empower people to have a voice in decision-making processes that affect their lives. Through TOMAK, we could increase demand for year round household food security, delivering changes in household knowledge, attitudes and practices that contribute to improved nutritional status and women's economic empowerment.

www.abcinternationaldevelopment.net.au

Brief summary of relevant experience (Maximum 500 words)

The ABC has had a significant impact on Australia's culture and helped Australians understand about rural and development issues through content including flagship programs *Landline* and *Country Hour* (Australia's longest running program). These programs have influenced Australians at all levels (government, business, farmers and citizens) from national policy to family nutrition.

Similarly the ABC has played an important emergency broadcasting role to rural Australia during natural disasters (including pest plagues, disease outbreaks, drought, fire, flood and cyclones).

Drawing on our broader organisational depth, ABCID has provided support to a number of media, advocacy and communications content initiatives. These initiatives aim to increase awareness, promote public discussion and influence attitudes and behaviours on issues including rural development, agriculture, health, gender, climate change and education. Examples of recent relevant technical expertise include:

Timor-Leste – ABC International worked with the Australian Centre for International Agricultural Research to produce a series aimed at raising awareness among young people in the Asia Pacific region about Australia's contribution to agriculture, rural development and food security. One of the 30minute *Food Bowl* documentaries was about Timor-Leste striving for a food safe future. This series was broadcast on the ABC to international audiences. <https://vimeo.com/103211322>

ABCID has worked with Radio Timor Leste to build its journalism capacity as well as provide technical skills training to improve its Information and Communications Technology capability.

Burma - ABCID worked with national broadcaster Myanmar Radio and Television (MRTV) and rural women, to produce a radio series on maternal and child health issues. The series impact resulted in significant shifts in knowledge, attitudes and foundations for behaviour change among listeners, in areas of cervical cancer, birth spacing, HIV, pregnancy and birth, and male involvement.
http://www.abcinternationaldevelopment.net.au/sites/default/files/ABC%20ID%20Myanmar%20Ma%20Ma%20Oo%20Research%20Brief_%20FINAL.pdf

ABCID is working with 17 MRTV ethnic media services to build capacity and produce content for Myanmar's ethnic and rural audiences. It increases ethnic voices in public discourse and empowers MRTV to provide information tailored to ethnic audience needs.

Cambodia - We work with four provincial radio stations to develop talkback radio programs that enable community members to talk directly with government representatives from all levels. About 50% of callers live in rural areas (farmers/rural small businesses). Issues discussed include agricultural production, markets, climate change, women's business skills and family nutrition (common theme). As a result of greater communication between government and citizens, services and infrastructure such as roads, rubbish management, and water and electricity have improved as citizens are able to hold officials to account.

Pacific – ABCID supported Women in Business Development Inc (WIBDI) Samoa to distribute 3G mobile phones to 100 farmers to help improve communication amongst the farmers and the organisation via SMS and email. WIBDI was not able to annually visit all of its 597 members and as a result farmers were missing out on important information. Now WIBDI is able to communicate directly with all its members for the first time which improved its marketing activities to promote organic farming as an honourable profession, and helped to increase farmers' incomes.
www.pacmas.org

Note: *This EOI is provided by the organisation to DFAT, on the understanding that it does not represent solicitation or constitute a request for proposal, nor is it a promise of any future work. It is solely for the purpose of including the organisation's details on DFAT's website on a public register of parties available in the overall market for possible involvement in any future delivery of TOMAK in Timor-Leste.*