



Australian Government
Department of Foreign Affairs and Trade



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

AUSTRALIA-PACIFIC MEDIA AND BROADCASTING PARTNERSHIP

COMPELLING CONTENT | TRUSTED NEWS | CONNECTIONS AND SUPPORT



Image: ABC

AUSTRALIA-PACIFIC MEDIA AND BROADCASTING PARTNERSHIP

COMPELLING CONTENT | TRUSTED NEWS | CONNECTIONS AND SUPPORT

Australia has a proud history of international broadcasting, content sharing and supporting media resilience and professionalism in the Pacific region, including through the Pacific Media Assistance Scheme and Media Development Initiative. Australia is committed to building on this longstanding partnership with media and broadcasters into the future.

The Australia-Pacific Broadcasting and Media Partnership (the Partnership) aims to boost industry connections, continue capacity building to support strong, independent Pacific media, and expand access to high quality Australian and Pacific content. This reflects a growing demand for Australian and Pacific content in the region, and opportunities to share stories, perspectives and culture that resonate with and connect people and communities.

Initiatives under the Partnership will be underpinned by a commitment to boosting people-to-people connections across the media industry and responding to audience preferences in a dynamic and fast changing media sector.

The Partnership is part of the Indo-Pacific Broadcasting Strategy, 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.



Australia will work in the Pacific to:

1

Support the creation and distribution of compelling content

- Support initiatives that enhance local content creation, including through co-creation and production between Australian and Pacific media organisations
- Support the ABC to create more high-quality content that is made for, with, and about the Pacific
- Continue to support the PacificAus TV initiative to provide Australian television content in the Pacific region
- Work with PacificAus TV to expand and enhance its program offering, and increase access to more Pacific countries

2

Enhance access to trusted, informative sources of media, including news and current affairs

- Support initiatives that improve access to trusted and accurate news content in the Pacific
- Support the ABC to expand content distribution infrastructure, including radio transmission
- Strengthen the region's resilience to misinformation and disinformation by supporting programs that build the capacity of institutions and communities, and increase awareness of challenges in the information environment
- Enable more diverse distribution of Australian content, including through increased syndication and broadcasting arrangements, digital distribution and social media platforms

3

Boost connections between Australian-based media, content creators, and their Pacific counterparts

- Provide support to enhance the resilience and viability of Pacific media organisations
- Promote exchanges and visits between media professionals from Australia and the Pacific, including through media capacity building programs and connections through sport
- Support training opportunities including, for example, in fair and balanced reporting, public interest journalism, and identifying misinformation and disinformation
- Support initiatives that build understanding of the importance of gender equality, disability and social inclusion principles and inclusive reporting

Australia will prioritise initiatives in the Pacific that:

Are forward-looking and reflect the rapidly changing, complex and diverse media landscapes in the region

- Initiatives will respond to and leverage the changing media environment, particularly the digital transition and rise of social media platforms
- Australian and Pacific media content will be delivered using a multi-platform approach to maximise reach and cater to diverse audiences in line with growing uptake of internet connectivity
- Content will be tailored to local audience preferences, time zones and the growing use of digital platforms

Reflect Pacific priorities and enhance Pacific voices and regional perspectives

- Content will reflect the diversity of voices in the Pacific and seek opportunities to represent and promote gender equality, diversity and inclusiveness of people and perspectives
- Content will be made available for Australian domestic audiences to enhance Australia's Pacific literacy
- Content will demonstrate regional connections, including through vibrant Pacific diaspora communities within Australia and showcasing First Nations Australians' voices and perspectives
- Initiatives will seek to complement and enhance services provided by Pacific media organisations and will align with Australia's media capacity building programs

Support a robust media environment, including through cooperation

- Initiatives will support viability and improve the enabling environment for a professional, independent media sector
- Australia will encourage coordination with other governments to maximise collective efforts and avoid duplication
- Australia will explore opportunities to partner with technology firms where appropriate, to reflect the growing use of social media and other content-sharing platforms in the region
- Initiatives will reflect the importance of Pacific regionalism and the role of regional organisations



Image: ABC