



Australian Government
Department of Foreign Affairs and Trade



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

AUSTRALIA-SOUTH ASIA MEDIA AND BROADCASTING INITIATIVE

COMPELLING CONTENT | TRUSTED NEWS | CONNECTIONS AND SUPPORT



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Australia's relationship with South Asia has never been more consequential. More than two billion people live in the region, sharing the Indian Ocean with us. Our longstanding partnerships with the countries of South Asia are underpinned by economic, cultural and institutional links. Over one million Australians have South Asian heritage, and this diaspora are valued and important contributors to Australian society. Building connections with South Asia will advance Australia's interests overseas and at home.

The Australia-South Asia Media and Broadcasting Initiative (the Initiative) seeks to frame how we will harness the power of media to strengthen our relationship with South Asian countries and peoples. The Initiative outlines how, in the region, we will: boost access to Australian content that resonates with South Asian audiences and South Asian media that resonates with Australian audiences; enhance the capability of South Asian media outlets to guard against misinformation and disinformation; and construct connections with media partners and content creators.

The Initiative 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.



Australia will work in South Asia to support:

1

Content and Access

- Implement the Australia-India Audio-Visual Co-production Agreement
- Facilitate the provision of existing Australian content which will appeal to audiences in South Asia and South Asian content which will appeal to Australian audiences
- Support initiatives encouraging greater Australian media representation in the region including by supporting the ABC, as Australia's international broadcaster, to enhance its distribution across the region

2

Capability and Resilience

- Strengthen media resilience in the region to misinformation and disinformation by supporting programs which build capacity of institutions and communities, and increase awareness of challenges in the information environment
- Explore options to support journalists from South Asia to undertake training opportunities in Australia or in-country
- Seek to create opportunities for women in sports journalism
- Engage with public, private and non-government organisations working on media governance and best practice

3

Connectivity and Partnerships

- Support exchanges and dialogues between Australian and South Asian media outlets and professionals, including through media development programs
- Pursue partnerships between Australian media with South Asian media organisations

Australia will prioritise initiatives in South Asia that:

Reflect the rapidly changing, complex and diverse media landscapes in the region and are forward looking

- Initiatives responsive to the popularity of digital media in South Asia
- Content which modernises perceptions about Australia in South Asia and vice versa
- Projects which seek to challenge and disrupt the prevalence, exacerbated by the digital landscape, of misinformation and disinformation, including violent extremist content
- Initiatives which strive for flexibility across countries, preferences, time zones and media platforms

Resonate with local audiences and represent regional priorities to listen and collaborate

- Media funding and support will enable a diversity of voices and seek opportunities to promote Australia's commitment to inclusivity, gender equality and human rights – especially through telling Australian stories
- Australia will listen to local views on the content which matters, and promote regional preferences and priorities
- Where appropriate, content tailored for South Asian countries will be made available in Australia

Support a robust media environment, including through cooperation

- Training will enhance journalistic skills and values to build resilience of regional media and combat misinformation and disinformation
- Journalistic exchanges and placements will seek to share values, develop best practice and build trusted networks between Australia and South Asian countries
- Partnerships with local media will increase the quality of content in both South Asia and Australia



Image: ABC