



Australian Government
Department of Foreign Affairs and Trade



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

AUSTRALIA-SOUTHEAST ASIA MEDIA AND BROADCASTING INITIATIVE

COMPELLING CONTENT | TRUSTED NEWS | CONNECTIONS AND SUPPORT



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Australia and the countries of Southeast Asia have deep, longstanding partnerships, and are tied together by more than geography. Over a million Australians claim Southeast Asian ancestry and diaspora communities make valued contributions to Australian society, culture and business. Australia is committed to deepening its engagement with Southeast Asia, including by strengthening our cultural, people and institutional connections.

The Australia-Southeast Asia Media and Broadcasting Initiative (the Initiative) aims to provide a framework to expand access to Australian content that resonates with local audiences, boost industry connections in the region, and strengthen the resilience of regional media outlets through training and development programs. Initiatives will be underpinned by a commitment to deepening people-to-people connections, building a better understanding of Australia and responding to regional priorities and audience preferences in a dynamic and fast changing media sector.

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. As Australia's international broadcaster, the Australian Broadcasting Corporation (ABC) is a key implementing partner.



Australia will work in Southeast Asia to:

1

Support the creation and distribution of compelling content that demonstrates Australia's commitment and strong links to the region

- Expand the availability of Australian content to present modern, diverse and multicultural Australia to audiences in Southeast Asia, including through in-language content
- Support the ABC to create more high-quality content that appeals to audiences in Southeast Asia and shares important stories from the region, and provide digital platforms to reach audiences across Southeast Asia
- Support initiatives that enhance local content creation, including through co-creation and production between Australian and Southeast Asian media organisations

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
- 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 greater and 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 and content creators and their Southeast Asian counterparts

- Promote exchanges and visits between media professionals from Australia and Southeast Asia including through media development programs
- 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 Southeast Asia 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 popularity of digital platforms and social media
- Initiatives will provide flexibility to cater to varied priorities and needs across the region
- Australian media content will be delivered using a multi-platform approach to maximise reach and cater to a diverse range of audiences
- Content will be informed by local audience preferences, time zones and the use of digital platforms

Reflect audience preferences and regional priorities to listen and collaborate

- Content will reflect the diversity of voices from the region, 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 Southeast Asia literacy
- Content will demonstrate regional connections, including Australia's vibrant diaspora communities and showcasing First Nations Australians' voices and perspectives

Support a robust media environment, including through cooperation

- Australia will support capacity building initiatives, training and research to build the resilience of regional media
- Australia will encourage coordination with other likeminded governments to maximise collective efforts and avoid duplication
- Australia will explore opportunities to partner with technology firms where appropriate, including to reflect the use of social media and other content-sharing platforms in the region



Image: ABC