

ABC and AusAID Strategic Partnership Agreement

Partnership Principles

1. The Australian Agency for International Development (AusAID) and the Australian Broadcasting Corporation (ABC) share a history of working together on media issues of common interest. Current developments in both agencies have seen an increased recognition between the two agencies of the value of working in partnership, in relation to international media development issues.
 - a) The relationship of the agencies will be one of partnership, valuing the contribution each agency can make to the achievement of common goals; and respecting each agency's responsibilities;
 - b) The partnership will be underpinned by mutual respect, professionalism, integrity, cooperation, the sharing of ideas and open communication in areas of shared strategic priority;
 - c) Agencies will work collaboratively to identify and agree shared strategic priorities for Australia's development assistance with the media sector: this will involve setting joint objectives and recognising the comparative advantage of each agency.

Shared Strategic Priorities

2. AusAID and the ABC will work together to:
 - a) Strengthen the independence, quality and accessibility of media in the Asia-Pacific, particularly through capacity building of both public service broadcasters and other media related organisations operating in the public interest;
 - b) Promote long-term engagement of development assistance in the sector, building on existing relationships and linking technical assistance to broader development policy and programming priorities;
 - c) Promote an evidence-based approach for development assistance with the media in the Asia-Pacific;
 - d) Encourage good governance and public sector management in the region.

Agency Skills and Strengths

3. Each Agency brings different skills and strengths to the Partnership.
4. AusAID's strengths lie in:
 - a) Providing development policy advice drawing on a deep knowledge and understanding of developing countries in our region and the long-term aspects of development;

- b) Managing Australian development cooperation programs focussed on building effective governance;
- c) Well established networks and relationships with partner governments, civil society organisations, other donors, researchers and professional associations in developing countries; and
- d) Extensive overseas infrastructure and delivery systems.

5. ABC's strengths lie in:

- a) Well-established and respected networks with public service and commercial broadcasters throughout the region;
- b) Extensive networks with staff, individual experts and professionals with highly specific technical skills, experience and capacity to provide accredited training;
- c) Policy advice and lessons learned from Australia's experience both domestically and internationally with media broadcasting across new media, television and radio platforms;
- d) Well-developed networks with international media agencies and organisations, particularly in the Asia Pacific region;
- e) Expertise in governance and public sector management, particularly in the media sector.

Coordination Arrangements

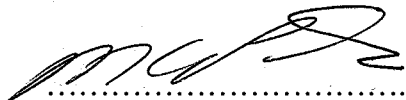
- 6. Both agencies agree to meet at least annually at the Executive level to identify strategic issues of common interest and to set priorities for cooperation and joint work. Either agency will be able to seek further meetings at this level if necessary.
- 7. Meetings at the Branch-head level and below will be initiated when necessary to take forward issue specific work.
- 8. Both agencies agree to ensure information on points of contact on specific issues is provided and regularly updated to facilitate effective engagement.



.....

Murray Green
Director
ABC International

13/08 / 2008



.....

Murray Proctor
Deputy Director General
AusAID

26/5/ 2008