



Information for TV Staff

TV Division - Proposed Changes to TV's operating model

MARCH 2010

The Director of Television Kim Dalton today announced proposed changes to TV's operating model.

Following is information on the proposed changes. Also attached are the current and proposed organisation charts for the TV Division.

Why a new operating model?

- ABC TV needs to change its current operating model from a model centred around a single, analogue channel to a model reflecting its true outputs – one focussed around a number of digital multichannels and multiplatform format.
- With additional channels, ABC TV needs to separate its strategic outputs from the operational requirements of the Division.
- ABC TV needs to focus on its core business of aggregating content and distributing it to audiences across a multichannel and multiplatform environment.
- ABC TV requires the flexibility to support the launch of additional channels and platforms which require distinct, yet integrated strategies and brands.

Benefits to ABC TV and the broader ABC

The proposed model will:

Deliver aligned content strategy providing ABC TV with distinct channels, distinct programming and a healthy and competitive production model.

- Allow content and programming strategies to be developed and delivered at genre, channel and platform levels.
- Allow for the introduction of additional channels.
- Provide a stronger management alignment allowing the Division to increase its structural capacity and maximise its ability to adapt within a changing media landscape and audience environment.

What are the Key proposed changes?

- Create the roles of Channel Controllers who will set the vision, branding and program strategy for ABC1, ABC2, ABC Childrens (across ABC for Kids and ABC3) and ABC Multiplatform.



- Devolve the acquisition editorial selection process to content specialists, under the management of the Content Heads, and create roles within the genre areas to allow the process to be fulfilled.
- Prioritise Indigenous content as a key content area for ABC TV by creating a new Content Head of Indigenous position.
- Merge all media management functions under Business & Operations.
- Move the editorial functions of the current programming department to Controllers and Content Heads.
- Minimise the number of content units by merging Comedy with Drama to create Fiction and merging Sports and Events into Factual.
- Reorganise the Business & Operations department to provide financial analysis and measurement to the Division across all areas of content production and acquisition.
- Redesign business processes including ordering content (both acquired and commissioned), editorial selection of content and Divisional reporting on performance.
- There are also a number of changes to individual positions and some positions proposed to be abolished which is detailed for each individual department in the following pages.

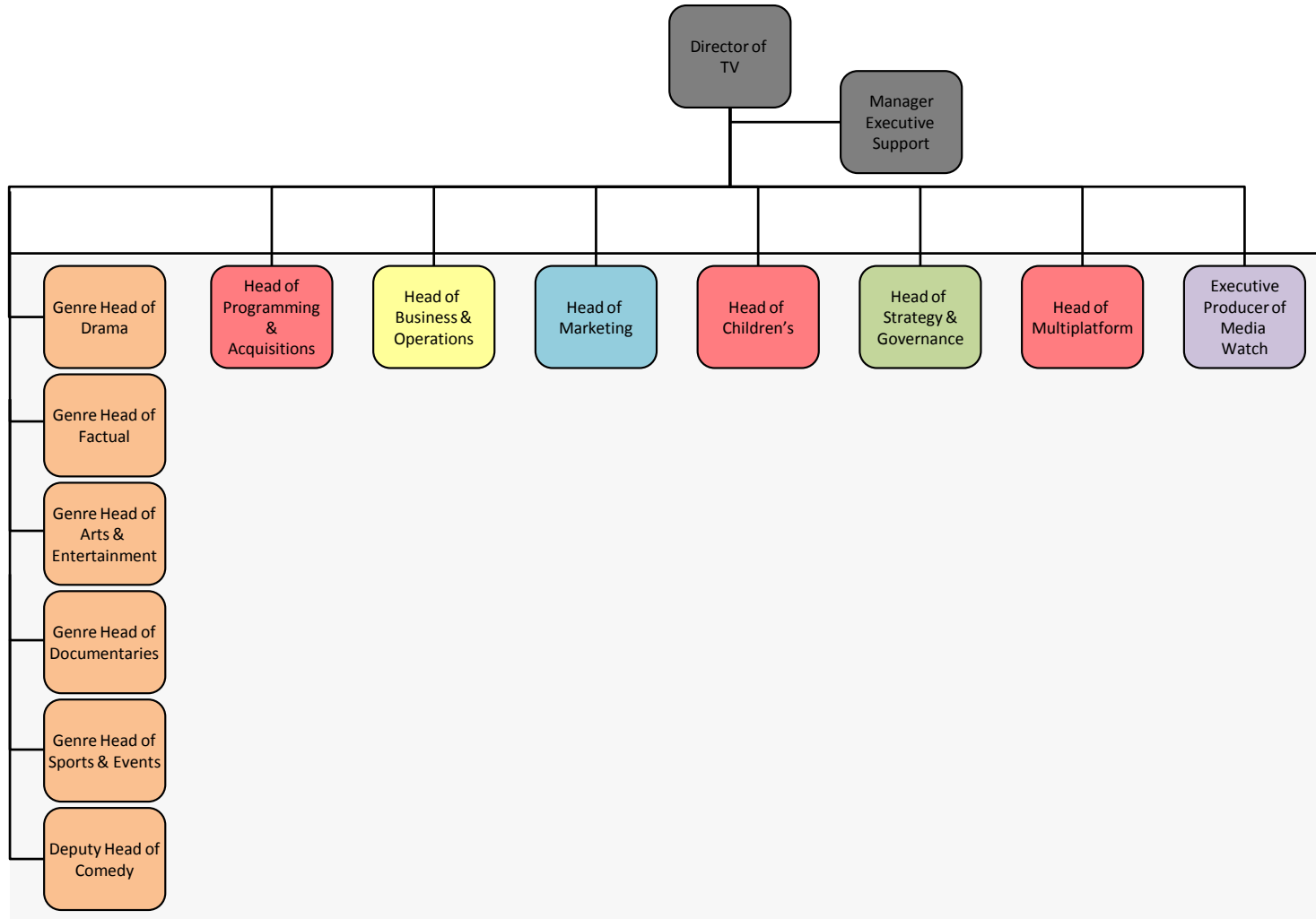
What Happens Now?

- A series of briefings will take place from today. Further meetings can be arranged by staff approaching their Department Head or manager.
- Consultation with staff and their representatives commences today and is expected to continue for 2 to 3 weeks. This process gives staff the opportunity to ask questions and provide feedback and input.
- During this consultation, managers will be talking to individual staff about their particular circumstances and there will be further opportunity to discuss the proposed changes as well as training and development for people in new or changed roles.
- During this time Managers and People & Learning staff will discuss options and redeployment opportunities with staff to minimise redundancies.
- TV will be meeting with appropriate Unions to discuss this proposal.
- During and following consultation staff will be advised of any changes to the proposal and the timetable for implementation.

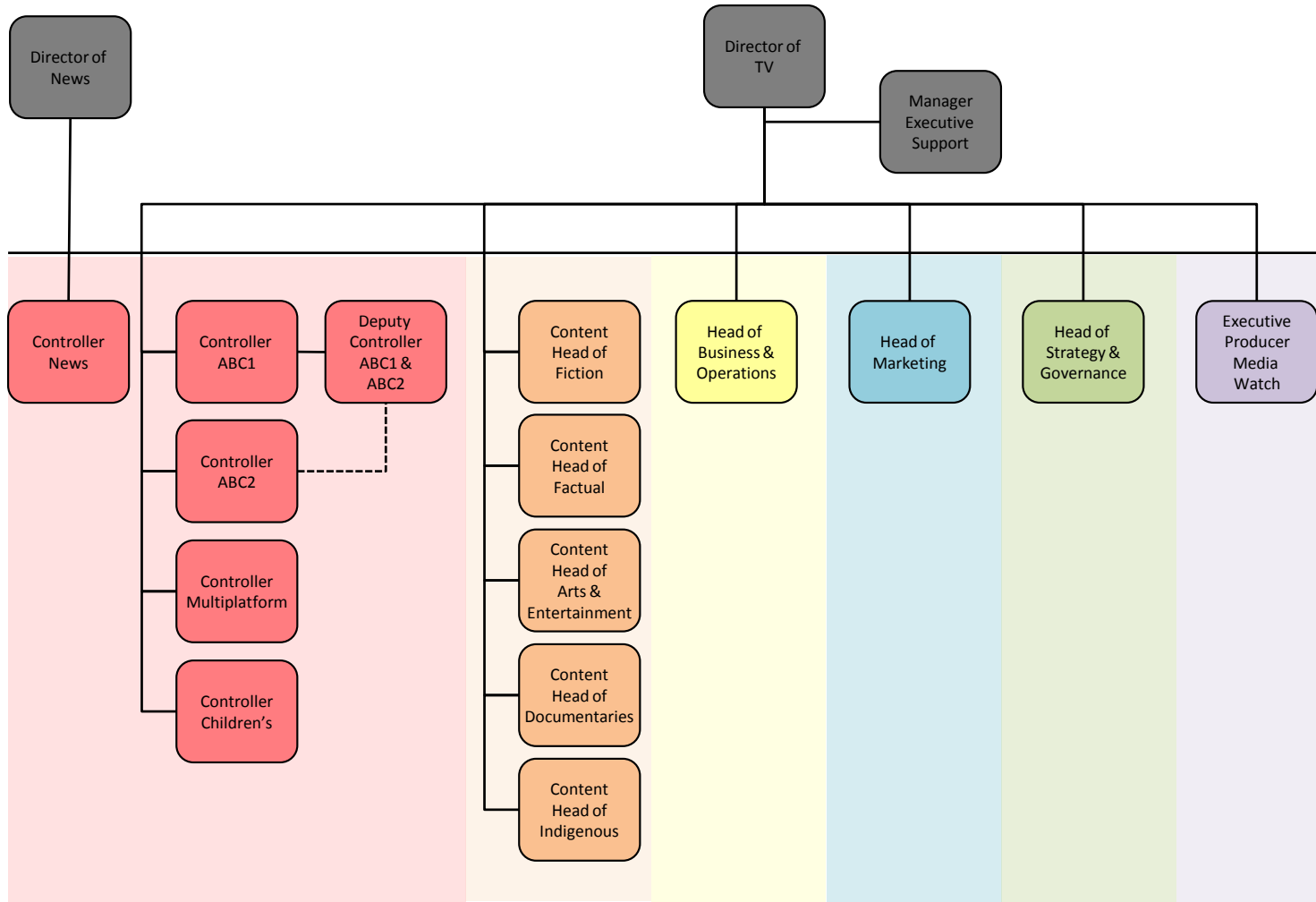
In the first instance and following on from today's briefings, please refer questions to your Genre Head or Head of Department. Otherwise contact Elizabeth Hille P&L on 82 3118.

Current and Proposed Organisation Charts

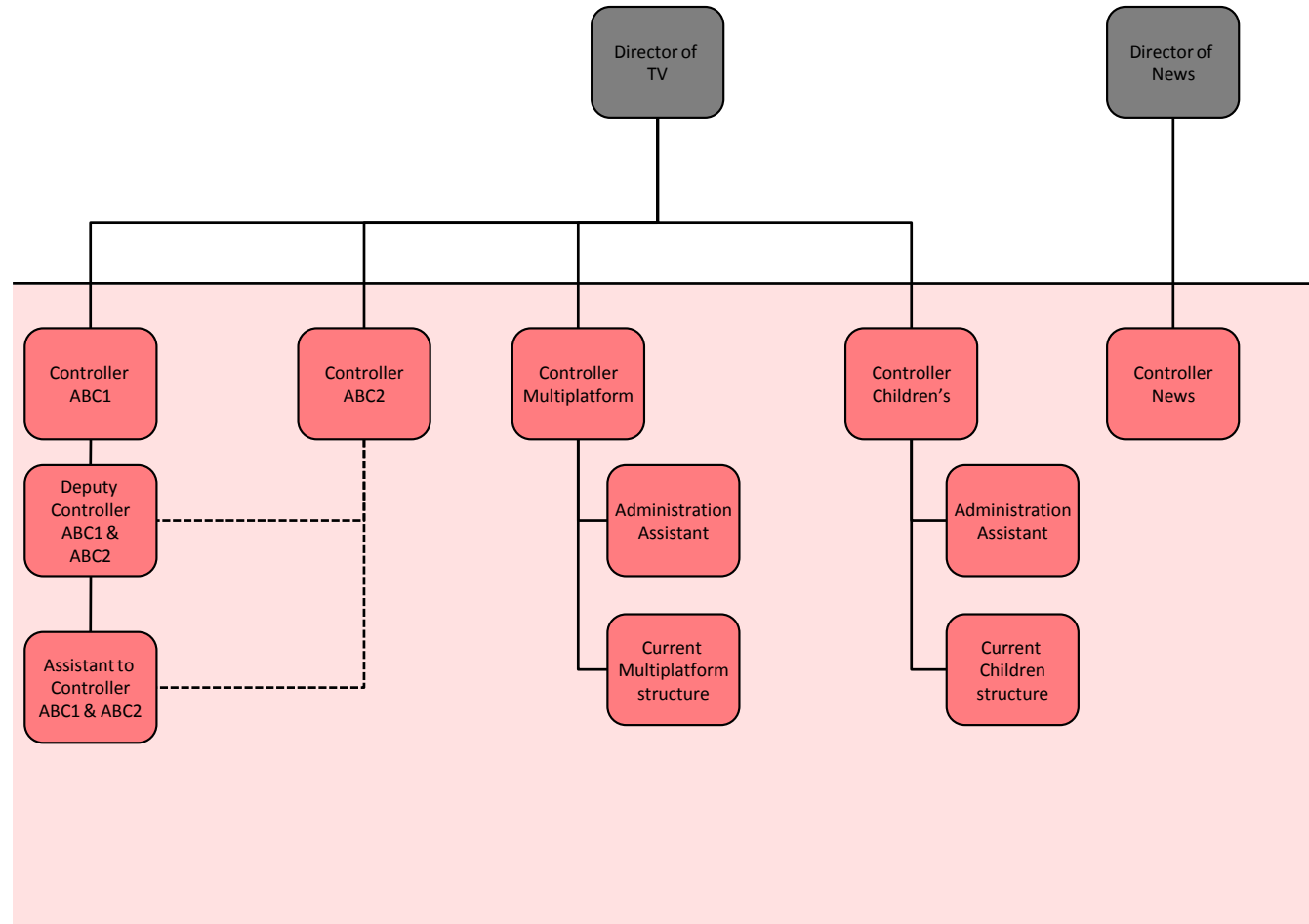
TV Division – Current Model



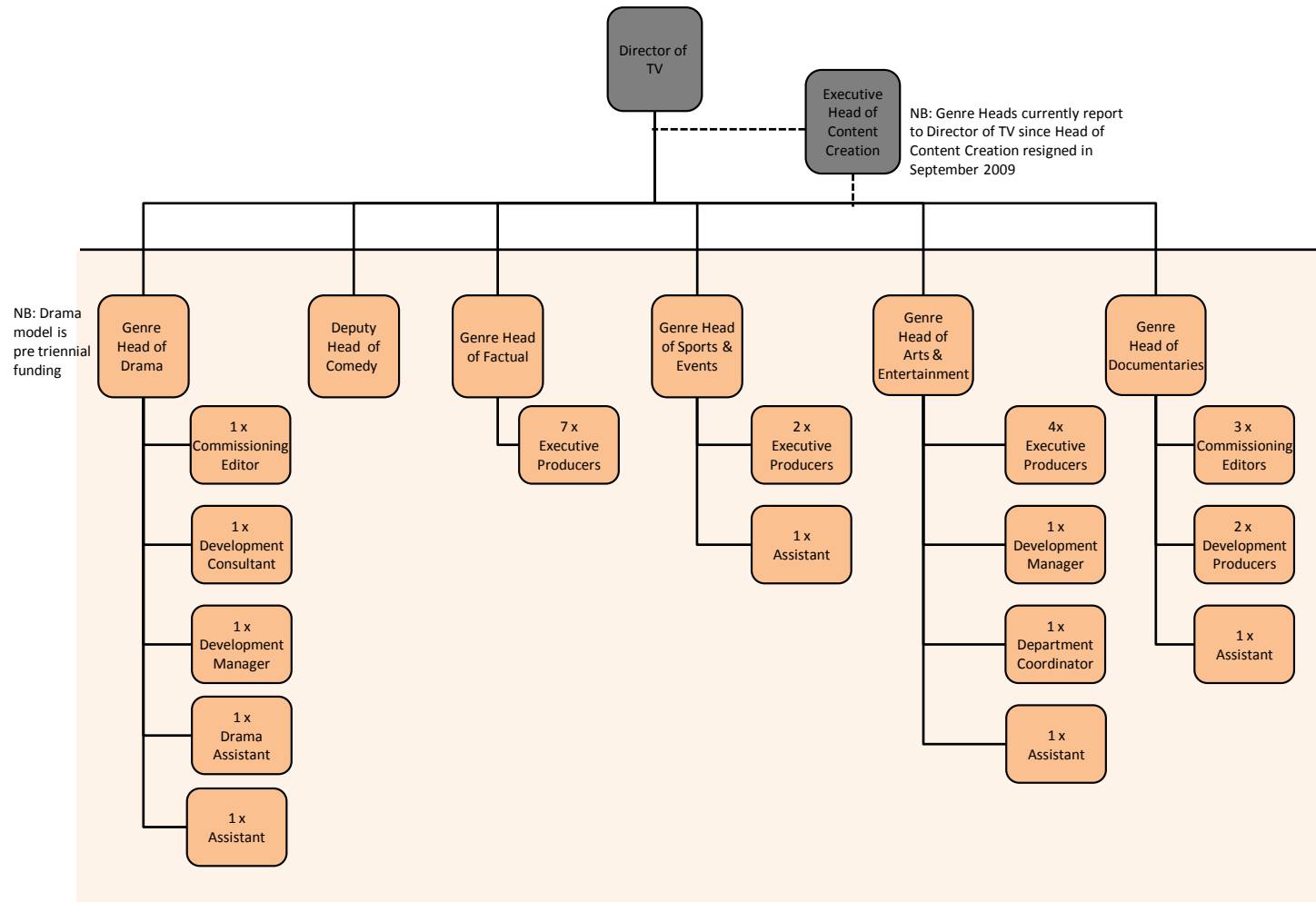
TV Division – Proposed Model



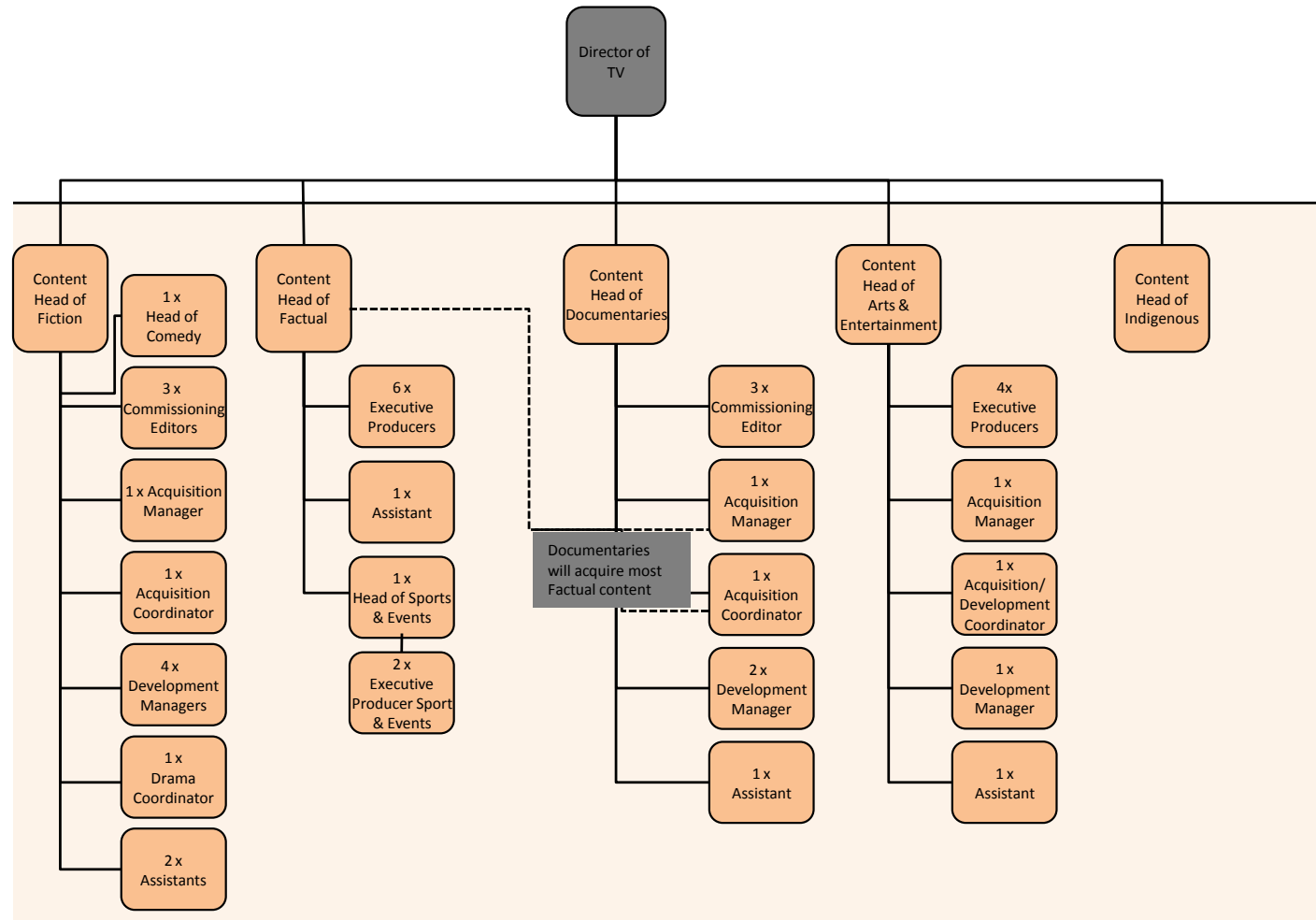
Channel Controller Department – Proposed Structure



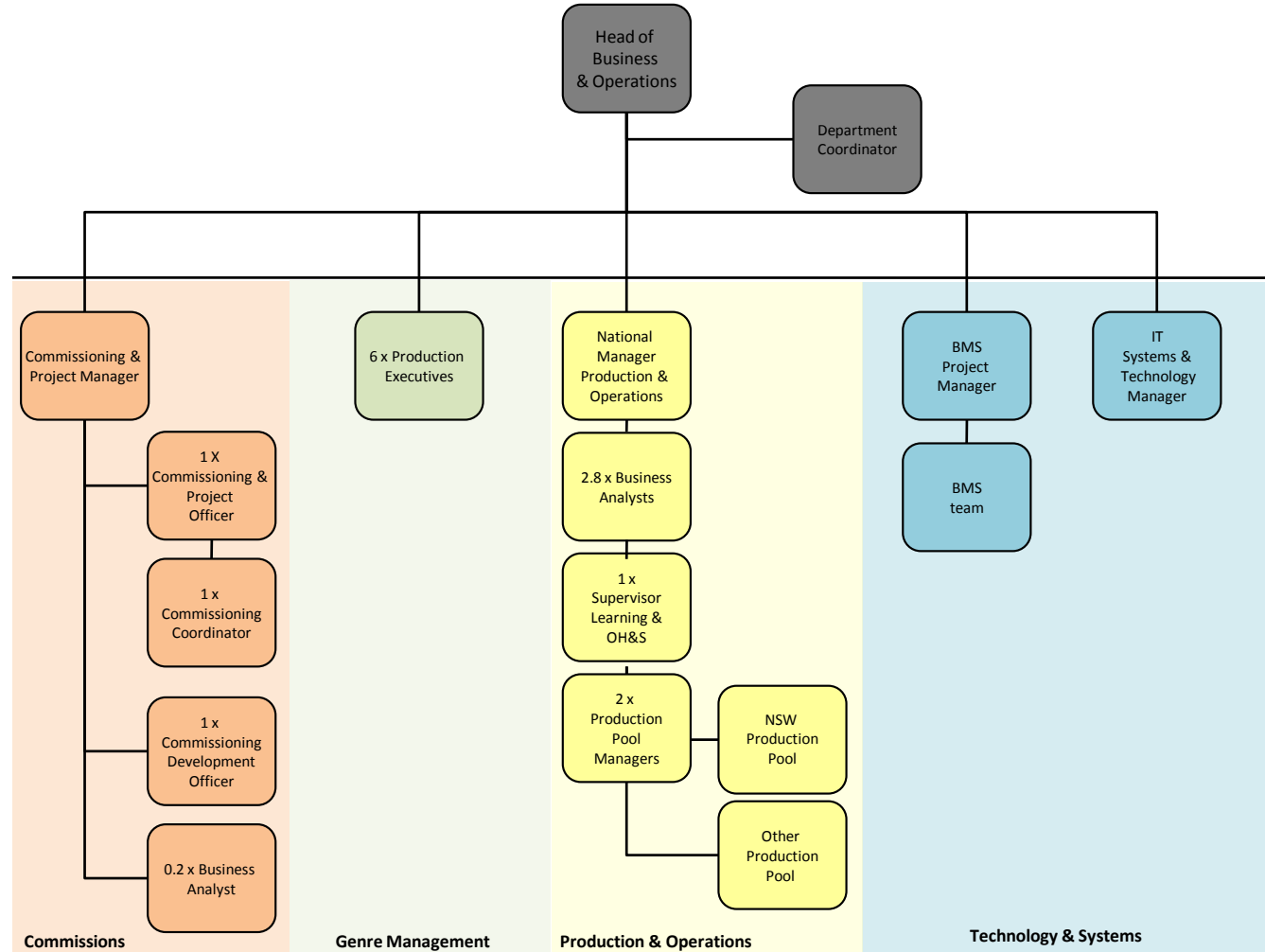
Genre Department - Current Model



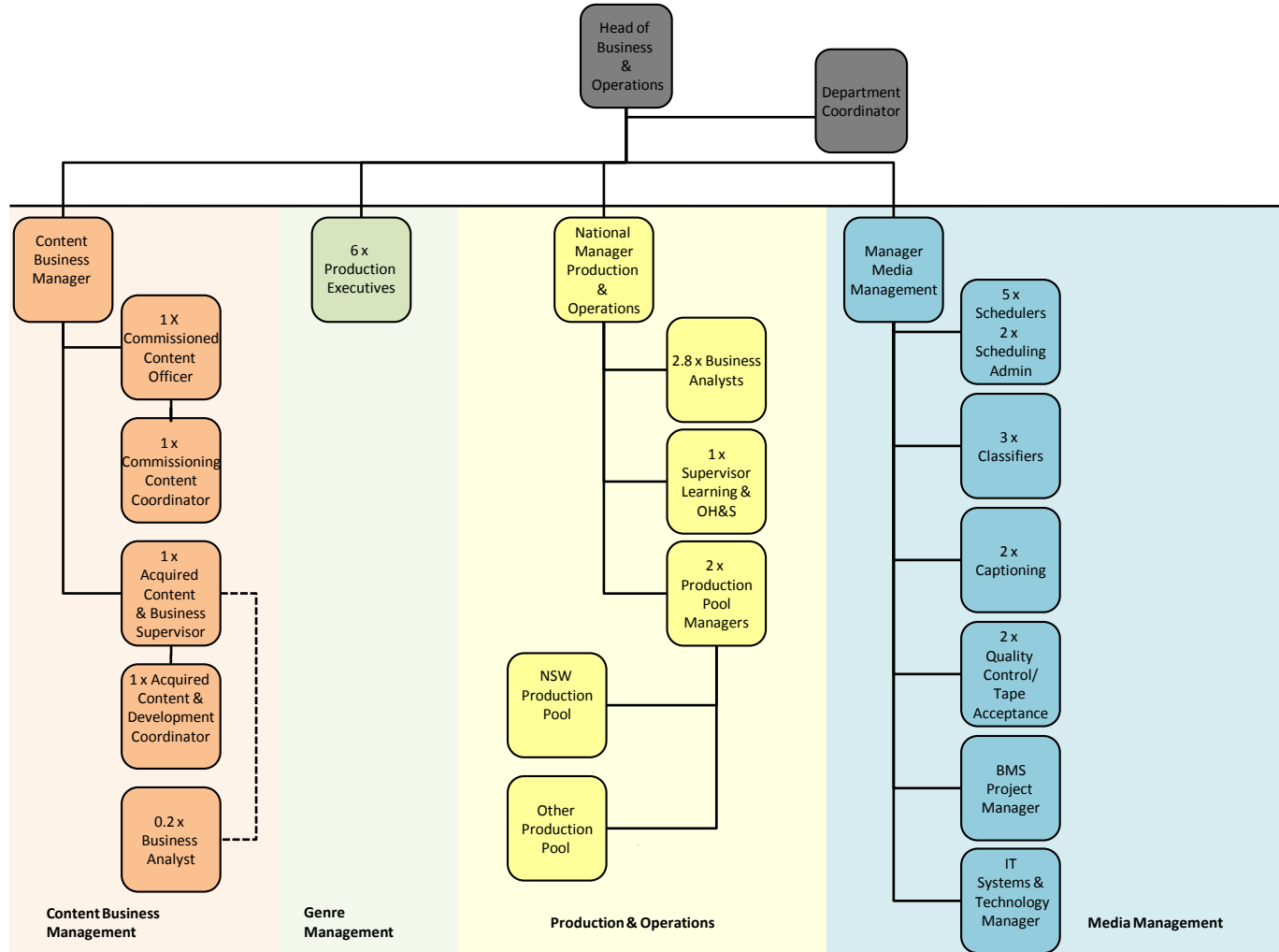
Genre Department- Proposed Model



Business & Operations- Current Model



Business & Operations Department - Proposed Model



Summary of Key Changes

Divisional changes

The following changes are proposed:

- Creation of Controllers for each channel output
 - ABC1 & ABC2
 - Childrens (change of title from Executive Head Childrens)
 - Multiplatform (change of title from Head Multiplatform)
- Reduction of number of Genres from 6 to 5 – with creation of separate Indigenous Genre
- Content Heads (formerly Genre Heads) to continue reporting directly to Director of TV
- Media management activities transferred to Business & Operations
- Acquisition responsibilities within current programming department to be transferred to Content departments
- Strategic roles in programming and scheduling to be replaced by Channel Controllers
- Operational positions in current programming department to be redeployed to Business & Operations

Programming

The following changes are proposed:

- The Programming department as is currently organised will be abolished
- This will result in a number of positions being abolished and potentially a number of staff being made redundant
- Following is a list of roles that are proposed to be abolished:
 - Head Programming
 - Deputy Programmer
 - Programming Coordinator
 - Programmer ABC2
 - Head Scheduling
- The proposed changes result in the following positions being transferred:
 - Assistant to Head Programming to Assistant to Controller ABC1 and ABC2
 - Preview Supervisor position potentially transferred to one of Acquisition Manager positions
 - Scheduling, Classification, Captioning and Quality Control/Tape Acceptance positions transferred to Media Management

Summary of Key Changes – continued

Controller

The following changes are proposed:

- Controllers responsible for vision, branding and program strategy of ABC1, ABC2, ABC3 and ABC Multiplatform
- 3 positions created:
 - Controller ABC1
 - Controller ABC2
 - Deputy Controller ABC1 & ABC2

Genre

The following changes are proposed:

- Genre department to be retitled to Content department and Genre Heads to become known as Content Heads
- Comedy to merge with Drama to create Fiction
- Sports and Events to report into the Factual content unit
- Prioritise Indigenous content for ABC TV resulting in the new position, Content Head of Indigenous
- Creation of 5 positions to fulfil acquisitions process – 3 Acquisition Managers and 2 Acquisition Coordinators across the various genres
- Creation of Head of Fiction position
- The proposed changes result in 2 positions being abolished and 2 potential redundancies. Following is a list of roles that are proposed to be abolished:
 - Head of Drama
 - Executive Producer IPU
- The proposed changes result in 1 Development Manager Drama, currently part-time, becoming a Development Manager Fiction full-time.
- The proposed changes result in the following positions being reclassified:
 - 3 x Commissioning Editors Documentaries Band 8/9 to EL1
 - 3 x Commissioning Editors Band 9 to EL1 (2 positions vacant and funded)
 - Department Coordinator Arts & Entertainment Band 6 to Acquisitions Development Coordinator Arts & Entertainment to Band 6

Summary of Key Changes – continued

Business & Operations

The following changes are proposed:

- Will provide overall management of the acquisition process, strategic channel management and operational media management
- Commissioning department retitled to Content Business Management with the following additional responsibilities:
 - Provide centralised administrative management for the acquisitions process. Monitor and report on genre and channel strategies
 - Facilitate the strategic planning and ordering process for Division
 - Centrally monitor acquired and commissioned content and development budget allocation and performance of all genres for the Division
 - Provide analysis and reporting as required for acquired content (as well as commissioned content).
- Incorporate all media management activities including scheduling, classification, BMS, media acceptance and captioning
- The proposed changes result in the following positions being created:
 - Manager of Media Management
 - Acquired Content & Development Coordinator
- The proposed changes result in the following positions being reclassified:
 - Commissioning & Project Manager position (Band 8) to Content Business Manager (EL1)
 - Commissioning & Development Officer position (Band 6) to Acquired Content & Business Supervisor (Band 7)
- There will be no changes to the Production and Operations area, including the Production Pool

Marketing

The following changes are proposed:

- No change to current model

Childrens

The following changes are proposed:

- Executive Head of Childrens to become Controller Childrens

Multiplatform

The following changes are proposed:

- Head of Multiplatform to become Controller Multiplatform

Strategy & Governance

The following changes are proposed:

- No change

Media Watch

The following changes are proposed:

- No change