



For Internal Use Only

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WHY ARE WE COLLECTING THIS DATA?

As the national broadcaster, the ABC has a responsibility to reach all Australians and reflect and represent the rich diversity and experiences of our many communities, from Indigenous Australians to new migrants in all aspects of Australian society.

The 50:50 Equality project exists to help content-makers tell stories that are more relevant to more Australians better representing and serving our audiences. It has successfully improved representation of women in ABC News content.

The expansion of the tracking program will help teams better measure what they and the audience sees as diversity of talent in our stories, and prompt editorial discussions about how we can broaden our representation of Australian communities and experiences.

The data captured is **not** a measure of the actual diversity of our talent, but a guide to how diversity appears in our coverage. The data is gathered not to meet quotas, but to **effect change and generate regular editorial conversations** about how we can include more Australians in our stories.

This system is designed to be practical and realistic for busy teams, and we welcome ongoing feedback on its usefulness, and the impact on commissioning decisions.

BENCHMARKS

Setting benchmarks for talent representation is a key part of the strategy as it provides context for teams.

A benchmarking exercise will be conducted with ID&I in 2022 when new Census population data is released - this will provide context for the following three years.

Initial Benchmarks

A target of 50% has been set for female representation because women make up 51% of the global population. It is a simple and easy statistic to measure in the majority of our stories.

For broader diversity - teams will track for a month or two to establish a baseline for their representation of different community groups.

The 50:50 Equality team will then work with individual teams' editorial leads to set goals for improvement, which will be tailored to each teams' key editorial objectives and priorities and consider population context where relevant.

National Benchmarks

For context – these are the ABC's **national workforce diversity targets** set by ID&I using population data, historical representative data and with extensive consultation.



This is what we will be striving to reach in representation as a division over time:

| | |
|--------------------|--|
| Gender: | 50% women |
| Ethnicity: | 15% culturally and linguistically diverse (CALD) |
| | 3.4% Indigenous |
| Disability: | 8% people with a disability |

State-Based Population Data

Here is breakdown of individual state population demographic data provided by the ABS and as detailed in the ABC's June 2021 quarterly divisional diversity report.

While these figures represent the diversity within a state population, they do not equate to targets – as the tracking will not capture true diversity in every instance.

For example, many forms of disability are not visible, and so may not necessarily be captured in the tracking. This is why 50:50 Equality will work with teams to set individual targets.

| Population Demographics | Qld. | NSW | ACT | Vic. | Tas. | NT | SA | WA |
|---|------|------|------|------|------|-------|------|------|
| Indigenous | 4.6% | 3.4% | 1.9% | 0.9% | 5.5% | 30.3% | 2.5% | 3.9% |
| CaLD | 12% | 25% | 22% | 26% | 5% | 30% | 16% | 18% |
| People with Disability | 2.6% | 2.0% | 6.1% | 2.2% | 6.2% | 13.6% | 5.7% | 2.5% |
| Families with at least one member with disability | 2.6% | 1.9% | 5.6% | 1.9% | 6.0% | 17.2% | 6.1% | 2.4% |

COUNTING GUIDELINES

Never compromise on quality – always use the best or most qualified talent

This is **not** about being tokenistic to meet diversity targets – it is about diversifying and expanding our contacts to find excellent new contributors to include in our stories.

People only count once

If anyone appears twice within the same story, they count once.

Record your data diligently and securely

Record your data in the app daily (or per relevant publication deadline).

Data about disability, ethnicity, sexuality or gender is classed as “sensitive personal information” under Australian law and this means it must be de-identified, including in notes/comments.

Talk about the data and your stories

Discuss your data and stories regularly - ideally in daily/weekly commissioning meetings, debriefs, and reviews.

You might discuss as a team the challenges of diversity representation for a particular story (eg all the small business owners we spoke to on this issue were men), consider the perspectives that have been represented (eg did we include the voices of people in the community directly impacted by this issue?), and whether there might be additional or constructive angles to pursue (would people with disabilities experience this issue differently?).

At the end of each reporting period, share your data results and trends with yours and other 50:50 Equality Project teams. Share your wins!

WHO DO/DON'T WE COUNT?

In general, **don't count ABC Reporters/ Presenter(s)** – they are not selected by the production team. Only count ABC staff if they are used to add analysis or are being interviewed as talent.

Don't count primary talent - people you don't choose to include

Eg; the A government minister making a news announcement, and right of reply – essentially, you could not cover this story without including their comments.

If there is only one main author of a report, and you must cover that report, the author doesn't count. If there are multiple authors and you can choose one, that talent is counted.

Don't count RVOs, Banners

All other talent you chose counts in packages/stories/reports/interviews produced by your team.

This includes anyone who helps us report, analyse or understand the story (eg context, analysis, case studies, report authors) interviews, voxpops etc, live or pre-recorded. This is regardless of length as we don't currently track share of voice.

Everyone in original journalism / stories counts. You have chosen to commission this story or feature.

For more on the counting guidelines, [please refer to this detailed guide](#).

DEFINITIONS AND EDITORIAL GUIDANCE

DEFINING GENDER

Not all Australians identify with the traditional binary gender definitions of female* or male*.

The 50:50 Equality project has been focused on increasing female representation as a large data set that can be easily recognized, measured and clearly demonstrate change.

Gender under-representation can extend beyond cis* women and include trans women and men, and non-binary** people or those who are otherwise marginalised.

For further guidance and resources please refer to the ABC's editorial guidance note on reporting and portraying sexual orientation, gender identity and intersex status in ABC content [Editorial Policies, and Resources for Journalists and Content Makers \(sharepoint.com\)](#)

- When counting, select **Female, Male or Non-Binary**, based on the known gender identity of your talent, including how they choose to identify.
- You do not need to track whether a contributor's gender differs from their sex registered at birth.
- A person may be counted as either a man, women or non-binary. Although some people may be both non-binary and a man or woman - only count them once.
- If you're unsure of someone's gender identify, or don't know, then don't count them.
- The new tool includes an option for teams to include **Non-Binary*** in the gender count, which teams may elect to do so in as per their editorial priorities.
- The number of guests you enter in your gender count provides the 'total guests' calculation in your results. If you do not include someone in your gender count, then do not include them in your other diversity demographic counts.

*Cisgender describes someone whose gender identity is in line with their birth sex.

**Non-binary is an umbrella term for gender identities that sit outside of male and female. It can also include people who identify as genderfluid, gender questioning, gender queer, etc.

DEFINING DISABILITY

According to the Australian Network on Disability, more than 4 million people in Australia – or 1 in 5 – have some form of disability. More than one-third of Australian households include a person with disability.

The **2006 UN Convention on the Rights of Persons with Disabilities**, defines as follows:

'Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.'

The social model defines 'disability' as occurring as a result of the interaction between person's impairment and the environment they are in – the physical, attitudinal, communication and social barriers.

The ABC also considers self-identification important in defining disability. For example, one person with diabetes might identify as having disability, while another might not, so consider what your talent has chosen to share with you about how they identify.

Disability comes in many forms, only some of which can be perceived:

- **Physical:** i.e. wheelchair-user, amputee, dexterity, mobility, disfigurement etc.
- **Sensory:** i.e. deaf/hard of hearing or blind/vision impairments
- **Learning and cognitive:** includes, but is not limited to, autism, attention deficit hyperactivity disorder (ADHD), dyslexia, dyspraxia, dyscalculia, Tourette's syndrome etc.

So in some cases (eg **mental health issues** including serious depression or bipolarity, some **learning and cognitive issues**, people with **chronic illness**) it may not be discernable if a contributor is a person with disability. In these instances, if the person volunteers the information or you know it to be a factor, you can count them. If you don't know or are unsure, then don't count.

You may a reasonable assessment of whether your talent has a disability based on a **combination** of the following factors:

- How they look
- How they sound or speak
- The organisations or support groups they affiliate with or represent
- Overall, how they self-identify - if they provide that information to you or publicly

Do not make assessments based on appearance alone.

For more information, please refer to Ed Pols Guidance: [Reporting and Portraying Disability in ABC Content](#)

DEFINING CALD

Australia's population includes many people who were born overseas, have a parent born overseas, or speak a variety of languages. Together, these groups of people are known as Culturally and Linguistically Diverse (CALD) populations. The [Australian Bureau of Statistics](#) (ABS) defines the CALD population mainly by country of birth, language spoken at home, English proficiency, or other characteristics (including year of arrival in Australia) and parents' country of birth.

CALD representation in the ABC workforce

The ABC defines CALD (for workforce calculation purposes) as people who are from countries in which **the main language spoken is not English**. European languages are included in the calculation of CALD. Anglo-Celtic backgrounds (where English is the main language spoken) is not, so we **do not** count people of **Anglo** heritage from the **UK, NZ, Canada** or the **US**.

You can make an assessment on whether someone is **Culturally & Linguistically Diverse (CALD)** using a combination of factors (see below).

Do not make an assessment based on one factor alone – eg physical appearance.

A reasonable assessment can be made using a number of factors:

- How they look
- How they sound
- If they were born in another country (first generation), were born in Australia to migrant parents (second generation and so on)
- They openly identify with a particular ethnic group or community
- English is their second language, or they speak other languages at home
- Their name

You may also glean this information in the course of doing an interview, from the focus of the story/interview, or because the talent is introduced as from a particular background/country etc.

DEFINING INDIGENOUS

An Indigenous Australian is a descendant of an Indigenous inhabitant of Australia, identifies as an Aboriginal person or a Torres Strait Islander and is recognised as such by the community in which they live.

A reasonable assessment of someone's Indigeneity must be made using a **combination of factors**, not one factor alone.

For example:

- If they are a recognised spokesperson for an Indigenous group/organisation/community
- How they ask to be introduced and if they openly identify with an Indigenous group or community
- How they look or sound
- If English is their second language and/or they speak Indigenous languages

You may also be provided with information in the course of doing an interview, from the focus of the story/interview, or because of how the talent is introduced

For more information, please refer to Ed Pols guidance: [ABC Indigenous Content](#)

HOW TO COUNT

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IF I AM NOT SURE, SHOULD I ASK?

You **do not need to ask** the talent about their personal information.

There are circumstances where it's ok ask talent how they choose to identify. It might be relevant to your story to ensure you are speaking with a truly representative organisation.

For more on this, please refer to the [What can I say about this work externally](#) guidance below.

There will be times when you're not confident in making an assessment and you're unsure whether to include a person in your diversity count. If you are unsure, it is ok to simply not count and move on. To make sure your teams' data collection is consistent, we recommend that you discuss as a team when to count and when not to.

WHAT IF SOMEONE IDENTIFIES WITH MORE THAN ONE DEFINITION?

If your talent that fits more than one definition: i.e. an Indigenous Australian with disabilities, you **do count** them more than once - once for gender, once for ability, and once for ethnicity.

WHAT DO WE RECORD?

In accordance with the guidelines, record each talent's gender, ethnicity and ability directly into the App. Your results will be given back to you anonymized in the form of a percentage.

Your gender count provides the 'total guests' number that is used to calculate your percentages. So please count the gender of everyone you include - if you cannot count for gender, don't then count for ethnicity or ability.

DATA STORING AND REPORTING

Australian privacy legislation states that personal sensitive information should not be stored in an identifiable way without the permission of the people who own that information. As a result, the following safeguards have been put in place to protect people's identities and the data.

The data we collect is protected in PowerBI and handled in accordance with the [Data and Information Security Classification and Handling Guidelines](#).

Data should be entered into the App in quantities that help ensure the anonymity of those who's data we are collecting without permission to store. As a guideline, we recommend you always enter at least 10 people's data at any time. This may mean some teams need to enter their data weekly, or monthly instead of daily.

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Diversity & Inclusion Standards

These standards are to help teams determine the best way to collect diversity and inclusion information. What is important is alignment to the principles (via the standards) in a way that enables the project to deliver benefits while minimising the risk of harm to individuals and the community.

- **QUALITY DATA:** Do not make unreasonable assumptions about a person's diversity factors and wherever practical, collect the information from the person who it is about
- **NO DISCRIMINATION:** Do not target or exclude anyone from diversity & inclusion research based on their diversity factors
- **TRANSPARENCY:** Clearly communicate why we are collecting diversity information and how it will be used in a way that is appropriate for the audience and setting
- **AUTONOMY:** Wherever possible give people a choice about whether they want to participate in diversity research, and where they choose not to participate, we respect that choice
- **ANONYMOUS:** Only collect or share diversity information anonymously (no names or other identifiers) and in a way that cannot be easily re-identified

USING AND TALKING ABOUT THE DATA

DAILY CONVERSATIONS

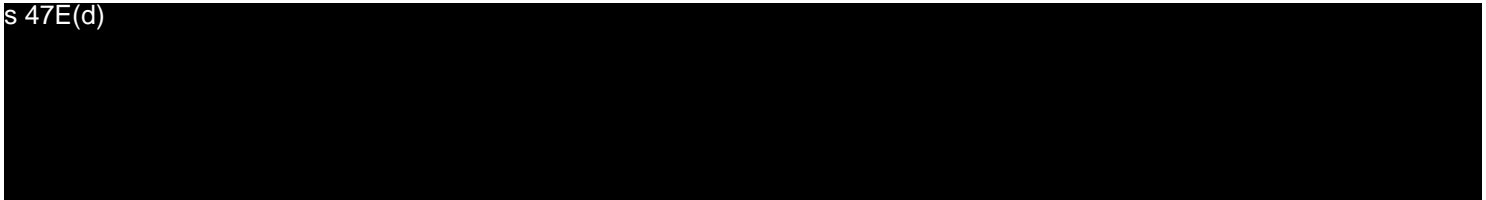
In your regular daily (or weekly) editorial meetings - use your data to prompt a discussion about the diversity of your stories;

- How are we representing diversity in our stories?
- What could we do better/differently next time?
- What are the key challenges we have?
- Where can we get support to overcome these challenges?
- What has been our biggest win this week/month? (a new talent? a great representative or really impactful story?)

When you update the app with your data - share the results with your team to prompt further discussions as part of reviewing your individual stories or segments.

WHO CAN I SHARE THE DATA WITH?

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It is also important to remember the privacy and sensitivity considerations with this data. (see above).

WHAT CAN I SAY ABOUT THIS WORK TO TALENT/OUTSIDE CONTACTS?

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Our overall aim is to be more representative of all Australians, and this is a priority for the ABC as laid out our publicly available [diversity and inclusion plan](#).

You can also point enquiries about 50:50 Equality project to the [ABC 50:50 Equality webpage](#) or the [BBC's 50:50 Equality](#) webpage for further information.

This work is not being done to meet quotas, but to effect real change in the way we represent and tell Australian stories.

The contacts you are speaking to may have suggestions about how they can support the ABC in achieving better diversity. Building our contact database is a key part of this work , and you can encouraging your contacts to put up their hands and get involved. Community leaders, representative organisations and individual contacts are encouraged to fill out and share the New Voices self nomination form (see Flip Prior for most recent link) . This database will be shared with journalists, producers and talent bookers across the ABC.

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FINALLY, ALWAYS CONSIDER DIVERSITY IN A BROADER CONTEXT

While we are not currently tracking any other underrepresented groups, it is important to remember diversity is more than just cultural background, gender or ability.

To provide inclusive services that can be relevant to all Australians, the ABC must ensure it equitably represents the perspectives and their lived experience people of different **genders, ages, sexual orientations, social** and **geographic** backgrounds, and those with **disabilities**.