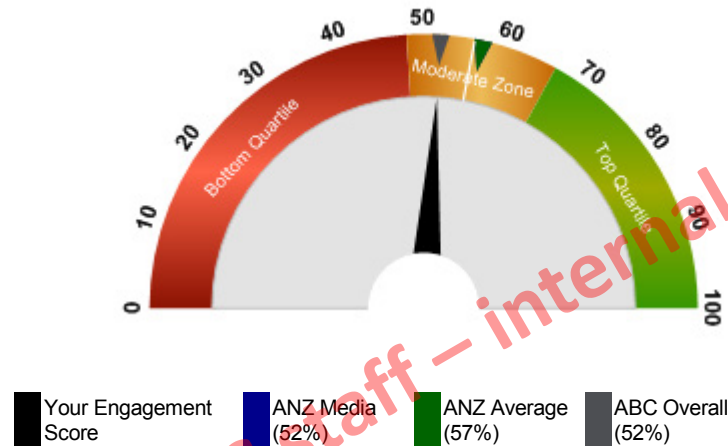


**Your Survey Your Say 2015**  
**Australian Broadcasting Corporation**

- This first ABC-wide staff survey was conducted over three weeks in late November and early December last year.
- Almost **3,000** employees completed the survey. That represents **66%** of all staff (excluding casuals) and **57%** if we include casuals.
- The survey, was run by Aon Hewitt, an independent consulting company.
- The results provide the most accurate picture possible of staff views on a range of issues covering the ABC's values, work practices, strategy, infrastructure and our service to audiences.
- This summary of the results is being shared with staff on a confidential basis.

# The big picture result



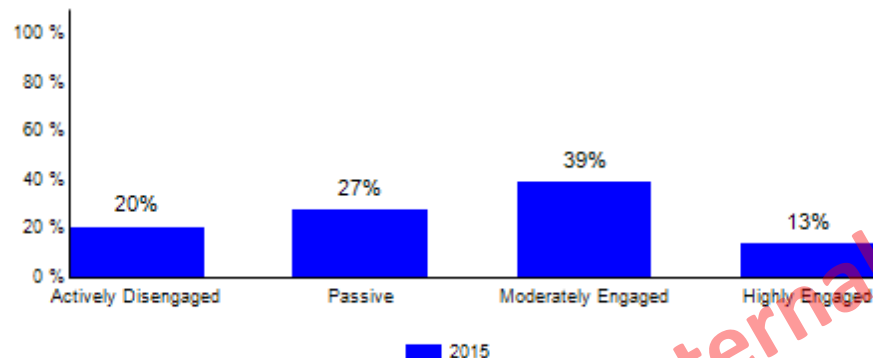
The ABC's overall engagement score was **52%**

That's right on the average for Australian media companies.

The overall engagement score is arrived at by combining staff responses across a range of questions covering how much they enjoy working at the ABC, whether it inspires them to do their best work, whether they would recommend the ABC as an employer and how likely they are to leave the ABC to work somewhere else.

The following page breaks this number down in a little more detail.

# The big picture result explained



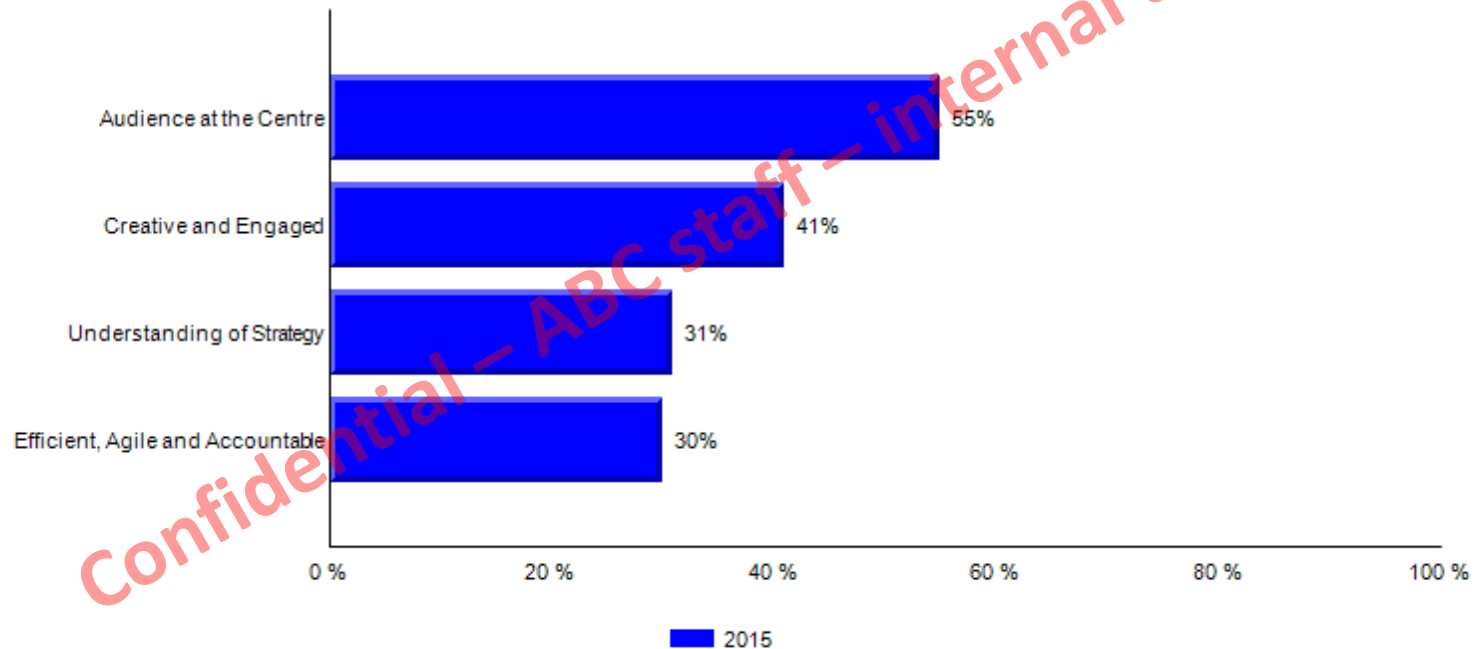
The 52% engagement score comes from adding together the “moderately” and “highly” engaged responses.

|                                                                                       | ABC Overall | ANZ Media |
|---------------------------------------------------------------------------------------|-------------|-----------|
| Given the opportunity, I tell others great things about working here                  | 64%         | 55% (9)   |
| I would not hesitate to recommend the ABC to a friend seeking employment              | 64%         | 58% (7)   |
| It would take a lot to get me to leave the ABC                                        | 56%         | 46% (10)  |
| I rarely think about leaving the ABC to work somewhere else                           | 40%         | 46% (-5)  |
| The ABC inspires me to do my best work every day                                      | 49%         | 57% (-8)  |
| The ABC motivates me to contribute more than is normally required to complete my work | 49%         | 51% (-2)  |

On these key engagement questions, you can see how our results compare with the average of other media companies in Australia (“ANZ Media”). We rate higher on recommending the ABC as a great place to work, but lower on how well the ABC motivates its staff more directly.

# Survey responses on the ABC Strategy

The survey asked a series of questions designed to measure what the [ABC's Strategy](#), unveiled in April 2015, meant to staff and how well the ABC is delivering on its goals.



# Survey responses on the ABC Strategy

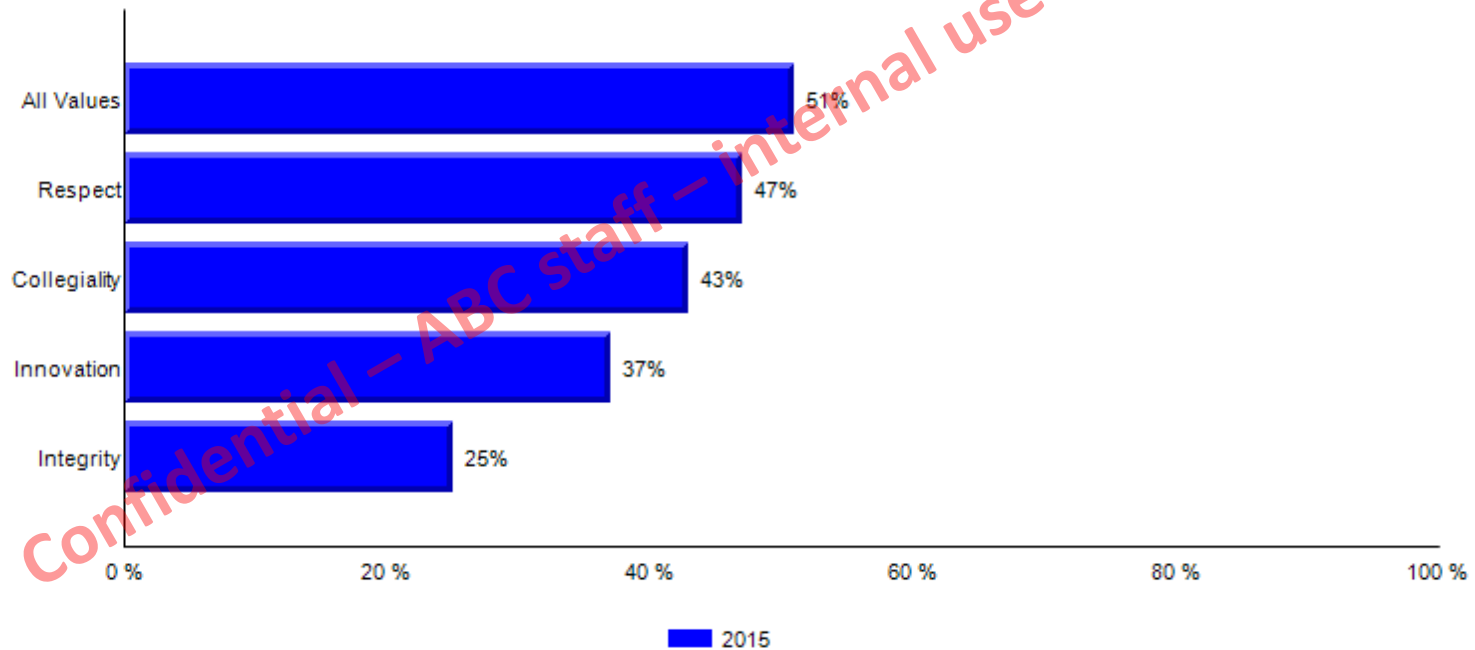
Here is a summary of the key questions from the survey that fed into the overall scores on strategy from the previous page.

| Understanding of Strategy                                                                                       | Efficient, Agile and Accountable                                                                                                                                                             | Audience at the Centre                                                                                                                                       | Creative and Engaged                                                                                                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>The ABC's <u>strategy</u> provides meaningful direction to me</li> </ul> | <ul style="list-style-type: none"> <li>The ABC is responsive to the changing digital landscape</li> </ul>                                                                                    | <ul style="list-style-type: none"> <li>I am proud of the quality of the content that the ABC delivers to its audience</li> </ul>                             | <ul style="list-style-type: none"> <li>I am proud to be part of the ABC</li> </ul>                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>The ABC Executive provides clear direction for the future</li> </ul>     | <ul style="list-style-type: none"> <li>The work processes we have in place (e.g., business plans, forms, approval processes, work flows) allow me to be as productive as possible</li> </ul> | <ul style="list-style-type: none"> <li>The ABC has an excellent reputation among the community</li> </ul>                                                    | <ul style="list-style-type: none"> <li>The ABC delivers on the promises it makes to its employees</li> </ul>                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>I understand how my team's goals relate to the ABC's strategy</li> </ul> | <ul style="list-style-type: none"> <li>The tools and resources provided by the ABC allow me to be as productive as possible</li> </ul>                                                       | <ul style="list-style-type: none"> <li>The ABC is responsive to the changing needs of our audience</li> </ul>                                                | <ul style="list-style-type: none"> <li>The ABC is considered one of the best places to work for someone with my skills and experience</li> </ul>                                                                                                                          |
|                                                                                                                 | <ul style="list-style-type: none"> <li>I am enabled to produce quality content and services even in an environment of competing demands</li> </ul>                                           | <ul style="list-style-type: none"> <li>At the ABC, we put the audience front of mind in everything we do</li> </ul>                                          | <ul style="list-style-type: none"> <li>We are attracting the people we need to achieve our business strategy</li> </ul>                                                                                                                                                   |
|                                                                                                                 | <ul style="list-style-type: none"> <li>I am empowered to make decisions necessary to do my job well</li> </ul>                                                                               | <ul style="list-style-type: none"> <li>I would recommend the ABC's content and services to family and friends</li> </ul>                                     | <ul style="list-style-type: none"> <li>In the ABC there are sufficient opportunities for employees to progress their careers beyond promotion (e.g., moving between areas/divisions, backfilling, secondments, working in other locations)</li> </ul>                     |
|                                                                                                                 | <ul style="list-style-type: none"> <li>My manager sets clear expectations and goals with me</li> </ul>                                                                                       | <ul style="list-style-type: none"> <li>In the ABC, we make appropriate use of our budget to provide the best service and content for our audience</li> </ul> | <ul style="list-style-type: none"> <li>Within my Division, teams work well together to achieve the Division's goals</li> </ul>                                                                                                                                            |
|                                                                                                                 | <ul style="list-style-type: none"> <li>The way we manage performance here enables me to contribute as much as possible to the ABC's success</li> </ul>                                       | <ul style="list-style-type: none"> <li>ABC content appropriately reflects the diversity in our community</li> </ul>                                          | <ul style="list-style-type: none"> <li>There is effective collaboration between different groups/departments across the ABC</li> </ul>                                                                                                                                    |
|                                                                                                                 | <ul style="list-style-type: none"> <li>Poor performance by any employee is addressed in a timely and effective manner</li> </ul>                                                             | <ul style="list-style-type: none"> <li>I receive sufficient information about our audience needs</li> </ul>                                                  | <ul style="list-style-type: none"> <li>We have a work environment that is open and accepts individual differences</li> </ul>                                                                                                                                              |
|                                                                                                                 |                                                                                                                                                                                              |                                                                                                                                                              | <ul style="list-style-type: none"> <li>I feel the ABC values diversity (e.g., age, gender, ethnicity, language, disability, sexual orientation, gender identity, religious belief, family responsibilities, education, qualifications, ideas and perspectives)</li> </ul> |
|                                                                                                                 |                                                                                                                                                                                              |                                                                                                                                                              | <ul style="list-style-type: none"> <li>I truly enjoy my day-to-day work tasks</li> </ul>                                                                                                                                                                                  |
|                                                                                                                 |                                                                                                                                                                                              |                                                                                                                                                              | <ul style="list-style-type: none"> <li>I am encouraged to seek out innovative and creative solutions in my work</li> </ul>                                                                                                                                                |
|                                                                                                                 |                                                                                                                                                                                              |                                                                                                                                                              | <ul style="list-style-type: none"> <li>My manager has helpful conversations with me that assist in developing and growing my career (e.g. within my current role, business unit or other opportunities)</li> </ul>                                                        |
|                                                                                                                 |                                                                                                                                                                                              |                                                                                                                                                              | <ul style="list-style-type: none"> <li>My manager communicates the vision and strategies for organisational success in a clear and inspiring way</li> </ul>                                                                                                               |

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# Survey responses on the ABC Values

The survey asked a series of questions designed to measure how well staff thought the ABC was living up to its values.



# Survey responses on the ABC Values

Here is a summary of the key questions from the survey that fed into the overall scores on values from the previous page.

| All Values                                                                                                                                                                    | Integrity                                                                                                                        | Collegiality                                                                                                                           | Innovation                                                                                                                                                                                   | Respect                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>I see our values of Integrity, Respect, Collegiality and Innovation being demonstrated throughout the organisation everyday</li> </ul> | <ul style="list-style-type: none"> <li>The ABC delivers on the promises it makes to its employees</li> </ul>                     | <ul style="list-style-type: none"> <li>I see the ABC Executive working together as an effective team</li> </ul>                        | <ul style="list-style-type: none"> <li>The ABC is responsive to the changing needs of our audience</li> </ul>                                                                                | <ul style="list-style-type: none"> <li>At the ABC, we put the audience front of mind in everything we do</li> </ul>                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>My manager effectively models our values of Integrity, Respect, Collegiality and Innovation</li> </ul>                                 | <ul style="list-style-type: none"> <li>The ABC Executive is open and honest in communication</li> </ul>                          | <ul style="list-style-type: none"> <li>My co-workers and I work well together to achieve our team's goals</li> </ul>                   | <ul style="list-style-type: none"> <li>The ABC is responsive to the changing digital landscape</li> </ul>                                                                                    | <ul style="list-style-type: none"> <li>ABC content appropriately reflects the diversity in our community</li> </ul>                                                                                                                                                       |
|                                                                                                                                                                               | <ul style="list-style-type: none"> <li>My manager sets clear expectations and goals with me</li> </ul>                           | <ul style="list-style-type: none"> <li>Within my Division, teams work well together to achieve the Division's goals</li> </ul>         | <ul style="list-style-type: none"> <li>The work processes we have in place (e.g., business plans, forms, approval processes, work flows) allow me to be as productive as possible</li> </ul> | <ul style="list-style-type: none"> <li>The ABC Executive treats employees as the ABC's most valued asset</li> </ul>                                                                                                                                                       |
|                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Poor performance by any employee is addressed in a timely and effective manner</li> </ul> | <ul style="list-style-type: none"> <li>There is effective collaboration between different groups/departments across the ABC</li> </ul> | <ul style="list-style-type: none"> <li>The tools and resources provided by the ABC allow me to be as productive as possible</li> </ul>                                                       | <ul style="list-style-type: none"> <li>We have a work environment that is open and accepts individual differences</li> </ul>                                                                                                                                              |
|                                                                                                                                                                               |                                                                                                                                  |                                                                                                                                        | <ul style="list-style-type: none"> <li>I am encouraged to seek out innovative and creative solutions in my work</li> </ul>                                                                   | <ul style="list-style-type: none"> <li>I feel the ABC values diversity (e.g., age, gender, ethnicity, language, disability, sexual orientation, gender identity, religious belief, family responsibilities, education, qualifications, ideas and perspectives)</li> </ul> |
|                                                                                                                                                                               |                                                                                                                                  |                                                                                                                                        |                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>I have the flexibility to modify my work schedule to address personal situations</li> </ul>                                                                                                                                        |

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# The results in detail

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- All of the individual questions asked by staff were anonymised, collated and fed into a range of categories to summarise staff views across a whole range of issues and areas.
- On the following pages, the individual rating for each category is provided, together with a summary of the kinds of questions that formed part of that category.

# Moderate to High Engagement Areas

The percentage below indicates whether respondents agreed or strongly agreed with the questions in that category

## AUDIENCE FOCUS

46%

This included questions about the diversity of ABC content, the amount of information available on audience needs and whether we would recommend our content.

## BRAND: PRIDE & CREDIBILITY

48%

This covered how well the ABC demonstrates its values, and whether it delivers on the promises it makes to its employees.

## BRAND: REPUTATION

59%

The questions here covered the ABC's reputation in the community, whether it is a good place to work and whether we are attracting the staff we need.

## SAFETY

79%

This section dealt with the training and support the ABC provided on workplace safety, and whether safety was considered important.

# Moderate to High Engagement Areas

The percentage below indicates whether respondents agreed or strongly agreed with the questions in that category

## DIVERSITY & INCLUSION

64%

The questions in this section covered whether the ABC accepts individual differences and values diversity, including age, gender and ethnicity.

## WORK TASKS

56%

This final section included questions about how much staff enjoyed the work they performed, and whether they felt able to make decisions for themselves.

## COLLABORATION

47%

Focussed on how well teams and divisions work together, and whether cross-divisional collaboration is effective.

## MANAGER: DRIVING ALIGNMENT

46%

Once again, these questions were about your direct manager, but this time focussing on how well they communicate vision and strategy.

# Areas for improvement

The percentage below indicates whether respondents agreed or strongly agreed with the questions in that category

## CAREER & DEVELOPMENT

28%

The focus here was on career opportunities, a commitment to learning & development and questions about opportunities for secondment and transfers.

## CHANGE MANAGEMENT

33%

This included questions about how well the ABC manages change and keeps everyone informed.

## ENABLING INFRASTRUCTURE

30%

This included questions about work processes, tools and resources provided the ABC and whether they provide sufficient support.

## MANAGER: DEVELOPMENT FOCUS

38%

This section focussed on questions about your direct manager and the level and quality of feedback and career development they provide.

# Areas for improvement

The percentage below indicates whether respondents agreed or strongly agreed with the questions in that category

## PERFORMANCE MANAGEMENT

24%

A range of questions here about the way both performance enables staff to contribute to the ABC's success, and whether under-performance is managed in a timely and effective way.

## SENIOR LEADERSHIP: PEOPLE FOCUS

21%

Again, these questions focussed on the Executive and how well it worked together, communicated with and treated staff across the organisation.

## REWARDS & RECOGNITION

24%

This covered questions about whether staff felt they received adequate reward for their efforts, and whether performance had a big enough impact on pay.

## SENIOR LEADERSHIP: FUTURE FOCUS

26%

The questions here focussed on the ABC Executive, and whether it makes good decisions and provides a strong focus for the future.

# Your survey Your say

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That concludes the overall results from the survey.

Your managers will be in touch with more information about the results in your own Division.

Thank you again to everyone who took the time and effort to participate.