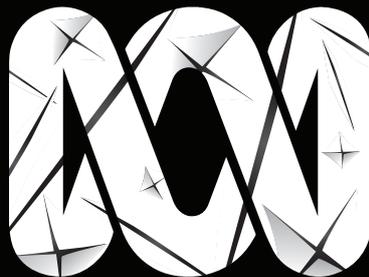


# The Real Facts about your



## 1 Most Australians trust the ABC

Despite continuing public attacks by the Abbott/Turnbull governments, accusing the ABC of poor news quality, 'bias' and being 'un-Australian', annual surveys since 2012 report that 80% or more of Australians trust the ABC above all other media, and over 80% value the ABC and its services to the community.

*(Source: Newspoll 2012 – 2015, Omnipoll 2016, ABC Corporate Tracking Program 2016 – 2017)*

## 2 The ABC gets a lot less funding than 30 years ago

Successive federal governments have slashed the ABC, so in real terms the ABC today has 28% less funds than 30 years ago. This has forced reductions in in-depth programs, causing pressures on maintaining high quality content and diversity. Further, its ability to present our Australian voice internationally and report back from overseas has also been crippled by the government breaking the Australia Network contract. What's more, further cuts of \$55 mill. in 2017/18 and \$27 mill. in 2018/19 are scheduled.

*(Source: ABC Annual Report 2017)*

## 3 The media watchdog says the ABC is fair and accurate

The Australian Communications and Media Authority (ACMA), which examines complaints about television and radio content, conducted some 200 ABC investigations between the years 2012 and 2017. In all those investigations it found but one breach of impartiality and none of accuracy.

*(Source: ACMA 2012 – 2017)*

## 4 Independent reviews found ABC Charter responsibilities fulfilled

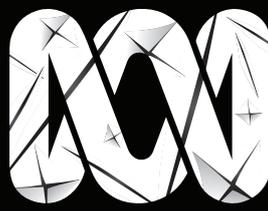
Since 2008 the ABC board has commissioned 19 independent Quality Assurance Reviews into its impartiality and accuracy. None of these independent reviews have found any serious breaches of its Charter.

*(Source: ABC Annual Reports 2008 – 2017)*

## 5 Competitors and the far right want to see the ABC destroyed

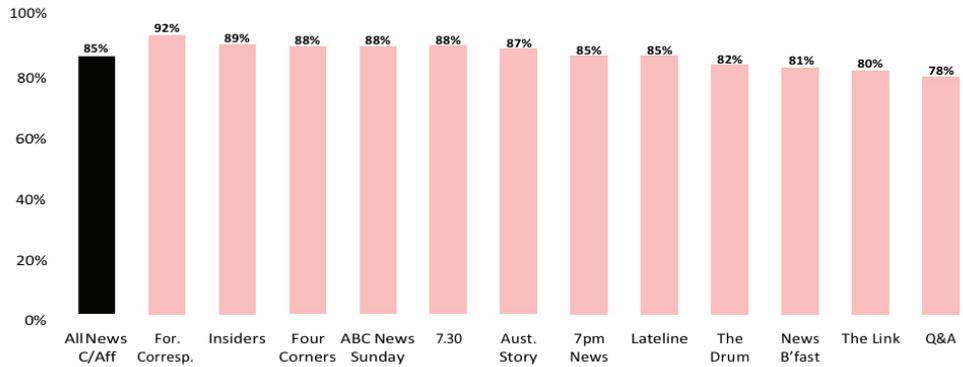
The ABC suffers continued motivated attacks by politicians, media competitors and others with 'agendas'. They forget Australia is a democracy, with the ABC playing a vital role in independent and courageous reporting, which would never be covered by the commercial media. Led by the far right Institute of Public Affairs (IPA) and conflicted opinion leaders, there is a push to break up and sell the ABC, or at least to limit its effectiveness. This political hostility is simply unacceptable.

*(Source: IPA 2012 review article 'Be Like Gough' – co-authored by John Roskam, James Paterson and Chris Berg)*



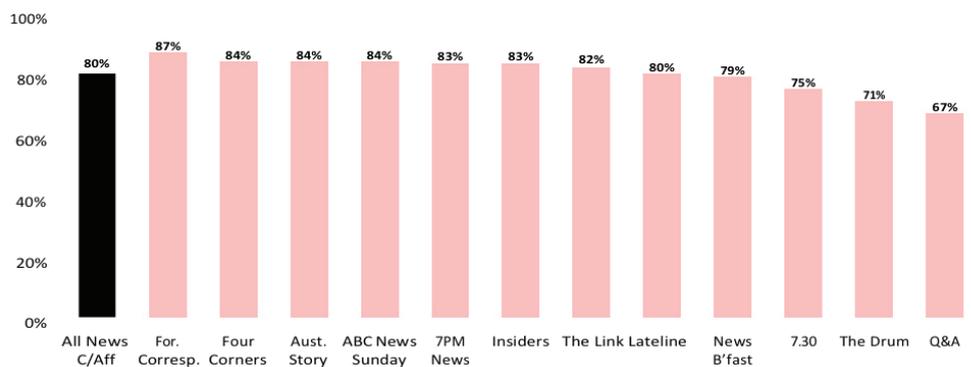
## 6 Australians believe ABC programming is high quality

ABC news and current affairs: belief that programming is high quality



## 7 ... And fair and balanced

ABC news and current affairs: belief that coverage is fair and balanced



(Source: 2017 ABC Quality and Distinctiveness studies)

## SO, IN FACT:

1. Your ABC is Australia's most trusted broadcaster and a crucial part of our thriving democracy.
2. 80% of you trust the ABC above all other media.
3. Australians believe wholeheartedly in the ABC's role as a provider of truth and information, knowing this cannot be emulated in a commercially-driven sector.
4. No other organisation canvasses the issues and 'delivers the goods' in science, religion, philosophy, the arts, education and more, nor makes the regional investment your ABC has: coverage in 48 centres across Australia.

**Join ABC Friends NOW**  
**and defend our public broadcaster**

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