

**AUSTRALIA'S NATIONAL BROADCASTER CHOSE WISELY  
OVER 10 YEARS AGO**

**FedEx maintains a decade of service unchallenged at the  
Australian Broadcasting Corporation**

When the Australian Broadcasting Corporation (ABC) began beaming programs to television sets across Australia, few could have foreseen the commercialisation that helps support the corporation's diverse activities today.

Since its early beginnings, the ABC has developed into a globally-represented network with offices in 27 countries. Additionally, it now undertakes an array of commercial endeavours quite removed from its original core function of supplying alternative programs to those shown on Australian commercial networks.

To support the growth of its global footprint and burgeoning commercial activities, the ABC required the services of a professional express transportation partner. And that partner was, and still is, FedEx.

Jim Tobia is Customs Co-ordinator at the ABC and it was his responsibility to select an express transportation company to support the ABC's global requirements 11 years ago.

"Back then, we had a number of needs. Firstly, there was the need to ship equipment and program tapes between our main facility in Sydney and our overseas offices," said Mr Tobia. "I chose FedEx because I believed there was no better represented air express transportation company anywhere in the world. I put my trust in them and it has paid off for over a decade."

Being head of customs at the ABC, Jim has to facilitate the inbound and outbound requirements of many departments.

“Our Production Department is a large internal client, requiring shipment of existing equipment to meet production requirements anywhere in the world. We also have to look after the inbound shipment of new equipment and equipment that has been out on repair,” said Mr Tobia.

Another large internal client is the ABC’s retail arm. Other areas in the ABC requiring overseas air express transportation include News and Current Affairs, Program and Library Sales and its Enterprise Books department. The global success of many of The ABC’s local Australian productions, ranging from children’s programs such as Bananas in Pyjamas to current affairs such as Foreign Correspondent and comedies such as Kath and Kim, means that many people overseas wish to purchase video tapes of the programs and merchandise flowing from them.

“We see a lot of B1 and B2 (the characters from Bananas in Pyjamas) in this department. We’re constantly despatching man-sized suits for promotions overseas as well as thousands of soft toy B1 and B2 characters purchased as gifts for children around the world,” said Mr Tobia.

FedEx makes three inbound deliveries each working day and one outbound pick-up. According to Mr Tobia, they are as regular as clockwork. “Every day when the outbound pick-up person arrives, I look at my watch, and sure enough, it’s 3 o’clock,” he said.

FedEx is responsible for express transportation of all items under 100 kilograms, a limit that accounts for approximately 95% of all air-expressed parcels. Quantities peak in the months of September and October, mainly as a result of Australians sending presents of ABC music and videos, as well the merchandising from their programs.

Mr Rhicke Jennings, Managing Director Australia and New Zealand for FedEx said the ABC is an extremely prestigious client. “The ABC is Australia’s national free-to-air television network, as well as an organisation accounting for a large volume of retail sales through its ABC Shops and online shop. I am pleased that we have been the sole supplier to the ABC for express delivery of its programs, equipment and merchandise for over a decade, and look forward to another decade of serving them.”

According to Mr Tobia, the reasons for the long-term nature of the relationship with FedEx are many. “In my opinion FedEx has always been the best express transportation company in the world,” said Mr Tobia. “They have their own planes servicing Australia, taking our shipments virtually anywhere in the world quickly and reliably. But they offer more than just that service. They supply software tools that help us plan and manage our shipments, including a track and trace facility through their own web site.”

While the nature of the ABC has obviously changed considerably since FedEx was first appointed to handle its express overseas transportation needs, Mr Tobia believes that FedEx has supported the Customs Department by elevating its level of service to match those changing needs.

“The service we receive from our account management team at FedEx is superb. If we need to discuss changes with them or go over any problem areas, my FedEx account manager comes straight over. The feeling I am left with is that nothing is too hard or too small for them to deal with. It’s a fantastic relationship,” said Mr Tobia.