



THE HON JOSH FRYDENBERG MP
Minister for the Environment and Energy

MEDIA RELEASE

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**NEW PARTNERSHIP TO DELIVER
MORE REGULAR & ACCESSIBLE WEATHER INFORMATION**

A new partnership between the Bureau of Meteorology and the Australian Broadcasting Corporation (ABC) will deliver Australians, especially those living in rural and regional areas, more regular and accessible weather information.

The partnership will comprise a range of projects, programs and online content, including weather science explainers, opportunities to chat live with forecasters and interactive weather tools.

“Through this partnership, the Bureau and the ABC will bring together their respective expertise and capabilities to provide more detailed weather information and further explain the science behind forecasts and phenomena,” Minister Frydenberg said.

The first partnership project is a regular weekly agricultural forecast direct from Bureau meteorologists every Sunday on *Landline*. This builds on an already-established relationship with *Landline* having screened Bureau climate outlook videos monthly since 2015.

The second partnership project is a YouTube video series called *Weird Weather* presented by ABC Breakfast's Nate Byrne and which focuses on unusual meteorological phenomena.

“Managing the impact of weather is particularly important to our rural and regional communities – it is estimated the Bureau's services will deliver nearly \$12 billion in benefits to the agricultural sector alone in the next decade,” Minister Frydenberg said.

As Australia's emergency broadcaster, the ABC has worked closely for decades with the Bureau to broadcast weather warnings to help Australians ready themselves for severe weather, including bushfires, flooding, storms, heatwaves and cyclones.

“It is fitting to announce this partnership – a first for both the Bureau and the ABC – on World Meteorological Day, when we celebrate the positive impact that meteorological services have around the world, particularly in helping keep communities safe in severe weather,” Minister Frydenberg said.

“I welcome this partnership initiative and look forward to seeing how it will develop to engage audiences across the country with trusted high quality information about Australia's weather in new and creative ways.”

The Bureau of Meteorology already has strong engagement with Australians online. It has more than one million social media followers, its app has been used more than 96 million times since it launched in October 2016 and its website recorded some 1.6 billion unique page views in the last financial year alone.

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