

Mr Mark Scott AO

For his outstanding contribution beyond the expectations of the person's particular field of endeavour which has influenced the thinking or general well-being of the wider community.

*Doctor of Letters (honoris causa) [Hon DLitt]
Conferring ceremony: 15 May 2015.*

Citation

Chancellor, it gives me great pleasure to present Mark Walter Scott AO to you for admission to the degree of Doctor of Letters (honoris causa).

Mark graduated with a Bachelor of Arts, a Diploma of Education and then a Masters degree from this university, later also completing a Master of Public Administration from Harvard. Earlier in his career he worked as an adviser to the Greiner Government on education policies, and later for the *Sydney Morning Herald* and as a senior manager at Fairfax Media.

Since 2006, Mark has been the Managing Director of the Australian Broadcasting Corporation. He was first appointed by the ABC Board under the Howard Coalition Government, and then was re-appointed under the Gillard Labor Government.

The ABC is a very large organization with an annual budget of over a billion dollars with almost four and a half thousand employees.

But it is not so much the size of the organization, as its nature and role in Australian society that makes managing it such a unique challenge.

The ABC is one of the most important institutions in Australian public and cultural life. It is an institution, perhaps more than any other, to which the Australian public feels a strong attachment and about which it has high expectations.

Even in an age of stability, being the head of the ABC would be extremely difficult. In a technologically dynamic, increasingly complex multi-media environment, it is much more so, and especially difficult when the public's high expectations and the necessity for change must be pursued within tight financial constraints, and in a political environment where many, for diverse motives, are often keen to criticize the national broadcaster.

Under Mark's leadership, the ABC has pursued and achieved a substantial growth in the ABC's range of activities, while maintaining the quality of its radio and television services. If audience share and public opinion polls are a guide, the ABC stands as high in public esteem today as it ever has.

Mark has been a skillful and tireless public advocate for the ABC, not least on Twitter, where he has sent more than 13 thousand tweets to his more than 68 thousand followers.

Managing this organisation requires strategic vision, a strong sense of principle, diplomatic and personal management skills when balancing competing demands. Mark's wise stewardship has invigorated and strengthened a great national institution.

Chancellor, I present Mark Scott AO for the award of doctor of letters (honoris causa).