



SPECIAL BROADCASTING SERVICE (SBS) & NATIONAL INDIGENOUS TELEVISION (NITV) SUBMISSION TO THE FIRST NATIONS DIGITAL INCLUSION ROADMAP

JULY 2024

KEY POINTS

- SBS and NITV welcome the opportunity to contribute to the First Nations Digital Inclusion Roadmap (**the Roadmap**).
- SBS has a unique role in the Australian media environment as a national multi-platform public media service. SBS's principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.¹
- NITV has proudly been part of the SBS network for over 10 years, fulfilling the aspirations which existed at its outset, rooted in the desire to provide a dedicated platform by, for and about Aboriginal and Torres Strait Islander peoples to tell their stories, preserve their cultures, and ensure their voices are heard.
- The Roadmap is a welcome step in supporting the attainment of Target 17 of the National Agreement on Closing the Gap, which aims for equal levels of digital inclusion for First Nations people by 2026.
- The Roadmap will also support the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)², which through Article 16 prioritises the right of Indigenous peoples to establish their own media in their own languages (as well as access to non-Indigenous media).
- The digital inclusion benefits of the free and near-ubiquitous availability of NITV are multi-faceted, and include cultural preservation and promotion, empowerment and representation, education and awareness, community connection and engagement, and training and career opportunities. NITV also regularly shares its content with other First Nations media organisations.
- NITV plays a crucial role in meeting the information needs of First Nations peoples in times of emergency and crisis. Importantly, this information is presented by credible and authentic First Nations voices, in a culturally appropriate way and often in Aboriginal and Torres Strait Islander languages.
- NITV and SBS's trusted and accurate news services are also critical in addressing the need for reliable information in the face of growing mis- and dis-information, particularly online. This was demonstrated in the context of the recent Referendum for an Indigenous Voice to Parliament (**Referendum**).

¹ *Special Broadcasting Service Act 1991*, Subsection 6(1)

² <https://humanrights.gov.au/our-work/un-declaration-rights-indigenous-people>

- Visibility of First Nations stories and perspectives is also vital to ensuring those stories and perspectives are elevated and heard in the national and local political discourses.
- As part of its broader suite of initiatives, the First Nations Digital Inclusion Roadmap should also include specific consideration and recommendations addressing how NITV can be further supported to continue to grow and evolve its services, and build on its success to date.
- NITV (and the broader SBS network) is an efficient and effective means of transforming Government investment into impactful and high-quality outcomes that deliver strong public policy benefits. This investment can be further leveraged to deliver even greater impact across portfolios.
- This submission outlines the contribution and importance of NITV in more detail, and contains proposals to expand existing, innovative and successful initiatives which are making a difference in First Nations communities.

CASE STUDY – NITV/TSIMA Partnership - An impactful, innovative and scalable initiative to elevate community perspectives and utilise the reach and resources of NITV and SBS

An innovative and impactful initiative rolled out by NITV on Waiben (Thursday Island) is demonstrative of the important role NITV can play in delivering innovative solutions to meet the digital inclusion needs of First Nations peoples, using NITV's reach and resources to partner and build capacity at the community level.

NITV has partnered with the Torres Strait Islanders Media Association (**TSIMA**), to place a full-time journalist, Carli Willis, on Waiben with access to a star link and satellite service. This is a relatively straightforward initiative in terms of design and implementation, but has a range of benefits which far outweigh the financial investment required to establish the project.

The presence of a journalist in the Waiben community creates the opportunity and pathway for stories of local significance to gain a national profile through the NITV network. Without such profile, it is far more difficult to elevate these stories and issues into the local and national political landscape. Visibility for First Nations stories frequently results in an increased political profile for the subject of those stories.

This is highlighted by a recent story filed by Carli Willis, addressing the lack of access to digital services on Waiben and the outer islands of the Torres Strait, and the impact of proposed solutions to cultural practices in the region. The story was covered across our digital services, as well as a TV news package that aired on *NITV News* and *SBS World News*.³

A further example is an article published by NITV on 2 May 2024 entitled *Calls for better access to health prompts historic gathering of Torres Strait Islander doctors on Waiben*⁴, filed by Carli Willis. This story reports on an initiative of the Australian Indigenous Doctors Association (AIDA), which involved taking a group of Torres Strait Islander doctors from the mainland to the islands for the first time. The story provides profile and exposure to issues of access to Indigenous health services, and the need for culturally safe care and the right health and civic infrastructure. These stories are

³ <https://www.sbs.com.au/nitv/article/regional-communities-are-suffering-from-a-lack-of-access-to-reliable-communications/x3v0i829z>

⁴ <https://www.sbs.com.au/nitv/article/calls-for-better-access-to-health-prompts-historic-gathering-of-torres-strait-islander-doctors-on-waiben/j1s5f1nq9>

shared on NITV platforms and across NITV's third party social media accounts to spread awareness and ensure the broadest possible reach for the article.

There are also immediate and practical connectivity benefits arising from Carli Willis' access to a satellite phone, provided as part of her role with NITV, which did not previously exist on Waiben. In the event of an emergency which damages or deactivates Waiben's telecommunications infrastructure, the community has access to a vital means of accessing and sending critical emergency information.

In addition to filing stories on critical issues for the Indigenous communities living in the NPA and Torres Strait, Carli Willis is filing stories covering the many positive community events and developments which would otherwise not reach a national audience, due to the cost of sending a journalist to a remote location. As noted in this submission, representation in media, particularly for under-represented and distinct cultural groups, has significant impact across a range of social and cultural outcomes.

Expansion of this initiative offers substantial potential benefits to First Nations Digital Inclusion

NITV has funded this initiative through internal budgets and identified savings, and has designed and implemented an extremely cost effective and scalable model. The benefits of this initiative, relative to its cost, are significant.

NITV would welcome the opportunity to design and implement similar initiatives in under-served and remote communities across Australia. However, NITV is not currently funded to scale-up or expand this offering.

Funding in support of an expanded delivery of these services would provide critical and tangible benefits to remote communities and would strongly support the objectives of the First Nations Digital Inclusion Roadmap. Funding could also be considered to specifically fund NITV's efforts to gather and distribute emergency information in natural disasters. As noted above, a significant number of First Nations communities live in areas which are susceptible to extreme weather events on a regular basis, weather which is expected to worsen in the future.

NITV would welcome the opportunity to discuss the costings and design of this initiative directly with Government.

ABOUT NITV AND SBS

The story of NITV has links back to the 1970s, when Indigenous broadcasting began to grow, and into the 1980s and 1990s, which saw the establishment of the Central Australian Aboriginal Media Association (**CAAMA**), Goolarri Media, Koori Mail, TSIMA and other First Nations local media organisations.

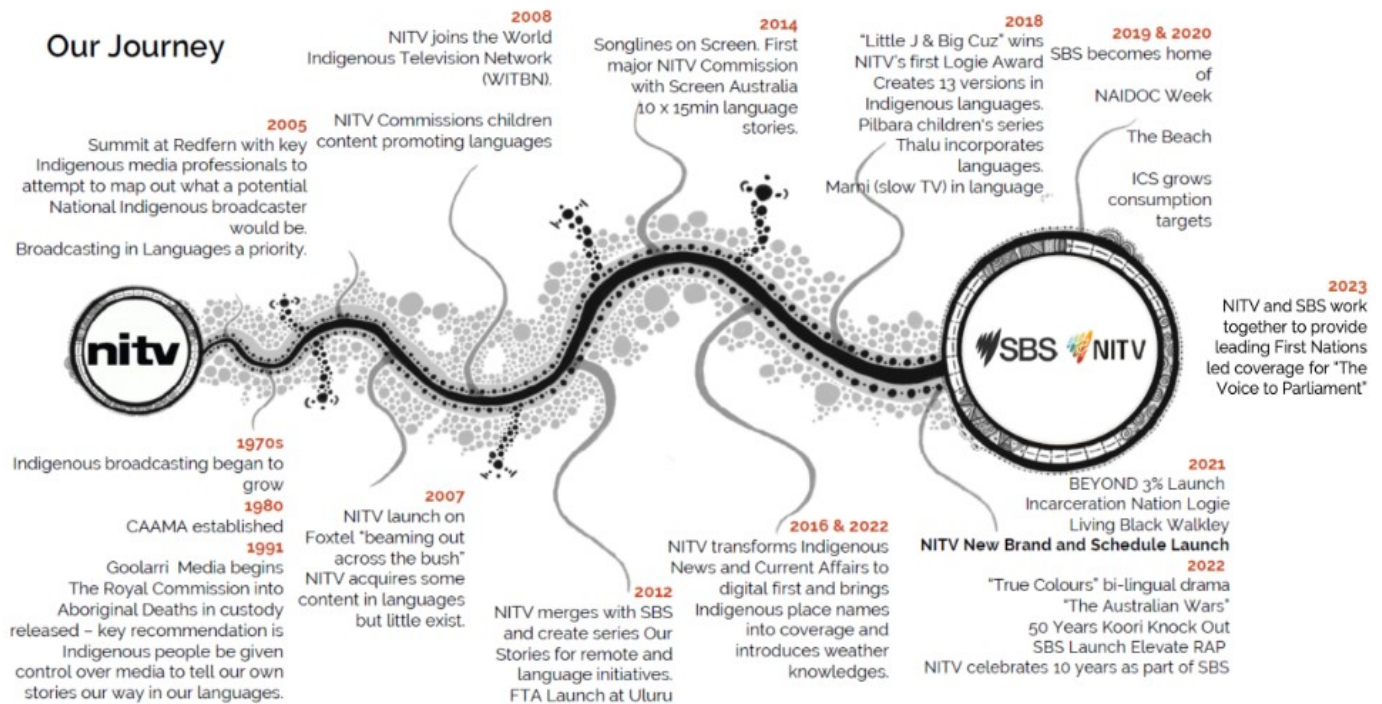
In 1991, the Royal Commission into Aboriginal Deaths in Custody (RCIADIC) released its findings, with 339 recommendations across a wide range of policy areas. While the largest number of recommendations related to policing, incarceration, and Indigenous deaths in custody, the RCIADIC also made recommendations relating to health, education and self-determination of Indigenous people.

A key recommendation related to the importance of funding Aboriginal media organisations, to enable Indigenous people to tell their own stories their way and in their

languages – recognising that historically, Indigenous stories had been told predominantly from an anthropological or deficit lens across mainstream media.⁵

Following the RCIADIC Recommendations, 2007 saw the launch of NITV on Foxtel and in 2008, NITV joined the World Indigenous Television Network (WITBN).

From little things, big things grow...



In 2012, NITV became a part of the SBS network – becoming available to all Australians on free-to-air television. Not only did this improve accessibility for Indigenous people, it made NITV available to all Australians - showcasing the oldest continuous culture on Earth, and in particular facilitating connections with the newest Australians.

NITV's purpose is to shape the Australian identity, amplify First Nations stories and place, and connect with those that call Australia home. In doing so, NITV seeks to grow its audiences and channels, sharing authentic, meaningful stories that continue to heal and celebrate, cleanse, grow and inspire Australia's identity and purpose.

NITV is driven to be "Unapologetically Blak", keeping the Indigenous story and culture front and centre. NITV's content is built around being "Bold and Bright", with a clear innovation and future-proofing mindset.

Telling First Nations stories

NITV offers a rich array of programs that address the interests and needs of a diverse audience, including flagship current affairs program *Living Black* (celebrating 20 years in 2024), as well as *NITV News*, *The Point*, *Songlines*, sports programs *Over the Black Dot* and *Koori Knockout*, and award-winning children's programming *Little J and Big Cuz*, *Eddie's L'il Homies* and *Barrumbi Kids*. This original programming is also supported with a comprehensive offering of acquired First Nations Australian content, including dramas

⁵ See: Recommendation 205, Royal Commission into Aboriginal Deaths in Custody – National Report – Overview and Recommendations [1991] AURoyalC 54 (9 May 1991)

such as *Firebite*, movies such as *Sweet Country* and *Sweet As*, and historical documentaries such as *Vote Yes for Aborigines*. All commissioned NITV content is available on SBS On Demand with subtitles in up to 5 languages other than English.

For almost 50 years, the SBS network's principal function has been providing trusted, accurate, balanced and impartial news and information in more than 60 languages for all Australians, including multicultural, multilingual communities and First Nations peoples. In 2024, SBS was named Australia's most trusted news source by the University of Canberra's *Digital News Report*.⁶ The connection between SBS and NITV offers a unique benefit in promoting understanding of Indigenous culture, history and perspectives among all Australians, and in particular multilingual and multicultural communities. The centrepiece of SBS's Elevate Reconciliation Action Plan is the utilisation of its unique position as Australia's dedicated Indigenous and multicultural broadcaster to connect the newest Australians with the Custodians of the oldest living culture on Earth.⁷

As part of this strategy, SBS shares First Nations stories across all its platforms – both NITV content and other Australian First Nations stories. Programs such as *The Australian Wars* directed by Rachel Perkins screened as a simulcast on SBS and NITV, and was provided in SBS On Demand with subtitles in Arabic, Simplified Chinese, Traditional Chinese, Hindi, Vietnamese and Korean. Complementary programming and coverage was provided by SBS language programs, NITV and SBS, and SBS also produced education resources for teachers to utilise the program in classrooms, extending the reach and profile of the series.

The importance of an inclusive media

Inclusion has powerful social, cultural and well-being benefits for First Nations audiences. The impact of seeing one's own culture, community and history represented on-screen is significant. At the same time, there is an equally powerful, but negative impact of exclusion for groups and communities left out of media. This can result in cultural erasure, stereotyping and misrepresentation, social marginalisation, a perceived lack of role models, negative impacts on advocacy and can influence public perceptions.

NITV and SBS played a critical role in informing Australians in the lead up to the Referendum on an Indigenous Voice to Parliament, being uniquely placed to provide credible, trustworthy, inclusive, balanced and independent news and information services to meet the communication needs of First Nations and multicultural communities (further information is provided below).

NITV's coverage and programming covering the lead up to the Referendum are clear examples of the importance of the visibility of First Nations stories and perspectives in amplifying political impact and inclusion in discourse. The presence of Indigenous stories and perspectives on national free-to-air terrestrial television, on radio and online, helps to ensure those stories and perspectives are heard by all Australians – including by those in Government, to a degree that might not otherwise be readily accessible. A key strategic driver for NITV is the need to ensure First Nations story and culture remains prominent in our nation's discourse.

NITV has progressively expanded its reach and impact since its inception, developing productive relationships across the media sector, establishing a strong and distinct brand, delivering an increasingly successful community, commercial and business strategy and constantly finding new ways to meet the diverse needs of its audiences. NITV also has a clear vision to build the capacity of First Nations media professionals through its

⁶ By the News and Media Research Centre at the University of Canberra in partnership with the Reuters Institute for the Study of Journalism, Oxford University, available at: <https://www.canberra.edu.au/research/faculty-research-centres/nmrc/digital-news-report-australia>

⁷ SBS Elevate Reconciliation Action Plan: <https://www.sbs.com.au/aboutus/how-we-operate/reconciliation-action-plan/>

commissioning strategy, from emerging practitioners to more established First Nations storytellers.

FY24 has been NITV's most successful year, even as the challenges in the media industry continue to shift and business models are disrupted. NITV is responding strongly to new consumer expectations, higher than ever demand for Indigenous content and the need to constantly evolve its connection to community. NITV's forward strategy is centred around leveraging success to date to continue to innovate and find new ways to deliver on its mission.

NITV and SBS are available for free across Australia on reliable transmission networks

NITV and SBS are available to audiences across Australia through the existing national terrestrial transmission network. This service is available to 98% of the Australian population. Accessing this service is free, following the purchase of a television set and installation of a suitable antenna. In areas where the terrestrial television signal is not available, audiences have the option of installing Viewer Access Satellite Television (VAST), which also carries SBS and NITV services.

We note the Advisory Group, in its Initial Report, considered the ongoing concerns regarding the age and operability of VAST equipment in First Nations and remote communities.⁸ Cost of the equipment and the lack of access to qualified technicians to repair inoperable equipment mean that many people living remotely may be unable to stay connected through the VAST system.

SBS and NITV **support the recommendation** of that Report that the "Government establishes a coordinated upgrade program to review and repair all faulty VAST DTH equipment for all remote First Nations households that want a working television service"⁹.

The Report notes there are a range of recognised challenges to ensuring digital inclusion, in ways which are "specific to the unique and culturally specific ways in which digital technologies are currently being used among First Nations people and communities."¹⁰ These were explored in depth in the Report, and include:

- *Access* – relates to the availability and quality of digital technologies, noting First Nations people record lower accessibility scores than the national average
- *Affordability* – relates to the financial cost of accessing those technologies, noting First Nations people record lower affordability scores than the national average
- *Ability* – relates to digital literacy, and the ability to use technologies safely and to their full potential.¹¹

These are complex and multifactorial issues, and any response to challenges in these areas formulated by communities, Government and service providers will be similarly complex.

However, it is clear, for the reasons outlined in this submission, that any consideration of the measures required to support and enhance access, affordability and digital literacy, should recognise and support the role NITV plays in mitigating challenges in these areas, including recognising there are opportunities for NITV to do more targeted work in these areas, with additional funding as appropriate.

As outlined above, NITV is near-ubiquitously available on an established and resilient network, without charge, across Australia. The equipment required to receive NITV

⁸ First Nations Digital Advisory Group *Initial Report*, p 20

⁹ *Initial Report*, p 26

¹⁰ *Initial Report*, p 8

¹¹ *Initial Report*, p 10

terrestrially is not overly complex, does not come with monthly fees or contracts, and is not impacted by data limits.

NITV's terrestrial services are also readily accessible to people with developing digital literacy, and are not pathways for fraud or online scams.

Importance of availability of reliable services on social media platforms

First Nations communities have higher rates of social media use when compared to non-Indigenous Australians, noting also that the 2021 Census showed that around half of the First Nations population in Australia is aged under 24 years.

Consequently, social media remains one of the most significant ways for NITV to reach its core audience of Aboriginal and Torres Strait Islander peoples.^{12 13} As at March 2024, 40% of NITV's online traffic is from social networks, with 70% of NITV online viewers visiting the homepage, articles and webpages via a mobile device.¹⁴

Social media such as Meta and TikTok are critical platforms on which First Nations communities engage, communicate and obtain critical emergency information - particularly in regional and remote communities, and in First Nations languages.

Consequently, social media is significant for NITV as one of the key ways for NITV to connect with audiences outside of terrestrial transmission, and engage with younger audiences who see NITV's digital platforms as a place for trusted information and Indigenous perspectives. Social media is also a platform which has seen the proliferation of mis- and dis-information across a range of topics, including those impacting Indigenous people (noting in particular the recent Voice to Parliament Referendum).

It is therefore of significant concern that Meta has signalled the possible removal of access to news content on its platform.¹⁵ The potential impact of such a move on NITV audiences is explored in further detail in SBS's submission to the Joint Select Committee on Social Media and Australian Society.¹⁶ The absence of reliable, authentic and culturally informed content on social media platforms, coupled with the growth in mis- and dis-information, present a significant risk to social cohesion and an informed social discourse for First Nations peoples.

These are relevant considerations for the Advisory Group when considering First Nations communities' access to credible news and information. SBS's submission proposed consideration of a 'must carry' model, to ensure that trusted news and information, such as that provided by NITV, continues to be available on Meta's platforms. The Advisory Group could consider recommending that the impact on First Nations audiences of a news ban be a particular focus of work in this policy field.

ROLE OF NITV IN DELIVERING DIGITAL INCLUSION

The services, information and content delivered by NITV are already delivering strong digital inclusion benefits. However, there are significant opportunities to scale up this impact and leverage the existing public investment in NITV and SBS.

NITV is an essential service for First Nations communities, acknowledging the trust with communities that has been forged over many years. NITV's capabilities should be fully utilised and leveraged to deliver policy outcomes and maximum return on investment, and this should also include the First Nations Digital Inclusion roadmap. This will ensure the Government maximises the existing taxpayer investment in SBS and NITV.

¹² Refer to *First Nations Digital Advisory Group initial report, International Journal Equity in Health, Mapping the Digital Gap 2023*

¹³ Refer to *First Nations Digital Advisory Group initial report, International Journal Equity in Health, Mapping the Digital Gap 2023*

¹⁴ Internal SBS/NITV data

¹⁵ <https://www.reuters.com/technology/meta-says-it-may-block-news-facebook-australia-2024-06-28/>

¹⁶ <https://www.aph.gov.au/DocumentStore.ashx?id=f1adaf25-519d-46e6-aae6-dda1c3177b10&subId=759856>

Access to emergency information

NITV plays a unique role in ensuring access to place-based emergency information, presented in a culturally appropriate way, and in-language. Whilst emergency broadcasting is often thought of only in relation to the ABC, NITV's role and function in this area is unique, and of high utility to communities.

As an example, the National Emergency Management Agency (NEMA) has indicated keen interest in working with SBS & NITV as key partners in responding to national emergencies and disasters. This partnership is being explored to ensure trusted and culturally appropriate messages reach the communities in a timely manner.

NITV's connection to remote First Nations communities is particularly important, as these geographical areas often experience a very high rate of extreme weather events. Communities in these areas have specific information needs which can vary from those of the population in general.

For example, NITV provided extensive television and online coverage during the floods in northern NSW in 2022, including from Lismore and Cabbage Tree Island, where almost 200 First Nations community members became homeless from the floods. NITV's *The Point* also collaborated with The Koori Mail national newspaper in providing additional coverage of the floods.

As a further example, the Northern Peninsula Area (NPA region in Far North Queensland and the islands of the Torres Strait often have poor or no telephone service, and cannot call or access emergency services. Access to emergency information on NITV services provides a link that would not otherwise exist.

NITV also played a critical role in distributing information during the COVID-19 crisis. NITV increased its news coverage to seven days a week, with regular live updates and was also broadcast on SBS VICELAND. NITV also supported First Nations Media Australia to provide Indigenous media organisations across the country with content, delivering in-language health advice and activating social media events to connect communities. Logie Award-winning *Little J & Big Cuz's* hand-washing song and video *Everybody Wash-em Now*, is an example of the content produced by NITV during this period which had a focus on educating children and was widely distributed to First Nations media organisations across Australia.

NITV is also able to present emergency information in a culturally appropriate way, and in-language, which ensures messaging is as effective as possible. NITV is a trusted, credible and authentic First Nations voice, which is particularly important in times of crisis or emergency.

NITV also produces and broadcasts health and wellbeing information outside of emergencies. This includes key commissions such as *I Heart my People* (2014), *Keeping Hope*, internally produced *We Say No More* (covering issues of domestic abuse in the community) and a new program to be screened in 2024 *Our Medicine*.

Access to credible sources of news and information

As noted above, the volume of mis- and dis- information online is growing exponentially, fuelled by algorithms which favour polarisation, and by the ease with which artificial intelligence can generate and publish misleading information and/or content from extreme viewpoints.

The importance and value of trusted and free sources of news and information is intensifying in these conditions, which makes NITV and SBS's impartial and accurate news content – on all platforms – more important than ever.

SBS News is the most trusted news source in Australia and NITV similarly brings a credible, authentic First Nations perspective to free broadcast and online coverage. NITV's services are covered by the SBS Code of Practice,¹⁷ which sets out the principles and policies applicable to content to ensure the highest standards of editorial independence and integrity, and makes SBS and NITV accountable to those standards through a transparent and effective complaints process. The Code also takes into account the role of NITV in giving primacy to Aboriginal and Torres Strait Islander voices, interests and perspectives.

Support for First Nations media

NITV is an associate member of First Nations Media Australia (**FNMA**, formerly known as Indigenous Remote Communications Association, **IRCA**) and holds a permanent seat on the FNMA board currently held by the NITV Acting Head of Indigenous Commissioning and Production.

From the 1972 Tent Embassy, Aboriginal and Torres Strait Islander peoples struggled to access the media. In the early 1980s, pirate TV stations were established in remote communities of Ernabella and Yuendumu to counter to destructive effects of western media on culture and language in communities.

A groundswell built to establish a national Aboriginal and Torres Strait Islander channel as a primary service for Aboriginal and Torres Strait Islander peoples as well as a contribution to national identity for the wider community. Over those decades, the participation in the media industry by Aboriginal and Torres Strait Islanders increased dramatically. This coincided with the tireless work begun by organisations such as Warlpiri Media, Ernabella Video and Television, and CAAMA - who all helped pave the way for NITV.

NITV's establishment is the result of decades of advocacy supporting a national platform to tell First Nations stories from First Nations perspectives. It exists to help ensure the preservation of culture, language and story and to help have a positive impact for self-esteem and pride, and to promote understanding and respect for Aboriginal and Torres Strait Islander peoples in the wider community.

NITV supports the First Nations media sector and the career development of Indigenous media practitioners through a variety of initiatives. The staff cohort at NITV has a minimum representation of 70% Indigenous staff.

In the 17 years of operation, NITV has worked consistently with the First Nations media sector to ensure there has been opportunity for the sector to grow and scale with career opportunities both within or connected to NITV and in the broader Australian media landscape.

The NITV commissioning strategy has had emerging career practitioner opportunities each year through initiatives such as *Our Stories* and *Songlines* for First Nations practitioners to get their first industry screen credit. The commissioning budget is allocated with distribution across emerging First Nations directors, producers and production companies to receive their first industry credits as well as supporting mid-career and experienced practitioners through innovative partnerships and distribution methods due to NITV's funding. The NITV Commissioning Guidelines ensure that two of the three key creatives for all NITV Commissioned content are identified roles for Aboriginal and/or Torres Strait Islander creatives.

NITV is now acknowledged and recognised for its work by the Australian media landscape more broadly, growing opportunities for co-productions and distribution on other networks. In 2020 Netflix asked all Australians to turn to NITV during the Black Lives

¹⁷ <https://www.sbs.com.au/aboutus/SBS-code-of-practice>

Matter Movement and to watch *The Point*. In 2023 NITV co-commissioned the *First Inventors* with Channel 10 which reached a significant number of Australians through the simulcast strategy across 10 and NITV and was one of the most successful programs of the year for both networks. Another example is the co-commission between NITV and Netflix for children's animation series *Eddie's L'il Homies*.

During the 2023 coverage on the Referendum NITV received industry accolades and recognition, winning both a Kennedy and Walkley award. In October 2023, the Daily Mail wrote "*SBS' special National Indigenous Television channel became an authority on the Voice throughout the campaign. With wall-to-wall coverage of the referendum dominating the news, NITV enjoyed increased prominence and awareness among the public. What especially impressed many in the media was the broadcaster didn't take sides in the debate - meticulously interviewing Aboriginal Australians on all sides of the debate.*"

Further opportunities for NITV and SBS to drive new initiatives to support Digital Inclusion for Aboriginal and Torres Strait Islander people

With further funding, NITV (and where appropriate, SBS) would welcome the opportunity to deliver additional and targeted services relating to digital inclusion, in line with Government priorities and portfolios.

The TSIMA partnership highlighted in the case study above could be scaled and expanded to remote communities across Australia with additional funding, delivering benefits to the local communities involved, and providing additional First Nations stories for all Australians.

In addition to this initiative, SBS and NITV would be well positioned to address other issues identified in the Report such as media and digital literacy or providing explainers and distributing information on Government initiatives to improve digital inclusion. NITV and SBS could also assist in areas that support and promote digital inclusion more broadly, such as media training for community leaders, building capability in digital media, or the development, production and distribution of more First Nations children's content – giving Aboriginal and Torres Strait Islander kids even more opportunities to see their stories reflected on whatever screen they're watching.

CONCLUSION

NITV has proven itself to be a highly effective and efficient means of meeting the diverse information, educational, entertainment and cultural needs of First Nations people in Australia. It has delivered on the vision behind its establishment and has evolved and innovated in response to shifts in audience preferences, media industry dynamics, and challenges to business models. It offers a uniquely effective model for the attainment of a significant component of the digital inclusion needs of First Nations peoples.

SBS, with NITV at its heart, has a dedicated strategy for amplifying and sharing authentic and culturally informed First Nations stories and perspectives with all Australians, regardless of their preferred language.

This submission has demonstrated that ongoing and expanded support for NITV and SBS should form a central part of the First Nations Digital Inclusion Roadmap. NITV and SBS would welcome the opportunity to continue to contribute to the vital work of the Advisory Group and to engage further on the proposals in this submission or any additional measures under consideration.