



2024

ANNUAL REPORT





SBS acknowledges the enduring connection of First Nations peoples to Country and extends our respect to Elders past and present and all First Nations people across Australia.

The vibrant, dynamic and resilient cultures of First Nations peoples are central to our experience of Country and our shared identity as a nation. Aboriginal and Torres Strait Islander peoples are the first storytellers of this place and their knowledge continues to enrich and shape our national story.

SBS is committed to working with First Nations peoples to ensure their voices are heard and their stories are told, and in doing so, creating a more inclusive and equitable society for all Australians.

A Gumatj dancer takes part in the daily bungul (dance) at the 2023 Garma Festival at Gulkula, northeast Arnhem Land, Northern Territory. NITV is the Official Media Supporter of the Festival. Photo by Melanie Faith Dove for the Yothu Yindi Foundation.

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***SBS inspires all
Australians to explore,
respect and celebrate
our diverse world and in
doing so, contributes to
a cohesive society.***

The SBS Charter¹ sets out our principal function: to provide multilingual and multicultural broadcasting and digital media services that inform, educate and entertain all Australians, and reflect our multicultural society.

**SBS'S
PURPOSE**

Kumi Taguchi, host of Insight

¹ See Appendix 1 (SBS Charter)

Five strategic pillars



Distinctive Network

Our content explores, reflects and celebrates all forms of diversity in Australia and beyond – it's what we do best.



Audience First

Serving our audiences with world-class content on all platforms, when and how they want to experience it.



Community Impact

Working closely with communities in Australia to understand their issues and perspectives, amplify their voices, and tell their stories.



Great People; Great Culture

Our people and culture are our competitive advantage.



Great Business

Sustainability, world-class operational efficiency, processes, and globally unique partnerships.

Major highlights 2023-24

01

Australia's most trusted news

SBS News is now the news brand with the highest audience trust in Australia, according to the *Reuters Institute Digital News Report 2024*.



02

Podcaster of the year

Recognised for the second consecutive year by the Australian Podcast Awards as the nation's best producer of podcast content.



03

Alone Australia Season 2

Audiences returned to make season two SBS's most successful program of 2024 so far.



04

New South Asian channel

A fresh SBS South Asian destination channel, and SBS Spice, a new English-language social media offering for younger South Asian Australians.



05

Indigenous Voice to Parliament Referendum

Elevating First Nations voices and unparalleled multilingual coverage of the issues, informing all Australians.



06

National Indigenous Television

NITV reached 3.3 million² Australians each month on broadcast TV alone, and began broadcasting in Full HD from December 2023.



2. OzTAM, Regional TAM, NITV, Average monthly 1 min reach, Total People, FY2023-24, Broadcast TV, Consolidated 28

07

Digital innovation

SBS named by Australia's leading financial newspaper as one of 2023's Most Innovative Companies.



08

Audience experience

Putting audiences first with a pioneering advertising opt-out launched for selected categories.



09

Five new languages launched

Bislama, Malay, Oromo, Telugu and Tetum join SBS following the quintennial SBS Language Services Review.



10

Market leader in sustainability

With ambitious targets, SBS leads its broadcasting peers in sustainability, as the first TV show in Australia, *The Cook Up with Adam Liaw*, had its carbon footprint verified by Sustainable Screens Australia.



Letter to the Minister

From the Chair and Managing Director

The Hon Michelle Rowland MP
 Minister for Communications
 Parliament House
 Canberra ACT 2600



Chair, George Savvides AM and Managing Director, James Taylor

Dear Minister,

On behalf of the SBS Board, we are pleased to present the Annual Report of the Special Broadcasting Service (SBS) for the year ending 30 June 2024.

This Annual Report was approved by the Board on 29 August 2024 and has been produced in accordance with the *Public Governance, Performance and Accountability Act 2013* (Cth) and the *Special Broadcasting Service Act 1991* (Cth).

As we enter SBS's 50th year, the network is better placed than ever to serve Australia's growing and evolving population. This is even more important as social cohesion and trust in institutions today face their greatest challenges in decades.

Safeguarding social cohesion and the sustainability of trusted information providers is given increased salience amid proliferating dis- and misinformation enabled by multinational tech platforms that put revenue ahead of corporate responsibility. SBS was proud to be named the most trusted news brand in Australia by the University of Canberra and Reuters Institute for the Study of Journalism's annual global *Digital News Report 2024* – a reflection of the commitment shown by our teams right across the network. The report finds public concern about false and misleading information increased from 64% in 2022 to 75%, with audiences reporting greater difficulty in identifying untrustworthy information.

The report also found that for one in four Australians, social media is their main source of news, with a growing number of young people exclusively relying on it.

SBS is acutely aware of the risks posed by under-regulated technology firms both from a commercial and societal perspective. The dominance of global social media and technology providers presents significant threats to the local media landscape, signalling the need for clear and robust global tech policies, such as the recent legislation establishing a prominence framework for connected devices, passed by Parliament in July 2024. SBS will continue to advocate for regulatory and policy settings that will ensure the accessibility and viability of SBS services for Australians on all screens and platforms.

Throughout 2023-24, SBS continued to solidify its role as a truly national broadcaster. The year saw our most significant investment in local television programming, with productions in every state and territory. This reflects our commitment to serve all Australians, to spotlight important national debates, and to ensure diverse voices across the country are heard.

Some key highlights included NITV's flagship current affairs show, *The Point*, which embarked on a nearly 40,000 kilometre journey to communities

across Australia ahead of the 2023 Voice to Parliament Referendum; SBS's three-part series, *The Hospital: In the Deep End*, telling the human stories of life inside one state's strained public health system; and Australia's longest-running current affairs program, *Dateline*, tracking down and securing an exclusive interview with Western Sydney schoolboy Yusuf Zahab in Syria, where he had been taken by his family in 2015 to live under the Islamic State. And, of course, the second series of *Alone Australia* reached more than four million viewers – one of the biggest hits of 2024 on Australian TV and Broadcaster Video on Demand (BVOD).

Our audio and digital services in more than 60 languages continue to go from strength to strength, with the introduction this year of five new digital language services (Bislama, Malay, Oromo, Telugu and Tetum) and SBS taking out the Best Australian Podcast Publisher of the Year for the second year in a row.

SBS's distinctive and multiplatform news, documentary, sport and entertainment offering is the product of our deep engagement and connection with our communities and audiences. From urban centres to the more remote corners of Australia, SBS is telling the stories that matter.

SBS's Environmental, Social and Governance (ESG) credentials were further strengthened with innovative steps, including the transition to 100% renewable energy (in 2022-23) and the recent introduction of a feature that allows audience members to opt-out of advertising related to wagering, alcoholic beverages and quick service restaurants on SBS On Demand. The opt-out initiative aligns with our commitment to responsible broadcasting, while enhancing the experience for both viewers and commercial partners, with the latter benefiting from a more receptive audience.

SBS On Demand this year achieved the highest internal customer service rating in its history, with a highly engaged audience also pushing the SBS On Demand app to the top of both the Apple iOS and Google Android app store ratings. SBS is connected and accountable to our audiences in a way few others in Australian media are.

Our digital innovation saw SBS named by the *Australian Financial Review* as one of 2023's most

innovative companies – the only media outlet to make the list – in recognition of our work in recent years. This includes our ability to publish machine-assisted translation of content in more than 60 languages to provide audiences the ability to identify and filter according to their preferences, and to understand individual users' preferences to enable the personalised recommendation of SBS content in preferred languages. These features, unique to SBS, highlight our ongoing commitment to innovation and put the audience first in a way not seen elsewhere in Australian media.

The SBS staff engagement score is the highest it has ever been, underscoring our people's dedication to the network's purpose and high-performance culture.

Regarding our operational future, we have engaged constructively with the feasibility study into the potential relocation of SBS's headquarters and will continue to work with the Government on this process.

With strong community links, innovative digital delivery, record levels of public trust, and a deep commitment to our Charter, SBS will continue to drive positive outcomes and contribute meaningfully to Australia's cultural and social fabric. We look forward to continuing our work, building on SBS's role as an energised, vital and vibrant part of Australia's media landscape.

Finally, we extend our appreciation to the SBS Board for its commitment to good governance and thank our senior executives and staff for delivering another excellent year for our diverse audiences across the country.



George Savvides AM
Chair



James Taylor
Managing Director

Our vibrant and diverse offering

SBS is Australia's most distinctive and multilingual broadcaster, occupying a unique place in the Australian media market.



SBS

SBS is Australia's destination for compelling local stories, comprehensive global news and current affairs, sports, and the world's most distinctive dramas and documentaries. Australians turn to SBS for a broader understanding of global issues, insightful stories that delve into our diverse society, and inspiring entertainment that promotes understanding and celebrates difference.

NITV

National Indigenous Television (NITV) is Australia's leading platform for First Nations storytelling and home to the only national Aboriginal and Torres Strait Islander television news service. NITV helps all Australians to connect with First Nations peoples, cultures and histories. Whether news and current affairs, documentary, drama, entertainment or sport, NITV is created by and for Aboriginal and Torres Strait Islander peoples, for the benefit of all Australians.

SBS ON DEMAND

SBS On Demand is Australia's most distinctive streaming platform, enabling SBS to deliver on its Charter in the digital space. With user access in seven languages and a catalogue of more than 15,000 hours of curated content in more than 60 languages from Australia and across the globe at any one time, SBS On Demand gives audiences the freedom to enjoy content on their preferred device, at their convenience, wherever they may be.

SBS AUDIO

With content in more than 60 languages, SBS Audio serves the 5.6 million Australians who speak a language other than English,³ and includes SBS Arabic24 and SBS South Asian serving some of Australia's largest language communities with SBS PopAsia and SBS Chill showcasing global music.

3. Australian Bureau of Statistics 2021 Census

Established in 1975 as a radio service broadcasting in a handful of languages, SBS has grown into a cutting-edge, multi-platform network unlike any other globally, continuously adapting and evolving to meet the needs of a growing and diverse Australia. SBS takes a platform-agnostic approach to content, distributing our broad and diverse offerings across linear television, radio, on demand and digital channels.



SBS FOOD

SBS Food is Australia's sole 24/7 free-to-air foodie channel, catering to all Australians with a focus on premium Australian and global content that explores the world through cooking, cuisine, and culinary adventures.

SBS WORLD MOVIES

SBS World Movies showcases the best cinema from around the world, featuring films from every corner of the globe, available on free-to-air television and in sharp high definition. The channel offers a broad menu of films, building upon SBS's proven heritage as Australia's home of unique and multilingual cinema.

SBS WORLDWATCH

SBS WorldWatch is a dedicated 24-hour channel serving Australia's multilingual communities with news bulletins from leading international broadcasters in more than 35 languages.

SBS VICELAND

SBS VICELAND serves cutting-edge and contemporary programs that cater to inquisitive minds tackling global and local issues from a unique perspective. International news, current affairs and sports intermingle with exclusive and original documentaries, entertainment and movies, all meticulously selected and curated by SBS for Australian audiences.



The SBS Board. Photo by Ashley Mar.

The Board of Directors



George Savvides AM
Chair

George Savvides AM was initially appointed as Deputy Chair of the SBS Board of Directors on 23 February 2017 before being appointed as Chair of the SBS Board on 9 July 2020.

With 30 years' experience in the Australian and New Zealand health care sector, he was CEO of two IPO listings on the ASX, Sigma in 1999 and Medibank Private in 2014, and served as the CEO of Medibank for 14 years until 2016. He served as Chair of World Vision Australia until February 2018, is a former Chair of Kings Group Ltd, Macquarie University Hospital and Next Science Pty Ltd and a former Board member of NZX listed Ryman Healthcare. He is currently Chair of I-MED Radiology Network, and a Board member of Insurance Australia Group Limited, and BuildXact Software Ltd.

In early 2020, George was made a member of the Order of Australia for significant service to the community, to charitable groups and to business.



Christine Zeitz
Deputy Chair

Appointed to the Board on 10 May 2018, and as Deputy Chair on 30 September 2021, Christine Zeitz is a leader in Australia's defence industry, with over 30 years' experience delivering world-class solutions and services across the Asia Pacific region to defence, security, information and communications technology (ICT) and intelligence customers.

Christine is a non-executive Director. She previously was the CEO of Northrop Grumman and before that served as Chief Executive Officer of Leidos Australia for five years, where she delivered 100% growth in revenue through an ambitious restructure of the Australian business. She has also held senior roles at Lockheed Martin and BAE Systems Australia.

Christine is the Chair of Defence Trailblazer for Concept to Sovereign Capability, a champion of workplace diversity, and a passionate advocate for women in national security.

Christine chairs the SBS Board Remuneration Committee.

The Board of Directors



James Taylor
Managing Director

James Taylor has almost 25 years' experience across the media and telecommunications sectors and was appointed Managing Director of SBS in October 2018.

Prior to his appointment as Managing Director, James was SBS's Chief Financial Officer (CFO) for more than six years, having joined the organisation as Head of Corporate Finance in June 2012. During his time as CFO, James had oversight of the Finance, Corporate Strategy, People and Culture, SBS Media, Legal and Corporate Services teams. He has been central to SBS's ongoing strategic direction, digital innovation and efficient operations.

Before SBS, James was Director of Strategy Consulting at Deloitte, Head of Strategy and Corporate Development at British Telecom, and Director of Corporate Development at the Australian Broadcasting Corporation.



Vic Alhadeff OAM
Non-Executive Director

Appointed to the SBS Board on 30 September 2021, Vic Alhadeff OAM has extensive experience in media and multicultural affairs, having dedicated his career to building a more resilient, respectful and inclusive society. He has held a range of leadership positions in media and community organisations, including Chair of Multicultural NSW, CEO of the NSW Jewish Board of Deputies, Editor of the *Australian Jewish News*, and Chief Sub-Editor of the anti-apartheid *Cape Times* in South Africa.

From 2015-2018 Vic led a campaign which resulted in the successful passage of Section 93Z, a new provision of the NSW Crimes Act, outlawing incitement to violence on the basis of race, religion, gender or sexual identity. He was awarded a Medal of the Order of Australia (OAM) in January 2024 and received the NSW Premier's Award from then-Premier Gladys Berejiklian in 2021 in recognition of his contribution to civil society.

Vic is the author of two books on South African history and has run 25 marathons. He grew up in Zimbabwe to parents who were born on Rhodes Island, Greece.



Aaron Fa'Aoso
Non-Executive Director

Appointed to the Board on 16 February 2023, Aaron Fa'Aoso is the Managing Director of Lone Star Productions based in Cairns, which he established in 2013 with the intent of telling stories of the Torres Strait and Far North Queensland. He is an accomplished actor, screenwriter, producer and director, working on programs such as *Strait to the Plate*, *East West 101*, *Blue Water Empire*, *Black Comedy*, and *The Straits*. His autobiography *So Far, So Good* was released in 2022.

Aaron holds a Masters Degree of Film Business from the Australian Film, Television and Radio School, and in addition to his work with SBS, serves on a number of Boards and Committees including Screen Queensland, Cairns Indigenous Art Fair, Interim Truth & Treaty Body (QLD), and the Indigenous Connections Committee of the National Film and Sound Archive of Australia. Aaron is a proud Torres Strait Islander committed to working with, and for the benefit of, driving positive change for Aboriginal and Torres Strait Islander people.

Aaron is a member of the SBS Community Advisory Committee and the Codes Review Committee.



Peeyush Gupta AM
Non-Executive Director

Appointed on 16 October 2014, Peeyush Gupta AM is a Chairman and non-executive Director of a range of commercial, public sector and not-for-profit boards including Dexu, Liberty Financial, Quintessence Labs, NSW Cancer Council and Northern Territory Aboriginal Investment Corporation (NTAIC). This includes serving on various sub-committees of these Boards including in risk, remuneration, investment and finance. Peeyush was the co-founder and inaugural CEO of IPAC Securities, a wealth management firm providing financial advice and institutional portfolio management in Australia and internationally.

Peeyush holds a Masters of Business Administration in Finance from the Australian Graduate School of Management, University of NSW, and is also an alumnus of Harvard University and the London Business School. He was awarded a Member of the Order of Australia (AM) in January 2019 for significant service to business and the community through governance and philanthropic roles.

Peeyush chairs the SBS Board Audit and Risk Committee.



Dr Andrew Lu AM
Non-Executive Director

Appointed to the Board on 16 February 2023, Dr Andrew Lu AM is a respected dispute resolution lawyer and mediator. He brings substantial senior executive and governance expertise across the private and public sectors. For 21 years, he practised as a solicitor and insurance law partner in large firms before becoming President of the Mental Health Tribunal of Western Australia. His board experience includes non-executive directorships of the Australian Youth Orchestra, Melbourne International Film Festival, National Gallery of Australia Foundation, Chamber of Arts and Culture WA, and the Arts Law Centre. He chairs the Curtin Law School Advisory Board.

Andrew graduated LLB from the University of Western Australia, LLM from the University of New England, and Doctor of Juridical Science from Australian National University. He is a Fellow of the Australian Institute of Company Directors, Australian Academy of Law, ANZILF, and the Governance Institute.

Awarded an Order of Australia Medal in 2008, he was appointed a Member of the Order of Australia in 2021 for significant service to the Arts and to the Law. He was named Diversity Leader 2019 and Senior Practitioner of the Year 2022 by the Asian Australian Lawyers Association.

Andrew is a member of the SBS Remuneration Committee.

The Board of Directors



Katrina Rathie
Non-Executive Director

Katrina Rathie joined the SBS Board on 31 March 2022, having most recently been Partner in Charge, Sydney, at top-tier global law firm King & Wood Mallesons where she was Sector Leader of the Media and Entertainment Practice.

Katrina has strong credentials and wide experience in corporate governance. She is a Fellow of the Australian Institute of Company Directors, a member of Chief Executive Women, Chair/non-executive Director of Bubs Australia (ASX: BUB), and NSW Patron of the Asian Australian Lawyers Association.

She was named 2019 Overall Winner of the prestigious AFR 100 Women of Influence list in the Board & Management category for her contribution to the law, gender and cultural diversity.

During a distinguished legal career, she has developed her speciality in the areas of advertising, marketing, media and intellectual property law. She has been a trusted advisor to media organisations, global advertisers and creators of content for over 35 years.

Katrina is Chair of the SBS Codes Review Committee.



Cassandra Wilkinson OAM
Non-Executive Director

Appointed to the Board on 8 June 2023, Cassandra Wilkinson has been a leader in the community broadcasting sector for more than two decades, co-founding and chairing the Board of FBi Radio, Sydney's youth, arts and emerging culture radio station. FBi has been a critical platform for Australian music and a training ground for young professionals in media and the arts.

In addition to a long career in public service, Cassandra has devoted herself to building opportunities for Australian artists through Music NSW, the Community Broadcasting Association of Australia, and as co-owner of Lazy Thinking Records.

Cassandra is a senior executive in NSW Treasury who brings strong skills in public finance and governance. She is passionate about organisational culture and ensuring public institutions reflect the communities they serve.

In 2024 Cassandra was awarded a Medal of the Order of Australia for service to broadcast media and the community.

Cassandra is a member of the SBS Audit and Risk Committee and Codes Review Committee.

Organisational structure

Minister for Communications

The Hon Michelle Rowland MP

SBS Board

Chair

George Savvides AM

Directors

Christine Zeitz

James Taylor
(Managing Director)

Vic Alhadeff OAM

Aaron Fa'Aoso

Peeyush Gupta AM

Dr Andrew Lu AM

Katrina Rathie

Cassandra Wilkinson OAM

Audit and Risk Committee

Chair

Peeyush Gupta AM

Codes Review Committee

Chair

Katrina Rathie

Remuneration Committee

Chair

Christine Zeitz

Community Advisory Committee

Chair

Vic Alhadeff
OAM

SBS Executive Committee

Managing Director

James Taylor

**Director,
People &
Culture**
Stig Bell

**Director,
Indigenous
Content**
Tanya
Denning-
Orman

**General
Counsel**
Theo
Dorizac

**Chief
Technology
Officer**
Darren
Farnham

**Director,
Television**
Kathryn
Fink

**Director,
Audio &
Language
Content**
David Hua

**Chief
Financial
Officer**
Nitsa
Niarchos

**Director,
Corporate
Affairs**
Clare
O'Neil

**Chief
Marketing &
Commercial
Officer**
Jane
Palfreyman

**Director,
SBS Media**
Adam
Sadler

**Director,
News &
Current
Affairs**
Mandi
Wicks

**Director,
Corporate
Strategy**
Sarah
Yassien

**SBS
Ombudsman**
Amy Stockwell

Corporate Plan

This Annual Report reviews SBS's performance against the SBS Corporate Plan 2024-25 and the Department of Infrastructure, Transport, Regional Development, Communications and the Arts Portfolio Budget Statements for 2024-25.

As part of the Federal Government's *Public Governance, Performance and Accountability Act 2013* (PGPA Act) legislative framework, the SBS Corporate Plan is updated annually on a rolling four-year basis. The SBS Corporate Plan 2024-25 covers the period 2024-25 to 2027-28.

The Corporate Plan is influenced by the organisation's Four-Year Strategic Journey and the SBS Values.

Our Purpose

SBS inspires all Australians to explore, respect and celebrate our diverse world, and in doing so, contributes to a cohesive society.



Kumi Taguchi, Ricardo Gonçalves, Janice Petersen, Anton Enus and Marc Fennell at the 2024 SBS Upfronts event. Photo by Ashley Mar.



SBS staff enjoying an event celebrating Diwali and Deepavali. Photo by Ashley Mar.

SBS Values

We are audience obsessed

We exist for them. We are passionate about understanding our audiences' needs and what inspires them. We make decisions with our audiences in mind. We build partnerships with the community.

We embrace difference

We bring our whole self to work. We passionately pursue our purpose and we advocate for diversity. We don't tolerate inequality. We connect with people and ensure everyone is heard.

We are bold and brave

We are thought provoking. We respectfully challenge each other. We don't accept the status quo. We aim for extraordinary. We recognise that when we fail a new learning opportunity is created.

We engage and participate fully

We don't sit on the sidelines. We hold each other to account whilst accepting personal responsibility. We don't accept passengers along for the ride. We keep evolving through continuous improvement.

We look out for one another

We foster a sense of belonging. We care for each other personally and professionally. We make it easy for people to do their job. We act as one team and support each other. We celebrate our success.

What we do

The operations of SBS can be broken down into four areas of significant activity, all of which contribute to SBS delivering on its Charter and achieving its Purpose, for the benefit of Australian audiences.

These areas are: content creation, acquisition and curation; content broadcast and distribution; content commercialisation; and content support activities.

Our four-year strategic journey

Under the five focus areas that form the framework of the Four-Year Strategic Journey, SBS identified the following significant activities for 2024-25 to deliver on the organisation's strategic goals and objectives.

Delivering against our Charter and Purpose

Strategic Pillars	2024-25 goals
Distinctive Network	Promote distinctiveness via commissioning and acquisition of original content as well as promoting in-language content, First Nations stories, news and information.
Audience First	Increase SBS's reach and engagement with all Australians.
Community Impact	Deliver positive impact to communities and continue to deliver our essential service offering.
Great People; Great Culture	Deliver outstanding employee experiences while growing diversity on and off-screen.
Great Business	Reinvest in content and maintain SBS as the most effective and efficient Australian broadcaster.

These focus areas helped SBS to achieve its Purpose by:

- Reaching more Australians with distinctive, trusted and multilingual content.
- Accelerating language offerings and capabilities to Australia's multilingual and multicultural communities.
- Expanding upon First Nations content available to all Australians.
- Managing the transition to a digital audience base by building audience awareness, scale and engagement on digital platforms such as SBS On Demand to ensure continued relevance as audiences increasingly stream online.
- Maintaining relevance on traditional broadcasting platforms to ensure continued delivery on Charter and Purpose.
- Delivering best-in-class user experiences for audiences on SBS's digital platforms to improve audience engagement and loyalty.
- Growing the share of funding invested into Charter content by increasing returns from commercial activities, while continuing to innovate and find better ways of conducting existing operations.
- Attracting and retaining the best people by ensuring SBS remains a great and inclusive place to work, with higher staff engagement and collaboration to maximise business outcomes.
- Ensuring newer technologies such as AI and personalisation can be harnessed effectively to support the delivery of SBS's Charter, Purpose, and strategy.



A member of the community speaking with SBS Audio at the Multicultural Eid Festival & Fair in Fairfield. Photo by Ashley Mar.

How we measure success

Content creation, acquisition and curation

How SBS delivers distinctive content, engages with audiences, and benefits community.

Content broadcast and distribution

SBS's reach and ability to provide Australians with available and accessible broadcasting services.

Content commercialisation

The amount of own-source revenue generated from operations.

Content support activities

SBS's capabilities to perform activities.

Details of SBS's performance against its key performance indicators in 2023-24 are provided in the Annual Performance Statement section of this report (pages 122-127).

A photograph of three medical professionals in a hospital setting. On the left is a man with a long, dark beard and hair, wearing maroon scrubs. In the center is a woman with short dark hair, also in maroon scrubs. On the right is a man with dark hair, wearing maroon scrubs. They are all smiling. In the background, there is a large medical machine with the word 'zina' visible on it. The overall tone is professional and positive.

DISTINCTIVE NETWORK

The Hospital: In The Deep End with Costa Georgiadis, Melissa Leong and Samuel Johnson

2023-24 At a glance

As Australia's most diverse broadcaster, SBS holds a unique place in the media landscape. We reflect the character of Australia, inspiring everyone to explore, respect and celebrate our diverse world. As Australia's demographic and linguistic landscape continues to evolve, SBS is responding with the addition of new languages and a growing, relevant and accessible offering for all Australians wherever they live, whatever their preferred language, and however they choose to watch, read or listen.



Most trusted news brand in Australia

The *Reuters Institute Digital News Report 2024* found SBS is Australia's most trusted news brand.



Alone Australia Season 2

Every episode of *Alone Australia* Season 2 achieved a national reach of over 1 million Australian viewers.⁴



Five new language programs added

Bislama, Malay, Oromo, Telugu and Tetum services join SBS following the quintennial Language Services Review.



The Indigenous Voice to Parliament Referendum

Unparalleled multilingual coverage of the issues and debates, elevating First Nations voices, and informing all Australians.

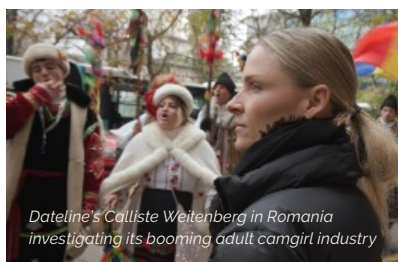
⁴ Source: OzTAM VOZ data, National, Total People, 27/03/2024 - 26/06/2024, Reach, Total TV, Consolidated 28 (excludes encore, repeat & reunion).

Informing and connecting communities

In 2023-24, SBS News was named Australia's most trusted news brand, delivering dependable and impartial news to communities across the country through unique global perspectives and in-depth reporting on major stories at home and abroad. SBS provided extensive coverage of key national events, including the Voice to Parliament Referendum. NITV led the network-wide delivery of this coverage, working closely with SBS News and Current Affairs and SBS Audio (across our 60+ language services) to ensure First Nations voices and perspectives from across Australia were elevated in the national conversation.

Global stories and insightful current affairs

SBS World News is Australia's only television news service with a significant global focus. During 2023-24, SBS provided comprehensive coverage of the Hamas-Israel war, reporting daily on developments in the region and around the world. The team also produced cross-platform features to explain the situation across the region, and to reflect the impacts on communities in Australia. SBS's news coverage drew upon the expertise of journalists working across English and other language services, particularly Arabic language programs, collaborating daily to deliver distinctive, unique and impactful stories.



Dateline, Australia's longest-running international current affairs program, is celebrating its 40th anniversary in 2024. In February 2024, in an Australian media first, *Dateline* aired an exclusive interview with Western Sydney schoolboy Yusuf Zahab, whom the team tracked down in Syria after he had been taken there with his family in 2015 to live under the Islamic State.



SBS's news coverage drew upon the expertise of journalists working across English and other language services, particularly Arabic language programs, collaborating daily to deliver distinctive, unique and impactful stories.

Closing in on its 30th year on Australian screens, *Insight*, Australia's go-to show for nuanced discussions on sensitive topics, returned for another season. Hosted by Kumi Taguchi, the show continued to provide a forum for judgment-free dialogue among everyday people. Episodes tackled issues such as diversity and inclusion policies, the crackdown on commercial vapes, Australia's plummeting birth rate, and the economic tensions between Baby Boomers and Millennials amid a cost of living crisis.

Current affairs with an Indigenous lens was delivered through NITV, with *The Point* focusing on informing Australians with unique access to a diversity of First Nations perspectives (see page 31), and *Living Black* returning for its 31st season.

Presented by Western Arrernte woman and Walkley Award winner Karla Grant, this season featured insightful and candid interviews with a range of prominent Indigenous Australians and continued to deliver powerful investigations including uncovering black cladding of businesses across the country, and the impact of the Aboriginal Housing Company's redevelopment of The Block in Redfern.

AWARD-WINNING JOURNALISM



Walkley Award for Excellence in Journalism
Best Television/Video News Reporting

Dateline, 'Ukraine: One Year On'
Ben Lewis and Colin Cosier



Walkley Award for Excellence in Journalism
Best Current Affairs Short (under 20 minutes)

The Feed's investigation, 'Uncovering Incels'
Caroline Huang, Gavin Blythe, Michelle Elias, Jodie Noyce, and Jennifer Luu



Kennedy Award
Outstanding Reporting on the Environment

NITV's Living Black: 'Western Australia's Cultural Genocide'
Max Harach, Karla Grant, Michael Carey, and Greg Wilesmith



Walkley Award for Excellence in Journalism
Outstanding Contribution to Journalism

First Nations Media Awards
Lifetime Achievement Award

Karla Grant was honoured in recognition of her legacy and more than three decades of leadership in Indigenous affairs coverage in Australia.



SBS Audio serving an increasingly diverse Australia

As Australia's multicultural and First Nations public broadcaster, SBS is uniquely placed to inform, educate and entertain the more than 5.6 million Australians who speak a language other than English.⁵

By offering distinctive, trusted content in more than 60 languages, including First Nations languages, SBS plays a vital role in helping to build a sense of connection and belonging for all Australians.

Our language programs target both large and established communities, and emerging and high-needs communities, to reflect and serve the changing face of an increasingly diverse, contemporary Australia.

In 2023-24, SBS Audio broadcast more than 20,000 hours of distinctive multilingual content produced locally across broadcast radio, video and live streaming, digital publishing and podcasting, sharing the stories in which all Australians can see their own communities, cultures and experiences reflected.

Since announcing the results of SBS's latest five-yearly Language Services Review in March 2023, conducted in line with the national Census to determine which languages to serve, SBS Audio has:

- Continued to deliver distinctive, trusted output in more than 60 languages

- Responded to growth in migration from South Asia
- Increased investment in First Nations voices, Auslan content, and Indo-Pacific languages
- Established new digital language services for Bislama, Malay, Oromo, Telugu and Tetum.

SBS is committed to distinctive, trusted output in more than 60 languages representing 92% of Australia's 5.6 million users of languages other than English.⁶

5. Australian Bureau of Statistics 2021 Census.

6. Australian Bureau of Statistics 2021 Census.

Launch of SBS South Asian and SBS Spice

In April 2024, our SBS PopDesi channel was rebranded to SBS South Asian, a single destination channel for all things South Asian.

Content is available live and on demand in Bangla, Gujarati, Hindi, Malayalam, Nepali, Punjabi, Sinhala, Tamil and Urdu, in addition to Bollywood, Bhangra and Nepali music, and a Telugu language offering available via podcast, website and social media.

At the same time, we launched SBS Spice, an exciting new English language digital offering for young Australians with a South Asian heritage, targeting those who want to shape their own cultural narratives and be informed and entertained via social media (see case study for more details).



South Asians are the fastest growing migrant population in Australia, with more than 1.5 million Australians speaking a sub continental language at home.⁷ SBS is uniquely placed to capture this depth and diversity across first, second and third generation migrants who belong and enrich the fabric of contemporary Australia."

PROGRAM MANAGER FOR SBS SOUTH ASIAN,
MANPREET KAUR SINGH



Marketing material for the newly launched SBS South Asian channel.



SBS Spice connecting Millennials and Gen Zs with a South Asian heritage

Pushing the boundaries of digital storytelling, SBS Spice is an exciting new English language digital offering for South Asian Australians aged 20-34, spicing things up with unique perspectives on hot topics ranging from pop culture to politics, aimed at exploring identity, belonging and social change.

Amplifying diverse voices and showcasing South Asian storytelling through a contemporary Australian lens, SBS Spice is leading progressive, thought-provoking and tongue-in-cheek conversations to cultivate a vibrant and inclusive community for young South Asian Australians - whether born here or newly arrived.

Hosted by Dilpreet Kaur Taggar, Executive Producer, and Suhayla Sharif, Digital Content Producer, SBS Spice is available on Instagram, YouTube and various podcasting platforms.



SBS Spice's Dilpreet Kaur Taggar, Executive Producer and Suhayla Sharif, Digital Content Producer

⁷ Australian Bureau of Statistics 2021 Census.

First Nations stories in more than 60 languages for multicultural audiences

As part of our commitment to supporting the ongoing journey of reconciliation for all Australians, SBS plays a unique role in connecting the newest Australians with First Nations cultures, history, knowledges and experiences, as outlined in SBS's Elevate RAP (see page 76).

In 2023-24, SBS Audio increased investment in sharing the stories and perspectives of Aboriginal and Torres Strait Islander communities with multicultural audiences across its language programs and services.

This includes weekly stories on topics like politics, health, community and sport across multilingual news bulletins plus monthly podcasts and articles explaining Indigenous histories and perspectives translated into more than 60 languages as part of the SBS *Australia Explained* essential service for new migrants; and bespoke content by various language programs such as SBS Hindi and SBS Mandarin's on-the-ground reports from the Garma Festival of Cultures in north-east Arnhem Land, in partnership with NITV.



NITV Radio launched Indigenous language podcast, *Ngiyang*, as part of SBS Audio's commitment to commissioning content in Indigenous languages to aid language preservation. *Ngiyang* explores the Wiradyuri language reclamation journey, as told by Uncle Stan Grant Snr, and features inspirational stories of how the Wiradyuri language and cultural identity have been revived.

Amplifying news from and for communities across Australia



Executive Producer of SBS Urdu, Rehan Alavi, speaking with a member of the community at a multi-faith Iftar in Hobart.

Another strong development in 2023-24 was the growing collaboration of SBS Audio with SBS News, recognising our language teams' unique ability to report on stories from their local communities and abroad. Key stories are repurposed into English and other languages to increase amplification of essential news and current affairs to diverse audiences.

Covering local, national and global issues, this content included the Federal Government's scrapping of visas for Afghan interpreters (SBS Pashto); an Iranian refugee's account of being on death row for political dissent (SBS Persian); and challenges to Australia's sanctions against Russia (SBS Russian) – all of which were repurposed into English language packages for SBS World News television bulletins.

PODCASTER OF THE YEAR (AGAIN!)

The SBS network was named Podcast Publisher of the Year at the 2023 Australian Podcast Awards, with award-winning multilingual content delivered across SBS Audio, SBS News and Current Affairs, SBS Television, and NITV. Since the launch of SBS's first podcasts in 2005, SBS enjoyed more than 50 million plays in 2023-24 across more than 300 podcasts in more than 60 languages covering diverse topics and genres.⁸

SBS's storytelling serves Australian audiences interested in learning more about the world around them through news, information and entertainment. In 2023-24 SBS produced a significant number of bespoke podcast series in English and other languages.

Highlights included:



Should You Really Eat That?

Created and hosted by food writer Lee Tran Lam, this award-winning podcast untangles the social, cultural and nutritional confusion around the food and drink we consume.



The Idiom

A quirky look at weird and wonderful idioms from Australia and around the world, exploring what language tells us about our multicultural society.



Humans of the Australian Deaf Community

A series of short video podcasts that offer a window into the lives of Deaf people around Australia.



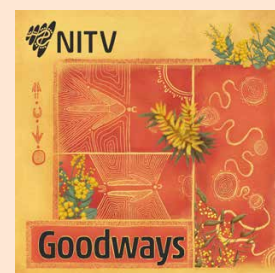
Insightful

From sex and relationships to health, wealth and grief, *Insightful* offers a deeper dive into the stories of former guests from the acclaimed TV program, *Insight*, hosted by Kumi Taguchi.



Alone Australia The Podcast

Previous winner Gina Chick and *Dateline* journalist Darren Mara unpack every episode of *Alone Australia* Season 2 in this companion podcast that shares behind-the-scenes interviews with cast and crew from the show, plus special guests.



Goodways

A mob-made podcast about all things Blak life. The hosts provide nuanced perspectives on topics including identity, childhood, and relationships.

8. Streamguys; July 1 2023 - June 30 2024



Comedian Lizzy Hoo, host of the SBS Audio podcast *Grand Gestures*

SBS Audio's wide range of multilingual podcasts go beyond providing migrant communities with news and information in their language and supporting their settlement journey in Australia. They also aid the retention of language and cultural skills, increase awareness of the contribution of a diversity of cultures to Australian society, and reflect the changing nature of contemporary Australia.

Highlights included *She* by SBS Mandarin which explores the lives of Chinese-Australian women, SBS Urdu's *A Costly Silence* about domestic violence, SBS Portuguese's *O luto e a luta do imigrante* about migratory grief, and *Finding Freedom* by SBS Persian which shares the stories of refugees and asylum seekers.

In 2023-24, SBS made a third public call-out for podcast pitches seeking diverse Australian voices, original ideas and new formats. Shortlisted pitches were further developed and piloted with the SBS Audio team. Successful commissions included *Grand Gestures*, *Comedy Karma*, and *Why is Australia in Eurovision?*

First Nations voices loud and proud across the network

SBS continues to connect Australians with more stories of cultures, Country and 65,000 years of history and knowledge, amplifying Aboriginal and Torres Strait Islander voices across all channels and platforms. In 2023-24, more than 23 million hours of First Nations content was consumed across the network.

In 2023-24, NITV reached 3.3 million Australians on broadcast television each month⁹ – the channel's most successful year yet, defying industry trends to grow audiences, with TV audience reach and share achieving record highs.

Underpinned by the SBS Elevate RAP, the network increased investment in First Nations content, delivering compelling and entertaining programs and perspectives for all Australians, with NITV playing a crucial role in delivering essential services and representation for Indigenous communities.

NITV continued to increase investment in the Indigenous production sector with more than 200 hours of original content created during the year. This original Aboriginal and Torres Strait Islander storytelling was further amplified with 94% of NITV's commissioned and internally produced content also shown across the wider SBS television network, including 79% in prime time on the SBS main channel where there were also a number of key simulcasts across the year.



John Paul Janke, National Indigenous Affairs Editor and Host of The Point

9. OzTAM, Regional TAM, NITV, Average monthly 1 min reach, Total People, FY2023-24, Broadcast TV, Consolidated 28



Artwork by Jeremy Worrall

Informing all Australians on the road to a referendum

SBS provided unparalleled multiplatform and multilingual news and information across its network as Australians prepared to vote in a Referendum on an Indigenous Voice to Parliament in 2023.

NITV led SBS's cross network coverage, and also provided a vital platform for a diversity of First Nations voices. Alongside SBS's unique ability to reach and engage all Australians in their preferred language through SBS Audio, and as home to Australia's most trusted news brand in SBS News, the network played a crucial role in ensuring all Australians could be informed with trusted, accurate and reliable news, context and insights, different perspectives, and facts countering misinformation and disinformation in the debate.

NITV's flagship current affairs program, *The Point*, transformed and the show hit the road in 2023, travelling nearly 40,000 kilometres to every state and territory to broadcast programs on Country to hear directly from communities. It epitomised the unique access and trust in NITV with referendum coverage delivered in a way not seen elsewhere in Australian media. Through in-depth storytelling and on-the-ground reporting, the program enriched public discourse but also reinforced NITV's role as a vital conduit for authentic and inclusive First Nations representation in Australian media. The program's approach resonated with audiences, *The Point* increased its audience by 58% in the 2023 calendar year compared to 2022.¹⁰

SBS's key point of difference was its ability to deliver news, information and analysis to

multilingual audiences in their preferred languages, across platforms. Journalists across all SBS News and SBS Audio platforms collaborated closely with NITV to ensure First Nations perspectives were embedded in the coverage, and collaboration with SBS's language services ensured multicultural perspectives were reflected. Along with the latest news and key developments in the debate, SBS supported multicultural communities to take part in the process with video, article and podcast explainers that covered everything from how to enrol to vote, context and the history of Indigenous affairs that led to this moment. All of this content was available in more than 60 languages via the SBS Voice Referendum Portal, an online destination launched in early 2023.

SBS launched the SBS On Demand Voice Referendum Hub which, alongside news and current affairs, short clips and full episodes of key programs, also featured truth-telling documentaries, series and movies designed to educate, entertain and inspire greater understanding of Aboriginal and Torres Strait Islander peoples, histories and cultures.

SBS also piloted Auslan interpreting to ensure this important content was accessible for Australia's deaf and hard of hearing community. The SBS On Demand Voice Referendum with Auslan collection included more than 60 short-form news and explainer videos, short-form factual programming and full episodes of *The Point: Referendum Road Trip* with Auslan, with new content added daily.

10. OzTAM, Regional TAM, NITV, *The Point*, 15/2/2022 - 25/10/2022 v 30/05/2023 - 24/10/2023, Consolidated 28, Total People, Average Audiences.



SBS's 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 general 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."

DAILY MAIL AUSTRALIA



NITV in glorious Full HD

In December 2023, NITV reached a major milestone and became available as a high definition channel, in addition to Standard Definition (SD), live streaming and catch up on SBS On Demand. The move to Full HD continues NITV's growth and evolution for audiences, and came as NITV and SBS Media's Beyond 3% initiative (more on page 98) continues to drive investment and increase awareness of the benefits of greater investment in First Nations media.

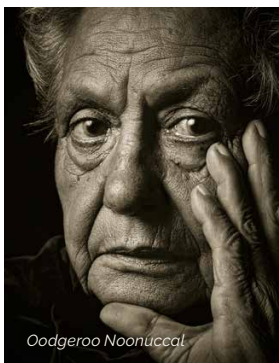
Original First Nations storytelling

In a year that saw Indigenous affairs at the top of the national agenda, NITV's original content offering provided all Australians with a deeper understanding of Aboriginal and Torres Strait Islander cultures, histories and knowledges. Across the year, commissioned documentaries explored and enlightened audiences celebrating stories of strength, empowerment and healing.

Rebel with a Cause was a collection of four single documentaries celebrating four First Nations trailblazers who put everything on the line for change and altered the course of Australian history: Senator Neville Bonner AO, Poet Oodgeroo Noonuccal (also known as Kath Walker), Magistrate Pat O'Shane AM, and media icon Tiga Bayles.

NITV's ground-breaking observational documentary series, *Our Law*, returned for a second season, with unprecedented access to ride along with Aboriginal police officers and recruits on the frontline, with this season filming in Perth and Kalgoorlie in Western Australia, Nambucca Heads and Redfern in New South Wales, Ballarat in Victoria, Caboolture in Queensland, and Thursday Island in the Torres Strait.

NITV also delivered powerful feature documentaries, with *Her Name is Nanny Nellie* premiering as part of the network's *Always Was Always Will Be* collection in the lead up to January 26, telling the story of a trio of nameless statues buried in the archives of the Australian Museum which triggered a great-granddaughter's journey to rewrite how Aboriginal people are represented in Australia's public history. During National Reconciliation Week in May, *Kindred* explored the story of love and loss experienced by two friends, each adopted as children, supporting each other while reconnecting with their bloodlines.





Eddie's Lil' Homies: the first co-commission between NITV and Netflix

Inspired by former AFL star Eddie Betts' popular book series of the same name, *Eddie's Lil' Homies* is the latest in NITV's ground-breaking children's offering, showcasing First Nations storytelling for all Australian kids.

Netflix joined NITV to co-commission the 10-part animated series, with major production investment from the Australian Children's Television Foundation, providing an international platform for the series to reach a wider audience, with the series launching on NITV and Netflix in Australia and New Zealand in February 2024.

The series follows the adventures of Eddie and his ragtag group of friends on their playground adventures as they navigate the fun and challenges of friendship. Outside of home and away from school, their friends are family and the playground is their universe. It's a world of competition, imagination and fantasy, where anything and everything is possible, where imaginary friends can be real, games of rock paper scissors can take on stupendous importance, and kindness, empathy and a good rap can help put anything right.

“

I'm a firm believer in if you can see it, you can be it. How are you going to be inspired if nobody is like you or looks like you? I think that it is so important to acknowledge that and reflect that on our screens, especially for the up-and-coming generation so that they can be inspired."

MIAH MADDEN,
ACTOR AND VOICE OF 'LOTTIE'

“

It has been wonderful to see our Eddie's Lil' Homies characters come to life in the hands of such a talented cast headed by Hunter and Miah, and a great experience for Billy to be a part of the series and learn from such a diverse group of actors."

EDDIE BETTS,
AFL LEGEND AND CHILDREN'S AUTHOR

Connecting audiences through culture and Country

NITV plays a vital role in connecting all Australians to national moments celebrating Aboriginal and Torres Strait Islander cultures, knowledges and achievements.

In July 2023, NITV was at the heart of network-wide coverage in the lead up to and during NAIDOC Week. Among a huge programming line-up and extensive multiplatform and multilingual coverage, NITV continued its long-running coverage of the National NAIDOC Awards with a simulcast of the ABC's broadcast of the event, and also premiered the inaugural SBS Elder-in-Residence Oration, presented by Widjabul Wiabul woman from the Bundjalung Nation, Rhoda Roberts AO. Audience favourite, the much-loved series *Going Places with Ernie Dingo*, also premiered and Ernie was joined by Aaron Fa'Aoso, Narelda Jacobs, Rae Johnston and Bianca Hunt, each venturing across the continent to meet wonderful everyday people and explore the unique connections they have with the places they call home.

In August 2023, NITV was once again on the ground at Gulkula, in north-east Arnhem Land, to deliver its most comprehensive coverage yet of the Garma Festival of Cultures, in a landmark year for Indigenous affairs. This is the second year into NITV's current three-year partnership with the Yothu Yindi Foundation to broadcast the event. In addition to daily live coverage updates and highlights across NITV's platforms showcasing culture, conversation and ceremony, SBS simulcast key events, SBS News reported from the festival, and SBS Hindi and SBS Mandarin teams were also on the ground delivering multilingual coverage.

The *Always Was Always Will Be* season of programming for January 26 once again saw NITV lead the network's approach to amplifying First Nations stories, cultures, history and knowledges. This year's included a live broadcast of the WugulOra ceremony taking place at Barangaroo Reserve in Sydney, providing a sacred and reflective start to January 26. In the afternoon, *Sounds of Solidarity* celebrated Aboriginal and Torres Strait Islander music, showcasing iconic tunes and videos from trailblazing artists, interspersed with updates from NITV News who kept audiences informed of events throughout the day, in the lead up to a special one-hour news bulletin in the evening.



SBS Elder-in-Residence, Rhoda Roberts AO



Going Places with Ernie Dingo



Sounds of Solidarity Fred Leone, Tanisha Williams and Kevin Kropinyeri

Stories from across Australia



SBS and NITV told stories across commissioned drama, documentary, food, entertainment and children's programming from all parts of the country.

Map indicative of filming locations across Australia for SBS and NITV first-run commissioned programs which were produced or premiered in 2023-24.

Snapshot: SBS on location

A selection of programs that SBS produced in 2023-24



Great Australian Walks with Julia Zemiro

NSW: Blue Mountains, Bondi Beach, Bronte, Byron Bay, Katoomba, Kiama, Leura, Minamurra, Point Nepean National Park, Shell Cove, Tamarama and Wentworth Falls.

VIC: Abbotsford, Castlemaine, Chewton, Fairfield, Main Yarra Trail, Melbourne, Portsea, Richmond, Sorrento and Vaughan.

ACT: Acton, Canberra, Island Parkes, Parkers and Yarralumla.

TAS: Hobart and Wellington Park.



Swift Street

VIC: Melbourne



The Point: Referendum Roadtrip

NSW: Cammeraygal Country (Sydney).

NT: Gulkula, Northeast Arnhem Land.

QLD: Darumbal Country (Rockhampton), and Waiben (Thursday Island).

VIC: Cimmeragunja, Yorta Yorta Country.

WA: Ngarluma Country (The Pilbara), Boorloo (Perth) and Yirramagardu (Roebourne).

SA: Tarndanya (Adelaide).

TAS: Lunawanna (Bruny Island).

ACT: Ngannawal and Ngambri Country (Canberra).



Our Law

NSW: Bowraville, Lake Macquarie, Nambucca Heads, Sydney and Tweed Heads.

QLD: Badu Island, Brisbane, Caboolture, Charleville, Cherbourg, Damley Island, Elimbah, Murray Island, Palm Island and Thursday Island.

VIC: Ballarat, Lal Lal, Miners Rest and Shepparton.

WA: Broome, Kalgoorlie and Perth.

Uniquely Australian stories on screen

Whether it's compelling documentaries that open minds or ground-breaking dramas that open hearts, entertainment with a difference or mouth-watering culinary adventures, SBS and NITV tell stories that get the nation talking and showcase a new generation of Australian talent in front of and behind the camera.

Across the network, 2023-24 delivered a truly distinctive content offering, depicting and exploring contemporary Australia in authentic, surprising and unique ways. We tell stories no one else does, in a way that no one else can.

Creating impact through powerful documentaries



Australia's Sleep Revolution with Dr Michael Mosley

SBS continued its legacy of compelling documentaries exploring the issues challenging all Australians and bringing attention to important national and global issues.

The critical issue of health was explored through *Australia's Sleep Revolution with Dr Michael Mosley*, the late medical journalist who himself suffered from insomnia and trialled a world-first Australian sleep treatment program being developed by the Flinders University Sleep Institute. In March 2024, Dr Mike Freeland MP, Chair of the Standing Committee on Health, Aged Care and Sport, moved a motion that the House of Representatives notes 'recent SBS television series *Australia's Sleep Revolution with Dr Michael Mosley* and its role in raising awareness of the importance of sleep to health and wellbeing.'

The exploration of health continued in three-part series *The Hospital: In the Deep End*, which sent Australian icons Costa Georgiadis, Melissa Leong and Samuel Johnson to the frontlines of St Vincent's Hospital Sydney to provide raw and unflinching insights into the public health system and the everyday heroes who keep it running.

The year also saw the return of *Australia Uncovered*, with four new captivating stand-alone documentaries exploring incredible untold stories. This included investigating if the story of a young Jewish boy who became Hitler's youngest soldier was in fact true – or a Holocaust Hoax – in *Hitler's Jewish Soldier?*; following brave patients and brilliant scientists as they trialled an elusive therapy that could be the key to humanity's survival in *Last Chance to Save a Life*; inviting viewers on an epic road trip with a six-generation travelling show family, The Bells, in *The Carnival*; and providing exclusive access to a world-first psychedelic trial that hopes to help change the course of the global mental health epidemic in *Psychedelics: Stepping into the Unknown*.

Since becoming the breakout TV hit of the year in 2023, *Alone Australia* returned for a second series in 2024, with 10 brave survivalists dropped into the extreme and wild terrain of New Zealand's South Island (Aotearoa's Te Waipounamu). Four and a half million¹¹ Australians tuned into this 10-part documentary series, as participants self-documented their experience of battling the merciless forces of nature, hunger and loneliness, to be the last one standing and win \$250,000. Each episode achieved a Total TV Reach of over 1 million views (approximately 40% via digital platforms)¹² to become one of the biggest Australian TV series in 2024 so far.



Winner of Alone Australia Season 2, Krzysztof Wojtkowski

11. OzTAM VOZ data, National, Total People, *Alone Australia S2*, 27/03/2024 - 26/06/2024, Cumulative Reach, Total TV, When watched.

12. OzTAM VOZ Data, National, Total People, *Alone Australia S2* 27/03/2024 - 29/05/2024, Reach and Average Audience, Total TV, Consolidated 28



Marc Fennell in documentary *The Mission*

Documentary *The Mission* saw Walkley Award-winning journalist Marc Fennell (*The Kingdom*, *Framed*) embark on a global treasure hunt to piece together one of the largest and strangest art heists in Australian criminal history.

The meteoric rise of one of Australia's most controversial soccer teams was explored in *Came From Nowhere*. The feature-length documentary charted the incredible rise of the A-League's Western Sydney Wanderers who, in just two years, went from having no players to winning the AFC Asian Champions League – the highest championship an Australian club can win in global football.

On Valentine's Day SBS premiered *The Matchmakers*, a heart-warming and at times confronting documentary series going behind the scenes of Australia's traditional Jewish, Muslim and Hindu matchmakers as they help singles in the universal quest for love in contemporary Australia. The series offers a front row seat into the sensitive and nuanced negotiations critical in bringing two families together.

Stunning new series, *Great Australian Walks with Julia Zemiro* took viewers across our Great Southern Land by foot in an entertaining waltz through history, geography, science, travel and culture; while audience favourite *Who Do You Think You Are?* returned for a 15th season of prominent Australians



Preeti and Henna from *The Matchmakers*



Great Australian Walks with Julia Zemiro

– Wayne Blair, Melissa Doyle, Manu Feildel, Kathy Lette, Miranda Otto, Stephen Curry, Heather Ewart and Pat Rafter – exploring their ancestry and uncovering surprising stories from their past.

Telling the stories of diverse Australia, *Meet the Neighbours* documented eight families leaving their big city lives to live and work in the small town of Maryborough, Victoria, for three months; while *Who the Bloody Hell Are We?* saw professional provocateur John Safran, the late stand-up comedian Cal Wilson and kitchen maestro Adam Liaw explore how people of Jewish, Kiwi and Chinese descent, like themselves, fit into our national narrative.

Drama with a difference

Through its scripted storytelling, SBS makes bold and distinctive drama that resonates with audiences in Australia, gets attention around the world, and provides a platform for elevating talent that has been historically under-represented on and off Australian screens.



Putting a fresh spin on history, *While the Men Are Away* told of a brave new world in this delightfully irreverent reimagining of 1940s Australia. While the men are away fighting in W/WII, an Italian immigrant enlists two Women's Land Army recruits, a draft dodger, and her Indigenous farmhand to help run the family farm. Starring Italian actress Michela De Rossi, this dramedy explores matriarchal power, queer joy and freshly emerging social identities against a backdrop of global unrest.

Deliciously provocative *Erotic Stories* brought sexy back to SBS, showcasing eight steamy stories about sex and intimacy, lust and desire, with a star-studded Australian cast including Golden Globe Best Actress nominee Frances O'Connor. Whether it's middle-aged mates putting their friendship to the test when they experiment with remotely connected sex toys, breaking a sexual drought with someone you meet on a dating app, or delving into the world of a young gay man being fetishised for his disability, *Erotic Stories* is at its core an uplifting series about our need for physical and emotional connection.

The highly anticipated crime-family drama, *Swift Street*, sent viewers on a thrilling urban heist-escapade through inner-city Melbourne, trailing a dysfunctional father-daughter duo as they become dubious partners in crime to pay back a bad debt to a ruthless crime boss. The series was created and directed by emerging talent and exciting creative voice, Tig Terera (*Tinashé, Chenge*), and was filmed on location in Melbourne's bustling inner-city cultural hub. A love letter to the Melbourne where Tig grew up, this big-hearted and gritty series premiered on the global stage at the prestigious international television festival, Canneseries, in May 2023, selected as one of 10 series from around the world to compete in the festival's coveted Short Form Competition.



This fresh, bingeable crime drama is an absolute blast."

theguardian



Clever, offbeat Australian TV at its finest"

VOGUE



The Aussie series we've been waiting for. Pure, joyful chaos"

JUNKEE.

HIGHLY AWARDED PROGRAMMING



MIPCOM Cannes Diversify TV Awards
Representation of Race and Ethnicity, Non-Scripted
(*The Swap*)



WorldFest Houston International Film Festival
Gold Remi
(*Hitler's Jewish Nazi?*)



Asian Academy Creative Awards
Best Factual Presenter, Best Direction Non-Fiction, Best Documentary Series
(*The Australian Wars*)



Australian Academy of Cinema and Television Arts (AACTA) Awards 2024
Best Online Drama or Comedy
(*Latecomers*)



TV Week Logie Awards
Most Outstanding Factual or Documentary Program
(*The Australian Wars*)



AWGIE Awards (Australian Writers' Guild)
Best Web Series
(*Night Bloomers: Season 1, 'Friend or Foe'*)

Best Actress in a Leading Role, Best Direction Fiction, Best Drama Series
(*Safe Home*)

Best Adaptation of an Existing Format
(*Alone Australia*)

Best Documentary Programme, One-Off
(*The Cleaning Company*)

Best Entertainment Host
(*Marc Fennell, Mastermind S5*)

Best Entertainment Program
(*Eurovision Song Contest Grand Final*)

Best Documentary or Factual Program
(*The Australian Wars*)

Best Direction in Nonfiction TV
(*The Australian Wars*)

Best Editing in a Documentary
(*The Australian Wars*)



World Film Festival in Cannes
Best Documentary Feature
(*Hitler's Jewish Soldier?*)



2023 MIPCOM Content Innovation Awards
Best Documentary Series, Representation and Inclusion - Unscripted
(*The Australian Wars*)



Casting Guild Australia Awards
Achievement in Casting
(*Latecomers, Barrumbi Kids*)

Best Casting in a Telemovie / TV Miniseries
(*Safe Home*)



Australian Human Rights Awards
Media & Creative Industries Award - Northern Pictures
(*See What You Made Me Do*)



Chicago International Children's Film Festival
Live-Action Television Children's Jury
(*Barrumbi Kids*)



First Nations Media Awards
Best News and Current Affairs Program
(*Living Black*)

Best Interview or Oral History
(*Living Black - 'Deborah Cheetham: Forging Her Own Path'*)

AIATSIS Lifetime Achievement Award
(*Karla Grant*)



Australian International Documentary Conference (AIDC)
Best Documentary/Factual Single
(*Rebel with a Cause: Neville Bonner; Rebel With a Cause: Oodgeroo Noonuccal*)



NSW Premier's Awards
Woman of the Year
(*Jess Hill, Asking For It*)



Screen Well Awards
Production of the Year
(*Erotic Stories*)



New York Festival's TV & Film Awards
Best Documentary (silver award): Social Issues
(*Asking For It*)



Night Bloomers: A modern Australian twist on Korean folklore

Shot in the western suburbs of Sydney, 2023 horror anthology *Night Bloomers* sees stories from the Australian-Korean diaspora come to life in a haunting five-part series which premiered just in time for Halloween. It adapts a modern twist on ancient Korean folklore stories, featuring interconnected heroes struggling with fractured identities impacted by war and immigration.

This series is part of the Digital Originals initiative – a partnership with Screen Australia, SBS and NITV – to elevate emerging and under-represented screen creatives to deliver bold, short-form Australian dramas to premiere on SBS VICELAND, NITV and SBS On Demand (read more about Digital Originals on page 47).



Scene from Digital Original: Night Bloomers

“

I wanted to highlight various Korean-Australian experiences that dated back to the 1970s, while not shying away from the truths of our dark history and experiences as Asians in Australia. What motivated me to create Night Bloomers was mainly to preserve the dying Korean-Australian narratives from first-generation Korean immigrants, while also honouring our culture of folklore and shamanistic storytelling, which are all under threat of becoming just memories for the next generation.”

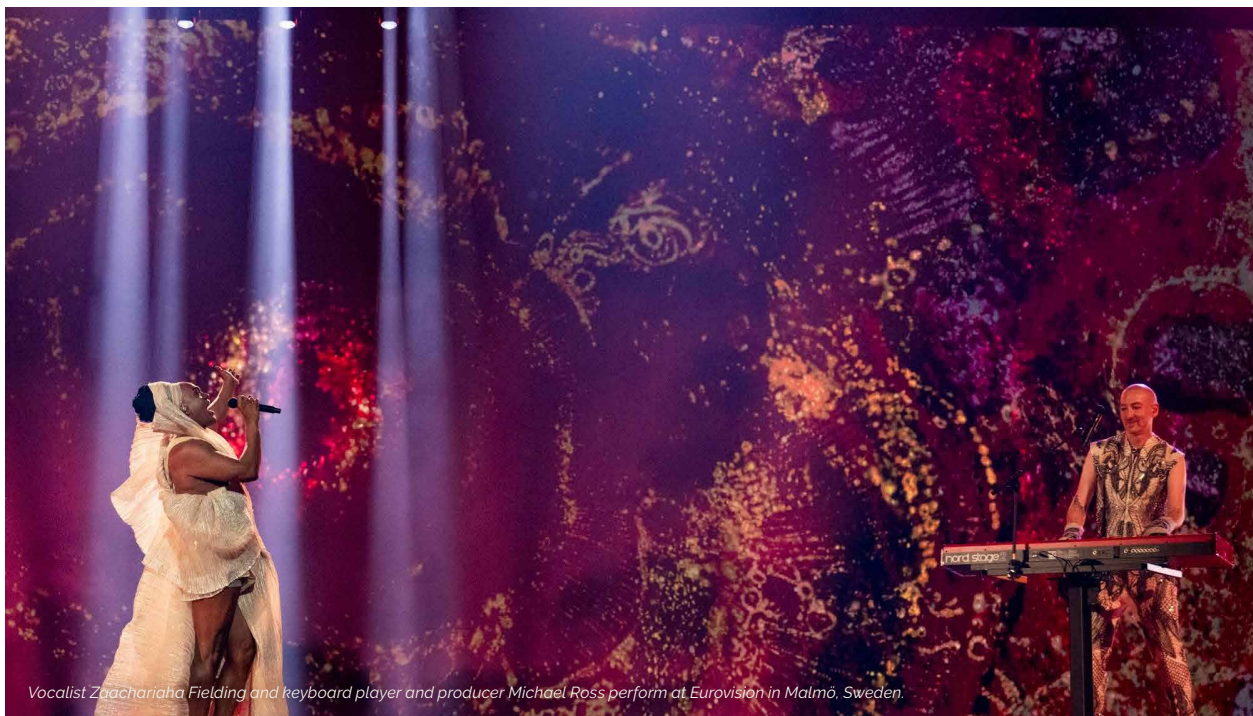
ANDREW UNDI LEE,
NIGHT BLOOMERS CREATOR

A world of entertainment

SBS continued entertaining and educating audiences with the return of quiz shows *Celebrity Letters and Numbers* for a fourth season, and *Mastermind Australia* back for a sixth, 85-episode season with quizmaster Marc Fennell asking over 13,500 questions to 256 contenders trying their luck in the iconic black chair.

Bringing the Eurovision Song Contest to Australian screens for more than four decades, South Australian duo Electric Fields made history as the first performers to take Yankunytjatjara – an Aboriginal language of the Anangu peoples (one of the oldest living cultures on Earth) to the world's largest live music event. Held in Sweden's Malmö, Electric Field's ethereal performance of *One Milkali (One Blood)* in semi-final one showcased their dream for a world where we are all united, and featured an esteemed ensemble and Indigenous stage artwork 'Paraulpi' by vocalist Zaachariaha Fielding.

The Eurovision Song Contest attracted 163 million viewers worldwide in 2024, including 2.4 million Australians who watched SBS's coverage, celebrating diversity through music.¹³



Culinary adventures

Audience favourite *The Cook Up with Adam Liaw* returned for a sixth season, delivering foodies a delightful half hour of cooking and entertainment every weeknight. Featuring celebrity friends, culinary icons and more than 250 recipes, this season also served the first kids' episode and special Friday night episodes with inspirational ideas for easy entertainment. Megastars cooking alongside Malaysian-Australian host Adam Liaw in the kitchen included Rachel Ward, Lincoln Younes, Christie Whelan Browne, Eddie Perfect, Martin Yan and Ievgen Klopotenko, with hit dishes from Australia's cult restaurants like Porkfat, Etta, Byron Bay's Bar Heather and Chae. In July 2023, Nornie Bero of Melbourne's Mabu Mabu joined *The Cook Up* as host for a five-episode NAIDOC Week special.

Escaping the kitchen, chef, author and presenter Dan Hong led viewers to *The Streets Hong Kong*, exploring one of the world's most exciting food destinations. In this new series, Dan delved into how Hong Kong's history and culture has shaped the local food scene, scouring the streets and markets to unearth the origins and evolution of many iconic street food dishes and cooking them with his unique magical flair for flavour.

13. OzTAM VOZ Data, National, Total People, 08/05/2024 - 12/05/2024, Reach, Total TV, Consolidated 28



The Cook Up with Adam Liaw

THE COOK UP WITH ADAM LIAW BECOMES FIRST AUSTRALIAN SHOW TO MEASURE ITS CARBON FOOTPRINT

On Earth Day 2024, SBS became the first network to measure the carbon footprint of a television program's production. *The Cook Up with Adam Liaw* had its carbon footprint validated by the Albert Calculator – a tool to calculate and validate greenhouse gas emissions – via the leading screen industry organisation for environmental sustainability, Sustainable Screen Australia, of which SBS is a founding member.

The Cook Up with Adam Liaw recorded emission

levels below international industry averages, demonstrating the work being done both behind and in front of the camera to lead in sustainability. Not only does the show itself value and celebrate sustainable food and cooking practices, but its production crew has also made impactful changes to catering and transportation to minimise SBS's carbon footprint.

Read more about SBS's plans to reach net zero emissions by 2045 on page 100.

SBS continued to bring a world of entertainment to Australians in 2023-24, acquiring the best series and films from all corners of the globe. SBS On Demand provided Australians with access to more than 15,000 hours of content, for free, providing edge-of-your-seat entertainment not seen elsewhere. Across SBS's multichannel offering, audiences indulged in culinary adventures through SBS Food, delved into global cinema through SBS World Movies, and saw the world differently, inspired by documentaries and entertainment with an edge on SBS VICELAND.

Breaking down barriers and supporting career pathways

SBS is committed to equity in the Australian screen sector, and our role in providing opportunities and supporting career pathways for creatives who have traditionally been under-represented both in front of and behind the camera. In 2023-24, SBS continued to deliver initiatives and work closely with partners across the sector, with a particular focus on elevating talent and investing in opportunities that create meaningful impact.

Information about the work SBS is doing is published and regularly updated on the SBS website, with highlights of key activities outlined below.

SBS Commissioning Equity & Inclusion Guidelines

SBS continued to work closely with production partners to ensure all Australians are seeing themselves, their communities and their stories reflected on screen, as we delivered the third year of the *Commissioning Equity & Inclusion Guidelines 2021-2024*.

The Guidelines, which outline genre-specific targets for representation of people who identify as culturally and linguistically diverse, First Nations, people with disability, LGBTQI+, and women, in on and off-screen roles and for career progression, apply across drama, entertainment and food programming commissioned and made internally by SBS.



The Everyone Project

To track progress against the Guidelines, SBS uses data collected through its participation in The Everyone Project (TEP) – an industry-wide commitment to measure cast and crew diversity across registered Australian film and television productions, and SBS Scripted Target Reports which are filled by partner production companies.

In 2023-24, SBS measured and analysed the second year of cast and crew demographic data for productions registered in TEP in the 12 months from 1 July 2022 to 30 June 2023. We are currently awaiting results for the third and final year of data from 1 July 2023 to 30 June 2024 and SBS has committed to publishing a final report on three-year target performance.

From 2022-23, SBS captured TEP data from 25 SBS programs (20 Unscripted and five Scripted) and six NITV programs. The results show SBS is continuing to perform above the rest of the TV industry for representation of people who identify as culturally and linguistically diverse, First Nations, people with disability, and females, and is performing above the Australian population level for LGBTQI+ representation.

The Everyone Project 2022-23 – Representation among cast and crew on registered SBS and NITV commissioned programs compared to industry and Australian population levels

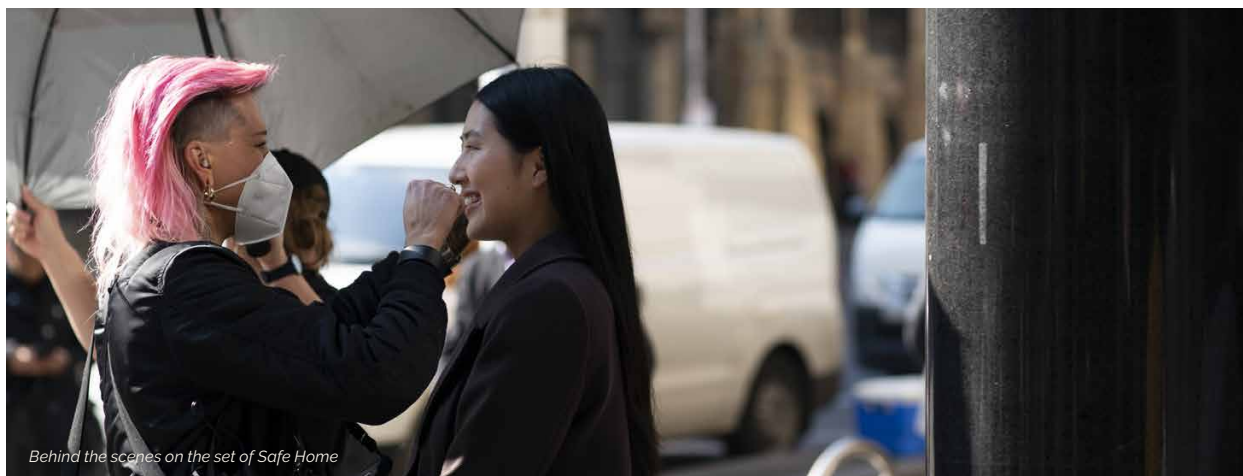
Category of representaton	SBS (%)	NITV (%)	SBS & NITV combined (%)	TV Industry* (%)	Australian population (%)
First Nations	2.91	28.33	7.83	2.81	3.2
Culturally and Linguistically Diverse†	70.46	40	64.56	59.94	46.07
Living with a disability	8.29	8.3	–	7.7	17.7
LGBQA+‡	20.49	8.3	–	23.17	11
Gender (female)	52.29	54.84	52.78	50.54	49.65

Source: The Everyone Project data for SBS and NITV, captured from the 12 months from 1 July 2022 to 30 June 2023.

* Aggregate of The Everyone Project results across all registered productions across the Australian TV industry in 2022-23.

† The Everyone Project defines Culturally and Linguistically Diverse (CALD) as including any contributor who identified as having an ancestry/ethnic background other than, or in addition to, an Anglo-Celtic and/or Indigenous Australian. This definition of CALD includes European, Asian, Middle Eastern, African and South and Central American ancestry/ethnicity.

‡ LGBQA+ is the terminology used in The Everyone Project, compared to SBS's use of LGBTQI+. The Everyone Project defines LGBQA+ as contributors who, in answering the survey, identified as lesbian, gay or homosexual, bisexual, queer, asexual or who identified with a sexual orientation other than straight/heterosexual.



Behind the scenes on the set of Safe Home

Digital Originals

In partnership with Screen Australia, SBS and NITV, Digital Originals continues to launch careers and deliver innovative and award-winning content. Each year, the initiative invites emerging screen creatives currently under-represented in the sector to develop bold, exciting, and short-form drama projects that premiere on SBS On Demand, SBS VICELAND and NITV.

Following the success of the three Digital Originals which premiered in 2022-23, three new projects received further development funding and were chosen to move into production:



Behind the scenes of filming *Moni* with first assistant director, Tin Pang, creator and writer Taofia Pelesasa, and director Alana Hicks.

Moni

A Pasifika project from Pelesasa Pics, led by creator Taofia Pelesasa, director Alana Hicks, producer Nicole Coventry, and executive producer Eliorah Malifa. *Moni*, a 30-something gay Samoan man, is haunted by the re-emergence of a deep secret he has harboured from his childhood.

On return to his family and his hometown of Western Sydney he is confronted with the cultural and community pressures he had escaped from – making his journey to healing a difficult one. But guidance comes in the unlikeliest way and from the unlikeliest place – his dead Samoan mother.



Moonbird creatives Director, co-creator and co-writer, Nathan Maynard, co-creator and co-writer Adam Thompson, and producer Catherine Pettman.

Moonbird

Moonbird is a co-production between Kutikina Productions, the first-ever Tasmanian Aboriginal screen production company, and Sheoak Films, created by director and writer Nathan Maynard, writer and producer Adam Thompson, and producer Catherine Pettman.

Set on a remote Tasmanian island, a recently sober father tries to reconnect with his son through a traditional muttonbirding season, only to face cultural and personal crises that threaten their relationship and force them to confront their family's disturbing history.



Warm Props filming in WA with creator, director, and writer, Jub Clerc.

Warm Props

An upbeat and biting series with creator and director Jub Clerc, co-writer and director Kimberley Benjamin, and producer Jodie Bell for Ramu Productions. Caught between set life and home life, Charlie Flogim is thrust back to her remote hometown of Broome where she is forced to deal with a chaotic film shoot and face the one person she vowed never to see again.

Will her narcissistic boss convince her that her career is more important than family? Or will Charlie see what truly matters and fight for what's right? All this before the *Warm Props* take off at the turning of the tides.

Applications for the fifth round of Digital Originals opened in July 2024.

This popular initiative continues to prove itself as a valuable talent pipeline, with creatives from Digital Originals progressing key creative roles in flagship SBS drama series.

Emerging Writers' Incubator

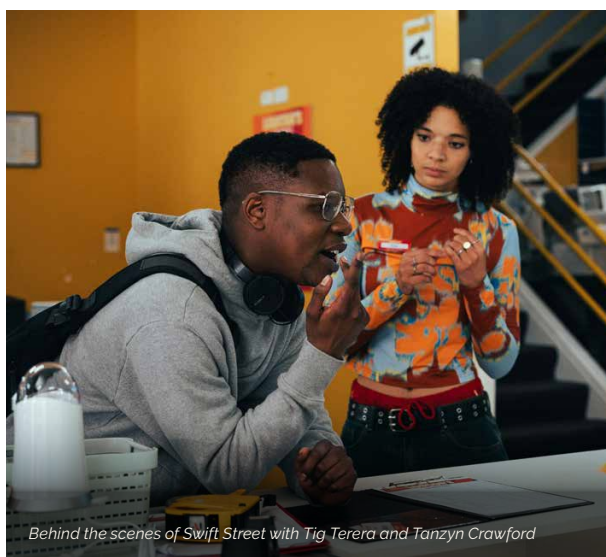
Over three years, the Emerging Writers' Incubator has supported 18 under-represented creatives with valuable paid work experience through a 12-month placement in leading production companies around Australia. Delivered in partnership with Screen Australia, state and territory screen agencies, and with assistance from the Australian Writer's Guild, the Emerging Writers' Incubator brings the industry together to increase diversity in Australian screenwriting. In 2024, the six successful writers were chosen from hundreds of applications.



Talent Escalator

Now in its eighth year, the SBS Talent Escalator (formerly the Diversity Talent Escalator) is a long-running national initiative delivered in partnership with state and territory screen agencies. The initiative supports paid placements for screen practitioners from backgrounds under-represented in the Australian screen industry to work in roles that are a step up from their existing experience, within production companies on SBS-commissioned programs.

In 2023-24, there were six placements for practitioners on a range of SBS-commissioned productions, including *Alone Australia Season 2*, *Swift Street*, *The Last Goodbye*, *Great Australian Walks 2*, *Shaun Micallef's Origin Odyssey* and *Moonbird*, in roles including Assembly Editor, Production Assistant and Post Associate Producer.



Sport that unites communities

Sport has a unique ability to bring people together, and SBS is a premier destination for world sports with a focus on cycling and under-represented sports Australians won't find anywhere else – all live and free across SBS and SBS On Demand.

SBS Sport has a diverse catalogue of many different sports and viewing options, including Live, Highlights and Replays via SBS and SBS VICELAND, simultaneous streaming and VOD access through SBS On Demand, and short video clips via the SBS Sport website and social media channels. NITV also continued its commitment to showcasing Indigenous excellence and connection through coverage of rugby league and AFL.

The home of cycling

SBS Sport has earned its reputation as Australia's Home of Cycling over the past three decades. Since first broadcasting daily highlights of the *Tour de France* in 1991, SBS's coverage has expanded its coverage to include all three Grand Tours, the *Tour de France Femmes* European One Day Classics, as well as the Australian Championships and the *SBS Cycling Podcast*. In 2023, SBS's coverage of the UCI World Championships in Glasgow included exclusive behind-the-scenes content with a focus on Australian athletes.



SBS is Australia's unrivalled destination for cycling. This year with the Grand Tours we saw some of the biggest talent and fiercest rivalries we've seen in decades. The broadcast was led by incredibly experienced experts who worked alongside our passionate production team to deliver action-packed coverage of the 2024 races.

Cycling unites people from across the globe every year for the Grand Tours and we couldn't be prouder to be Australia's home of cycling."

KEN SHIPP,
SBS DIRECTOR OF SPORT

This dedication extends to increased coverage of women's events and other cycling disciplines such as mountain biking, track cycling and BMX. In 2023-24, SBS provided over 300 hours of live cycling coverage across its platforms.



Tour de France and Tour de France Femmes

Among global sporting events, few command the affection and following of the *Tour de France* and the *Tour de France Femmes*. SBS delivered more than 200 hours of exclusive coverage, transforming sports broadcasting into an immersive experience for audiences. Led by experts such as Matthew Keenan, Simon Gerrans, and Dr. Bridie O'Donnell, SBS covered every stage from the Basque Country to the French Alps.

What further set SBS apart were the stories woven into the race coverage by Australian National Road Race Champions David McKenzie and Gracie Elvin, alongside SBS French's Christophe Mallet, capturing exclusive interviews and features that brought viewers closer to the race than ever before.

SBS's commitment to bringing the *Tour de France* and *Tour de France Femmes* to Australian audiences extended beyond traditional broadcasting. With the innovative SBS ŠKODA Tour Tracker app, fans were given the keys to the race, with live streaming, interactive maps and behind-the-scenes content at their fingertips. Through SBS On Demand, viewers could access a treasure trove of Tour content, from live race coverage to exclusive highlights series, anytime, anywhere.

Showcasing under-represented sports

Facing increasing competition for premier sports broadcasting rights, SBS offers an alternative that highlights lesser-known sports through our On Demand service, free from the constraints of traditional linear broadcast schedules, and which would otherwise not be accessible. SBS On Demand allows the network to deliver a broader range of sports and more extensive coverage hours, complemented by strategic partnerships and a diverse sports catalogue.

SBS covered every match of the International Federation of Cerebral Palsy Football Asia-Oceania Championships, live streaming over 45 hours on SBS On Demand. This coverage included the ParaMatildas and Pararoos, with commentary from Oliver Walker Peel, showcasing SBS's commitment to diversity.

The coverage of some sports is also provided on SBS and SBS VICELAND. SBS has held long-term licence agreements with the International Skating Union and the International Gymnastics Federation. These world championship events have broad appeal, showcasing the best athletes in the world.

International athletics is also closely associated with SBS. During 2023-24 the network provided extensive coverage (live and on demand) of the World Championships from Hungary during August 2023. All sessions were broadcast live on SBS VICELAND and simultaneously streamed via SBS On Demand. Full coverage of the World Indoor Championships from Scotland was broadcast on SBS VICELAND and simultaneously streamed via SBS On Demand during March 2024.

SBS has also become a valuable platform for table tennis and volleyball fans, offering events through SBS, SBS VICELAND and SBS On Demand. Previously available only on paid platforms, table tennis coverage now includes the World Table Tennis Championships and the Grand Smash series, featuring top players, including Australians. Volleyball coverage spans various Australian Beach and Indoor events, available live and on demand.

SBS provided comprehensive coverage of the Asian Games in China and the Pacific Games in the Solomon Islands. Audiences accessed live, highlights and VOD content daily. Coverage focused on major events and included stories of Australian athletes in Olympic qualifiers. SBS Sport also featured one-off live events like the Sail GP Sydney leg, the Kooyong Classic tennis event, and the Netball World Cup Finals from South Africa.



The Australian Volleyball Super League

Motorsports

SBS offers an array of motorsports, including the World Superbike and Australian Superbike series, the Australian ProMX Motocross, and the HiTech Oils Super Series. The Dakar Rally remains a highlight, having maintained a committed audience on SBS over the last 30 years. The iconic race has cult status among motorsports fans, with some Australians achieving great success over its history. Our 2023-24 coverage was

expanded, including extended daily highlights programs on SBS, mini stage recaps accessible on SBS On Demand, and a dedicated social focus to deliver greater depth of content. With Spaniard Cristina Gutiérrez's win, the 2024 Dakar Rally was the first time in 23 years that a female competitor won an outright discipline, becoming the second woman ever to do so in Dakar history.



On the sand dunes of the Dakar Rally



Koori Knockout

Rugby League and UK Super League

Dedicated to league-loving viewers, the NSW Aboriginal Rugby League Knockout tournament – known as the Koori Knockout – showcases the game at its best. From Friday 30 September to Monday 3 October 2023, NITV was there as some 150 teams across the men's, women's and junior tournaments competed for the top prize at the 51st annual meeting at the Central Coast.

2023 marked NITV's 14th broadcast of the Knockout, once again the official media partner for the event. It was the first time the community-run tournament had been held since 2019, having been suspended due to the COVID-19 pandemic. The Koori Knockout is routinely one of the largest gatherings of Indigenous peoples in Australia.

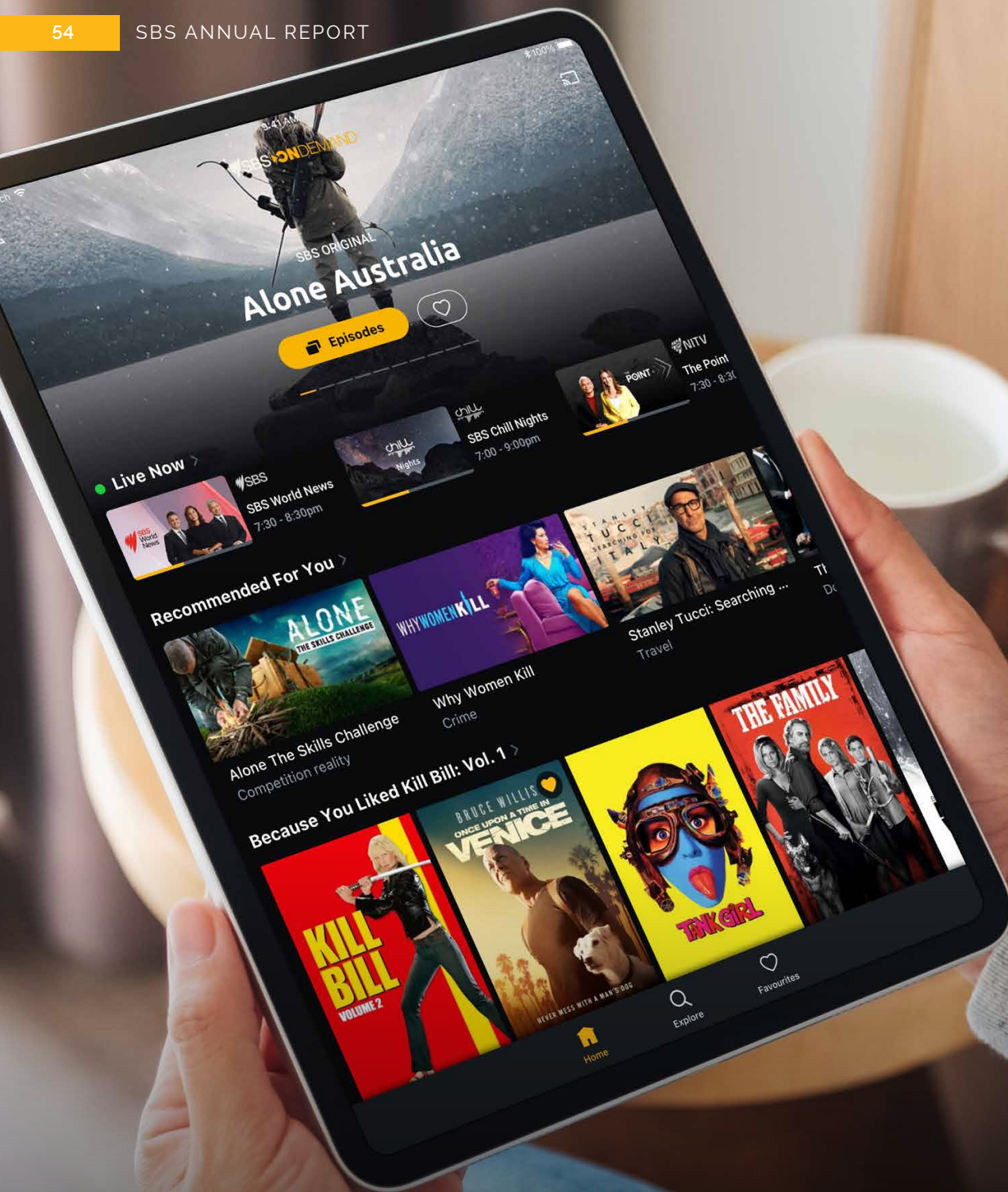
Capturing all the spills and hits, NITV brought full-day live match coverage of the semi-final clashes, with both NITV and SBS airing live match coverage of the grand final. NITV Online hosted two days of coverage on Facebook Live, as did SBS On Demand.

NITV's flagship footy show *Over the Black Dot* also kicked off another season in March 2024, providing its popular weekly round-up of Rugby League news, views and yarns with an all-Indigenous presenting team led by NRL legend Dean Widders, and featuring guest appearances, game results, hot topics, off-the-cuff conversations and community chats. In February 2024, NITV also started to broadcast live matches from the UK Rugby Super League for the first time as Australia's exclusive free-to-air broadcaster, attracting more viewers to the channel. *Over the Black Dot* shared updates from the UK Super League as part of its weekly coverage.

Dean Widders, co-host of *Over the Black Dot*

AFL

As part of its commitment to coverage of the AFL, highlighting First Nations excellence in the game, and love of the sport in communities, NITV launched a new vodcast as the 2024 season got underway. Each week, *Kickin' Back with Gilbert McAdam* dissected the action from the round and then delved deeper into the stories of the game on and off the field, with special guests.



AUDIENCE FIRST

2023-24 At a glance



SBS On Demand innovation

With the highest rated streaming video app in Australia on both the Android Google Play and Apple App stores, SBS On Demand continued to innovate.



Audience First third-party platform strategy

Meeting viewers where they are with an explosion of content consumed on non-SBS owned platforms.



One of the 'Most Innovative Companies'

SBS's digital transformation and unique in-language user experience recognised by Australia's leading business newspaper, the *Australian Financial Review*.



Audience control of the viewing experience

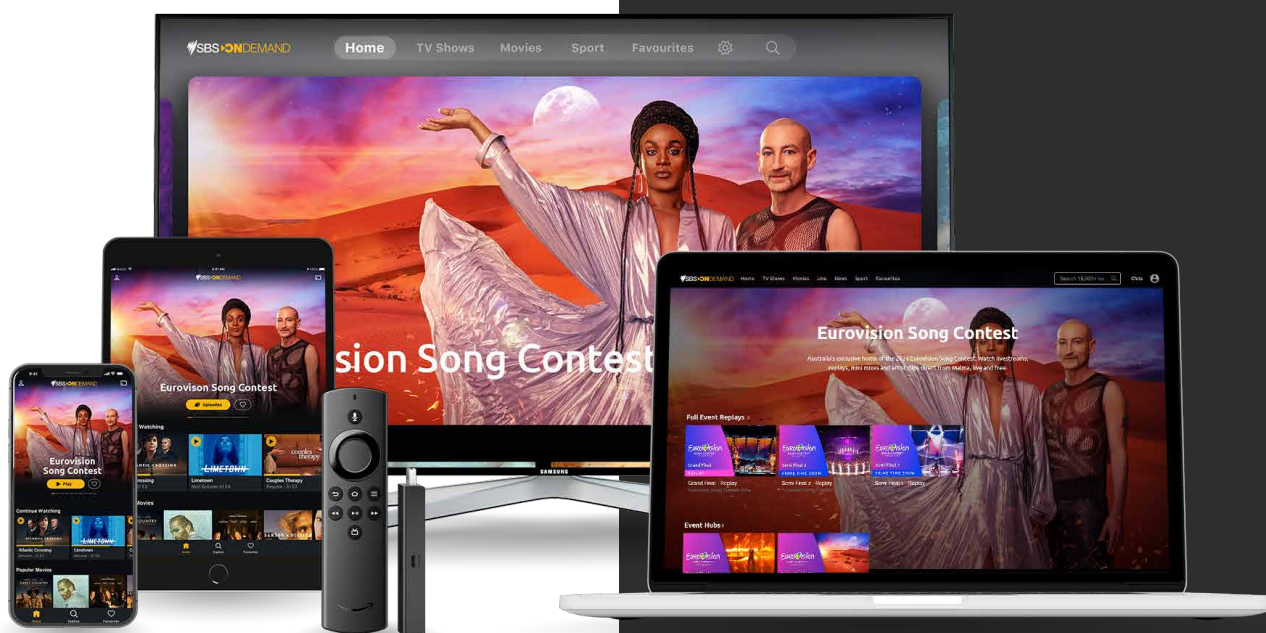
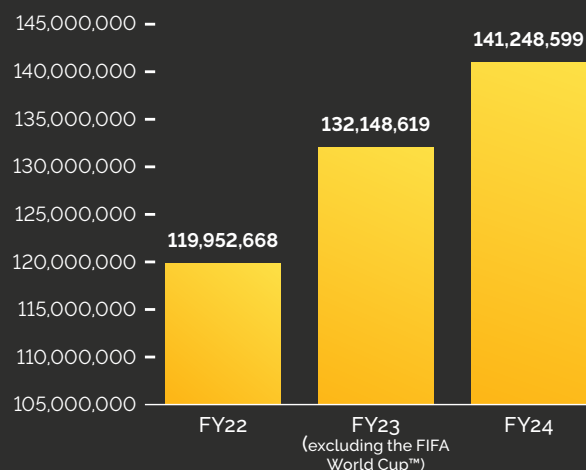
Putting audiences first with a pioneering, world-first advertising opt-out launched for selected categories.

Engaged audiences

As the media landscape continued to accelerate into a digital-first world, SBS's Audience First strategy kept pace, with significant growth in consumption on digital platforms – from the network's flagship streaming service SBS On Demand to the SBS News and SBS Audio apps and suite of websites publishing content in over 60 languages.

Major moments included *Alone Australia Season 2* and *Eurovision Song Contest 2024*, both drawing strong audiences to television and digital platforms. Continued innovation of the network's streaming platform, SBS On Demand, drove it to the top of the customer satisfaction rankings on both major mobile app platforms in Australia, and the SBS News website broke into Australia's top eight online news sources for the first time.¹⁴ Innovation on SBS On Demand platforms included the launch of a limited advertising category opt-out in 2024, giving audiences more control than ever over their consumption experience.

SBS On Demand consumption hours¹⁵



14. Ipsos Iris ranking report, May 2024

15. OzTAM Video Player Measurement data (VPM), Total People, Consumption hours

BEST TOTAL TV PERFORMERS: A SNAPSHOT



Alone Australia Season 2

4.5 million Total TV national reach¹⁶



Eurovision Song Contest 2024

2.4 million Total TV national reach¹⁷



The Point

1.1 million Total TV national reach¹⁸



The Mission

1.1 million Total TV national reach¹⁹



Great Australian Walks with Julia Zemiro

2.7 million Total TV national reach²⁰



Australia's Sleep Revolution with Dr Michael Mosley

1.1 million Total TV national reach²¹

16. OzTAM VOZ Data, National, Total People, Alone Australia S2, 27/03/2024 - 26/06/2024, Cumulative Reach, Total TV, When Watched (excludes encore & repeat)

17. OzTAM VOZ Data, National, Total People, Eurovision 2024, 08/05/2024 - 09/06/2024, Cumulative Reach, Total TV, When Watched (excludes encore & repeat)

18. OzTAM VOZ Data, National, Total People, 04/07/2023 - 11/11/2023, Cumulative Reach, The Point (excludes encore, repeat, simulcast, referendum)
Total TV, When Watched

19. OzTAM VOZ Data, National, Total People, 24/10/2023 - 05/12/2023, Cumulative Reach, The Mission (excludes encore & repeat), Total TV, When Watched

20. OzTAM VOZ Data, National, Total People, 10/08/2023 - 09/11/2023, Cumulative Reach, Great Australian Walks With Julia Zemiro (excludes encore & repeat)
Total TV, When Watched

21. OzTAM VOZ Data, National, Total People, 06/03/2024 - 17/04/2024, Cumulative Reach, Australia's Sleep Revolution (excludes encore & repeat)
Total TV, When Watched

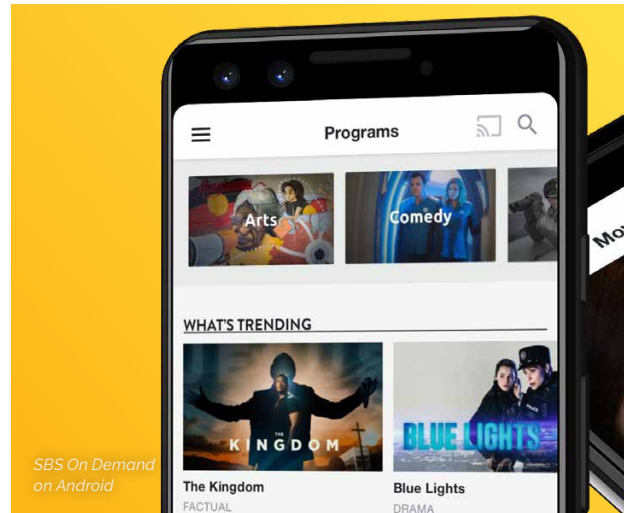
An Audience First approach

SBS On Demand a leader in the streaming landscape

The past year has seen SBS On Demand further solidify its position as a leader in the streaming space, continually enhancing the user experience and content accessibility. Highlights in 2023-24 included the introduction of personalised content recommendations, new free ad-supported streaming television (FAST) channels, a new market-leading Android mobile app and the launch of personalised end-of-year content recaps with SBS Rewind. SBS On Demand continues to deliver unparalleled value and entertainment to audiences across Australia.

Australia's highest-rated streaming platform

SBS On Demand is now the top-rated app among streaming players in Australia on both Android devices and Apple iOS devices.*



Google Play*

SBS On Demand	4.4
7plus	4.2
Disney+	4.2
9Now	4.1
Netflix	3.7
Amazon Prime	3.6
Binge	3.6
Paramount+	3.3
Stan	3.2
ABC iView	2.8
10 Play	2.5



Apple App Store*

SBS On Demand	4.8
7plus	4.7
Disney+	4.7
Amazon Prime	4.7
9Now	4.6
Paramount+	4.5
ABC iView	4.4
10 Play	4.1
Netflix	3.8
Stan	3.4
Binge	3.4

*Ratings current as of July 2024.

Advertising opt-out

SBS continues to demonstrate leadership, social responsibility and a commitment to our Audience First approach. This includes the SBS On Demand opt-out initiative. As of Q1 2024, the SBS On Demand audience has had the option to opt-out of being served advertising in the wagering, alcoholic beverages and quick-service restaurant (QSR) categories, giving people more opportunity to control their viewing experience.



Andrew Wong, UXD Manager; Rob Hussey, Platforms Engineering Manager; Abigail Thomas, Head of Sustainability and Head of Product Strategy; Sneha Rathod, Program Manager Digital Transformation; Sarah Yassien, Director of Corporate Strategy.

SBS RECOGNISED AS ONE OF THE MOST INNOVATIVE COMPANIES BY AFR

As the world's most multilingual broadcaster, SBS has innovated a new content management system (CMS) that supports 90 different languages across text, audio and video formats.

The innovation also allows for the automatic translation of a single piece of content into 60 languages and gives end users the ability to identify and filter according to their preference. The technology also understands individual users preferences and can recommend other SBS content in their preferred language.

These features, unique to SBS, highlight our ongoing commitment to innovation and our audiences, and position SBS as Australia's most contemporary broadcaster. SBS's digital strategy puts the audience first in a way not seen elsewhere in Australian media.

This transformation was recognised in market, with SBS named a finalist in the *Australian Financial Review's* Most Innovative Companies 2023 award. SBS was the only media organisation to make the list.

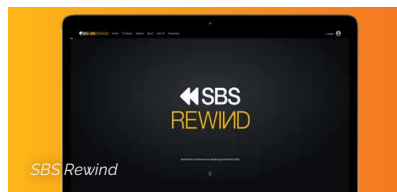


The head of SBS corporate strategy has laid out an ambitious vision to be able to deliver bespoke content in the language of any user's choice, enmeshing the specialist broadcaster in the daily media diet of foreign-language speaking Australians."

AUSTRALIAN FINANCIAL REVIEW

New features enhancing the user experience

Showcasing content as varied as cycling, Korean cinema, world cuisine and the latest Australian documentaries, the evolving SBS On Demand experience helps audiences learn and get acquainted with a particular theme, genre, topic, nationality or other interest. Since December 2023, the rollout of personalised content recommendations via AWS Personalise has enhanced users' onward journeys and driven users deeper into the SBS catalogue. User experience enhancements 'Recommended For You' on the homepage, 'You May Also Like' on program pages, and the 'Watch Next' end card at the end of episodes, have all driven uplift in consumption and engagement.



New functionality is rolling out across all platforms, including the ability to reorder editorially selected collections with tile priority influence by viewing behaviour. This creates a richer and more dynamic curation experience for audiences.

SBS On Demand has also expanded the use of audience and user segmentation and content clustering to inform curatorial inputs. This means beyond algorithmic recommendations the product

team is able to build editorially selected collections of similar programming in smarter ways. New filtering and sorting features on SBS On Demand collection pages allow users richer content discovery by sorting and filtering by Type, Language, Subtitle Language and Audio Description.

Launched in December 2023, SBS Rewind – a personalised end-of-year viewing summary for SBS On Demand users – underscores our continued investment in the audience experience. Users have accessed an end-of-year recap of their consumption including total minutes of content consumed and an interactive globe showing content's countries of origin.

FAST channels – audio and video on one platform

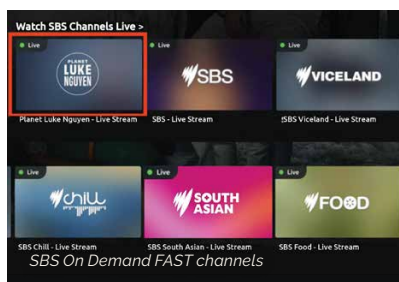
Central to our evolving offering is the launch of free ad-supported streaming TV (FAST) channels in 2023-24. SBS On Demand now incorporates content-specific digital channels, including SBS Chill, a previously audio-only music station that viewers can experience with calming visualisations, which has clocked up more than 2.3 million minutes consumed monthly since its November 2023 launch.²² In March 2024 Planet Luke Nguyen was launched,

featuring rolling programming from the famed Vietnamese-Australian celebrity chef. It was quickly followed in April by new language channel SBS South Asian, which streams bespoke graphics and other visuals to accompany audio and podcasts broadcast across 10 South Asian languages. These enhancements reflect changing consumer habits and the centrality of the smart TV in today's homes. SBS plans to launch more FAST channels in 2024-25.



Audience feedback for SBS On Demand

"I just want to say a huge huge thank you for the plethora of series available to us via SBS and SBS On Demand. Just love it! So much to choose from, I'm sure more than what I can see. I just wanted to share my gratitude."



"Hello SBS! I have just discovered the Chill channel on SBS On Demand and I LOVE it so much! Thanks again!"

"2023 SBS Rewind: By the way - wow - the stats are amazing and I loved seeing that. Loved the globe. Loved the 2nd language analysis. Oh and yes, you fill my staid life with quality drama."

22. OzTAM Video Player Measurement Data (VPM), Total People, SBS Chill, 01/11/2023 - 31/03/2024, Consumption hours

SBS Audio giving audiences even more ways to tune in

In October 2023, SBS Audio switched on a new and improved radio schedule offering all Australians more ways to listen, with more live radio during the day and more catch-up content on demand, including during the popular 'drive' timeslot.

This digital-first approach has given audiences more choice and flexibility in how and when they tune into our language content across linear and digital audio platforms, including SBS Radio 1, SBS Radio 2, SBS Radio 3, SBS Arabic24 and SBS South Asian.

This update follows the success of the SBS Audio website and app, rebranded from SBS

Radio in March 2023, and further recognises that audiences are increasingly choosing to consume their content via digital platforms, including third-party social channels.

SBS is also tailoring audio content for digital platforms, including production of short-form audio visualisations like video and vodcasts, to grow the reach and consumption of content on social media platforms.



Lowanna Grant, Executive Producer of NITV Radio; Davide Schiappapietra, Head of Language Content; and Nital Desai, Program Manager in Audio and Language Content. Photos by Ashley Mar.

MEETING AUDIENCES WHERE THEY ARE – SBS'S THIRD-PARTY PLATFORMS STRATEGY

In the past year, SBS's digital teams have leaned into the Audience First strategy, meeting audiences where they are. With audiences increasingly spending time on social media platforms, teams have focused on offering short-form videos on Facebook, YouTube, Instagram, and other platforms to provide audiences with up-to-date news, information and entertainment.

The SBS News Digital team evolved its output in 2023-24 to better service audiences choosing to consume news on third-party platforms. While maintaining strong consumption

of news on SBS's owned platforms, video views on third-party platforms doubled year-on-year (July-May),²³ with YouTube viewing particularly strong, as audiences engaged with trusted news brands at a time when misinformation and disinformation is increasing. SBS Audio is also accelerating production of video content on third-party social channels like Facebook, YouTube and Instagram. Average SBS Audio monthly video views are 5.8 million, up 75% year-on-year, with more than 8,000 social videos published across the year.²⁴

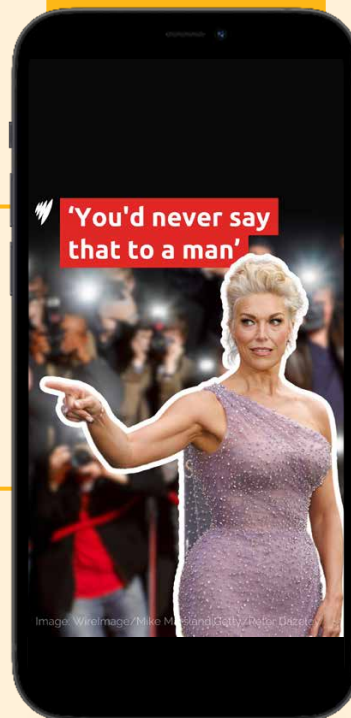
In 2023-24 we launched dedicated YouTube channels for key SBS Audio channels, including SBS South Asian, SBS Chinese and SBS Arabic²⁴, publishing more than 2,140 videos, shorts and podcasts to engage and grow our online language communities.

1.59 billion

social video views

15 million

Plays on Facebook



2.8 million

Plays on Facebook



²³ Source: Sprout Social | 01/07/2023 - 30/05/2024 vs 01/07/2022 vs 30/05/2023 | Insight, Dateline,

The Feed & News | Facebook, YouTube, Instagram, X (Twitter) & TikTok | Video Views

²⁴ Source: Sprout Social | 01/07/2023 - 30/05/2024 vs 01/07/2022 - 30/05/2023 | Video Views

*Data current as of July 2024

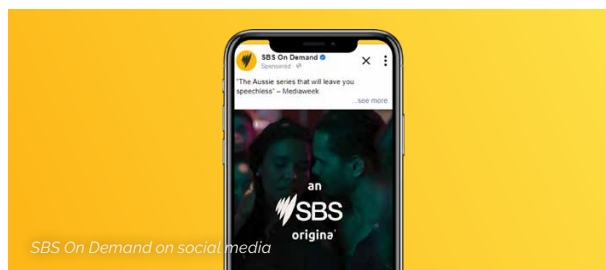
Strong social media growth driving audience connection

As the social media landscape continues to evolve, SBS is strongly positioned at the forefront of social engagement. Recognising the volatility and uncertainty in the marketplace, SBS expanded its activities to platforms with growing audiences, such as YouTube. This ensures our content remains relevant and accessible, in line with changing user behaviour.

SBS streamlined its social media structure by merging several accounts in 2023-24, creating more robust and unified channels. This both simplified our messaging and enhanced the user experience. The integration of the SBS On Demand social profiles into the central team has turned the brand into our top-performing profile, outpacing our competitors.

Our commitment to measuring social media effectiveness led to the successful implementation of Adobe tags in organic posts. Continuing into 2024-25, this will provide deeper insights and more precise analytics, enabling targeted and impactful content strategies.

Our strategy to meet audiences where they are, especially with video content, has resulted in a remarkable 30% increase in video views year-over-year, totalling more than 1.5 billion views.²⁵ SBS profiles and accounts have added nearly two million followers and shares have increased 1%



year-over-year, significantly extending our reach beyond existing followers.²⁶

SBS has adopted sophisticated tools for managing data, performance insights, publishing and audience trends directly to the hands of our content creators, facilitating smarter, data-driven decisions.

SBS has also evolved our approach to moderation, making it more effective, data-led and proactive. This is crucial for combating misinformation, protecting users from harmful content, and maintaining the integrity of our platforms. By leveraging advanced analytics and new tools, misleading or offensive content can be more swiftly identified and addressed, ensuring our audiences remain informed and safe.

In the year ahead, SBS aims to build on these advancements with a continued focus on innovation, audience insight and content excellence.

Outstanding customer service

SBS is passionate about understanding our audiences and their opinions. Hearing directly from audiences is a valuable source of feedback, enabling SBS to be aware of and understand community opinion.

In 2023-24, SBS customer service received an average of 3,400 pieces of customer feedback and enquiries per month, with 75% of audience enquiries resolved with just one response and a customer satisfaction score of 86% (well above industry benchmark of 77%). Whether complimentary or critical, all audience feedback is considered alongside audience research to drive discussions and input on our programs and services.

2023-24 Customer Service metrics²⁷

41,167
Customer tickets
received

75%
Tickets solved
with one touch

**1 hour
& 36 mins**
Median first
reply time

**7 hours
& 42 mins**
Median full
resolution time

86% Customer
satisfaction score

²⁵ Sprout Social; 1 July 2022 – 30 June 2023 vs 1 July 2023 – 30 June 2024

²⁶ Sprout Social; 1 July 2022 – 30 June 2023 vs 1 July 2023 – 30 June 2024

²⁷ Zendesk; 01 July 2023 - 30 June 2024. Zendesk benchmark is based on global benchmarking data for the media industry.



Testimonials from our audience

*"Excellent service! Fast reply.
Friendly, professional, respectful and knowledgeable. Informative, up to date.
Hold SBS in high regard. Thank you."*

*"Prompt reply. Proper, clear advice.
Friendly follow up for further information.
Proper written reply to me personally.
Classy, professional service."*

"Found quality of SBS customer service department truly outstanding! Was emailed an informative, helpful answer to my query, very same day, (had friendly vibe and warm tone which was appreciated). Link added also provided valuable information. Total experience was pleasant and positive unlike most organisations these days. Many thanks."



Audience feedback for Great Australian Walks with Julia Zemiro



"Again I wish to congratulate SBS on the recent series hosted by Julia Zemiro (Great Australian Walks). Her hosting of this series has been marvellous. She showed a down-to-earth appreciation of the area through which she walked and with the people she interviewed. She was able to give us (the viewers) a mostly unbiased appreciation of the issues her interviewees spoke about, and engendered an atmosphere of trust and confidence in them so that they could speak freely. This is a real art and one that a lot of interviewers do not have."



Audience feedback for The Cook Up with Adam Liaw

"Thanks so much for your amazing Cook Up program. I'm watching another inspiring episode as I write this email. Your passion and creativity with food is always reflected in what and how your guests so generously share with us. No doubt there are many lovers of food that aspire to be on your show."



Audience feedback for The Point: Referendum Road Trip

"Inspiring and beautiful panel discussion at Garma beneath the glorious pandanus shades. Thank you - all the speakers were so moving, and clear and informative. Wish more Australians could hear and listen to their voices. Rachel Perkins explains the Voice so well and Wesley always offers a different interesting insight."



Deborah Andersson Head of Community Activation and Engagement and
Christine Militsis Community Engagement, Activations Manager at a community event.

Understanding audiences' needs and preferences

Ensuring accessibility



Doing quality control in this authentic way ensures that people don't go down unnecessary rabbit holes, only to be pulled a different way when the story clearly shows they missed something they didn't know simply because it wasn't described. Working with the team at SBS I am part of the creative process and truly believe we contribute to creating a product that can be enjoyed equally by blind and sighted viewers alike. This is equity."

SESSIONAL ACADEMIC AT DEAKIN UNIVERSITY AND
BLIND AUDIO DESCRIPTION QUALITY ADVISOR FOR SBS,
FRANCOIS JACOBS

In-house subtitling

A clear commitment to accessibility is also reflected in our in-house subtitling efforts. Over the year, SBS subtitled in English 697 hours of programming, enabling a broader audience to engage with our content. Additionally, an extra 178 hours of programming was reviewed by SBS's Access Services unit (ASPP) to ensure the subtitles met the high standards expected by SBS, maintaining accuracy and quality across all subtitled content.

Captioning

In 2023-24, SBS captioned a total of 2,524 hours of regulated program content, ensuring accessibility for deaf or hard of hearing audiences. Exceeding regulatory obligations, SBS took proactive steps to enhance accessibility by captioning an additional 982 hours of non-regulated programming. This included a special focus on children's and family programming on NITV, as well as popular series available on SBS On Demand. As audiences consume more of the network's programming on SBS On Demand, this is an important initiative.

Subtitling and Multilingual Project

Our Subtitling and Multilingual Project continues to be a cornerstone of our accessibility initiatives. Given the large volume of content and the tight turnaround times, SBS has implemented AI translation with human verification to manage the substantial workload. In the reporting period, SBS provided 2,052 total hours of subtitling, covering Arabic, Simplified Chinese, Traditional Chinese, Korean and Vietnamese, expanding our reach and delivering more content to diverse linguistic communities.

Leading audience research

Australia is now more multicultural than ever, with 51.5%²⁸ of the population born overseas or having a parent born overseas. Research at SBS provides a deep understanding of the evolving content, platform and language needs and preferences of our diverse audiences.

Reaching one in two multilingual audiences on a weekly basis²⁹ through in-language programs like SBS Mandarin, SBS Arabic24, and SBS WorldWatch, our research demonstrates that SBS connects with communities through trustworthy news and information and entertainment.

SBS multilingual audience research takes a considered, representative and inclusive approach. In-language research continued, now totaling more than 70 studies conducted across 17 different language communities since 2015.

Our research has demonstrated that SBS's support for key cultural celebrations (Lunar New Year, Ramadan and Eid al-Fitr, Diwali/Deepavali and NAIDOC Week) helps promote cultural diversity and foster a sense of belonging among multilingual communities, strengthening social cohesion, with the latest study showing that 69% of multilingual audiences who celebrate Lunar New Year agreed that SBS's celebration of the event helped strengthen social cohesion in Australia. See pages 70-72 for more detail on SBS's involvement in these key cultural moments.

Research also finds that SBS plays an essential role in audiences' sense of belonging, with 73% of Mandarin speakers that engaged with SBS Mandarin agreeing the program helped them feel at home in Australia. Among Arabic speakers who engaged with SBS Arabic24, 70% agreed the program helped increase their understanding of social issues in Australia.³⁰

In our continuous efforts toward greater understanding, we researched sentiment around reconciliation and found that younger Australians were more familiar with First Nations' histories, cultures and peoples compared to older Australians. Both younger Australians and multilingual Australians place greater importance on reconciliation than the general population, reflecting the ongoing importance of sharing First Nations stories to all Australians.

Research also uncovered the tastes and preferences about Australian drama and SBS. It found that drama is especially important to SBS audiences, with 95% wanting to see more original Australian drama on SBS. In particular, 92% of audiences felt *Safe Home* – an SBS series exploring issues of domestic abuse in Australia – was 'relevant to today's Australia'.³¹

Audio Description

SBS produced 1,480 hours of new audio described content, reflecting our commitment to making content accessible to blind and low vision audiences. SBS is working toward launching audio description services on SBS On Demand by Q2 2024-25. All SBS-commissioned programs are audio described in-house, allowing greater control over the scripting and narration process, especially for subtitled material and our more bespoke, themed productions.

SBS places high value on lived experience, collaborating with contractors who are blind or have low vision to write, narrate and review some of SBS's in-house audio description scripts. For NITV-commissioned programming, SBS always uses Indigenous voices, ensuring authentic representation and cultural sensitivity. The SBS Access Services team also engages with an



Aboriginal Elder to provide guidance on language, pronunciation and cultural matters, ensuring that our content is respectful and accurate.

SBS's Audio Description services were recognised as a finalist for Inclusive Initiative of the Year at the Australian Disability Network Awards 2024.

²⁸ Australian Bureau of Statistics 2021 Census

²⁹ SBS In-language Research

³⁰ SBS Lunar New Year Research, 2023; SBS In-language Research, Mandarin and Arabic, 2024

³¹ SBS Scripted Research, 2023



COMMUNITY IMPACT

Producer at SBS Punjabi, MP Singh speaking to a member of the community. Photo by Ashley Mar.

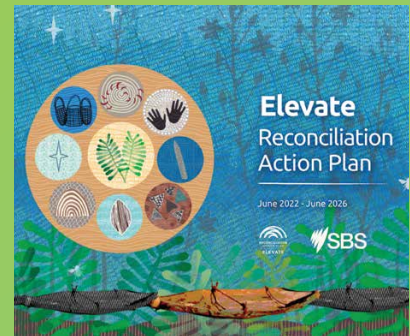
2023-24 At a glance

As Australia's most diverse broadcaster, SBS holds a unique place in the media landscape. We reflect the character of Australia, inspiring everyone to explore, respect and celebrate our diverse world. As Australia's demographic and linguistic landscape continues to evolve, SBS is responding with the addition of new languages and a growing, relevant and accessible offering for all Australians wherever they live, whatever their preferred language, and however they choose to watch, read or listen.



Cultural celebrations

Activations in communities in every state and territory across four key moments, plus more multilingual cross-platform content.



Leadership in reconciliation

Progress continued across the network in delivery of the second year of SBS's Elevate Reconciliation Action Plan.



Elder-in-Residence Oration

Proud Widjabul Wiabul woman from the Bundjalung nation, Rhoda Roberts AO, delivered a powerful oration on Mabo Day.



Australia Explained

Two million video plays and a new marketing campaign to help new migrants and refugees navigate life in Australia.

Community Impact Plan

SBS's Community Impact Plan is a three-year strategy to strengthen connections with and celebrate Australia's multicultural and multilingual communities. In addition to distinctive network programming, this offering includes community partnerships and in-person events nationwide, essential services for newly arrived migrants and refugees, and learning resources for teachers and educators to drive constructive conversations on critical topics in classrooms.

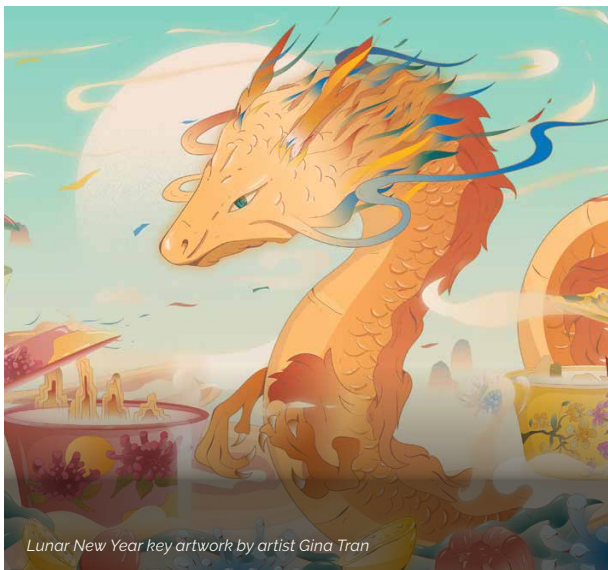
There was a significant scaling of culturally significant engagement activities across Lunar New Year, Diwali/Deepavali and NAIDOC Week, while the 2022-23 pilot project for Eid al-Fitr was expanded into a full project including Ramadan. High-value partnerships with multi-year commitments further embedded SBS with key communities and partners including Multicultural NSW, Victorian Multicultural Commission, and the SBS-UNHCR Les Murray Award for Refugee Recognition.

92% of multilingual audiences believe SBS helps communities "feel at home in Australia".

91% believe SBS has a key role in supporting multiculturalism.

- SBS MULTILINGUAL RESEARCH
ON CULTURAL CELEBRATIONS

Lunar New Year – Year of the Wood Dragon



Lunar New Year is one of Australia's most celebrated occasions, with more than two billion people worldwide observing and sharing the festivities. This year SBS welcomed the Year of the Dragon with a network-wide slate of diverse and deep coverage across nine languages. This included Cantonese, English, Filipino, Hmong, Korean, Mandarin, Mongolian, Nepali and Vietnamese, with key stories and cultural explainers translated into additional languages to extend the celebrations to other cultures.

Original campaign artwork by Chinese-Vietnamese artist Gina Tran highlighted SBS's message of diversity and inclusion. The vibrant piece represented lesser-known communities that celebrate Lunar New Year, such as the Vietnamese and Korean communities through the yellow and green backdrop, alongside the traditional red.

SBS was on the ground at over 30 community events and activations in every state and territory, including key metro and regional areas.

Education arm, SBS Learn, launched a range of creative and engaging primary and secondary school resources for teachers to kick off the year, providing activities focused on the Year of the Dragon and how Chinese, Korean and Vietnamese communities mark this significant cultural event.

Over the four-week period, viewership of SBS's Lunar New Year offering was up 17% year-on-year across movies, food programs, recipes, documentaries and more. Featured content included a specially curated shelf on SBS On Demand; the podcast *Bendigo Golden Dragon* by SBS Mandarin; three-part documentary series *The Silk Road From Above* and Hollywood production *The Farewell* starring Awkwafina on SBS VICELAND; and five new food series: *Malaysia Gourmet with Justine Schofield*, *Seoul at Home*, *Taiwan Bites*, *Hidden Gems* and *What Chefs Want*.

Diwali/Deepavali

Celebrated by more than a billion people globally and more than a million Australians, the Festivals of Diwali, Deepavali, Bandi Chor Diwas and Tihar are honoured in many ways, depending on religion, mythology, region and traditions. SBS's network-wide celebration was shared across an exciting collection of digital, video and audio content in nine languages – Bangla, English, Gujarati, Hindi, Malayalam, Nepali, Punjabi, Tamil and Telugu.

SBS was a proud partner for 15 community events and festivals across all state and territories, including the Cumberland City Council for the Diwali Street Festival in Wentworthville (NSW) and the Alice Springs Town Council Night Markets (NT).

Education arm, SBS Learn, celebrated Diwali for the second year, building on last year's

teaching resource featuring videos with NSW teacher Vakula Bhattar on how to create a Kolam/Rangoli artwork with instructions in seven languages, including English.

Featured content included SBS Audio's highly successful podcast series *My Diwali*, which explored the diverse traditions, spirituality, food and games associated with local celebrations and received over 61,000 downloads; plus a new video series on what Diwali looks like in Australia with celebrity chef Kishwar Chowdhury. SBS World Movies featured a dedicated Diwali/Deepavali content shelf, whilst SBS World Movies ran a full-day marathon and SBS Food served up audience favourites including *Luke Nguyen's India* and *India Unplated*.

Ramadan and Eid al-Fitr



This year, SBS marked Ramadan and celebrated Eid al-Fitr with the 800,000 Australians who observe this month of fasting, prayer and spiritual reflection. Aimed at enriching cultural sharing and understanding, we provided multi-platform content in 22 languages: Arabic, Bangla, Bosnian, Burmese, Dari, English, Gujarati, Hindi, Indonesian, Kurdish, Malay, Malayalam, Nepali, Oromo, Pashto, Persian, Punjabi, Rohingya, Somali, Tamil, Turkish and Urdu.

SBS once again sponsored the Multicultural Eid Festival Fairfield and Lakemba's Ramadan Nights (NSW), and partnered with several events to mark the end of Ramadan with Iftar dinners in Port Augusta (SA), Salamfest (VIC) and the Queen Victoria Markets in Melbourne (VIC), as well as the annual Iftar dinner in Melbourne as part of our multi-year partnership with the Islamic Museum of Australia (IMA).



Education arm, SBS Learn, produced a new teacher resource with the IMA, featuring insights from staff, supporters and the IMA community.

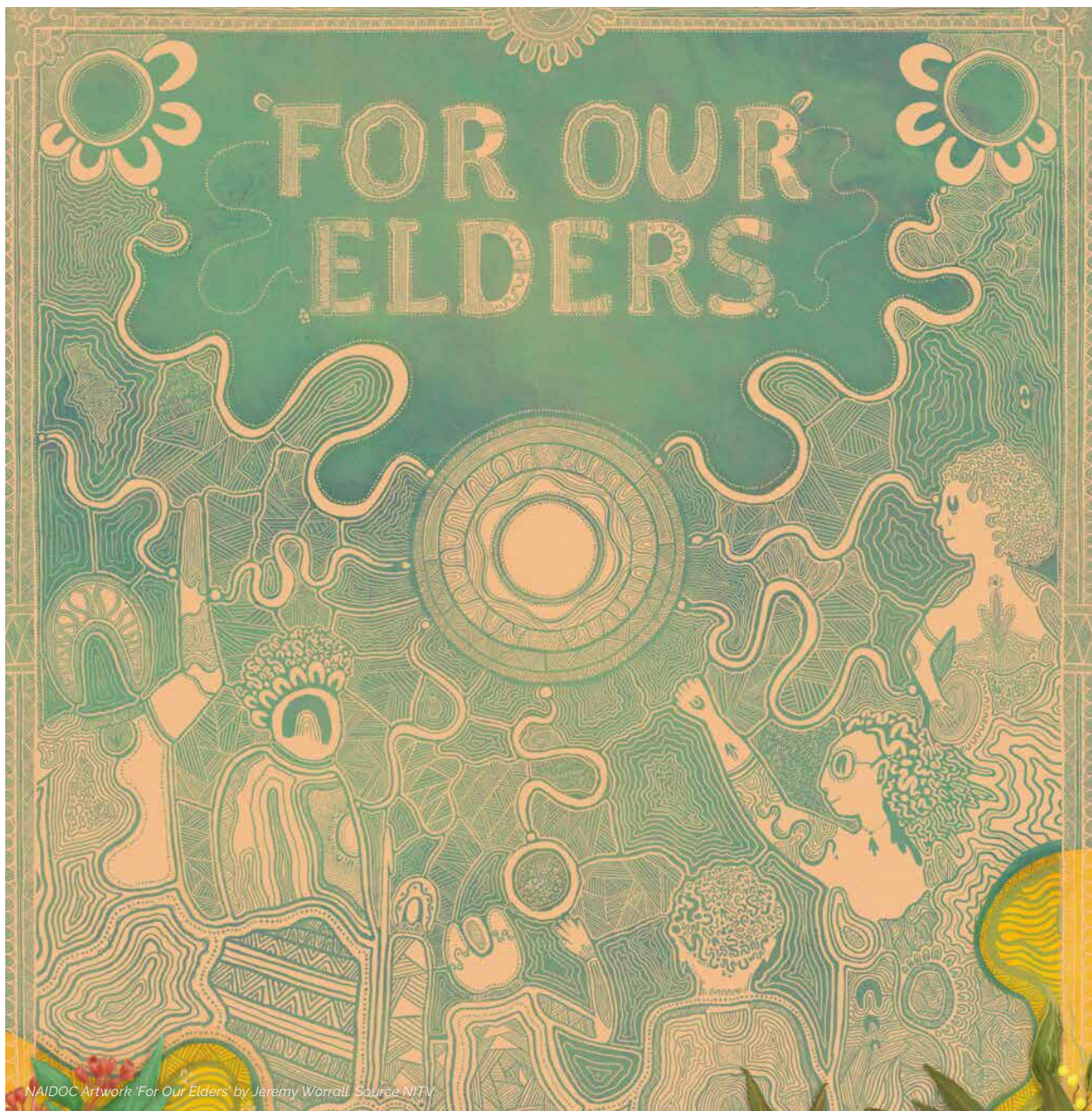
Our distinctive content offering included fresh perspectives through cultural explainers and articles, a selection of movies to stream free on SBS On Demand, and food shows and recipes for Eid. Over the month, SBS News in Arabic ran nightly segments covering diverse stories important to the community including nutrition, cost of living, the significance of Al Aqsa Mosque and the last of the Cameleers, receiving more than 1.2 million social video views. Other popular content included SBS Arabic24's report on a new A-League football initiative allowing Muslim players to break their fast during game time, and SBS Urdu's podcast *Harmony in the Fast: Nourishing the Body, Mind, and Spirit* with medical experts discussing diet, exercise and sleep whilst fasting.

National NAIDOC Week

National NAIDOC Week is a landmark event and celebrated widely across SBS and NITV to strengthen and share the achievements and cultures of Aboriginal and Torres Strait Islander peoples with all Australians.

The 2023 theme 'For Our Elders' recognised the special and unique role Elders have played and continue to play in Indigenous communities and families. This year, SBS and NITV included an impressive NAIDOC Week offering of coverage, programming and activity across NITV and SBS platforms to honour and recognise Elders, traditions and cultural practices across Aboriginal and Torres Strait Islander communities.

Content highlights included the return of *Going Places with Ernie Dingo*, the premiere of thrilling vampire drama *Firebite*, and a simulcast of the ABC live broadcast of the *National NAIDOC Week Awards*. SBS Audio featured First Nations stories across more than 60 multilingual programs, including interviews and talkback with community Elders and emerging leaders.



NAIDOC Artwork 'For Our Elders' by Jeremy Worrall. Source: NITV.

Community engagement



The SBS Audio team were active at more than 70 local events and activations across Australia, including in every state and territory, reaching diverse communities for diverse occasions.

This on-the-ground presence led to high one-on-one engagement with audiences and community members to raise awareness about SBS's Charter and multicultural services. Activities included live outdoor broadcasts and interviews, photo booths and giveaways, and provision of multilingual support materials.

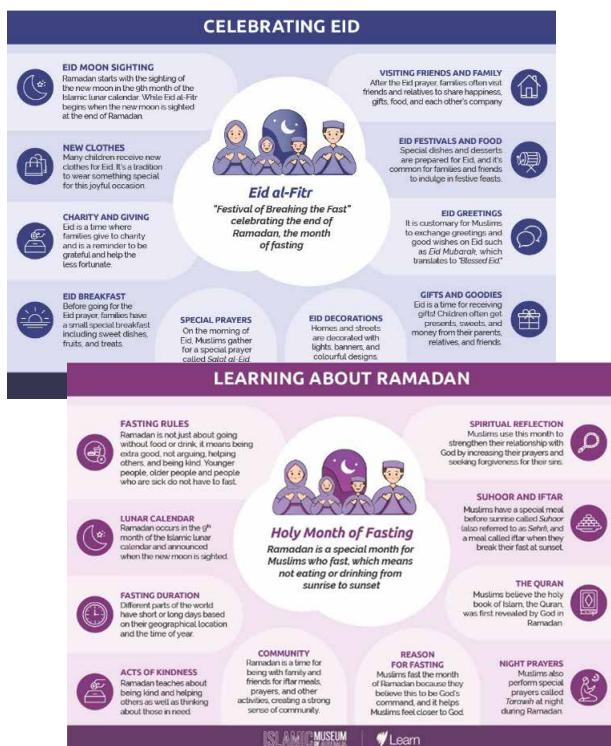
SBS Audio furthered this stakeholder engagement with regular SBS Community Consultations held throughout the year, mainly via online forums to facilitate Australia-wide participation. In these consultations eight language groups ranging from Oromo to Spanish met with SBS Audio's language content teams and program broadcasters to share deeper insights into their communities and discuss their distinct needs.

SBS Learn

SBS Learn is the educational arm of the wider SBS Outreach initiative, providing quality materials for teachers aligned to the Australian curriculum. This year, teaching resources supported key cultural celebrations and supported network-wide initiatives on crucial topics, with our NAIDOC Week resource the most popular.

- NAIDOC Week 2023: For Our Elders
- NAIDOC Week 2023: For Our Elders Living Black
- Celebrate Diwali
- Lunar New Year: Year of the Dragon

- Alone Australia Season 2: Learning About Country
- Understanding Ramadan and Eid
- NAIDOC 2024: Keep the Fire Burning! Blak, Loud and Proud.



Understanding Ramadan and Eid 2024 resource posters in partnership with the Islamic Museum of Australia.



NAIDOC 2023 teaching resource featuring content from Living Black (translated in Arabic and Simplified Chinese).



Primary school teacher Vakula Bhattar in Rangoli/Kolam video (captioned in Bengali).

National Reconciliation Week

National Reconciliation Week is dedicated to breaking down barriers and fostering respectful relationships between Indigenous and non-Indigenous Australians by acknowledging the history and the devastating lasting impacts of colonisation on First Nations peoples. The 2024 theme, 'Now More Than Ever', served as a reminder that the fight for justice and rights of Aboriginal and Torres Strait Islander peoples perseveres.

This year, in line with SBS's Elevate RAP commitments, we delivered a cross-network content offering for National Reconciliation Week, exploring and elevating First Nations stories and

perspectives. The network also held two events to engage staff and key stakeholders. On Monday 27 May, SBS hosted a panel discussion featuring representatives from SBS, NITV, Reconciliation Australia, Multicultural NSW and Diversity Council Australia, exploring this year's theme and discussing where to now for reconciliation. On Mabo Day (3 June 2024), SBS held the second Elder-in-Residence Oration, bringing together guests, partners and community representatives for the recording, as well as recognising the legacy of trailblazer, Eddie Koiki Mabo.



Tanya Denning-Orman SBS Director of Indigenous Content; Karen Mundine Reconciliation Australia CEO; Joseph La Posta Multicultural NSW CEO; Lisa Annese Diversity Council Australia CEO and Theo Dorizac SBS General Counsel and RAP Steering Committee Co-Chair

ELDER-IN-RESIDENCE ORATION

In 2024, the SBS Elder-in-Residence Oration was delivered by Widjabul Wiabul woman from the Bundjalung nation, Rhoda Roberts AO, on Mabo Day (3 June). Delivering her second oration as SBS's Elder-in-Residence, the event provides a dedicated space and platform for elevating First Nations perspectives, and a moment of exploration, reflection, connection and learning for all Australians. This year, Rhoda was joined by Wiradjuri man and media leader Stan Grant. The conversation aired in July 2024 as part of SBS and NITV's NAIDOC Week content offering on NITV and SBS On Demand.



Rhoda Roberts AO, SBS Elder-in-Residence; Aaron Fa'Aoso, SBS Board member; and Stan Grant



SBS Elevate Reconciliation Action Plan (RAP) 2022-2026

SBS reached the half-way point of its four-year Elevate RAP in July 2024.

SBS's Elevate RAP outlines the network's commitment to leadership in reconciliation by increasing the prominence of Aboriginal and Torres Strait Islander stories and perspectives across the network.

SBS's vision through its Elevate RAP is to contribute to greater recognition that the knowledges and stories of First Nations peoples are enriching to everyone in a thriving, multicultural Australia.

We are accelerating our reconciliation journey through commitments involving all parts of the organisation, with a focus on utilising our 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.

SBS continues to make strong progress against its RAP Transformation Project and five RAP commitments, delivering fundamental actions that embed practices into our organisational strategy, operations and workplace culture.

Transformation Project: We connect our newest Australians with the Custodians of the oldest living culture on Earth.

Every day, Indigenous coverage and perspectives are shared across the entire SBS network and increasingly, in more than 60 languages through the SBS Audio network, including on-air, across digital and podcasts.

A key highlight of this work in 2023-24 was the unparalleled multiplatform and multilingual news and information – led by NITV and delivered across the network – in the lead up to the Referendum on an Indigenous Voice to Parliament. This included the SBS Voice Referendum portal, a dedicated online destination launched by the network to connect audiences – in whichever language they speak – with the latest news and insights from across NITV, SBS News and the multilingual SBS Audio network. Explainers breaking down important information and countering misinformation were also available in more than 60 languages.



Natalie Ahmat, Head of Indigenous News and Current Affairs; John Paul Janke, National Indigenous Affairs Editor; Narelda Jacobs, co-host of *The Point*; Dean Widders, host of *Over the Black Dot*. Photo by Ashley Mar.

Commitment One: We will acknowledge truths, share knowledges, celebrate cultures, and elevate Indigenous authorship and languages.

SBS delivered three Indigenous themed and informed network activations throughout the year, with the *Always Was Always Will Be* season in the lead up to and on January 26, National Reconciliation Week, and NAIDOC Week. These activations amplified NITV's leadership in First Nations storytelling and delivery of distinctive content, and also brought together teams across the organisation to deliver a comprehensive, multiplatform programming line-up, extensive news coverage, explainers, education resources through SBS Learn, community and staff engagement opportunities.

Among other highlights delivering on this commitment was the launch of two First Nations language podcasts from NITV Radio: *Jukurrpa Stories* in Warlpiri language, and *Ngilyang*, exploring the reclamation of Wiradyuri language (see page 28).

Commitment Two: We recognise the critically important role of NITV as it supports and strengthens the oldest living culture in the world through the most distinctive content offering in Australia.

NITV audiences grew in 2023-24 (see page 31), and NITV's distinctive First Nations storytelling was featured across the SBS network, exceeding RAP targets. NITV also became available for the first time as an HD channel (see page 33), and as a result is now provided to audiences via both HD and SD channels on linear television, as well as streamed live on SBS On Demand where SBS also curates special content collections elevating Indigenous perspectives around key moments and network activations. This included the SBS On Demand Referendum Portal in 2023, housing a collection of First Nations content designed to inspire and increase understanding (see page 32).



Auntie Irene Ridgeway in *Her Name is Nanny Nellie*



Commitment Three: We value our people and prioritise their success, development and wellbeing.

SBS continues to exceed targets for First Nations representation across executive, senior, middle and non-management cohorts (see page 86), as well as the engagement of First Nations staff in SBS's key leadership development programs. In 2023-24, a range of measures were also implemented to support SBS's Indigenous employment representation and recruitment goals, including the launch of a specific First Nations recruitment webpage, a tailored campaign promoting SBS as an employer for Aboriginal and Torres Strait Islander peoples, community engagement activities, and ongoing participation in programs like CareerTrackers providing opportunities to engage and support emerging talent.

SBS also launched a bespoke program for Aboriginal and Torres Strait Islander staff to engage in culturally immersive and enriching experiences, with all First Nations staff invited to take part in two 'MabuLiyan' (good spirits) off-site days – the first in October 2023 and another in February 2024.

Commitment Four: We will accelerate growth and investment in the Indigenous production sector, media sector and enterprises.

SBS met its target for procurement with Indigenous-owned business, and also continued its partnership with Supply Nation, which supports the organisation in further identifying and engaging with suppliers.

Among partnerships and ongoing engagement with First Nations media organisations, NITV established an MOU with Torres Strait Islander Media Association (TSIMA), with a journalist based on Waiben (Thursday Island) delivering regular stories from the Torres Strait for a national audience on NITV News.

Commitment Five: We hold ourselves accountable. We follow through on our commitments and we review and respond when changes need to be made.

SBS relaunched its First Nations Staff Advisory Group in 2024, with a new name and culturally-informed structure designed to address concerns about cultural load and invisible labour of Indigenous staff taking on these roles in organisations. Called Ngarra, a Dharug language expression meaning 'to listen' and 'together with you', members meet monthly and their contributions are formally recognised to ensure they are supported and resourced to spend time on this aspect of their role. The group brings together Aboriginal and Torres Strait Islander staff from diverse cultures, experiences, and identities to represent and amplify the voices and perspectives of Aboriginal and Torres Strait Islander staff across SBS.



Rhoda Roberts AO giving the second Elder-in-Residence Oration

Promoting social and economic participation for multilingual Australians

SBS Learn English

SBS Learn English is a free English language learning service to support the 872,000 Australians who do not speak English well, or at all.³²

Designed to support adult multilingual English language learners, SBS Learn English is developed in partnership with teaching professionals and leverages SBS's trusted settlement, education and language content.

Content is published in more than 18 languages with a particular focus on Arabic, Chinese (Cantonese and Mandarin), Korean and Vietnamese. This features a fortnightly podcast delivering lessons in a distinctly Australian context and additional audio mini-pods on various topics. Content included five-

minute lessons on *Pronunciation with Janice Petersen*, *Bring A Plate* teaching language and culture through food, and *Australian Citizenship* (see page 80), the bilingual *English on Repeat* in seven languages, and *Is English Hard? No!* for Mandarin speakers. Clocking more than 1.1 million downloads, episodes are supported with additional learning materials.

SBS Learn English further engages in person with industry, communities and classrooms, and in 2023-24 conducted class visits to Navitas, Auburn Library, Maroubra Library, Mosman Council Conversation Class, Rockdale Library and Catholic Care Victoria.



32. Australian Bureau of Statistics 2021 Census

HELPING NEW MIGRANTS PREPARE FOR THE AUSTRALIAN CITIZENSHIP TEST

Launched in September 2023, SBS Learn English's *Australian Citizenship* multilingual video and podcast series aims to help new migrants successfully complete the Australian citizenship test regardless of their English level.

The four-part series covers the topics of Australia's people, democratic rights, government and law, and cultural values, with content aligned to the official government booklet

'Australian Citizenship: Our Common Bond'.

Hosted by Wiradjuri warriors and actors Luke Carroll and Angeline Penrith, the easy-to-understand and entertaining format includes a bonus podcast episode on First Nations peoples. Additionally, English learners can stay informed with the SBS News in Easy English podcast, a daily five-minute news wrap. Each month, the podcast is downloaded on average, more than 163,000 times.



SBS Australia Explained

Australia Explained is a valuable resource helping new migrants and refugees to bridge the cultural gap and successfully navigate life in Australia.

Weekly content in up to 39 languages across radio, podcast and digital platforms provides practical information to aid social, economic and civic participation and help build a sense of belonging.

We are highly responsive to the needs of communities and the topics that they tell us they want more information about. Through ongoing community consultation and engagement with humanitarian settlement program providers, we produce easy-to-understand content in formats that consider varying levels of literacy, including increased content visualisation output.

Some of our most impactful topics in 2023-24 included the Voice Referendum, Australia's inheritance laws, tipping culture,

SBS is committed to helping everyone feel welcome, connected and part of society, no matter where you come from or what language you speak.

and preparing for the Australian Citizenship test, as well as monthly explainers sharing Indigenous stories and perspectives translated into more than 60 languages.

An essential service, *Australia Explained* is continuing to reach more and more Australians, receiving on average 100,000 audio plays and more than 77,000³³ page views monthly, as well as more than two million video plays on social media across 2023-24.

33. Data from Adobe Analytics reports July 2023 - June 2024.

Strong partnerships

World Indigenous Television Broadcasters Network and World Indigenous Content Conference

NITV is a founding partner of the World Indigenous Television Broadcasters Network (WITNB), with members guided by their united purpose to preserve and promote Indigenous voices and stories through television broadcasting. Formed in 2008, WITNB supports this vision biennially through collaboration, content sharing and knowledge exchange at the World Indigenous Television Broadcasters Network Conference, with Indigenous broadcasters from Australia, New Zealand, Canada, Hawai'i, Taiwan and Norway.

The Hawaikirangi 2024 World Indigenous Content Conference occurs every one to two

years and brings together a global community of Indigenous storytellers, media, content creators, marketing and communications professionals. Representatives from NITV and SBS attended the conference this year, including SBS Board members Aaron Fa'Aoso, Elder-in-Residence Rhoda Roberts AO, SBS Managing Director James Taylor, and SBS Director of Indigenous Content Tanya Denning-Orman. Together, NITV and the World Indigenous Television Broadcasters Network seek to address and uplift Indigenous content world-wide, bringing a wealth of knowledge, stories and diversity of First Nations perspectives.

Multicultural NSW

As part of SBS's three-year partnership with Multicultural NSW, SBS supported several high-profile events, including as primary sponsor of the NSW Premier's Lunar New Year and Diwali events, and the NSW Premier's Harmony Dinner on 14 March.



SBS at the 2024 Multicultural NSW Premier's Harmony Dinner

Victorian Multicultural Commission (VMC)

The VMC is a key community partner for SBS, with a long history of working together. As part of SBS's three-year partnership, SBS supports key events such as the VMC Gala Dinner and VMC Multicultural Film Festival, with the winning films screened on SBS On Demand.



Sculptures from the Australian National Maritime Museum displayed at SBS's Artarmon office for NAIDOC Week. Photo by Ashley Mar.

Australian National Maritime Museum

SBS partnered with the Australian National Maritime Museum to sponsor two National Monument to Migration events, which involved the unveiling of new names inscribed on the museum's 'Welcome Wall'.

Australia for UNHCR

Now in its third year, the SBS Les Murray Award for Refugee Recognition is a proud partnership between SBS and Australia for United Nations High Commissioner for Refugees (UNHCR). The award recognises and celebrates the contribution of those with a refugee background who are helping to shine a light on the situation of forcibly displaced people through their work or initiatives in the arts, sports or media.

The award is named after the late SBS sports broadcaster and refugee from Hungary, Les Murray.



CEO of Australia for UNHCR, Trudi Mitchell and Managing Director of SBS, James Taylor with the winner of the 2024 SBS Les Murray Award, Hedayat Osyan.

SBS LES MURRAY AWARD | AUSTRALIA FOR UNHCR

Hedayat Osyan, founder of a leading social enterprise that employs refugees in the construction industry and the recipient of the third Australia for UNHCR-SBS Les Murray Award for Refugee Recognition.

Hedayat, a former refugee from Afghanistan, founded CommUnity Construction seven years ago to support refugees struggling to find work or facing exploitation in the construction industry because they do not speak English.

Since starting CommUnity Construction in 2017, Hedayat has trained 90 refugees from different countries, with 60 now employed in construction and four setting up their own companies.

In his spare time, Hedayat has also been helping a group of recently arrived orphans from Afghanistan to settle into school and life in Australia. He also secured a grant for another group of young refugees, so they had a place to play football and could access uniforms.



Hedayat Osyan



Ali Bahnasawy, SBS News in Arabic presenter; Pamela Cook, Acting Director SBS Audio; Diana Khezeqia Outreach & Engagement Project Manager; Farah Celjo SBS Food Managing Editor; Clare O'Neil, SBS Director of Corporate Affairs; Ustad Sarashar, Musician; Rachà Abou Alchamat. Photo by Ashley Mar.

A man with grey hair, Justin Park, is smiling and holding a red and blue box with a traditional Korean pattern. The box has a red top half and a blue bottom half, separated by a white line with a black traditional Korean pattern. The background is a colorful mural of a traditional Korean landscape. In the foreground, there are some traditional Korean food items, possibly tteok, on a table.

**GREAT PEOPLE;
GREAT CULTURE**

Justin Park, Korean Digital Producer

2023-24 At a glance

SBS's people and culture are at the core of our strategy and critical to our success. The team is diverse, high performing and dedicated to SBS's Purpose. A leader in workplace inclusion, SBS prioritises its people and believes everyone has the right to feel a true sense of belonging, value and safety.



Industry leading employee engagement score of 81%

11 pts above the national all-industries average and four pts above the creative and media sector average.



SBS named a Platinum Employer by the Australian Workplace Equality Index

SBS achieved the highest benchmark on LGBTQI+ workplace inclusion.



Outstanding teams

SBS's Marketing and Finance teams were recognised as the best of the best by their industry peers.



'Stepping Into' disability internship program

SBS launched an internship program in partnership with the Australian Disability Network and was nominated for three Disability Confidence Awards.

SBS's workforce

A diverse team across 1,250 permanent employees.

As Australia's multicultural and First Nations broadcaster, SBS has a responsibility to our audiences, communities and employees to ensure that our workplace reflects the rich diversity of communities we serve, and that our culture exemplifies our purpose of contributing to an inclusive and cohesive society. SBS actively recruits people from diverse backgrounds and with a range of lived experiences. Employees are invited to confidentially share diversity-related statistical information upon commencement of employment and through an annual Diversity and Inclusion Survey.

Aboriginal and/or Torres Strait Islander people*

5.69%
of SBS employees³⁴

11.11%
of SBS Board³⁵

13.95%
of senior leaders³⁶

5.62%
of people leaders³⁷

Identifies as having a culturally diverse background

63.1%
of SBS employees³⁴

88.9%
of SBS Board³⁵

56.5%
of senior leaders³⁶

59%
of people leaders³⁷

Place of birth – Australia**

56.16%
of SBS employees³⁴

66.67%
of SBS Board³⁵

65.96%
of senior leaders³⁶

56.98%
of people leaders³⁷

Identifies as a person of colour

25.8%
of SBS employees³⁴

44.4%
of SBS Board³⁵

22.1%
of senior leaders³⁶

19.9%
of people leaders³⁷

Place of birth – overseas**

43.84%
of SBS employees³⁴

33.33%
of SBS Board³⁵

34.04%
of senior leaders³⁶

43.02%
of people leaders³⁷

Mainly
non-English
speaking

31.2%

of SBS employees³⁴

22.2%

of SBS Board³⁵

16.5%

of senior leaders³⁶

24.1%

of people leaders³⁷

Combined English
and non-English
speaking

15.4%

of SBS employees³⁴

44.4%

of SBS Board³⁵

15.5%

of senior leaders³⁶

14.18%

of people leaders³⁷

Lives with a disability
or chronic condition
requiring workplace
adjustments

14.3%

of SBS employees³⁴

20.7%

of senior leaders³⁶

13.8%

of people leaders³⁷

Female

53.2%

of SBS employees³⁴

33.33%

of SBS Board³⁵

59.62%

of senior leaders³⁶

52.41%

of people leaders³⁷

Male

45.29%

of SBS employees³⁴

66.67%

of SBS Board³⁵

39.42%

of senior leaders³⁶

45.82%

of people leaders³⁷

Non-binary*

1.51%

of SBS employees³⁴

0.96%

of senior leaders³⁶

1.77%

of people leaders³⁷

Has a diverse sexuality

16.1%

of SBS employees³⁴

15.3%

of senior leaders³⁶

12.8%

of people leaders³⁷

34. Represents full-time and part-time employees who voluntarily disclosed information.

35. Board data as at 15 August 2024. Managing Director included in both SBS Board and Senior Leader columns.

36. Senior leaders are identified as the SBS Executive Team and their direct reports.

37. People leaders are those employees who have at least one direct report.

Diversity and Inclusion

Inclusion, Equity and Diversity Strategy

SBS has continued to deliver upon the commitments outlined in its Inclusion, Equity and Diversity Strategy 2022-2024. Developed in consultation with employees and external specialist partners, this three-year strategy outlines SBS's vision to be one of Australia's most diverse and inclusive employers through:

- An inclusive culture: where all employees are able to thrive.
- Diverse teams: to ensure diversity of thinking as key to creativity and innovation.
- Inclusive content and products: by amplifying diverse voices both on and behind our screens, and creating more accessible platforms and products.
- Inclusive operations: designed to eliminate bias and support employees.

The strategy includes key focus areas and goals, as well as the initiatives and actions that SBS will take to achieve its vision.

Employee Advisory Groups

SBS continues to work with our Employee Advisory Groups (EAGs) which empower our people to take an active role in fostering an inclusive workplace culture for all. The EAGs include SBS Pride and Allies, focused on LGBTQI+ inclusion, The Network, which addresses gender equity, SBS Access, which considers the experiences of employees living with disability, SBS Multi, which brings together culturally, religiously and linguistically diverse team members, and Ngarra, our First Nations Staff Advisory Group representing the broader First Nations staff cohort across SBS.

SBS's Employee Advisory Groups help empower our people to play an active role in fostering an inclusive workplace culture and advocate for positive change. They also host staff events and initiatives aimed at furthering understanding through showcasing diverse voices and perspectives.



Co-Chairs of SBS's EAGs: Lucinda Edwards, Jay Borthwick, Fiona Williams and Julia Frolov. Photos by Ashley Mar.

Platinum Employer for LGBTQI+ employees

This year, SBS achieved the highest benchmark of LGBTQI+ workplace inclusion – recognition as a Platinum Employer by the Workplace Equality Index (WEI). Since first participating in the LGBTQ+ Awards in 2018, SBS achieved Silver and then Gold Employer status for four consecutive years from 2019 to 2022. In 2023, the awards had a hiatus to restructure the index and in 2024 SBS was recognised as a Platinum Employer, making SBS one of a select group of employers in Australia at the highest level of championing inclusion in the workplace.

'Stepping Into' disability internship program

In the summer of 2023-24 SBS launched an internship program in partnership with the Australian Disability Network to host three students or recent graduates living with disability on a 12-week paid internship program. The interns worked across various areas of the business including Corporate Affairs, Marketing and Technology. The 'Stepping Into' program aligns with our commitment to create opportunity for people living with disabilities under our Inclusion, Equity and Diversity Strategy.

CareerTrackers Indigenous Internship Program

SBS has continued its commitment to the CareerTrackers Indigenous Internship Program. For the summer of 2023-24, SBS brought on seven interns across a range of disciplines including People and Culture, Audio and Language Content, Technology, and Television and Online Content. The program aligns with our Indigenous Employment Strategy and RAP commitments.

MEET ILDIKO



"It's a privilege to be one of the new Co-Chairs of SBS Multi. Having spent many years working at the heart of SBS's Charter serving multicultural and multilingual communities in Audio and Language Content, I look forward to focussing our efforts to remove barriers and identify opportunities to strengthen inclusion at SBS."



Members of SBS's First Nations Staff Advisory Group, Ngarru: Susan Parrish, Marcellus Enalanga and Bronte Charles. Photo by Ashley Mar.

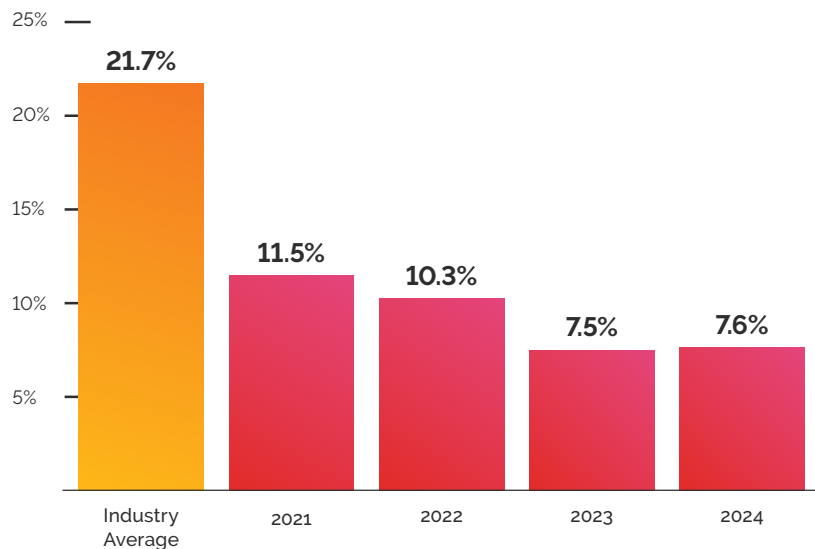
Gender pay equity

Each year SBS conducts a comprehensive gender pay equity analysis. Initiatives aimed at maintaining pay parity include:

- Representation targets for women in technology-based roles.
- Gender-balanced interview panels.
- Gender-balanced candidate shortlists.
- Detailed succession plans with gender-balanced talent pipelines.
- Enhanced flexibility options for employees.
- Paid superannuation on unpaid parental leave.
- Ability to request a salary review on return from parental leave.

In 2023, SBS participated for the second time in the public sector reporting program to the Workplace Gender Equality Agency (WGEA) and the SBS total remuneration pay gap is currently at 7.6% compared to the industry average of 21.7%.

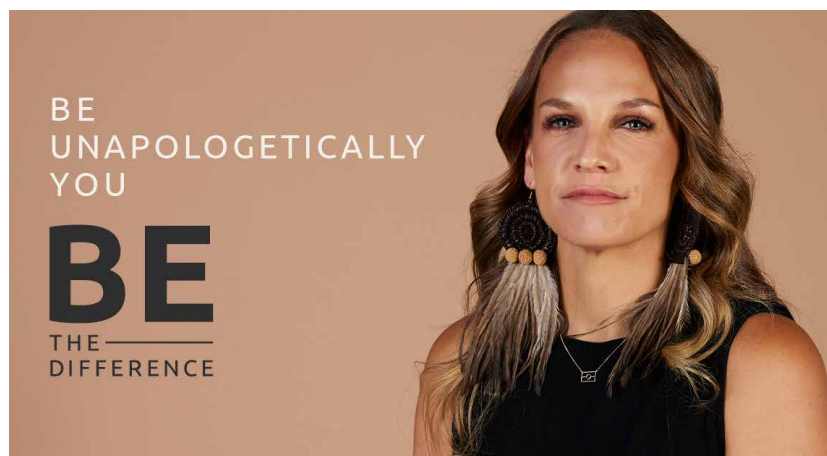
Total remuneration gender pay gap



Inclusive initiatives

This year, SBS has introduced a number of industry-leading inclusive initiatives. These include:

- Providing SBS staff with the opportunity to learn a language other than English. Studies show that the development of multilingual skills also supports the development of cross-cultural empathy and understanding, a vital element of our overarching strategy.
- A new dispute resolution process, developed in consideration of First Nations cultural practices and protocols to support conflict resolution for employees in the workplace.



SBS's Be the Difference campaign

A highly engaged workforce



Staff enjoying the 2023 SBS Wellbeing Expo

Employee engagement surveys

Our tri-annual staff surveys show employee engagement was maintained at an average of 81% throughout 2023-24, with our most recent survey in May 2024 showing engagement levels at 83%. Our latest engagement level is six percentage points higher than the Australian industry average, placing SBS in the top 25% of employers in the country. SBS uses the insights and feedback from these confidential and anonymous surveys to respond and make positive changes to build an even greater workplace experience.

Our latest survey also showed that 93% of SBS employees are proud to work for SBS and 89% believe that SBS provides a supportive culture for employees from diverse backgrounds.³⁸

Accelerated Development Program

The SBS Accelerated Development Program is a 12-month structured program for high potential employees who have been identified as potential future successors. Run once every two years, the program is a mix of centralised activities and bespoke individual development plans and includes both the participants themselves as well as their managers, who are responsible for the implementation of their development plans and goals.

This year, 16 high potential individuals and their managers participated in the program, with processes in place to ensure the inclusion of those from under-represented backgrounds, strengthening and diversifying our talent and succession pipelines.

Strengthening performance

SBS believes that regular, ongoing and transparent feedback is critical to strengthening performance, employee engagement and career development. All employees at SBS develop a FOCUS plan with clear goals aligned to team, divisional and organisational objectives under SBS's strategy, as well as personal objectives. Regular conversations between managers and individuals throughout the year plus formal check-ins form the basis for SBS's annual performance cycle.

³⁸ SBS Employee Experience Survey



AWARDS 2023



Finance and marketing excellence recognised



SBS's Finance and Marketing teams were recognised as the best of the best by their industry peers with awards for Finance Team of the Year by *CFO Magazine* and Marketing Team of the Year from B&T. Driven by SBS's unique purpose, the Finance team's mantra is: our people are our greatest asset. Delivering strong financial governance, the team won the award in a highly competitive category. The Marketing team also came out on top at the B&T Awards winning Marketing Team of the Year, impressing the expert panel of industry judges with their commitment, passion and hard work.

Prioritising workplace health and safety



Promoting safety leadership

Safety is a collective responsibility, and achieving safety excellence requires everyone to take ownership. Our Workplace Health and Safety (WHS) team focused on fostering a strong safety mindset and promoting accountability among employees. The team conducted interviews with Executive Committee members, senior and middle managers, and front-line employees to develop comprehensive safety leadership training materials and delivering this training to all staff.

SBS's Lost Time Injury Frequency Rate (LTIFR) is 35% below the industry average, where a Lost Time Injury is a workplace injury or illness that results in an employee being unable to perform their regular work duties for at least one full workday or shift following the incident.

Wellbeing

SBS continues to offer staff a raft of wellbeing initiatives including discounted access to fitness facilities, wellbeing webinars on a variety of topics through Employee Assistance Provider, Converge International, staff events and more. SBS held its second Wellbeing Expo, bringing together existing services to support mental, physical, social and financial wellbeing.

Digitalising reporting processes

In our continuous effort to enhance workplace safety and streamline processes, the WHS team has successfully digitalised the Incident Reporting System. By providing an easy-to-use platform accessible to all employees and contractors, the accuracy and speed of incident reporting has improved. The digital system also facilitates better data analysis and trend identification, allowing proactive measures to be made to prevent future incidents and promote a safer work environment for everyone at SBS.

Enhancing sexual harassment awareness

Demonstrating SBS's dedication to a safe working environment, the WHS team conducted a thorough assessment and delivered additional sexual harassment training for all staff and managers. This initiative, in collaboration with the Training and Legal teams, aimed to heighten awareness and reinforce the appropriate escalation processes within SBS. This is part of SBS's ongoing commitment to prevent and eliminate sexual harassment from our workplace in line with our Positive Duty obligations.

A year of staff engagement



Lunar New Year

Staff at our Artarmon and Melbourne offices enjoyed Lunar New Year festivities including a traditional Korean fan dance.



Mardi Gras

Forty SBS staff members marched on Oxford Street to celebrate the 46th Sydney Gay and Lesbian Mardi Gras.



Diwali/Deepavali

SBS's Melbourne office shone brightly for the Festivals of Light.



Eurovision Lip Sync contest

A showcase of SBS talent, staff celebrated more than 40 years of being the broadcasting home of Eurovision.



Clothes Swap

SBS Green gave staff the opportunity to donate clothing and save pre-loved garments from landfill.



Bring a Plate

Staff exchanged cultural foods for Harmony Week, inspired by SBS Learn English's new video series, *Bring A Plate*.



Dhol drumming performance at staff Festivals of Light event. Photo by Ashley Mar.



GREAT BUSINESS

Behind the scenes on the set of While The Men Are Away

2023-24 At a glance

SBS holds a unique place in the Australian media landscape sitting at the intersection of public broadcasting and commercial media. The reporting period saw SBS use its position to lead the market discussions on a number of key industry issues such as responsible advertising, sustainability and better TV measurement. SBS is also a highly efficient and contemporary national broadcaster that, through our hybrid business funding model, is uniquely positioned to drive positive commercial outcomes in the Australian media market.



Strong commercial revenues

Despite a difficult advertising market SBS Media performed well across TV and audio.



Beyond 3%

NRMA Insurance became the first brand to commit 3% of media spend with First Nations media.



Leading the media sector in sustainability

SBS has set ambitious sustainability targets and is leading the way in measurement.



Efficient

Over the nine-year period to 2023-24, SBS's ongoing efficiency program produced more than \$70 million of realised savings in 2023-24.

SBS Media



The SBS Media team drives around one-third of SBS revenue through advertising and strategic sponsorships across SBS television, digital, audio, brand partnerships, events, cultural training, video production and translation services.

SBS advertising revenues

In 2023-24, SBS's advertising and sponsorship activities generated \$126.4 million.

SBS Media continues to grow and diversify revenue opportunities, including services in the areas of strategy, research, video production, translation and cultural competence training.

SBS Media uses its position to drive the market to better outcomes

Throughout the reporting period, SBS used its unique position in the commercial landscape to drive the commercial media toward positive societal outcomes.

The SBS Upfronts in October 2023 gave more than 1,000 clients and media a preview of the SBS 2024 content slate. The broadcaster used its theme of 'demand different' to announce market leading initiatives including:

- Being the first Australian broadcaster to switch to 100% renewable energy and set an ambitious net zero target of 2045. The move reflects the need from brands for advertising partners/suppliers to have clear and defined sustainability plans.
- The launch of a world-first Audience First opt-out functionality on SBS On Demand which allows users to exclude themselves from certain classes of advertising in the categories of alcohol, wagering and quick-service restaurants (QSR).
- The next evolution of the Beyond 3% initiative with new partnership tiers for brands. NITV also saw NRMA insurance become the first major brand to commit 3% of its media spend to First Nations Media (see case study box below).

SBS was also named the Diversity and Inclusion Partner with the Independent Media Advertising Association (IMAA) representing our ongoing commitment to supporting local Australian media agencies and businesses.

NRMA INSURANCE BECOMES FIRST BRAND TO COMMIT 3% OF MEDIA SPEND TO FIRST NATIONS MEDIA

In August 2023, NRMA Insurance and NITV announced an innovative new partnership which marked the largest advertising investment by a single commercial brand in the First Nations broadcaster.

The partnership forms part of NRMA Insurance's support of the Beyond 3% initiative with the brand committing 3% of its broadcast media spend to First Nations media for 2023-24.

This partnership represents a substantial investment in NITV, supporting investment into creating First Nations stories.

Aboriginal and Torres Strait Islander peoples represent 3.8% of the Australian population, but it is estimated that less than 0.3% of advertising in Australia invested in media is dedicated to reaching these audiences.

The Beyond 3% initiative was launched by SBS and NITV in early 2021 seeking to engage media agencies and marketers to begin to address this gap by learning more about the role and value of First Nations media in Australia.



What the market said about SBS Media in 2023-24:

"What we saw from SBS was a strong focus on responsible advertising, strong diverse content slate and a digital first approach."

DEEPAK TAHILIANI

HEAD OF DIGITAL INVESTMENT, GROUPM ON THE SBS UPFRONTS

"SBS has pointed out the obvious truth that actually works in favour of brands rather than against them – spending money to reach people who are never going to buy your services is a waste of money."

SOFIA GERAGHTY

B&T ON THE SBS ON DEMAND OPT-OUT

"It would be great to have the other [traditional TV] networks followed SBS's lead in taking a more collaborative approach to these [measurement] discussions."

KRISTIAAN KROON

OMG CHIEF INVESTMENT OFFICER ON THE LAUNCH OF THE VIDEO FUTURE COLLECTIVE

Ongoing efficiency savings

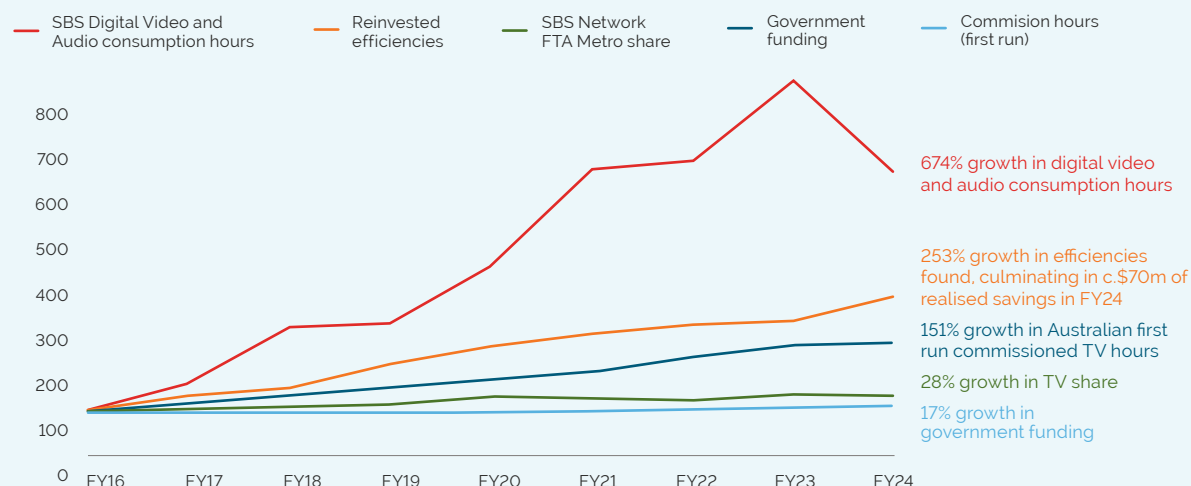
Over the nine-year period to 2023-24, SBS's ongoing efficiency program produced more than \$70 million of realised savings in 2023-24.

These efficiencies have been generated through vigilant annual planning processes, workflow improvements, the renegotiation of supplier agreements, an evolved operating model utilising best-in-class technology solutions, and investment in a working environment that fosters agile practices and a highly engaged workforce.

SBS has reinvested these efficiencies in the growth of digital services and distinctive cross-platform content in line with its Charter to educate, entertain and inform all Australians. From 2015-16 to 2023-24, SBS increased digital video and audio consumption hours by 674%, improved metro share by 28% (from 6.8% to 8.7%) in a declining free-to-air broadcast market, and increased commissioned hours by 151%.

Comparison of SBS Digital Video and Audio consumption hours, FTA TV share, First Run commissioned TV hours, efficiencies reinvested and government funding

(FY16-24) Indexed (FY16 = 100)



NOTE: Digital video and audio consumption hours include methodology changes across the period as analytics and coverage improved such as video co-viewing from January 2020 onwards.

SUSTAINABILITY AT SBS

During this financial year, SBS took a strong leadership position within the media and corporate industry on sustainability.

SBS sees third year of measurement of carbon emissions

For the third year in a row, SBS has conducted a Greenhouse Gas Assessment to determine its carbon footprint. Through partnerships and collaboration with key suppliers, SBS has been able to secure more accurate data to build a more comprehensive picture of overall emissions including Scope 3 (supplier emissions).

The Greenhouse Gas Assessment Report found that emissions for SBS in 2022-23 across Scope 1, 2, and 3 were 58,622 tCO₂-e, which is a 12.5% increase on the previous year, mainly due to additional content. This equates to 43.8 tCO₂-e per FTE and 1.22 tCO₂-e per hour of first run broadcast content – a new emissions

intensity metric that SBS has developed.

The Greenhouse Gas Assessment used the Greenhouse Gas Protocol methodology to measure SBS's emissions across Scope 1, 2 and 3.

- Scope 1 emissions are those which a company has direct control over via ownership of activities.
- Scope 2 is purchased electricity, heat or steam.
- Scope 3 is indirect emissions from activities or services purchased from other third-party companies, which include indirect emissions associated with Scope 1 and 2 sources.

Measuring the carbon footprint of the television shows we make

SBS also led the way in the television industry with *The Cook Up with Adam Liaw* becoming the first television program to measure its carbon footprint through Sustainable Screens Australia using the Albert Calculator – a tool to calculate and validate Greenhouse Gas Emissions from productions. This was followed swiftly by *Insight* and *Going Places with Ernie Dingo*.

100% renewable energy for the long term

Following the switch to 100% renewable energy in 2022-23 through the purchase of Large Scale Generation Certificates (LGCs), SBS has now made a longer-term commitment to renewable energy through the procurement of a 10-year Power Purchase Agreement which starts in July 2024. This provides investment to stimulate the renewable energy market in Australia.

Partnering with our suppliers to help them decarbonise

During this year, SBS has partnered with key suppliers across content, technology and marketing, engaging with them on their sustainability strategies to understand their progress in measuring and reducing their carbon footprints as this contributes to SBS's Scope 3 emissions. This has provided an opportunity to improve the data quality of emissions calculations, as well as to share lessons and insights with suppliers to help accelerate their decarbonisation plans.

SBS takes concrete steps to decarbonise

SBS continues to take steps to reduce emissions within its direct control. During 2023-24, SBS migrated part of its fleet to hybrid or electric vehicles, shifted some data centres to more energy efficient cloud based solutions, and updated its procurement policies to build in sustainability.

2045 net zero target aligns with latest science

SBS made a bold public commitment to decarbonise its operations and supply chain to net zero emissions by 2045 across Scopes 1, 2 and 3. This was based on extensive analysis of the organisation's supply chain and credible pathways to reduce emissions across all categories. To ensure this modelling is independently verified and aligned with the latest science, SBS has also applied for validation of its net zero target by global standards body Science Based Targets Initiative (SBTi).

ESG framework and governance

SBS has continued to make progress on Environmental, Social and Governance (ESG) issues this year with regular governance across 10 material topics within the ESG framework.

Environmental	Social	Governance
Carbon emissions and climate change	Community impact	Health and safety
Production environmental impact	First Nations impact	Privacy and data security
Recycling and e-waste	Employee diversity and inclusion	Trusted news and information
	Representative media presence	

SBS has continued its active membership of industry body Sustainable Screens Australia. It has also continued to lead the Green Ears audio industry group, sharing insights on sustainability and decarbonisation across the commercial, public and community radio sector. SBS has also partnered with Scope3 – the provider of a software tool for analysing emissions from advertising campaigns – to address decarbonisation within the advertising industry, offering these insights to clients to help them reduce their advertising-related emissions.

SBS Green

SBS Green is an employee group established in 2018 with representation across the organisation. It aims to drive employee engagement on sustainability issues and encourages sustainability education initiatives and events to engage staff such as clothes swaps, encouraging sustainable habits, and celebrations of key events such as Earth Day.

Water and waste management

SBS recognises that its normal business operations have an impact on the environment and is seeking to mitigate any adverse environmental impacts through several sustainability initiatives including recycling, improvements to energy efficiency, water conservation measures, and the purchase of products made from recycled materials.

In 2023-24, the Pangolin Associates Report found that 51 kilograms of waste (a decrease of 73 kilograms) and 10,967 litres of water (an increase of 5,785 litres) were used per SBS FTE employee (based on 1,337.3 FTE employees).

SBS continues to look for ways to minimise and mitigate waste and water use. In 2023-24 the general office recycling program recycled 100% of cardboard, paper and comingled waste, equalling a total of 58 tonnes of cardboard and paper and 78 tonnes of comingled waste. A further 161 tonnes, or 72%, of general waste generated by SBS was recovered and diverted from landfill or reused. In addition, 1.28 tonnes of e-waste, and 7.8 m³ of polystyrene were recycled. Dedicated programs also continued to encourage staff to recycle toner cartridges, mobile phones and phone batteries, redundant electrical and data cabling, fluorescent lighting tubes and waste generated through building refurbishment work.

SBS Technology



Filming of the 2024 SBS Elder-in-Residence Oration

The reporting period saw significant activity for SBS's Technology team including the completion of several major projects. Some of the highlights include:

Broadcast operations

In 2023-24, Technology supported the delivery of more programs than ever using in-house resources and facilities. Production examples include *Tour de France*, *Eurovision*, *The Road to Referendum*, *The Cook Up with Adam Liaw*, *Mastermind* and daily news productions. Significant support was also provided as SBS Audio successfully made a significant schedule change in October 2023 with no impact to audience or operations experienced.

Data/BI reporting

Technology assisted the migration and consolidation of business data and reports to cloud, modern data warehouse and BI tools in Snowflake and Tableau Cloud. Incorporated reporting and enabled opt-out for wagering, alcohol and quick service restaurant advertising, and improved the post-campaign reports for the Media Sales team. These were provided to advertisers and agencies at the end of campaigns, giving insight into audiences, such as what interest or language segments they belong to.

Cybersecurity

In light of escalating threats to information security, SBS remains steadfast in its commitment to fortifying its cybersecurity protocols and procedures. The past year witnessed significant strides in modernising our infrastructure, coupled with enhancements in assessing third-party cyber risks. Moreover, concerted efforts were dedicated to fostering staff awareness through comprehensive exercises and effective communication strategies.

SBS DRIVES PRINCIPLES-BASED APPROACH TO USING ARTIFICIAL INTELLIGENCE (AI)

The growth of AI has been a seismic shift in the media landscape in recent years. As a public broadcaster, SBS is committed to using this technology with the strongest safeguards and ethical frameworks possible.

SBS has developed a simple principle-based framework for the responsible use of AI:

- Security first – AI follows the same rules as our employees.
- AI is an intern – Humans are responsible for AI.
- AI works for us – We decide when and how to use AI.

To further the development of AI within the business, SBS has built an incubator team which is working across both video and audio products to look at applications the safe for the technology to create processes and efficiencies to help storytellers spend more time creating content.

Broadcast Transmission Services

SBS Television and Radio services

SBS Television and Radio services are delivered to audiences on several transmission platforms as described below.

SBS transmits from 541 terrestrial television services around the country, providing coverage to approximately 98% of the Australian population.

These are comprised of:

- 351 national digital terrestrial services provided by BAI Communications.
- 117 re-transmission services provided by Regional Broadcasters Australia (RBAH) and Transmitters Australia (TXA).
- 66 self-help services managed by local councils and community groups.
- Seven Commonwealth Government services.

Including the VAST (Viewer Access Satellite Television) platform, with its current base of 435,216 receivers, SBS provides coverage to 100% of Australians.

SBS is also distributed on satellite and streaming services via subscription on Foxtel.

In addition to DTV, VAST and streaming, SBS Radio is delivered in capital cities and regional centres using analogue (AM/FM) and digital (DAB+) terrestrial transmissions.

Service Category	Radio Platform (terrestrial)	
	Analogue Radio	Digital Radio (DAB+)
SBS-managed sites	15 sites - 9 FM - 6 AM	25 sites ³⁹
Others	107 self-help (FM) ⁴⁰	

Services	Radio Platform (terrestrial)		
	VAST	DTV	Digital Radio (DAB+)
Radio services	SBS1, SBS2, SBS3, NRN ⁴¹ , SBS South Asian, Arabic24, PopAsia, SBS Chill	SBS1, SBS2, SBS3, Arabic24, SBS South Asian, SBS Chill, PopAsia	SBS1, SBS2, SBS3, Arabic24, SBS South Asian, SBS Chill, PopAsia

³⁹ Serving all capital cities; 9 main transmitters plus 16 infill repeaters

⁴⁰ Self-help data is taken from the ACMA government database of Broadcast Licences

⁴¹ NRN is the SBS Radio National service



Transmission network infrastructure upgrades

During 2023-24, in addition to the successful implementation of various material network infrastructure upgrades by our transmission service provider, BAI Communications, SBS has realised notable benefits from three implemented programs: the Broadcast Resiliency Program, the Low Power Transmitters Replacement Program, and the Spare Parts Management Program. These initiatives are integral parts of the BAI Communications network capital reinvestment program initiated in 2022-23.

These programs will contribute significantly to further enhancing service reliability and reducing our overall carbon footprint. By fostering a culture of resilience and sustainability, we have laid the groundwork for further improvements in network reliability.

The upgrade of Program Input Equipment (PIE) and the successful completion of various network improvement projects have notably enhanced the reliability of our analogue radio network. These advancements underscore our commitment to delivering high-quality service while minimising environmental impact.

Service performance monitoring

The utilisation of advanced analytics to tackle systemic issues within our network infrastructure has brought significant positive outcomes for the performance of our broadcast networks. The implementation of data-driven maintenance strategies has resulted in a consistent decrease in service-impacting faults, thereby surpassing key performance indicators (KPIs) for contracted availability targets on a regular basis throughout 2023-24.

This success has empowered SBS to substantially diminish services downtime while enhancing our responsiveness to any unforeseen transmission faults.

Fault management system

SBS operates a complex fault management system for all key suppliers. Each supplier is required to log, manage and report on matters that impact SBS transmission, including planned outages for maintenance or project work, and compliance with contractual technical performance specifications.

The SBS Managed Services team retains detailed records of transmission issues and faults to assess performance and efficacy of service contractor management. SBS's real-time management of service outages is also used to provide support directly to the audience via the Audience Technical Support group operating within the Zendesk ticketing system.



Reach (terrestrial delivery)

Service	Mode	June 2021	June 2022	June 2023	May 2024
Television ⁴²	Digital	97%	97%	98%	98%
Radio	Analogue	63%	63%	63%	63%
	Digital	57%	65%	65%	65%

Service availability

The service availability of SBS's terrestrial television and radio services measures the proportion of time each transmitter is on air during the year, including planned outages.

Service	Mode	June 2021	June 2022	June 2023	April 2024
Television	Digital	99.94%	99.96%	99.96%	99.92%
Radio	Analogue	99.98%	99.99%	99.97%	99.99%
	Digital (DAB+)	99.98%	99.97%	99.99%	99.98%

⁴² Estimated potential population reach; Self-help and direct-to-home satellite (VAST) services not included.



**CORPORATE
GOVERNANCE**

2023-24 At a glance

SBS operates to the highest levels of corporate standards and governance. 2023-24 was the first year of SBS's agreed five-year funding, yielding a surplus in the financial year with the goal to continue growing commercial revenue.



Board meetings

The SBS Board met six times, discharging their obligations to ensure that SBS operates properly, efficiently and economically.



Prominence on connected TVs

SBS welcomed the introduction of the Communications Legislation Amendment (Prominence and Anti-siphoning) Bill 2024.



Parliamentary Friends of SBS

SBS hosted a Lunar New Year celebration at Parliament House, Canberra.

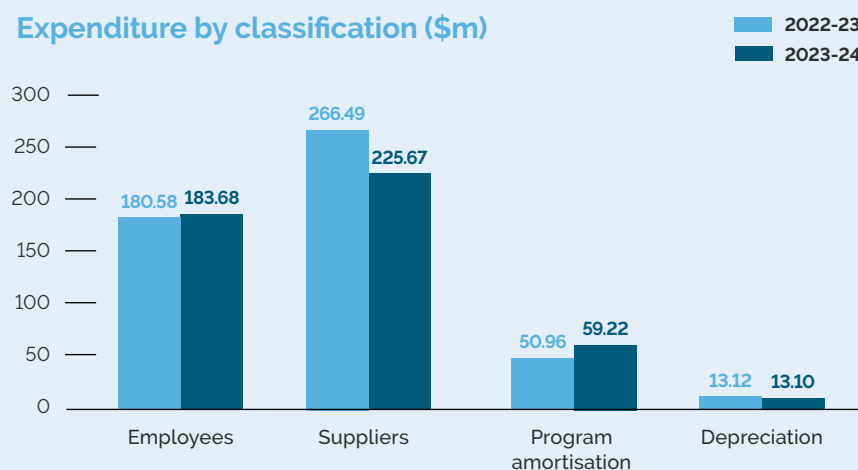
SBS Corporate

Financial results

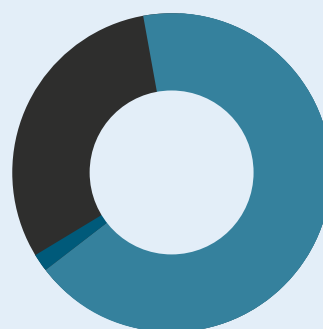
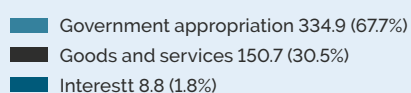
The Corporation ended the 2023-24 financial year with a surplus of \$2.1 million. The Corporation's total assets decreased during the financial year from \$371.0 million to \$353.3 million.

SBS generated 30.5% of its total operating revenue from the sale of goods and services, predominantly advertising revenues across the SBS platforms.

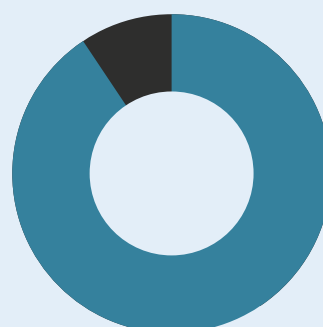
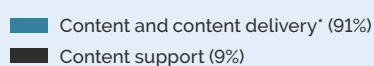
Expenditure by classification (\$m)



Operating revenue (\$m)



Expenditure



*Includes technology and commercial

Major investing and financing activities

SBS actively and responsibly manages its finances. This involves the preparation of estimates for appropriation and equity injection funding, taking into account movements in the inflation parameter applicable to SBS. Cash holdings are monitored throughout the year and, where funds are not immediately required for operational activities, investments are made.

All investments have been made in accordance with the investing requirements of the *Special Broadcasting Service Act 1991* and the *Public Governance, Performance and Accountability Act 2013*.

Five-year funding

2023-24 was the first year of SBS' agreed five-year funding (2023-24 to 2027-28 financial years announced by the Federal Government in May 2023). In 2023-24, SBS received a total appropriation of \$334.9 million from the Australian Government.

Level of overhead

SBS regularly conducts benchmarking exercises to ensure it is meeting or exceeding industry standards regarding expenditure on corporate overheads. In 2023-24, the percentage of SBS's total expenditure spent on administrative overheads was 7.4%. This reflects the concerted effort by SBS to improve efficiencies in this area to direct more funds to service delivery and content creation, for the benefit of audiences.

National DAB Licence Company Limited

In October 2009 SBS formed, with the ABC, the National DAB Licence Company Ltd. The company was formed in order to obtain a category 3 digital radio multiplex transmitter licence as provided for by section 102E of the *Radiocommunications Act 1992*. SBS and the ABC are the only shareholders in the company.

Indemnities and insurance premiums for officers

As part of its general insurance protection SBS has a Directors and Officers Liability Insurance Policy in place. The cost of this policy for 2023-24 was \$119,421 (GST excluded).

Related entity transactions

SBS has procedures in place to identify and report on any related party transactions. These are set out in notes 3.3A and 3.3B to the SBS Financial Statements (see page 149).

External and internal audit

The audit of SBS's financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unmodified opinion on the 2023-24 financial statements of SBS.

SBS has an agreement with PwC for the delivery of internal audit services. PwC performed audits throughout 2023-24 in accordance with the Internal Audit Plan approved by the SBS Audit and Risk Committee. Where applicable, recommendations for improvements to the control environment were brought to the attention of SBS management, and remediation plans are in place as agreed with management to address issues raised.

The following internal audits were conducted in 2023-24: Work, Health and Safety, Recruitment and Talent Management, Reconciliation Action Plan, Procure to Pay Review, Cyber Security Review and Audience Tracking and Data Management.

SBS Fraud and Corruption Control Plan

The SBS Fraud and Corruption Control Plan reflects SBS's responsibility to effectively manage the risk of fraud and corruption and demonstrate its commitment to the requirements of the Public Governance, Performance and Accountability (PGPA) Act 2013 (Cth) and section 10 of the Public Governance, Performance and Accountability Rule 2014 (Cth) (the fraud and corruption rule) as well as the Public Interest Disclosure (PID) Act 2013.

The SBS Fraud and Corruption Control Plan was developed using the methodology outlined in the International Standard for Risk Management (AS ISO 31000:2018). The SBS Fraud and Corruption Control Plan is reviewed biennially and was most recently approved by the Board in August 2024. The Board is satisfied that SBS is taking all reasonable measures to prevent, detect and deal with fraud and corruption and meeting its obligations under the fraud and corruption rule.

Fraud and corruption control arrangements were developed in the context of SBS's overarching risk management framework in accordance with the Commonwealth Risk Management Policy, and SBS has reviewed and aligned its fraud and corruption control frameworks and systems to the Commonwealth Fraud and Corruption Policy.

Compliance report

Management provides a Quarterly Compliance Report to the Audit and Risk Committee which includes details of compliance with the *PGPA Act*. In addition, an annual assessment of SBS's compliance status against its Corporate Compliance Obligations is reported to the Audit and Risk Committee.

There have been no significant issues reported in relation to noncompliance with the *PGPA Act*.

Locations

SBS Headquarters are located at 14 Herbert Street, Artarmon, NSW. SBS maintains an office and broadcast facilities in Federation Square, Melbourne, VIC, and an office at Parliament House, Canberra, ACT. It leases space for teams in Brisbane (ABC Centre, South Brisbane, QLD), Adelaide (ABC Centre, Collinswood, SA) and Perth (CBD, WA).

SBS AS A LEADER IN THE AUSTRALIAN CORPORATE ESG SPACE

Over the past two years, SBS has done a significant amount of work to ensure it is a leader in ESG issues.

As a statutory agency, which sits at the intersection of public and corporate media, SBS has been at the forefront of the Australian media/corporate sector in a number of key areas:

- ESG framework development.
- Carbon measurement/net zero targets well ahead of other Australian media.
- Switched to 100% renewable energy.
- Clear leader in the responsible advertising space through the SBS On Demand opt-out for the wagering, alcohol and quick service restaurants (QSR) advertising categories.
- Drove the Beyond 3% initiative which has sought to drive commercial investment across First Nations Media.

SBS developed its ESG framework based on a comprehensive materiality assessment which identified ten key ESG topics that are most relevant for SBS and its stakeholders.

The ESG framework sets annual targets for metrics and deliverables for each topic. An ESG working group ensures each topic is owned by a key individual who tracks metrics. Intersections between the topics and opportunities for collaboration are identified.



Australia's most multicultural conscious broadcaster has been busy working to deliver against the 'S' in its ESG framework."

NADIA CAMERON
MI3 ON SBS'S SUSTAINABILITY AND
RESPONSIBLE ADVERTISING INITIATIVES

SBS Governance

Enabling legislation

SBS was established as an independent statutory authority on 1 January 1978 under the *Broadcasting Act 1942*. In 1991, the *Special Broadcasting Service Act* (SBS Act) came into effect and SBS became a Corporation.

Statement of governance

SBS business practices are governed by clear delegations of authority, project (program) management, policies for statutory compliance, codes of conduct, review processes, budget information linked to all planning processes, policies and processes to ensure compliance with competitive neutrality and a range of other obligations, and regular monitoring and reporting to the SBS Board and its Committees.

Good corporate governance at SBS is also based on an acceptance by all staff that the highest standards of integrity and ethical behaviour are expected of them, as well as transparency and consistency, in all their actions. The SBS Code of Conduct provides a practical set of guiding principles to help SBS team members make decisions in their day-to-day work, whatever they do and wherever they do it.

SBS Code of Practice and SBS Commercial, Funding and External Relationship Guidelines

The SBS Code of Practice (Code) is approved by the SBS Board and sets out the principles and policies SBS uses to guide its content, to ensure SBS maintains the highest standards of editorial independence and integrity. The current Code came into effect on 1 July 2021 with minor and consequential amendments made in April 2022.

The SBS Commercial, Funding and External Relationship Guidelines (Guidelines) are a set of policies that guide SBS's decisions relating to commercial and external financing and partnership activities to ensure that SBS meets its obligations under the SBS Act. The Guidelines are approved by the SBS Board. The Guidelines came into effect on 4 April 2022.

Responsible Minister

The Minister responsible is the Hon Michelle Rowland MP, Minister for Communications, who was appointed on 1 June 2022.

SBS Modern Slavery Statement

SBS continues its commitment to addressing potential modern slavery risks in its operations and supply chains, submitting its fourth Modern Slavery Statement to the Attorney-General's Department in December 2023 for the 2022-23 financial year, as required under the *Modern Slavery Act 2018*. The Statement is publicly available on the Australian Government's Online Register for Modern Slavery Statements.

In 2023-24, the SBS modern slavery working group continued to improve the approach to SBS's modern slavery obligations with a focus on: (a) further in-depth scoping and due diligence of its supply chains and business operations and practices; (b) developing bespoke resources to provide information and raise awareness of modern slavery internally and with production partners; (c) updating SBS policies and guidance to set expectations for the role employees and contractors play in addressing modern slavery risks; (d) collaborating with industry to enhance SBS's understanding of effective strategies to combat modern slavery and best practice reporting trends; (e) continuing with delivering an online bespoke modern slavery training module to SBS employees who engage contractors or who are otherwise involved in procuring goods and services for SBS; and (f) preparing a practical guidance note for smaller suppliers that are not subject to the *Modern Slavery Act 2018* and lack the resources to understand modern slavery risks.

Ministerial directions and notifications

SBS has not been notified by way of a Government policy order under the PGPA Act of any general policies of the Australian Government that apply to SBS. No ministerial directions have been issued under the SBS Act.

SBS Ombudsman

The SBS Ombudsman independently investigates audience complaints about SBS content to ensure compliance with the SBS Code of Practice, which sets out the editorial standards for SBS.

Centred around the principles of trust, transparency and respect, the SBS Code applies to all programs on SBS television and radio, as well as content published by SBS on digital and social media platforms, podcast services and streaming on SBS On Demand. Applying the Code to all SBS content and platforms reflects the many ways audiences engage with SBS and their expectations for consistent editorial standards across everything they watch, listen or read.

The 2023-24 financial year saw a national referendum and war in the Middle East, which drove an increase in complaints received by the SBS Ombudsman's office. Consistent with this context, complaints alleging breaches of the Code provisions relating to *Balanced and impartial news and current affairs* doubled during this period, overtaking *Accuracy* as complainants' number one concern (a position *Accuracy* has held for the past two years).

The SBS Ombudsman provides six-monthly reports to the SBS Board about trends in audience complaints, breach findings, remedial actions and any audience appeals or investigations by the ACMA. The SBS Ombudsman also meets with the Board's Codes Review Committee to provide analysis of issues raised by complainants and the outcomes.

Complaints investigated by the SBS Ombudsman may be considered by an internal Complaints Committee established under the Code. Complaints that would benefit from this group discussion may be referred to the Complaints Committee by the Ombudsman or an SBS Director. No Complaints Committees were convened in 2023-24.

Code complaints in 2023-24

In 2023-24, the SBS Ombudsman received 492 complaints. Only one was submitted via a letter in the post, with the rest submitted electronically via a webform. Fifty-one of those complaints were informally resolved by the Ombudsman's office; 221 were assessed as not raising issues under the SBS Code of Practice and referred to other SBS divisions for feedback or response. The SBS Ombudsman assessed 220 complaints as valid Code complaints this financial year, a 35% increase on the previous year.⁴³

Most Code complaints concerned television content broadcast on SBS's main channel (141), while 49 concerned SBS digital content, including social media posts, podcasts and content streamed on SBS On Demand. There were six complaints about content broadcast on SBS VICELAND, one concerning SBS Food content, 12 about content broadcast on NITV, and eight about films broadcast on SBS World Movies. There were three complaints about content broadcast on radio.

Seven complaints related to content in languages other than English.

Australian Communications and Media Authority

Complainants who are dissatisfied with the outcome of the SBS Ombudsman's investigation about television or radio content may refer their complaint to the Australian Communications and Media Authority (ACMA) for external review. In 2023-24, five complainants took their concerns about a decision by the SBS Ombudsman to the ACMA. The ACMA did not commence formal investigations into these matters.

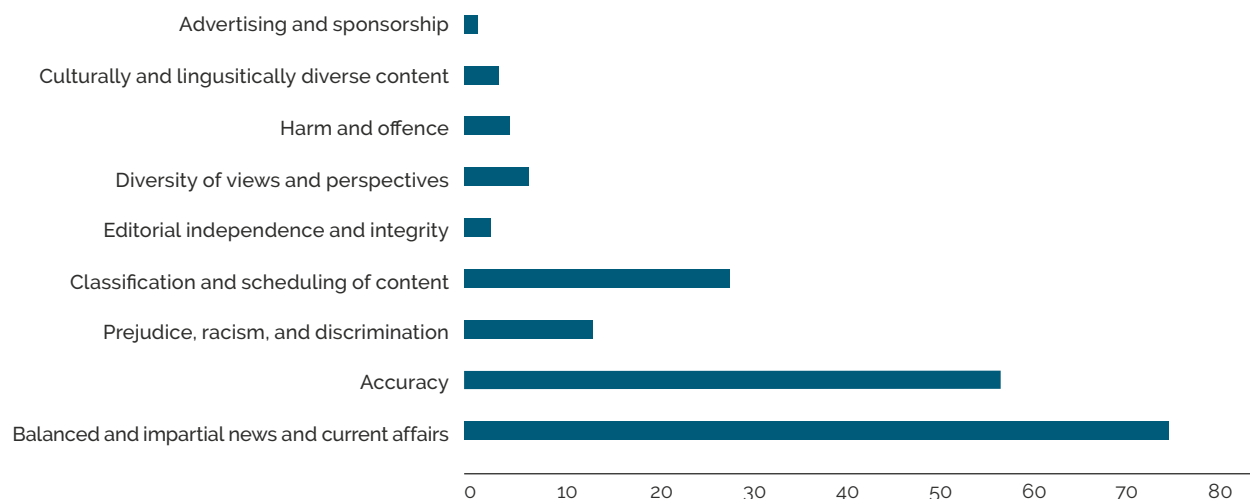
⁴³ Zendesk data accessed 30 June 2024.

Code investigations in 2023-24

During 2023-24, the SBS Ombudsman completed 156 complaint investigations.

The following graph shows the main SBS Code of Practice issues raised in investigations during 2023-24.

Code investigations 2023-24



The most commonly investigated Code issues concerned news and current affairs. There were 51 investigations of news and current affairs content about *Accuracy* and 75 about *Balanced and impartial news and current affairs* (a 102% increase on the previous year).

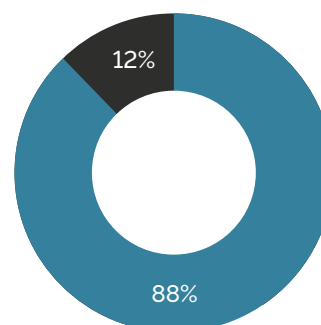
There were 12 investigations about *Prejudice, racism and discrimination* (a 70% decrease on the previous year), and 29 investigations about *Classification and scheduling of content* (a decrease of 17% on the previous year). There were also seven investigations concerning *Accuracy* in factual (non-news) content; seven concerning *Diversity of views and perspectives*; four in relation to *Harm and offence* provisions; two in relation to *Editorial independence and integrity*; three in relation to *Culturally and linguistically diverse content*; and one about *Advertising and sponsorship*.⁴⁴

Findings

Of the 156 complaints investigated by the SBS Ombudsman during 2023-24, 18 complaints were upheld. The upheld complaints related to *Accuracy* (eight breaches); *Balanced and impartial news and current affairs* (nine breaches); *Classification and scheduling* (one breach); and *Prejudice, racism and discrimination* (one breach).⁴⁵

Ombudsman investigation findings 2023-24

Total number of investigations: 156
 Number of complaints not upheld: 138
 Number of complaints upheld: 18



⁴⁴ A complaint about a single piece of content may be investigated under a number of different provisions of the SBS Code.

⁴⁵ An investigation about a single piece of content may result in a breach of multiple provisions of the SBS Code.

Risk mitigation



SBS Risk Management Plan

The SBS Risk Management Plan identifies and addresses the major risks and opportunities associated with SBS activities. This includes the consideration of risk in achieving SBS's strategic objectives. The SBS Risk Management Plan is reviewed annually and was approved by the Board in August 2023.

Risk management at SBS aims to:

- Provide assurance that SBS has identified its highest-risk exposures (top risks) and has taken steps to properly manage these.
- Ensure that SBS's business planning processes include a focus on areas where risk management is needed.
- Ensure the integration of the various and many risk control measures that SBS already has in place.
- Be comprehensive, practical and effective.

The SBS Audit and Risk Committee, a sub-committee of the SBS Board, receives regular reports on the management of identified 'top risks' facing SBS, with identification of risks allowing for the redirection or refocusing of resources to address key issues.

SBS disaster recovery plan, Business Continuity Plan and incident management

SBS continues to maintain a disaster recovery site which has significantly enhanced its television broadcast resilience capabilities, providing redundancy to facilities in Melbourne and Canberra and enabling continued operations in the event of any issues. Through a renewal of the SBS Payout agreement with Telstra Broadcast Services, there are two separate data centre locations that enable payout of SBS services, further enhancing the resilience for audiences.

SBS maintains a Business Continuity Plan to ensure business recovery in the event of a full or partial loss to the SBS premises, or IT systems in the event of a cyber incident. In line with a commitment to continuous improvement, Business Continuity Plans are reviewed, tested and updated annually.

SBS's Emergency Control Organisation provides head wardens and area wardens for each office, comprised of management, security and staff. Annual training ensures consistent management of onsite incidents and evacuation protocols.

Privacy

SBS takes a proactive approach to maintaining high standards of privacy and trust concerning the personal information of its audience and staff. SBS's Privacy strategy aligns with our obligations under the Australian Privacy Act, the Australian Privacy Principles (APPs) and the Australian Government Agencies Privacy Code.

SBS actively promotes a strong privacy culture across its business. Over the annual reporting period, the Privacy Team has conducted

communications and updates to staff about privacy issues. SBS is an official supporter of Privacy Awareness Week, and the Privacy Team launched a range of initiatives to engage all staff in this year's themes: transparency, accountability and security. New projects that could have a privacy impact are reviewed under our Privacy Impact Assessment (PIA) process. SBS also has robust data breach protocols which are regularly assessed.

SBS Board

Appointments, responsibilities, attendance and meetings

The SBS Board of Directors, consisting of the Managing Director and eight non-executive Directors, is responsible for deciding the objectives, strategies and policies to be followed by SBS in performing its functions. It also ensures that SBS performs in a proper, efficient and economical manner, and with maximum benefit to the people of Australia.

The duties of the Board, as set out in section 10 of the SBS Act, are to:

- Maintain the independence and integrity of SBS.
- Develop and publicise SBS's programming policies.
- Ensure, by means of SBS's programming policies, that the gathering and presentation by SBS of news and information is accurate and is balanced over time and across the schedule of programs broadcast.
- Ensure that SBS does not contravene: this Act or any other Act; or any directions given to, or requirements made in relation to, SBS under this Act or another Act.
- Ensure the efficient and cost-effective functioning of SBS.
- Ensure that SBS seeks to co-operate closely with the Australian Broadcasting Corporation to maximise the efficiency of the publicly funded sectors of Australian broadcasting.
- Be aware of, and responsive to, community needs and opinions on matters relevant to the Charter.
- Develop and publicise SBS policies on the handling of complaints.
- Ensure that the pursuit by SBS of its subsidiary functions does not detract from SBS fulfilling its Charter responsibilities.
- Develop codes of practice relating to programming matters, and, if SBS has the function of providing a datacasting service, that service; and to notify those codes to the Australian Communications and Media Authority.

Board meetings and Directors' attendance

The SBS Board met six times during 2023-24

Board member	Meetings eligible	Meetings attended	Board meeting date	Location
George Savvides AM (Chair)	6	6	30 August 2023	Sydney
Christine Zeitz (Deputy Chair)	6	5	22 November 2023	Melbourne
James Taylor (Managing Director)	6	6	27 February 2024 (Strategy Day)	Sydney
Vic Alhadeff OAM	6	6	28 February 2024	Sydney
Aaron Fa'Aoso	6	6	30 April 2024	Melbourne
Peeyush Gupta AM**	6	5.5	26 June 2024	Sydney
Katrina Rathie	6	6		
Andrew Lu AM	6	6		
Cassandra Wilkinson OAM	6	6		

**Partial attendance at 26 June 2024 Meeting

SBS Board Committees

The SBS Board has three standing committees for considering a wide range of detailed issues and making recommendations for consideration by the Board. Board members do not receive an additional fee for membership of SBS Board standing committees.

Audit and Risk Committee

The SBS Audit and Risk Committee met four times during the year and considered the findings and recommendations of audits conducted by both the Australian National Audit Office (ANAO) and SBS's internal auditor.

The Audit and Risk Committee also considered and gave direction on a wide range of issues, including approval of the annual internal audit program, SBS's Treasury Policy, and the SBS Risk Management Strategy.

The Charter setting out the functions of the Audit and Risk Committee can be found on the SBS website at www.sbs.com.au/aboutus/wp-content/uploads/2024/08/ARC-Charter-30-April-2024.pdf

SBS Audit and Risk Committee meetings and Directors' attendance

The Committee met four times during 2023-24

SBS Audit and Risk Committee member	Meetings eligible	Meetings attended
Peeyush Gupta AM (Chair)	4	4
Vic Alhadeff OAM (Member)	4	4
Cassandra Wilkinson OAM (Member)	4	4

Board members do not receive an additional fee for membership of the Audit and Risk Committee, nor any other SBS Board standing committee.

Remuneration Committee

The SBS Remuneration Committee oversees the SBS policies for remuneration of the Managing Director and the SBS Executive. The Committee met two times during the year.

SBS Remuneration Committee meetings and Directors' attendance

The Committee met two times during 2023-24

SBS Remuneration Committee member	Meetings eligible	Meetings attended
Christine Zeitz (Chair)	2	2
Andrew Lu AM (Member)	2	2
George Savvides AM (Member)	2	2

Codes Review Committee

The SBS Codes Review Committee considers proposed amendments and other issues relating to the SBS Code of Practice (Code) and the SBS Commercial, Funding and External Relationship Guidelines (Guidelines). The Committee met twice to discuss matters relating to the Code and Guidelines, including insights from the SBS Ombudsman, and relevant legislative reforms.

SBS Codes Review Committee meetings and Directors' attendance

The Committee met two times during 2023-24

SBS Codes Review Committee	Meetings eligible	Meetings attended
Katrina Rathie (Chair)	2	2
Vic Alhadeff OAM (Member)	2	2
Aaron Fa'Aoso (Member)	2	1
Cassandra Wilkinson OAM (Member)	2	2

SBS Community Advisory Committee

In addition to the SBS Board's three standing committees, the SBS Community Advisory Committee (CAC) assists the SBS Board to fulfil its duty under paragraph 10(1)(g) of the SBS Act by advising the Board on community needs and opinions, including the needs and opinions of small or newly arrived groups, on matters relevant to the Charter. Established pursuant to section 50 of the SBS Act, the CAC is an important advisory function that assists the SBS Board in ensuring SBS services reflect the needs of communities, stakeholders and audiences.

This Committee comprises representatives from an array of communities across Australia and at least two non-executive Directors of SBS. In 2023-24, the CAC was chaired by SBS Board member Vic Alhadeff OAM, with SBS Board member Aaron Fa'Aoso also serving as a member. The Managing Director and senior SBS Executives also attend the Committee.

The Committee met three times in 2023-24, engaging in workshops on TV and online content, SBS news and current affairs, and opportunities for SBS as part of the Essential Services strategic initiative.

The Committee shares their experiences and perspectives as community leaders to advise the SBS Board on matters relevant to the SBS Charter. Its primary objectives in 2023-24 included:

- Providing ongoing advice to the Board and Executive.
- Making recommendations to the Board on key issues impacting First Nations and culturally and linguistically diverse communities.
- Supporting SBS activities related to community engagement, partnerships, consultations, stakeholder relations and policies.

In September 2023, the terms of three Committee members concluded. These members have served the total four years (two terms of two years) as set out in the Committee Charter. These members were: Ms Violet Roumeliotis (Deputy Chair), Ms Margherita Coppolino and Mr Stefan Romaniw OAM.



Biographies

Vic Alhadeff OAM

SBS Non-Executive Board member
Please see biography on page 14

Aaron Fa'Aoso

SBS Non-Executive Board member
Please see biography on page 15

Members

Ms Azmeena Hussain OAM – Deputy Chair

*Principal Lawyer, Maurice Blackburn Lawyers;
Chairperson, Islamic Museum of Australia;
Non-Executive Director, Football Victoria*

Azmeena has extensive experience in workplace law and is an Advisor to the Victoria Statutory WorkCover Advisory Committee. She is listed in the prestigious Doyle's Guide as a pre-eminent Australian personal injuries lawyer and is a Law Institute of Victoria Accredited Specialist.

She has a strong passion for equality and social inclusion and has provided advice to a number of government and not-for-profit organisations. In addition, she is an outgoing Director and Trustee of the Victorian Women's Trust, Deputy Chair at inTouch Multicultural Centre against Family Violence, Advisor to Victoria Police - Chief Commissioner's Human Rights Strategic Committee, AFL Multicultural Advisor and Vice President of the Office for Women at the ICV. Most recently, she was awarded an Order of Australia medal for her contribution to the community and the law.

Diat Alferink

CEO, Torres Strait Islander Media Association

Diat is a performing artist, festival director, comedian and creative producer from the Kala Lagaw Ya language group of the Western Torres Strait Islands. She is a skilled project manager with extensive experience leading, developing and directing community arts organisations, large-scale festivals and events, and community and youth arts projects.

Diat lives with her partner and three young children on Weiban (Thursday Island) in the Torres Strait, where she is CEO of the Torres Strait Islander Media Association. She is passionate about the positive contribution Aboriginal and Torres Strait Islander arts and media can make to the lives of all Australians.

Maha Krayem Abdo OAM

CEO Muslim Women Australia (MWA)

Maha is a passionate advocate for social justice who uses the common language of faith to clarify in the community how Islam regards justice and equality. Muslim Women Australia (MWA) is a representative body for Muslim women working to enrich humanity, advocating for equality and the rights of all women, through authentic leadership based on Islamic principles. Maha knows the migrant experience firsthand, having moved from Lebanon to Australia with her family in the 1960s. In 2022, she received an Honorary Fellow from Western Sydney University, and was appointed as a Panel Member of the NSW Treasurer's Women's Economic Opportunities Review. In 2021, Maha was awarded the Committee for Sydney Unsung Hero Award. In 2015, Maha was a finalist for the Australian Human Rights Commission's Human Rights Medal, and she was the NSW Human Rights Ambassador for 2014-15.

Dr Manisha Amin

CEO, Centre for Inclusive Design

Manisha is the founder of the Inclusive Design Collective. She was the CEO of the Centre for Inclusive Design (formerly Media Access Australia), Australia's first inclusive design social enterprise. Manisha has worked in innovation, design, environmental advocacy and the not-for-profit sector for Barnardos, Cancer Council, and Guide Dogs Australia. She is passionate about social justice. She is on the board of Bambuddha, Diversity and Media Council Australia and is the former Deputy Chair of ADHD Australia. She is an Adjunct Professor at Curtin University focusing on Disability Communication and Innovation. Manisha has a PhD in Arts and Social Science, Master in Professional Writing and a Bachelor of Business (Marketing) from the University of Technology, Sydney. Manisha is also a published novelist.

Kwame Selormey*Chief Executive Officer, Melaleuca Australia*

Born in West Africa, Kwame now lives on Larrakia Country, NT. He chairs the NT Settlement Services Network to strategically progress settlement matters impacting humanitarian entrant and migrant settlement. He has also been instrumental in leading systemic change that supports refugee and migrant health.

Kwame is the Chief Executive Officer of Melaleuca Australia, an organisation that is one of Australia's five Humanitarian Settlement Program Providers and also one of the eight specialist organisations that provides assistance to survivors of torture and trauma.

Tyrone Garstone*CEO, Kimberley Land Council*

Tyrone Garstone is a Bardi man, born in Broome, WA. He has spent the majority of his working life within the Indigenous sector in training and employment solutions, social and economic development, native title, Indigenous leadership and capability building.

Tyrone worked for several years as Chief Executive Officer of the Kullarri Regional Community Development Employment Project before taking on the role of Community Engagement Officer for Pluton Resources, Deputy Chief Executive Officer of the Kimberley Land Council, and General Manager of Regions for Jawun.

As CEO of the Kimberley Land Council, Tyrone is keen to provide leadership, brokering new opportunities and relationships that deliver sustainable outcomes for the next generation of Aboriginal people in the region and beyond.

Professor Faye McMillan AM*Deputy National Rural Health Commissioner*

Faye is a Wiradjuri yinaa (woman) originally from Trangie, NSW. She has received numerous accolades for her leadership and contribution to population health, education, equity and the community. She is a Professor in Aboriginal and Torres Strait Islander Health at the School of Population Health at UNSW and works across regional, rural and metropolitan areas. Faye is also a community pharmacist and recognised as Australia's first registered Aboriginal pharmacist.

In 2021, she was appointed as a Member of the Order of Australia for her significant service to Indigenous mental health and tertiary education.

Carlo Carli*Chairperson, Federation Ethnic Communities' Council of Australia*

Carlo is currently a part-time university lecturer in public policy at Victoria University. He is also employed by the Gunaikurnai Land and Waters Aboriginal Corporation in East Gippsland, VIC as a project manager and is familiar with water resource issues and native title settlements. His considerable board experience includes time as Chair of Merri Health during a period of substantial organisational growth. He speaks four languages and is familiar with the language needs of our diverse community. Carlo spent 16 years as a member of the Parliament of the Victoria.

Government, regulatory and industry matters

Prominence on connected televisions and devices

SBS welcomed the Government's introduction of the Communications Legislation Amendment (Prominence and Anti-siphoning) Bill 2024 to the Parliament in November 2023.

The Bill establishes a legislative framework that will guarantee the prominence of free-to-air media providers' services on connected televisions (CTVs) and devices.

As online audiences rapidly grow, it is increasingly important that SBS services are present and easily accessible on the growing array of CTVs and devices through which audiences consume content. The proposed framework will make free-to-air networks' applications (apps) present and prominent, ensuring Australian audiences can continue to easily access high-quality, locally-produced content in the public interest – for free.

In 2023–24, SBS continued to work constructively with the Government and industry peers on this important matter.

Multicultural Framework Review

In late 2023, the Department of Home Affairs conducted a review of institutional, legislative and policy settings underpinning Australia's multiculturalism – the Multicultural Framework Review. As a national cultural institution underpinning and committing to multicultural Australia, SBS participated in the review and put forward five recommendations through its submission:

- 1) A formalised and expanded role for SBS will further deliver outcomes for multicultural Australia.
- 2) An explicitly recognised cross-government framework for inter-agency collaboration, rather than relying on ad-hoc collaboration opportunities.
- 3) The establishment of the Department of Immigration, Citizenship and Multicultural Affairs, with the responsible Minister a part of Cabinet.
- 4) A new Multicultural Act, which should include formal recognition of SBS's role as an ongoing member of an advisory committee of a national body (or Commission) for Australia's multicultural matters.
- 5) Recognition of the value in further investment in SBS, which could be from agencies across all governments.

National Broadcasters' Independence

In the first half of the financial year, the Department of Infrastructure, Transport, Regional Development, Communications and the Arts consulted on the Government's review of options to support the independence of national broadcasters — SBS and ABC. Stability and independence are critical foundations to the vital role SBS plays. SBS reiterated that the stability provided by the Government's introduction of the quinquennium (five-year cycle) funding was welcomed as it provided stability over the longer term.

SBS also proposed a range of changes to enhance the Board appointment process, and measures to support stable funding and ensure the ability to seek additional funding during a quinquennium, given the rapid pace of change in the media sector and among SBS's diverse Australian audiences.

Feasibility study on a potential relocation of the SBS headquarters to Western Sydney

SBS continued to engage constructively with the Department of Infrastructure, Transport, Regional Development, Communications and the Arts in relation to the Feasibility Study into the relocation of the Sydney-based headquarters and studios of SBS from Artarmon to Western Sydney.

In May 2024 the Minister provided the initial report of the Steering Committee to the SBS Board for feedback, with a response provided by the Board in July 2024.

The study's outcomes will continue to be carefully considered, noting that the Minister has indicated any decision concerning relocation is ultimately a matter for the SBS Board. SBS's priority, as always, is ensuring we are well-equipped with the people, talent, tools and technology we need to meet our Charter and continue delivering services to the highest standard to audiences across Australia.

Other matters

In the financial year, SBS continued to participate in a wide range of public policy and regulatory matters. These include in relation to anti-siphoning legislation (through the Bill that addresses Prominence, outlined opposite), Prohibited Hate Symbols and Other Measures Bill 2023, Artificial Intelligence (AI), Combatting Misinformation and Disinformation Bill 2023, Australian Census 2026, Fair Pay for Radio Play Bill 2023, COVID-19 Royal Commission's terms of reference, Basic Online Safety Expectations Amendment Determination 2023, Scams – Mandatory Industry Codes consultation, News Media Assistance Program (News MAP), General Search Services (through the Australian Competition and Consumer Commission's Digital Platform Services Inquiry), close captioning, and the statutory review of the *Online Safety Act 2021*.

SBS expects to continue to participate in the ongoing process of Privacy Reform, likely in late 2024.

SBS also continued to engage with the news, media and screen production sectors, as well as a wide range of stakeholders and delegates, including through Australian and international memberships and forums.

Other key activities

In February 2024, the Parliamentary Friends of SBS (a friendship group of federal parliamentarians) and SBS hosted a Lunar New Year celebration at the Mural Hall of the Parliament House, Canberra. Attendees included the group's Co-Chairs – Ms Maria Vamvakinou MP (Member for Calwell), Ms Dai Le MP (Member for Fowler), and Mr Russell Broadbent MP (Member for Monash) – joined by the Hon Michelle Rowland MP (Minister for Communications), the Hon Andrew Giles MP (Minister for Immigration, Citizenship and Multicultural Affairs), and the Hon Tim Watts MP (Assistant Minister for Foreign Affairs), among other federal parliamentarians and staff. The Co-Chairs, ministers, SBS Chair and Managing Director performed a prosperity toss for good fortune, hosted by Adam Liaw – the event's host and star of SBS's *The Cook Up with Adam Liaw* series.

Annual Performance Statement 2023-24

I, Mr George Savvides AM, as a member of the accountable authority of the Special Broadcasting Service (SBS), present the 2023-24 annual performance statements of the Special Broadcasting Service, as required under paragraph 39(1)(a) of the Public Governance, Performance and Accountability Act 2013 (PGPA Act).

In my opinion, these annual performance statements are based on properly maintained records, accurately reflect the performance of the entity, and comply with subsection 39(2) of the PGPA Act.

Our Purpose

As described in our Charter, the principal function of the SBS is to provide multilingual and multicultural radio, television and digital media services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.

In the SBS 2023-24 Corporate Plan, SBS has interpreted this function into a purpose that has a positive impact on Australia's diverse society:

SBS inspires all Australians to explore, respect and celebrate our diverse world, and in doing so, contributes to a cohesive society.

This purpose is mapped to the Portfolio Budget Statements (PBS) as follows:

Purpose	Delivered by	Outcome	Linked PBS programs and sub-programs
SBS inspires all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to a cohesive society.	Whole of organisation	Outcome 1	Program 1.1 – SBS General Operational Activities Program 1.2 – SBS Transmission and Distribution Services



Artwork for the third season of Australia Uncovered

Results and analysis of performance against our Purpose

The Annual Performance Statement (APS) outlines the identified deliverable, the performance criterion, the target outcome and the actual result for the year, as well as any relevant commentary regarding performance against each of the criteria. The APS has been compiled and reviewed for accuracy by SBS's Finance team with input from other teams including Television and Online Content, Audio and Language Content, Corporate Affairs, Audience Data and Insights, and Technology.

The data is retrieved from several different internal and external data sources, which include:

- IBMS and Oracle (internal)
- OzTAM and RegTAM TV ratings databases, Streamguys and BAI Communications (external).

These source systems are essential business information systems routinely used by SBS management for resource planning and management reporting and are maintained accordingly.

SBS performed strongly across key initiatives in 2023-24. Significant changes had an impact on both SBS and Australia's highly competitive market for audiences. These included:

- In the last year, net overseas migration drove 84% of Australia's annual population growth, and 16% came from natural increase.⁴⁶ More than half of Australians are born overseas⁴⁷ or have a parent born overseas.⁴⁸ As Australia becomes increasingly multicultural and multilingual, it is more important than ever for SBS to continuously evolve to meet the needs of our diverse nation.
- More people are identifying as Aboriginal or Torres Strait Islander (3.8% of the population), a group growing at a faster rate than the total Australian population.⁴⁹ SBS remains in a strong position to enable greater engagement with First Nations affairs.

- The Australian media landscape is undergoing a period of rapid evolution as audiences gradually shift away from broadcast media toward digital platforms. This transfer is occurring across all age groups in Australia to varying degrees.⁵⁰ SBS continues to serve all Australians by keeping pace with the competitive video market to serve both older and younger audiences on the broadcast and digital platforms where they consume content.
- The economic outlook remains subdued until at least 2026, creating headwinds for all Australian businesses. SBS will continue to navigate the challenging economic conditions to maintain efficiency and prioritise investments as conditions are forecast to ease.
- Technological developments continue to influence SBS operations. The landscape is changing as connected TV providers become intermediaries between broadcasters and audiences. Secure data has become essential to meet audience expectations around personalisation. In addition, AI technologies have shown potential for significant industry disruption, further highlighting the need for regulation and safeguards around privacy and data.⁵¹
- Regulatory forces remain pronounced, especially around media reform and privacy.

Despite these challenges, SBS was successful in delivering more content, increasing consumption and growing commercial revenue to reinvest in content.

The tables overpage summarise SBS's results against our Purpose, using the criteria identified in the PBS and the SBS 2023-24 Corporate Plan. These results are broken down by significant activity areas, all of which contribute to SBS achieving its purpose.

46. Australian Bureau of Statistics, National, State and Territory Population (reference period December 2023), published June 2024. <https://www.abs.gov.au/statistics/people/population/national-state-and-territory-population/dec-2023>

47. Australian Bureau of Statistics, Australia's Population by Country Of Birth (reference period June 2023), published April 2024. <https://www.abs.gov.au/statistics/people/population/australias-population-country-birth/jun-2023>

48. Australian Bureau of Statistics media release, '2021 Census: Nearly half of Australians have a parent born overseas', June 2022. <https://www.abs.gov.au/media-centre/media-releases/2021-census-nearly-half-australians-have-parent-born-overseas>

49. Australian Bureau of Statistics, Estimates of Aboriginal and Torres Strait Islander Australians (reference period June 2021), published August 2023. <https://www.abs.gov.au/statistics/people/aboriginal-and-torres-strait-islander-peoples/estimates-aboriginal-and-torres-strait-islander-australians/30-june-2021>

50. Deloitte Australia, Media & Entertainment Consumer Insights 2023 (12th Edition). <https://www.deloitte.com/au/en/Industries/tmt/perspectives/media-consumer-survey.html>

51. McKinsey, What's the future of generative AI? (August 2023) <https://www.mckinsey.com/featured-insights/mckinsey-explainers/whats-the-future-of-generative-ai-an-early-view-in-15-charts>

Content creation, acquisition and curation

Deliverable	Performance criterion	Source	FY24 target	FY24 actual	Target status	Commentary
Providing programs aligned with Australia's multicultural society and perspective [SBS 2023-24 Annual Report, Distinctive Network (p22-53), Appendices 2-6] Broadcasting in languages other than English [SBS Annual Report 2023-24, Appendices 2, 4, 7, 9, 10]	Number of hours of TV programming broadcast in CALD		34,300 hours	35,962 hours	Target exceeded	
	Number of hours of locally commissioned content broadcast (first run) on all linear channels except NITV*	Program 11, 2023-24 Portfolio Budget Statements PBS, p 550	200 hours	241.5 hours	Target exceeded	
	Number of hours of locally commissioned content broadcast (first run) on NITV*	SBS 2023-24 Corporate Plan, p29	100 hours	97.5 hours	Target not met	Target not met due to timing delays in the production of <i>Bamay</i> Season 5
	Percentage of radio broadcasts in languages other than English		90%	97.5%	Target exceeded	
	Total digital registrations (at the end of the period)		13.7m	13.0m	Target not met	To protect audience data, SBS introduced a new policy in FY24 to delete user accounts that have been inactive for five years or more. This new policy reduced digital registrations, resulting in a lower than forecast number of registrations for FY24.
	Average monthly radio podcast downloads*	Program 11, 2023-24 Portfolio Budget Statements PBS, p 551 SBS 2023-24 Corporate Plan, p29	4.0m	4.5m	Target exceeded	
	Primetime metro TV share		9.0%	8.7%	Target not met	Target not met due to industry factors including content delays resulting from the US writer's strike, competition, and the ongoing decline of the broadcast TV market in favour of VOD streaming services.

*Note: This measure includes commissioned and in-house productions but excludes news, current affairs, special events and sports programming.

Through SBS's commissioned content, news and current affairs and audio language programs, SBS continued to tell stories which explore and celebrate Australia's diverse multicultural society.

Highlights included:

- SBS News was named Australia's most trusted news brand in the annual *Digital News Report: Australia 2024* by the University of Canberra and Reuters Institute for the Study of Journalism.
- *Alone Australia* continued its success with Season 2 reaching over 1 million viewers per episode across SBS TV and SBS On Demand.
- NITV launched its high-definition channel and provided detailed information on the Indigenous Voice to Parliament referendum via a dedicated online portal. *The Point* covered nearly 40,000 kilometres across Australia to host conversations on this national issue.
- SBS Audio launched a new SBS South Asian channel as a one-stop destination for news, information and entertainment across 10 languages (Bangla, English, Gujarati, Hindi, Malayalam, Nepali, Punjabi, Sinhala, Tamil and Urdu).

- SBS produced unique dramas with a difference including *Swift Street*, *Erotic Stories* and *While The Men Are Away*.
- SBS commissioned documentaries with purpose such as *Came From Nowhere*, *The Hospital: In the Deep End*, and *Great Australian Walks with Julia Zemiro*.
- SBS broadcast sports that united Australian audiences with *Tour de France*, *Tour de Femmes*, *Koori Knockout*, and *Dakar Rally*.

As always, SBS continued to bring culturally and linguistically diverse content from across the world to Australian audiences, across all of our platforms. (For more details, see Distinctive Network [pages 22-53].)



The 2023 Dakar Rally

Content broadcast, technology and distribution

Deliverable	Performance criterion	Source	FY24 target	FY24 actual	Target status	Commentary
Maintaining and improving the availability of SBS's digital transmissions.	Population reach - digital transmission sites (including VAST Satellite)		100%	100%	Target met	
Extending the reach of SBS's digital network [SBS 2023-24 Annual Report, Great Business (p102-105), Appendices 12-14]	Availability of digital television transmission services (fully managed services)*	Program 1.2, 2023-24 Portfolio Budget Statements, p 551	99.82%	99.92%	Target exceeded	
	Population reach for terrestrial services (excluding satellite)	SBS 2023-24 Corporate Plan, p 30	97.00%	98.60%	Target exceeded	
	Availability of radio transmission services (fully managed services)**		99.86%	99.97%	Target exceeded	
Cost-effective delivery of transmission and distribution services	Transmission and distribution expenditure as % of total operating expenditure	SBS 2023-24 Corporate Plan, p 30	16%	16%	Target met	

*Based on contracted availability which excludes planned maintenance and infrastructure upgrade outages.

**Analog radio transmission only.

Through broadcast and digital distribution of content, SBS sought to reach and engage as many Australians as possible with content that reflects the SBS Charter. By innovative deployment of technology and smart use of capability partners, SBS ensured efficiency and cost-effectiveness in broadcast capabilities.

SBS delivered on its goals for 2023-24, achieving the majority of performance targets as set out in the 2023-24 PBS and SBS 2023-24 Corporate Plan to ensure that Australians could readily access our content and services. SBS continued to implement broadcast, technology and distribution solutions that enabled the effective and efficient delivery of this function.

In 2023-24, the number of HD channels transmitted by SBS increased from three to four with the addition of NITV. The full suite of HD channels now includes SBS HD, SBS VICELAND HD, NITV and SBS World Movies.

Content commercialisation

Deliverable	Performance criterion	Source	FY24 target	FY24 actual	Target status	Commentary
Commercialisation of content to support delivery of Charter - focused content	Total own source revenue (\$ millions)	SBS 2023-24 Corporate Plan, p 30	\$150.6m	\$159.5m	Target exceeded	

SBS's commercial activities include SBS Media Sales, SBS In-Language translation services, and SBS's Distribution and Inclusion training and consultancy activities.

The primary purpose of SBS's commercial activities is to generate positive returns across our network portfolio of channels and platforms, in order to reinvest in distinctive Charter-driven content for our audiences, and to facilitate the transition to digital consumption by audiences.

Over the past 12 months, excluding the 2023 FIFA World Cup peaks from year-on-year comparisons, SBS's commercial activities maintained their premium position in the free-to-air advertising market and delivered television advertising revenue growth while also increasing digital revenue.

Content support activities

Deliverable	Performance criterion	Source	FY24 target	FY24 actual	Target status	Commentary
Effective and efficient support of core content and content commercialisation activities	Content support activities - share of total operating expense (% including transmission)	SBS 2023-24 Corporate Plan, p 30	10%	9%	Target exceeded	

SBS's support activities encompass the functions that allow SBS to deliver content, distribution and commercial activities. These teams include Human Resources and Organisational Development, Corporate Affairs, Legal, Corporate Services, Corporate Strategy and Finance.

SBS continued to support activities efficiently and the functions represent 9% of overall expenditure as well as 9% of full-time equivalent (FTE) staff, which exceeded targets and was consistent with historical performance.

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Independent Auditor's report



INDEPENDENT AUDITOR'S REPORT

To the Minister for Communications

Opinion

In my opinion, the financial statements of the Special Broadcasting Service Corporation (the Entity) for the year ended 30 June 2024:

- (a) comply with Australian Accounting Standards – Simplified Disclosures and the *Public Governance, Performance and Accountability (Financial Reporting) Rule 2015*; and
- (b) present fairly the financial position of the Entity as at 30 June 2024 and its financial performance and cash flows for the year then ended.

The financial statements of the Entity, which I have audited, comprise the following as at 30 June 2024 and for the year then ended:

- Statement by the Directors and Chief Financial Officer;
- Statement of Comprehensive Income;
- Statement of Financial Position;
- Statement of Changes in Equity;
- Cash Flow Statement;
- Notes to the financial statements, comprising material accounting policy information and other explanatory information.

Basis for opinion

I conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Entity in accordance with the relevant ethical requirements for financial statement audits conducted by the Auditor-General and their delegates. These include the relevant independence requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) to the extent that they are not in conflict with the *Auditor-General Act 1997*. I have also fulfilled my other responsibilities in accordance with the Code. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Accountable Authority's responsibility for the financial statements

As the Accountable Authority of the Entity, the Special Broadcasting Service Corporation Board is responsible under the *Public Governance, Performance and Accountability Act 2013* (the Act) for the preparation and fair presentation of annual financial statements that comply with Australian Accounting Standards – Simplified Disclosures and the rules made under the Act. The Board is also responsible for such internal control as the Board determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board is responsible for assessing the ability of the Entity to continue as a going concern, taking into account whether the Entity's operations will cease as a result of an administrative restructure or for any other reason. The Board is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless the assessment indicates that it is not appropriate.

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Independent Auditor's report (continued)

Auditor's responsibilities for the audit of the financial statements

My objective is to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian National Audit Office Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with the Australian National Audit Office Auditing Standards, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control;
- evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Accountable Authority;
- conclude on the appropriateness of the Accountable Authority's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern; and
- evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with the Accountable Authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Australian National Audit Office



Mark Vial
Executive Director
Delegate of the Auditor-General

Canberra
29 August 2024

Statement by the Directors and Chief Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2024 comply with subsection 42(2) of the Public Governance, Performance and Accountability Act 2013 (PGPA Act), and are based on properly maintained financial records as per subsection 41(2) of the PGPA Act.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Special Broadcasting Service Corporation will be able to pay its debts as and when they fall due.

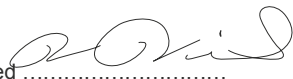
This statement is made in accordance with a resolution of the directors.

Signed 

George Savvides
Chairman

Signed 

James Taylor
Managing Director

Signed 

Nitsa Niarchos
Chief Financial Officer

29 August 2024

29 August 2024

29 August 2024

Statement of Comprehensive Income

for the year ended 30 June 2024

		2024	2023
	Notes	\$'000	\$'000
Net Cost of Services			
Expenses			
Employee benefits	1.1A	183,678	180,576
Suppliers	1.1B	225,666	266,487
Depreciation and amortisation on owned assets	2.2A	9,468	9,259
Depreciation and amortisation on right-of-use assets	2.2B	3,629	3,863
Program inventory amortisation	2.2C	59,222	50,961
Finance costs	1.1C	550	604
Impairment loss on financial instruments	1.1D	5	6
Write-down and impairment of other assets	1.1E	10,042	8,413
Foreign exchange losses		22	4
Total expenses		492,282	520,173
Less:			
Own-source income			
Own-source revenue			
Revenue from contracts with customers	1.2A	147,213	172,963
Term deposit interest income	2.1C	8,775	4,720
Rental income	1.2B	1,628	1,546
Royalties from program rights		1,806	1,949
Other revenue		34	11
Total own-source revenue		159,456	181,189
Gains:			
Gains from sale of assets		-	42
Total own-source income		159,456	181,231
Net cost of services		332,826	338,942
Revenue from Government	1.2C	334,939	316,805
Surplus / (Deficit) on continuing operations		2,113	(22,137)
Other Comprehensive Income			
Items not subject to subsequent reclassification to net cost of services			
Changes in asset revaluation reserve		(146)	9,645
Items subject to subsequent reclassification to net cost of services			
(Loss) / Gain on cash flow hedging instruments		(409)	895
Total comprehensive income / (loss)		1,558	(11,597)

The above statement should be read in conjunction with the accompanying notes.

Statement of Financial Position

as at 30 June 2024

		2024	2023
	Notes	\$'000	\$'000
Assets			
Financial assets			
Cash and cash equivalents	2.1A	13,840	7,397
Trade and other receivables	2.1B	28,185	28,821
Term investments	2.1C	30,109	40,214
Total financial assets		72,134	76,432
Non-financial assets			
Owned			
Land	2.2A	58,800	59,200
Buildings	2.2A	49,302	52,994
Plant and equipment	2.2A	18,199	17,808
Computer software	2.2A	6,099	5,755
Other intangibles	2.2A	9,319	9,319
Right-of-use			
Buildings	2.2B	6,874	7,642
Plant and equipment	2.2B	14,643	27,931
Program inventories	2.2C	100,741	103,721
Other non-financial assets	2.2D	17,182	10,168
Total non-financial assets		281,159	294,538
Total assets		353,293	370,970
Liabilities			
Payables			
Trade creditors and accruals	2.3A	30,424	32,669
Other payables	2.3A	17,306	21,872
Total payables		47,730	54,541
Interest bearing liabilities			
Lease liabilities	2.4	22,547	36,826
Total interest-bearing liabilities		22,547	36,826
Provisions			
Employee provisions	3.1	37,783	35,984
Other provisions	2.3B	1,495	1,439
Total provisions		39,278	37,423
Total liabilities		109,555	128,790
Net assets		243,738	242,180
Equity			
Contributed equity		110,403	110,403
Reserves		106,203	106,644
Retained surplus		27,132	25,133
Total equity		243,738	242,180

The above statement should be read in conjunction with the accompanying notes.

Statement of Changes in Equity

for the year ended 30 June 2024

	Contributed equity		Asset revaluation reserve		Hedge reserve		Retained surplus		Total equity	
	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Opening balance as at 1 July										
Balance carried forward from previous year	110,403	110,403	106,136	96,573	508	(387)	25,133	47,188	242,180	253,777
Comprehensive income										
Surplus / (Deficit) for the year	-	-	-	-	-	-	2,113	(22,137)	2,113	(22,137)
Other comprehensive income										
Asset revaluation	-	-	(146)	9,645	-	-	-	-	(146)	9,645
(Loss) / Gain on cash flow hedging instruments	-	-	-	-	(409)	895	-	-	(409)	895
Total comprehensive income / (loss)	-	-	(146)	9,645	(409)	895	2,113	(22,137)	1,558	(11,597)
Transfers between equity components										
Transfer of revaluation reserves in relation to assets written off during the year ⁽ⁱ⁾	-	-	114	(82)	-	-	(114)	82	-	-
Total transfers between equity components	-	-	114	(82)	-	-	(114)	82	-	-
Closing balance as at 30 June	110,403	110,403	106,104	106,136	99	508	27,132	25,133	243,738	242,180

(i) During the year the Corporation wrote off plant and equipment that had previously been revalued downwards by \$0.1m (2023: upward by \$0.08m) (Refer Note 11E). At the time of write-off this asset revaluation surplus was transferred to retained surplus.

The above statement should be read in conjunction with the accompanying notes.

Cash Flow Statement

for the year ended 30 June 2024

		2024	2023
	Notes	\$'000	\$'000
Operating activities			
Cash received			
Receipts from Government		334,939	316,805
Sale of goods and rendering of services		160,436	191,604
Interest		8,852	4,651
GST received		21,955	23,799
Total cash received		526,182	536,859
Cash used			
Employees		(187,287)	(179,332)
Suppliers		(320,488)	(326,072)
Interest payments on lease liabilities		(499)	(595)
GST paid		(11,605)	(15,108)
Total cash used		(519,879)	(521,107)
Net cash from operating activities		6,303	15,752
Investing activities			
Cash received			
Proceeds from sales of plant and equipment		-	42
Term investments		241,237	212,526
Total cash received		241,237	212,568
Cash used			
Purchase of plant and equipment		(6,504)	(6,358)
Term investments		(231,141)	(220,178)
Total cash used		(237,645)	(226,536)
Net cash from / (used by) investing activities		3,592	(13,968)
Financing activities			
Cash used			
Principal payments of lease liabilities		(3,452)	(3,640)
Total cash used		(3,452)	(3,640)
Net cash used by financing activities		(3,452)	(3,640)
Net increase / (decrease) in cash held		6,443	(1,856)
Cash and cash equivalents at the beginning of the reporting period		7,397	9,253
Cash and cash equivalents at the end of the reporting period	2.1A	13,840	7,397

The above statement should be read in conjunction with the accompanying notes.

Notes to the Financial Statements

Overview

The financial statements are those of the Special Broadcasting Service Corporation (the "Corporation"). The objectives of the Corporation are set out in the Special Broadcasting Service Act 1991.

The principal function of the Corporation is to provide multilingual and multicultural broadcasting and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.

a) The basis of preparation

The financial statements are required by section 42 of the *Public Governance, Performance and Accountability Act 2013*.

The financial statements have been prepared in accordance with:

- i) *Public Governance, Performance and Accountability (Financial Reporting) Rule 2015* (FRR); and
- ii) Australian Accounting Standards and Interpretations – including Simplified Disclosures for Tier 2 Entities under AASB 1060 issued by the Australian Accounting Standards Board (AASB) that apply for the reporting period.

The financial statements have been prepared on an accrual basis and in accordance with the historical cost convention, except for certain assets and liabilities at fair value. Except where stated, no allowance is made for the effect of changing prices on the results or the financial position. The financial statements are presented in Australian dollars, which is the Corporation's functional currency and values are rounded to the nearest thousand dollars unless otherwise specified. The Corporation, for the purposes of preparing the financial statements, is a not-for-profit entity.

b) New and amended Accounting Standards

All new, revised or amending Standards and Interpretations that were issued prior to the sign-off date and are applicable to the current reporting period did not have a material effect on the Corporation's financial statements.

c) Significant accounting judgements and estimates

In the process of applying the accounting policies, the Corporation has made the following judgements that have the most significant impact on the amounts recorded in the financial statements:

- i) Valuation of land and buildings as detailed in Note 2.2A
- ii) Program amortisation as detailed in Note 2.2C.
- iii) Long service leave as detailed in Note 3.1.

No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting year.

d) Taxation

The Corporation is exempt from all forms of taxation except Fringe Benefits Tax (FBT) and the Goods and Services Tax (GST).

e) Foreign exchange

Transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction.

The Corporation enters into foreign currency hedging arrangements to protect its purchasing power in relation to foreign currency exposures. Expenditures denominated in foreign currencies are converted to Australian dollars at the exchange rates prevailing at the date of the transaction or at the hedged rate.

All the gains and losses are taken to profit or loss with the exception of forward exchange contracts that are classified as cash flow hedges used to hedge highly probable transactions. Gains and losses on cash flow hedges held at balance sheet date are taken to equity.

f) Events after the reporting period

There were no subsequent events that had the potential to significantly affect the ongoing structure and financial activities of the Corporation.

g) Changes to comparatives

Where appropriate, comparatives have been reclassified from the prior year to align to the current period presentation.

1. Financial Performance

This section analyses the Corporation's financial performance for the year ended 30 June 2024.

1.1 Expenses

	2024	2023
Notes	\$'000	\$'000

1.1A Employee benefits

Wages and salaries	144,507	143,086
Superannuation		
Defined contribution plans	16,335	18,351
Defined benefit plans	3,026	3,271
Leave and other entitlements	19,810	15,868
Total employee benefits	183,678	180,576

Accounting Policy

Accounting policies for employee related expenses are contained under People and relationships section, in Note 3.

1.1B Suppliers

Goods and services supplied or rendered

Materials and minor items	15,438	15,625
Office supplies	2,945	2,768
Other program purchases	43,120	72,883
Broadcasting	75,276	71,255
Administrative expenses	1.1F 51,271	57,333
Contract staff	32,139	39,811
Production services	3,405	4,641
Audit fees	1.1F 115	110
Total goods and services supplied or rendered	223,709	264,426

Goods supplied	61,503	91,276
Services rendered	162,206	173,150
Total goods and services supplied or rendered	223,709	264,426

Other supplier expenses

Workers' compensation premiums	392	343
Short-term leases	82	74
Low value leases	1,367	1,212
Variable lease payments	116	432
Total other supplier expenses	1,957	2,061

Total suppliers	225,666	266,487
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The above lease disclosures should be read in conjunction with the accompanying notes 1.1C, 1.2B, 2.2B and 2.4.

Notes to the Financial Statements (continued)

1.1B Suppliers (continued)

Accounting Policy

Short-term leases and leases of low-value assets

The Corporation has elected not to recognise Right-of-Use Assets and Lease Liabilities for short-term leases of assets that have a lease term of 12 months or less and leases of low-value assets (less than \$10,000 per asset). The entity recognises the lease payments associated with these leases as an expense on a straight-line basis over the lease term.

1.1C Finance costs

	2024	2023
	\$'000	\$'000
Interest on lease liabilities	499	595
Unwinding of discount – provision for restoration	51	9
Total finance costs	550	604

The above lease disclosures should be read in conjunction with the accompanying notes 1.1B, 1.2B, 2.2B and 2.4.

Accounting Policy

All borrowing costs are expensed as incurred.

1.1D Impairment loss on financial instruments

Impairment on trade and other receivables	5	6
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1.1E Write-down and impairment of other assets

Plant and equipment	250	38
Intangible assets other than goodwill	2	2
Impairment of program inventories	9,790	8,373
Total write-down and impairment of other assets	10,042	8,413

1.1F Auditor's remuneration

Audit and assurance services – Australian National Audit Office	115	110
Other services – KPMG Australia ⁽ⁱ⁾	-	30
Total Auditor's remuneration	115	140

- (i) During the year, KPMG provided grant compliance audit and advisory services amounting to \$Nil (2023: \$0.03m), including pro-bono advisory services of approximately \$Nil (2023: \$0.08m).

1.2 Own-source and Government revenue

1.2A Revenue from contracts with customers

	2024	2023
	\$'000	\$'000
Service delivery, including advertising revenue	145,819	171,671
Sale of goods	442	432
Other revenue	952	860
Total revenue from contracts with customers	147,213	172,963

Accounting Policy

Revenue from contracts with customers

The Corporation derives revenue from the transfer of goods and services, with sales to both non-government and Australian Government entities on normal commercial terms and conditions. Where an enforceable contract exists, revenue recognition is based on the delivery of performance obligations and an assessment of when control is transferred to the customer.

The key revenue streams are from government funding, advertising revenue and sponsorships.

Revenue is recognised either when the performance obligation in the contract has been performed ('point in time' or 'over time') as control of the performance obligation is transferred to the customer. Advertising revenue is recognised at a point in time when the advertisement is broadcast, with revenue for the delivery of other services and other revenue at the time the service is delivered. Revenue from the sale of goods is recognised at the point in time when control has been transferred to the customer.

The transaction price is the total amount of consideration to which the Corporation expects to be entitled in exchange for transferring promised goods or services to a customer. The consideration promised in a contract with a customer may include fixed amounts, variable amounts, or both.

Receivables for goods and services, which have 30 or 45 day terms, are recognised at the nominal amounts due less any impairment allowance amount. Collectability of debts is reviewed at the end of the reporting period. Allowances are made when collectability of the debt is no longer probable.

Notes to the Financial Statements (continued)

1.2B Rental income

	2024	2023
	\$'000	\$'000
Total operating lease income	1,628	1,546
Maturity analysis of operating lease income receivables (undiscounted):		
Within 1 year	1,639	1,607
One to two years	1,602	1,580
Two to three years	1,308	1,544
Three to four years	177	1,261
Four to five years	-	166
Total undiscounted lease payments receivable	4,726	6,158

The Corporation leases out a small proportion of its owned properties (refer to Note 2.2A) and has classified these leases as operating leases because they do not transfer substantially all of the risks and rewards incidental to the ownership of the assets. Each lease contains an initial non-cancellable period and subsequent further terms; as well as lease renewal clauses (with a minimum 3-6 month notification period) and are subject to CPI, fixed, and market rent reviews. There were no sub-leases as at 30 June 2024.

Accounting Policy

Operating lease income is recognised on a straight-lined basis over the lease term under AASB 16 Leases.

1.2C Revenue from Government

Department of Infrastructure, Transport, Regional Development, Communications and the Arts	334,939	316,805
Total revenue from Government	334,939	316,805

Accounting Policy

Funding received or receivable from the Department of Infrastructure, Transport, Regional Development, Communications and the Arts as a Corporate Commonwealth Corporation payment item is recognised as Revenue from Government by the Corporation unless the funding is in the nature of an equity injection or a loan.

2. Financial Position

This section analyses the Corporation's assets used to conduct its operations and the operating liabilities incurred as a result. Employee related information is disclosed in Note 3 People and relationships.

2.1 Financial assets

2.1A Cash and cash equivalents

	2024	2023
Notes	\$'000	\$'000
Total cash on hand or on deposit	13,840	7,397

Accounting Policy

Cash is recognised at its nominal amount. Cash and cash equivalents include:

- a) Cash on hand; and
- b) Demand deposits in bank accounts with an original maturity of 3 months or less that are readily convertible to known amounts of cash and subject to insignificant risk of changes in value.

2.1B Trade and other receivables

Total goods and services receivable	(i)	25,829	26,123
Other receivables			
Net GST receivable from the Australian Taxation Office		2,297	2,566
Interest		105	174
Total other receivables		2,402	2,740
Total trade and other receivables (gross)		28,231	28,863
Less expected credit loss allowance			
Goods and services		(46)	(42)
Total trade and other receivables (net)		28,185	28,821

- (i) The majority of goods and services receivables relate to advertising agencies. All trade and other receivables are expected to be recovered within 12 months. Credit terms were 45 days for advertising (2023: 45 days) and 30 days for all other trade receivables (2023: 30 days).

Accounting Policy

Financial assets

Trade receivables, loans and other receivables that are held for the purpose of collecting the contractual cash flows where the cash flows are solely payments of principal and interest that are not provided at below-market interest rates, are subsequently measured at amortised cost using the effective interest method adjusted for any loss allowance.

2.1C Term investments

All term deposits are expected to be recovered within 12 months (2023: 12 months). Term deposit interest income is recognised using the effective interest method. The Corporation has a series of investments with banks. The investments are made under Section 59(1)(b) of the PGPA Act. The Corporation's investments have Standard & Poor's credit ratings of BBB+ or higher and are not deemed to be impaired.

Notes to the Financial Statements (continued)

2.2 Non-financial assets

2.2A Reconciliation of the opening and closing balances of owned property, plant and equipment and intangibles

	Land \$'000	Buildings on freehold land \$'000	Leasehold improvements \$'000	Total Buildings \$'000	Plant and equipment \$'000	Computer software \$'000	Other intangibles ¹ \$'000	Total \$'000
As at 1 July 2023								
Gross book value	59,200	45,500	8,248	53,748	47,365	29,693	11,850	201,856
Accumulated depreciation and impairment	-	-	(754)	(754)	(29,557)	(23,938)	(2,531)	(56,780)
Total as at 1 July 2023	59,200	45,500	7,494	52,994	17,808	5,755	9,319	145,076
Purchased or Internally developed	-	-	-	-	3,814	2,690	-	6,504
Revaluations recognised in other comprehensive income	(400)	(725)	406	(319)	578	-	-	(141)
Depreciation and amortisation	-	(2,275)	(1,098)	(3,373)	(3,751)	(2,344)	-	(9,468)
Retirements:								
Cost	-	-	-	-	(7,372)	(776)	-	(8,148)
Accumulated depreciation	-	-	-	-	7,122	774	-	7,896
Total as at 30 June 2024	58,800	42,500	6,802	49,302	18,199	6,099	9,319	141,719
Total as at 30 June 2024 represented by								
Gross book value	58,800	42,500	7,655	50,155	42,035	31,607	11,850	194,447
Accumulated depreciation and impairment	-	-	(853)	(853)	(23,836)	(25,508)	(2,531)	(52,728)
Total as at 30 June 2024	58,800	42,500	6,802	49,302	18,199	6,099	9,319	141,719

1. Goodwill is not amortised but is assessed annually for impairment (based on its "fair value" or "value in use" calculated using the net present value of estimated future net cash inflows of the cash-generating unit (CGU) to which it has been allocated). In the current and prior financial year, the amount of goodwill recognised was reviewed, using estimated cash inflows assuming a risk adjusted pre-tax discount rate of 16.5% (2023: 16.5%).

No intangible assets or land and buildings are expected to be sold or disposed of within the next 12 months.

2.2A Reconciliation of the opening and closing balances of owned property, plant and equipment and intangibles (continued)

Revaluations of non-financial assets

All revaluations were conducted in accordance with the revaluation policy stated at Note 4.2.

The triennial comprehensive valuation of Plant and Equipment was performed by an independent valuer effective 30 June 2024. A desktop Land and Buildings valuation and materiality review on Leasehold Improvements, including Make Good provisions was also performed by an independent valuer for the current year.

Contractual commitments for the acquisition of property, plant, equipment and other intangibles

At 30 June 2024, the Corporation had a total contractual commitment of \$1.406m (2023: \$1.959m) for the acquisition of television and radio broadcasting equipment, and building improvements.

The Corporation had a total of \$Nil contractual commitments (2023: \$0.008m) for the acquisition of intangible assets.

Accounting Policy

Acquisition of assets

Assets are recorded at cost on acquisition except as stated below. The cost of acquisition includes the fair value of assets transferred in exchange and liabilities undertaken. Financial assets are initially measured at their fair value plus transaction costs where appropriate.

Assets acquired at no cost, or for nominal consideration, are initially recognised as assets and income at their fair value at the date of acquisition, unless acquired as a consequence of restructuring of administrative arrangements. In the latter case, assets are initially recognised as contributions by owners at the amounts at which they were recognised in the transferor's accounts immediately prior to the restructuring.

Asset recognition threshold

Purchases of property, plant and equipment are recognised initially at cost in the Statement of Financial Position, except for purchases costing less than \$2,000, which are expensed in the year of acquisition (other than where they form part of a group of similar items which are significant in total).

The initial cost of an asset includes an estimate of the cost of dismantling and removing the item and restoring the site on which it is located. This is particularly relevant to 'make good' provisions in property leases taken up by the Corporation where there exists an obligation to restore the property to its original condition. These costs are included in the value of the Corporation's leasehold improvements with a corresponding provision for the 'make good' recognised at net present value.

Revaluations

Following initial recognition at cost, property, plant and equipment (excluding ROU assets) are carried at fair value less subsequent accumulated depreciation and accumulated impairment losses. Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets did not differ materially from the assets' fair values as at the reporting date. The regularity of independent valuations depended upon the volatility of movements in market values for the relevant assets.

Revaluation adjustments are made on a class basis. Any revaluation increment is credited to equity under the heading of asset revaluation reserve except to the extent that it reversed a previous revaluation decrement of the same asset class that was previously recognised in the surplus. Revaluation decrements for a class of assets are recognised directly in the Statement of Comprehensive Income surplus except to the extent that they reversed a previous revaluation increment for that class.

Notes to the Financial Statements (continued)

2.2A Reconciliation of the opening and closing balances of owned property, plant and equipment and intangibles (continued)

For property, any accumulated depreciation as at the revaluation date was eliminated against the gross carrying amount of the asset and the asset was restated to the revalued amount. For plant and equipment, the cost and accumulated depreciation of the asset was proportionately adjusted to reflect the revalued amount.

Fair value measurement

Asset Class	Fair value measured at
Land	Market selling price
Buildings excl. leasehold improvements	Income approach
Leasehold improvements	Depreciated replacement cost
Plant and equipment	Market selling price or depreciated replacement cost

Depreciation

Depreciable property, plant and equipment assets are written-off to their estimated residual values over their estimated useful lives to the Corporation using, in all cases, the straight-line method of depreciation.

Depreciation rates (useful lives), residual values and methods are reviewed at each reporting date and necessary adjustments are recognised in the current, or current and future reporting periods, as appropriate.

Depreciation rates applying to each class of depreciable asset are based on the following useful lives:

Class of non-financial assets	2023-2024	Avg	2022-2023	Avg
Buildings	50 years	50	50 years	50
Leasehold improvements	Lease term	15	Lease term	15
Property, plant and equipment	3 to 20 years	7	3 to 20 years	7
Intangibles (excluding goodwill and trademark)	5 to 7 years	6	5 to 7 years	6

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in the reconciliation of the opening and closing balances of property, plant and equipment and intangibles of this note.

Leasehold improvements are amortised on a straight-line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

Impairment

All assets were assessed for impairment at 30 June 2024. Where indications of impairment exist, the asset's recoverable amount is estimated and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount.

The recoverable amount of an asset is the higher of its fair value less costs of disposal and its value in use. Value in use is the present value of the future cash flows expected to be derived from the asset.

Derecognition

An item of property, plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal.

2.2A Reconciliation of the opening and closing balances of owned property, plant and equipment and intangibles (continued)

Intangibles

The Corporation's intangibles comprise purchased and internally developed software for internal use, goodwill and trademark. These assets are carried at cost less accumulated amortisation and accumulated impairment losses.

Software is amortised on a straight-line basis over its anticipated useful life. All software assets were assessed for indications of impairment as at 30 June 2024. The useful lives of the Corporation's software are 5 to 7 years (2023: 5 to 7 years).

Goodwill is recognised on the purchase of a business unit in accordance with AASB 3 "Business Combinations". Goodwill is tested for impairment annually.

Contract rights are amortised over their anticipated useful lives (6 years). The trademark is not amortised as it has an indefinite useful life, but is tested for impairment annually.

2.2B Reconciliation of the opening and closing balances of right-of-use assets

	Buildings	Plant and equipment	Total
	\$'000	\$'000	\$'000
As at 1 July 2023			
Gross book value	11,968	38,387	50,355
Accumulated depreciation	(4,326)	(10,456)	(14,782)
Total as at 1 July 2023	7,642	27,931	35,573
Depreciation	(1,538)	(2,091)	(3,629)
Additions ¹	852	28	880
Other movements ²	(82)	(11,225)	(11,307)
Total as at 30 June 2024	6,874	14,643	21,517
Total as at 30 June 2024 represented by			
Gross book value	12,676	20,605	33,281
Accumulated depreciation	(5,802)	(5,962)	(11,764)
Total as at 30 June 2024	6,874	14,643	21,517

1. The additions relate to new lease contracts mainly for signage at North Sydney, Adelaide Office Space, and Hobart Office Space.

2. The other movements relate to the derecognition of satellite transponders and modifications to other existing leases.

Lease Right-of-Use (ROU) Assets

Leased ROU assets are capitalised at the commencement date of the lease and comprise of the initial lease liability amount, initial direct costs incurred when entering into the lease less any lease incentives received.

An impairment review is undertaken for any ROU lease asset that shows indicators of impairment and an impairment loss is recognised against any ROU lease asset that is impaired. Lease ROU assets continue to be measured at cost after initial recognition in Commonwealth agency, General Government Sector and Whole of Government financial statements.

The depreciation rates for right-of-use assets are based on the commencement date to the earlier of the end of the useful life of the right-of-use asset or the end of the lease term.

Notes to the Financial Statements (continued)

2.2C Program inventories

		2024	2023
	Notes	\$'000	\$'000
Program acquisitions	(i)	23,847	28,077
Commissioned programs	(i)	54,847	43,940
Commissioned programs – in progress		17,320	26,808
Prepaid program rights	(ii)	4,727	4,896
Total inventories	(iii)	100,741	103,721

(i) Program inventory balances are net of cost less accumulated amortisation and impairment. During the current financial year, \$59.22m was recognised as amortisation expense (2023: \$50.96m).

(ii) Amortisation for prepaid programs commences once the licence period starts. As at 30 June of each year the licence period for these prepaid programs had not commenced.

(iii) A review of programs and amortisation is undertaken annually, which resulted in an amount of \$9.79m being written off during the year ended 30 June 2024 (2023: \$8.37m). This is reported in Note 1.1E Write-down and impairment of other assets.

Accounting Policy

Program costs are capitalised as inventory and amortised over time to reflect their expected usage. Where indications of impairment exist, the asset's recoverable amount is estimated, and an impairment adjustment is made if the asset's recoverable amount is less than its carrying amount.

Program acquisitions

Program acquisitions are amortised on a straight-line basis over a period of up to three years. Online program rights are expensed as they are incurred and included under Note 1.1B Other program purchases.

Commissioned programs

Commissioned programs are valued at cost and amortised on a straight-line basis over a period of up to three years.

Some programs are fully amortised in the current period. All internally produced news and current affairs programs, as well as sports events, are expensed immediately at the time the expense is incurred.

2.2D Other non-financial assets

		2024	2023
	Notes	\$'000	\$'000
Prepayments		17,182	10,168
Total other non-financial assets		17,182	10,168

No indicators of impairment were found for other non-financial assets.

2.3 Payables

2.3A Trade creditors and accruals

		2024	2023
	Notes	\$'000	\$'000
Trade creditors and accruals	(i)	30,424	32,669
Other payables			
Salaries and wages		9,225	9,712
Superannuation		815	2,717
Prepayments received		962	1,046
Contract liabilities		6,304	8,397
Total other payables		17,306	21,872
Total payables		47,730	54,541

(i) Trade creditors and accruals settlement was usually made within 30 days.

2.3B Other provisions

Provision for restoration as at 1 July	1,439	1,049
Revaluation adjustment	5	381
Unwinding of discount or change in discount rate	51	9
Total as at 30 June	1,495	1,439

The Corporation currently has agreements for the leasing of premises at Federation Square Melbourne and Parliament House, Canberra which has provisions requiring the Corporation to restore ("make good") the premises to its original condition at the conclusion of the lease.

2.4 Interest bearing liabilities

Lease liabilities	22,547	36,826
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The cash outflow for leases for the year ended 30 June 2024 was \$4m (2023: \$4.2m).

Maturity analysis – contractual undiscounted cash flows

Within 1 year	2,964	4,259
Between 1 to 5 years	11,037	17,462
More than 5 years	8,984	18,652
Total leases	22,985	40,373

The Corporation in its capacity as lessee has lease arrangements for the leasing of office spaces, transmission equipment, satellite transponders and vehicles.

The above lease disclosures should be read in conjunction with the accompanying notes 1.1C, 1.2B and 2.2B.

Notes to the Financial Statements (continued)

2.4 Interest bearing liabilities (continued)

Accounting Policy

For all new contracts entered into, the Corporation considers whether the contract is, or contains a lease. A lease is defined as a contract, or part of a contract, that conveys the right to use an asset (the underlying asset) for a period of time in exchange for consideration.

Once it has been determined that a contract is, or contains a lease, the lease liability is initially measured at the present value of the lease payments unpaid at the commencement date, discounted using the interest rate implicit in the lease, if that rate is readily determinable, or the Department of Finance zero coupon bond yields.

Subsequent to initial measurement, the liability will be reduced for payments made and increased for interest. It is remeasured to reflect any reassessment or modification to the lease. When the lease liability is remeasured, the corresponding adjustment is reflected in the right-of-use asset or profit and loss depending on the nature of the reassessment or modification.

3. People and relationships

This section describes a range of employment and post-employment benefits provided to our people and our relationships with other key people.

3.1 Employee provisions

	2024	2023
	\$'000	\$'000
Leave	36,451	34,852
Separation and redundancies	1,332	1,132
Total employee provisions	37,783	35,984

Accounting Policy

Liabilities for short-term employee benefits and termination benefits expected within 12 months of the end of the reporting period are measured at their nominal amounts.

Other long-term employee benefits are measured as net total of the present value of the defined benefit obligation at the end of the reporting period minus the fair value at the end of the reporting period of plan assets (if any) out of which the obligations are to be settled directly.

The discount rates used in valuing leave liabilities are based on Australian government bond rates with maturities that closely align with the length of the liability. The Corporation regularly reviews leave liabilities and the impact of any adjustment to bond rates on these balances. Leave liabilities are also impacted by assumptions surrounding future salary inflation. The Corporation regularly monitors factors that are likely to impact future salary inflation.

Leave

The liability for employee benefits includes provision for annual leave and long service leave. The leave liabilities are calculated on the basis of employees' remuneration at the estimated salary rates that will be applied at the time the leave is taken, including the entity's employer superannuation contribution rates to the extent that the leave is likely to be taken during service rather than paid out on termination.

The liability for long service leave was determined by reference to the work of an actuary as at 30 June 2024. The estimate of the present value of the liability takes into account attrition rates and pay increases through promotion and inflation.

Separation and redundancy

Provision is made for separation and redundancy benefit payments. The Corporation recognises a provision for termination when it has developed a detailed formal plan for the terminations and has informed those employees affected that it will carry out the terminations.

Superannuation

The Corporation's staff are members of the Commonwealth Superannuation Scheme (CSS), the Public Sector Superannuation Scheme (PSS), or the PSS accumulation plan (PSSap), or other superannuation funds held outside the Australian Government.

The CSS and PSS are defined benefit schemes for the Australian Government. The PSSap is a defined contribution scheme.

The liability for defined benefits is recognised in the financial statements of the Australian Government and is settled by the Australian Government in due course. This liability is reported in the Department of Finance's administered schedules and notes.

The Corporation makes employer contributions to the employees' defined benefit superannuation scheme at rates determined by an actuary to be sufficient to meet the current cost to the Government. The Corporation accounts for the contributions as if they were contributions to defined contribution plans.

The liability for superannuation recognised as at 30 June per Note 2.3A represents outstanding contributions.

3.2 Key management personnel remuneration

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of that entity. The Corporation has determined the key management personnel to be its Board Directors, the Managing Director and management responsible for the authority and responsibility for planning, directing and controlling activities of the entity. Key management personnel remuneration is reported in the table below:

	2024	2023
	\$	\$
Short-term employee benefits	3,386,705	3,093,113
Post-employment benefits	341,259	367,328
Other long-term benefits	96,166	74,565
Total key management personnel remuneration expenses	3,824,130	3,535,006

The total numbers of key management personnel that are included in the above table are 16 individuals (2023: 17 individuals). The above key management personnel remuneration excludes the remuneration and other benefits of the Portfolio Minister. The Portfolio Minister's remuneration and other benefits are set by the Remuneration Tribunal and are not paid by the Corporation.

3.3 Related party disclosures

3.3A Related party relationships

The Corporation is an Australian Government controlled entity. Related parties to the Corporation are Directors (executive or otherwise), key management personnel including Cabinet Ministers, the Portfolio Minister and other Australian Government entities.

3.3B Transactions with related parties

Given the breadth of Government activities, related parties may transact with the Government sector in the same capacity as ordinary citizens. Such transactions include the payment of goods and services taxes and fringe benefits taxes.

National DAB Licence Company Limited (DAB), incorporated for the purpose of purchasing and managing the Digital Radio multiplex transmitter licence for digital radio broadcasting, is a joint venture company between the Corporation and the Australian Broadcasting Corporation (ABC), each having a 50% equity interest. DAB is funded by the Corporation and the ABC to cover administrative expenses.

Given consideration to relationships with related entities and transactions entered into during the reporting period by the Corporation, it has been determined that there are no other related party transactions to be separately disclosed.

Notes to the Financial Statements (continued)

4. Managing uncertainties

This section analyses how the Corporation manages financial risks within its operating environment.

4.1 Financial instruments

4.1A Categories of financial instruments

		2024	2023
	Notes	\$'000	\$'000
Financial assets at amortised cost			
Term investments	2.1C	30,109	40,214
Cash on hand or on deposit	2.1A	13,840	7,397
Trade and other receivables	2.1B	25,888	26,255
Total financial assets at amortised cost		69,837	73,866
Total financial assets		69,837	73,866
Financial liabilities			
Financial liabilities measured at amortised cost			
Suppliers and trade creditors	2.3A	30,424	32,669
Total financial liabilities measured at amortised cost		30,424	32,669
Total financial liabilities		30,424	32,669

The Corporation's investments are held to maturity and are not held for sale. No financial asset was pledged, nor held as collateral, in 2024 (2023: Nil).

The Corporation has established financial risk management policies to identify and analyse the risks faced by the Corporation in maximising its return on investments.

Accounting Policy

Financial assets

In accordance with AASB 9 Financial Instruments, the Corporation classified its financial assets as financial assets measured at amortised cost.

The classification depends on both the entity's business model for managing the financial assets and contractual cash flow characteristics at the time of initial recognition. Financial assets are recognised when the Corporation becomes a party to the contract and, as a consequence, has a legal right to receive and derecognised when the contractual rights to the cash flows from the financial asset expire or are transferred upon trade date.

Financial assets at amortised cost

Financial assets included in this category need to meet two criteria:

1. the financial asset is held in order to collect the contractual cash flows; and
2. the cash flows are solely payments of principal and interest (SPPI) on the principal outstanding

Amortised cost is determined using the effective interest method.

Impairment of financial assets

Financial assets are assessed for impairment at the end of each reporting period based on Expected Credit Losses, using the general approach which measures the loss allowance based on an amount equal to lifetime expected credit losses where risk has significantly increased, or an amount equal to 12-month expected credit losses if risk has not increased.

A simplified approach for trade, contract and lease receivables is used. This approach always measures the loss allowance as the amount equal to the lifetime expected credit losses.

A write-off constitutes a derecognition event where the write-off directly reduces the gross carrying amount of the financial asset.

Financial liabilities

Financial liabilities are classified as either financial liabilities 'at fair value through profit or loss' or other financial liabilities. Financial liabilities are recognised and derecognised upon 'trade date'.

Financial liabilities at amortised cost

Financial liabilities are initially measured at fair value, net of transaction costs. These liabilities are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective interest basis.

Supplier and other payables are recognised at amortised cost. Liabilities are recognised to the extent that the goods or services have been received (and irrespective of having been invoiced).

4.1B Net gains or losses on financial assets

	2024	2023
	\$'000	\$'000
Financial assets at amortised cost		
Interest revenue	8,775	4,720
Impairment of trade and other receivables	(5)	(6)
Foreign exchange losses	(22)	(4)
Net gains on financial assets	8,748	4,710

There were no other gains or losses arising from financial assets.

Notes to the Financial Statements (continued)

4.2 Fair value measurement

The following tables provide an analysis of assets and liabilities that are measured at fair value. The remaining assets and liabilities disclosed in the Statement of Financial Position do not apply the fair value hierarchy.

4.2A Fair value measurement

Accounting Policy

Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets do not differ materially from the assets' fair values as at the reporting date. The regularity of independent valuations is dependent upon the volatility of movements in market values for the relevant assets.

The Corporation deems transfers between levels of the fair value hierarchy to have occurred at the end of the reporting period in line with *AASB 13 Fair Value Measurement*.

	Notes	Fair value measurements at the end of reporting period ⁽ⁱ⁾	
		2024	2023
		\$'000	\$'000
Non-financial assets	(ii)		
Land (Craigieburn)	(iii)	8,800	9,200
Land (Artarmon)		50,000	50,000
Buildings on freehold land		42,500	45,500
Leasehold improvements		6,802	7,494
Other plant and equipment		18,199	17,808
Total fair value measurements of non-financial assets in the Statement of Financial Position		126,301	130,002

Notes:

- (i) The Corporation did not measure any non-financial assets at fair value on a non-recurring basis as at 30 June 2024.
- (ii) The Corporation undertakes a comprehensive valuation of Property, Plant and Equipment at least once every three years. If a particular asset class experiences significant and volatile changes in fair value (i.e. where indicators suggest that the value of the class has changed materially since the previous reporting period), that class is subject to specific valuation in the reporting period, where practicable, regardless of the timing of the last specific valuation.
- (iii) Fair value measurements - highest and best use differs from current use for non-financial assets. The existing use of the Corporation's land holding in Craigieburn as a transmission site is not considered to be equivalent to its highest and best use. However, its fair value measurement has been assessed at the asset's highest and best use is for residential development in accordance with the requirements of *AASB 13 Fair Value Measurement*.

Significant inputs utilised by the Corporation are derived and evaluated as follows:

Land and Buildings

Land – Price per square metre/per hectare

The Artarmon and Craigieburn land assets have been measured using the market approach by reference to similar transactions within the surrounding locality. The adopted price per square metre has been determined based on professional judgement regarding the comparability of transactions to the subject asset. The existing use of the property at Artarmon is currently considered to be its highest and best use.

The land asset at Craigieburn is not currently used at its highest and best use. The Corporation valued the land at its highest and best use (i.e. a residential subdivision) as at 30 June 2024. The asset is subject to an encumbrance (lease) until 2028, which is a restriction that would pass to a market participant. The fair value measurement has therefore considered this restriction in the valuation.

Buildings – Market Rental and Capitalisation Rate

The income capitalisation approach has been adopted to determine the fair value of the buildings asset class. Under the income capitalisation approach the net market rental is capitalised at an appropriate yield as determined from comparable sales transactions. The analysis and selection of an appropriate market rental and yield from evidence with varying degrees of comparability to the subject property is determined based on professional judgement.

Plant and Equipment – Consumed economic benefit/Obsolescence of asset

Assets that do not transact with enough frequency or transparency to develop objective opinions of value from observable market evidence have been measured utilising the depreciated replacement cost (DRC) approach. Under the DRC approach the estimated cost to replace the asset is calculated and then adjusted to take into account its consumed economic benefit/asset obsolescence (accumulated depreciation). Consumed economic benefit/asset obsolescence has been determined based on professional judgement regarding physical, economic and external obsolescence factors relevant to the asset under consideration.

The weighted average is determined by assessing the fair value measurement as a proportion of the total fair value for the class against the total useful life of each asset.

Notes to the Financial Statements (continued)

5. Aggregate assets and liabilities

	2024	2023
	\$'000	\$'000
Assets expected to be recovered in:		
No more than 12 months		
Cash and cash equivalents	13,840	7,397
Trade and other receivables	28,185	28,821
Term investments	30,109	40,214
Program inventories	100,741	103,721
Other non-financial assets	17,182	10,168
	190,057	190,321
More than 12 months		
Owned		
Land	58,800	59,200
Buildings	49,302	52,994
Plant and equipment	18,199	17,808
Computer software	6,099	5,755
Other intangibles	9,319	9,319
Right-of-use		
Buildings	6,874	7,642
Plant and equipment	14,643	27,931
	163,236	180,649
Total assets	353,293	370,970
Liabilities expected to be settled in:		
No more than 12 months:		
Trade creditors and accruals	30,424	32,669
Other payables	17,306	21,872
Lease liabilities	2,622	3,488
Employee provisions	14,416	13,759
	64,768	71,788
More than 12 months:		
Lease liabilities	19,925	33,338
Employee provisions	23,367	22,225
Other provisions	1,495	1,439
	44,787	57,002
Total liabilities	109,555	128,790

6. Contingencies

There were no contingent assets or liabilities for the financial year ended 30 June 2024 (2023: Nil).

Accounting Policy

Contingent liabilities and contingent assets are not recognised in the Statement of Financial Position but are reported in the notes. They may arise from uncertainty as to the existence of a liability or asset or represent an asset or liability in respect of which the amount cannot be reliably measured. Contingent assets are disclosed when settlement is probable but not virtually certain and contingent liabilities are disclosed when settlement is greater than remote.

Notes to the Financial Statements (continued)

7. Budgetary reports and explanations of major variances

7.1 Budgetary reports

The following tables provide a comparison between the 2023-24 Portfolio Budget Statements (PBS) budget and the final financial outcome in the 2023-24 financial statements. The Budget is not audited.

Variances are considered to be 'major' based on the following criteria:

- the variance between budget and actual is greater than 10%; and
- the variance between budget and actual is greater than 2% of the relevant category (Income, Expenses and Equity totals); or
- an item below this threshold but is considered important for the reader's understanding or is relevant to an assessment of the discharge of accountability and to an analysis of performance of the Corporation.

7.1A Statement of Comprehensive Income for the year ended 30 June 2024

		Actual	Budget estimate	
			Original ¹	Variance ²
	Notes	2024 \$'000	2024 \$'000	2024 \$'000
Net cost of services				
Expenses				
Employee benefits		183,678	184,608	(930)
Suppliers		225,666	220,219	5,447
Depreciation and amortisation on owned assets		9,468	12,813	(3,345)
Depreciation and amortisation on right-of-use assets	7.2 (iii)	3,629	3,874	(245)
Program inventory amortisation		59,222	55,490	3,732
Finance costs	7.2 (iii)	550	498	52
Impairment loss on financial instruments		5	-	5
Write-down and impairment of other assets		10,042	7,500	2,542
Foreign Exchange Losses		22	-	22
Total expenses		492,282	485,002	7,280
Less:				
Own-source income				
Own-source revenue				
Revenue from contracts with customers		147,213	144,386	2,827
Term deposit interest income	7.2 (i)	8,775	3,058	5,717
Rental income		1,628	1,505	123
Royalties from program rights		1,806	1,512	294
Other revenue		34	100	(66)
Total own-source revenue		159,456	150,561	8,895
Total own-source income		159,456	150,561	8,895
Net cost of services		332,826	334,441	(1,615)
Revenue from Government		334,939	334,939	-
Surplus on continuing operations		2,113	498	1,615
Other comprehensive income				
Items not subject to subsequent reclassification to net cost of services				
Changes in asset revaluation reserve		(146)	-	(146)
Items subject to subsequent reclassification to net cost of services				
(Loss) on cash flow hedging instruments		(409)	-	(409)
Total comprehensive income		1,558	498	1,060

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2023-24 PBS).

2. Between the actual and original budgeted amounts for 2024. Explanations of major variances are provided further below.

Notes to the Financial Statements (continued)

7.1B Statement of Financial Position as at 30 June 2024

		Actual	Budget estimate	
			Original ¹	Variance ²
	Notes	2024 \$'000	2024 \$'000	2024 \$'000
Assets				
Financial assets				
Cash and cash equivalents	7.2 (i)	13,840	9,152	4,688
Trade and other receivables		28,185	27,708	477
Term investments	7.2 (i)	30,109	19,376	10,733
Total financial assets		72,134	56,236	15,898
Non-financial assets				
Owned				
Land		58,800	59,700	(900)
Buildings	7.2 (ii)	49,302	42,797	6,505
Plant and equipment		18,199	17,570	629
Computer software		6,099	4,255	1,844
Other intangibles		9,319	9,319	-
Right-of-use				
Buildings		6,874	6,451	423
Plant and equipment	7.2 (iii)	14,643	25,333	(10,690)
Program inventories		100,741	109,965	(9,224)
Other non-financial assets		17,182	15,423	1,759
Total non-financial assets		281,159	290,813	(9,654)
Total assets		353,293	347,049	6,244
Liabilities				
Payables				
Trade creditors and accruals	7.2 (iv)	30,424	23,055	7,369
Other payables	7.2 (iv)	17,306	18,827	(1,521)
Total payables		47,730	41,882	5,848
Interest bearing liabilities				
Lease liabilities	7.2 (iii)	22,547	33,367	(10,820)
Total interest bearing liabilities		22,547	33,367	(10,820)
Provisions				
Employee provisions		37,783	35,976	1,807
Other provisions		1,495	1,049	446
Total provisions		39,278	37,025	2,253
Total liabilities		109,555	112,274	(2,719)
Net assets		243,738	234,775	8,963
Equity				
Contributed equity		110,403	110,403	-
Reserves	7.2 (ii)	106,203	96,186	10,017
Retained surplus	7.2 (i)	27,132	28,186	(1,054)
Total equity		243,738	234,775	8,963

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2023-24 PBS).
2. Between the actual and original budgeted amounts for 2024. Explanations of major variances are provided further below.

7.1C Statement of Changes in Equity for the year ended 30 June 2024

	Contributed equity			Asset revaluation reserve			Hedge reserve			Retained surplus			Total equity		
	Budget estimate		Original ¹ Variance ²	Budget estimate		Original ¹ Variance ²	Budget estimate		Original ¹ Variance ²	Budget estimate		Original ¹ Variance ²	Budget estimate		Original ¹ Variance ²
	Actual	2024	2024	Actual	2024	2024	Actual	2024	2024	Actual	2024	2024	Actual	2024	2024
Notes	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Opening balance															
Balance carried forward from previous year	110,403	110,403	-	106,136	96,573	9,563	508	(387)	895	25,133	27,688	(2,555)	234,277	7,903	
Comprehensive income															
Surplus for the year	-	-	-	-	-	-	-	-	-	2,113	498	1,615	498	1,615	
Other comprehensive income															
Asset revaluation 7.2 (ii)	-	-	-	(146)	-	(146)	-	-	-	-	-	-	(146)	-	(146)
(Loss) on cash flow hedging instrument	-	-	-	-	-	-	(409)	-	(409)	-	-	-	(409)	-	(409)
Total comprehensive income	-	-	-	(146)	-	(146)	(409)	-	(409)	2,113	498	1,615	1,558	498	1,060
Transfers between equity components															
Transfer of revaluation reserves in relation to assets written off during the year	-	-	-	114	-	114	-	-	-	(114)	-	(114)	-	-	-
Total transfers between equity components	-	-	-	114	-	114	-	-	-	(114)	-	(114)	-	-	-
Closing balance as at 30 June 2024	110,403	110,403	-	106,104	96,573	9,531	99	(387)	486	27,132	28,186	(1,054)	243,738	234,775	8,963

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2023-24 PBS).

2. Between the actual and original budgeted amounts for 2024. Explanations of major variances are provided further below.

Notes to the Financial Statements (continued)

7.1D Cash Flow Statement for the year ending 30 June 2024

		Actual	Budget estimate	
			Original ¹	Variance ²
	Notes	2024 \$'000	2024 \$'000	2024 \$'000
Operating activities				
Cash received				
Receipts from Government		334,939	334,939	–
Sale of goods and rendering of services		160,436	148,429	12,007
Interest	7.2 (i)	8,852	3,058	5,794
GST received		21,955	8,155	13,800
Total cash received		526,182	494,581	31,601
Cash used				
Employees		(187,287)	(183,569)	(3,718)
Suppliers		(320,488)	(294,612)	(25,876)
Interest payments on lease liabilities	7.2 (iii)	(499)	(498)	(1)
GST paid		(11,605)	(8,155)	(3,450)
Total cash used		(519,879)	(486,834)	(33,045)
Net cash from operating activities		6,303	7,747	(1,444)
Investing activities				
Cash received				
Term Investments	7.2 (i)	241,237	222,478	18,759
Total cash received		241,237	222,478	18,759
Cash used				
Purchase of plant and equipment		(6,504)	(10,000)	3,496
Term Investments	7.2 (i)	(231,141)	(216,816)	(14,325)
Total cash used		(237,645)	(226,816)	(10,829)
Net cash from / (used) by investing activities		3,592	(4,338)	7,930
Financing activities				
Cash used				
Principal payment of lease liabilities	7.2 (iii)	(3,452)	(3,684)	232
Total cash used		(3,452)	(3,684)	232
Net cash (used) by financing activities		(3,452)	(3,684)	232
Net increase / (decrease) in cash held		6,443	(275)	6,718
Cash and cash equivalents at the beginning of the reporting period		7,397	9,427	(2,030)
Cash and cash equivalents at the end of the reporting period		13,840	9,152	4,688

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2023-24 PBS).

2. Between the actual and original budgeted amounts for 2024. Explanations of major variances are provided further below.

7.2 Major budget variances for 30 June 2024

Explanations of major variances	Affected line items (and statement)
(i) Term deposit interest income	
The interest income from Term deposits was higher than originally budgeted mainly due to increases in the interest rates during 2023-24.	Term deposit interest income (Statement of Comprehensive Income); Cash and cash equivalents (Statement of Financial Position); Term investments (Statement of Financial Position); Retained Surplus (Statement of Financial Position); Interest (Cash Flow Statement); Term investments (Cash Flow Statement).
(ii) Buildings	
Increased value of Buildings due to the revaluation conducted in June 2023.	Buildings (Statement of Financial Position); Reserves in Equity (Statement of Financial Position); Asset revaluation reserve (Statement of Changes in Equity).
(iii) Plant and Equipment - Right-of-use assets and Lease liabilities	
Reduction in the value of Plant and equipment - Right-of-use assets and Lease liabilities associated with the de-recognition of a lease relating to one of the satellites used for the digital television distribution service which no longer meets the definition of a lease under the lease standard (AASB16).	Depreciation and amortisation on right-of-use assets (Statement of Comprehensive Income); Finance costs (Statement of Comprehensive Income); Plant and equipment - Right-of-use (Statement of Financial Position); Lease liabilities (Statement of Financial Position); Interest payments on lease liabilities (Cash Flow Statement); Principal payments of lease liabilities (Cash Flow Statement).
(iv) Trade Creditors and accruals	
Overall Payables reflect the higher than budgeted Supplier expenditure and the timing of payments.	Trade creditors and accruals (Statement of Financial Position); Other payables (Statement of Financial Position).

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Appendix 1

SBS Charter

The SBS Charter, contained in the SBS Act, sets out the principal function of SBS.

1. The principal function of the SBS is to provide multilingual and multicultural broadcasting and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
2. The SBS, in performing its principal function, must:
 - a) Contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities;
 - b) Increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society;
 - c) Promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people;
 - d) Contribute to the retention and continuing development of language and other cultural skills;
 - e) As far as practicable, inform, educate and entertain Australians in their preferred languages;
 - f) Make use of Australia's diverse creative resources;
 - g) Contribute to the overall diversity of Australian broadcasting and digital media services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector;
 - h) Contribute to extending the range of Australian broadcasting and digital media services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

Appendix 2

Multilingual programming

FY24 Summary

	SBS Audio ¹	SBS On Demand ²	SBS Television ³						Total Annual Hrs
			SBS	SBS VICELAND	NITV	SBS Food	SBS World Movies	SBS World Watch	
Languages ⁴	64	103	33	25	28	12	65	37	N/A
LOTE (hrs)	17,836 (58%)	13,716 (39%)	1,011 (12%)	434 (5%)	366 (4%)	117 (1%)	2,882 (33%)	6,335 (72%)	42,697
English (hrs)	5,304 (17%)	21,669 (61%)	7,772 (88%)	8,350 (95%)	8,417 (96%)	8,667 (99%)	5,887 (67%)	2,450 (28%)	68,516
No Dialogue (hrs)	7,800 ⁵ (25%)	18 (<1%)	1 (<1%)	-	1 (<1%)	-	16 (<1%)	-	7,836

1. Hours are indicative based on weekly averages for Mon-Sun broadcasting 6am-11am.

2. Hours of all programs available on SBS On Demand at any time.

3. 24-hour schedule.

4. SBS Television: number for which more than one hour of programming was broadcast.

5. Due to the sudden and unexpected decision made by BBC World Service to end its BBC Arabic service, which was broadcast on SBSArabic24, SBS increased its Arabic music programming on the channel.

SBS Television¹

	2022-23		2023-24	
	Hrs	%	Hrs	%
SBS (24 hours)				
LOTE	891	10%	1,011	11.5%
English	7,868	90%	7,772	88.5%
No Dialogue	1	-	1	-
Total	8,760	100%	8,784	100%
SBS VICELAND (24 hours)				
LOTE	233	3%	434	5%
English	8,526	97%	8,350	95%
No Dialogue	2	-	-	-
Total	8,761	100%	8,784	100%
NITV (24 hours)				
LOTE	214	2%	366	4%
English	8,546	98%	8,417	96%
No Dialogue	1	-	1	-
Total	8,761.0	100%	8,784	100%
SBS Food (24 hours)				
LOTE	104	1%	117	1%
English	8,656	99%	8,667	99%
No Dialogue	-	-	-	-
Total	8,760	100%	8,784	100%
SBS World Movies (24 hours)				
LOTE	3,253	37%	2,881.5	33%
English	5,471	63%	5,886.6	67%
No Dialogue	36	<1%	15.9	<1%

1 Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage

SBS Television¹ (continued)

	2022-23		2023-24	
	Hrs	%	Hrs	%
Total	8,760	100%	8,784	100%
SBS WorldWatch (24 hours)				
LOTE	6,920	79%	6,334.5	72%
English	1,845	21%	2,449.5	28%
No Dialogue	-	-	-	-
Total	8,765	100%	8,784	100%
SBS On Demand				
LOTE	5,396	20%	13,716	39%
English	21,833	80%	21,669	61%
No Dialogue	6	-	18	<1%
Total	27,234	100%	35,403	100%

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage

SBS Audio

Analogue and Digital Networks¹ (6am-11pm Mon-Sun)

	SBS Radio 1		SBS Radio 2		SBS Radio 3		SBS Arabic24		SBS South Asian		NRN	
	Hrs	%	Hrs	%	Hrs	%	Hrs	%	Hrs	%	Hrs	%
LOTE (hrs)	106	90%	117	98%	30	25%	60	50%	30	25%	117	99%
English	13	10%	-	-	89	75%	-	-	-	-	2	1%
No dialogue	-	-	2	2%	-	-	59 ²	50%	89	75%	-	-
Total	119	100%	119	100%	119	100%	119	100%	119	100%	119	100%

1 See Appendix 7-8. SBS Audio also broadcasts two digital only music channels (SBS Chill and SBS PopAsia)

2 Due to the sudden and unexpected decision made by BBC World Service to end its BBC Arabic service, which was broadcast on SBS Arabic24, SBS increased its Arabic music programming on the channel.

Appendix 3

SBS Television: Broadcast hours by genre, run and source

SBS

24 Hours ¹									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Arts	3.2	6.2	9.3	0.4%		4.9	4.9	0.1%	14.3
Childrens		0.2	0.2	0.0%			-	0.0%	0.2
Comedy		3.0	3.0	0.1%	8.3	8.5	16.8	0.3%	19.8
Drama	12.9	38.2	51.2	2.3%	421.9	900.2	1,322.2	20.3%	1,373.3
Entertainment	71.9	433.3	505.3	22.3%	48.3	98.4	146.7	2.3%	652.0
Factual	140.7	376.9	517.6	22.8%	850.9	1,578.8	2,429.8	37.3%	2,947.3
Fillers	1.4	12.1	12.5	0.6%			-	0.0%	12.5
Film		1.9	1.9	0.1%	4.3	16.8	21.1	0.3%	23.0
Food	94.3	180.6	275.0	12.1%		1.0	1.0	0.0%	276.0
News and Current Affairs	612.9	100.1	713.0	31.4%	2,021.8	1.0	2,022.8	31.0%	2,735.9
Short Film	0.9	2.0	2.9	0.1%			-	0.0%	2.9
Special Events	5.5		7.0	0.2%			-	0.0%	5.5
Sport	171.8		171.8	7.6%	448.6	101.0	549.6	8.4%	721.4
Grand Total	1,115.5	1,154.5	2,269.1		3,804.2	2,710.7	6,514.9		8,784.0

6pm-midnight ⁴									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Childrens		0.2	0.2	0.0%			-	0.0%	0.2
Comedy			-	0.0%	7.4	0.3	7.8	0.5%	7.8
Drama	12.9	1.0	13.9	1.6%	351.2	112.1	463.3	30.6%	477.2
Entertainment	50.9	93.5	144.4	16.9%	17.8	3.6	21.3	1.4%	165.8
Factual	84.4	22.2	106.6	12.5%	500.1	368.6	868.7	57.4%	975.2
Film		1.9	1.9	0.2%	1.8		1.8	0.1%	3.8
Food	10.0		10.0	1.2%			-	0.0%	10.0
News and Current Affairs	556.1	9.8	565.8	66.2%	1.0		1.0	0.1%	566.8
Short Film	0.1	0.4	0.5	0.1%			-	0.0%	0.5
Sport	12.0		12.0	1.4%	148.4		148.4	9.8%	160.4
Grand Total	726.4	128.9	855.3		1,027.8	484.6	1,512.3		2,367.7

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

SBS VICELAND

24 Hours ¹									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Arts	2.1		2.1	0.2%		2.7	2.7	0.0%	4.8
Comedy			-	0.0%	99.1	151.8	250.9	3.2%	250.9
Drama	15.3	11.1	26.3	2.6%	136.7	512.3	649.0	8.3%	675.3
Entertainment	14.3	23.0	37.3	3.7%	203.5	488.0	691.5	8.9%	728.8
Factual	97.3	253.8	351.2	34.8%	685.8	1,652.4	2,338.3	30.1%	2,689.4
Fillers	5.1	18.5	23.6	2.3%			-	0.0%	23.6
Film	5.3	5.5	10.8	1.1%	58.3	88.1	146.3	1.9%	157.2
Food	25.0	16.8	41.8	4.1%		79.8	79.8	1.0%	121.5
Magazine	2.0	181.7	183.7	18.2%			-	0.0%	183.7
News And Current Affairs	93.5	14.6	108.1	10.7%	3,135.3		3,135.3	40.3%	3,243.4
Short Film	2.0	20.0	22.0	2.2%	0.7	1.3	1.9	0.0%	23.9
Special Events	4.2		4.2	0.4%			-	0.0%	4.2
Sport	182.6	16.4	199.0	19.7%	471.5	6.9	478.4	6.2%	677.4
Grand Total	448.6	561.3	1,009.9		4,790.8	2,983.3	7,774.1		8,784.0

6pm-midnight ⁴									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Comedy			-	0.0%	60.6	30.3	90.8	4.5%	90.8
Drama	13.3		13.3	7.4%	66.8	70.1	136.8	6.7%	150.2
Entertainment	13.7	3.4	17.1	9.5%	193.2	338.9	532.1	26.2%	549.2
Factual	50.8	17.8	68.6	38.0%	572.4	324.7	897.1	44.1%	965.7
Film	5.3	5.5	10.8	6.0%	58.3	63.5	121.8	6.0%	132.6
News And Current Affairs	20.8		20.8	11.5%			-	0.0%	20.8
Short Film	0.3	0.8	1.1	0.6%			-	0.0%	1.1
Special Events	4.2		4.2	2.3%			-	0.0%	4.2
Sport	32.8	11.7	44.4	24.6%	255.5		255.5	12.6%	299.9
Grand Total	141.2	39.1	180.3		1,206.7	827.4	2,034.1		2,214.3

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

NITV

24 Hours ¹									
Local ²					International				
Genre	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	Total
Arts	2.0	41.8	43.8	0.9%					
Childrens	31.3	337.1	368.3	7.8%	27.5	1,498.1	1,525.6	37.2%	1,893.9
Comedy	1.3	3.8	5.1	0.1%	9.1	77.3	86.3	2.1%	91.4
Drama	10.4	12.1	22.5	0.5%	46.2	50.3	96.5	2.4%	119.0
Entertainment	25.8	1,222.9	1,248.7	26.6%	14.6	18.1	32.7	0.8%	1,281.4
Factual	180.5	1,560.8	1,741.3	37.1%	134.3	1,183.0	1,317.2	32.1%	3,058.6
Fillers		2.0	2.0	0.0%			-	0.0%	2.0
Film	31.3	190.1	221.3	4.7%	165.9	611.6	777.5	18.9%	998.8
Food	44.0	48.1	92.1	2.0%	49.5	34.3	83.8	2.0%	175.8
News And Current Affairs	102.8	111.3	214.1	4.6%	91.0	0.5	91.5	2.2%	305.6
Short Film	0.5	1.8	2.3	0.0%			-	0.0%	2.3
Special Events	8.9	13.5	22.4	0.5%			-	0.0%	22.4
Sport	178.1	533.3	711.3	15.1%	64.6	29.8	94.3	2.3%	805.7
Grand Total	616.8	4,078.6	4,695.3		602.6	3,502.8	4,105.4		8,757.0

6pm-midnight ⁴									
Local ²					International				
Genre	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	Total
Arts	2.0	4.9	6.9	0.7%			-	0.0%	6.9
Childrens	2.6	0.7	3.3	0.3%			-	0.0%	3.3
Comedy	1.3	3.5	4.8	0.5%	9.1	6.4	15.5	1.2%	20.3
Drama	10.4	5.3	15.7	1.6%	20.8	8.6	29.3	2.3%	45.0
Entertainment	15.6	54.7	70.3	7.1%	12.1	4.6	16.7	1.3%	86.9
Factual	163.8	409.0	572.8	57.6%	129.8	497.2	627.0	48.3%	1,199.8
Fillers		0.6	0.6	0.1%			-	0.0%	0.6
Film	30.3	87.1	117.4	11.8%	165.9	381.3	547.2	42.1%	664.6
Food			-	0.0%	5.0	11.6	16.6	1.3%	16.6
News And Current Affairs	66.8	34.3	101.2	10.2%	0.5		0.5	0.0%	101.7
Short Film	0.3	1.4	1.7	0.2%			-	0.0%	1.7
Special Events	7.4	1.4	8.8	0.9%			-	0.0%	8.8
Sport	81.5	9.4	90.9	9.1%	15.8	29.8	45.6	3.5%	136.5
Grand Total	382.0	612.3	994.3		358.9	939.4	1,298.3		2,292.6

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

SBS Food

24 Hours ¹									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Biography			-	0.0%	3.2	7.9	11.1	0.2%	11.1
Cooking	183.1	1,372.9	1,556.0	63.7%	269.7	2,231.1	2,500.8	39.4%	4,056.7
Culture & Society	3.0	8.2	11.2	0.5%	17.3	83.9	101.2	1.6%	112.3
Documentary			-	0.0%	1.1	1.1	2.2	0.0%	2.2
Food Lifestyle	63.5	296.3	359.8	14.7%	130.7	996.3	1,127.0	17.8%	1,486.8
Reality			-	0.0%	2.8	153.0	155.8	2.5%	155.8
Travel	49.7	465.3	514.9	21.1%	289.9	2,154.2	2,444.1	38.5%	2,959.0
Grand Total	299.3	2,142.7	2,441.9		714.6	5,627.5	6,342.1		8,784.0

6pm-midnight ⁴									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Biography			-	0.0%	3.2		3.2	0.0%	3.2
Cooking	85.2	351.8	436.9	17.9%	197.2	247.0	444.2	7.0%	881.1
Culture & Society	2.5	2.8	5.3	0.2%	17.3	25.0	42.3	0.7%	47.6
Food Lifestyle	53.0	51.0	104.0	4.3%	116.9	225.4	342.3	5.4%	446.3
Reality			-	0.0%		28.0	28.0	0.4%	28.0
Travel	35.2	100.3	135.5	5.5%	251.6	430.4	682.0	10.8%	817.5
Grand Total	175.8	505.9	681.8		586.1	955.8	1,541.9		2,223.7

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

SBS World Movies

24 Hours ¹									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Action	4.3	30.8	35.1	4.9%	100.2	716.8	817.0	10.1%	852.1
Adventure			0.0	0.0%	7.5	91.3	98.8	1.2%	98.8
Animation	4.1	18.3	22.4	3.1%	45.1	454.6	499.7	6.2%	522.1
Biography			0.0	0.0%	1.8	1.8	3.7	0.0%	3.7
Classic	8.8	143.5	152.3	21.2%	212.7	1,662.0	1,874.7	23.2%	2,027.0
Comedy	4.5		4.5	0.6%			-	0.0%	4.5
Contemporary			0.0	0.0%		15.4	15.4	0.2%	15.4
Cult	1.8	14.6	16.4	2.3%	4.9	28.6	33.5	0.4%	49.9
Documentary	30.3	255.5	285.8	39.7%	368.3	2,631.7	2,999.9	37.2%	3,285.7
Feature		14.8	14.8	2.1%	9.3	242.9	252.3	3.1%	267.1
Drama			0.0	0.0%	5.8	77.8	83.7	1.0%	83.7
Family			0.0	0.0%	7.9	77.6	85.5	1.1%	85.5
Fantasy		3.7	3.7	0.5%	14.8	98.2	113.0	1.4%	116.7
History	45.9	37.4	83.3	11.6%			-	0.0%	83.3
Horror			0.0	0.0%	4.4	24.3	28.7	0.4%	28.7
Magazine		9.6	9.6	1.3%	8.9	164.2	173.1	2.1%	182.7
Martial Arts									
Musical		4.1	4.1	0.6%	56.8	140.0	196.8	2.4%	200.8
Mystery / Crime			0.0	0.0%	16.6	132.3	148.8	1.8%	148.8
Romance	2.0	6.0	8.0	1.1%	1.9	40.9	42.8	0.5%	50.8
Romantic Comedy		11.5	11.5	1.6%	10.1	120.3	130.3	1.6%	141.8
Science Fiction			0.0	0.0%	48.8	222.1	270.9	3.4%	270.9
Thriller	2.2	55.1	57.3	8.0%	21.5	140.0	161.5	2.0%	218.8
War		10.8	10.8	1.5%	6.1	28.4	34.5	0.4%	45.3
Western									
Grand Total	103.9	615.7	719.6		953.4	7111.0	8064.4		8784.0

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

SBS World Movies

6pm-midnight ⁴									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Action	2.5	4.2	6.7	4.1%	90.2	147.3	237.4	11.7%	244.1
Adventure			-	0.0%	5.6	7.3	12.8	0.6%	12.8
Animation	4.1	2.2	6.3	3.9%	40.8	112.8	153.6	7.6%	159.8
Biography			-	0.0%	1.8		1.8	0.1%	1.8
Classic	8.8	36.5	45.3	28.1%	178.7	236.9	415.6	20.5%	460.9
Comedy	4.5		4.5	2.8%			-	0.0%	4.5
Contemporary			-	0.0%		6.6	6.6	0.3%	6.6
Cult	1.8		1.8	1.1%	1.7	1.5	3.2	0.2%	5.0
Documentary	30.3	35.1	65.3	40.5%	299.8	441.8	741.5	36.5%	806.8
Feature			-	0.0%	3.7	12.1	15.8	0.8%	15.8
Drama			-	0.0%	3.8	5.7	9.4	0.5%	9.4
Family			-	0.0%	6.1	15.1	21.2	1.0%	21.2
Fantasy		1.8	1.8	1.1%	13.2	26.9	40.1	2.0%	41.9
History			-	0.0%	4.4	7.8	12.2	0.6%	12.2
Horror		3.2	3.2	2.0%	8.9	22.0	30.9	1.5%	34.1
Martial Arts		2.1	2.1	1.3%	50.7	29.3	79.9	3.9%	82.0
Musical			-	0.0%	16.6	25.3	41.9	2.1%	41.9
Mystery / Crime	2.0	2.0	4.0	2.5%	1.9	7.2	9.1	0.4%	13.1
Romance		1.9	1.9	1.2%	10.1	25.3	35.3	1.7%	37.3
Romantic Comedy			-	0.0%	48.8	59.8	108.6	5.3%	108.6
Science Fiction	2.2	9.9	12.1	7.5%	18.5	22.8	41.3	2.0%	53.4
Thriller		6.5	6.5	4.0%	6.1	7.6	13.7	0.7%	20.2
War									
Western									
Grand Total	56.2	105.3	161.5		811.1	1,220.8	2,031.8		2,193.3

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

SBS WorldWatch

24 Hours ¹									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Culture & Society	1.5	1.5	3.0	0.6%			-	0.0%	3.0
Current Affairs	121.5	38.0	159.5	31.2%	1.0	1.0	2.0	0.0%	160.5
Fillers	92.7		92.7	18.2%			-	0.0%	92.7
News - Domestic	253.5		253.5	49.6%			-	0.0%	253.5
News - Domestic	0.5	1.5	2.0	0.4%	8,276.3	8,276.3	16,552.6	100.0%	8,278.3
Grand Total	469.7	41.0	510.7		8,277.3	8,277.3	16,554.6		8,788.0

6pm-midnight ⁴									
Genre	Local ²				International				Total
	First Run ³	Repeat	Total	%	First Run	Repeat	Total	%	
Culture & Society	1.5	1.5	3.0	0.7%			-		3.0
Current Affairs	121.5	38.0	159.5	36.7%	1.0	1.0	2.0	100.0%	160.5
Fillers	16.8		16.8	3.9%			-		16.8
News - Domestic	253.5		253.5	58.3%			-		253.5
News - Domestic	0.5	1.5	2.0	0.5%	1,821.2	1,821.2	3,642.4		1,823.2
Grand Total	393.8	41.0	434.8		1,822.2	1,822.2	3,644.4		2,257.0

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

SBS On Demand

All SBS On Demand Content ¹					
Genre	Local ²		International		Total
	Total	%	Total	%	
Arts	15.3	0.2%	9.1	0.0%	24.4
Childrens	137.1	2.0%	109.0	0.4%	246.2
Comedy	18.0	0.3%	488.8	1.7%	506.8
Drama	84.2	1.2%	3,721.5	13.0%	3,805.8
Education	0.8	0.0%		0.0%	0.8
Entertainment	546.1	8.1%	313.0	1.1%	859.1
Factual	1,056.9	15.6%	4,377.9	15.3%	5,434.8
Fillers	3.9	0.1%		0.0%	3.9
Film	238.6	3.5%	3,538.2	12.4%	3,776.8
Food	882.9	13.0%	1,605.3	5.6%	2,488.3
Magazine	129.2	1.9%		0.0%	129.2
News And Current Affairs	1,963.0	29.0%	9,925.7	34.7%	11,888.7
Short Film	26.9	0.4%	2.2	0.0%	29.1
Sport	1,670.0	24.7%	4,539.3	15.9%	6,209.8
Grand Total	6,773.1		28,629.9		35,403.5

1. All programs available on SBS On Demand at any time in FY23-24.

2. Includes in-house commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

Appendix 4

SBS Television: Languages broadcast

SBS

Language	Hours ¹	% LOTE	% Total
English	7,772.2	0.0%	88.5%
French	241.6	23.9%	2.8%
Italian	185.5	18.3%	2.1%
German	115.8	11.5%	1.3%
Spanish	68.4	6.8%	0.8%
Norwegian	65.4	6.5%	0.7%
Swedish	58.2	5.8%	0.7%
Danish	48.1	4.8%	0.5%
Russian	31.7	3.1%	0.4%
Finnish	25.5	2.5%	0.3%
Icelandic	23.9	2.4%	0.3%
Dutch	23.2	2.3%	0.3%
Flemish	17.9	1.8%	0.2%
Greek	14.5	1.4%	0.2%
French Canadian	14.0	1.4%	0.2%
Hebrew	9.0	0.9%	0.1%
Japanese	8.4	0.8%	0.1%
Latin	7.9	0.8%	0.1%
Old Latin	7.3	0.7%	0.1%
Ukrainian	6.1	0.6%	0.1%
Arabic	5.9	0.6%	0.1%
Polish	5.8	0.6%	0.1%
Pashto	2.7	0.3%	0.0%
Mandarin	2.4	0.2%	0.0%
Croatian	1.9	0.2%	0.0%
Zulu	1.9	0.2%	0.0%
Cantonese	1.8	0.2%	0.0%
Filipino	1.6	0.2%	0.0%
Tigrinya	1.5	0.1%	0.0%
Arerente	1.3	0.1%	0.0%
Portuguese	1.2	0.1%	0.0%
Korean	1.2	0.1%	0.0%
Dari	1.0	0.1%	0.0%
LOTE < 1	8.1	0.8%	0.1%
No Dialogue	1.3	-	0.0%
Total LOTE	1,010.8		11.5%
Total English	7,772.2		88.5%
No Dialogue	1.0		0.0%
Grand Total	8,784.0		

1. Hours are indicative, based on the proportion of language within program.

SBS VICELAND

Language	Hours ¹	% LOTE	% Total
English	8,350.3	-	95.1%
Spanish	154.4	0.4	1.8%
French	48.3	0.1	0.6%
Mandarin	27.5	0.1	0.3%
Swedish	24.5	0.1	0.3%
Old Latin	21.0	0.0	0.2%
German	20.4	0.0	0.2%
Swiss German	16.2	0.0	0.2%
Danish	15.8	0.0	0.2%
Finnish	13.1	0.0	0.1%
Japanese	11.6	0.0	0.1%
Italian	10.1	0.0	0.1%
Norwegian	8.7	0.0	0.1%
Cantonese	6.3	0.0	0.1%
Māori	5.8	0.0	0.1%
Hindi	5.0	0.0	0.1%
Russian	4.8	0.0	0.1%
Korean	3.5	0.0	0.0%
Arabic	1.9	0.0	0.0%
Dutch	1.8	0.0	0.0%
Afrikaans	1.7	0.0	0.0%
Hmong	1.3	0.0	0.0%
Filipino	1.1	0.0	0.0%
Portuguese	1.0	0.0	0.0%
Ukrainian	1.0	0.0	0.0%
LOTE < 1	26.9	0.1	0.3%
Total LOTE	433.7		4.9%
Total English	8,350.3		95.1%
No Dialogue			
Grand Total	8,784.0		

1. Hours are indicative, based on the proportion of language within program.

NITV

Language	Hours ¹	% LOTE	% Total
English	8,416.6	-	96.0%
Māori	237.5	64.9%	2.7%
Warlpiri	28.6	7.8%	0.3%
Lardil	21.0	5.7%	0.2%
Yolngu Matha	6.3	1.7%	0.1%
Tongan	5.9	1.6%	0.1%
Spanish	5.4	1.5%	0.1%
Cantonese	4.8	1.3%	0.1%
Samoan	4.8	1.3%	0.1%
Croatian	3.7	1.0%	0.0%
French	3.6	1.0%	0.0%
Kriol	3.3	0.9%	0.0%
Filipino	3.2	0.9%	0.0%
Pitjantjatjara	3.0	0.8%	0.0%
Walmajarri	2.6	0.7%	0.0%
Cree	2.3	0.6%	0.0%
Hmong	2.1	0.6%	0.0%
Gumbaynggirr	2.0	0.6%	0.0%
Danish	1.8	0.5%	0.0%
Xhosa	1.8	0.5%	0.0%
Dari	1.5	0.4%	0.0%
Russian	1.3	0.4%	0.0%
Alyawarr	1.3	0.3%	0.0%
Punjabi	1.2	0.3%	0.0%
Pashto	1.2	0.3%	0.0%
Afrikaans	1.1	0.3%	0.0%
Ukrainian	1.0	0.3%	0.0%
Inuktitut	1.0	0.3%	0.0%
LOTE < 1	12.8	3.5%	0.1%
Total LOTE	366.0		4.2%
Total English	8,416.6		95.8%
No Dialogue	14		0.0%
Grand Total	8,784.0		100.0%

1. Hours are indicative, based on the proportion of language within program.

SBS Food

Language	Hours ¹	% LOTE	% Total
English	8,667.0	-	98.7%
Greek	34.4	29.4%	0.4%
French	24.1	20.6%	0.3%
Thai	16.8	14.4%	0.2%
Italian	11.4	9.7%	0.1%
Spanish	7.8	6.7%	0.1%
Turkish	5.0	4.3%	0.1%
Māori	4.2	3.6%	0.0%
Balinese	4.1	3.5%	0.0%
Japanese	2.8	2.4%	0.0%
Mandarin	1.2	1.0%	0.0%
Cantonese	1.2	1.0%	0.0%
LOTE < 1	4.0	3.4%	0.0%
Total LOTE	117.0		1.3%
Total English	8,667.0		98.7%
No Dialogue			0.0%
Grand Total	8,784.0		

1. Hours are indicative, based on the proportion of language within program.

SBS World Movies

Language	Hours ¹	% LOTE	% Total
English	5,886.6	-	67.0%
French	900.5	0.3	10.3%
Italian	339.9	0.1	3.9%
Spanish	221.3	0.1	2.5%
Mandarin	189.9	0.1	2.2%
German	186.0	0.1	2.1%
Korean	93.7	0.0	1.1%
Swedish	87.1	0.0	1.0%
Japanese	81.4	0.0	0.9%
Danish	73.5	0.0	0.8%
Farsi	59.2	0.0	0.7%
Cantonese	53.2	0.0	0.6%
Norwegian	51.3	0.0	0.6%
Arabic	45.7	0.0	0.5%
Russian	43.6	0.0	0.5%
Greek	36.3	0.0	0.4%
Icelandic	36.0	0.0	0.4%
Hebrew	35.1	0.0	0.4%
Portuguese	34.8	0.0	0.4%
Polish	34.7	0.0	0.4%
Dutch	30.6	0.0	0.3%
Finnish	19.3	0.0	0.2%
Mongolian	16.3	0.0	0.2%
Albanian	14.3	0.0	0.2%
Maori	13.7	0.0	0.2%
Indonesian	12.1	0.0	0.1%
Hindi	11.6	0.0	0.1%
Czech	11.3	0.0	0.1%
Hungarian	10.4	0.0	0.1%
Ukrainian	10.2	0.0	0.1%
Swiss German	9.3	0.0	0.1%
Turkish	8.8	0.0	0.1%
Dari	7.3	0.0	0.1%
Latin	6.3	0.0	0.1%
Romanian	6.3	0.0	0.1%
Burmese	6.1	0.0	0.1%
Catalan	5.9	0.0	0.1%
Marathi	4.5	0.0	0.1%
Gaelic	4.3	0.0	0.0%
Urdu	4.1	0.0	0.0%
Georgian	3.8	0.0	0.0%
Rhaetic	3.7	0.0	0.0%
Yiddish	3.6	0.0	0.0%
Punjabi	3.3	0.0	0.0%

Language	Hours ¹	% LOTE	% Total
Tagalog	3.2	0.0	0.0%
Dzongkha	3.1	0.0	0.0%
Pashto	3.1	0.0	0.0%
Croatian	2.9	0.0	0.0%
Afrikaans	2.7	0.0	0.0%
Vietnamese	2.4	0.0	0.0%
Telugu	2.1	0.0	0.0%
Romani	2.0	0.0	0.0%
Irish	1.9	0.0	0.0%
Hausa	1.8	0.0	0.0%
Taiwanese	1.7	0.0	0.0%
Filipino	1.6	0.1%	0.0%
Khmer	1.6	0.1%	0.0%
Thai	1.5	0.1%	0.0%
Guarani	1.4	0.1%	0.0%
Teochew	1.4	0.0%	0.0%
French Canadian	1.3	0.0%	0.0%
Tongan	1.2	0.0%	0.0%
Navaho	1.2	0.0%	0.0%
Xhosa	1.1	0.0%	0.0%
Malay	1.0	0.0%	0.0%
LOTE < 1	10.9	0.0	0.1%
No Dialogue	15.9	-	0.2%
Total LOTE	2,881.5		32.8%
Total English	5,886.6		67.0%
No Dialogue	15.9		0.2%
Grand Total	8,784.0		

1. Hours are indicative, based on the proportion of language within program.

SBS WorldWatch

Language	Hours ¹	% LOTE	% Total
English	2,449.5	-	27.9%
Indonesian	514.2	0.1	5.9%
Arabic	455.9	0.1	5.2%
Spanish	353.2	0.1	4.0%
French	302.8	0.0	3.4%
Italian	243.7	0.0	2.8%
Japanese	213.2	0.0	2.4%
Malayalam	183.0	0.0	2.1%
Thai	183.0	2.9%	2.1%
Punjabi	183.0	0.0	2.1%
Turkish	183.0	0.0	2.1%
Korean	182.5	0.0	2.1%
Polish	182.5	0.0	2.1%
Gujarati	182.4	0.0	2.1%
Tamil	182.0	0.0	2.1%
Hindi	181.6	0.0	2.1%
Tagalog	181.5	0.0	2.1%
Bangla	180.9	0.0	2.1%
Macedonian	180.3	0.0	2.1%
Bosnian	179.5	0.0	2.0%
Dutch	178.3	0.0	2.0%
Portuguese	177.5	0.0	2.0%
Sinhala	175.5	0.0	2.0%
German	164.3	0.0	1.9%
Armenian	156.0	0.0	1.8%
Urdu	134.7	0.0	1.5%
Ukrainian	129.0	0.0	1.5%
Mandarin	127.0	0.0	1.4%
Maltese	121.6	0.0	1.4%
Cantonese	92.6	0.0	1.1%
Croatian	92.0	0.0	1.0%
Serbian	89.0	0.0	1.0%
Hungarian	75.8	0.0	0.9%
Greek	62.0	0.0	0.7%
Nepali	52.0	0.0	0.6%
Somali	46.2	0.0	0.5%
Romanian	13.0	0.0	0.1%
Total LOTE	6,334.5		72.1%
Total English	2,449.5		27.9%
No Dialogue			0.0%
Grand Total	8,784.0		100.0%

1. Hours are indicative, based on the proportion of language within program.

SBS On Demand

Language	Hours ¹	% LOTE	% Total
English	21,669.2		61.2%
French	1,662.9	12.1%	4.7%
Hindi	1,369.6	10.0%	3.9%
Spanish	625.1	4.6%	1.8%
Greek	594.9	4.3%	1.7%
Arabic	583.4	4.3%	1.6%
Italian	550.3	4.0%	1.6%
Korean	501.4	3.7%	1.4%
Turkish	487.1	3.6%	1.4%
Swedish	471.5	3.4%	1.3%
German	407.1	3.0%	1.2%
Filipino	407.0	3.0%	1.1%
Mandarin	359.9	2.6%	1.0%
Danish	333.0	2.4%	0.9%
Croatian	318.4	2.3%	0.9%
Portuguese	310.5	2.3%	0.9%
Urdu	247.1	1.8%	0.7%
Romanian	239.7	1.7%	0.7%
Indonesian	237.2	1.7%	0.7%
Polish	232.0	1.7%	0.7%
Japanese	231.6	1.7%	0.7%
Armenian	231.2	1.7%	0.7%
Nepalese	203.8	1.5%	0.6%
Ukrainian	196.6	1.4%	0.6%
Maltese	195.9	1.4%	0.6%
Macedonian	190.0	1.4%	0.5%
Serbian	187.6	1.4%	0.5%
Cantonese	183.1	1.3%	0.5%
Norwegian	178.9	1.3%	0.5%
Thai	175.8	1.3%	0.5%
Bengali	157.8	1.2%	0.4%
Bosnian	155.5	1.1%	0.4%
Hungarian	152.6	1.1%	0.4%
Fijian	143.7	1.0%	0.4%
Dutch	143.2	1.0%	0.4%
Somali	133.7	1.0%	0.4%
Sinhala	123.3	0.9%	0.3%
Finnish	95.5	0.7%	0.3%
Russian	86.8	0.6%	0.2%
Hebrew	75.8	0.6%	0.2%
Flemish	56.3	0.4%	0.2%
Icelandic	54.3	0.4%	0.2%
French Canadian	47.4	0.3%	0.1%

SBS On Demand (continued)

Language	Hours ¹	% LOTE	% Total
Māori	31.5	0.2%	0.1%
Vietnamese	31.1	0.2%	0.1%
Farsi	21.5	0.2%	0.1%
Swiss German	17.8	0.1%	0.1%
Tagalog	16.8	0.1%	0.0%
Marathi	12.7	0.1%	0.0%
Estonian	12.6	0.1%	0.0%
Old Latin	11.8	0.1%	0.0%
Welsh	11.6	0.1%	0.0%
Afrikaans	9.9	0.1%	0.0%
Latin	7.8	0.1%	0.0%
Albanian	7.1	0.1%	0.0%
Bangla	6.5	0.0%	0.0%
Malay	6.3	0.0%	0.0%
Catalan	6.3	0.0%	0.0%
Czech	5.7	0.0%	0.0%
Basque	5.3	0.0%	0.0%
Gujarati	5.3	0.0%	0.0%
Dari	5.1	0.0%	0.0%
Swahili	5.0	0.0%	0.0%
Telugu	4.8	0.0%	0.0%
Yolngu Matha	4.8	0.0%	0.0%
Tamil	4.7	0.0%	0.0%
Malayalam	4.7	0.0%	0.0%
Mongolian	4.5	0.0%	0.0%
Punjabi	4.3	0.0%	0.0%
Georgian	3.9	0.0%	0.0%
Kurdish	3.4	0.0%	0.0%
Burmese	3.4	0.0%	0.0%
Tibetan	3.1	0.0%	0.0%
Kannada	2.8	0.0%	0.0%
Lingala	2.6	0.0%	0.0%
Zulu	2.4	0.0%	0.0%
Wolof	2.1	0.0%	0.0%
Nigerian Pidgin	2.1	0.0%	0.0%
Slovene	2.1	0.0%	0.0%
Xhosa	2.1	0.0%	0.0%
Amharic	2.0	0.0%	0.0%
Sesotho	1.9	0.0%	0.0%
Bislama	1.9	0.0%	0.0%
Yiddish	1.8	0.0%	0.0%
Dzongkha	1.8	0.0%	0.0%
Irish	1.7	0.0%	0.0%
Assamese	1.7	0.0%	0.0%

Language	Hours ¹	% LOTE	% Total
Yakut	1.5	0.0%	0.0%
Lithuanian	1.5	0.0%	0.0%
Rhaetic	1.5	0.0%	0.0%
Arabic (Moroccan)	1.5	0.0%	0.0%
Bulgarian	1.5	0.0%	0.0%
Kikuyu	1.5	0.0%	0.0%
Moore	1.4	0.0%	0.0%
Arabic (Sudanese)	1.3	0.0%	0.0%
Arrernte	1.3	0.0%	0.0%
Yindjibarndi	1.3	0.0%	0.0%
Gaelic	1.2	0.0%	0.0%
Hmong	1.2	0.0%	0.0%
Pashto	1.2	0.0%	0.0%
Warlpiri	1.1	0.0%	0.0%
Cree	1.1	0.0%	0.0%
Pitjantjatjara	1.0	0.0%	0.0%
No Dialogue	18.0		0.1%
LOTE < 1	47.9	0.3%	0.1%
Total LOTE	13,716.3	100.0%	38.7%
Total English	21,669.2		61.2%
No Dialogue	18.0		0.1%
Grand Total	35,403.5		

1. Hours are indicative, based on the proportion of language within program.

Appendix 5

SBS Television: Cultures represented

SBS	Ethiopian	Paraguayan	Australian	Inuit
Abyssinian	Faroe Islands	Peruvian	Lebanese	Iranian
Afghan	Filipino	Polish	Australian Phillipine	Irish
African American	Finnish	Polynesian	Australian Polish	Israeli
American	French	Portuguese	Australian Thai	Italian
Argentinian	German	Roman	Australian Vietnamese	Jamaican
Armenian	Ghanaian	Russian	Austrian	Japanese
Australian	Greek	Salvadoran	Belgian	Kenyan
Australian Chinese	Hong Kong	Scottish	Belizean	Korean
Australian Dutch	Hungarian	Senegalese	Bolivian	Kurdish
Australian French	Icelandic	Singaporean	Brazilian	Kuwaiti
Australian German	Indian	Slovenian	British	Lebanese
Australian Greek	Indonesian	South African	Bulgarian	Liberian
Australian Indian	Iranian	Spanish	Cameroonian	Libyan
Australian Indigenous	Iraqi	Sri Lankan	Canadian	Malagasy
Australian Indonesian	Irish	Sudanese	Chilean	Malaysian
Australian Israeli	Israeli	Swedish	Chinese	Māori
Australian Italian	Italian	Swiss	Colombian	Mauritanian
Australian Lebanese	Jamaican	Syrian	Congolese	Mauritian
Australian Macedonian	Japanese	Turkish	Cuban	Melanesian
Australian Phillipine	Jordanian	Turkmenistan	Cypriot	Mexican
Australian Polish	Korean	Ukrainian	Danish	Montenegrin
Australian Spanish	Lebanese	Vietnamese	Dutch	Native American
Australian Turkish	Macedonian	Zambian	East Timorese	Native Hawaiian
Australian Vietnamese	Malaysian		Egyptian	Nepalese
Austrian	Maldivian	SBS VICELAND	Emirati	New Zealand
British	Maltese	Afghan	English	Nigerian
Canadian	Māori	African American	Estonian	Norwegian
Chilean	Mauritanian	Algerian	Filipino	Pakistani
Chinese	Mauritian	American	Finnish	Panamanian
Colombian	Mayan	Argentinian	First Nations (Canada)	Papua New Guinean
Croatian	Melanesian	Australian	French	Polish
Czech	Mexican	Australian Chinese	German	Polynesian
Danish	Moroccan	Australian French	Ghanaian	Qatari
Dutch	Namibian	Australian German	Greek	Romanian
Egyptian	Native American	Australian Greek	Honduran	Russian
Emirati	Nepalese	Australian Hungarian	Hong Kong	Samoan
English	New Zealand	Australian Indian	Icelandic	Saudi Arabian
Eritrean	Nigerian	Australian Indigenous	Inca	Scottish
	Norwegian	Australian Indonesian	Indian	Serbian
	Pakistani	Australian Korean		Singaporean
	Palestinian			South African

SBS VICELAND (continued)

Spanish
Sri Lankan
Sudanese
Swedish
Swiss
Syrian
Taiwanese
Thai
Tongan
Ugandan
Ukrainian
Venezuelan
Vietnamese
Zambian

NITV

Afghan
African American
American
Australian
Australian Cambodian
Australian Chinese
Australian Dutch
Australian French
Australian German
Australian Greek
Australian Hungarian
Australian Indian
Australian Indigenous
Australian Indonesian
Australian Italian
Australian Phillipine
Australian Sri Lankan
Australian Thai
Australian Vietnamese
Bahamian
Belizean
Botswanan
Brazilian
British
Canadian
Chinese

Croatian
Cuban
Danish
East Timorese
English
Ethiopian
Fijian
Filipino
Finnish
First Nations (Canada)
French
Ghanaian
Greek
Greenland
Honduran
Hungarian
Indian
Indonesian
Inuit
Iranian
Iraqi
Irish
Italian
Ivorian
Jamaican
Japanese
Jordanian
Kenyan
Libyan
Malaysian
Maltese
Māori
Melanesian
Mexican
Montenegrin
Moroccan
Namibian
Native American
Nepalese
New Zealand
Nigerian
Ni-Vanuatu
Panamanian

Papua New Guinean
Paraguayan
Polynesian
Portuguese
Samoan
Saudi Arabian
Scottish
Serbian
Sierra Leonean
Singaporean
Somali
South African
Spanish
Swedish
Syrian
Tahitian
Taiwanese
Tanzanian
Tongan
Ugandan
Ukrainian
Vietnamese

SBS Food

Abyssinian
Afghan
African American
American
Angolan
Argentinian
Australian
Australian Cambodian
Australian Chinese
Australian Croatian
Australian Egyptian
Australian French
Australian Greek
Australian Hungarian
Australian Indian
Australian Indigenous
Australian Indonesian
Australian Israeli
Australian Italian

Australian Korean
Australian Lebanese
Australian Maltese
Australian Phillipine
Australian Portuguese
Australian Spanish
Australian Sri Lankan
Australian Thai
Australian Vietnamese
Austrian
Bangladeshi
Brazilian
British
Burmese
Cambodian
Canadian
Chilean
Chinese
Colombian
Corsican
Croatian
Cuban
Cypriot
Czech
Danish
Dutch
Egyptian
English
Eritrean
Ethiopian
Fijian
Filipino
Finnish
French
German
Ghanaian
Greek
Hong Kong
Hungarian
Icelandic
Indian
Indonesian
Iranian

Iraqi
 Irish
 Israeli
 Italian
 Jamaican
 Japanese
 Korean
 Laotian
 Latvian
 Lebanese
 Malaysian
 Maldivian
 Maltese
 Mauritanian
 Mauritian
 Mexican
 Montenegrin
 Moroccan
 Namibian
 Native American
 New Zealand
 Nigerian
 Norwegian
 Pakistani
 Palestinian
 Peruvian
 Polish
 Portuguese
 Puerto Rican
 Romanian
 Russian
 Samoan
 Saudi Arabian
 Scottish
 Senegalese
 Serbian
 Sierra Leonean
 Singaporean
 South African
 Spanish
 Sri Lankan
 Sudanese
 Swedish

Syrian
 Taiwanese
 Thai
 Tunisian
 Turkish
 Ukrainian
 Uruguayan
 Vietnamese
 Welsh
 Zimbabwean

SBS World Movies

African American
 American
 Armenian
 Australian
 Australian Chinese
 Australian Indigenous
 Australian Phillipine
 Australian Vietnamese
 Austrian
 Belgian
 British
 Burmese
 Cambodian
 Canadian
 Chinese
 Cuban
 Czech
 Danish
 Dominican
 Egyptian
 English
 Filipino
 Finnish
 Flemish
 French
 French Canadian
 German
 Greek
 Hong Kong
 Hungarian
 Indian
 Indonesian

Iranian
 Irish
 Israeli
 Italian
 Japanese
 Jordanian
 Lebanese
 Māori
 New Zealand
 Norwegian
 Pakistani
 Polish
 Polynesian
 Portuguese
 Roman
 Russian
 Scottish
 South African
 Spanish
 Swedish
 Swiss
 Taiwanese
 Thai
 Ukrainian
 Uzbekistani

SBS WorldWatch

Armenian
 Australian
 Bangladeshi
 Bosnian
 British
 Croatian
 Cypriot
 Dutch
 Filipino
 French
 German
 Greek
 Hong Kong
 Hungarian
 Indian
 Indonesian
 Italian

Japanese
 Korean
 Macedonian
 Maltese
 Nepalese
 Pakistani
 Polish
 Portuguese
 Qatari
 Romanian
 Serbian
 Singaporean
 Somali
 Spanish
 Sri Lankan
 Thai
 Turkish
 Ukrainian

Appendix 6

SBS Television: SBS-commissioned programs first run

SBS, SBS VICELAND, SBS Food and
SBS On Demand commissioned first run
hours broadcast in FY2023-24¹

Genre/Title	Episodes	Hours
Drama	26	15.9
Erotic Stories Series 1	8	4.5
Night Bloomers	1	1.2
Petrol	1	1.8
Swift Street Series 1	8	4.0
While The Men Are Away Series 1	8	4.4
Entertainment	92	63
Celebrity Letters And Numbers Series 4	12	12.0
Eurovision Song Contest 2024	3	8.7
Guillaume's French Atlantic Series 1	2	1.9
Mastermind Series 6	70	35.0
The Parasocial Social Club	5	5.2
Factual	65	64
Alone Australia Series 2	11	11.3
Australia's Sleep Revolution Series 1	3	3.0
Came From Nowhere	1	1.8
Carnival, The	1	1.2
Crane And The Lion, The	1	0.4
Every Family Has A Secret Series 4	4	4.0
Great Australian Walks With Julia Zemiro Series 1	10	9.7
Hitler's Jewish Soldier?	1	1.1
Hospital: In The Deep End Series 1, The	3	3.3
Inside Sydney Airport Series 1	5	5.0
Last Chance To Save A Life	1	1.0
Matchmakers Series 1, The	3	3.0
Meet The Neighbours Series 1	3	3.0
Mission Series 1, The	3	3.0
Psychedelics: Stepping Into The Unknown	1	1.4
Swiping Game Series 4, The	3	1.0
Who Do You Think You Are? Series 15	8	8.0
Who The Bloody Hell Are We? Series 1	3	3.0

Genre/Title	Episodes	Hours
Food	213	108
Adam & Poh's Great Australian Bites Series 1	8	4.0
Cook Up With Adam Liaw Series 5, The	80	40.0
Cook Up With Adam Liaw Series 6, The	85	42.5
Cook Up With Adam Liaw Series 7, The	5	2.5
Khanh Ong's Wild Food Series 1	3	2.8
Luke Nguyen's India Series 1 (30 Min)	12	6.0
Paradise Kitchen Bali Series 1	10	5.0
Plat Du Tour Series 4 (30 Min)	2	1.0
Streets, Hong Kong Series 1, The	4	2.0
Taste Of The Tropics: Family & Friends	1	0.5
Taste Of The Tropics: Iconic Fnq	1	0.5
Taste Of The Tropics: Troppo Kitchen	1	0.5
Vegan Vigilantes	1	0.3
Grand Total	396.0	250.4

1. Excludes network repeats and in-house production of News, Current Affairs and Sport (included in Appendix 3).

NITV commissioned first run hours broadcast in FY2023–24

Genre/Title	Episodes	Hours
Arts	2	2.0
Garma Bungul 2023	2	2.0
Childrens	10	2.6
Eddies Lil' Homies Series 1	10	2.6
Drama	1	0.3
No Ordinary Black - Katele (Mudskipper)	1	0.3
Entertainment	104	66.8
Going Places With Ernie Dingo Series 5	12	12.0
Kickin' Back With Gilbert McAdam 2024	16	8.3
Over The Black Dot 2023	13	6.9
Over The Black Dot 2024	17	13.5
Yokayi Footy 2023	13	12.9
Yokayi Footy Shorts 2024	16	1.3
Sydney Opera House Presents: Generations And Dynasties	2	3.1
Sounds Of Solidarity - January 26th 2024	3	3.0
Sounds Of Solidarity - Referendum Vote	12	5.8
Factual	28	22.0
Audrey Napanangka	1	1.5
Elder In Residence Oration 2023	1	1.0
First Inventors, The Series 1	1	0.8
Her Name Is Nanny Nellie	1	1.5
Keeping Hope	1	1.0
Kindred	1	1.7
Larapinta Series 1	6	3.0
Our Law Series 2	8	4.5
Our Stories 2022 - Singing Country	1	0.5
Our Stories Connecting With Country	2	1.0
Rebel With A Cause Series 1	4	4.0
You Can Go Now	1	1.5

Genre/Title	Episodes	Hours
Special Events	5	8.4
Dance Rites 2023	1	1.6
NAIDOC Awards 2023	1	1.5
National Indigenous Fashion Awards 2023	1	1.3
National Indigenous Music Awards 2023	1	3.0
Wugulora 2024	1	1.0
Grand Total	150	102.1

Appendix 7

SBS Audio: Language programs broadcast (6am-11pm Mon-Sun)

	Analog/Digital		Digital	Digital	Digital	Analog	Online ⁵	Mobile ⁶	Digital TV
Language Program	SBS Radio 1 ¹	SBS Radio 2 ²	SBS Radio 3 ³	SBS Arabic24 ⁷	SBS South Asian	NRN ⁴			
Albanian	-	-	-	-	-	-	✓	✓	✓
Amharic	2	-	2	-	-	1	✓	✓	✓
Arabic	-	14	-	60	-	7	✓	✓	✓
Armenian	2	-	-	-	-	1	✓	✓	✓
Assyrian	-	2	-	-	-	1	✓	✓	✓
Bangla	-	2	-	-	2	2	✓	✓	✓
Bosnian	1	-	-	-	-	1	✓	✓	✓
Bulgarian	-	-	-	-	-	-	✓	✓	✓
Burmese	-	2	2	-	-	1	✓	✓	✓
Cantonese	14	-	-	-	-	7	✓	✓	✓
Croatian	4	-	-	-	-	2	✓	✓	✓
Dari	-	2	-	-	-	1	✓	✓	✓
Dinka	2	-	2	-	-	1	✓	✓	✓
Dutch	-	2	-	-	-	1	✓	✓	✓
Filipino	-	7	-	-	-	6	✓	✓	✓
Finnish	-	-	-	-	-	-	✓	✓	✓
French	4	-	-	-	-	2	✓	✓	✓
German	-	5	5	-	-	4	✓	✓	✓
Greek	14	-	-	-	-	7	✓	✓	✓
Gujarati	-	2	-	-	2	1	✓	✓	✓
Hakha Chin	-	-	-	-	-	-	✓	✓	-
Hebrew	2	-	-	-	-	2	✓	✓	✓
Hindi	-	7	-	-	7	5	✓	✓	✓
Hmong	-	2	-	-	-	1	✓	✓	✓
Indonesian	-	4	-	-	-	2	✓	✓	✓
Italian	-	14	-	-	-	7	✓	✓	✓
Japanese	3	-	3	-	-	1	✓	✓	✓
Karen	-	-	-	-	-	-	✓	✓	-
Khmer	2	-	-	-	-	1	✓	✓	✓
Kirundi	-	-	-	-	-	-	✓	✓	-
Korean	7	-	5	-	-	3	✓	✓	✓
Kurdish	-	2	-	-	-	1	✓	✓	✓
Lao	-	2	-	-	-	1	✓	✓	-
Macedonian	6	-	-	-	-	2	✓	✓	✓
Malayalam	-	2	-	-	2	1	✓	✓	✓
Maltese	-	2	-	-	-	1	✓	✓	✓
Mandarin	14	-	-	-	-	7	✓	✓	✓
Mongolian	-	-	1	-	-	-	✓	✓	✓

1. Analog – Sydney, Canberra and Wollongong, and Melbourne AM; Digital – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin and Hobart.

2. Analog – Sydney, Melbourne and Canberra FM; Digital – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin and Hobart.

3. Digital only – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin, Gold Coast and Hobart.

4. Analog only – AM and FM frequencies in major centres around Australia (see Appendix 13).

5. sbs.com.au/audio.

6. SBS Audio app.

7. SBS Arabic24 – including 14 hours simulcast on SBS Radio 2.

	Analog/Digital		Digital	Digital	Digital	Analog	Online ⁵	Mobile ⁶	Digital TV
Language Program	SBS Radio 1 ¹	SBS Radio 2 ²	SBS Radio 3 ³	SBS Arabic24 ⁷	SBS South Asian	NRN ⁴			
Nepali	-	2	-	-	2	1	✓	✓	✓
Pashto	-	2	-	-	-	1	✓	✓	✓
Persian	-	2	-	-	-	1	✓	✓	✓
Polish	5	-	-	-	-	2	✓	✓	✓
Portuguese	-	2	-	-	-	1	✓	✓	✓
Punjabi	-	5	-	-	5	2	✓	✓	✓
Rohingya	-	-	-	-	-	-	✓	✓	-
Romanian	1	-	-	-	-	-	✓	✓	✓
Russian	-	3	-	-	-	1	✓	✓	✓
Samoan	2	-	2	-	-	1	✓	✓	✓
Serbian	4	-	-	-	-	2	✓	✓	✓
Sinhala	-	4	-	-	4	2	✓	✓	✓
Slovak	-	-	-	-	-	-	✓	✓	✓
Slovenian	1	-	-	-	-	-	✓	✓	✓
Somali	-	2	2	-	-	1	✓	✓	✓
Spanish	-	7	-	-	-	5	✓	✓	✓
Swahili	-	2	2	-	-	1	✓	✓	✓
Tamil	-	4	-	-	4	2	✓	✓	
Telugu	-	-	-	-	-	-	-	-	-
Thai	-	2	2	-	-	1	✓	✓	✓
Tibetan	-	-	-	-	-	-	✓	✓	-
Tigrinya	2	-	2	-	-	1	✓	✓	✓
Turkish	-	4	-	-	-	2	✓	✓	✓
Ukrainian	-	1	-	-	-	1	✓	✓	✓
Urdu	-	2	-	-	2	1	✓	✓	✓
Vietnamese	14	-	-	-	-	7	✓	✓	✓
Total LOTE	106 (90%)	117 (98%)	30 (25%)	60 (50%)	30 (25%)	117 (99%)	-	-	-
NITV Radio	6	-	-	-		2	✓	✓	✓
BBC World Service English	-	-	89	-	-	-			
BBC World Service	7	-	-	-	-	-			
Total English	13 (10%)	-	89 (75%)	-		2 (1%)	-	-	-
No dialogue	-	2 (2%)	-	59	89	-			
Total	119 (100%)	119 (100%)	119 (100%)	119 (100%)	119 (100%)	119 (100%)			

1. Analog – Sydney, Canberra and Wollongong, and Melbourne AM; Digital – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin and Hobart.

2. Analog – Sydney, Melbourne and Canberra FM; Digital – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin and Hobart.

3. Digital only – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin, Gold Coast and Hobart.

4. Analog only – AM and FM frequencies in major centres around Australia (see Appendix 13).

5. sbs.com.au/audio.

6. SBS Audio app.

7. SBS Arabic24 – including 14 hours simulcast on SBS Radio 2.

Appendix 8

SBS Audio Schedules

SBS Radio 1¹ July 2023 to October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service
7am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
8am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
9am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
10am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
11am	Croatian	Croatian	Dinka	Croatian	Croatian	Dinka	Hebrew
12pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Slovenian	Hebrew
1pm	NITV Radio	French	NITV Radio	French	NITV Radio	French	French
2pm	Polish	Romanian	Polish	Mongolian	Polish	SBS Chill	Polish
3pm	Serbian	Serbian	Khmer	Serbian	Khmer	Serbian	Bosnian
4pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
5pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
6pm	Tigrinya	Armenian	Finnish	Tigrinya	Bulgarian	Albanian	SBS Chill
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
8pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
9pm	Korean	Korean	Korean	Korean	Korean	SBS Chill	SBS Chill
10pm	Amharic	Japanese	Samoan	Japanese	Amharic	Japanese	Samoan
11pm	Overnight Programming ²						

SBS Radio 1¹ Live from 5 October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service
7am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
8am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
9am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
10am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
11am	Croatian	Croatian	Dinka SIM SBS3	Croatian	Croatian	Dinka RPT	Hebrew PR
12pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian RPT	Hebrew PR
1pm	NITV Radio	French	NITV Radio	French	NITV Radio RPT	French PR	French PR
2pm	Polish	Bosnian	Polish	Polish	Polish	Croatian RPT	Polish RPT
3pm	Serbian	Serbian	Khmer	Serbian	Khmer	Serbian PR	Bosnian RPT
4pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
5pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
6pm	Tigrinya RPT	Armenian PR	NITV Radio RPT	Tigrinya RPT	NITV Radio RPT	NITV Radio RPT	Armenian RPT
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
8pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
9pm	Korean RPT	Korean RPT	Korean RPT	Korean RPT	Korean RPT	Korean RPT	Korean PR
10pm	Amharic RPT	Japanese RPT	Samoan RPT	Japanese RPT	Amharic RPT	Japanese RPT	Samoan RPT
11pm	Overnight Programming ²						

1. Sydney, Canberra and Wollongong, and Melbourne AM; digital radio; online – sbs.com.au/audio; digital TV; and SBS Audio app.

2. Overnight programming: BBC World Service (in a variety of languages).

Repeat program (RPT), Pre-recorded PR, Simulcast (SIM)

SBS Radio 2¹ July to October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	Best of SBS Arabic24	Best of SBS Arabic24
7am	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	Best of SBS Arabic24	Best of SBS Arabic24
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
10am	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino
11am	Sinhala	Sinhala	Dutch	Sinhala	Sinhala	Dutch	Hmong
12pm	Russian	Maltese	Portuguese	Russian	Maltese	Russian	Portuguese
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish
2pm	Turkish	Pashto	Turkish	Turkish	Turkish	Pashto	Kurdish
3pm	Indonesian	Persian	Indonesian	Ukrainian	Indonesian	Persian	Indonesian
4pm	SBS Chill	Dari	Gujarati	Nepali	Gujarati	Dari	Nepali
5pm	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi
6pm	Bangla	Swahili	Urdu	Hmong	Kurdish	Bangla	Urdu
7pm	German	German	German	German	German	SBS Chill	Slovak
8pm	Tamil	Assyrian	Tamil	Malayalam	Tamil	Assyrian	Tamil
9pm	Punjabi	Punjabi	Punjabi	Punjabi	Punjabi	SBS Chill	Malayalam
10pm	Thai	Burmese	Somali	Thai	Somali	Burmese	Swahili
11pm	Overnight Programming ²						

SBS Radio 2¹ Live from 5 October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Best of SBS Arabic24 SIM	Best of SBS Arabic24 SIM
7am	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Arabic GMA SIM Arabic 24	Best of SBS Arabic24 SIM	Best of SBS Arabic24 SIM
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
10am	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino
11am	Sinhala SIM PopDesi	Sinhala SIM PopDesi	Dutch	Sinhala SIM PopDesi	Sinhala SIM PopDesi	Dutch PR	Hmong RPT
12pm	Russian	Maltese	Portuguese	Russian	Maltese	Russian PR	Portuguese PR
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish
2pm	Turkish	Pashto	Turkish	Turkish	Turkish	Pashto PR	Kurdish PR
3pm	Indonesian	Persian	Indonesian	Ukrainian	Indonesian	Persian PR	Indonesian PR
4pm	Lao RPT	Dari	Gujarati RPT	Nepali RPT	Gujarati RPT	Dari PR	Nepali RPT
5pm	Hindi SIM PopDesi	Hindi SIM PopDesi	Hindi SIM PopDesi	Hindi SIM PopDesi	Hindi SIM PopDesi	Hindi SIM PopDesi	Hindi SIM PopDesi
6pm	Bangla RPT	Swahili RPT	Urdu RPT	Hmong PR	Ukrainian PR	Bangla RPT	Urdu RPT
7pm	German RPT	German RPT	German RPT	German RPT	German RPT	PopDesi SIM	PopDesi SIM
8pm	Tamil RPT	Assyrian PR	Tamil RPT	Malayalam RPT	Tamil RPT	Assyrian PR	Tamil RPT
9pm	Punjabi RPT	Punjabi RPT	Punjabi RPT	Punjabi RPT	Punjabi RPT	Lao PR	Malayalam RPT
10pm	Thai RPT	Burmese RPT	Somali RPT	Thai	Somali PR	Burmese RPT	Swahili RPT
11pm	Overnight Programming ²						

1. Sydney, Canberra and Wollongong, and Melbourne AM; digital radio; online – sbs.com.au/audio; digital TV; and SBS Audio app.

2. Overnight programming: BBC World Service (in a variety of languages).
Repeat program (RPT), Pre-recorded PR, Simulcast (SIM)

National Radio Network¹ July to October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	Best of SBS Arabic24	Best of SBS Arabic24
7am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
10am	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Hmong PR
11am	Croatian	Sinhala	Dutch	Croatian	Sinhala	Dinka RPT3	Hebrew PR
12pm	Macedonian	Maltese	Portuguese	Macedonian	NITV Radio	Russian PR	Hebrew PR
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	French PR	French PR
2pm	Polish	Pashto	Polish	Turkish	Turkish	Ukrainian RPT	Kurdish PR
3pm	Indonesian	Serbian	Khmer	Serbian	Indonesian	Persian PR	Bosnian RPT
4pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
5pm	Hindi	Hindi	Hindi	Hindi	Hindi	Bangla RPT	Nepali RPT
6pm	Bangla RPT	Armenian PR	NITV Radio RPT	Tigrinya RPT	Gujarati RPT	Dari RPT	Urdu RPT
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
8pm	German RPT	German RPT	Tamil RPT	German RPT	German RPT	Assyrian PR	Tamil RPT
9pm	Korean RPT	Punjabi RPT	Korean RPT	Punjabi RPT	Korean RPT	Lao PR	Malayalam RPT
10pm	Amharic RPT	Japanese RPT	Samoan RPT	Thai RPT	Somali PR	Burmese RPT	Swahili RPT
11pm	Overnight Programming ²						

National Radio Network¹ Live from 5 October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	SBS Arabic24	Best of SBS Arabic24	Best of SBS Arabic24
7am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
10am	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Hmong
11am	Croatian	Sinhalese	Dutch	Croatian	Sinhalese	Dinka	Hebrew
12pm	Macedonian	Maltese	Portuguese	Macedonian	NITV Radio	Russian	Hebrew / Yiddish
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	French	French
2pm	Polish	Pashto	Polish	Turkish	Turkish	Hungarian	Kurdish
3pm	Indonesian	Serbian	Khmer	Serbian	Indonesian	Persian	Bosnian
4pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
5pm	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi	Nepali
6pm	Bangla	Dari	Finnish	Tigrinya	Gujarati	Albanian	Urdu
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
8pm	German	German	Tamil	German	German	Assyrian	Tamil
9pm	Korean	Punjabi	Korean	Punjabi	Korean	Lao	Malayalam
10pm	Amharic	Japanese	Samoan	Thai	Somali	Burmese	Swahili
11pm	Overnight Programming ²						

1. An amalgamation of SBS Radio 1 and SBS Radio 2 programming; available on AM and FM frequencies in major centres around Australia (see Appendix 13).

2. Overnight programming: BBC World Service (in a variety of languages).
Repeat program (RPT), Pre-recorded PR, Simulcast (SIM)

SBS Radio 3¹ July 2023 to October 2023

SBS Radio 3 features BBC World Service English programming.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
24/7	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English

SBS Radio 3¹ Live from 5 October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
7am	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
8am	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
9am	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
10am	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
11am	Tigrinya	Swahili	Dinka	Tigrinya	Dinka	BBC World Service English	BBC World Service English
12pm	Amharic	Burmese	Amharic	Burmese	Swahili	BBC World Service English	BBC World Service English
1pm	Somali RPT	Japanese	Somali	Japanese	Japanese	BBC World Service English	BBC World Service English
2pm	Thai	Mongolian PR	Samoan	Thai	Samoan	BBC World Service English	BBC World Service English
3pm	German	German	German	German	German	BBC World Service English	BBC World Service English
4pm	Korean	Korean	Korean	Korean	Korean	BBC World Service English	BBC World Service English
5pm	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
6pm	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
7pm	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
8pm	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
9pm	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
10pm	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
11pm	Overnight Programming ²						

1. Digital radio; digital TV; and SBS Audio app.

2. Overnight programming: BBC World Service (in a variety of languages).
Repeat program (RPT), Pre-recorded PR, Simulcast (SIM)

SBS Arabic24¹ From January 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am ²		SBS Sabah Alkher (Good Morning) Australia				Best of SBS Arabic24	Best of SBS Arabic24
9am ²		SBS Bayt Al Mazzika (House of Music)				(6am-8am)	(6am-8am)
12pm		SBS Bayt Al Mazzika (Lunchtime live with Sanae)					
1pm ²		SBS Bayt Al Mazzika (House of Music)					
3pm ²		SBS Australia Alyaom (Australia Today)				Pop Arabi	Pop Arabi
6pm – 6am		SBS Arabic24 (Other music)				(12pm – 6am)	(12pm – 6am)

SBS Arabic24¹ From 5 October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Best of Arabic24	Best of Arabic24
7am	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Best of Arabic24	Best of Arabic24
8am	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Pop Arabi	Pop Arabi
9am	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Pop Arabi	Pop Arabi
10am	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Pop Arabi	Pop Arabi
11am	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Pop Arabi	Pop Arabi
12pm	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
1pm	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Pop Arabi	Pop Arabi
2pm	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Bayt Al Mazzika SIM	Pop Arabi	Pop Arabi
3pm	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Pop Arabi	Pop Arabi
4pm	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Pop Arabi	Pop Arabi
5pm	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Pop Arabi	Pop Arabi
6pm	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
7pm	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
8pm	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
9pm	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
10pm	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
11pm	Overnight Programming - Pop Arabi						

1. Digital radio; digital TV; and SBS Audio app.

2. SBS Arabic 24 News Updates every hour between 6 am – 6 pm weekdays

Repeat program (RPT), Pre-recorded PR, Simulcast (SIM)

SBS South Asian¹ Live from 5 October 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run
7am	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run
8am	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
9am	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings
10am	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings
11am	Sinhala	Sinhala	PopDesi Mornings	Sinhala	Sinhala	PopDesi Mornings	PopDesi Mornings
12pm	Tamil	PopDesi Afternoons	Tamil	Tamil	Tamil	Weekends on PopDesi	Weekends on PopDesi
1pm	PopDesi Afternoons	PopDesi Afternoons	PopDesi Afternoons	Malayalam	Malayalam	Weekends on PopDesi	Weekends on PopDesi
2pm	PopDesi Afternoons	Nepali	Gujarati	Nepali	Gujarati	Weekends on PopDesi	Weekends on PopDesi
3pm	Bangla	PopDesi Afternoons	Urdu	Bangla	Urdu	Weekends on PopDesi	Weekends on PopDesi
4pm	Punjabi	Punjabi	Punjabi	Punjabi	Punjabi	Weekends on PopDesi	Weekends on PopDesi
5pm	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions
6pm	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions	The Bollywood Sessions
7pm	PopDesi Nights	PopDesi Nights	PopDesi Nights	PopDesi Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
8pm	PopDesi Nights	PopDesi Nights	PopDesi Nights	PopDesi Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
9pm	PopDesi Nights	PopDesi Nights	PopDesi Nights	PopDesi Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
10pm	PopDesi Nights	PopDesi Nights	PopDesi Nights	PopDesi Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
11pm	Overnight Programming – The Early Shift and Desi Dance Party						

1. Digital radio; digital TV; and SBS Audio app.
Repeat program (RPT), Pre-recorded PR, Simulcast (SIM)

SBS Digital Radio Channels

SBS Radio 1

SBS Radio 2

SBS Radio 3

SBS Arabic24

SBS Chill

SBS PopAsia

SBS South Asian

Appendix 9

WorldWatch: Languages broadcast and source broadcasters

SBS

Language	Country	Bulletins per week	Total per week ¹	Yearly Hours	% Total	Available Online On Demand
English						
English (Al Jazeera NewsHour)	Qatar	1	1:00	26:00	1.2%	No
English (Al Jazeera)	Qatar	7	3:30	182:00	8.6%	No
English (ANC The World Tonight)	Philippines	6	3:00	156:00	7.4%	Yes
English (APAC Weekly)	Australia	2	1:00	52:00	2.5%	Yes
English (BBC at 10)	UK	6	3:00	156:00	7.4%	Yes
English (BBC at 6)	UK	5	2:30	130:00	6.2%	Yes
English (DD India)	India	7	7:00	364:00	17.3%	Yes
English (DW news)	Germany	7	3:30	182:00	8.6%	Yes
English (France 24)	France	7	3:30	182:00	8.6%	Yes
English (France 24-Feature)	France	2	0:30	26:00	1.2%	No
English (NHK World)	Japan	2	0:30	26:00	1.2%	No
English (NHK World)	Japan	5	2:30	130:00	6.2%	No
English (PBS News Weekend)	USA	1	0:30	13:00	0.6%	Yes
English (PBS NewsHour)	USA	5	5:00	260:00	12.4%	Yes
English (PBS Washington Week)	USA	1	0:30	12:00	0.6%	Yes
English (This Week)	USA	1	1:00	52:00	2.5%	Yes
English (World News Tonight)	USA	6	3:00	156:00	7.4%	Yes
Total English			41:00	2105:00	100%	

1. Total scheduled hours. Hours may vary due to special event coverage or non-delivery of bulletin.

SBS VICELAND

Language	Country	Bulletins per week	Total per week ¹	Yearly Hours	% Total	Available Online On Demand
English News						
English (ABC Nightline)	USA	5	2:30	130:00	5%	Yes
English (ABC This Week) (R)	USA	1	1:00	52:00	2%	Yes
English (ABC WNT) (R)	USA	7	3:30	182:00	7%	Yes
English (Al Jazeera NewsHour)	Qatar	7	7:00	364:00	13%	No
English (APAC Weekly) (R)	Australia	1	0:30	26:00	1%	Yes
English (APTN)	Canada	1	0:30	26:00	1%	Yes
English (BBC News at 10) (R)	UK	6	3:00	60:00	2%	Yes
English (BBC News at 6) (R)	UK	5	2:30	130:00	5%	Yes
English (CBC The National)	Canada	6	5:00	260:00	10%	Yes
English (DW News)	Germany	1	0:30	26:00	1%	Yes
English (FBC Fiji News)	Fiji	1	0:15	13:00	0%	Yes
English (FBC Fiji News)	Fiji	6	3:00	156:00	6%	Yes
English (France 24 Africa News)	France	1	0:15	13:00	0%	Yes
English (France 24 Feature)	France	7	1:45	91:00	3%	No
English (France24 News)	France	6	5:00	80:00	3%	No
English (Global Us)	Germany	1	0:30	26:00	1%	Yes
English (Indian Country Today)	USA	5	2:30	130:00	5%	Yes
English (NHK World)	Japan	7	7:00	364:00	13%	No
English (PBS News Weekend) (R)	USA	1	0:30	13:00	0%	Yes
English (PBS NewsHour) (R)	USA	5	5:00	260:00	100%	Yes
English (PBS Washington Week) (R)	USA	1	0:30	12:00	0%	Yes
English (Te Ao with Moana)	New Zealand	1	0:30	26:00	1%	Yes
English (TRT World News)	Turkey	2	1:00	52:00	2%	Yes
English (TRT World NewsHour)	Turkey	5	4:10	216:40	8%	Yes
English (TVNZ 1 News at 6)	NZ	5	2:30	5:00	0%	Yes
English (TVNZ 1News Midday)	NZ	5	2:30	21:45	1%	Yes
Total English			62:55	2735:25	100%	

1. Total scheduled hours. Hours may vary due to special event coverage or non-delivery of bulletin.

SBS WorldWatch

Language	Country	Bulletins per week	Total per week	Yearly Hours	% LOTE	% Total	Available Online On Demand
LOTE							
Arabic Noon	France	7	3:30	182:00	2.5%	2%	Yes
Arabic 2300	France	7	4:05	212:20	2.9%	2%	Yes
Armenian	Armenia	6	3:00	153:00	2.1%	2%	Yes
Bangla	Bangladesh	7	3:30	182:00	2.5%	2%	Yes
Bosnian	Bosnia Herzegovina	7	3:30	182:00	2.5%	2%	Yes
Cantonese	Hong Kong	7	2:20	93:20	1.3%	1%	Yes
Croatian	Croatia	7	3:30	182:00	2.5%	2%	Yes
Dutch	Netherlands	7	3:30	182:00	2.5%	2%	Yes
Filipino	Philippines	7	3:30	182:00	2.5%	2%	Yes
French	France	7	5:50	303:20	4.1%	3%	Yes
German	Germany	7	3:30	182:00	2.5%	2%	Yes
Greek	Greece	7	7:00	364:00	4.9%	4%	Yes
Gujarati	India	7	3:30	182:00	2.5%	2%	Yes
Hindi	India	7	3:30	182:00	2.5%	2%	Yes
Hungarian	Hungary	3	1:30	78:00	1.1%	1%	Yes
Indonesian	Indonesia	7	6:25	333:40	4.5%	4%	Yes
Indonesian (R)	Indonesia	7	3:30	182:00	2.5%	2%	Yes
Italian	Italy	7	4:40	242:40	3.3%	3%	Yes
Japanese	Japan	7	4:05	212:20	2.9%	2%	Yes
Korean	Korea	7	3:30	182:00	2.5%	2%	Yes
Macedonian	North Macedonia	7	3:30	182:00	2.5%	2%	Yes
Malayalam	India	7	3:30	182:00	2.5%	2%	Yes
Maltese	Malta	7	3:30	182:00	2.5%	2%	Yes
Nepali	Nepal	2	1:00	52:00	0.7%	1%	Yes
Polish	Poland	7	3:30	182:00	2.5%	2%	Yes
Portuguese	Portugal	7	7:00	364:00	4.9%	4%	Yes
Punjabi	India	7	3:30	182:00	2.5%	2%	Yes
Romanian	Romania	1	0:30	26:00	0.4%	0%	Yes
SBS Arabic	Australia	5	2:30	130:00	1.8%	1%	Yes
SBS Mandarin	Australia	5	2:30	130:00	1.8%	1%	Yes
SBS Insight Arabic	Australia	1	1:00	52:00	0.7%	1%	Yes
SBS Insight Mandarin	Australia	1	1:00	52:00	0.7%	1%	Yes
SBS CAFF Arabic	Australia	1	0:30	26:00	0.4%	0%	Yes
SBS CAFF Mandarin	Australia	1	0:30	26:00	0.4%	0%	Yes
Serbian	Serbia	7	3:30	182:00	2.5%	2%	Yes
Sinhala	Sri Lanka	7	3:30	182:00	2.5%	2%	Yes
Somali	Somalia	2	1:00	52:00	0.7%	1%	Yes
Spanish (Chile)	Chile	1	0:30	26:00	0.4%	0%	Yes
Spanish (Spain)	Spain	7	7:00	364:00	4.9%	4%	Yes
Tamil	India	7	3:30	182:00	2.5%	2%	Yes
Thai	Thailand	7	3:30	182:00	2.5%	2%	Yes
Turkish	Turkey	7	3:30	182:00	2.5%	2%	Yes
Ukrainian	Ukraine	5	2:30	130:00	1.8%	1%	Yes
Urdu	Pakistan	7	3:30	182:00	2.5%	2%	Yes

SBS WorldWatch (continued)

Language	Country	Bulletins per week	Total per week	Yearly Hours	% LOTE	% Total	Available Online On Demand
Total LOTE			143:25	7426:40	100%	84%	
English							
English (DW)	Germany	3	11:45	611:00	N/A	7%	No
English (France 24)	France	4	15:40	814:40	N/A	9%	No
Total English			27:25	1425:40		16%	
Total LOTE and ENGLISH			170:50	8852:20		100%	

Summary

	Bulletins per week	Total pw	Yearly Hours	% LOTE	% LOTE of Total
Total LOTE WW Channel		143:25	7457:40	84%	54%
Total English WW Channel		27:25	1425:40	N/A	10%
Total SBS One		41:00	2105:00	N/A	15%
Total SBS Viceland		62:55	2735:25	N/A	20%
Total English 3 channels		131:20	6266:05	N/A	46%
Total LOTE 3 channels		143:25	7457:40	N/A	54%
Total LOTE + ENGLISH		274:45	13723:45		100%

Sources

Language	Country	Origin	Broadcaster		Signal
Arabic	France	Paris	France24	France Médias Monde	Satellite/Fibre
Arabic	UAE	Dubai	DTV	Dubai Television	Satellite/Fibre
Arabic	Australia	Artarmon	SBS	Special Broadcasting Service Corporation	Studio
Armenian	Armenia	Yerevan	H1	Public Television Company of Armenia	Satellite/Fibre
Bangla	Bangladesh	Dhaka	Channel-i	Impress Telefilm Ltd	Live Streaming
Bosnian	Bosnia Herzegovina	Sarajevo	BHT1	Radio-Televizija Bosne i Hercegovine	Live Streaming
Cantonese	Hong Kong	Kowloon	TVB	Television Broadcasts Limited	FTP
Croatian	Croatia	Zagreb	HRT	Hrvatska radiotelevizija	Satellite/Fibre
Dutch	Netherlands	Hilversum	NOS	Nederlandse Omroep Stichting	Satellite/Fibre
Filipino	Philippines	Manila	ABS-CBN	Alto Broadcasting System -Chronicle Broadcasting Network	Satellite/FTP
French	France	Paris	FT2	France Télévisions SA	Satellite/Fibre
French	France	Paris	TV5 MONDE	TV5 Monde	Satellite
German	Germany	Berlin	DW	Deutsche Welle	Satellite/Fibre
German	Germany	Mainz	ZDF	Zweites Deutsches Fernsehen	Satellite/Fibre/FTP
Greek	Cyprus	Nicosia	CyBC	TV Plus & Cyprus Broadcasting Corporation	Satellite/Fibre

Sources (continued)

Language	Country	Origin	Broadcaster		Signal
Greek	Greece	Athens	ERT	Hellenic Broadcasting Corporation	Satellite/Fibre
Gujarati	India	Ahmedabad	DD Girnar	Prasar Bharati - Doordarshan (DD)	Satellite/Fibre
Hindi	India	New Delhi	NDTV	New Delhi Television Limited	Satellite/Fibre
Hindi	India	New Delhi	DD News	Prasar Bharati - Doordarshan (DD)	Satellite/Fibre
Hungarian	Hungary	Budapest	DTV	Duna Televízió	Satellite/Fibre
Indonesian	Indonesia	Jakarta	TVRI	Televisi Republik Indonesia	Satellite/Fibre
Italian	Italy	Rome	RAI	Radiotelevisione italiana	Satellite/Fibre
Japanese	Japan	Tokyo	NHK	Nippon Hōsō Kyōkai	Satellite
Korean	Korea	Seoul	YTN	Yonhap Television News	FTP
Macedonian	Macedonia	Skopje	MRT	Makedonska radio-televizija	FTP
Malayalam	India	Thiruvananthapuram	DD Malayalam	Prasar Bharati - Doordarshan (DD)	Satellite/Fibre
Mandarin	Australia	Artarmon	SBS	Special Broadcasting Service Corporation	Studio
Maltese	Malta	Gwarda-manga	PBS	Public Broadcasting Service of Malta	FTP
Nepali	Nepal	Kathmandu	NTV	Nepal Television	Satellite/Fibre
Polish	Poland	Warsaw	Polsat	Telewizja Polsat S.A.	Satellite/Fibre
Portuguese	Portugal	Lisbon	RTP	Rádio e Televisão de Portugal, S.A.	Satellite
Punjabi	India	New Delhi	PTC News	G-Next Media Pvt Ltd	Satellite/Fibre
Romanian	Romania	Bucharest	TVRi	Romanian Television	Satellite
Serbian	Serbia	Belgrade	RTS	Radio-televizija Srbije	Satellite
Sinhala	Sri Lanka	Colombo	SLRC	Sri Lanka Rupavahini Corporation	Live Streaming
Somali	Somalia	Mogadishu/London	Universal TV	Universal Television Network	Satellite/Fibre
Spanish	Chile	Santiago	TVN	Televisión Nacional de Chile	FTP
Spanish	Spain	Madrid	RTVE	Radiotelevisión Española	Satellite
Tamil	India	Chennai	Polimer TV	New Generation Media Corp Private Ltd (PT)	Satellite/Fibre
Tamil	India	Chennai	DD Podhigai	Prasar Bharati - Doordarshan (DD)	Satellite/Fibre
Thai	Thailand	Bangkok	Thai PBS	Thai Public Broadcasting Service	Satellite/Fibre
Turkish	Turkey	Ankara	TRT	Türkiye Radyo Televizyon Kurumu	Satellite/Fibre
Ukrainian	Ukraine	Kyiv	Suspilne	Public Broadcasting Company of Ukraine	Satellite/Fibre
Urdu	Pakistan	Islamabad	PTV	Pakistan Television Corporation	Satellite
English	Australia	Brisbane	APAC	Asia Pacific Network	FTP
English	France	Paris	France24	France Médias Monde	Satellite
English	Germany	Berlin	DW	Deutsche Welle	Satellite
English	Japan	Tokyo	NHK World	Nippon Hōsō Kyōkai	Satellite
English	Qatar	Doha	Al Jazeera	Al Jazeera Satellite Network	Satellite

Sources (continued)

Language	Country	Origin	Broadcaster		Signal
English	UK	London	BBC	British Broadcasting Corporation	Satellite/Fibre
English	USA	Washington DC	PBS	Public Broadcasting Service	Satellite/Fibre
English	USA	New York City	ABC	American Broadcasting Company	Satellite/Fibre
English	Canada	Winnipeg	APTN	Aboriginal Peoples Television Network	FTP
English	Canada	Ottawa	CBC	Canadian Broadcasting Corporation	Satellite/ Fibre/FTP
English	USA	Phoenix	ICT	Indian Country Today	FTP
English	India	New Delhi	DD India	Prasar Bharati - Doordarshan (DD)	Satellite/Fibre
English	Turkey	Ankara	TRT World	Türkiye Radyo Televizyon Kurumu	Satellite
English	Fiji	Suva	FBC TV	Fiji Broadcasting Corporation	FTP
English	New Zealand	Auckland	TVNZ	Television New Zealand	Fibre

Appendix 10

SBS Television: Language and dialects subtitled

	Duration	%
All platforms		
French	1203:20:18	24.51%
Italian	549:51:56	11.20%
German	354:34:00	7.22%
Spanish	302:34:08	6.16%
Mandarin	236:35:26	4.82%
Swedish	231:29:58	4.72%
Māori	218:29:48	4.45%
Korean	167:57:42	3.42%
Danish	153:18:20	3.12%
Norwegian	151:39:17	3.09%
Japanese	106:29:57	2.17%
Cantonese	82:37:00	1.68%
Russian	80:29:02	1.64%
Finnish	79:53:34	1.63%
Arabic	73:17:28	1.49%
Icelandic	65:52:26	1.34%
Farsi	63:47:45	1.30%
Polish	59:50:47	1.22%
Dutch	53:19:48	1.09%
Greek	51:10:48	1.04%
French Canadian	49:25:17	1.01%
Hebrew	46:00:19	0.94%
Portuguese	37:26:06	0.76%
Flemish	35:03:02	0.71%
Swiss German	32:11:27	0.66%
Old Latin	28:20:00	0.58%
Hindi	25:16:33	0.51%
Warlpiri	22:18:00	0.45%
Ukrainian	21:16:38	0.43%
Mongolian	16:27:00	0.34%
Latin	14:39:42	0.30%
Indonesian	14:25:46	0.29%
Albanian	14:23:21	0.29%
Marathi	14:18:26	0.29%
Turkish	12:50:53	0.26%
Czech	12:49:57	0.26%
Croatian	11:15:58	0.23%
Hungarian	11:09:45	0.23%
Dari	10:20:45	0.21%
Silent	7:25:00	0.15%
Punjabi	7:11:30	0.15%
Burmese	6:53:45	0.14%
Romanian	6:53:01	0.14%
Catalan	6:29:06	0.13%

	Duration	%
Telugu	6:15:51	0.13%
Faroese	5:53:54	0.12%
Yolngu Matha	5:37:30	0.11%
Afrikaans	5:36:24	0.11%
American Sign Language	5:17:30	0.11%
Pashto	5:13:03	0.11%
Arrernte	5:11:01	0.11%
Bosnian	5:04:40	0.10%
Gaelic	4:20:00	0.09%
Urdu	4:09:24	0.08%
Thai	3:53:15	0.08%
Pitjantjatjara	3:45:00	0.08%
Rhaetic	3:40:00	0.07%
Yiddish	3:33:57	0.07%
Hmong (Western)	3:19:00	0.07%
Kriol	3:17:30	0.07%
Malayalam	3:15:06	0.07%
Xhosa	3:11:27	0.06%
Dzongkha	3:07:30	0.06%
Filipino	3:03:15	0.06%
Kannada	2:52:26	0.06%
Tongan	2:47:03	0.06%
Vietnamese	2:40:56	0.05%
Chinese (Simplified)	2:35:00	0.05%
Walmajarri	2:35:00	0.05%
Georgian	2:33:30	0.05%
Tagalog	2:26:33	0.05%
Tamil	2:20:40	0.05%
Zulu	2:16:39	0.05%
Cree	2:15:21	0.05%
Malay	2:14:11	0.05%
Navaho	1:59:30	0.04%
Greenlandic	1:53:30	0.04%
Irish	1:52:30	0.04%
Hausa	1:47:15	0.04%
Bangla	1:41:51	0.03%
Taiwanese	1:39:00	0.03%
Khmer	1:35:00	0.03%
Efik	1:32:48	0.03%
Nigerian Pidgin	1:32:42	0.03%
Lithuanian	1:32:00	0.03%
Teochew	1:27:51	0.03%
Guarani	1:25:48	0.03%
Sign Language	1:24:09	0.03%
Yindjibarndi	1:20:00	0.03%

	Duration	%
Alyawarr	1:15:00	0.03%
Tigrinya	1:12:48	0.02%
Enga	1:06:00	0.02%
Inuktitut (Eastern Canadian)	1:01:27	0.02%
Yoruba	0:55:00	0.02%
North American Indigenous Language	0:52:00	0.02%
Bundjalung	0:51:30	0.02%
Bulgarian	0:46:02	0.02%
Bardi	0:45:00	0.02%
Kala Lagaw Ya	0:45:00	0.02%
Ojibwa	0:43:00	0.01%
Bambara	0:42:01	0.01%
Serbian	0:40:03	0.01%
Estonian	0:38:04	0.01%
Serbo Croatian	0:37:57	0.01%
Assyrian	0:34:30	0.01%
Arabic (Algerian)	0:28:51	0.01%
Belarusian	0:25:00	0.01%
Mohawk	0:23:24	0.01%
Igbo	0:23:00	0.01%
Aramaic	0:22:15	0.01%
Krio	0:21:00	0.01%
Latvian	0:20:30	0.01%
Tok Pisin	0:19:45	0.01%
Bislama	0:18:00	0.01%
Guugu Yimidhirr	0:18:00	0.01%
Oneida	0:17:36	0.01%
Iroquoian (Languages)	0:17:36	0.01%
Algonquian (Languages)	0:17:24	0.01%
Palawa Kani	0:16:30	0.01%
Wiradjuri	0:16:30	0.01%
Kurdish	0:16:10	0.01%
Armenian	0:10:48	0.00%
Gunwinggu	0:10:00	0.00%
Ngaanyatjarra	0:09:00	0.00%
Arabic (Moroccan)	0:08:24	0.00%
Dinka	0:07:30	0.00%
Tahitian	0:05:18	0.00%
Fon	0:05:09	0.00%
Javanese	0:05:07	0.00%
Swahili	0:05:06	0.00%
Michif	0:04:30	0.00%
Creole (French)	0:03:54	0.00%
Romani	0:03:08	0.00%

	Duration	%
Hokkien (Chinese)	0:02:51	0.00%
Nepali	0:02:50	0.00%
Azerbaijani	0:02:45	0.00%
Amharic	0:02:24	0.00%
Esperanto	0:02:06	0.00%
Basque	0:02:00	0.00%
Macedonian	0:01:48	0.00%
Anmatyerre	0:01:36	0.00%
Rapanui	0:01:12	0.00%
Liberian English	0:01:06	0.00%
Kikuyu	0:00:51	0.00%
Gumbaynggirr	0:00:36	0.00%
Japorean	0:00:36	0.00%
Afar	0:00:33	0.00%
Karelian	0:00:30	0.00%
SBS1		
French	227:15:33	22.73%
Italian	183:55:51	18.40%
German	118:51:12	11.89%
Spanish	65:25:09	6.54%
Swedish	61:16:12	6.13%
Norwegian	60:44:09	6.07%
Danish	42:18:03	4.23%
Russian	32:11:21	3.22%
French Canadian	26:19:09	2.63%
Finnish	25:28:12	2.55%
Icelandic	23:45:03	2.38%
Dutch	21:42:21	2.17%
Flemish	19:05:39	1.91%
Greek	14:25:18	1.44%
Hebrew	9:11:06	0.92%
Latin	7:47:18	0.78%
Old Latin	7:20:00	0.73%
Polish	6:31:45	0.65%
Arabic	5:57:33	0.60%
Faroese	5:51:00	0.59%
Japanese	5:14:21	0.52%
Ukrainian	5:13:21	0.52%
Dari	3:30:45	0.35%
Mandarin	2:05:51	0.21%
Cantonese	1:44:36	0.17%
Efik	1:32:48	0.15%
Zulu	1:32:06	0.15%
Filipino	1:28:15	0.15%
Portuguese	1:26:06	0.14%

Appendix 10

SBS Television: Language and dialects subtitled (continued)

	Duration	%
Arrernte	1:19:49	0.13%
Tigrinya	1:12:48	0.12%
Korean	1:09:30	0.12%
Hungarian	0:33:12	0.06%
Catalan	0:32:24	0.05%
Turkish	0:32:06	0.05%
Tongan	0:30:33	0.05%
Arabic (Algerian)	0:28:51	0.05%
Hindi	0:28:03	0.05%
Croatian	0:25:12	0.04%
Pashto	0:23:03	0.04%
Tok Pisin	0:19:45	0.03%
Latvian	0:19:12	0.03%
Xhosa	0:19:12	0.03%
Vietnamese	0:15:00	0.03%
Punjabi	0:12:15	0.02%
Māori	0:11:30	0.02%
Arabic (Moroccan)	0:08:24	0.01%
Dinka	0:07:30	0.01%
Indonesian	0:07:12	0.01%
Mongolian	0:07:00	0.01%
Kurdish	0:06:30	0.01%
Estonian	0:05:45	0.01%
Bundjalung	0:05:30	0.01%
Armenian	0:05:24	0.01%
Pitjantjatjara	0:05:00	0.01%
Albanian	0:04:51	0.01%
Lithuanian	0:03:06	0.01%
Azerbaijani	0:02:45	0.00%
Yiddish	0:02:45	0.00%
Amharic	0:02:24	0.00%
Esperanto	0:02:06	0.00%
Serbian	0:02:06	0.00%
Macedonian	0:01:48	0.00%
Romani	0:01:48	0.00%
Farsi	0:01:12	0.00%
Rapanui	0:01:12	0.00%
Bulgarian	0:01:09	0.00%
Czech	0:00:36	0.00%
Japorean	0:00:36	0.00%
Karelian	0:00:30	0.00%
Urdu	0:00:30	0.00%
SBS2		
French	30:33:54	11.79%
Mandarin	27:16:12	10.52%
Spanish	25:55:54	10.00%
Swedish	21:13:21	8.18%

	Duration	%
German	21:09:39	8.16%
Old Latin	21:00:00	8.10%
Swiss German	16:10:00	6.23%
Danish	15:49:00	6.10%
Finnish	13:02:06	5.03%
Japanese	11:30:27	4.44%
Italian	10:45:54	4.15%
Norwegian	8:34:24	3.31%
Cantonese	6:20:54	2.45%
Hindi	5:18:15	2.05%
Russian	4:55:06	1.90%
Korean	4:06:57	1.59%
Māori	1:55:57	0.75%
Arabic	1:52:39	0.72%
Afrikaans	1:43:36	0.67%
Dutch	1:42:45	0.66%
Ukrainian	1:40:30	0.65%
Hmong (Western)	1:16:00	0.49%
Portuguese	1:07:42	0.44%
Burmese	0:46:00	0.30%
Czech	0:40:54	0.26%
Bulgarian	0:32:09	0.21%
Polish	0:30:36	0.20%
Croatian	0:21:24	0.14%
Bosnian	0:13:00	0.08%
Indonesian	0:11:15	0.07%
Hungarian	0:10:12	0.07%
Georgian	0:08:30	0.05%
Kurdish	0:06:42	0.04%
Greek	0:05:30	0.04%
Armenian	0:05:24	0.03%
Dari	0:04:00	0.03%
Estonian	0:03:51	0.02%
Telugu	0:03:30	0.02%
Catalan	0:03:00	0.02%
Lithuanian	0:03:00	0.02%
Turkish	0:02:45	0.02%
Thai	0:02:00	0.01%
Albanian	0:01:30	0.01%
Inuktitut (Eastern Canadian)	0:01:27	0.01%
Liberian English	0:01:06	0.01%
Afar	0:00:33	0.00%
SBS1 / SBS2		
French	257:49:27	20.48%
Italian	194:41:45	15.46%
German	140:00:51	11.12%
Spanish	91:21:03	7.25%

	Duration	%
Swedish	82:29:33	6.55%
Norwegian	69:18:33	5.50%
Danish	58:07:03	4.62%
Finnish	38:30:18	3.06%
Russian	37:06:27	2.95%
Mandarin	29:22:03	2.33%
Old Latin	28:20:00	2.25%
French Canadian	26:19:09	2.09%
Icelandic	23:45:03	1.89%
Dutch	23:25:06	1.86%
Flemish	19:05:39	1.52%
Japanese	16:44:48	1.33%
Swiss German	16:10:00	1.28%
Greek	14:30:48	1.15%
Hebrew	9:11:06	0.73%
Cantonese	8:05:30	0.64%
Arabic	7:50:12	0.62%
Latin	7:47:18	0.62%
Polish	7:02:21	0.56%
Ukrainian	6:53:51	0.55%
Faroese	5:51:00	0.46%
Hindi	5:46:18	0.46%
Korean	5:16:27	0.42%
Dari	3:34:45	0.28%
Portuguese	2:33:48	0.20%
Māori	2:07:27	0.17%
Afrikaans	1:43:36	0.14%
Efik	1:32:48	0.12%
Zulu	1:32:06	0.12%
Filipino	1:28:15	0.12%
Arrernte	1:19:49	0.11%
Hmong (Western)	1:16:00	0.10%
Tigrinya	1:12:48	0.10%
Croatian	0:46:36	0.06%
Burmese	0:46:00	0.06%
Hungarian	0:43:24	0.06%
Czech	0:41:30	0.05%
Catalan	0:35:24	0.05%
Turkish	0:34:51	0.05%
Bulgarian	0:33:18	0.04%
Tongan	0:30:33	0.04%
Arabic (Algerian)	0:28:51	0.04%
Pashto	0:23:03	0.03%
Tok Pisin	0:19:45	0.03%
Latvian	0:19:12	0.03%
Xhosa	0:19:12	0.03%
Indonesian	0:18:27	0.02%

	Duration	%
Vietnamese	0:15:00	0.02%
Kurdish	0:13:12	0.02%
Bosnian	0:13:00	0.02%
Punjabi	0:12:15	0.02%
Armenian	0:10:48	0.01%
Estonian	0:09:36	0.01%
Georgian	0:08:30	0.01%
Arabic (Moroccan)	0:08:24	0.01%
Dinka	0:07:30	0.01%
Mongolian	0:07:00	0.01%
Albanian	0:06:21	0.01%
Lithuanian	0:06:06	0.01%
Bundjalung	0:05:30	0.01%
Pitjantjatjara	0:05:00	0.01%
Telugu	0:03:30	0.00%
Azerbaijani	0:02:45	0.00%
Yiddish	0:02:45	0.00%
Amharic	0:02:24	0.00%
Esperanto	0:02:06	0.00%
Serbian	0:02:06	0.00%
Thai	0:02:00	0.00%
Macedonian	0:01:48	0.00%
Romani	0:01:48	0.00%
Inuktitut (Eastern Canadian)	0:01:27	0.00%
Farsi	0:01:12	0.00%
Rapanui	0:01:12	0.00%
Liberian English	0:01:06	0.00%
Japorean	0:00:36	0.00%
Afar	0:00:33	0.00%
Karelian	0:00:30	0.00%
Urdu	0:00:30	0.00%
NITV		
Māori	202:39:51	68.43%
Warlpiri	22:18:00	7.53%
Yolngu Matha	5:37:30	1.90%
Cantonese	5:04:30	1.71%
Arrernte	3:51:12	1.30%
Croatian	3:40:54	1.24%
Pitjantjatjara	3:40:00	1.24%
French	3:33:21	1.20%
Kriol	3:17:30	1.11%
Finnish	2:51:00	0.96%
Walmajarri	2:35:00	0.87%
Spanish	2:34:00	0.87%
Cree	2:15:21	0.76%
Hmong (Western)	2:03:00	0.69%
Greenlandic	1:53:30	0.64%

Appendix 10

SBS Television: Language and dialects subtitled (continued)

	Duration	%		Duration	%
Xhosa	1:47:15	0.60%	Anmatyerre	0:01:36	0.01%
Pashto	1:30:00	0.51%	Kikuyu	0:00:51	0.00%
Punjabi	1:30:00	0.51%	Gumbaynggirr	0:00:36	0.00%
Sign Language	1:24:09	0.47%	On Demand¹		
Yindjibarndi	1:20:00	0.45%	Korean	71:55:21	15.09%
Russian	1:17:00	0.43%	Swedish	57:41:34	12.10%
Alyawarr	1:15:00	0.42%	French	44:11:36	9.27%
Afrikaans	1:08:15	0.38%	Norwegian	31:07:05	6.53%
Tongan	1:06:00	0.37%	German	29:55:09	6.28%
Inuktitut (Eastern Canadian)	1:00:00	0.34%	French Canadian	21:51:08	4.58%
Mandarin	0:57:30	0.32%	Danish	21:08:41	4.44%
Ukrainian	0:57:30	0.32%	Arabic	20:23:55	4.28%
Arabic	0:55:00	0.31%	Mandarin	20:10:29	4.23%
North American Indigenous	0:52:00	0.29%	Polish	19:24:32	4.07%
Danish	0:51:36	0.29%	Flemish	15:16:08	3.20%
Japanese	0:50:30	0.28%	Finnish	14:44:13	3.09%
Navaho	0:50:30	0.28%	Italian	14:10:47	2.97%
Bundjalung	0:46:00	0.26%	Cantonese	11:12:45	2.35%
Bardi	0:45:00	0.25%	Marathi	9:48:26	2.06%
Kala Lagaw Ya	0:45:00	0.25%	Hindi	7:36:30	1.60%
Ojibwa	0:43:00	0.24%	Icelandic	6:07:23	1.28%
Assyrian	0:34:30	0.19%	Swiss German	5:38:57	1.19%
Mohawk	0:23:24	0.13%	Bosnian	4:13:43	0.89%
Aramaic	0:22:15	0.13%	Telugu	4:08:36	0.87%
Italian	0:22:15	0.13%	Croatian	3:52:10	0.81%
Krio	0:21:00	0.12%	Thai	3:47:03	0.79%
Dari	0:19:00	0.11%	Turkish	3:31:29	0.74%
Bislama	0:18:00	0.10%	Malayalam	3:15:06	0.68%
Guugu Yimidhirr	0:18:00	0.10%	Ukrainian	3:11:23	0.67%
Oneida	0:17:36	0.10%	Japanese	3:04:33	0.65%
Iroquoian (Languages)	0:17:36	0.10%	Russian	2:55:47	0.61%
Algonquian (Languages)	0:17:24	0.10%	Kannada	2:52:26	0.60%
Palawa Kani	0:16:30	0.09%	Hebrew	2:42:22	0.57%
Wiradjuri	0:16:30	0.09%	Tamil	2:20:40	0.49%
Hindi	0:16:15	0.09%	Punjabi	1:59:15	0.42%
Farsi	0:12:15	0.07%	Indonesian	1:58:52	0.42%
Gunwinggu	0:10:00	0.06%	Spanish	1:53:56	0.40%
Ngaanyatjarra	0:09:00	0.05%	Bangla	1:41:51	0.36%
Tahitian	0:05:18	0.03%	Nigerian Pidgin	1:32:42	0.32%
Swahili	0:05:06	0.03%	Lithuanian	1:22:54	0.29%
Michif	0:04:30	0.03%	Malay	1:11:41	0.25%
Creole (French)	0:03:54	0.02%	Bambara	0:42:01	0.15%
Lithuanian	0:03:00	0.02%	Romanian	0:38:04	0.13%
Portuguese	0:03:00	0.02%	Estonian	0:28:28	0.10%
German	0:02:21	0.01%	Bulgarian	0:12:44	0.04%
Nepali	0:01:48	0.01%	Dutch	0:07:30	0.03%

1. The SBS On Demand language breakdown in this appendix only represents programming that required subtitling in-house by SBS's Access Services and Program Preparation Team (ASPP).

	Duration	%
Fon	0:05:09	0.02%
Javanese	0:05:07	0.02%
Kurdish	0:02:58	0.01%
Faroese	0:02:54	0.01%
Hungarian	0:02:51	0.01%
Hokkien (Chinese)	0:02:51	0.01%
Teochew	0:02:51	0.01%
Latin	0:02:21	0.01%
Basque	0:02:00	0.01%
Romani	0:01:20	0.00%
Nepali	0:01:02	0.00%
Vietnamese	0:00:56	0.00%
Czech	0:00:51	0.00%
World Movies		
French	897:45:54	31.20%
Italian	340:37:09	11.84%
Spanish	206:45:09	7.19%
Mandarin	186:05:24	6.47%
German	184:35:39	6.42%
Swedish	91:18:51	3.17%
Korean	90:45:54	3.15%
Japanese	85:50:06	2.98%
Danish	73:11:00	2.54%
Farsi	63:34:18	2.21%
Cantonese	58:14:15	2.02%
Norwegian	51:13:39	1.78%
Arabic	44:08:21	1.53%
Russian	39:09:48	1.36%
Greek	36:40:00	1.27%
Icelandic	36:00:00	1.25%
Portuguese	34:49:18	1.21%
Hebrew	34:06:51	1.19%
Polish	33:23:54	1.16%
Dutch	29:47:12	1.04%
Finnish	23:48:03	0.83%
Mongolian	16:20:00	0.57%
Albanian	14:17:00	0.50%
Maori	13:42:30	0.48%
Indonesian	12:08:27	0.42%
Czech	12:07:36	0.42%
Hindi	11:37:30	0.40%
Hungarian	10:23:30	0.36%
Swiss German	10:22:30	0.36%
Ukrainian	10:13:54	0.36%
Turkish	8:44:33	0.30%
Silent	7:25:00	0.26%

	Duration	%
Latin	6:50:03	0.24%
Dari	6:27:00	0.22%
Romanian	6:14:57	0.22%
Burmese	6:07:45	0.21%
Catalan	5:53:42	0.20%
American Sign Language	5:17:30	0.18%
Marathi	4:30:00	0.16%
Gaelic	4:20:00	0.15%
Urdu	4:08:54	0.14%
Rhaetic	3:40:00	0.13%
Yiddish	3:31:12	0.12%
Punjabi	3:30:00	0.12%
Pashto	3:20:00	0.12%
Dzongkha	3:07:30	0.11%
Croatian	2:56:18	0.10%
Afrikaans	2:44:33	0.10%
Chinese (Simplified)	2:35:00	0.09%
Tagalog	2:26:33	0.08%
Vietnamese	2:25:00	0.08%
Georgian	2:25:00	0.08%
Telugu	2:03:45	0.07%
Irish	1:52:30	0.07%
Hausa	1:47:15	0.06%
Taiwanese	1:39:00	0.06%
Filipino	1:35:00	0.06%
Khmer	1:35:00	0.06%
Guarani	1:25:48	0.05%
Teochew	1:25:00	0.05%
French Canadian	1:15:00	0.04%
Tongan	1:10:30	0.04%
Navaho	1:09:00	0.04%
Enga	1:06:00	0.04%
Xhosa	1:05:00	0.04%
Malay	1:02:30	0.04%
Yoruba	0:55:00	0.03%
Zulu	0:44:33	0.03%
Flemish	0:41:15	0.02%
Bosnian	0:37:57	0.02%
Serbian	0:37:57	0.02%
Serbo Croatian	0:37:57	0.02%
Belarusian	0:25:00	0.01%
Igbo	0:23:00	0.01%
Thai	0:04:12	0.00%
Latvian	0:01:18	0.00%

Appendix 11

SBS Television: Audience share, reach and demographics

SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV), People 16+, Metro FTA Share

Financial Year	Share	Major Events
2017-18	8.10%	World Cup 2018 / The Handmaid's Tale / The Ghan
2018-19	8.20%	"Women's World Cup 2019 / The Handmaid's Tale / Slow Summer / Australia In Colour / SBS Food Network became SBS Food"
2019-20	9.00%	"SBS World Movies started 1 Jul 2019, The Hunting, Struggle Street S3, Filthy Rich and Homeless S3"
2020-21	9.20%	"Addicted Australia, See What You Made Me Do, The Unusual Suspects, The Cook Up with Adam Liaw, The Salisbury Poisonings, War Of The Worlds"
2021-22	8.80%	"SBS WorldWatch started 23 May 2022, New Gold Mountain, Australia Uncovered, Could You Survive On The Breadline?, Lost For Words, What Does Australia Really Think About, Incarceration Nation"
2022-23	9.50%	"2022 FIFA World Cup: TUN v AUS Live, Alone Australia, Who Do You Think You Are?, The Handmaid's Tale, Rogue Heroes"
2023-24	9.00%	Alone Australia, Who Do You Think You Are?, Fargo, The Lost City of Melbourne, Every Family Has a Secret

Source: OzTAM 5 City Metro FTA Database; SBS Network 01/07/2017-30/06/2024; Sun-Sat 1800-2400; Metro FTA Share; Consolidated 28; People 16+

SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV), Total Individuals, Metro FTA Share

Financial Year	Share	Major Events
2017-18	7.70%	World Cup 2018 / The Handmaid's Tale / The Ghan
2018-19	7.80%	Women's World Cup 2019 / The Handmaid's Tale / Slow Summer / Australia In Colour / SBS Food Network became SBS Food
2019-20	8.70%	SBS World Movies started 1 Jul 2019, The Hunting, Struggle Street S3, Filthy Rich and Homeless S3
2020-21	8.90%	Addicted Australia, See What You Made Me Do, The Unusual Suspects, The Cook Up with Adam Liaw, The Salisbury Poisonings, War Of The Worlds
2021-22	8.50%	SBS WorldWatch started 23 May 2022, New Gold Mountain, Australia Uncovered, Could You Survive On The Breadline?, Lost For Words, What Does Australia Really Think About, Incarceration Nation
2022-23	9.20%	2022 FIFA World Cup: TUN v AUS Live, Alone Australia, Who Do You Think You Are?, The Handmaid's Tale, Rogue Heroes
2023-24	8.70%	Alone Australia, Who Do You Think You Are?, Fargo, The Lost City of Melbourne, Every Family Has a Secret

Source: OzTAM 5 City Metro FTA Database; SBS Network 01/07/2017-30/06/2024; Sun-Sat 1800-2400; Metro FTA Share; Consolidated 28; Total People.

SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV), Total Individuals, Metro and Regional Average Weekly Cumulative Reach

Financial Year	5 Capital Cities	Aggregated Regional
	OOOs	OOOs
2017-18	5,596	2,327
2018-19	5,243	2,191
2019-20	5,180	2,178
2020-21	4,766	2,014
2021-22	4,275	1,879
2022-23	4,021	1,803
2023-24	3,719	1,632

Source: OzTAM 5 City Metro + RegTAM FTA Database; SBS Network 01/07/2017-29/06/2024; Sun-Sat 0200-0200; 5 Minute Minimum Consecutive Average Weekly Reach; Consolidated 28; Total People.

SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV), Total Individuals, Metro and Regional Average Weekly Cumulative Reach

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
	OOOs	OOOs	OOOs	OOOs	OOOs	OOOs	OOOs
Sydney	1,620	1,514	1,480	1,358	1,242	1,130	1,028
Melbourne	1,739	1,620	1,617	1,496	1,306	1,216	1,158
Brisbane	973	909	905	843	786	779	728
Adelaide	563	535	521	467	424	405	371
Perth	701	665	657	602	516	492	434
5 City Metro Total	5,596	5,243	5,180	4,766	4,275	4,021	3,719
Queensland	476	446	449	407	388	374	332
Northern NSW	517	464	458	421	395	402	372
Southern NSW	538	526	499	472	452	402	364
Victoria	432	409	400	373	338	326	322
Western Australia	179	170	185	177	158	147	142
Tasmania	186	176	187	165	148	151	135
Aggregated Regional Areas	2,327	2,191	2,178	2,014	1,879	1,803	1,666

Source: OzTAM 5 City Metro + RegTAM Regional Aggregated Markets (inc WA); SBS Network 01/07/2017-29/06/2024; Sun-Sat 0200-0200; 5 Minute Consecutive Reach; Consolidated 28; Total People.

Appendix 11

SBS Television: Audience share, reach and demographics (continued)

SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV) Average Weekly Cumulative Reach By Demographic

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
	OOOs	OOOs	OOOs	OOOs	OOOs	OOOs	OOOs
5 Capital Cities							
People 0-17	515	446	423	337	287	271	236
Men 18-39	590	517	461	387	304	268	195
Men 40-54	699	664	639	573	497	464	417
Men 55+	1,205	1,187	1,223	1,197	1,131	1,091	1,059
Men 18+	2,494	2,368	2,323	2,157	1,932	1,823	1,672
Women 18-39	631	548	511	427	349	301	241
Women 40-54	675	618	595	530	468	443	399
Women 55+	1,281	1,264	1,327	1,316	1,239	1,183	1,171
Women 18+	2,587	2,430	2,433	2,273	2,056	1,927	1,810
Total People	5,596	5,243	5,180	4,766	4,275	4,021	3,719

Aggregated Regional	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
People 0-17	219	186	167	138	118	117	94
Men 18-39	178	151	136	116	95	82	67
Men 40-54	288	269	262	219	190	190	161
Men 55+	582	579	607	590	584	563	550
Men 18+	1,048	999	1,004	925	869	835	779
Women 18-39	213	179	169	134	108	99	84
Women 40-54	271	246	231	215	192	189	168
Women 55+	576	580	607	602	592	564	542
Women 18+	1,060	1,006	1,007	951	892	852	794
Total People	2,327	2,191	2,178	2,014	1,879	1,803	1,666

Source: OzTAM 5 City Metro + RegTAM Regional Aggregated Markets (inc WA); SBS Network 01/07/2017-29/06/2024; Sun-Sat 0200-0200; 5 Minute Consecutive Reach; Consolidated 28; Various demographics as listed.

Appendix 12

SBS Digital Television: Areas served

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
Australia Capital Territory		Cootamundra*	613.5	Mount Kembla*	683.5
Canberra	184.5	Cowra	648.5	Mudgee	613.5
Conder*	578.5	Crookwell*	550.5	Mudgee Town*	690.5
Tuggeranong	648.5	Dalmeny*	655.5	Murrumbidgee Irrigation Area	564.5
Weston Creek/Woden	648.5	Deniliquin	613.5	Murrurundi	571.5
New South Wales		Dubbo	648.5	Narooma	655.5
Adelong	571.5	Dungog	627.5	Narrandera*	571.5
Albury North	536.5	Eastgrove*	529.5	Newcastle	599.5
Anna Bay*	683.5	Eden	655.5	Nowra North	655.5
Armidale	571.5	Elizabeth Beach*	683.5	Nyngan	613.5
Armidale North*	226.5	Eugowra*	648.5	Oberon*	648.5
Ashford	613.5	Forster*	613.5	Ocean Shores	655.5
Balranald	634.5	Glen Innes	613.5	Parkes (Spicer Park CP)+	690.5
Batemans Bay/Moruya	613.5	Gloucester	550.5	Peak Hill*	690.5
Bathurst	191.5	Gosford	613.5	Picton**	557.5
Batlow	613.5	Goulburn	613.5	Port Stephens	550.5
Bega	557.5	Grafton/Kempsey	606.5	Portland/Wallerawang	613.5
Belmont North*	550.5	Grenfell*	529.5	Richmond/Tweed	564.5
Bermagui*	613.5	Gundagai*	613.5	Smiths Lake*	613.5
Boambee/Sawtell*	683.5	Gunning*	613.5	Stanwell Park	676.5
Bombala	655.5	Harden*	613.5	Stroud*	676.5
Bonalbo	613.5	Hay	613.5	Stroud Road*	627.5
Bouddi	613.5	Hillston*	613.5	SW Slopes/E Riverina	669.5
Bourke Town	655.5	Illawarra	606.5	Sydney	184.5
Bowning+	613.5	Inverell	613.5	Sydney North West**	557.5
Bowral/Mittagong	676.5	Jerilderie	613.5	Sydney South West**	613.5
Braidwood	655.5	Jindabyne	613.5	Talbingo	613.5
Brewarrina	648.5	June*	571.5	Tamworth	613.5
Broken Hill	226.5	Kandos	683.5	Taralga+	550.5
Bulahdelah*	676.5	Khancoban	683.5	Tenterfield	655.5
Bungendore*	655.5	Kings Cross	557.5	Thredbo	543.5
Byron Bay*	620.5	Kotara	599.5	Tumbarumba	613.5
Captains Flat	613.5	Kyogle	648.5	Tumbarumba Town+	529.5
Central Tablelands	606.5	Laurieton	613.5	Tumut	613.5
Central Western Slopes	184.5	Lightning Ridge	690.5	Ulladulla	550.5
Cobar	219.625	Lithgow	529.5	Upper Hunter	655.5
Coffs Harbour	620.5	Lithgow East	655.5	Upper Namoi	529.5
Coffs Harbour North*	529.5	Maclean/Ashby*	655.5	Uralla*	655.5
Condobolin	613.5	Manly/Mosman	557.5	Vacy	543.5
Coolah	655.5	Manning River	177.5	Wagga Wagga	613.5
Cooma Town	613.5	Medowie*	627.5	Walcha	613.5
Cooma/Monaro	529.5	Merewether	599.5		
		Merimbula*	606.5		
		Merriwa	613.5		

Appendix 12

SBS Digital Television: Areas served (continued)

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
Walgett	627.5	Brisbane North West**	648.5	Goldsborough Valley*	578.5
Walwa/Jingellic	683.5	Brisbane South East**	564.5	Goondiwindi	613.5
Warialda*	683.5	Burketown+	655.5	Gordonvale	662.5
Warners Bay*	550.5	Burnett Heads (Holiday Park)+	564.5	Gympie	613.5
Wellington*	690.5	Cairns	184.5	Gympie Town	683.5
West Wyalong*	613.5	Cairns East	648.5	Herberton	571.5
Wilcannia	571.5	Cairns North	571.5	Hervey Bay	648.5
Wollongong	641.5	Canungra**	564.5	Hughenden	571.5
Woolgoolga*	690.5	Capella	529.5	Isisford+	662.5
Woronora**	613.5	Cardwell	662.5	Jericho+	662.5
Wyong	613.5	Carmila+	655.5	Jundah+	662.5
Yass+	550.5	Charleville	226.5	Karumba+	655.5
Young	613.5	Charters Towers	613.5	Kooralbyn**	564.5
Northern Territory		Clairview+	613.5	Longreach	219.5
Alice Springs	177.5	Clermont	571.5	Mackay	536.5
Batchelor	613.5	Cloncurry	571.5	Mareeba	613.5
Darwin	536.625	Collinsville	571.5	Maroochydore (Holiday Park)+	184.5
Darwin City	613.5	Cooktown	571.5	Middlemount	571.5
Hermannsburg+	669.5	Cooloola Cove*	571.5	Miles	613.5
Jabiru	529.5	Coolum Beach (Coolum Beach HP)+	184.5	Mission Beach	662.5
Katherine	177.5	Cow Bay+	655.5	Mitchell	592.5
Nhulunbuy	177.5	Crows Nest*	683.5	Monto	648.5
Tennant Creek	219.5	Cunnamulla	571.5	Moranbah	683.625
Tindal**	669.5	Curumbin	676.5	Moranbah Town	571.5
Yulara+	662.5	Daintree Village+	613.5	Morven+	662.5
Queensland		Darling Downs	564.5	Mossman	529.5
Agnes Water*	683.5	Dimbulah	613.5	Mossman South+	571.5
Airlie Beach	571.5	Dysart	613.5	Mount Alford**	683.5
Alpha+	655.5	Emerald	226.5	Mount Isa	205.5
Anakie+	613.5	Emu Park (Bell Caravan Park)+	655.5	Mount Morgan*	683.5
Aramac+	662.5	Eromanga+	655.5	Moura*	655.5
Atherton	655.5	Esk	571.5	Mudjimba (Mudjimba Beach HP)+	578.5
Augathella+	655.5	Eulo+	655.5	Mundubbera*	648.5
Ayr	613.5	Flametree/Jubilee Pocket*	571.5	Murgon	648.5
Babinda	662.5	Gladstone East	543.5	Murwillumbah	564.5
Barcaldine	641.5	Gladstone West	655.5	Muttaburra+	655.5
Bedourie+	655.5	Glenden+	641.5	Nambour	613.5
Bell	648.5	Gold Coast	613.5	Nanango*	683.5
Birdsville+	655.5	Gold Coast Southern Hinterland	676.5	Nebo	606.5
Blackall	571.5			Noosa/Tewantin	613.5
Blackwater	655.5			Normanton+	662.5
Boonah	613.5			Peregian Beach*	564.5
Bowen Town	571.5				
Boyne Island	613.5				
Brisbane	184.5				

Area Served	Frequency (MHz)
Point Arkwright*	564.5
Port Douglas	655.5
Proserpine	613.5
Quilpie+	655.5
Rainbow Beach*	571.5
Rathdowney**	564.5
Ravenshoe	613.5
Redlynch	669.5
Richmond+	655.5
Rockhampton	592.5
Rockhampton East	613.5
Roma	184.5
Sapphire/Rubyvale+	655.5
Sarina Beaches*	648.5
Shute Harbour	655.5
Southern Downs	606.5
Springsure	613.5
St George	212.5
St Lawrence+	613.5
Stonehenge+	655.5
Stuart	690.5
Sunshine Coast North	683.5
Sunshine Coast South	578.5
Tambo+	571.5
Tara	613.5
Texas	648.5
Thursday Island	571.5
Tieri	606.5
Tin Can Bay*	571.5
Toowoomba	655.5
Toowoomba East*	613.5
Toowoomba South*	613.5
Townsville	592.5
Townsville North	690.5
Tully	648.5
Warwick	648.5
Weipa	571.5
Wide Bay	177.5
Willows+	655.5
Windorah+	655.5
Winton	571.5
Wonga Beach*	571.5
Wyandra+	655.5

Area Served	Frequency (MHz)
Yarraman*	606.5
Yeppoon	613.5
Yowah+	662.5
South Australia	
Adelaide	184.5
Adelaide Foothills	571.5
Angaston**	571.5
Bordertown	620.5
Burra	571.5
Cape Jervis**	620.5
Caralue Bluff	655.5
Carrickalinga**	683.5
Ceduna/Smoky Bay	613.5
Clare	655.5
Coffin Bay	648.5
Cooper Pedy	571.5
Cowell	606.5
Craigmore/Hillbank	571.625
Eudunda**	571.5
Gumeracha**	683.5
Keith	578.5
Kingston SE/Robe	578.5
Lameroo	620.5
Lyndoch**	571.5
Maitland**	683.5
Mannum**	620.5
Morgan*	620.5
Myponga**	620.5
Naracoorte	620.5
Normanville**	606.5
Orroroo*	662.5
Pinnaroo	578.5
Port Lincoln	683.5
Quorn	655.5
Renmark/Loxton	529.5
Roxby Downs	571.5
South East	529.5
Spencer Gulf North	620.5
Strathalbyn**	620.5
Streaky Bay (Islands CP)+	620.5
Swan Reach**	571.5
Tumby Bay	529.5
Victor Harbor	571.5
Waikerie	655.5

Area Served	Frequency (MHz)
Woomera++	578.5
Yankalilla**	620.5
Tasmania	
Acton Road	578.5
Barrington Valley	655.5
Bicheno	578.5
Binalong Bay	599.5
Burnie	655.5
Currie+	571.5
Cygnnet	620.5
Derby (Tas)	655.5
Dover	655.5
Dover South	613.5
East Devonport	606.5
Forth*	641.5
Geeveston	571.5
Hillwood	655.5
Hobart	177.5
Hobart NE Suburbs	655.5
King Island	690.5
Launceston	571.5
Lileah	219.5
Lilydale	655.5
Maydena	634.5
Meander	662.5
NE Tasmania	641.5
Neika/Leslie Vale*	683.5
New Norfolk	571.5
Orford	613.5
Penguin	606.5
Queenstown/ Zeehan	655.5
Rosebery	529.5
Smithton	592.5
St Helens	529.5
St Marys	690.5
Strahan	613.5
Swansea	655.5
Taroona	627.625
Ulverstone	606.5
Waratah	606.5
Wynyard	536.5
Victoria	
Alexandra	655.5
Alexandra Environs	627.5

Appendix 12

SBS Digital Television: Areas served (continued)

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
Anglesea/Aireys Inlet**	529.5	Mallacoota	655.5	Bruce Rock	669.5
Apollo Bay*	571.5	Mansfield	655.5	Bunbury	571.5
Bairnsdale	571.5	Marysville	571.5	Carnamah	662.5
Ballarat	571.5	Melbourne	184.5	Carnarvon	219.625
Ballarat East*	613.5	Melbourne Inner Suburbs**	613.5	Central Agricultural	634.5
Bendigo	529.5	Mildura/Sunraysia	191.5	Cervantes+	669.5
Birchip*	613.5	Mitta Mitta+	655.5	Coolgardie+	613.5
Bonnie Doon	536.5	Monbulk**	683.5	Dampier	543.5
Boolarra*	690.5	Mt Cowley IBL*	676.5	Davyhurst Mine Village+	529.5
Bright	529.5	Murray Valley	655.5	Denham+	571.5
Broadford+	655.5	Myrtleford	655.5	Derby (WA)	184.5
Bruthen	655.5	Newborough*	613.5	Dongara+	564.5
Cann River	655.5	Nhill	655.5	Esperance	198.5
Casterton	648.5	Orbost	627.5	Exmouth	198.625
Charlton*	613.5	Ouyen*	648.5	Fitzroy Crossing	613.5
Churchill	690.5	Portland	613.5	Geraldton	627.5
Cobden	613.5	Robinvale*	571.5	Halls Creek	205.5
Cohuna*	613.5	Rosebud	613.5	Jurien Bay+	599.5
Colac	676.5	Safety Beach	613.5	Kalbarri	212.5
Corryong	578.5	Selby	571.5	Kalgoorlie	184.625
Eildon	592.5	Seymour	613.5	Kambalda	620.5
Eildon Town	627.5	South Yarra	613.5	Karratha	641.5
Falls Creek+	613.5	Tanybryn IBL*	683.5	Katanning	641.5
Ferntree Gully	613.5	Tawonga South	529.5	Kojonup	669.5
Foster	613.5	Terang*	571.5	Koorda+	655.5
Geelong**	683.5	Timboon*	529.5	Kununurra	212.625
Genoa	578.5	Trafalgar/Yarragon*	613.5	Kununurra East	620.5
Goulburn Valley	585.5	Underbool*	571.5	Lancelin**	613.5
Halls Gap	655.5	Upper Murray	184.5	Laverton+	655.5
Halls Gap (Lakeside TP)+	536.5	Upwey	571.5	Leonora+	620.5
Harrietville+	655.5	Warburton (Vic)	571.5	Mandurah/Waroona	613.5
Healesville**	571.5	Warracknabeal*	550.5	Manjimup	662.5
Hopetoun (Vic)	550.5	Warrnambool	662.5	Margaret River	634.5
Horsham	613.5	Warrnambool City	529.5	Meekatharra	205.5
Howqua*	578.5	Western Victoria	184.5	Menzies+	620.5
Inverloch*	683.5	Wycheproof*	613.5	Merredin	669.5
Jeeralang/Yinnar South*	690.5	Wye River**	571.5	Mingenew	662.5
Kiewa	613.5	Yea	592.5	Moora	606.5
Koondrook/Barham*	655.5	Western Australia		Morawa	564.5
Lakes Entrance	655.5	Albany	620.625	Mount Magnet	205.5
Latrobe Valley	543.5	Augusta	662.5	Mullewa	662.5
Lorne*	571.5	Blackstone (WA)+	655.5	Nannup	529.5
		Bridgetown	634.5	Narrogin	669.5
		Broome	205.625	Newman	219.5

Area Served	Frequency (MHz)
Norseman	662.5
Northam	669.5
Northampton	662.5
Onslow+	620.5
Pannawonica	212.5
Paraburdoo	226.5
Pemberton	529.5
Perth	184.5
Perth City**	683.5
Perth Coastal**	683.5
Port Hedland	177.5
Roebourne	191.5
Roleystone	613.5
Southern Agricultural	212.5
Southern Cross Town	529.5
Tom Price	219.5
Toodyay	655.5
Two Rocks**	529.5
Wagin	529.5
Warburton (WA)+	655.5
Wongan Hills+	655.5
Wyndham	219.5
External Territories	
Christmas Island Drumsite++	184.5
Christmas Island Phosphate Hill++	578.5
Christmas Island Rocky Point++	620.5
Cocos Islands Home Island++	627.5
Cocos Islands West Island++	184.5
Norfolk Island+	529.5

Appendix 13

SBS Analogue Radio: Areas served

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
Australian Capital Territory		Queensland		Willows*	
Canberra	1440 kHz	Alpha*	102.3 MHz	Wondai*	98.9 MHz
Canberra	105.5 MHz	Aramac*	99.7 MHz	Wyandra*	92.3 MHz
New South Wales		Bedourie*	102.9 MHz	Yowah*	102.5 MHz
Bathurst City*	91.1 MHz	Birdsville*	104.5 MHz	South Australia	
Batlow	92.5 MHz	Bollon*	96.3 MHz	Adelaide	106.3 MHz
Boggabilla*	107.9 MHz	Boulia*	101.3 MHz	Adelaide Foothills	95.1 MHz
Brewarrina*	89.7 MHz	Brisbane	93.3 MHz	Angaston*	92.3 MHz
Cobar*	105.3 MHz	Cairns (Mt Yarrabah) *	90.5 MHz	Coober Pedy*	93.3 MHz
Coolamon*	103.1 MHz	Carmila*	89.7 MHz	Roxby Downs*	92.3 MHz
Cootamundra*	102.9 MHz	Clermont*	103.7 MHz	Tasmania	
Corowa*	90.9 MHz	Cloncurry*	106.1 MHz	Hobart	105.7 MHz
Cowra*	95.9 MHz	Cow Bay*	99.1 MHz	Queenstown*	93.7 MHz
Culcairn*	91.1 MHz	Cunnamulla*	104.5 MHz	Rosebery*	101.5 MHz
Dubbo (City)*	100.5 MHz	Daintree*	90.5 MHz	Strahan*	94.7 MHz
Gilgandra*	103.7 MHz	Dajarra*	96.5 MHz	Victoria	
Gulgong*	104.7 MHz	Dirranbandi*	95.3 MHz	Ballarat (Warrenheip)*	95.9 MHz
Gundagai*	95.1 MHz	Eidsvold*	104.3 MHz	Maryborough (Vic)*	104.5 MHz
Holbrook*	93.7 MHz	Emerald*	93.1 MHz	Melbourne	1224 kHz
June*	98.7 MHz	Eromanga*	89.3 MHz	Melbourne	93.1 MHz
Lismore*	98.9 MHz	Glenden*	94.1 MHz	Mildura*	98.7 MHz
Long Flat*	107.9 MHz	Hughenden*	104.3 MHz	Morwell*	90.9 MHz
Mudgee Town*	89.9 MHz	Injune*	102.7 MHz	Myrtleford*	97.3 MHz
Murrurundi*	100.1 MHz	Jericho*	101.7 MHz	Wodonga*	89.5 MHz
Narrandera*	93.5 MHz	Longreach*	101.3 MHz	Western Australia	
Newcastle	1413 kHz	Meandarra*	97.9 MHz	Broome*	91.7 MHz
Nimbin*	106.3 MHz	Monto*	107.3 MHz	Coolgardie*	92.3 MHz
Oberon*	107.1 MHz	Moonford*	90.7 MHz	Coorow*	107.1 MHz
Orange*	100.5 MHz	Moranbah Town*	92.9 MHz	Denham*	100.5 MHz
Parkes*	101.3 MHz	Mossman*	95.1 MHz	Exmouth*	98.9 MHz
Peak Hill*	100.9 MHz	Muttaborra*	100.5 MHz	Green Head*	100.1 MHz
Port Macquarie*	107.7 MHz	Nebo*	94.7 MHz	Hopetoun (WA)*	95.7 MHz
Sydney	1107 kHz	Normanton*	96.9 MHz	Laverton*	94.9 MHz
Sydney	97.7 MHz	Port Douglas*	105.5 MHz	Leonora*	95.3 MHz
Tamworth*	97.1 MHz	Quilpie*	98.1 MHz	Menzies*	98.1 MHz
Tumbarumba*	100.5 MHz	Richmond*	106.1 MHz	Moora*	103.5 MHz
Wagga Wagga*	103.5 MHz	Sapphire*	103.5 MHz	Morawa*	93.5 MHz
Wollongong	1035 kHz	Springsure*	99.3 MHz	Newman Area C Mine*	103.3 MHz
Wollongong	1485 kHz	St Lawrence*	97.3 MHz	Perth	96.9 MHz
Young*	98.7 MHz	Tambo*	103.5 MHz	Ravensthorpe*	94.7 MHz
Northern Territory		Tara*	90.3 MHz	Westonia*	101.9 MHz
Darwin	100.9 MHz	Taroom*	97.3 MHz	Wongan Hills*	106.3 MHz
Nhulunbuy*	99.7 MHz	Thallon*	92.5 MHz		
		Theodore*	102.7 MHz		

*Self Help - Local Council

Appendix 14

SBS Digital Radio: Areas served

Area Served	Frequency (MHz)
Australian Capital Territory	
Canberra	206.352
Tuggeranong	206.352
New South Wales	
Campbelltown	206.352
Collaroy Plateau	206.352
Penrith	206.352
Sutherland	206.352
Sydney	206.352
Sydney City	206.352
Sydney Northern Beaches	206.352
Northern Territory	
Darwin	206.352
Darwin City	206.352
Queensland	
Brisbane	206.352
Caboolture	206.352
South Australia	
Adelaide	206.352
Tasmania	
Hobart	206.352
Taroona	206.352
Victoria	
Bacchus Marsh/ Melton	206.352
Melbourne	206.352
Melbourne City	206.352
Port Melbourne	206.352
Werribee	206.352
Western Australia	
Perth	206.352
Perth City	206.352
Perth Northern Beaches	206.352

Appendix 15

SBS Television: Advertisers

7-Eleven	Australia Zoo	BritBox	Country Road
A2 Milk	Australian Health Management	British Paints	CQ University
AAMI	Australian Labor Party	Brown Forman	Credit Union SA
Abbey Road Events and Marketing	Australian National Maritime Museum	Bunnings Warehouse	Cricket Australia
ACH Group	Australian Pensioners Insurance	Bupa Australia Health	Crime Stoppers Australia
Actegy Health	Australian Retirement Trust	Burns For Blinds	Cromwell Funds Management
Activ	Australian Seniors Insurance Agency	BWS	Crowies Paints
Ada's Place	Australians For Indigenous Constitutional Recognition	Campaign Edge	Crown
Adelaide Appliance Gallery	Aveo	Canberra Institute Of Technology	Crumpler
Adelaide Hospital Research Foundation Lottery	Aware Super	Cancer Council Australia	Cunard
Admedia	Bakers Delight	Cancer Council Victoria	CUPRA
AGL	Bank of Queensland	Canteen	Curcupet
AIA Australia	Beam Suntory	Captain Choice Tours	Damien Hewitt
Airbnb	Beaumont Tiles	Caravan & Camping Industries Association of SA	Dan Murphy's
AKA Promotions	Bega Drinks, Dairy & Spreads	Carbon Cancer Australia	Darrell Lea
Aldi	Beiersdorf	Care A2+ Milk	Deakin University
Alinta Energy	Belong	Care2serve	Dementia Australia
All Seasons Gutter Guard	Bendigo and Adelaide Bank	Carers WA	Dexcom
Allianz Australia Services	Benevolent Society	Caritas	Diageo
Alpha Industries	Betta Blinds	Carnival Cruises	Direct Response Media
Amazon	Beyond Bank	Caruso Natural Health	Discount City Carpets
Amazon Prime	BHP	CBH Group	Disney
Amber Tiles	Big W	CBUS	Divine Mercy
AMP	Bikebug	Chemist Warehouse	Dodo
Amplifon	Bing Lee	Chery	Dominos Pizza
Ampol	Binge	Choosi	Don
AMX	Bluescope Steel	Christian Blind Mission	Doordash
Anaconda	Boating Camping Fishing	Clarity Communications	Doors Plus
Ancestry.com	Bolton Clarke	Class A Energy Solutions	Dr Oetker
Animals Australia	Bonds	Climat	Drakes Supermarket
Anthem	Bonsoy	Coles Supermarkets	Dreamland
ANZ Bank	Bowra & O'dea	Colgate	Dulux
Apple Computer	Bremerton Wines	Commissioner For Environmental Sustainability (CES) Victoria	Dynamic Home Enhancements
APT Touring	Bridgestone	Commonwealth Bank	Dyson Appliances
Apunipima Cape York Health Council	Brisbane Airport Corporation	Compare Club	E&S
Arts Projects Australia	Brisbane City Council	Complete Removals	Ear Science Institute Australia
Asahi	Brisbane Indigenous Media Association	Connect Hearing Australia	ECH Incorporated
Ateco		Construction Industry Training Board	Edith Cowan University
Audi		COTA Insurance	Edward Douglas White
Audible			Ekornes
Audika			Elders
Aussie Broadband			Elite Appliances

Emirates	Five Star Outdoors	Iconic Foods Distribution	Lion
Endeavour Homes	Fonterra	IGA	Lite N Easy
Energy Australia	Foodland	IKEA	Live Nation
Engie	Ford Dealers	Image Robes	Lotterywest
Events ACT	Forest & Wood Products Australia	IMB Bank	Lysaght
Expedia	Forty Winks	Industry Super Australia	Macpac
Expoz	Four Paws	Industry Super Funds	Macquarie Bank
Fair Price	Foxtel	ING Direct	Magnetite
Falun Dafa Association of NSW Incorporated	Fred Hollows Foundation	iNova	Mahindra
Fan & Light Shop, The	Fulham Funerals	Instant Security Doors And Screens	Maitland Tourism
Fantastic Furniture	Geeks 2 U	Intrepid Group	Mannix Airconditioning
FARE	GIO	Isuzu	Marley Spoon
Farquhar Kitchens	Glaxo Smithkline	Italia Ceramics	Mars Foods
Fed Attorney General's Department	Glencore	Jayco	Master Pool Builders Association Australia
Fed Australia Post	Golden Casket	JB Hi-Fi	Mater Lotteries
Fed Australian Egg Corporation	Good Guys, The	Jde Master Blenders	Maxima
Fed Australian Electoral Commission	Google	Jetstar	McCain
Fed Australian Signals Directorate	Gordon Legal	Joint Replacement Clinic	McDonalds WA
Fed Dept of Agriculture, Water And Environment	Great Barrier Reef Foundation	Journey Beyond	McLeay And Sons
Fed Dept of Defence	Great Wall Motors	Juniper WA	Me Bank
Fed Dept of Education	Greenpeace	Just Quality	Medex Australia
Fed Dept of Education, Skills & Employment	Growthops	Kalyra	Medibank
Fed Dept of Employment & Workplace Relations	Guide Dogs NSW/ACT	Karcher	Menulog
Fed Dept of Health & Aged Care	Hairy Pill, The	Kayo	Michael Hill
Fed Dept of Home Affairs	Haleon	Kelloggs	Mineralogy
Fed Dept of Infrastructure And Regional Development	Hammond Care	Kenogo	Minerals Council Of Australia
Fed Dept of Infrastructure, Transport, Regional Development, Communications and the Arts	Harvey Norman	KFC	Mission Australia
Fed Dept of Social Services	HBF WA	Kia Motors Australia	Mitsubishi Motors
Fed Dept of Treasury	Headspace	KleenHeat Gas	Modern Trailers
Fed National Australia Day Council	Henkel	KM Smith	Mondelez - Chocolate
Federal Liberals	Herbert Adams	Kmart	MS Society (WA)
Ferrari East	HESTA	La-Z-Boy	Murray River Lakes & Coorong Tourism
Ferrero Australia	Hi Tec Oils	LDV Automotives	My Plates
	Holland America Line	Lexus	mycar
	Homesafe	LG Electronics	Myer Stores
	Honda Motorcycles	Liberty Finance	Myliving Outdoors
	Hospital Research Foundation, The	Life Without Barriers - NSW	Mystate Bank
	Hostplus	Life Without Barriers - QLD	National Australia Bank
	House And Garden	Life Without Barriers SA	National Pharmacies
	HSBC	Life Without Barriers WA	Natuzzi Adelaide
	Hyundai	Lifeblood	NBN
	IAG	Lindt	Nestle

Appendix 15

SBS Television: Advertisers (continued)

Newcastle Permanent	Palliative Care Tasmania	Queensland Resources Council	SA Dept of Premier & Cabinet
News Corporation	Pandora	Queensland Treasury	SA Dept of Trade & Investment
NIB	Paramount+	Quest	SA Dog and Cat Management Board
Nick Scali Furniture	Patties Foods	RAA	SA Green Industries SA
Nissan	Peloton	RAC (WA)	SA Homestart Finance
Noel's Caravans	Peoplecare Health Insurance	Racing & Wagering WA	SA Lotteries Commission
Noom	Perfection Fresh	RACT	SA Motor Sport Board
Norwegian Cruise Lines	Perron Institute, The	RACV	SA Police Department
NRG Solar	Persian Carpet Gallery - Adelaide	Ram Trucks	SA Power Networks
NRMA	Persian Carpet Gallery - National	RB (Hygiene Home)	SA South Australian Tourism Commission
NRMA Parks & Resorts	Perth Festival	Real Insurance	SA State Electoral Office
NRMA Roadside Assistance	Perth Zoo	Rebel Sport	SA TAFE SA
NRMA Roadside Assistance - Orion	Pfitzner Furniture (Nercoba)	Reckitt Benckiser	SA Underpinning
NSW Cancer Institute of NSW	Pharmacare	Reconciliation Australia	SA University of Adelaide
NSW Dept of Education	Phil Hoffmann Travel	Red Energy	SA University of SA
NSW Dept of Premier & Cabinet - Aboriginal Affairs	Phillip Island Circuit	Remitly	Salvation Army
NSW Government	Photographyroom	Renault	Samsung
NSW Government Customer Service	Plega Healthcare	Repco	Samtass
NSW Government Health	Polestar	ResMed	San Remo
NSW Government TAFE	Pon.Bike Australia	Rest Superannuation	Sanitarium Health Food Co
NSW Government Transport	Ponant	Resthaven	Save the Children
NSW Lotteries	Porters Paints	Revolut	Scenic Tours
NSW Office of Responsible Gambling	Powerhouse Museum	Rising Melbourne	Scenic World
NSW Rural Fire Service	Priceline	Royal Agricultural Society of WA	Scholl
NSW Sydney Water	Princess Cruises	Royal Flying Doctors Service	Scitech
NSW TAFE	Property Asset Planning	RSL Art Union	Screen Australia
NTMEC Supercars	Prospect Contractors	RSPCA Insurance	SEEK
Officeworks	PZ Cussons	RSPCA NSW	Shannons Insurance
Olympic Industries	Qantas	RSPCA VIC	Shine Lawyers
On The Run	QLD Dept of Child Safety And Disability Services	Ryman	Sigma
One Pass	QLD Dept of Education	Ryobi	Silver Chain
Opera Australia	QLD Dept of Health	SA Adelaide Festival	Silversea Cruises
Optical Superstore	QLD Dept of State Development	SA Adelaide Festival Centre	Simmonds Heating And Cooling
Optus	QLD Dept of Transport And Main Roads	SA Ambulance Service	Simplot
Orana	QLD Electoral Commission	SA Cancer Council	Simply Energy
Oriental Merchant	QLD Fire And Emergency Services	SA Country Fire Service SA	Skoda
Oxfam Australia	QLD Police	SA Dept of Drug and Alcohol Services	Slater & Gordon
Oxo Australia	QLD Transport	SA Dept of Education	Sleeping Duck
P&O		SA Dept of Health	Smeg
			Smiling Mind

Smith Family	The Lume	WA Gov - Dept of Premier & Cabinet
Solahart	Tourism Tasmania	
Solar Battery Group	Toyota	WA Gov - Dept of Transport
Sony Picture Releases	Transport Canberra & City Service	WA Gov - Dept of Water and Environmental Regulation
Specsavers	Trivago Gmbh	WA Police
Spirit Super	Twinings	WA Return Recycle Renew
Sportsbet	Tyrepower	WA Road Safety Commission
Squarespace	Uluru Statement of The Heart	WA Synergy
St John Ambulance (SA)	UNHCR	WA Water Corp (Brand)
St Lukes	UNICEF	Wag North Metro Tafe
Stan	Unilever	Warner Bros
Stayz	Uniting Care Queensland	Weber Australia
Studio Canal	Velocity Frequent Flyer	Webjet
Suncorp	VIC Dept of Education and Training	West Coast Eagles
Super Cheap Auto	VIC Dept of Families, Fairness and Housing	Western Power
Superdream	VIC Dept of Health	Westpac
Superloop	VIC Dept of Jobs, Skills, Industry and Regions	Wilderness Society
Swinburne University	VIC Dept of Justice and Community Safety	Wise
Swisse Movement	VIC Dept of Treasury & Finance	Wohlers
Sydney Children's Hospitals Foundation	VIC Government	Woolworths Everyday Rewards
Sydney Theatre Company	VIC Major Transport Infrastructure Authority	Woolworths Insurance
TAFE QLD	VIC Police	Woolworths Online Shop
Tailors of Distinction	VIC Transport Accident Commission	Woolworths Supermarkets
TAL	Victorian Infrastructure Delivery Authority	World Animal Protection
Tango Energy	Village Roadshow	World Food Programme
TAS Dept of Health	Virgin Australia	World Vision
TAS Dept of Premier and Cabinet	Virgin Voyages	World Wildlife Fund
TAS Fire	Vision Australia	Youfoodz
TAS Networks	Vodafone	Youi
TAS Plates	Volkswagen Australia	Yumi's
Tasmania Election	Volvo	Zerella Fresh
Tasmanian Electoral Commission	WA Cancer Council	Zespri
Tasmanian Labor Party	WA Gov - City Of Perth	Zest Advertising
Tatts	WA Gov - Dept of Education	
TEG	WA Gov - Dept of Fire and Emergency Services	
Tegel		
Telstra		
Telstra Referendum		
Tempur		
Tennis Australia		
Tesselaar		
That's Amore Cheese		

Appendix 16

SBS Television: Program sponsorship

Program	Sponsors
8 Out Of 10 Cats Does Countdown Series 8 (Repeat)	Bridgestone
8 Out Of 10 Cats Does Countdown Series 9 (Repeat)	Bridgestone
77 Percent, The	IAG
Adam & Poh's Great Australian Bites Series 1	Journey Beyond
Adam & Poh's Great Australian Bites Series 1	VIC Dept of Jobs, Skills, Industry and Regions
Adam & Poh's Great Australian Bites Series 1	VIC Dept of Jobs, Skills, Industry and Regions
Ainsley's Christmas Good Mood Food	Aldi
Ainsley's Christmas Good Mood Food	Telstra
Ainsley's Fantastic Flavours Series 1	Harvey Norman
Ainsley's Festive Flavours 1	Aldi
Alone Australia Series 2	IKEA
Alone Australia Series 2	Kia Motors Australia
Alone Australia Series 2	RACT
Alone Australia Series 2	TAS Fire
Alone Series 9 (Repeat)	Kia Motors Australia
Alone UK Series 1	Cunard
Alone UK Series 1	Kia Motors Australia
Alone: Frozen Series 1	Kia Motors Australia
Alone: Frozen Series 1	Sportsbet
Alone: The Skills Challenge Series 1	Kia Motors Australia
Anthony Bourdain: No Reservations Series 1	Harvey Norman
Anthony Bourdain: No Reservations Series 1	SEEK
Anthony Bourdain: No Reservations Series 2	Bega Drinks, Dairy & Spreads
Anthony Bourdain: No Reservations Series 4	Diageo
Anthony Bourdain: No Reservations Series 4	RACV
Anthony Bourdain: No Reservations Series 5	Diageo
Anthony Bourdain: No Reservations Series 5	SEEK
Arabian Inferno Series 1	Coles Supermarkets
Asia Unplated With Diana Chan Series 2	Harvey Norman
Australia's Sleep Revolution Series 1	Forty Winks
Australia's Sleep Revolution Series 1	Toyota
Bamay Series 1	IAG
Bamay Series 2	IAG
Bamay Series 3	IAG
Bamay Series 4	IAG
Beyond River Cottage Series 1 (Repeat)	Harvey Norman
Born To Cook: Jack Stein Down Under Series 2 (Repeat)	Harvey Norman
Britain's Scenic Railways At Christmas	Aldi
Britain's Scenic Railways At Christmas	Telstra
Building The Vatican: Secrets Behind The Holy City	Mondelez - Chocolate
Characters Of Broome Series 2	IAG
Christmas Carols From The London Coliseum	Aldi
Christmas Carols From The London Coliseum	Telstra

Program	Sponsors
Chronicles Of Nadiya Series 1	Diageo
Coastal Africa Series 1	IAG
Colosseum Series 1	Mondelez - Chocolate
Come Dine With Me UK Daytime Series 12	Diageo
Come Dine With Me UK Daytime Series 19	Diageo
Come Dine With Me UK Series 18	Diageo
Come Dine With Me UK Series 18	Harvey Norman
Cook Like An Italian With Silvia Colloca Series 1	Smeg
Cook Up With Adam Liaw Series 1, The	Harvey Norman
Cook Up With Adam Liaw Series 2, The	Harvey Norman
Cook Up With Adam Liaw Series 2, The	IGA
Cook Up With Adam Liaw Series 3, The	Aldi
Cook Up With Adam Liaw Series 3, The	Harvey Norman
Cook Up With Adam Liaw Series 5, The	Harvey Norman
Cook Up With Adam Liaw Series 5, The	KFC
Cook Up With Adam Liaw Series 5, The	Oriental Merchant
Cook Up With Adam Liaw Series 5, The	OXO Australia
Cook Up With Adam Liaw Series 6, The	Harvey Norman
Cook Up With Adam Liaw Series 6, The	IGA
Cook Up With Adam Liaw Series 6, The	UNHCR
Cook Up With Adam Liaw Series 7, The	Harvey Norman
Copenhagen: Europe's Greatest Christmas Market	Aldi
Crime Series 1	Mondelez - Chocolate
Cycling: Fleche-Wallonne Mens Race 2024	Medex Australia
Cycling: Paris-Roubaix Mens Race 2024	Medex Australia
D-Day Superhero: Jack Kirby, The	Medex Australia
D-Day Superhero: Jack Kirby, The	Shannons Insurance
David Rocco's Dolce India Series 1	Bega Drinks, Dairy & Spreads
Destination Flavour Christmas	Aldi
Destination Flavour Christmas	Telstra
Dna Family Secrets Series 3	Toyota
Eddies Lil' Homies Series 1	Coles Supermarkets
Erotic Stories Series 1	National Australia Bank
Eva Longoria: Searching For Mexico Series 1	SEEK
Every Family Has A Secret Series 4	Ancestry.com
Evolving Vegan Series 1	Harvey Norman
Finding Your Roots - To The Manor Born	Ancestry.com
Finding Your Roots Series 4	Ancestry.com
Finding Your Roots Series 4	Mondelez - Chocolate
Finding Your Roots Series 5	Ancestry.com
Finding Your Roots Series 6	Ancestry.com
First Inventors, The Series 1	Coles Supermarkets

Appendix 16

SBS Television: Program sponsorship (continued)

Program	Sponsors
First Inventors, The Series 1	NSW Government Customer Service
Flat Out Food Series 1	SEEK
Flat Out Food Series 2	SEEK
Flat Out Food Series 3	SEEK
Flour Power Christmas: Big Wow Desserts	Harvey Norman
Flour Power Christmas: Edible Gifts	Aldi
Flour Power Series 1	Aldi
Flour Power Series 1	Harvey Norman
Food Chain: From Source To Table Series 1, The	Aldi
Food Trail South Africa Series 1	Diageo
Food Trail South Africa Series 1	SEEK
Gamer Snacks Series 1	Harvey Norman
Garma Festival 2023	LAG
Gino's Italian Escape Series 7	Smeg
Going Places With Ernie Dingo Series 4	Medex Australia
Going Places With Ernie Dingo Series 5	Fed Australia Post
Going Places With Ernie Dingo Series 5	IAG
Gok Wan's Easy Asian Series 2	Aldi
Gordon Ramsay's Christmas Cookalong Specials 2011	Aldi
Gordon Ramsay's Christmas Cookalong Specials 2011	Telstra
Gordon Ramsay's Christmas Cookalong Specials 2012	Aldi
Gordon Ramsay's Christmas Cookalong Specials 2012	Telstra
Gordon's Ultimate Christmas Series 1	Aldi
Gordon's Ultimate Christmas Series 1	Harvey Norman
Gordon's Ultimate Christmas Series 1	Telstra
Grand Tours Of Scotland's Rivers Series 2	Ram Trucks
Great Australian Walks With Julia Zemiro Series 1	ResMed
Great British Railway Journeys Series 12	Racing & Wagering WA
Great British Railway Journeys Series 14	Mondelez - Chocolate
Great Coastal Railway Journeys Series 2	Mondelez - Chocolate
Great Wall Of China: The Making Of China, The	Mondelez - Chocolate
Guillaume's French Atlantic Series 1	Silversea Cruises
Guillaume's Paris Series 1	Diageo
Habits Of New Norcia, The (Repeat)	IAG
Hairy Bikers Christmas Special	Aldi
Hairy Bikers Christmas Special	Telstra
Hairy Bikers Go Local Series 1	SEEK
Hairy Bikers' Asian Adventure Series 1 (Repeat)	Aldi
Hairy Bikers' Asian Adventure Series 1 (Repeat)	Harvey Norman
Highclere: The Real Downton Abbey Series 1	Aldi
Highclere: The Real Downton Abbey Series 1	Telstra
Hindenburg: The Cover Up Series 1	Mondelez - Chocolate

Program	Sponsors
History's Greatest Mysteries Series 3	Mondelez - Chocolate
History's Greatest Mysteries Series 4	Mondelez - Chocolate
Homegrown Tastes South Africa Series 1	Aldi
Hospital: In The Deep End Series 1, The	Hesta
Hungry For More	Harvey Norman
Indian Country Today Series 1	IAG
Inside The Tower Of London Series 4	Telstra
James Martin's French Adventure Series 1	KFC
James Martin's French Adventure Series 1	SEEK
James Martin's Spanish Adventures Series 1	Diageo
Jamie Cooks Christmas	Aldi
Jamie Cooks Christmas	Telstra
Jamie's Easy Christmas Countdown (Repeat)	Aldi
Jamie's Easy Christmas Countdown (Repeat)	Telstra
Jamie's Great Britain Series 1	Diageo
Jamie's Great Britain Series 1	Harvey Norman
Jamie's Ultimate Veg Series 1 (Repeat)	Harvey Norman
Jimmy Shu's Taste Of The Territory Series 1	IAG
Jimmy's Taste Of Florida Series 1	IGA
John Torode's Korean Food Tour Series 1	Harvey Norman
John Torode's Korean Food Tour Series 1	RACV
John Torode's Korean Food Tour Series 1	SEEK
Karla Grant Presents Series 1	IAG
Kars & Stars Series 1	Shannons Insurance
Kenya Wildlife Diaries Series 1	IAG
Khanh Ong's Wild Food Series 1	KFC
Kin Series 1	Mondelez - Chocolate
Lapland: The Ultimate Winter Wonderland	Aldi
Lapland: The Ultimate Winter Wonderland	Telstra
Last Overland Series 1, The	Shannons Insurance
Lidia's Kitchen Series 7	Aldi
Lidia's Kitchen Series 7	Harvey Norman
Living Black Series 29	IAG
Living Black Series 31	Racing & Wagering WA
London Zoo At Christmas	Aldi
London Zoo At Christmas	Telstra
Luca's Key Ingredient Series 1	Smeg
Luke Nguyen's India Series 1	Bega Drinks, Dairy & Spreads
Luke Nguyen's India Series 1	Diageo
Luke Nguyen's India Series 1	SEEK
Made In Italy With Silvia Colloca Series 1 (Repeat)	Harvey Norman
Made In Italy With Silvia Colloca Series 1 (Repeat)	Journey Beyond
Malaysia Gourmet Series 1	Harvey Norman

Appendix 16

SBS Television: Program sponsorship (continued)

Program	Sponsors
Marcus Wareing's Tales From A Kitchen Garden S2	SEEK
Martha Bakes Series 8 (Repeat)	Aldi
Martha Bakes Series 8 (Repeat)	Harvey Norman
Mary Berry's Country House At Christmas	Telstra
Mary Berry's Fantastic Feasts Series 1	IGA
Mastermind Series 3	Palliative Care Tasmania
Mastermind Series 4	Ract
Mastermind Series 5	Ract
Mastermind Series 6	Palliative Care Tasmania
Mastermind Series 6	Stan
Mastermind Series 6	TAS Plates
Masters Of Savours Series 1	RACV
Masters Of Savours Series 1	Smeg
Megabridges: Spanning The Void	Aldi
Michel Roux's French Country Cooking Series 1	RACV
Motor Sport: Dakar Rally 2024	Phillip Island Circuit
Motor Sport: Dakar Rally 2024	Ram Trucks
Motor Sport: Dakar Rally 2024	Shannons Insurance
Motorsport: Ausmoto Show 2023	Medex Australia
Motorsport: Ausmoto Show 2023	Shannons Insurance
Motorsport: Australian Superbikes 2023	AMX
Motorsport: Australian Superbikes 2023	Medex Australia
Motorsport: Australian Superbikes 2023	Shannons Insurance
Motorsport: Australian Superbikes 2024	Hi Tec Oils
Motorsport: Australian Superbikes 2024	Medex Australia
Motorsport: Australian Superbikes 2024	Shannons Insurance
Motorsport: Bathurst 6 Hour 2024	Hi Tec Oils
Motorsport: Hi-Tec Oils Super Series 2023	Harvey Norman
Motorsport: Hi-Tec Oils Super Series 2023	Medex Australia
Motorsport: Hi-Tec Oils Super Series 2023	Shannons Insurance
Motorsport: Hi-Tec Oils Super Series 2024	Shannons Insurance
Motorsport: Promx 2023	AMX
Motorsport: Promx 2023	Medex Australia
Motorsport: Promx 2023	Shannons Insurance
Motorsport: Promx 2024	AMX
Motorsport: Promx 2024	Hi Tec Oils
Motorsport: Promx 2024	Medex Australia
Motorsport: Promx 2024	Shannons Insurance
Movie Show 2000	National Australia Bank
Movie Show 2001	National Australia Bank
Movie Show 2002	National Australia Bank
Movie Show 2003	National Australia Bank
Movie Show 2004	National Australia Bank

Program	Sponsors
Movie Show 2005	National Australia Bank
My Greek Table With Diane Kochilas Series 4	Smeg
My Market Kitchen Series 6	Harvey Norman
Mystery Diners Series 3 (Repeat)	Harvey Norman
Mystery Diners Series 4 (Repeat)	Harvey Norman
Nadiya's Asian Odyssey Series 1	Diageo
New Gold Mountain (Full Length Version)	National Australia Bank
Nigellissima Christmas (Repeat)	Harvey Norman
Nigellissima Series 1 (Repeat)	Diageo
Nigellissima Series 1 (Repeat)	SEEK
Our Food, Our Family Series 1	Diageo
Our Law Series 2	WA Police
Our Stories: Connecting With Country	IAG
Outside: Beyond The Lens Series 1	Shannons Insurance
Over The Black Dot 2023	WA Cancer Council
Pacific Games 2023 Highlights	IAG
Pacific Island Food Revolution Series 3	RACV
Palisa Anderson's Water Heart Food Series 1 (Repeat)	Harvey Norman
Paul Hollywood Eats Mexico Series 1	Aldi
PBS Washington Week With The Atlantic 2023	Hi Tec Oils
Portillo's Greatest Railway Journeys Series 1	Medex Australia
Rachel Khoo's Simple Pleasures Series 1	IGA
Red Chef Revival Series 1	Aldi
Red Chef Revival Series 1	Harvey Norman
Remarkable Places To Eat Series 2	Diageo
Rick Stein's Cornish Christmas Series 1 (Repeat)	Aldi
Rick Stein's Cornish Christmas Series 1 (Repeat)	Harvey Norman
Rick Stein's Cornish Christmas Series 1 (Repeat)	Telstra
Rick Stein's Far Eastern Odyssey Xmas Special (Repeat)	Telstra
Rick Stein's Food Stories Series 1	Harvey Norman
Rick Stein's Food Stories Series 1	IGA
Rick Stein's India Series 1 (Repeat)	Bega Drinks, Dairy & Spreads
Rick Stein's Road To Mexico Series 1	Diageo
Rick Stein's Seafood Lovers' Guide Series 1	Diageo
Rick Stein's Spain Series 1 (Repeat)	IGA
Rick Stein's Spanish Christmas Special (Repeat)	Aldi
Rick Stein's Taste Of The Sea Series 1 (Repeat)	Diageo
Rick Stein's Taste Of The Sea Series 1 (Repeat)	KFC
Rick Stein's Taste Of The Sea Series 1 (Repeat)	OXO Australia
River Cottage Australia One Hours Series 1 (Repeat)	Harvey Norman
River Cottage Australia One Hours Series 4 (Repeat)	Harvey Norman
Robert De Niro: Hiding In The Spotlight	National Australia Bank
Rugby League 2023: Koori Knockout Live	IAG

Appendix 16

SBS Television: Program sponsorship (continued)

Program	Sponsors
Rugby League 2023: Koori Knockout Live	NSW Government Customer Service
Sara's Istanbul Delights Series 2	SEEK
Secret World Of Snacks Series 2	Aldi
Secret World Of Snacks Series 2	Telstra
Secrets Of Britain's Historic Houses & Gardens S1	Ram Trucks
Secrets Of The Superagers Series 1	Mondelez - Chocolate
Selena + Chef Series 1	Diageo
Selena + Chef Series 1	Harvey Norman
Speedweek 2023	Medex Australia
Speedweek 2023	Shannons Insurance
Speedweek 2024	Hi Tec Oils
Speedweek 2024	Medex Australia
Speedweek 2024	Shannons Insurance
Spencer's Big Holiday	Harvey Norman
Spencer's Holiday BBQ	Aldi
Spencer's Holiday BBQ	Harvey Norman
Sports Woman Series 5	Medex Australia
Sri Lanka With Alexander Armstrong Series 1	Bega Drinks, Dairy & Spreads
Stanley Tucci: Searching For Italy Series 1	SEEK
Stanley Tucci: Searching For Italy Series 2	Silversea Cruises
Stanley Tucci: Searching For Italy Series 2	Toyota
Steps Of Freedom: The Story Of Irish Dance	TEG
Stories From The Land Series 1	IAG
Streets, Hong Kong Series 1, The	Harvey Norman
Streets, Hong Kong Series 1, The	IGA
Surf Life Saving National Championships 2024	Shannons Insurance
Tales From River Cottage Series 1 (Repeat)	Aldi
Tales From River Cottage Series 1 (Repeat)	Harvey Norman
Taste The Nation With Padma Lakshmi Series 1	Aldi
Taste The Nation With Padma Lakshmi Series 1	Harvey Norman
Te Ao With Moana 2024	IAG
Tennis 2024: Kooyong Classic	Care A2+ Milk
Tennis 2024: Kooyong Classic	Renault
Tis The Season: The Holidays On Screen	Telstra
Tour De France 2023 Bonjour Le Tour	Harvey Norman
Tour De France 2023 Bonjour Le Tour	Holland America Line
Tour De France 2023 Bonjour Le Tour	ŠKODA
Tour De France 2023: Daily Highlights	Harvey Norman
Tour De France 2023: Daily Highlights	ŠKODA
Tour De France 2023: Live Stages	Harvey Norman
Tour De France 2023: Live Stages	Holland America Line
Tour De France 2023: Live Stages	Mondelez - Chocolate

Program	Sponsors
Tour De France 2023: Live Stages	ŠKODA
Tour De France 2024	Bikebug
Tour De France 2024	Harvey Norman
Tour De France 2024	Jayco
Tour De France 2024	ŠKODA
Tour De France 2024	Unilever
Tour De France 2024 Daily Highlights	Bikebug
Tour De France 2024 Daily Highlights	Harvey Norman
Tour De France 2024 Daily Highlights	Jayco
Tour De France 2024 Daily Highlights	ŠKODA
Tour De France 2024 Daily Highlights	Unilever
Tour De France 2024 Highlights Review	Bikebug
Tour De France 2024 Highlights Review	Harvey Norman
Tour De France 2024 Highlights Review	ŠKODA
Tour De France Femmes 2023	Harvey Norman
Tour De France Femmes 2023	Holland America Line
Tour De France Femmes 2023	Mondelez - Chocolate
Tour De France Femmes 2023	ŠKODA
Tour De France Femmes 2023 Bonjour Le Tour	Harvey Norman
Tour De France Femmes 2023 Bonjour Le Tour	ŠKODA
Tour De France Femmes 2023 Highlights	Harvey Norman
Tour De France Femmes 2023 Highlights	ŠKODA
Travel Quest Series 2	Medex Australia
Treasures Of India Series 1	Bega Drinks, Dairy & Spreads
Treasures Of The World With Bettany Hughes S3	Mondelez - Chocolate
Treasures Of Western Turkey	Mondelez - Chocolate
Volleyball 2023: Australian Beach Tour	Mahindra
Volleyball 2023: Australian Super League	Medex Australia
When Champollion Meets Ramses II	Mondelez - Chocolate
Who Do You Think You Are? Series 14 (Repeat)	Toyota
Who Do You Think You Are? Series 15	Ancestry.com
Who The Bloody Hell Are We Series 1 (Repeat)	Mondelez - Chocolate
Wild Survivors Series 1	Coles Supermarkets
Wolf Series 1	Mondelez - Chocolate
Yachting: Sail Gp 2024	Hyundai
Yokayi Footy 2023	WA Cancer Council

Appendix 17

SBS Online: Advertisers

1Cover	Adventure World	Appea	Australian Ethical Super
13CABS	adventurepark.com.au	Apple Computer	Australian Football League
2degrees Mobile	Aeroklas Group	AppliancesOnline	Australian Gas Networks
3M	Affordable Media	APT Touring	Australian Greens, The
4 Pines Brewing	Afterpay	AQWA	Australian Health Management
6 Dollar Shirts	Afterpay Touch Group	Arcare	Australian Institute
7-Eleven	AGCO	Archie Rose	Australian Labor Party
A Great Friend	AGL	Ardent Leisure	Australian Liberal Party
A2 Milk	AIA Australia	Arisesolar	Australian Liquor Marketers
A.H. Beard	AIA Group	Arla Foods	Australian Marine Conservation Society
AAMI	Air New Zealand	Arlo	Australian Museum
AAT Kings Tours	Air Tahiti	ARN	Australian Natural Gas
AB InBev	Airbnb	Arrotex	Australian Outdoor Living
Abbey Road Events and Marketing	Aircalin	Art Gallery NSW	Australian Pensioners Insurance
Abbott	AJL Group	Arts Projects Australia	Australian Pharmaceutical Industries
Abbott Laboratories	AKA Brands Holding Corp	Aruma	Australian Plants Online
Able Australia	Albany Racing Club	Asahi	Australian Red Cross
Accenture	Alcon	Ashland	Australian Refrigeration Council
Acer	Aldi	Ashley Furniture Homestore	Australian Retirement Trust
ACH Group	Alfa Romeo	Aspen	Australian Submarine Corporation
ACM Advantage	Alinta Energy	Ateco	Australian Supercross
acm.media	Allen & Unwin	Athlete's Foot	Australian Unity
ACT Government	Allhomes	Atkins	Australians For Indigenous Constitutional Recognition
Activ	Allianz Australia Services	Atout France	Australians For Unity
Active Super	Alphabet	Audi	Auto Pacific Group
Actor Pharma	Alternative Media	Audible	Autobarn
Ad Loco	Amart Furniture	Audience Group	Avalon Waterways
Adbri Masonry	Amaysim	Aurizon	Aveo
Adelaide City Jeep	Amazon	Aurora Energy	Avis Car Rental
Adelaide Exchange Jewellers	Amazon Flex	Aus Grid	Aware Super
Adelaide Festival Centre	Amazon Prime	Ausbuilt	B&D Doors
Adelaide Fringe Festival	Amcal	Ausclimate	Bacardi
Adelaide Hospital Research Foundation Lottery	American Express	Ausfeng	Backroads Touring
Adelaide Retaining Walls	AMP	ausfitnessexpo.com.au	Baileys
Adelaide Strikers	Ampol	Ausnet Services	Baileys Fertiliser
Adelaide Zoo	ANCAP	Aussie Ark	Bakers Delight
Adidas	Ancestry.com	Aussie Broadband	Bale Boshev Lawyers
Adidas Brands	Andersens Furniture	Australia Zoo	Banjo's
Adobe Systems	Andrew Kay & Associates	Australian Ballet, The	Bank Australia
Adriatic Furniture	Anker	Australian Capital Territory	
Advanced Dental Artistry	Anthem	Australian Catholic University	
Advantage Air	Anytime Fitness	Australian Energy Producers	
	ANZ Bank		

Bank of Queensland	Bility	Bridgestone	Care Australia
Bank West	Bing Lee	Brighton Homes	Care For Kids
BaptistCare	Binge	Queensland	Care Pharmaceuticals
Barbeques Galore	Biome Australia Limited	Brisbane Airport Corporation	Care Super
Barilla	Black and Decker	Brisbane City Council	Carers WA
Barry Francis	Blackmores	Brisbane Economic Development Agency	CarExpert
Battery World	Blackwell Funerals	Brisbane Indigenous Media Association	Carinity
Bayer Australia	Blake eLearning	BRITA	Caritas
BBC	Blinds Gallery, The	Brita GmbH	Carlsberg
Bbet	Blinkr	BritBox	Carlton United Breweries
BBQ Galore	Blooms The Chemist	Britex	Carman's Fine Foods
Bunbury Cathedral Grammar School	Blue Care	British Paints	Carnival
BCU Bank	Blue Illusion	Broncos Club	Carnivale
Beacon Lighting	Bluescope Steel	Brown Bros	Carnivale Huygenspark
Beam Suntory	BMW Australia	Brown Forman	Carpet Hotline/Carpet Court
Beaumont Tiles	BMW International	Budget	Cashrewards
Beds N Dreams	BNE	Budget Direct	Castrol
Bedshed	Board of the Museum and Art Gallery of the Northern Territory	Building For Tomorrow	Catch.com.au
Bega	Bob Jane	Bulla	Caterpillar
Beiersdorf	Boldliving	Bumble	Cathay Pacific
Beijing Xike Outdoor Products	Bolster	Bumble Holding Limited	Catholic Homes
Bell Shakespeare	Bombardier Recreational Products	Bunnings Warehouse	Cavalier Homes
Bellroy	Bond Street Dental	Bupa Aged Care	CBH Group
Belong	Bonds	Bupa Australia Health	CBM Australia
Bendigo and Adelaide Bank	Bonsoy	Bupa Optical	CBUS
Benevolent Society	Bonza BFS	Bushmans	Cedar Woods SA
Berkowitz Furniture	Booking Holdings	Butler McDermott Lawyers	Celebration Homes
Berries Australia	Booking.com	BWS	Celebrity Cruises
Berry Funeral	Bosch Home Appliances	BYD Auto	Cemat Australia
Besal	Bottlemart	Cabramatta Rugby League Club	Century Batteries
Best & Less	Bowel Cancer Australia	Cadbury	Cerebos
Bet365	Bowra & O'dea	Cairns Regional Council	CEVA
Betashares Capital	BP Australia	Caloundra Music Festival	Country Fire Authority Vic
Betfair	BP South Africa	Caltex	CFMEU Construction, Forestry, Mining And Energy Union
Betta	BP Wild Bean Cafe	Campari	Chanel
Beyond Bank	Brand USA	Can Too	Charles Darwin University
BGL Group	Brass Monkey	Canberra Theatre Centre	Charles Sturt University
BHP	Brauer	Cancer Council Australia	Charter Hall
Bic	Braun	Cancer Council VIC	Chartered Accountants Australia and New Zealand
Bicycle Network Victoria	Bravo	Capilano Honey	Cheesecake Shop, The
Big W	Breastscreen Victoria	Captain Choice Tours	Chemist Warehouse
Big4	Breville		

Appendix 17

SBS Online: Advertisers (continued)

Chemist's Own	Compassion Australia	Darrell Lea	Driscolls
China Southern Airline	Concertworks	David Jones	Dry July
Chisholm Institute of Tafe	Conga Foods	David Venn Enterprises	duetgroup.com
Choices Flooring	Construction Training Fund	Deakin University	Dulux
Chrisco	Container Exchange	Dell Computers	Dynamic Home Enhancements
Chrysler	Containers for Change	Dementia Australia	Dyson Appliances
Chrysler, Jeep, Dodge	Corporate Traveller	Deniliquin Yamaha	E&S
Church & Dwight	Coty	Dennis Family Homes	EA Games
Cimpress	Country Road	Dermatology Solutions	Ear Science Institute Australia
Cirque Du Soleil	Cover-More Insurance Services	Destination British Columbia	Early Settler
CITB	Cox Automotive	Destination Gold Coast	Earworx
Citroen	CPAP Direct	Destination NSW	ebay
City Cave	CPG Food & Drink Brands	Destiny Rescue	Ech Incorporated
City of Ballarat	CPG Personal Care & Cosmetics Brands	Dexcom	Ecosa
City of Bendigo	CPSP Direct	Dexus	Edgewater Homes
City of Fremantle	CQ University	Diabetes Australia	Edith Cowan University
City of Melbourne	Credit Union SA	Diageo	Ego Pharmaceuticals
City of Rockingham	Cricket Australia	Dialpad	El Publico
City of Sydney	Crictec Media	Diamonds n Diamonds	Elanco
Clarendon	Cricut	Didi	Elders
Clarins	Crime Stoppers Australia	Dilmah Tea	Electrodry
Clearscore	Crown	Dior	Electrolux
Clearskincare Clinics	Crown Melbourne	Discovery Parks	Elite Appliances
Click Frenzy	Crown Perth	Disney	Elston
Climat	Crown Sydney	Disney Plus	Emerald Cruises
Climate Action	Crumpler	Distiladora San Nicolas	Emergency Denture
Clorox	CSBP Fertilisers	Distress Rate Media	Endeavour Drinks
Clubs NSW	Cub Cadet	Divers Supply	Endeavour Foundation
CMC Markets	Cube Cutter	Dodo	Endeavour Lotteries
CME Group	Cunard	Domain	Energizer
CMI	Cupra	Domaine Homes	Energy Australia
Coates	Cytrack	Dominos Pizza	Energy People
Coca-Cola	Dabble Sports	Doordash	Engie
COEX	Daikin	Doors Plus	Engineers Australia
Cointreau	Daimler Chrysler	Doyle & Shields	ENT Technologies
Coles Supermarkets	Daimler Truck	Dr Lewinns International	Entain
Colgate	Dairy Australia	Dr Oetker	Enterprise Rent-A-Car
collaw.edu.au	Dale Alcock	Dr's Own	Entertainment Performance & Events Brands
Collins Wharf	Damien Hewitt	Dreamland	Equip Super
Colonial First State	Dan Murphy's	Dreamscape	Ernst & Young
Comcast Corporation	Dankz	Dreamworld	Essel group
Commonwealth Bank	Danone	DrinkMate Australia	
Communitainment		DrinkWise	
Community Solutions			

Essendon GWM	First Pharma	Giovanni Rana	GW Manz
Essity	firstnational.com.au	GJ Gardner Homes	Heinz
Ethnic Communities Council Of NSW	Fisher & Paykel	Glaxo Smithkline	Haagen-dazs
Eureka Furniture	Fitness First	Glencore	Hachette Livre
Euronet Worldwide, Inc.	Fiverr	Glenmorangie	Hachette Partworks
Event Hospitality & Entertainment	Flight Centre	GloBird Energy	Haier
Eventbrite	Fonterra	Gloria Jean's Coffees	Hairy Pill, The
Excite Online Services	Foodland	GM Group	Haleon
Expedia	FoodWorks	GMHBA	Halve Waste
Extra Gum	Ford	Go Daddy	Hamilton Island Enterprises
Eyecare Plus	Forest & Wood Products Australia	Go Cake Shop	Hamilton Musical
Facebook	Forty Winks	Godfreys	Hancock Prospecting
Fairmont Hotels	Foundation For Alcohol Research And Education, The	Gold Coast Airport	happyhealthyyou.com.au
Fantastic	Four Paws	George Weston Foods	Harcourts
Fantastic Furniture	Fox Transportables	Good Feet Store	Harley Davidson
Fantastic Snacks	Foxtel	Good Food And Wine Show	Harper Collins
Farmers Pick	Frank Health Insurance	Good Food Partners	Harris Farm
Fed Australia Post	Frasers Property	Good Guys, The	Harry Potter and the Cursed Child
Fed Cancer Australia	Fred Hollows Foundation	Good Hair Day	Hart & Co
Fed Commonwealth Superannuation Corporation	Free From and Allergy Show	Good Start Early Learning	Harvey Beef
Fed Dept of Climate Change, Energy, the Environment and Water	Freedom	Good Tides	Harvey Norman
Fed Dept of Defence	FreezeFrame	goodfeetstore.com.au	Haval Motors
Fed Dept of Education, Employment And Workplace Relations	Fremantle Prison	Goodlife	Hawaiian Airlines
Fed Dept of Health	FreshFood Services	Goodman Fielder	Hayu
Fed Dept of Health & Aged Care	Freudenberg	Google	HBF
Fed Dept of Social Services	Frontier Touring Company, The	Google Adsense	HCF
Federal Government	Fruit West	Google Ireland	Head to Health
Federation University	Funlab	Google Marketing	Headspace
Felix Mobile	Furniture Bazaar	Government of Qatar	Health and Wellbeing Queensland
Fella Hamilton	GADX	Government of Saudi Arabia	Health Partners
Ferguson Plarre	Galderma	Great Barrier Reef Foundation	Heart Foundation, The
Ferrero Australia	Gambler's Help	Great Northern Beer	Heineken
Fetch TV Management	Gameforge - Dummy	Great Ocean Road Regional Tourism	Helena Valley Lifestyle Village
Fever Tree	Garmin	Great Southern Bank	Hello Fresh
Fire Brigade Employees Union	Gartner	Great Wall Motors	Henkel
First Class Motorcycles	General Mills	Green Skin Avocados	Herbert Adams
	German Car Depot	Greenhill Aged Care	Heritage Bank
	GHM Funerals	Greenpeace	Hershey Company, The
	Gildan Activewear	Griffith University	HESTA
	GIO	Grout Guy, The	Hewlett Packard
		Gumbuya World	HIF
			Highgrove Bathrooms

Appendix 17

SBS Online: Advertisers (continued)

Hill's Pet Nutrition	Independent Living Assessment	Journey Beyond	Land Rover Australia
Hireup	Index Exchange	Judo Bank	Lantern Club
Hisense	Industrial Hearing Services	Juicies	Laser Clinics
Holiday Lifestyle	Industry Super Funds	Juniper Networks	Latina Fresh
Holland America Line	ING Australia	Jura	Latitude
Home	Ingenia	Jurlique	Laureate International Universities
Home Collective	Ingham Enterprises	Just Eat Takeaway	Legenda Cycling
Home Lottery	Inner West Council	Just Quality	Lego
Homebase	Inova	Kaboodle	Lend Lease
Homebush Mazda	Insight Vacations	Karcher	Lets Join Forces
Homebuyers Centre	Inspirations Paint Stores	Karrinyup	Lexus
Homeworld	InstantScripts	Kathmandu	Lexus Adelaide
Honda	Insurance Advisernet Australia	Kayo	LG Corporation
Honda Motorcycles	Intact Financial Corporation	Self Care Corporation	LG Electronics
Hong Kong Epp Times Technology	InteleX Technologies	Kelloggs	LGT Crestone
Horizon Motorcycles	Inter IKEA system	Kenogo	Life Without Barriers - NSW
Horizon Power	InterContinental Hotels Group	KFC	Life Without Barriers - QLD
Hospital Research Foundation, The	International Capital Markets	Khemistry	Life Without Barriers - Tasmania
Hostplus	Intrepid Travel	Kia Motors Australia	Life Without Barriers SA
HOTA Gold Coast	Intuit Quick Books	Kids Under Cover	Life Without Barriers WA
Hotondo Homes	InvoCare Australia Pty Ltd	Kimberly Clark	Lifeblood
House of Motorcycles	iRobot	King Furniture	Lilydale
HSBC	Iselect	King Living	Lindt
Hub.Health	Israel Blessing	Kingsize Big & Tall	Linkt
Hubbl	Isuzu	Kingsoft	Lion
Hungry Jacks	Italia Ceramics	Kip McGrath	Lion Nathan
Hunter Valley Wine and Tourism Association	IXL	Kismet Movies	Liquor Barons
Hurtigruten	J.H. Whittaker and Sons	Kitchen Renovations Perth	Liquorland
hurtigruten.com.au	J.R. Simplot Company	KleenHeat Gas	Lite N Easy
Hush Puppies	Jaguar	Kleva	Live Nation Australasia
Husqvarna	James Squire	KM Smith	Local Agent Finder
Hyatt Hotels	Japan Tourism	Kmart	Localsearch
Hydralyte	Jarvis Cars	Kraft Heinz	Logan City Council
Hyundai	JB Hi-Fi	Krispy Kreme SA	Longbow Golf Club
IAG	JD Sports	Kuok Group	Longines
Iberdrola	Jemena Gas Works	Kwik Kopy	Los Angeles Tourism
Iconic Foods Distribution	Jetstar	L'oreal	Lotterywest
IGA	John Bradley Furniture	La Trobe Financial	LottoGo
IHG	John Hughes	La Trobe University	Lounge Lovers Furniture
IKEA	Johnson & Johnson	La-Z-Boy	Lululemon Athletica
Impact Eco Solutions	Jones Lang Lasalle	Laboratoires Expanscience	Lume Australia, The
		Lactalis	Lumo Energy
		Ladbrokes	
		Lake Treeby	

Luna Park	Medibank	Mojo Homes	Nature's Way
Lutheran Care	Medium	Momentum Energy	Natures Organics
Luxury Escapes	Medium Rare	Monash University	Navitas Professional
LVMH	Megara	MONDAY Haircare	Navitas Skilled Futures
Lyka	Melbourne Polytechnic	Monde Nissin	NBC Universal
Mable	Melbourne Symphony Orchestra	Mondelez - Chocolate	NBN
Macquarie Bank	Melbourne Theatre Company	MongoDB	NCL Corporation Ltd
Madman Entertainment	Melville Volkswagen	Mongrel Boots	Neds
Magnite	Members Health Fund Alliance	Montblanc	Nespresso
Mahindra	Menulog	Montgomery Homes	Nestle
Mailchimp	MEPACS	Moonpig Limited	Newcastle Airport
Mainline Motorcycles	Mercedes Benz	Morphettville	Newcastle Permanent
Maitland City Council	Mercedes Benz Brisbane	Mounties Club	Nexxen
Maitland Tourism	Merck Sharp Dohme Aust	Movember	NGS Super
Malindo Air	Mercy Ships	MowPod	nib
Maltofer	Merlin	Mr Kipling	Nick Scali Furniture
Mamma Mia the Musical	Metcash	Mr Real Estate Rockhampton	Nielsen Consumer LLC
Marketing VF	Methodist Ladies' College Kew	Ms Society (Wa)	Nike
Marley Spoon	Metricon	Ms Society Of SA & NT	Nikjoo Lawyers
Mars Foods	MG Motor	MSWA Lottery	Nine Entertainment
Mars: Optimum	Michael Cassel Group	Munro Footwear Group	Nine Publishing
Massel	Michael Hill	Murdoch University	Nintendo Australia
Master Builders QLD	Microsoft	Museum of Old and New Art	Nissan
MasterCard	Midas	Mutti	Nissan Motor Company - Qashqai
Masterfoods	Midland Brick	Mutti SpA	NNT Uniforms
Masterton Homes	Midnight Health	Mutual Bank, The	Noble Oak
Mattel	Miele Australia	My Budget	Noel Coward
Matthew Sheahan, Advance Aus	Millennium Mall	Myer Stores	Nord Security
Maurice Blackburn	Millingtons Funerals & Cemeteries	Mystate Bank	Nord VPN
Maxxia	Millmaine Entertainment	MyStyle Homes	Nord Security
Maytronics	Minerals Council Of Australia	Nandos	North Online
Mazda	Mingara Recreation Club	Narellan Pools	Norweigan Cruise Line
McCain	Mini	Narta	Noumi
McCormacks Australia	Mini Cooper	National Art School	Novita
McDonald Jones Homes	Minor Hotels	National Australia Bank	NOW Finance
McDonalds	Mission Australia	National Drag Racing Championship	NRMA Motoring & Services
Ward McKenzie	Mitsubishi Motors	National Gallery of Australia	NRMA Parks and Resorts
McPhersons	Mobil	National Heart Foundation of Australia	NSW Art Gallery Of NSW
Me Bank	Mobile Muster	National Pharmacies	NSW Cancer Council
Meat And Livestock Aus		National Rugby League	NSW Cancer Institute of NSW
mecwacare			NSW Dept of Education
Media Force LTD			NSW Dept of Health
Media Tonic			

Appendix 17

SBS Online: Advertisers (continued)

NSW Dept of State Emergency Service	Oxfam Australia	Peter Jackson	Pubmatic
NSW Government	OXO Australia	Peter Kittle Toyota	Pudliszki
NSW Lotteries	OZ Design	Peter Stevens Motorcycles	PUIG
NSW Minerals Council	OzChild	Peters	Purslowe & Chipper Funerals
NSW Police	Ozito Tools	PETstock	PZ Cussons
NSW Sydney Water	Oztix	Pfizer	Qantas
NSW TAFE	P&O	Pfizer	Qatar Airways
NSW Taronga Zoo	P&N Bank	Pharmacare	QBE Insurance
NSW Transport For NSW	Pacific Smiles Dental	Pharmacare US	QLD Ballet
NT Tourism	Palm Lake Resort	Pharmacy Guild of Australia	QLD Electoral Commission
Nu-Pure	Pandora	Pharmacy Investments 9	QLD Government
Nup to the Cup	Pantene	Phil Hoffmann Travel	QLD Police
Nuseed	Paramount	Piaget	Queensland Country Bank
Nx Sports	Paramount Home Entertainment	Pillow Talk	Queensland Country Health Fund
NZ Government	Paramount Pictures	Pilot Pens	Queensland Positive People
O'Brien	Paramount+	Planet Fitness	Queensland Resources Council
Oaks Hotels	Parisi	Plantation Homes	Queensland University of Technology
Oasis Griffiths Coffee	Parker Hannifin	Play For Purpose	Quest
Ocean Spray	Parrtjima	Playstation	RAA
Oetker Gruppe	Paspaley Pearls	Plico Energy	RAC (Wa)
Off Road Trucks Australia	Pataks	PMG	Racing Victoria
Officeworks	Patties Foods	Pointsbet	Rackley Swimming
OFX	Paula's Choice	Poise	RACQ
General Mills	Peet	Polestar	RATC
Olympic Industries	Peloton	Police & Nurses	RACV
OMO store	Penfolds	Police Credit Union	Ram Trucks
OMS Investments	Penguin Books	Ponant	Rams Home Loans
On The Run	People's Choice Credit Union	Poolwerx	Rastop Cevennes
One Pass	Pepper Money	Porsche	Reach Out
AppsFlye	PepsiCo	Porter's Paints	Real Estate Institute of Western Australia
Opal Aged Care	Perfection Fresh	Power n Play	Realestate.com.au
Open Universities	Perisher Blue	Powerhouse Museum	Reckitt Benckiser
Opera Australia	Pernod Ricard	Powershop	Reckon
Opera QLD	Pernod Ricard	PPG Taubmans	Red Balloon
OPSM	Peroni	Prezzee	Red Cross
Optimum	Perron Institute, The	Priceline	Red Energy
Optus	Perskindol	Prime100	Red Rock Deli
Orange Sky	Perth Festival	Princess Cruises	Reece
Oriental Merchant	Perth Zoo	Procter & Gamble	Remington
Origin Energy	Pet Barn	Prospa	
OurSage Telehealth	Pet Circle	Providence Piara Waters Lifestyle Resort	
Outback Spirit	Pet Stock	Prunelax	
OVO Energy Limited	Petal And Pup		

Remitly	SA Adelaide Festival Centre	Screen Australia	Snapfish
Renault	SA Adelaide Film Festival	Seabourn	Snooze
Renewable Gas	SA Art Gallery Of SA	Sealy	Snowy Hydro
Renovation Capital	SA Cancer Council	Searles Garden Products	Sodastream
rentmusical.au	SA Dept of Premier & Cabinet	Seasol International	Solahart
Repco	SA Dept Planning Transport & Infrastructure	Secret Sounds	Solar Power Nation
Residential Attitudes	SA Flinders University SA	SEEK	Somfy
ResMed	SA Government	Seeley International	Sony Home Entertainment
REST Industry Super	SA Government Marketing & Communications	Self Esteem Brands	Sony Picture Releases
Rest Superannuation	SA Police Department	Sell Securely	Sony Picture UK
Resthaven	SA Power Networks	SENEC	Sony Playstation
Retail Food Group	SA South Australian Tourism Commission	Senior Helpers Australia	Soul Pattinson
Retail House & Home Brands	SA State Electoral Office	Sephora	Telecommunications
Revlon	SA State Opera South Australia, The	Seqirus	Southern Cross Travel Insurance
Rialto Distribution	SA University Of Adelaide	ServiceNow	Specsavers
Rider Beer	Sabco	Shadforth Financial Group	Spicers
Rimmel	SABIC	Shannons Insurance	Spirit of Tasmania
Rising Melbourne	SailGP	Shark Ninja	Spirit Super
RMB Lawyers	Salera Jewellmasters	Shaver Shop	Sportsbet
RMIT University	Salesforce	Shell	Spotify
Roadshow Films	Salvation Army	Shine Lawyers	Spotlight
Rockhampton Regional Council	Samsonite	Shoes & Sox	Spud Lite
Rola	Samsung	IXL Home	Square
Rosella	San Remo	Shute Harbour	Square Enix
Rottnest Island	Sanctuary Cove	Sigma Healthcare	Squarespace
Rottnest Island Authority	Sanitarium Health Food Co	Silly Solly's Franchise	SRG Leisure
roxysbootcamp.com	Sanofi	Silverchain	St John Ambulance (Vic) Inc
Royal Caribbean	Saputo	Silversea Cruises	St John Ambulance (WA)
Royal Flying Doctors Services	Save the Children	Simonds Homes	St John Christmas Home Lottery
Royal Life Saving WA	SC Johnson	Simplot Australia	St Lukes
Royal Melbourne Hospital, The	Scarborough Live	Singapore Airlines	StackAdapt
RSL Art Union	Scenic Tours	Singtel	Stacks and Goudkamp
RSL QLD	Schaeffler	Sister Act the Musical	Staedtler
RSPCA South Australia	Schick	Stihl	Stan
Rugby Australia	Schneider Electric	Skoda	Stan Group
Rumbalara Residences	Scholl	Slater & Gordon	Star, The
Russell Hobbs	Scitech	Sleeping Duck	Starcom
Ryman	Scope	SleepMaker	State of California
Ryobi	Scotts Australia	Sleepys	stawellgift.com
SA Health		Smeg	Stayz
SA Adelaide Festival		Smile Direct Club	Steadfast
		The Smith's Snackfood	Steel Blue
		Snack Brands Australia	
		Snaffle	

Appendix 17

SBS Online: Advertisers (continued)

Stellantis	Sympler Super Sleeper	The District Docklands	Total Tools Holdings Pty Ltd
Stephen Browne	T2	The Fast 800	TotalEnergies
Stilla Group	Tab Sportsbet	The Good Feet Store	Tourism BC
Stockland	Taboola Australia	The Grout Guy	Tourism Events QLD
Stone & Wood	Taco Bell	The Hershey Company	Tourism New Zealand
Stratco	TAFE QLD	The House of Robert Timms	Tourism Tasmania
Studio Canal	TAFE Victoria	The Lady Shake	Tourism Tropical North Queensland
Style HQ	TAL	The Lehman Trilogy	Tourism Western Australia
Subaru	Tangerine Telecom	The Lott	Tourism Whistler
Subway	Target	The Lume	Townsville Airport
Summernats	TAS Bakeries	The Man Shake	Townsville City Council
Summit Granny Flats	Tas Dept of Health	The Media Precinct	Toyota
Sunbeam	TAS Networks	The Memo	Toyota Material Handling Australia
Suncorp	TAS Plates	The Office of the Governor, EDT	Toyworld
Sunset Boulevard	TAS Water	The Perth Mint	TPG
Sunshine Coast	Tasmania Foster Carer	The Push for Better Foundation	Tradie
Sunwater	Tasmania Government	The Scotts MiracleGro Company	Travel Associates
Super Retail Group	Tasmanian Electoral Commission	The Smith Family	Travel Texas
Super Sleeper Pro	Tassal	The Trade Desk	travelmoneyoz.com
Supercars	Tassal Group	The University of Notre Dame Australia	Trek Bikes
Superior Engineering	Taste of Summer	TheLott Enterprises	TriCare
Superloop	tattersallclub.com.au	Thermomix	Trip A Deal
Sure Insurance	Tatts NT Lotteries	Thryv	TrueFit Posture Corrector
Sustainable Population Australia	Tattykeel	Ticketek	Catholic Diocese of Toowoomba
Suttons Hyundai	tbh Skincare	Ticketmaster	TWE - Treasury Wine Estates
Suzuki	Teachers Health Fund	Tiffanys	Twinings
Suzuki Dealers	Teachers Mutual Bank	Tiktok	Tyre Power
Swaggle	TEG Live	Tilda	Tyremen
Swan Care	Tegel	Tile Warehouse	Tyro
Swanvalley	Telaria	Timberlink Australia	U by Kotex
Swarovski	Telefilm Canada	timminchin.com	Ubank
Swatch Group Australia	Telstra	Tina Turner Musical	Uber
Swinburne University	Telstra Super	Tjm Equipped	Uber Technologies
Switzerland Tourism	Temple & Webster	Together Union	Ubisoft
Swyftx	Temu	Token Artists	UKG Australia
Sydney Festival	Terri Scheer	Tommy Hilfiger	Uluru Statement
Sydney Living Museums	Terry White Chemists	Tool Kit Depot	Umbrella Entertainment
Sydney Royal Easter Show	Tesselaar	Toowoomba Catholic Schools	UNHCR
Sydney Symphony Orchestra	TFE Hotels	Toro	UNICEF
Sydney Theatre Company	That's Amore Cheese		Unilever
Sydney Water	The Australian Ballet		
Sydney Writer's Festival	The Climate Council		
	The Deaf Lottery Australia		

Uniqlo	VIC Transport Accident Commission	WA Gov - Water Corporation	Wise
UniSuper	Vicinity Centres	WA Government	Woodford Reserve
United Airlines	Victor Footwear	WA Police	Woodside
Uniting Care Queensland	Victoria University	WA Police Union	Woolworths Online Shop
Universal Pictures International	Viking River Cruises Australia	WA Return Recycle Renew	Woolworths Supermarkets
Universities Australia	Villa Maria	WA Road Safety Commission	World Animal Protection
University of Canberra	Village Cinemas	WA Synergy	World Food Programme
University of Melbourne	Village Roadshow	WA Water Corporation	World Vision Australia
University of New England	Vinnies WA	WALGA	Wrest Point
University of Newcastle	VIP Home Services	Walt Disney Motion Pictures	Xandr
University of Queensland	Virgin Australia	Warner Bros	Xero
University of South Australia	Virgin Cruises Intermediate	WaterWipes	X Golf
University of Southern Queensland	VISA Australia	Watson Blinds and Awnings	Crossroads Live
University of Tasmania	Visa Inc	Weave Home Australia	Yahoo
University of Western Australia	Vision Australia	Webb And Brown-Neaves	Yates
Upper Murray Family Care	Vision Super	Weber Australia	Yes23
USA for UNHCR	Visit Canberra	Webjet	Youi
V Energy	Visit Scenic Rim	Weeks Buildings	Youly
Vail Resorts	Visit The USA	WEHI	Young's Vegie Shed
Vail Resorts Management Company	Vistaprint	Wella	Yum! Brands
Vanguard	Vital	WernerCo	Yumi's
Victorian Ambulance Union	Vital Biology	Wesfarmers	Zalando
Velocity Frequent Flyer	Vitasoy	West Australian Symphony Orchestra	Zarraffa's Coffee
Verizon Communications	Vittoria Coffee	Western Australia	Zespri
Versace	Vocus Group	Western Power	Zhejiang Geely
Viacom	Vodafone	Western Sydney University	Zoetis
Viatrix	Volkswagen Australia	Western Union	
VIC Arts Centre Melbourne	Volvo	Westfield	
VIC Dept of Education And Training	Voyages	Westfund Health Insurance	
VIC Dept of Environment, Land, Water and Planning	Vplates	Westland Milk Products	
VIC Dept of Jobs, Skills, Industry and Regions	VTech Electronics	Westpac	
VIC Dept of Justice and Community Safety	WA Cancer Council	Whiskas	
VIC Government	WA City Of Perth	White Glo	
VIC Health	WA Gov - Dept of Health	whittles.com.au	
VIC National Gallery Of Victoria	WA Gov - Dept of Local Govt, Sport & Cultural Industries	Who Gives A Crap	
VIC Police	WA Gov - Dept of Transport	Wild Bean Cafe	
	WA Gov - Dept of Water and Environmental Regulation	Wild Turkey	
	WA Gov - Tourism Commission	Wilderness Society	
		Wilson Homes	
		Wingate Consumer Finance	
		Winning Appliances	

Appendix 18

SBS Audio: Advertisers

Abbey Road Events and Marketing

Adswizz

Aldi

Alinta Energy

All Saints Grammar

AMCS

Amyson

Anytime Fitness

Aus Grid

Ausfeng Event Productions

Australian Banking Association

Australian Cancer Research Foundation

Australian Museum

Bamboo Airways JSC

BaptistCare

Beaumont Tiles

Cabramatta Rugby League Club

Cancer Council Australia

Cass Care

CES Victoria

Cheapa Car Rental

City Hino

City Of Melbourne

City Of Newcastle

City of Sydney

Co.As.It Italian Assistance Association

COEX

Coles Group Limited

Concord International Trading

Containers for Change

Coposit

Cricket Australia

Crime Stoppers Australia

Curtin University

Design Noir

Diabetes Australia

Diaspora Talktime (Australia)

Digicel

Disney Plus

Domayne

Ethnic Communities Council of NSW

Fed Australian Electoral Commission

Fed Australian Taxation Office

Fed Communications Media Authority

Fed Dept of Climate Change, Energy, Environment & Water

Fed Dept of Education

Fed Dept of Health & Aged Care

Fed Dept of Infrastructure, Transport, Regional
Development, Communications and the Arts

Fed Dept of Social Services

Fed Dept of Treasury

Fed Services Australia

Federation University

Flu Vaccination

Frank and Fame SA

Gaura Travel

Grand Continental Food

Grange House Music Publishing

Great Friend (French Movie), A

Greek Orthodox Archdioceses Of Australia

Growthops

Harvey Norman

HCF

Hubbl

Inner West Council

Invokecare

Kalyna Care

Kayo

Kismet Movies

Lake Treeby

LDV Automotives

LG Energy Solutions

Living Homes

Lotus Foreign Exchange

Lucky Asian

Malaysia Airlines

Mann Travel

Mantello Motor Group

Master Builders

Masterton Homes

McDonalds WA

Melbourne Recital Centre

Mental Health Commission of NSW

Merck Sharp Dohme Aust

Mirvac

Moreland Turkish Association

Mounties Group

MS Society (WA)

Multicultural Care
Museums Victoria
National Indigenous Australia Agency
Navitas Skilled Futures
NBN
Nine Publishing
NRMA
NSW Cancer Institute
NSW Dept of Aging And Disability
NSW Dept of Communities And Justice
NSW Dept of Customer Service
NSW Dept of Education
NSW Dept of Education And Training
NSW Dept of Education TAFE (NSW)
NSW Dept of Premier & Cabinet
NSW Environmental Protection Authority
NSW Fire and Rescue NSW
NSW Government
NSW Office of Responsible Gambling
NSW Rural Fire Service
NSW Sydney Water
NSW Transport For NSW
Oasis Griffiths Coffee
Paddy's Market
Peet
Pharmacy Guild Of Australia
plani.com.au
Polish Club
Qantas
QLD Dept of Education
QLD Dept of State Development
QLD Fire and Emergency Services
Remitly
Rising Melbourne
Roche
Roche Diagnostics Australia
Royal Agricultural Society
Royal Life Saving Society
SA Adelaide Festival Centre
SA Cancer Council
SA Dept of Health
SA State Electoral Office
Settlement Council of Australia
Seven Colors Entertainment

Sharmas Kitchen
St John Ambulance
Star, The
Stroke Foundation
Subaru
Sydney Film Festival
Sydney Opera House
Taronga Zoo
TEG
TEG Live
VIC Arts Centre Melbourne
VIC Cancer Council Victoria
VIC Dept Of Education And Training
VIC Dept Of Energy Safe Victoria
VIC Dept of Families, Fairness and Housing
VIC Dept of Health
VIC Dept of Jobs, Skills, Industry and Regions
VIC Dept of Justice and Community Safety
VIC Dept of Transport
VIC Government
VIC Major Transport Infrastructure Authority
VIC National Gallery of Victoria
VIC Transport Accident Commission
VIC Zoo
Victorian Infrastructure Delivery Authority
Vietjet
Visayab Migration Services
Volvo
WA Gov - Dept of Education
WA Gov - Dept of Mines, Industry Regulation and Safety
WA Gov - Dept of Training & Workforce Development
WA Synergy
WALGA
Werribee Automotive Group
Western Union
Westfield
Willoughby City Council
Wollongong City Council
Woolworths
Honda
Yourland

Appendix 19

SBS Sponsorships and partnerships

News Corp Australia

Nova Entertainment

The Guardian

Good Food & Wine Show

Sydney Film Festival 2024

Melbourne International Film
Festival 2023

The Australian Ballet

City of Sydney

OzAsia Festival 2023

Appendix 20

SBS Audio: Outside broadcasts

Date	Event	Main Language Communities ¹
2023		
20 July	Bankstown Bites (Sydney)	Arabic, Vietnamese
2 September	Onan Festival Malayalam (Sydney)	Malayalam
10 September	Let's Go Greek Festival (Sydney)	Greek
17 September	Cabramatta Moon Festival (Sydney)	Vietnamese
21-22 September	Refugee Communities Association of Australia Conference (Melbourne)	Various
23 September	Chinese Eisteddfod Competition (Sydney)	Chinese, Mandarin, Cantonese
24 September	Ganesh Festival (Sydney)	Telugu
30 September	Box Hill Moon Festival (Box Hill)	Mandarin, Cantonese, Korean
1 October	Fiesta Kultura (Sydney)	Filipino
4 October	Diwali Fed Square (Melbourne)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
5 October	Referendum – Fed Sq (Melbourne)	Various
5 October	Chatswood R2R activation (Sydney)	Various
8 October	Indonesian Festival (Melbourne)	Indonesian
21 October	Granny Smith Festival (Sydney)	Chinese, Mandarin, Cantonese, Korean
23 October	German Kimo (Newcastle)	German
23 October	Deepavali (Adelaide)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
29 October	Norton Street Italian Festa (Sydney)	Italian
29 October	Castle Hill Diwali (Sydney)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
29 October	Dusheera Rockbank (Melbourne)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
4-5 November	Diwali Mela ISWA (Perth)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
9 November	Alice Springs Diwali (Alice Springs)	Punjabi, Hindi, Tamil, Nepali, Malayalam
18 November	Diwali Cumberland Council (Sydney)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
18 November	African Music Festival (Melbourne)	Dinka, Somali, Tigrinya, Amharic
18 November	Little India Harris Park Diwali (Sydney)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
20-22 November	FECCA, SCOA	Various
25-26 November	Filipino Pasco Festival (Sydney)	Filipino
26 November	Italian Festival Carlton (Melbourne)	Italian
10 December	Tamil School Association (Sydney)	Tamil

1. SBS Audio language programs

Appendix 20

SBS Audio: Outside broadcasts (continued)

Date	Event	Main Language Communities ¹
2024		
17 January	LNy Box Hill (Box Hill)	Mandarin, Cantonese, Korean
1 February	Chung Wah (Perth)	Chinese, Mandarin, Cantonese
3 February	Chung Wah Darwin (Darwin)	Chinese, Mandarin, Cantonese
3 February	Hurstville LNY (Sydney)	Chinese, Mandarin, Cantonese
3 February	LNy Canterbury/Bankstown (Sydney)	Chinese, Mandarin, Cantonese
4 February	LNy Richmond (Melbourne)	Vietnamese
8 February	Friends of SBS Parliament House (Canberra)	Various
10 February	City of Sydney LNY (Sydney)	Chinese, Mandarin, Cantonese, Vietnamese
10 February	Chung Wah (Perth)	Chinese, Mandarin, Cantonese, Vietnamese
14 February	Burwood (Metro Assist) (Sydney)	Various
17 February	Fairfield Tet Festival (Sydney)	Vietnamese
17 February	Eastwood Lunar New Year (Sydney)	Vietnamese, Chinese, Mandarin, Cantonese, Korean
24 February	Greek Festival (Melbourne)	Greek
24 February	Canterbury/Bankstown LNY Campsie (Sydney)	Chinese, Mandarin, Cantonese, Korean, Vietnamese
24 February	Cabramatta LNY (Sydney)	Chinese, Mandarin, Cantonese, Korean, Vietnamese
25 February	Greek Darling Harbour (Sydney)	Greek
9 – 10 March	Serbian Festival Sydney (Sydney)	Serbian
16 March	Most Blessed Nights Street Fair (Sydney)	Arabic
21 March	Ramadan Nights Lakemba (Sydney)	Arabic
6 April	Most Blessed Nights Street Fair (Sydney)	Arabic
6 April	Multicultural Eid Carnival (Perth)	Arabic
13 April	Salam Fest (Melbourne)	Arabic, Indonesian, Urdu, Bosnian, Malay
13 April	Harris Park Harvest Festival (Sydney)	Hindi, Punjabi, Tamil
20 April	Port Pirie Eid Ul Fitr Grand Dinner (Port Pirie)	Urdu
21 April	Boodle Fest (Sydney)	Filipino
21 April	MEEF (Sydney)	Arabic
5 May	Tamil Chithirai Festival (Sydney)	Tamil
11 May	Korean Festival (Melbourne)	Korean
25 May	Blacktown Streets Alive Parade (Sydney)	Arabic, Filipino, Tamil, Punjabi
21 June	Refugee Week Broadmeadows (Melbourne)	Various
30 June	Filipino Festival (Melbourne)	Filipino

1. SBS Audio language programs

Appendix 21

SBS Executive Remuneration 2023-24

Table 1: Key Management Personnel Disclosure - 30 June 2024

Note: These calculations are prepared in accordance with Australian Accounting Standards. The figures provided are based on accounting values and do not reflect actual payments received by Key Management Personnel in FY24.

Name	Position title	Term as KMP	Short-term benefits			Post-employment benefits			Long-term benefits	Other termination benefits	Total remuneration
			Base salary ¹ (\$)	Bonuses ² (\$)	Other benefits ² allowances (\$)	Superannuation contributions (\$)	Long service leave ³ (\$)	Other long-term benefits (\$)			
James Taylor	Managing Director	Full year	828,289	-	1,108	109,832	29,483	-	-	-	968,712
Mandi Wicks	Director, News and Current Affairs	Full year	491,592	-	537	27,399	17,472	-	-	-	537,000
Kathryn Fink	Director, Television and Online Content	Full year	492,057	-	30	27,500	4,803	-	-	-	524,390
Darren Farnham	Chief Technology Officer	Full year	421,007	-	1,220	27,399	18,795	-	-	-	468,421
Nitsa Niarchos	Chief Financial Officer	Full year	354,050	-	990	61,468	20,743	-	-	-	437,251
David Hua	Director of Audio and Language Content	Part year - 1 July 2023 to 31 October 2023	124,086	-	769	26,698	1,554	-	-	-	153,107
Sally Franco	Acting (Director of Audio and Language Content)	Part year - 1 November 2023 to 1 March 2024	84,015	-	-	10,529	1,637	-	-	-	96,181
Pamela Cook	Acting (Director of Audio and Language Content)	Part year - 4 March 2024 to 30 June 2024	87,429	-	422	8,864	1,679	-	-	-	98,394
George Savvides	Chair	Full year	121,137	-	-	-	-	-	-	-	121,137
Christine Zeitz	Deputy Chair	Full year	90,858	-	-	9,965	-	-	-	-	100,823
Peeyush Gupta	Non-executive Director	Full year	48,462	-	-	5,316	-	-	-	-	53,778
Vic Alhadeff	Non-executive Director	Full year	48,462	-	-	5,316	-	-	-	-	53,778
Katrina Rathie	Non-executive Director	Full year	48,462	-	-	5,316	-	-	-	-	53,778
Aaron FaAoso	Non-executive Director	Full year	47,241	-	-	5,187	-	-	-	-	52,428
Andrew Lu AM	Non-executive Director	Full year	47,241	-	-	5,187	-	-	-	-	52,428
Cassandra Wilkinson	Non-executive Director	Full year	47,241	-	-	5,283	-	-	-	-	52,524
Total KMP remuneration*			3,381,629	-	5,076	341,259	96,166	-	-	-	3,824,130

*The above key management personnel remuneration excludes the remuneration and other benefits of the Portfolio Minister. The Portfolio Minister's remuneration and other benefits are set by the Remuneration Tribunal and are not paid by the Corporation.

1. Base salary is inclusive of actual earnings for the period with the addition of annual leave accrued minus annual leave taken for the period.

2. There is no bonus program for KMP roles.

3. Long Service Leave benefit is inclusive of leave accrued and reflective of any adjustments required as a result of role change.

Appendix 21 (continued)

Table 2: Average annual reportable remuneration paid to senior executives 2023-24

Total remunerations bands	Number of senior executives	Short-term benefits			Post-employment benefits	Other long-term benefits		Termination benefits	Total remuneration
		Average base salary (\$)	Average bonuses (\$)	Average other benefits and allowances (\$)	Average superannuation contributions (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average termination benefits (\$)	Average total remuneration (\$)
\$320,001-\$345,000	2	294,578	-	535	27,721	13,031	-	-	335,865
\$370,001-\$395,000	1	331,617	-	1,974	27,399	13,585	-	-	374,575
\$395,001-\$420,000	1	357,287	-	4,079	36,599	14,977	-	-	412,942
\$420,001-\$445,000	2	384,570	-	933	27,399	22,365	-	-	435,267
\$495,001-\$520,000	1	356,511	98,763	14,911	27,399	15,893	-	-	513,476

Table 3: Average annual reportable remuneration paid to other highly paid staff 2023-24

Total remunerations bands	Number of highly paid staff	Short-term benefits			Post-employment benefits	Other long-term benefits		Termination benefits	Total remuneration
		Average base salary (\$)	Average bonuses (\$)	Average other benefits and allowances (\$)	Average superannuation contributions (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average termination benefits (\$)	Average total remuneration (\$)
\$250,000-\$270,000	12	215,747	11,954	201	26,943	3,258	-	-	258,103
\$270,001-\$295,000	12	239,513	4,721	583	29,576	8,646	-	-	283,039
\$295,001-\$320,000	6	257,712	2,496	2,555	31,428	9,048	-	-	303,239
\$320,001-\$345,000	5	275,101	9,270	999	32,420	11,874	-	-	329,664
\$345,001-\$370,000	5	293,224	21,865	568	34,545	11,275	-	-	361,476
\$370,001-\$395,000	2	314,057	-	725	55,641	14,910	-	-	385,333
\$395,001-\$420,000	1	238,145	123,876	-	20,590	-20,934	-	58,071	419,747
\$420,001-\$445,000	1	318,943	60,443	688	35,659	16,074	-	-	431,806
\$545,001-\$570,000	1	415,676	74,519	15,032	27,399	24,098	-	-	556,724

Appendix 21 (continued)

Notes

Governance arrangements

The categories of officials covered by the disclosure are:

- Key management personnel
- Senior executives
- Other highly paid staff, whose total remuneration exceeds the threshold remuneration amount for the reporting period.

Remuneration policy and practices

SBS is committed to ensuring that remuneration packages properly reflect a person's duties and key responsibilities. We will also ensure that remuneration reflects a link to an individual's performance and that remuneration is benchmarked considering similar roles internally, similar roles externally and against comparable and/or similar organisations. With regard to the SBS Board of Directors, Managing Director and Executive Committee:

- The remuneration of the SBS Board of Directors is determined by the Commonwealth Remuneration Tribunal
- The Managing Director's remuneration is set by the Commonwealth Remuneration Tribunal and the SBS Board of Directors under the guidance of the SBS Board Remuneration Committee
- Remuneration for senior executive employees and other highly paid staff is determined upon appointment and reviewed through annual salary review and benchmarking activities.

Remuneration governance arrangements

- The SBS Board Remuneration Committee is a subcommittee of the SBS Board of Directors
- The subcommittee is responsible for setting the remuneration of the Managing Director and overseeing the remuneration of the SBS Executive Committee.

The subcommittee is comprised of members of the SBS Board as follows:

- Deputy Chair
- Managing Director
- Non-Executive Director
- Non-Executive Director

Remuneration arrangement for other highly paid employees is governed by the appropriate financial delegations with review and approval required by Divisional Directors, or the Director of People and Culture or the Managing Director.

Basis for determining remuneration

Remuneration framework

The SBS remuneration framework consists of predominantly fixed components with sales positions eligible for at risk bonus or commission components based on performance. Base salary is determined based on a range of factors including: job description, job hierarchy, work value, individual performance, competence and skill and other internal and external market factors. SBS also utilises independent external remuneration benchmarking data representative of media and general industry from a number of relevant sources dependent on the role and availability of market data. For those eligible for an at risk component, payment is based on the achievement of pre-determined key result areas.

Annual remuneration review

SBS reviews remuneration annually for employees. Divisional Directors, the Director of People and Culture and the Managing Director review and approve adjustments in line with management delegations. The remuneration review process considers:

- Match to market comparison (media industry where relevant and general industry)
- Individual performance and contribution
- Gender equity within like-for-like roles
- Organisational performance and affordability
- Remuneration competitiveness. Table 1: All Ongoing Employees Current Report Period (2023-24)

Appendix 22

Ongoing and non-ongoing employees

Table 1: All ongoing employees current report period (2023-24)

	Male			Female			Non-binary			Total
	Full-time	Part-time	Total male	Full-time	Part-time	Total female	Full-time	Part-time	Total non-binary	
NSW	430	35	465	452	102	554	12	2	14	1033
QLD	4	1	5	7	0	7	0	0	0	12
SA	2	0	2	4	0	4	1	0	1	7
TAS	0	0	0	1	0	1	0	0	0	1
VIC	56	23	79	59	31	90	2	1	3	172
WA	4	0	4	1	0	1	0	0	0	5
ACT	11	0	11	4	0	4	0	0	0	15
NT	2	0	2	2	0	2	0	0	0	4
External Territories	0	0	0	0	0	0	0	0	0	0
Overseas	1	0	1	0	0	0	0	0	0	1
Total	510	59	569	530	133	663	15	3	18	1250

Note: The figures in this table are as at 30 June 2024 and include ongoing employees only. Casuals and Board members are not included.

Table 2: All non-ongoing employees current report period (2023-24)

	Male			Female			Non-binary			Total
	Full-time	Part-time	Total Male	Full-time	Part-time	Total Female	Full-time	Part-time	Total non-binary	
NSW	16	5	21	25	8	33	0	1	1	55
QLD	2	0	2	0	0	0	0	0	0	2
SA	0	0	0	0	0	0	0	0	0	0
TAS	0	0	0	0	0	0	0	0	0	0
VIC	2	2	4	0	7	7	1	0	1	12
WA	0	0	0	0	0	0	0	0	0	0
ACT	0	0	0	0	0	0	0	0	0	0
NT	0	0	0	0	0	0	0	0	0	0
External Territories	0	0	0	0	0	0	0	0	0	0
Overseas	0	0	0	0	0	0	0	0	0	0
Total	20	7	27	25	15	40	1	1	2	69

Note: The figures in this table are as at 30 June 2024 and include the specified period and specified task employees only. Casuals and Board members are not included.

Appendix 23

SBS Greenhouse gas emissions

Table 1: SBS Greenhouse gas emissions FY23 – Scope 1, 2, and 3

Emission Source	t CO ₂ -e
Scope 1 – Direct emissions such as those resulting from fuel use or refrigerant leakage	193.1
Scope 2 – Indirect energy import such as purchased electricity	0.0
Scope 3 – All other indirect upstream and downstream emissions resulting from activities along the value chain	58,442.7
Total t CO₂-e	58,621.6

Table 2: 2023-24 Greenhouse gas emissions inventory – location-based method

Emission Source	Scope 1 t CO ₂ -e	Scope 2 t CO ₂ -e	Scope 3 t CO ₂ -e	Total t CO ₂ -e
Electricity (Location Based Approach)	N/A	3,482.256	280.219	3,762.476
Natural Gas	0.270	N/A	0.051	0.321
Solid Waste*	N/A	N/A	402.413	402.413
Refrigerants*†	0.000	N/A	N/A	0.000
Fleet and Other Vehicles	33.965	N/A	8.625	42.590
Domestic Commercial Flights	N/A	N/A	549.211	549.211
Domestic Hire Car*	N/A	N/A	11.046	11.046
Domestic Travel Accommodation*	N/A	N/A	162.596	162.596
Other Energy	1.757	N/A	0.438	2.195
Total t CO₂-e	35.992	3,482.256	1,414.600	4,932.849

Note: The table above presents emissions related to electricity usage using the location-based accounting method. CO₂-e - Carbon Dioxide Equivalent.

*Indicates emission sources collected for the first time in 2023-24. The quality of data is expected to improve over time as emissions reporting matures.

†Indicates optional emission source for 2023-24 emissions reporting.

Not all waste data was available at the time of the report and amendments to data may be required in future reports. The quality of data is expected to improve over time as emissions reporting matures. Emissions from hire cars for 2023-24 have been sourced from third party providers and may be incomplete. The quality of data is expected to improve over time as emissions reporting matures.

Table 3: 2023-24 Electricity greenhouse gas emissions

Emission Source	Scope 2 t CO ₂ -e	Scope 3 t CO ₂ -e	Total t CO ₂ -e	Percentage of electricity use
Electricity (Location Based Approach)	3,482.256	280.219	3,762.476	100%
Market-based electricity emissions	0.000	0.000	0.000	0.00%
Total renewable electricity				100.00%
			Mandatory renewables ¹	18.72%
			Voluntary renewables ²	81.28%

Note: The table above presents emissions related to electricity usage using both the location-based and the market-based accounting methods. CO₂-e - Carbon Dioxide Equivalent

1. Mandatory renewables are the portion of electricity consumed from the grid that is generated by renewable sources. This includes the renewable power percentage.

2. Voluntary renewables reflect the eligible carbon credit units surrendered by the entity. This may include purchased large-scale generation certificates, power purchasing agreements, GreenPower and the jurisdictional renewable power percentage (ACT only).

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