

# Media Release

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## SBS strengthens commitment to inclusion with new commissioning guidelines

SBS has launched new [Commissioning Inclusion Guidelines \(2025-2028\)](#), reaffirming the broadcaster's commitment to ensuring all Australians see themselves and their communities represented in its commissioned content.



The guidelines outline comprehensive multi-year targets for inclusion of talent from historically and ongoing under-represented communities in roles across SBS-commissioned programs, including internal productions.\* They include strengthened targets aimed at addressing gaps in industry representation on and off screen, and continue five decades of SBS's leadership in authentically reflecting Australia and driving industry change.

"At SBS, inclusion is central to who we are as an organisation, and underpins how we commission and create content," said **Kathryn Fink, SBS Director of Television**.

"Our previous guidelines set a new benchmark for representation in our sector, and our new Commissioning Inclusion Guidelines for 2025-2028 continue to support our ambition, and SBS's unique purpose as a network.

"We believe that an industry without barriers to having your voice heard is essential to fuelling the ongoing success of Australian storytelling - both at home, and globally. Our goal is to drive meaningful, long-term industry change by investing in the depth and breadth of Australian talent, on and off screen. We're proud to continue working closely with production partners across the sector to deliver a truly authentic portrayal of contemporary Australia through the stories we commission, and the people who bring them to life," she added.

The launch of the SBS Commissioning Inclusion Guidelines (2025-2028) follows the conclusion of SBS's first Commissioning Equity & Inclusion Guidelines (2021-2024), with [SBS successfully achieving all of its targets](#), which were then extended a year while the next iteration was developed.

SBS's guidelines aim to remove barriers when casting on-screen talent and hiring off-screen crew, and focus on representation of people from five key under-represented groups - First Nations peoples, culturally and linguistically diverse communities, LGBTQ+ people, people with disability, and women – based on what Australia looks like today.

In the new guidelines, SBS has updated benchmarks for people with disability and introduced a new sub-target for non-European culturally and linguistically diverse communities. These updates recognise areas where improvement is needed across the sector. SBS's guidelines were also informed by industry engagement and consultation, as well as taking on board SBS's previous performance, and analysis of population and industry data.

SBS's Scripted and Unscripted commissioned programs have targets for on- and off-screen roles, and for career progression, on a show-by-show basis. In measuring this, SBS will also track how it is representing key groups across its entire commissioned content slate.

SBS's commitment to transparency and accountability continues with its new guidelines, with public reporting each year to measure and update on progress. SBS also continues to invest in initiatives providing meaningful career opportunities and pathways for under-represented talent and enriched storytelling. These opportunities, and more information about the guidelines, are available on the [SBS website](#).

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**For further information and interview requests please contact:**

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*\* SBS's Commissioning Inclusion Guidelines do not apply to SBS's News and Current Affairs and Sports programming. Targets do not apply to NITV productions which have their own unique equity goals, as outlined in the NITV [Commissioning Guidelines](#).*



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