

From: s47E
To: s47E
Subject: Re: Style Guide - previous references to "Palestinian Territories"
Date: Wednesday, 20 August 2025 9:49:09 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Thanks so much.

I gave it a quick read, and I think we can say that NACA's first on record reference of the use of Palestinian Territories is 2007.

And then it carried across guidance notes and the Style Guide.

Is this accurate?

Thanks !

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From: s47E
Sent: Wednesday, August 20, 2025 8:35:23 PM
To: s47E
Subject: Style Guide - previous references to 'Palestinian Territories'
Hi s47E

I've attached the News style guidelines issued by the World News EP back in 2009 - there's no specific guidance on "Palestine" - the usage is "Palestinian territories"

In **2009** a draft new style guide was started - and the attached 'NACA Style Guide - Middle East - Draft' was prepared, but for some reason (perhaps because it was a separate document and the person who did the work left) it got missed in the redraft of the very old style guide (the printed booklet) and then was re-introduced in the XXXX update. This draft does not have a specific entry for the Palestinian territories, the assumption is that's the accurate term.

It wasn't until **May 2014** that an updated version was prepared ... See extract below for the only entry that refers to 'Palestine' (apart from Zionism).

In **July 2017** this entry was added: "Israeli Palestinian conflict - SBS refers to the Palestinian Territories as such or simply West Bank or Gaza." The 'Supers - Location' entry remained.

Then in **March 2020** this entry was added in a new section titled 'Palestine / Palestinian Territories'. Not that this work started in 2019 - see attached email with comms from s22

on the revised entry

Israeli Palestinian conflict

SBS refers to the Palestinian Territories as such or simply West Bank or Gaza.

See Palestine / Palestinian Territories

...

Palestine / Palestinian Territories

Palestine is not universally recognised as a state. Use *Palestinian Territories*. People who live in the *Palestinian Territories* are referred to as *Palestinians*. The word *Palestine* may be used where it is an official name (for example, the Palestine football team) or in historical references to the area before 1948. The *Palestinian Territories* are the West Bank and Gaza (or the Gaza Strip).

Finally, in December 2020 the entry on 'Israeli - Palestinian conflict' was added. In 2021 was when we did more work on it - you and the NACA and ALC teams were involved if you recall.

MAY 2014 VERSION

supers

...

Location

For foreign stories, we generally super only countries as recognised by the United Nations, not cities or regions. However, as usual, there are some exceptions. For example, when internal conflict is involved, it can be more explanatory to super *Chechnya* or *Ingushetia* instead of Russia, or *Aceh* instead of Indonesia.

...

The Middle East provides further exceptions that call for particular care: Palestinian territories are supered *West Bank* or *Gaza*; anything that happens in Jerusalem is *Jerusalem* and the rest is *Israel*.

...

Let me know if you need further information or copies of the versions.

Cheers

s47E



s47E

s47E **Codes and Guidelines**

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Artarmon NSW 2064 Australia

M: s47E

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From: s47E
To: s47E
Subject: s47E shared "SBS Style Guide - Palestine entry - Tracker 160925" with you
Date: Wednesday, 17 September 2025 1:57:18 PM
Attachments: [AttachedImage](#)
[AttachedImage](#)
[AttachedImage](#)

-->



s47E invited you to edit a file

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Here's the document that s47E shared with you.



SBS Style Guide - Palestine entry - Tracker 160925



This invite will only work for you and people with existing access.

Open

Share

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From: s47E
To: s47E ; s47E ; s47E ; s22
Subject: RE: Style Guide Working Group - Regroup on Palestinian territories research
Date: Thursday, 28 August 2025 1:47:59 PM

Great plan. Thanks for sharing, s47E

s47E

Audio and Languages

s47E

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sbs.com.au

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-----Original Message-----

From: s47E s47E @sbs.com.au>
Sent: Thursday, August 28, 2025 11:40 AM
To: s47E @sbs.com.au>; s47E @sbs.com.au>; s47E @sbs.com.au>; s47E @sbs.com.au>; s47E @sbs.com.au>; s22 @sbs.com.au>
Subject: RE: Style Guide Working Group - Regroup on Palestinian territories research

Hi all

Just to let you know, the UN meeting at which Australia proposes to recognise Palestine as a state is to be held on 22/9/25. This gives us some time to consider the drafting and the NACA team to discuss their position. We will put this on the agenda for next week's meeting.

Cheers

s47E

-----Original Appointment-----

From: s47E @sbs.com.au>
Sent: Thursday, August 28, 2025 11:38 AM
To: s47E ; s47E ; s47E ; s47E ; s47E
Subject: Canceled: Style Guide Working Group - Regroup on Palestinian territories research
When: Thursday, 28 August 2025 1:00 PM-1:30 PM (UTC+10:00) Canberra, Melbourne, Sydney.
Where: Microsoft Teams Meeting
Importance: High

From: s47E
To: s47E
Subject: s47E shared "Palestinian territories - Palestine - SG Working Doc 030925" with you
Date: Wednesday, 10 September 2025 2:59:22 PM
Attachments: [AttachedImage](#)
[AttachedImage](#)
[AttachedImage](#)

-->



s47E invited you to edit a file

-->

Hi s47E I have made some further comments and updates. Are you able to send a clean copy around to the Style Guide group for a final check, so it can be sent to the Content directors? Thanks!



Palestinian territories - Palestine - SG Working Doc 030925



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From: s47E
To: s47E [Mandi Wicks](#)
Subject: RE: For action by COB Wed 17/09: SBS Style Guide Revisions - "Palestine" entry
Date: Friday, 19 September 2025 11:45:19 AM
Attachments: [image001.png](#)
[image002.jpg](#)
[image003.jpg](#)

Thanks Mandi and s47E Also FYI Mandi, I have flagged with Corp Comms they might need a response to potential complaints/comments.

Thanks

s47E

From: s47E
Sent: Thursday, September 18, 2025 9:49 PM
To: Mandi Wicks ; s47E
Subject: Re: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry

Hi Mandi,

We will not roll out until Australia speaks at UNGA.

I will do comms for NACA and have them ready to go.

David for ALC. s47E spoke to s22 at INACA.

s47E and s47E have spoken to teams to let them know.

Kathryn, Clare and also News did not want to pre-empt the announcement by rolling out before hand.

I will forward you s47E thread, was trying to limit emails to you.

Thank you

s47E

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From: Mandi Wicks s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Sent: Thursday, September 18, 2025 9:34 pm
To: s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Subject: FW: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry

Hi s47E,

Just checking in on this one – who is drafting the comms for NACA/ALC/INACA?

And what's the roll out plan please?

Many thanks,

Mandi

No need to respond tonight, apologies for the late email because of time zone differences.

From: s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Sent: Tuesday, September 16, 2025 5:29 PM
To: Kathryn Fink s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; Clare O'Neil s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; David Hua s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; Mandi Wicks s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>
Cc: Theo Dorizac s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>

s47E [redacted]@sbs.com.au>; s47E [redacted]@sbs.com.au>; s47E [redacted]@sbs.com.au>

Subject: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry
Importance: High

Hi all

Notification of updates to SBS's Style Guide entry relating to 'Palestine'

Action required: Please read and advise if any concerns by COB Wednesday 17/09/25.

The Style Guide Working Group has finalised an update to the Style Guide for entries relating to 'Palestine' in preparation for the UN General Assembly meeting on 22 September at which Australia has indicated it will officially recognise Palestine as a state.

The updates are being progressed as a matter of urgency so that the NACA and ALC editorial managers can communicate SBS's position to their teams in preparation for the change to Australia's position.

The revisions have been approved by Mandi, David and Clare (as sponsoring directors).

The next step in the review [process](#) is for the proposed updates to be notified to the CMDF and the MD before final publication (internally).

The proposed revisions are in the following documents:

- Marked up version of current relevant entries [here](#)
- A clean version of the changes [here](#)

If we don't hear back by the COB Wednesday 17/09 we will move to roll out:

- NACA and ALC to develop comms for their teams
- Style Guide to be updated on the [Intranet](#)
- General comms in Inside SBS (next available).

Cheers

s47E



s47E

Codes and Guidelines

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From: s22
To: s47E
Subject: Re: Palestinian state note
Date: Monday, 22 September 2025 12:32:19 PM
Attachments: [Outlook-w5pctzdh.png](#)
[Outlook-ps3d4wfl.png](#)

Dear colleagues,

Following Australia's official recognition of the state of Palestine, SBS has updated its style guide to support you in your reporting.

As an Australian public broadcaster, we are committed to providing our audience with balanced, impartial, and accurate news and information, regardless of personal opinions—both ours and those of our audience.

To maintain this standard, it's essential that we consistently adhere to our style guide across all platforms, including radio, online, and social media.

Please see the complete note below, with the latest revisions highlighted in green.

Occupied Palestinian Territories, Palestine, Palestinian Territories

SBS uses the term *Occupied Palestinian Territories* to refer to the Gaza Strip, West Bank, and East Jerusalem.

When referring to the *Occupied Palestinian Territories*, and where editorially relevant, include either of the following phrases:

- *which Australia and the majority of the UN members now recognise as the State of Palestine; or*
- *which Australia now recognises as the State of Palestine.*

Australia formally recognised Palestine as an “independent and sovereign state” on 21 September 2025.

When referring to the State of Palestine as recognised by Australia or other countries, use phrases that indicate attribution such as '*xx member states of the General Assembly now recognise a [‘Palestinian state’ or ‘the State of Palestine’ or ‘Palestine as a state’]*' instead of '*Palestine*' unless quoting directly from sources.

International law widely recognises the territories as ‘illegally occupied’, which we mention in our reporting when editorially relevant, and citing international law.

Israel refers to the Occupied Palestinian Territories as *disputed territories* which must always be attributed to Israel, and included in the reporting when editorially relevant.

People who live in the *Palestinian territories* are referred to as *Palestinians*.

Descendants of those born in the Occupied Palestinian Territories who identify as Palestinians should be described as *Palestinian* or as *(nationality) of Palestinian background*, or *Palestinian (nationality)* depending on the context. People of Palestinian background living in Israel are referred to as *Arab Israelis*, *Palestinian Israelis* or *Palestinians in Israel*. Always check with the person as to how they self-identify.

Regarding diplomatic representation in Australia, use the official title which is currently *Head of the General Delegation of Palestine to Australia*, or *Palestinian representative in Canberra* or *Palestinian Authority diplomat in Australia*. Given the evolving circumstances the official title may change. Refer to DFAT's Foreign Embassies and Consulates in Australia for any updates on the official title.

In November 2012 Palestine was granted non-member observer State status in the UN.

SBS uses the term *Palestine* in specific contexts:

- direct quotes including where a person self-identifies as being from Palestine;
- official names (eg Palestine Olympic Committee, Palestine national football team,) or organisations when that is their name, such as Justice For Palestine, Free Palestine Melbourne, or Palestine Action Group, among others);
- UN context, where Palestine is formally recognised as a non-member observer State;
- historical references to the area known as Palestine before 1948.
- When referring to pro-Palestinian movements / rallies / protests / protesters / demonstrations, refer to them as 'pro-Palestinian' instead of 'pro-Palestine'. 'Pro-Palestine' may be used where that is the official name of the event.

Social media moderation:

SBS, as the publisher, is responsible for all content published on our network and SBS websites/platforms.

This responsibility also extends to comments made by third parties—including our followers—on SBS social media pages that we manage and moderate.

- Staff assigned to social media duties must actively monitor and moderate their team's pages during their scheduled hours. Pay special attention to comments, particularly those containing racial or cultural stereotypes. When necessary, hide, screenshot, and delete such comments. If unsure, it's best to hide the comment.
- You may remind users of SBS's user content policy in the comments section. For example:
"A reminder to our page followers and visitors about our house rules: please express your comments politely and respectfully. Comments violating our terms of use will be removed. More information:
<https://www.sbs.com.au/aboutus/terms-and-conditions>"
- When your team is unable to moderate comments, please disable the comment feature. Follow the detailed moderation guidelines and the most recent risk matrix provided by our Digital Strategy and Engagement Manager, **s22** [REDACTED]. A step-by-step guide on disabling comments for high-risk Facebook posts is available for reference.
- After disabling comments, it is best practice to inform your audience why

commenting has been closed. Suggested messages include:

- *“Comments on this post are now closed as moderator resources are unavailable. More information: <https://www.sbs.com.au/aboutus/terms-and-conditions>”*
- *“To maintain our community guidelines around respectful conversation, comments on this post have been closed. More information: <https://www.sbs.com.au/aboutus/terms-and-conditions>”*

EAP support:

These subjects can be challenging, sensitive, and divisive within our communities, which may increase the stress you experience while reporting on them. If you're feeling overwhelmed, please remember that SBS provides a free, confidential counselling service through the [Employee Assistance Program \(EAP\)](#), accessible 24/7 to all staff. This support is also extended to your immediate family members. Additionally, you're always welcome to connect with me or other senior members of the SBS management team for support.

Please don't hesitate to reach out to me, your EP, or Program Manager if you have any questions or need clarification on any points within the style guide.

Kind regards.

s47E

From: s22

Sent: Monday, 22 September 2025 10:29 AM

To: s47E

Subject: Palestinian state note

Hi s47E I have added the elements such as intro sentence, EAP Support and a fraction of the social media moderation

Dear colleagues,

Following Australia's official recognition of the state of Palestine, SBS has updated its style guide to support you in your reporting.

As an Australian public broadcaster, we are committed to providing our audience with balanced, impartial, and accurate news and information, regardless of personal opinions—both ours and those of our audience.

To maintain this standard, it's essential that we consistently adhere to our style guide across all platforms, including radio, online, and social media.

Key points to reinforce:

xxx insert style guide changes xxx

EAP support:

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"A reminder to our page followers and visitors about our house rules: please express your comments politely and respectfully. Comments violating our terms of use will be removed. More information: <https://www.sbs.com.au/aboutus/terms-and-conditions>"
- When your team is unable to moderate comments, please disable the comment feature. Follow the detailed moderation guidelines and the most recent risk matrix provided by our Digital Strategy and Engagement Manager, **s22**. A step-by-step guide on disabling comments for high-risk Facebook posts is available for reference.
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Please don't hesitate to reach out to me, your EP, or Program Manager if you have any questions or need clarification on any points within the style guide.

Kind regards.

s47E

s22
s22 Editorial Collaboration
s22 [@sbs.com.au](mailto:s22@sbs.com.au)
SBS 14 Herbert Street
Artarmon NSW 2064 Australia
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From: s47E
To: s22
Subject: RE: For action by COB Wed 17/09: SBS Style Guide Revisions - "Palestine" entry
Date: Wednesday, 17 September 2025 5:11:00 PM
Attachments: [image001.png](#)
[image002.jpg](#)
[image003.jpg](#)

Hi s22

Another note on this as an FYI.

We will be holding off any internal comms to teams about this until the actual vote is taken by the Australian Government at the UN, which may not occur until 26/27 September, and we can confirm the actual language that will be used by the government so that we can quote their position accurately. Once we can finalise the wording, we'll confirm the entry.

Cheers

s47E

From: s22

Sent: Wednesday, September 17, 2025 10:05 AM

To: s47E

Subject: RE: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry

Thanks s47E

No feedback from me. All make sense.

Cheers

s22

From: s47E <s47E@sbs.com.au>

Sent: Tuesday, September 16, 2025 5:29 PM

To: s47E <s47E@sbs.com.au>; Clare O'Neil <s47E@sbs.com.au>; David Hua <s47E@sbs.com.au>; Mandi Wicks <s47E@sbs.com.au>; s47E <s47E@sbs.com.au>; s22 <s22@sbs.com.au>; s22 <s22@sbs.com.au>

Cc: Theo Dorizac <s22@sbs.com.au>; s47E <s47E@sbs.com.au>; s22 <s22@sbs.com.au>; s47E <s47E@sbs.com.au>; s47E <s47E@sbs.com.au>; s47E <s47E@sbs.com.au>; s47E <s47E@sbs.com.au>

Subject: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry

Importance: High

Hi all

Notification of updates to SBS's Style Guide entry relating to 'Palestine'

Action required: Please read and advise if any concerns by COB Wednesday 17/09/25.

The Style Guide Working Group has finalised an update to the Style Guide for entries relating to 'Palestine' in preparation for the UN General Assembly meeting on 22 September at which Australia has indicated it will officially recognise Palestine as a state.

The updates are being progressed as a matter of urgency so that the NACA and ALC editorial managers can communicate SBS's position to their teams in preparation for the change to Australia's position.

The revisions have been approved by Mandi, David and Clare (as sponsoring directors).

The next step in the review [process](#) is for the proposed updates to be notified to the CMDF and the MD before final publication (internally).

The proposed revisions are in the following documents:

- Marked up version of current relevant entries [here](#)
- A clean version of the changes [here](#)

If we don't hear back by the COB Wednesday 17/09 we will move to roll out:

- NACA and ALC to develop comms for their teams
- Style Guide to be updated on the [Intranet](#)
- General comms in Inside SBS (next available).

Cheers

s47E



s47E

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s47E [@sbs.com.au](#)

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M: s47E

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From: s22
To: s47E
Cc: s47E
Subject: Re: Style Guide meeting Update on Comms
Date: Wednesday, 17 September 2025 5:33:11 PM
Attachments: [image001.jpg](#)

Sounds good, thanks s47E

From: s47E
Sent: Wednesday, September 17, 2025 5:19 PM
To: s47E
Cc: s47E
Subject: RE: Style Guide meeting Update on Comms

Hi all

Please note that there has been further conversation with the Directors regarding this entry and we will be holding off on comms until the vote actually occurs in the UN and we know what language the Government will be using. I've added a note to the version that went to the Directors yesterday.

s47E and David are across. s22 I've set up a meeting for quick chat tomorrow.

Let me know if any questions.

Cheers

s47E

From: s47E
Sent: Wednesday, September 17, 2025 10:22 AM
To: s47E
Cc: s47E
Subject: Style Guide meeting Update on Comms

Hi All,

Hi All,

I hope you're well.

Due to low attendance, today's Style Guide meeting has been cancelled.

Here is the key update we planned to cover:

- Tranche 1, including the revised entry on Occupied Palestinian Territories and related comms details.

The Codes team will send an email update in the coming weeks in relation to comms being featured on 'Inside SBS' that will be cascaded to the entire organisation from Jane.

We understand that everyone else will be working on their respective communications for ALC, NACA and INACA and will cascade them accordingly. We kindly ask that you keep us informed of when you anticipate this to occur, so that we maintain a coordinated approach.

Cheers,

s47E

s47E

Codes and Guidelines s47E

Corporate Affairs

s47E [@sbs.com.au](mailto:s47E@sbs.com.au)

SBS 14 Herbert Street

Artarmon NSW 2064 Australia

sbs.com.au

From: s47E
To: [Kathryn Fink](#); s47E ; [David Hua](#)
Cc: [Clare O'Neil](#)
Subject: Re: For action: Style Guide update re entry relating to "Palestine"
Date: Wednesday, 17 September 2025 4:46:21 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Thanks all.

I will draft comms tmrw and have them ready to go for NACA.

Cheers

s47E

From: Kathryn Fink
Date: Wednesday, 17 September 2025 at 4:18 pm
To: s47E , s47E , David Hua
Cc: Clare O'Neil
Subject: Re: For action: Style Guide update re entry relating to 'Palestine'

Thanks s47E

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From: s47E
Sent: Wednesday, September 17, 2025 3:59:01 PM
To: s47E ; David Hua
Cc: Kathryn Fink ; Clare O'Neil
Subject: For action: Style Guide update re entry relating to 'Palestine'
 Hi s47E and David

The draft Style Guide entries relating to Palestine / Occupied Palestinian Territories were finalised and sent to CMDF and Kathryn as Acting Acting MD yesterday for information and feedback if required.

Kathryn has asked me to follow up on:

- (1) confirmation on timing of the Australian Government vote at UNGA
- (2) timing of any internal comms relating to the updated entry, given the Government position has not been confirmed.

s47E and the NACA SLT also raised concerns around the timing of the new entry and the wording on the Government's position given it has not been finalised yet and we probably won't know until the vote is actually taken.

Outcome

1. **Timing of the UNGA vote:** Current intel is that the vote will possibly be on Thursday 26/9, but could be as late as Friday 27/9 (US time; Sat am AEST) .
2. **Timing of comms**
 - Comms will only be rolled out after the vote has taken place and the actual phrasing used by the Government is confirmed.
 - @s47E and the NACA SLT will talk to editorial managers to advise them of SBS's position. s47E will draft comms to send out to the wider group once the vote has occurred and the Government's position confirmed.
 - @David Hua could you please advise best process for the ALC teams on the basis of the above.
 - I will chat to s22 regarding INACA to ensure alignment.

In the meantime I'll add a comment to the draft to indicate that the wording relating to the Government is pending confirmation and may need to change.

Please let me know how I can help in any way.

Cheers

s47E



s47E

s47E **Codes and Guidelines**

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SBS acknowledges the Traditional Owners of Country throughout Australia.

From: s47E
To: s47E
Subject: FW: SBS Style Guide Update
Date: Monday, 22 September 2025 12:51:00 PM

Draft NACA lines as discussed – highlighted below.

I've now emailed Kathryn, Clare, David and s47E for final sign off. Will let you know when that goes out.

Note please use this version for your email – I corrected some punctuation.

Occupied Palestinian Territories, Palestine, Palestinian Territories

SBS uses the term *Occupied Palestinian Territories* to refer to the Gaza Strip, West Bank, and East Jerusalem.

When referring to the *Occupied Palestinian Territories*, and where editorially relevant, include either of the following phrases:

- *which Australia and the majority of the UN members now recognise as the State of Palestine; or*
- *which Australia now recognises as the State of Palestine.*

Australia formally recognised Palestine as an "independent and sovereign state" on 21 September 2025.

When referring to the State of Palestine as recognised by Australia or other countries use phrases that indicate attribution such as '*xx member states of the UN General Assembly now recognise a [Palestinian state] or [the State of Palestine] or [Palestine as a state]*' instead of '*Palestine*' unless quoting directly from sources.

International law widely recognises the territories as 'illegally occupied', which we mention in our reporting when editorially relevant, and citing international law.

Israel refers to the Occupied Palestinian Territories as *disputed territories* which must always be attributed to Israel, and included in the reporting when editorially relevant.

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Regarding diplomatic representation in Australia, use the official title which is

currently *Head of the General Delegation of Palestine to Australia*, or *Palestinian representative in Canberra* or *Palestinian Authority diplomat in Australia*. Given the evolving circumstances the official title may change. Refer to DFAT's Foreign Embassies and Consulates in Australia for any updates on the official title.

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SBS uses the term *Palestine* in specific contexts:

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- official names (eg Palestine Olympic Committee, Palestine national football team,) or organisations when that is their name, such as Justice For Palestine, Free Palestine Melbourne, or Palestine Action Group, among others);
- UN context, where Palestine is formally recognised as a non-member observer State;
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Cheers

s47E

From: s47E

Sent: Monday, 22 September 2025 11:09 AM

To: Kathryn Fink ; s47E ; David Hua ; Clare O'Neil ; s47E

Subject: SBS Style Guide Update

Hi all - here is the comms that I will send out to NACA shortly.

Let me know if you have any feedback swiftly as we are getting questions on the floor.

Cheers

s47

Hi everyone,

Please be advised that the SBS Style Guide has been updated.

The page on the intranet will be updated shortly.

Please employ upward referral to your manager if you have any questions.

Kind regards,

s47E

Occupied Palestinian Territories, Palestine, Palestinian Territories

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From: s47E
To: s47E, [Clare O'Neil](#)
Cc: [Kathryn Fink](#); [David Hua](#); s22
Subject: Re: For action RE: SBS Style Guide Update
Date: Monday, 22 September 2025 1:55:22 PM

thanks all - I have sent to News and Digital leads so they can flag and will send to entire newsroom at 2.30. Thank you

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From: s47E
Date: Monday, 22 September 2025 at 1:51 pm
To: Clare O'Neil
Cc: s47E, Kathryn Fink, David Hua, s22
Subject: RE: For action RE: SBS Style Guide Update

Great, thank you for the quick turnaround Clare, Kathryn, David and s47E We'll start implementing.

From: Clare O'Neil
Sent: Monday, 22 September 2025 1:35 PM
To: s47E
Cc: s47E; Kathryn Fink; David Hua; s22
Subject: Re: For action RE: SBS Style Guide Update

Thanks all - this is approved from me.

Clare O'Neil

On 22 Sep 2025, at 12:48 pm, s47E
s47E <s47E@sbs.com.au> wrote:

Thanks s47E
For action - Kathryn, David, and Clare.

1. The revised language is approved by the Style Guide WG and NACA.
We now need your sign off as the sponsoring directors, and Acting MD.

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s47E

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Sent: Monday, 22 September 2025 11:09 AM

To: Kathryn Fink <[redacted]@sbs.com.au>; s47E <[redacted]@sbs.com.au>; David Hua <[redacted]@sbs.com.au>; Clare O'Neil <[redacted]@sbs.com.au>; s22 <[redacted]>

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From: [Kathryn Fink](#)
To: [David Hua](#); s47E ; [Clare O'Neil](#); s22
Subject: Re: For action RE: SBS Style Guide Update
Date: Monday, 22 September 2025 1:17:00 PM

Hi s47E

Thanks for this.

Just waiting on Clare's ok but as soon as that comes in I'm good to go as well.

Kathryn

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From: David Hua
Sent: Monday, September 22, 2025 1:10 pm
To: s47E ; Kathryn Fink ; Clare O'Neil ; s22
Subject: RE: For action RE: SBS Style Guide Update
 Hi s47E
 This is good for me.
 Kind regards,
 David

From: s47E
Sent: Monday, September 22, 2025 12:49 PM
To: s47E ; Kathryn Fink ; David Hua ; Clare O'Neil ; s22
Subject: For action RE: SBS Style Guide Update
 Thanks s47E

For action - Kathryn, David, and Clare.

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Cheers

s47E

From: s47E <[REDACTED]@sbs.com.au>

Sent: Monday, 22 September 2025 11:09 AM

To: Kathryn Fink <[REDACTED]@sbs.com.au>; s47E <[REDACTED]@sbs.com.au>; David Hua <David.Hua@sbs.com.au>; Clare O'Neil <[REDACTED]@sbs.com.au>; s22 <[REDACTED]@sbs.com.au>

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From: s22
To: s47E
Subject: Re: Style Guide update re "Palestine"
Date: Monday, 22 September 2025 5:43:14 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Hi s47E

All good, all INACA teams are included on that NACA global distribution list, so they received the comms.

But I also made sure the editorial leads were aware.

From: s47E
Sent: Monday, September 22, 2025 5:14 pm
To: s22
Subject: Style Guide update re 'Palestine'

Hi s22

Sorry for the lateness of this, but here are the comms that NACA sent around this afternoon regarding the update to the entry in the Style Guide relating to 'Palestine'. Would you be able to send something similar around to relevant INACA and NITV teams.

Hi everyone,

Please be advised that the SBS Style Guide has been updated see below

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instead of 'Palestine', unless quoting directly from sources.

For other uses of 'Palestine' see below.

International law widely recognises the territories as 'illegally occupied', which we mention in our reporting when editorially relevant, and citing international law.

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s47E



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s47E **Codes and Guidelines**

s47E [@sbs.com.au](#)

SBS 14 Herbert Street

Artarmon NSW 2064 Australia

M: +61 2 9439 4771

sbs.com.au



SBS acknowledges the Traditional Owners of Country throughout Australia.

From:
To:

s47F

S22

Subject: Editorial note - Australian Government's recognition of Palestinian statehood
Date: Monday, 22 September 2025 3:50:57 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.jpg](#)

Dear colleagues,

I am sending you an editorial note regarding Australia's official recognition of the state of Palestine, as announced in the Australian Government's [Media Release](#).
SBS has updated its style guide to support you in your reporting. The use of language in our

reporting is always under revision, and we will continue adapting to meet accuracy and balance obligations, as well as contextual editorial requirements and audience expectations. Please employ upward referral to your manager if you have any questions.

Below is the updated styleguide entry. The page on the intranet will be updated shortly.

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EAP support:

These subjects can be challenging, sensitive, and divisive within our communities, which may increase the stress you experience while reporting on them. If you're feeling overwhelmed, please remember that SBS provides a free, confidential counselling service through the [Employee Assistance Program \(EAP\)](#), accessible 24/7 to all staff. This support is also extended to your immediate family members. Additionally, you're always welcome to connect with me or other senior members of the SBS management team for support. Please don't hesitate to reach out to me, your EP, or Program Manager if you have any questions or need clarification on any points within the style guide.

Kind regards.

s47E



s47E
s47E Language Content
s47E @sbs.com.au
SBS 14 Herbert Street
Artarmon NSW 2064 Australia
M: **s47E**
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From: s47E
To: s47E; Kathryn Fink; David Hua; Clare O'Neil; s22
Subject: For action RE: SBS Style Guide Update
Date: Monday, 22 September 2025 12:48:58 PM

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For action - Kathryn, David, and Clare.

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Descendants of those born in the Occupied Palestinian Territories who identify as Palestinians should be described as *Palestinian* or as *(nationality) of Palestinian background*, or *Palestinian (nationality)* depending on the context. People of Palestinian background living in Israel are referred to as *Arab Israelis*, *Palestinian Israelis* or *Palestinians in Israel*. Always check with the person as to how they self-identify.

Regarding diplomatic representation in Australia, use the official title which is currently *Head of the General Delegation of Palestine to Australia*, or *Palestinian representative in Canberra* or *Palestinian Authority diplomat in Australia*. Given the evolving circumstances the official title may change. Refer to DFAT's Foreign Embassies and Consulates in Australia for any updates on the official title.

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From: s47E
To: s22
Subject: FW: External comms re Palestine/Occupied Palestinian Territories
Date: Thursday, 18 September 2025 1:19:40 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)

Hi s22 , maybe we just cross this bridge when we come to it?

Thanks

From: s47E @sbs.com.au>
Date: Thursday, 18 September 2025 at 11:16 am
To: s22 @sbs.com.au>, s47E @sbs.com.au>, s47E @sbs.com.au>, s22 @sbs.com.au>, David Hua <s47E @sbs.com.au>
Subject: External comms re Palestine/Occupied Palestinian Territories

Hi all
 Just flagging that we might receive comments/complaints directed to NACA and/or ALC next week regarding the use of Palestine/Occupied Palestinian Territories, after Australia's recognition of Palestinian statehood.
 It might also come up in the Senate Estimates.
 Whatever the case, it might be useful to have a consistent message discussed and ready to go.
 Maybe you have already prepared the comms, so ignore if that's the case.
 Thank you
 s47E



s47E
Editorial Standards s47E
 SBS News and Current Affairs
 s47E @sbs.com.au
 M: s47E
www.sbs.com.au

SBS acknowledges the Traditional Custodians of Country and their connections and continuous care for the skies, lands and waterways throughout Australia.



From: s47E
To: s47E ; s47E ; s22
Subject: Fw: For action: Style Guide update re entry relating to "Palestine"
Date: Thursday, 18 September 2025 6:13:35 AM

Hi - ALC will do same as us,
See below
Cheers

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From: David Hua
Sent: Wednesday, September 17, 2025 9:01 pm
To: s47E
Cc: s47E ; Kathryn Fink ; Clare O'Neil
Subject: Re: For action: Style Guide update re entry relating to 'Palestine'
Hi s47E

We'll send out a guidance note after the UNGA but flag and discuss with teams in editorials beforehand.

Kind regards,

David Hua
SBS +s47E

On 17 Sep 2025, at 3:59 PM, s47E wrote:

Hi s47E and David

The draft Style Guide entries relating to Palestine / Occupied Palestinian Territories were finalised and sent to CMDf and Kathryn as Acting Acting MD yesterday for information and feedback if required.

Kathryn has asked me to follow up on:

- (1) confirmation on timing of the Australian Government vote at UNGA
- (2) timing of any internal comms relating to the updated entry, given the Government position has not been confirmed.

s47E and the NACA SLT also raised concerns around the timing of the new entry and the wording on the Government's position given it has not been finalised yet and we probably won't know until the vote is actually taken.

Outcome

1. **Timing of the UNGA vote:** Current intel is that the vote will possibly be on Thursday 26/9, but could be as late as Friday 27/9 (US time; Sat am AEST) .
2. **Timing of comms**
 - Comms will only be rolled out after the vote has taken place and the actual phrasing used by the Government is confirmed.

- [@s47E](#) and the NACA SLT will talk to editorial managers to advise them of SBS's position. s47E will draft comms to send out to the wider group once the vote has occurred and the Government's position confirmed.
- [@David Hua](#) could you please advise best process for the ALC teams on the basis of the above.
- I will chat to s22 regarding INACA to ensure alignment.

In the meantime I'll add a comment to the draft to indicate that the wording relating to the Government is pending confirmation and may need to change.

Please let me know how I can help in any way.

Cheers

s47E

s47E

s47E Codes and Guidelines

Is47E @sbs.com.au

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Artarmon NSW 2064 Australia

M: +s47E

sbs.com.au

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From: s22
To: s47E
Subject: FW: SBS Style Guide Update
Date: Monday, 22 September 2025 4:54:37 PM
Attachments: [image001.png](#)
[image002.png](#)

Hey s47E

Reading through the style guide – I do still have the same question as this morning
Obviously, you don't need to reply this arvo as its crunch time but I am genuinely interested.

Thanks so much,

s22



s22

s22

SBS World News

s22



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From: s47E
Sent: Monday, 22 September 2025 2:33 PM
To: #DL NACA Global
Subject: SBS Style Guide Update

Hi everyone,

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Please employ upward referral to your manager if you have any questions.

Kind regards,

s47E

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- historical references to the area known as Palestine before 1948.

When referring to pro-Palestinian movements / rallies / protests / protesters / demonstrations, refer to them as 'pro-Palestinian' instead of 'pro-Palestine'. 'Pro-Palestine' may be used where that is the official name of the event.

From: s22
To: s47E ; s47E
Subject: RE: Editorial question - Palestine / Palestinian territories
Date: Monday, 22 September 2025 9:54:11 AM
Attachments: [image001.png](#)
[image002.png](#)

Hi s47E ,

Thanks for the prompt response and no problem at all!

I'll keep an eye out for these imminent comms and let my colleagues know to do the same.

Cheers,

s22

From: s47E @sbs.com.au>
Sent: Monday, September 22, 2025 9:40 AM
To: s22 @sbs.com.au>; s47E
s47E @sbs.com.au>; s47E @sbs.com.au>
Subject: Re: Editorial question - Palestine / Palestinian territories

Hi s22

There will be a change in the Style Guide, discussed by the Style Guide group with reps of NACA, ALC and NITV, which is chaired by Codes/Corp Affairs, and the final wording approved by the relevant Directors and the MD, so we need to wait for their sign off. It will be communicated today by @s47E and any questions you can discuss with s47E

It's my understanding that SBS will not adopt the term Palestine, and will use Occupied Palestinian Territories, with a reference to Australia's recognition of statehood.

Please wait for the official comms to ensure consistency and talk to s47E as she is across.

Thank you

s47E

From: s22 @sbs.com.au>
Sent: Monday, September 22, 2025 9:27:24 AM
To: s47E @sbs.com.au>
Subject: Editorial question - Palestine / Palestinian territories

Hi s47E

Hope you're well!

I was just wondering if Australia's recognition of Palestine impacts our phrasing around the Palestinian territories.

Thanks,

s22



s22

Audio Journalist

s22 [@sbs.com.au](mailto:s22@sbs.com.au)

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Artarmon NSW 2064 Australia

s22

sbs.com.au



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From: s47E
To: s47E [Mandi Wicks](#)
Subject: RE: For action by COB Wed 17/09: SBS Style Guide Revisions - "Palestine" entry
Date: Friday, 19 September 2025 11:45:00 AM
Attachments: [image001.png](#)
[image002.jpg](#)
[image003.jpg](#)

Thanks Mandi and s47E Also FYI Mandi, I have flagged with Corp Comms they might need a response to potential complaints/comments.

Thanks

s47E

From: s47E
Sent: Thursday, September 18, 2025 9:49 PM
To: Mandi Wicks ; s47E
Subject: Re: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry

Hi Mandi,

We will not roll out until Australia speaks at UNGA.

I will do comms for NACA and have them ready to go.

David for ALC. s47E spoke to s22 at INACA.

s47E and s47E have spoken to teams to let them know.

Kathryn, Clare and also News did not want to pre-empt the announcement by rolling out before hand.

I will forward you s47E thread, was trying to limit emails to you.

Thank you

s47E

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From: Mandi Wicks s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Sent: Thursday, September 18, 2025 9:34 pm
To: s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Subject: FW: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry
 Hi s47E

Just checking in on this one – who is drafting the comms for NACA/ALC/INACA?

And what's the roll out plan please?

Many thanks,

Mandi

No need to respond tonight, apologies for the late email because of time zone differences.

From: s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Sent: Tuesday, September 16, 2025 5:29 PM
To: Kathryn Fink s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; Clare O'Neil s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; David Hua s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; Mandi Wicks s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>
Cc: Theo Dorizac s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>; s47E [@sbs.com.au](mailto:s47E@sbs.com.au)>; s22 [@sbs.com.au](mailto:s22@sbs.com.au)>

s22 [redacted]@sbs.com.au>; s47E [redacted]@sbs.com.au>; s47E [redacted]@sbs.com.au>

Subject: For action by COB Wed 17/09: SBS Style Guide Revisions - 'Palestine' entry
Importance: High

Hi all

Notification of updates to SBS's Style Guide entry relating to 'Palestine'

Action required: Please read and advise if any concerns by COB Wednesday 17/09/25.

The Style Guide Working Group has finalised an update to the Style Guide for entries relating to 'Palestine' in preparation for the UN General Assembly meeting on 22 September at which Australia has indicated it will officially recognise Palestine as a state.

The updates are being progressed as a matter of urgency so that the NACA and ALC editorial managers can communicate SBS's position to their teams in preparation for the change to Australia's position.

The revisions have been approved by Mandi, David and Clare (as sponsoring directors).

The next step in the review [process](#) is for the proposed updates to be notified to the CMDF and the MD before final publication (internally).

The proposed revisions are in the following documents:

- Marked up version of current relevant entries [here](#)
- A clean version of the changes [here](#)

If we don't hear back by the COB Wednesday 17/09 we will move to roll out:

- NACA and ALC to develop comms for their teams
- Style Guide to be updated on the [Intranet](#)
- General comms in Inside SBS (next available).

Cheers

s47E



s47E

s47E **Codes and Guidelines**

s47E [redacted]@sbs.com.au

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Artarmon NSW 2064 Australia

M: s47E [redacted]

sbs.com.au



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From: s47E
To: [Clare O'Neil](#)
Cc: s47E ; [Kathryn Fink](#); [David Hua](#); s22
Subject: RE: For action RE: SBS Style Guide Update
Date: Monday, 22 September 2025 1:51:24 PM

Great, thank you for the quick turnaround Clare, Kathryn, David and s47E. We'll start implementing.

From: Clare O'Neil <Clare.ONeil@sbs.com.au>
Sent: Monday, 22 September 2025 1:35 PM
To: s47E @sbs.com.au>
Cc: s47E @sbs.com.au>; Kathryn Fink <Kathryn.Fink@sbs.com.au>; David Hua <David.Hua@sbs.com.au>; s22
Subject: Re: For action RE: SBS Style Guide Update

Thanks all - this is approved from me.

Clare O'Neil

On 22 Sep 2025, at 12:48 pm, s47E @sbs.com.au> wrote:

Thanks s47E

For action - Kathryn, David, and Clare.

1. The revised language is approved by the Style Guide WG and NACA.

We now need your sign off as the sponsoring directors, and Acting MD.

Occupied Palestinian Territories, Palestine, Palestinian Territories

SBS uses the term *Occupied Palestinian Territories* to refer to the Gaza Strip, West Bank, and East Jerusalem.

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recognise as the State of Palestine; or

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International law widely recognises the territories as 'illegally occupied', which we mention in our reporting when editorially relevant, and citing international law.

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When referring to pro-Palestinian movements / rallies / protests / protesters / demonstrations, refer to them as 'pro-Palestinian' instead of 'pro-Palestine'. 'Pro-Palestine' may be used where that is the official name of the event.

Cheers

s47E

From: s47E [redacted] <[redacted]@sbs.com.au>
Sent: Monday, 22 September 2025 11:09 AM
To: Kathryn Fink s47E [redacted] <[redacted]@sbs.com.au>; s47E [redacted] <[redacted]@sbs.com.au>; David Hua s47E [redacted] <[redacted]@sbs.com.au>; Clare O'Neil s47E [redacted] <[redacted]@sbs.com.au>; s22 [redacted] <[redacted]@sbs.com.au>
Subject: SBS Style Guide Update

Hi all - here is the comms that I will send out to NACA shortly.

Let me know if you have any feedback swiftly as we are getting questions on the floor.

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s47E

Hi everyone,

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From: [David Hua](#)
To: s47E; [Kathryn Fink](#); [Clare O'Neil](#); s22
Subject: RE: For action RE: SBS Style Guide Update
Date: Monday, 22 September 2025 1:10:00 PM

Hi s47E

This is good for me.

Kind regards,

David

From: s47E @sbs.com.au>
Sent: Monday, September 22, 2025 12:49 PM
To: s47E @sbs.com.au>; Kathryn Fink
s47E @sbs.com.au>; David Hua s47E @sbs.com.au>; Clare O'Neil
s47E @sbs.com.au>; s22 @sbs.com.au>
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Thanks s47E

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Cheers

s47E

From: s47E <[REDACTED]@sbs.com.au>
Sent: Monday, 22 September 2025 11:09 AM
To: Kathryn Fink <Kathryn.Fink@sbs.com.au>; s47E <[REDACTED]@sbs.com.au>; David Hua <s22 [REDACTED]@sbs.com.au>; Clare O'Neil <s22 [REDACTED]@sbs.com.au>; s22 <[REDACTED]@sbs.com.au>
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[REDACTED]

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From: s47E
To: [David Hua](#)
Subject: Re: For action: Style Guide update re entry relating to "Palestine"
Date: Wednesday, 17 September 2025 6:51:39 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Hi David,

I think that if we want to communicate the changes to a wider ALC cohort we might want to do it in the form of an editorial note on the back of the UNGA vote outcome.

This is a familiar process that we usually follow for high impact news. In this case rather than simply referring to the existing guidelines, as we usually do, we also communicate that we have updated the guidelines to reflect the current status and developments. We can summarise the main changes while recognising that the evolving nature of the situation will likely require future modifications to the entry (as we indicate in the introduction to the entry itself).

Cheers

s47E

Get [Outlook for iOS](#)

From: David Hua
Sent: Wednesday, September 17, 2025 6:29:06 PM
To: s47E
Subject: Fwd: For action: Style Guide update re entry relating to 'Palestine'
Your thoughts on the comms for ALC?

Kind regards,

David Hua
SBS s22

Begin forwarded message:

From: s47E
Date: 17 September 2025 at 3:59:04 PM AEST
To: s47E, David Hua
Cc: Kathryn Fink, Clare O'Neil
Subject: For action: Style Guide update re entry relating to 'Palestine'

Hi s47E and David

The draft Style Guide entries relating to Palestine / Occupied Palestinian Territories were finalised and sent to CMDF and Kathryn as Acting Acting MD yesterday for information and feedback if required.

Kathryn has asked me to follow up on:

- (1) confirmation on timing of the Australian Government vote at UNGA
- (2) timing of any internal comms relating to the updated entry, given the Government position has not been confirmed.

s47E and the NACA SLT also raised concerns around the timing of the new entry and the wording on the Government's position given it has not been finalised yet and we probably won't know until the vote is actually taken.

Outcome

1. **Timing of the UNGA vote:** Current intel is that the vote will possibly be on Thursday 26/9, but could be as late as Friday 27/9 (US time; Sat am AEST) .
2. **Timing of comms**
 - Comms will only be rolled out after the vote has taken place and the actual phrasing used by the Government is confirmed.
 - @s47E and the NACA SLT will talk to editorial managers to advise them of SBS's position. s47E will draft comms to send out to the wider group once the vote has occurred and the Government's position confirmed.
 - @David Hua could you please advise best process for the ALC teams on the basis of the above.
 - I will chat to s22 regarding INACA to ensure alignment.

In the meantime I'll add a comment to the draft to indicate that the wording relating to the Government is pending confirmation and may need to change. Please let me know how I can help in any way.

Cheers

s47E



s47E

s47E **Codes and Guidelines**

s47E @sbs.com.au

SBS 14 Herbert Street

Artarmon NSW 2064 Australia

M: s47E

sbs.com.au



SBS acknowledges the Traditional Owners of Country throughout Australia.

From: s47E
To: [Kathryn Fink](#); s47E [David Hua](#)
Cc: [Clare O'Neil](#)
Subject: Re: For action: Style Guide update re entry relating to "Palestine"
Date: Wednesday, 17 September 2025 4:46:20 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Thanks all.

I will draft comms tmrw and have them ready to go for NACA.

Cheers

s47E

From: Kathryn Fink
Date: Wednesday, 17 September 2025 at 4:18 pm
To: s47E , s47E , David Hua
Cc: Clare O'Neil
Subject: Re: For action: Style Guide update re entry relating to 'Palestine'

Thanks s47E

Get [Outlook for iOS](#)

From: s47E
Sent: Wednesday, September 17, 2025 3:59:01 PM
To: s47E ; David Hua
Cc: Kathryn Fink ; Clare O'Neil
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s47E



s47E

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Artarmon NSW 2064 Australia

M: s47E

sbs.com.au



SBS acknowledges the Traditional Owners of Country throughout Australia.

From: s47E
To: s47E [NACA Global](#)
Subject: SBS Style Guide Update
Date: Monday, 22 September 2025 2:33:34 PM

Hi everyone,

Please be advised that the SBS Style Guide has been updated.

The page on the intranet will be updated shortly.

Please employ upward referral to your manager if you have any questions.

Kind regards,

s47E

Occupied Palestinian Territories, Palestine, Palestinian Territories

SBS uses the term *Occupied Palestinian Territories* to refer to the Gaza Strip, West Bank, and East Jerusalem.

When referring to the *Occupied Palestinian Territories*, and where editorially relevant, include either of the following phrases:

- *which Australia and the majority of the UN members now recognise as the State of Palestine; or*
- *which Australia now recognises as the State of Palestine.*

Australia formally recognised Palestine as an "independent and sovereign state" on 21 September 2025.

When referring to the State of Palestine as recognised by Australia or other countries use phrases that indicate attribution such as '*xx member states of the General Assembly now recognise a [‘Palestinian state’ or ‘the State of Palestine’ or ‘Palestine as a state’]*' instead of '*Palestine*' unless quoting directly from sources.

International law widely recognises the territories as 'illegally occupied', which we mention in our reporting when editorially relevant, and citing international law.

Israel refers to the Occupied Palestinian Territories as *disputed territories* which must always be attributed to Israel, and included in the reporting when editorially relevant.

People who live in the *Palestinian territories* are referred to as *Palestinians*.

Descendants of those born in the Occupied Palestinian Territories who identify as Palestinians should be described as *Palestinian* or as *(nationality) of Palestinian background*, or *Palestinian (nationality)* depending on the context. People of Palestinian background living in Israel are referred to as *Arab Israelis*, *Palestinian Israelis* or *Palestinians in Israel*. Always check with the person as to how they self-identify.

Regarding diplomatic representation in Australia, use the official title which is currently *Head of the General Delegation of Palestine to Australia*, or *Palestinian representative in Canberra* or *Palestinian Authority diplomat in Australia*. Given the evolving circumstances the official title may change. Refer to DFAT's Foreign Embassies and Consulates in Australia for any updates on the official title.

In November 2012 Palestine was granted non-member observer State status in the UN.

SBS uses the term *Palestine* in specific contexts:

- direct quotes including where a person self-identifies as being from Palestine;
- official names (eg Palestine Olympic Committee, Palestine national football team,) or organisations when that is their name, such as Justice For Palestine, Free Palestine Melbourne, or Palestine Action Group, among others);
- UN context, where Palestine is formally recognised as a non-member observer State;
- historical references to the area known as Palestine before 1948.

When referring to pro-Palestinian movements / rallies / protests / protesters / demonstrations, refer to them as 'pro-Palestinian' instead of 'pro-Palestine'. 'Pro-Palestine' may be used where that is the official name of the event.

From: s47E
To: [Kathryn Fink](#); s47E ; [David Hua](#); [Clare O'Neil](#); s22
Subject: SBS Style Guide Update
Date: Monday, 22 September 2025 11:08:54 AM

Hi all - here is the comms that I will send out to NACA shortly.

Let me know if you have any feedback swiftly as we are getting questions on the floor.

Cheers

s47

Hi everyone,

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Middle East reporting

A large, bold, black serif font 'S22' is centered on a light gray rectangular background. The 'S' is a classic, slightly curved letter, and the '22' consists of two identical, rounded, blocky digits.

West Bank "barrier"

The structure built by Israel to separate Israel proper and most of its West Bank settlements from the areas of the West Bank with dense Palestinian populations raises some difficulties of description and geography.

The Israelis call it a "security barrier" to keep out Palestinian militants, while the Palestinians refer to it either as the "apartheid wall" or more simply the "wall" or "fence".

It is in fact a high concrete wall in places and a chain link fence in others, so neither is accurate when referring to the whole structure.

The best term for it is "barrier", it can also be called on second reference a "structure".

[Type text]

It should not be described as being between or separating Israel and the West Bank, or Israel and the Palestinian territories: some of it is on the 1967 border, but most of it is on Palestinian territory, and some of it deep in the West Bank.

Although it's wordy, if you have to describe its location, say it's built "in and around" the West Bank, and that it is designed to separate "Israelis and Palestinians" or "Israeli and Palestinian population centres".

The Palestinians say the barrier will effectively bring about a land grab of up to 60 percent of Palestinian territory on the West Bank. The Israelis dispute this, so be sure to source any claims or allegations on this issue from either side and don't report them as fact.

A large, bold, black graphic consisting of the letter 'S' followed by the number '22'. The characters are thick and have a slightly rounded, modern font style. They are centered on a solid grey rectangular background.

West Bank Settlements

It is important that all programs take care in the language used to describe the Occupied Territories.

The SBS Ombudsman has ruled that the use of the term "Palestinian land" in a World News Australia story was a breach of Code 2.2 which states: *Reasonable effort should be made to ensure news and current affairs programs are balanced and impartial*.

In making the ruling, the Ombudsman said: "The land concerned remains the subject of protracted and deep dispute and therefore the reasonable viewer could consider that the use of the term "Palestinian Land" indicates a lack of impartiality as required under the Codes."

The status of Israeli settlements on the West Bank is controversial, and is the subject of ongoing negotiations between Israel and the Palestinians.

[Type text]

When discussing territory whose status remains the subject of negotiation, care must be taken to ensure that the language used is neutral and cannot be interpreted as being favourable to one side over another. The best way to achieve this is to describe the geographic location of the settlements e.g. "Israeli settlements on the West Bank" or "Israeli settlements on the outskirts of Jerusalem" or similar. We should avoid describing them as "on Palestinian land" or "on disputed land".

S47E

GAZA

Currently we refer to Gaza as being 'under blockade' not as being occupied. It can be included when referring to occupied territories.

Israel completed the withdrawal of all its troops and settlers from the Gaza Strip in 2005. It retains control of the airspace, seafront and all vehicle access including deliveries of food and other goods. The movement of goods and people is severely restricted.

All movement in and out of the Gaza Strip is controlled by Israeli authorities, except, officially, the pedestrian-only crossing between Gaza and Egypt which is meant to be controlled by Palestinians and Egyptians with the presence of EU monitors.

Israel has been able to force the closure of the Rafah crossing since the capture of Corporal Shalit in 2006.

Under international law, Israel is still the occupying power in Gaza, despite it not having a permanent military presence there.

To be accurate, talk about what happened in 2005 as an "end to Israel's permanent military presence" rather than the end of occupation.

GAZA CROSSINGS

The crossings between Gaza and Israel have two names – Israeli and Palestinian.

[Type text]

We will use the version in capital letters – but it will sometimes be appropriate to also use the phrase “known as XXX to Palestinians/Israelis”.

Israeli name	Palestinian Name
EREZ	Beit Hanoon
NAHAL OUZ	Al Shujaiah

KARNI	Al Muntar
SUFA	Al Awdah
Kerem Shalom	KAREM ABU SALEM

GREEN LINE

The Green Line marks the boundary between Israel and the West Bank. It is properly referred to as the 1949 Armistice Line - the ceasefire line of 1949.

The exact borders of Israel and a future Palestinian state are subject to negotiation between the two parties. The Palestinians want a complete end to the Israeli occupation of the West Bank, Gaza Strip and East Jerusalem, and use the phrase to mean a return to the pre-4th June 1967 borders.

The Green Line is a dividing line or a boundary. It is not a border that implies internationally recognised status.

The Green Line is "the generally recognised boundary between Israel and the West Bank."

ISRAEL

It is the state of Israel. Not the Jewish state, however, we can refer to the Jewish State when the subject is the religious composition of Israel. Do not use Jewish State as a synonym for Israel.

News style guidelines – 2

s22

s22

Middle East

S22

Earlier version: March 13 2007

There have been instances in the past where we have referred to "Palestinians" being killed or injured in incursions by Israeli forces into the Palestinian territories, implying they were unarmed civilians, when in fact they have been armed militants. They should have been described as such.

We have to make clear the circumstances of any confrontation, and if they are in doubt, source any claims or accusations. We also need to make clear that if anyone is killed or injured on either side, whether there was a gun battle or an exchange of fire, and if it can be established, who fired first.

Equally, if victims are unarmed or "civilians" that should be made clear (although it's often difficult to do so e.g. the Israelis would claim all "settlers" in the Palestinian territories as "civilians", but they are frequently armed with automatic weapons).

In all cases, we need to strive for complete accuracy, and to make sure that anything that is not an indisputable fact is sourced to the person or organisation making the assertion or claim.

Unfortunately, we sometimes have to review stories because of enquiries or complaints, and to check source material. All reporters should keep their source material, such as wire copy, agency scripts, website printouts, and notes for at least a month after their story has gone to air.

This must be done in the case of Middle East stories. If we have to review the source material for any story, I expect that the reporter involved will be able to produce their source material and back up anything that is in contention.

Thanks,

s22
EP News

A large, bold, black logo consisting of the lowercase letter 's' followed by the number '22'. The 's' is a simple, rounded font, while the '22' is a more stylized, rounded font. The logo is set against a solid grey rectangular background.

S22

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Thanks,

s22

Executive Producer
World News Australia