



SBS brings Australians together to mark Ramadan and Eid with communities nationwide

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As Australians reflect on the importance of understanding, unity and respect, SBS will once again deliver a strong and inclusive Ramadan and Eid cross-network offering as more than 800,000 Australian Muslims begin the holy month of fasting, reflection and prayer leading to Eid al-Fitr celebrations.



Multicultural Eid Festival and Fair 2025 in Fairfield, NSW

The Governor-General of Australia, Her Excellency the Hon. Ms Sam Mostyn AC, said: “Australia’s strength lies in the respect we show for one another’s beliefs, cultures, and traditions, and SBS plays a vital role in sharing these stories. Observances such as Ramadan offer all Australians an opportunity to learn, reflect and connect, reinforcing understanding and unity across our diverse society. I look forward to marking Ramadan and Eid with SBS.”

Through multilingual explainers and storytelling in over 15 languages*, local community and council partnerships, plus online classroom resources developed in partnership



with the Islamic Museum of Australia, SBS will help all Australians connect with the cultural and spiritual significance of this important period for Muslim communities.

SBS Acting Managing Director, Jane Palfreyman, said: "At a time when connection and understanding matter more than ever, SBS is proud to bring Australians together through trusted, multilingual storytelling and education resources. By sharing the traditions and experiences of Ramadan with all Australians across languages and platforms, SBS helps foster understanding, respect and a sense of belonging."

The **SBS Audio** offering includes: SBS Bangla delving into how Bangla-speaking families across Australia prepare traditional dishes for Ramadan and Eid; SBS Bosnian capturing the spirit of multicultural celebrations within Bosnian mosques; SBS Spice speaking with people new to the Muslim faith as they experience their first Ramadan; and SBS Urdu exploring Ramadan on Country – highlighting the powerful intersection of First Nations culture and multifaith communities.

The broadcaster's education arm, **SBS Learn**, is sharing its updated teacher resource, *Lessons on Ramadan and Eid*, which features activities for primary and secondary age students and was developed in partnership with the Islamic Museum of Australia.

Looking ahead to Eid al-Fitr, the celebration marking the end of Ramadan, streaming platform **SBS On Demand** will share a dedicated line-up of food, entertainment and documentaries from 16 March. This includes *Jason Atherton Dubai* (Monday 16 March at 4:30pm) and *Arabia's Best Kept Secrets with Clive Standen* (Monday March 16 at 6:10pm) for foodies; the premiere of romantic comedy *Americanish*, directed by Iman Zawahry who is one of the first hijab-wearing American Muslim filmmakers (Friday 20 March at 6.50pm); and *The Glassworker*, Pakistan's first hand-drawn animated film which explores legacy, family and humanity (Sunday 21 March at 6.40pm).

SBS will also be running audience activations at events nationwide. This includes the popular Lakemba Nights during Ramadan (NSW), Multicultural Eid Festival and Fair (MEFF) (NSW), Chand Raat Eid Festival (NSW) and Adelaide Eid Festival (SA).

Further programming details will be shared on the SBS website over the coming month, together with a national Ramadan and Eid Festivals guide. For more information, visit www.sbs.com.au/ramadan

**SBS's Ramadan and Eid al-Fitr content is available in Arabic, Bangla, Bosnian, Dari, English, Gujarati, Hindi, Indonesian, Japanese, Malay, Pashto, Somali, Tamil, Turkish and Urdu.*



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