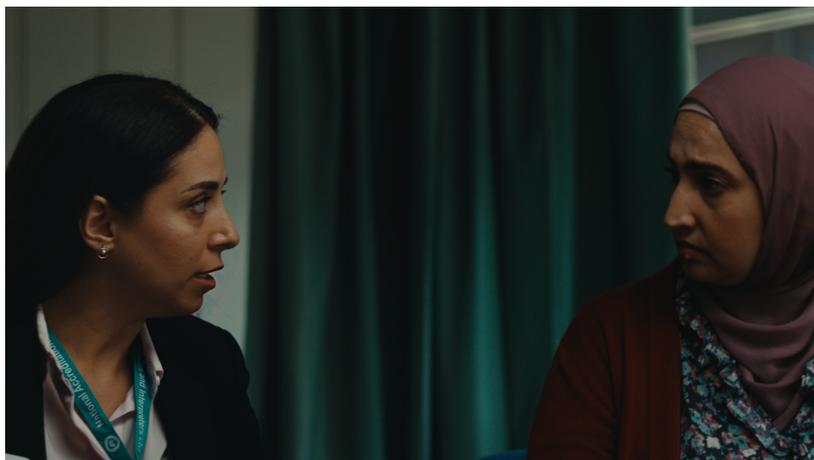


## **NEW CAMPAIGN FROM NAATI AND SBS CULTURALCONNECT HIGHLIGHTS HOW 'WE ALL DESERVE TO BE UNDERSTOOD'**

17 March 2026,

**A new TV campaign by NAATI, the National Accreditation Authority for Translators and Interpreters, is seeking to champion the power of being understood in a new brand campaign, "We All Deserve to Be Understood".**

The campaign ([click here to access the TVC](#)) was developed in partnership with SBS CulturalConnect and SBS In Language Services to help reposition NAATI certification from purely an administrative credential into something far more human — a safeguard for life's most critical conversations.



The new ad highlights the important everyday conversations where NAATI representatives are often involved - from hospital consultations to classrooms and community services. The work brings emotional weight to moments where accuracy, confidentiality and professionalism are non-negotiable.

Built in close collaboration, SBS CulturalConnect and the SBS In-Language team led the end-to-end strategy, creative and production — embedding language selection, audience targeting and cultural nuance into the idea from day one. The result is a campaign engineered to reach communities who speak limited or no English, alongside carers and frontline professionals, in the environments they trust.



Lee Yacoumis, Strategic Engagement Manager at NAATI, said the campaign reflects a stronger focus on the public value of certification.

"This campaign is about strengthening awareness of why NAATI-certified interpreters are an essential part of the healthcare team, not optional. We wanted to ensure organisations and individuals actively seek certified practitioners in high-stakes situations," said Yacoumis.

"This campaign marks a turning point in how we articulate the purpose and public value of NAATI certification."

Delivered across 12 languages, the campaign runs across SBS television, radio and digital, supported by a targeted out-of-home rollout and dedicated community resources on NAATI's website.

"By developing the strategy, creative and media together, we delivered a campaign that was both beautifully executed and reached the audiences it was designed for. For diverse communities, cultural nuance isn't an add-on — it's where effective communication begins," said Nadia Bekarian, National Manager SBS In Language Services.

The campaign demonstrates how culturally intelligent strategy and fully integrated media can move beyond awareness to drive meaningful public impact in multicultural Australia.

Commenting on the strategy underlying the campaign Angus Gordon Head of Creative at SBS CulturalConnect said: "We avoided dramatics and instead focused on quiet, authentic moments that will resonate with the target audiences. When the work feels honest, the message lands with far more power."

## Campaign Credits

### **Client:** NAATI

Strategic Engagement Manager: Lee Yacoumis

Marketing and Communications Officer: Trang Do

Digital Communications Officer: Martha Arifin

### **Creative & Production Company:** CulturalConnect, SBS Media

Writer: Angus Gordon

Director: Angus Gordon

Director of Photography: Gregoire Liere

Executive Producer: Natalie Herenda

Producer: Clancy Hiscox

Line Producer: Rachel Lane

Editor: Desmond Hoo



Art Director: Emily Fernandez

Audio Production & Music Supervision: Mighty Sound

Note to Editors to download or embed the ad [please click here.](#)

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

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