



**SBS SUBMISSION TO THE
INDO-PACIFIC BROADCASTING STRATEGY REVIEW
JANUARY 2023**

Key points

- As Australia's multilingual, multicultural and First Nations broadcaster and digital media service provider SBS is by its nature more relevant to international markets than any other Australian broadcaster.
- SBS is well placed to contribute to a future Australian international media service and would be pleased to do so.
- SBS is the most diverse multilingual media provider in the world. It is highly trusted by Australia's many culturally and linguistically diverse communities, and provides services in 63 languages, many of which are relevant to Indo-Pacific audiences.
- National Indigenous Television content creates a foundation for cultural connection between Australian First Nations audiences, and First Nations audiences across the region.

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Introduction

The Special Broadcasting Service (**SBS**) welcomes the opportunity to provide a submission in response to the Government's December 2022 Indo-Pacific Broadcasting Strategy Review (the **Review**) Consultation paper.

SBS is a modern, multiplatform media organisation with:

- a free-to-air television portfolio spanning six distinctive channels in SBS, National Indigenous Television (**NITV**), SBS VICELAND, SBS Food, SBS World Movies and SBS WorldWatch;
- an extensive audio network providing over 60 communities with services in their preferred language—making SBS the most diverse multilingual media provider in the world;¹ and
- an innovative digital offering, including SBS On Demand, available to Australian audiences anytime and anywhere.

SBS is highly trusted by Australian audiences, including our many culturally and linguistically diverse communities. SBS understands the nuance of tailoring content for audiences from different backgrounds, which is highly relevant in the context of the Review given the cultural and linguistic diversity of the Indo-Pacific region.

SBS Radio services 63 languages, including Samoan, French, and Chinese and South Asian languages relevant to Indo-Pacific audiences.²

A copy of SBS's August 2022 Stocktake of current initiatives in the Pacific region, which was previously provided to the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (**DoITRDCA**), is at **Appendix A**.

With identification of priority territories in other parts of the Indo-Pacific region, SBS can extend this detailed analysis. Relevant existing SBS language services are likely to include Bahasa Indonesia, Bangla, Burmese, Cantonese, Filipino, French, Gujarati, Hakha Chin, Hindi, Hmong, Karen, Khmer, Lao, Malayalam, Mandarin, Mongolian, Nepali, Punjabi, Rohingya, Sinhala, Tamil, Thai, Urdu and Vietnamese.

Among SBS's six television channels, NITV is of key relevance to the Review. In particular, SBS regularly hears that the stories NITV shares about Australia's First Nations peoples resonate deeply in Pacific nations, creating a meaningful foundation of cultural connection.

SBS responds to the issues set out in the Consultation Paper below. For completeness, specific responses to the consultation questions are set out at **Appendix B**.

An Australian Indo-Pacific Broadcasting Strategy that includes SBS will deliver clear foreign policy benefits

SBS welcomes the Government's commitment to delivering an Indo-Pacific Broadcasting Strategy to boost Australian media content, enable greater content creation and co-creation with regional partners, and increase Australian assistance available to regional journalists and media institutions.

An overarching framework to guide Australian Government-funded broadcasting and media sector engagement across the Indo-Pacific will provide clear foreign policy benefits, including by creating opportunities for fostering international relationships and mutual understanding.

To date public investments in Indo-Pacific broadcasting have focused on funding to the ABC to acquit its international broadcasting legislative functions, and commercial free-to-air broadcasters through significant funding of the PacificAus TV program. It is appropriate that these investments expand to include SBS.

SBS therefore welcomed the Government's announcement that as part of delivering its Indo-Pacific Broadcasting Strategy it will review how to maximise the impact of Australian taxpayer investment in SBS.

¹ More than NHK (20 languages), BBC (40), Deutsche Welle (30), ABC in Australia (3) for news.

² SBS Audio languages listed at <https://www.sbs.com.au/language/>.

SBS is very well placed to make an increased contribution to Australia's Indo-Pacific partnerships. As SBS noted in its submission to the 2018 DFAT Soft Power Review:³

In the context of globalisation and technological change, Australia's approach to soft diplomacy continues to evolve. SBS is a perfectly positioned soft power asset—it is uniquely placed to share ideas, and to present Australia's modern national identity. This can be achieved through its robust, independent news and current affairs services told from an Australian perspective; its dramas and documentaries, which reflect and explore Australia's national identity and stories; and, its educational services. SBS's connections with communities, its ability to harness digital services, and its global outlook in presenting information, education and entertainment in innovative ways are also key assets.

As Australia's multilingual, multicultural and First Nations broadcaster and digital media service provider SBS is by its nature more relevant to international markets than any other Australian broadcaster.

SBS both commissions content locally and curates news and other programming from around the world catering to the diversity that makes up the Australian population, including its significant population of Indo-Pacific heritage.

SBS will engage collaboratively with Government to make further contributions to this Review, noting SBS's editorial independence.⁴

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³ SBS's submission is available at: https://www.sbs.com.au/aboutus/sites/sbs.com.au/aboutus/files/33_sbs_submission_to_department_of_foreign_affairs_and_trade_soft_power_review_-_final.pdf.

⁴ Section 11 of the *Special Broadcasting Service Act 1991* provides, among other things, that the Minister must not give a direction to SBS in relation to the content or scheduling of programs to be broadcast, and must not give a direction in relation to the content to be provided on a digital media service.

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SBS content recommended for consideration

SBS specialises in compelling and courageous content exploring stories from across the country and the world, connecting with Australians, including members of our many diaspora communities, in all their diversity. SBS can offer something others cannot.

SBS's distinctive content—a product of SBS's distinctive editorial sensibility—and world-class services are underpinned by the incredibly diverse creative talent that exists in Australia. Supporting SBS's production slate, SBS has the most ambitious, nuanced, and comprehensive commitment to on-screen and off-screen inclusion in the Australian industry.⁹

News and current affairs content is essential to an informed population being equipped with the information its members need for civic participation—whether that is in Australia, or in countries across the Indo-Pacific region.

SBS leads the way in providing Australians with trusted news with a global perspective, providing comprehensive coverage of the many major international events and complex news stories that dominate headlines. SBS's coverage of national events reflects the diversity of Australian communities, giving voice to those often unheard, and continues to play an important role in countering misinformation. Content from these services can be highly relevant to audiences in the Indo-Pacific region.

Television and audio content in other genres, particularly factual genres, can also be highly relevant to Indo-Pacific audiences. In these categories SBS creates moments that get the nation talking, surprises with new perspectives, and entertains with powerful stories.

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⁹ In February 2022, SBS launched the *SBS Commissioning Equity & Inclusion Guidelines*, which reflect SBS's unique place in the media landscape as Australia's multicultural and Indigenous broadcaster. They also recognise SBS's role in championing ongoing industry change to be more representative. They are available at: <https://www.sbs.com.au/aboutus/diversity-commissioning/guidelines/>.

Copy of SBS's August 2023 Stocktake of current initiatives in the Pacific region, provided to DoITRDCA

Stocktake of current initiatives in the Pacific region

SBS

Nation	Current activities	Cost of current activities <i>(including amount of government funding, if applicable)</i>	Future planned activities	Other information/comments
Papua New Guinea	<ul style="list-style-type: none"> General English news coverage here (with video examples here, here, here, here and here) SBS Cultural Atlas profile of Papua New Guinea¹⁸ 	<ul style="list-style-type: none"> Covered by base funding 	s47C, s47E(d)	<ul style="list-style-type: none"> In 2015 SBS produced a nightly news program for PNG, <i>TVWAN News</i>, and trained local teams in PNG towards self-sufficiency
Fiji	<ul style="list-style-type: none"> General English news coverage (for example, here) SBS Hindi does a regular Fiji Report 	<ul style="list-style-type: none"> Covered by base funding 		

¹⁸ The SBS [Cultural Atlas](#) includes information on core concepts, greetings, religion, family, naming, dates of significance, etiquette, communication, business culture and population statistics. Work is underway on health profiles—covering physiological, social and psychological aspects of health. The Cultural Atlas is a collaborative project between SBS, International Education Services (IES), and Multicultural NSW. Created in 2016, it aims to inform and educate the public in cross-cultural attitudes, practices, norms, behaviours and communications. These cultural observations are contextualised with up-to-date statistics about Australia’s migrant populations and information on their trends of arrival and settlement. With additional funding SBS could develop Cultural Atlas entries for Pacific nations not already provided (subject to availability of relevant experts).

Nation	Current activities	Cost of current activities <i>(including amount of government funding, if applicable)</i>	Future planned activities	Other information/comments
	<ul style="list-style-type: none"> • Fiji One News is available as part of the SBS World Watch suite of international bulletins • SBS Cultural Atlas profile of Fiji 		s47C, s47E(d)	
Vanuatu	<ul style="list-style-type: none"> • General English news coverage (video example here) • SBS French relevant to French speakers in Vanuatu 	<ul style="list-style-type: none"> • Covered by base funding 		
Solomon Islands	<ul style="list-style-type: none"> • General English news coverage (for example, here; with video examples here and here) 	<ul style="list-style-type: none"> • Covered by base funding 		
Kiribati	<ul style="list-style-type: none"> • General English news coverage (for example, here) 	<ul style="list-style-type: none"> • Covered by base funding 		
Tuvalu	<ul style="list-style-type: none"> • General English news coverage (for example, here) 	<ul style="list-style-type: none"> • Covered by base funding 		

Nation	Current activities	Cost of current activities <i>(including amount of government funding, if applicable)</i>	Future planned activities	Other information/comments
Nauru	<ul style="list-style-type: none"> General English news coverage (for example, here) 	<ul style="list-style-type: none"> Covered by base funding 	s47C, s47E(d)	
Tonga	<ul style="list-style-type: none"> General English news coverage (for example, here) SBS Cultural Atlas profile on Tonga 	<ul style="list-style-type: none"> Covered by base funding 		
Samoa	<ul style="list-style-type: none"> SBS Samoan English news coverage (for example, here) SBS Cultural Atlas profile on Samoa 	<ul style="list-style-type: none"> Covered by base funding 		
Other (if applicable)	<ul style="list-style-type: none"> SBS French is relevant to French speakers in French Polynesia, New Caledonia and Vanuatu Segments of programs including <i>SBS World News</i> or 	<ul style="list-style-type: none"> Covered by base funding 		

Nation	Current activities	Cost of current activities <i>(including amount of government funding, if applicable)</i>	Future planned activities	Other information/comments
	<p>NITV's <i>The Point</i> are relevant to the Pacific</p> <ul style="list-style-type: none"> • SBS regularly hears that the stories NITV shares about Australia's First Nations peoples resonate deeply in Pacific nations, creating a foundation of cultural connection (see Attachment A) • SBS is a member of the Asia-Pacific Broadcasting Union • NITV is a member of World Indigenous Television Broadcasters (WITBN) Network—which includes Pacific Islanders in Communications—working with Indigenous broadcasters from 			

Nation	Current activities	Cost of current activities <i>(including amount of government funding, if applicable)</i>	Future planned activities	Other information/comments
	Hawaii, Norway, Taiwan, New Zealand and Canada among others. As a confederation of Indigenous broadcasters serving Indigenous and minority language populations, this network is highly relevant to Pacific counterparts			

NITV connection to the Pacific region

- NITV shares stories from the Pacific region, including sport and news, with Australian audiences, and delivers content to the Pacific region for which a dedicated audience has grown.
- A good recent example is [Yokavi Footy](#), NITV's Indigenous footy show made in partnership with the AFL. The program is supplied to Fiji via an AFL satellite distribution deal with a Fiji broadcaster. SBS understands the program has a good audience in Fiji.
- Over the last nine years, NITV has also acquired around 700 hours of content from the Pacific. As set out in the table below, this content has come from a range of Pacific nations, including New Zealand, Papua New Guinea, Samoa, Tahiti, Tonga and Vanuatu.
- Creating and exchanging content with smaller Pacific nation broadcasters is within the spirit of WITBN.
- There is a natural connection between NITV and filmmakers from the Pacific region where connection to community is prime and ensuring the voices from diverse communities are heard.

Examples of Pacific content acquired by NITV

Title	Reporting Country	Culture
Anger Within: Jonah Lomu – A Rugby Legend	New Zealand	Maori
Anote's Ark	Canada	Micronesian
Aroha Bridge Series 1	New Zealand	Maori
Aroha Bridge Series 2	New Zealand	Maori
Artefact Series 1	New Zealand	Maori
Behind The Brush Series 1	New Zealand	Maori
Behind The Brush Series 2	New Zealand	Maori

Bikpela Bagarap	Papua New Guinea	Papua New Guinean
Born To Dance	New Zealand	Maori, New Zealand
Boy	New Zealand	Maori, New Zealand
Cafe Niugini Series 1	Papua New Guinea	Papua New Guinean
Canning Paradise	Papua New Guinea	Papua New Guinean
Casketeers Series 3, The	New Zealand	Maori
Casketeers Series 4, The	New Zealand	Maori
City Slickers Rodeo Series 1	New Zealand	Maori
Colour Change	Papua New Guinea	Papua New Guinean
Cousins	New Zealand	Maori
Dead Lands, The	New Zealand	Maori
Death Threat Series 1	New Zealand	Maori, New Zealand
Ever The Land	New Zealand	Maori
Evergreen Island, An	Australia	Papua New Guinean
Fan Girl	New Zealand	Maori
Football 2016: Oceania Football Confederation	New Zealand	Maori, Polynesian
Forgotten Bird Of Paradise	Australia	Papua New Guinean
Fresh Meat	New Zealand	Maori, New Zealand

Game Of Bros Series 1	New Zealand	Tongan, Maori, Samoan
Game Of Bros Series 2	New Zealand	Maori, Samoan, Tongan
Get Your Fish On Series 1	New Zealand	Maori, New Zealand
Get Your Fish On Series 2	New Zealand	Maori, New Zealand
Green Chain, The	New Zealand	Maori
Henare O'Keefe	New Zealand	Maori
Herbs	New Zealand	Maori, New Zealand
High School Mums Series 1	New Zealand	Maori, New Zealand
Hunt For The Wilderpeople	New Zealand	Maori, New Zealand
Hunting Aotearoa Series 10	New Zealand	Maori
Hunting Aotearoa Series 11	New Zealand	Maori
Hunting Aotearoa Series 12	New Zealand	Maori
Hunting Aotearoa Series 3	New Zealand	Maori
Hunting Aotearoa Series 5	New Zealand	Maori
Hunting Aotearoa Series 8	New Zealand	Maori
Hunting Aotearoa Series 9	New Zealand	Maori
It Takes A Village	Australia, Papua New Guinea	Papua New Guinean
Kai Ora Series 2	New Zealand	Maori

Kai Ora Series 3	New Zealand	Maori, New Zealand
Kai Time On The Road Series 10	New Zealand	Maori
Kaitangata Twitch	Australia	Maori
Karena And Kasey's Foreign Flavours Series 1	New Zealand	Maori
Karena And Kasey's Foreign Flavours Series 2	New Zealand	Maori
Karla Grant Presents: Vanuatu Choir Special	Australia	Australian Indigenous, Melanesian, Ni- Vanuatu
Kura Series 1	New Zealand	Maori
Kura Series 2	New Zealand	Maori
Leitis In Waiting	Hawaii, Tonga	Tongan
Love Patrol Series 1	Vanuatu	Micronesian
Love Patrol Series 2	Vanuatu	Micronesian
Love Patrol Series 3	Vanuatu	Micronesian
Love Patrol Series 5	Vanuatu	Micronesian
Love Patrol Series 6	Vanuatu	Micronesian
Love Patrol Series 7	Vanuatu	Micronesian
Mana Mamau Series 1	New Zealand	Maori
Maori TV's Native Affairs 2015	New Zealand	Maori
Maori TV's Native Affairs 2016	New Zealand	Maori

Maori TV's Native Affairs 2017	New Zealand	Maori
Maori TV's Native Affairs 2018	New Zealand	Maori
Maori TV's Native Affairs Best Of 2016	New Zealand	Maori
Maori TV's Native Affairs Summer 2018	New Zealand	Maori
My Maori Midwife Series 1	New Zealand	Maori
Nations Without Borders 2016	Australia, Canada, New Zealand, Taiwan, USA	Maori
Next Goal Wins	American Samoa	American, Samoan
Ofc Champions League 2015	Papua New Guinea	Papua New Guinean
Once Were Warriors	New Zealand	Maori
One Thousand Ropes	Samoa	Samoan
Orator, The	New Zealand	Samoan
Pacific Lockdown: Sea Of Resilience	Australia	Fijian, Papua New Guinean, Samoan
Pacific Mini Games Daily Coverage 2017	Australia, Vanuatu	Ni- Vanuatu
Pacific Warriors	Canada	Tongan, Fijian, Samoan
Pete And Pio's Kai Safari Series 1	New Zealand	Maori
Pete And Pio's Kai Safari Series 2	New Zealand	Maori
Power Meri	Australia	Papua New Guinean
Price Of Peace, The	New Zealand	Maori

Princess Kaiulani	USA	English, Polynesian
Project Matauranga Series 1	New Zealand	Maori
Project Matauranga Series 2	New Zealand	Maori
Prophets Series 1, The	New Zealand	Maori
Real Pasifik Series 1	New Zealand	English, Maori
Real Pasifik Series 2	New Zealand	English, Maori
Road To The Globe: Troilus And Cressida	New Zealand	Maori
Saving Tuna	New Zealand	Maori
Shopping	New Zealand	Maori
Sisters Series 1	New Zealand	Maori
Songs From The Inside Series 1	New Zealand	Maori, New Zealand
Songs From The Inside Series 2	New Zealand	Maori, New Zealand
Songs From The Inside Series 3	New Zealand	Maori, New Zealand
Standing On Sacred Ground Series 1	USA	American Indian, Papua New Guinean
Stars Will Do, The	Tahiti	Tahitian
Strength Of Water, The	New Zealand	Maori
Take Our Voices	New Zealand	Maori
Tales Of The Moana Series 1	Samoa, Tonga	Samoaan, Tongan

Tangaroa With Pio Series 7	New Zealand	Maori
Te Ao With Moana Series 1	New Zealand	Maori
Te Araroa: Tales From The Trails Series 1	New Zealand	Maori
Te Kaea 2015	New Zealand	Maori
Te Kaea 2016	New Zealand	Maori
Te Kaea 2018	New Zealand	Maori
Te Kaea 2019	New Zealand	Maori
Toa Hunter Gatherer Series 1	New Zealand	Maori
Tracker	New Zealand	Maori
Tupaia's Endeavour	New Zealand	New Zealand, Maori, Tahitian
Untold History Of The Pacific Series 1	Samoa	Fijian, New Zealand, Samoan, Tongan
Untold Tales Of Tuteremoana Series 1, The	New Zealand	Maori
Walk Like A Man	Australia	American, Australian, Australian Indigenous, Fijian
Waru	New Zealand	Maori
Wellington Paranormal Series 1	New Zealand	Maori
Wellington Paranormal Series 2	New Zealand	Maori
Wellington Paranormal Series 3	New Zealand	Maori
Wellington Paranormal Series 4	New Zealand	Maori

What Becomes Of The Broken Hearted?	New Zealand	Maori
When The Man Went South	Tonga	Tongan
White Noise	Australia	Australian Indigenous, Maori
Wild Kai Legends Series 1	New Zealand	Maori, New Zealand
Woman's Calling, A	Australia	Australian Indigenous, Papua New Guinean