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## **PART A: ISSUES OF THE DAY**

### **1. Bondi terror attack – SBS implications, SBS Examines**

#### **Key points**

- SBS acknowledges the response to the antisemitic terror attack at Bondi Beach on 14 December 2025.
- SBS delivered extensive balanced, impartial and accurate coverage of the Bondi terror attack. The World News team captured the breaking news during the 1830 program, followed by extended national updates between 1930 and 2130, and an unscheduled World News bulletin between 2130-2230 AEDT, keeping audiences informed as the situation unfolded, and capturing local, national and international reaction.
- SBS will engage with the Royal Commission on Antisemitism and Social Cohesion as may be appropriate.
- SBS welcomes the additional funding from Government to continue *SBS Examines* to June 2028.
- Through multilingual podcasts and social videos, *SBS Examines* counters mis- and disinformation issues affecting social cohesion.
- The initiative explores a wide range of topics, including antisemitism and Islamophobia, and provides audiences with balanced, in-depth coverage across multiple perspectives.
- In FY24/25, SBS published more than 2,600 *SBS Examines* stories in more than 54 languages that received more than 23.5 million social impressions and 9.3 million video views. The additional funding will enable SBS to continue this initiative, and further strengthen the vital role we play in fostering social cohesion as Australia's multicultural and multilingual broadcaster.

#### **Government response – Special Envoy's Plans Antisemitism**

- The Government announced additional funding for SBS Examines as part of its response to the Special Envoy's Plans to Combat Antisemitism.
- SBS welcomes the additional funding from Government for SBS to continue *SBS Examines* to June 2028.

- This commitment from the federal government builds on a range of work SBS undertakes to support communities. As Australia's multicultural and multilingual broadcaster, SBS plays a vital role in fostering social cohesion.
- [See also Topic 2 – Special Envoy's Plans to Combat Antisemitism]
- [See also Topic 40 – Special Envoy's Plans to Combat Islamophobia]

### **Additional funds for SBS Examines – Antisemitism response**

- *SBS Examines* delivers fact-based and culturally appropriate weekly podcasts and videos, dispelling mis- and disinformation that negatively impact Australia's social cohesion.
- Initially, *SBS Examines* was funded (from April 2024 to June 2025) through Social Cohesion Measures Grant Large Projects and National Supports, by the Department of Home Affairs. Last year, this initial grant was subsequently enhanced to December 2025.
- In FY24/25 *SBS Examines* published more than 2,600 stories in more than 54 languages that received more than 23.5 million social impressions, and 9.3 million video views.
- The additional funding will support the continued production of *SBS Examines*, and will support an SBS Audio outside broadcast at Bondi beach, planned for Harmony Week in March this year.
- Examples of SBS Examines content include:
  - [Fear, vigilance and polarisation: How antisemitism is impacting Jewish Australians](#), 21 July 2025.
  - [For many Muslim women in Australia, Islamophobia feels inevitable](#), 28 July 2025.

### **Additional funds for SBS Examines – Our Pacific series\***

- [\*Not related to Bondi / Antisemitism]
- In January 2026, SBS also received a new additional \$650,000 grant over 18 months, as part of DFAT's Indo-Pacific Broadcasting Strategy, for an *SBS Examines* series – *Our Pacific* – produced in collaboration media organisations in Fiji and Vanuatu.
- *Our Pacific* series places a strong emphasis on building social cohesion and community engagement. It provides storytelling

for diaspora communities and amplifies Pacific voices, cultures and perspectives, including shared experiences with Australia's First Nations communities.

- *Our Pacific* series also focuses on building partnerships with media organisations in Fiji and Vanuatu to strengthen journalism best practice across the region.

### **National Day of Mourning (22 January)**

- 22 January 2026, SBS and NITV observed the minute's silence at 7:01pm AEDT as part of the National Day of Mourning on national broadcasts, livestreamed on SBS On Demand, and on SBS Radio 1, SBS Radio 2, SBS Radio 3, SBS South Asian and SBS Arabic.
- Other television channels (SBS Food, SBS World Movies, SBS WorldWatch, SBS Viceland) showed an on-screen notification directing audiences to the main channel prior to this commemoration.
- SBS notes that, on 17 January 2026 by press conference, the Prime Minister explicitly requested broadcasters, including TV channels, participate in the minute of silence.

### **SBS's coverage of the Bondi terror attack**

- SBS delivered extensive coverage of the Bondi terror attack. The World News team captured the breaking news during the 1830 program, followed by extended national updates between 1930 and 2130, and an unscheduled World News bulletin between 2130-2230 AEDT, keeping audiences informed as the situation unfolded, and capturing local, national and international reaction.
- The NACA Digital team delivered a live blog across the evening, along with audio, video and social posts.
- The following day, SBS World News was broadcast from Bondi, the live blog continued along with extensive output across all digital platforms.
- SBS and NITV observed the national minute of silence to remember the victims on the National Day of Reflection (6.47pm AEDT) and on the National Day of Mourning (7.01pm AEDT).
- SBS news services provided comprehensive information throughout, with balanced, impartial and accurate coverage which focused on the human elements including talking to

those who lost loved ones, and those who helped at a time of need.

- Understanding SBS's role in fostering social cohesion, SBS [produced a distinctive story about a local man who helped police detain one of the shooters](#), who spoke of the cultural diversity of those who helped at the scene. This had over 1.9m views on TikTok, drawing an outpouring of positive comments praising the man and Australia's multicultural society.
- SBS featured [personal accounts of the Jewish community](#) heavily in the weeks following the attack, placing personal experience at the centre of stories to deepen understanding
- [SBS provided constructive content to people who wanted to help after the attack, for example, information on blood donation.](#)

### **Holocaust Remembrance Day (27 January)**

- SBS's coverage of International Holocaust Memorial Day certainly did reference Jewish communities, Holocaust survivors and their descendants. (coverage across TV, audio and online), e.g.:
  - *SBS World News*' bulletin, and online coverage (27 January 2026) – [Australia's Jewish communities commemorate International Holocaust Remembrance Day](#)
  - SBS Audio's podcast e.g. SBS Hmong's [weekly news wrap 31 January 2026](#).

### **Combatting Antisemitism, Hate and Extremism Bill 2026**

- SBS considered the Bill but did not make a submission to the Inquiry into the Bill.
- SBS considers any issues raised by the new laws to be manageable within our editorial processes.

### **Board members and lobbying**

- Board appointments are a matter for the Government. Questions on the appointment of the board members are best directed to the Minister for Communications.
- SBS Board members do not have a role in editorial decisions.

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Potential questions

s47E(d), s47C

## 2. Special Envoy's Plans to Combat Antisemitism

### Key points

- SBS acknowledges the report prepared by Special Envoy and its recommendations. We recognise that the report's finding that antisemitism is real and pervasive and has devastating consequences for its victims, eroding social cohesion.
- We agree that all media organisations should engage in accurate, fair and responsible reporting. We are monitored by our audiences every day and are accountable in a range of ways, including this forum.
- Our Code of Practice, supported by the independent SBS Ombudsman established in FY2007/2008, ensures accountability for meeting robust editorial standards for impartiality, balance and accuracy in our news and current affairs programming. This framework is working effectively and there is no demonstrated need for any change.
- SBS also acknowledges the Government's response and welcomes additional funding to SBS to extend production of SBS Examines – a podcast that addresses harmful misinformation and disinformation impacting Australia's social cohesion. This is a reflection of the important role of SBS in building community cohesion.
- SBS uses the term "antisemitism" to refer to prejudice or discrimination against Jewish people.
- SBS is editorially independent from the Government and forms its own views on this matter. We will not be adopting the IHRA definition.
- As Australia's multicultural and multilingual broadcaster, SBS plays a vital role in fostering social cohesion and giving a voice to under-represented groups.
- We report of racism in all its forms, including antisemitism and Islamophobia. We have undertaken extensive reporting on the impacts of antisemitism on the Jewish community and we will continue to do so.

### SBS's definition of antisemitism

- SBS uses the term "antisemitism" to refer to prejudice or discrimination against Jewish people.

- As outlined in SBS's Code of Practice, SBS seeks to counter attitudes of prejudice against any person or group on the basis of religion, race, colour, ethnicity, nationality, sex, sexual orientation, disability, mental or physical illness, marital, parental or occupational status.
- We avoid content which clearly condones, tolerates, or encourages prejudice or discrimination. This includes avoiding gratuitous emphasis on particular attributes, or the unjustified use of stereotypes – noting that this does not prevent SBS from presenting discussion of issues relating to these matters.
- SBS acknowledges the report prepared by Special Envoy and its recommendations. We recognise that the report's finding that antisemitism is real and pervasive and has devastating consequences for its victims, eroding social cohesion.
- If anyone has concerns that SBS has breached a provision in the SBS Code of Practice, they are able to make a Code complaint. Code complaints are managed by the SBS Ombudsman and investigated independently.

### **SBS's response to the Special Envoy's recommendations that**

- a. The Envoy should “monitor media organisations to encourage accurate, fair and responsible reporting and assist them to meet their editorial standards and commitment to impartiality and balance to avoid accepting false or distorted narratives”?**
  - b. The Envoy should “work with the publicly funded broadcasters to encourage them to develop programs that add to social cohesion”?**
- All of SBS services and content is driven by our purpose to inspire all Australians to explore, respect and celebrate our diverse world and in doing so, to contribute to an inclusive and cohesive society. We're monitored by our audiences every day and of course we are accountable in a range of other ways, including this forum.
  - The existing framework provided by the SBS Act and SBS Code of Practice supports SBS's independence while maintaining robust editorial standards for impartiality, balance and accuracy in our news and current affairs programming. We are proud to be one of Australia's most trusted news providers, reflective of our commitment to our editorial standards.

- Our framework ensures accountability for meeting those standards through the role of the independent SBS Ombudsman, who investigates complaints. This framework is working effectively and there is no demonstrated need for any change.
- We are also accountable to this forum

### **Engagement with the Special Envoy**

- SBS met with Jillian Segal AO on 9 April 2025 in a discussion that focused on how SBS can contribute to social cohesion and the Envoy's work. We did not discuss the recommendations that were made in the final report delivered.

### **Additional funding for SBS Examines**

- [See also Topic 1 – Bondi terror attack – SBS implications, SBS Examines]

### **Potential questions**

s47E(d), s47C

### 3. Recognition of the State of Palestine

#### Key points

- SBS's editorial guidance reflects Australia's recent recognition of the State of Palestine.
- SBS's guidance is now to refer to the "Occupied Palestinian Territories, which Australia recognises as the State of Palestine". This guidance is not inaccurate, provides context for our audiences and accurately reflects the recent developments.
- We have spoken and consulted with our editorial staff about our guidance on 'Palestine'. It was a constructive process, and we are currently considering their feedback.

#### Editorial guidance on Palestine

- SBS now states, where editorially relevant, that Australia and the majority of the UN members now recognise the State of Palestine (e.g. *Occupied Palestinian Territories which Australia now recognises as the State of Palestine*).
- The language SBS uses to describe international conflicts depends on the circumstances of each conflict and developments over time.
- SBS is committed to accuracy and our approach is to use balanced and impartial language, in line with our Code of Practice.
- SBS is editorially independent from Government and the ABC, and our editorial guidance is continually evolving.
- Editorial guidance is developed by editorial leaders across News and Current Affairs, Audio and Language Content, and NITV, in consultation with the Head of Codes and Guidelines.

#### Actions following the SMH article

- Following some inaccurate commentary, on 9 October SBS issued a clarification.
- We have spoken and consulted with our editorial staff about our editorial guidance on 'Palestine', encouraged questions and open dialogue and reiterated that we are open to feedback, through anonymous and non-anonymous channels.

- During the last few months of 2025, all news and current affairs staff were given the opportunity to provide feedback about the editorial guidelines in relation to the Middle East. This was a very constructive process.
- This feedback is currently being considered and we expect the guidance will continue to evolve.

s47E(d); s47C

### **Employee culture at SBS**

- The diversity of people and perspectives across SBS is one of our greatest strengths, and we are committed to fostering positive employee experiences, progressive policy initiatives and nurturing an inclusive and empowering workplace culture.
- In FY24/25, employee engagement was maintained at an average of 83%, placing SBS in the top 25% of Australian employers.
- Our latest survey showed that 93% of staff are proud to work for SBS.

s47E(d); s47C

### **Consistency with Australian foreign policy**

- Our editorial guidance on 'Palestine' is accurate, by informing our audiences that Australia and the majority of the UN members now recognise the State of Palestine.

### **Threshold for updating SBS's editorial guidance**

- Following our consultation with editorial staff, we will be reconvening editorial leaders across all Content Divisions at SBS including News and Current Affairs, Audio and Language Content, and NITV, in consultation with the Head of SBS Codes

and Guidelines to consider the feedback and suggestions from the team and all the elements.

- The current guidance was issued in response to the Government's decision to recognise Palestine at the UNGA. The advice was to recognise the Government's position.
- We expect our language will continue to evolve.

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**Potential Questions**

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## 5. Victorian bushfires disrupt SBS broadcast services

### Key points

- A significant bushfire event in regional Victoria impacted the provision of all TV and radio broadcast services, including SBS services, provided from the Mt Alexander broadcast transmission site.
- Work was undertaken to restore services, including SBS services, as quickly as possible.
- SBS services remained accessible to audiences via the SBS website, SBS On Demand and the SBS News and SBS Audio apps at all times.

### Timeline

- The damage to the transmission facilities occurred around Friday 9 January to Saturday 10 January 2026.
- Over that weekend, BAI Communications provided information about the event, damage assessment and early response.
- On Monday 12 January, SBS provided information to the general public and the Department about the impact to SBS services.
- SBS broadcast services were impacted for two weeks.
- SBS worked closely with BAI Communications and other broadcasters to restore services at reduced signal strength using temporary facilities.
- Work is ongoing to restore services at full signal strength in due course.

### Impact

- Initially 5 sites providing SBS TV and radio services (via digital television transmission) were impacted.
- Four (4) small sites servicing a population of less than 5,000 per site suffered mains power issues that were restored within 3 days.
- One (1) large site (Mt Alexander) servicing a population of approximately 277,045 people around Bendigo suffered serious structural damage that will take some time to restore at full power.

- All SBS/NITV television and radio services were disrupted by the outage in the area.
- All SBS/NITV services were restored within two weeks at reduced signal strength via the use of temporary transmitters and portable generators.

### **SBS Response**

- SBS worked closely with BAI Communications and other broadcasters to restore services.
- On 12 January, SBS advised the Minister, via her Department, of the disruption to SBS services.
- On 12 January, the SBS website was updated with public advice:

Fires have damaged the Mt Alexander transmission site which broadcasts TV and radio services to the region, including SBS services. It may take some time for broadcast services to be restored.

SBS services remain accessible through the [SBS website](#), as well as the [SBS News](#), [SBS On Demand](#) and the [SBS Audio app](#).

- On 22 January, the SBS website was updated with public advice:

SBS TV and radio services to the Bendigo region have resumed using temporary facilities following fires which damaged the Mt Alexander transmission site. Some customers may experience reduced signal strength until a full repair is completed in the coming months. If customers have difficulty accessing their TV channels, they are advised to rescan their television sets. SBS services also remain accessible through streaming via the SBS website, as well as the SBS News, SBS On Demand and SBS Audio apps.
- SBS continues to work with BAI Communications and clients to resolve the impact of this significant bushfire event.

**s47E(d), s47C**

### **Potential questions**

**s47E(d), s47C**

## 6. SBS social media security – ABC Bonnie Blue hack

### Key points

- SBS takes cybersecurity very seriously.
- SBS has internal robust systems, policies and processes in place, such as best practice guidelines for creating and managing passwords, multi-factor authentication where possible, and guides for the creation and management of shared accounts within SBS.
- The recent ABC incident is a timely reminder to adhere to these frameworks.

### SBS Cybersecurity

- SBS's approach to securing its SBS's social media accounts includes clear end-to-end processes for the creation and management of shared accounts.
- This approach includes approval and clearance from SBS's Cybersecurity and Social & Marketing Teams, defined account setup processes, guidelines for secure practices, and ongoing management requirements.
- In response to the recent [ABC] event, an all-staff email was issued reinforcing the importance of cybersecurity and outlining practical steps staff should take to help keep SBS safe online.

### Background

- On Tuesday 27 January 2026, the official ABC News Facebook account which has 4.9 million followers, was compromised, distributing an image of pornographic actress Bonnie Blue among other unauthorised materials, before the posts were removed.
- According to reports, an ABC spokesperson stated that "a compromised staff account resulted in unauthorised access to the ABC News Facebook page, where several images were briefly posted. Access was quickly secured, the content removed, and an investigation is underway to review and strengthen our security controls."
- In 2021 the SBS News Instagram account was briefly compromised. The user posted images from the SBS program Vikings. This was quickly rectified.

**Potential questions**

**s47E(d), s47C**

## 7. Cost of Mr Taylor's farewell event

### Key points

- This was a one-hour internal staff event held on site during normal working hours.
- It provided an opportunity to acknowledge Mr Taylor's long-term service and contribution to the organisation, while also communicating interim arrangements to staff.
- The event was modest in scale and cost. External expenditure for the event included light catering for morning tea, photography, live captioning of the livestream, and travel costs for the SBS Acting Chair. The total costs of this were \$6,384.
- All other arrangements were managed in-house.

### Event overview

- The farewell to SBS's outgoing Managing Director was one-hour internal staff event held on site in Artarmon and livestreamed to other offices during normal working hours.
- The event was important to acknowledge Mr Taylor's long-term service and contribution to the organisation, while also communicating the process moving forward to staff.
- The event included brief formalities, followed by a modest morning tea snacks in the Artarmon and Melbourne offices.
- There were no external guests.

### Costs

- The event was modest in scale and cost.
- External expenditure for the event included light catering for morning tea, photography, live captioning, and flight costs for the SBS Acting Chair. The costs of this were \$6,284.
- There were no costs associated with venue hire, accommodation or entertainment.
- Event coordination and production were managed using existing in-house resources.

- **s47E(d); s47C**

• s47E(d); s47C

Potential questions

s47E(d), s47C

## 8. Screen Producers Australia (SPA) ACCC Authorisation

### Key points

- SBS supports Australia's independent screen production sector and there is no evidence that SBS's dealings with independent producers are causing widespread harm.
- SBS does not consider collective bargaining or negotiation of model terms for new contracts to be warranted in the Australian context, or to be the best way forward for SBS and its audiences.
- In a challenging market, flexibility matters. SBS makes fair deals, has a statutory Charter to fulfil for Australian audiences and a responsibility to operate efficiently.
- Collective bargaining has the potential to impact SBS's operating environment and constrain SBS's flexibility in commissioning and our outputs for audiences.
- Flexibility in deal-making is particularly important for SBS which must, under its Charter, commission deeply distinctive and unique storytelling.

### SBS support for production sector

- SBS supports the independent production sector in Australia.
- SBS is proud to be part of the Australian screen sector and we understand the importance of our role in the screen ecosystem, as the national multicultural multilingual broadcaster.
- SBS is a key commissioner of Australian content and undertakes a range of activities to engage with and nurture independent producers:
  - The SBS and NITV Digital Originals partnership with Screen Australia champions diverse storytellers and provides a skills pathway
  - Our "Meet the Broadcaster" Town Halls and roundtables in partnership with State-based screen agencies provide an opportunity for screen practitioners to connect directly with the SBS and NITV commissioning teams and gain valuable perspectives
  - The SBS Producers' document hub is available on the SBS website and contains information about the

commissioning and production process, and how we work with independent production companies.

### **Collective bargaining**

- SBS queries the basis upon which SPA and its members seek to justify the application for authorisation, when the current operating environment is taken into account.
- SBS has a statutory Charter to fulfil for Australian audiences and a responsibility to operate efficiently.
- Collective bargaining has the potential to impact SBS's operating environment and constrain SBS's flexibility in commissioning and our outputs for audiences.

### **Operating environment**

- The screen production market in Australia will be impacted by the recent passage of the new laws for Australian Content Requirements for Streaming Services which passed the Parliament as recently as 27 November 2025.
- The passage of the new screen laws may further increase inflationary pressures in the market.
- According to the Department of the Arts, SPA has raised concerns about the commissioning practices of online streaming services, and put forward terms of trade proposals in the past and we understand that the Department is monitoring these issues.

### **Background**

- On 19 December 2025, SPA lodged an application with the ACCC, on behalf of itself and its current and future members, seeking authorisation for 7 years to collectively bargain with free-to-air and subscription television broadcasters, as well as regulated streamers, to collectively negotiate model terms of engagement for new contracts or arrangements.
- SBS made a submission to the ACCC as part of the public consultation process.
- The ACCC will release its Draft determination in March 2026 (including a decision on interim authorisation), and its Final determination in April/May 2026.

### **Potential questions**

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Potential Questions:

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## 10. Enterprise Agreement bargaining process

### Key points

- The proposed SBS Enterprise Agreement 2026 was not approved by staff in December last year. Negotiations have recommenced, with the current EA continuing to operate during bargaining.
- The previous pay offer was the best wage position SBS can sustain and reflects SBS's reliance on commercial advertising revenue and current market conditions.
- We have recently offered a one-off cost-of-living payment of \$1,500 in recognition of the immediate financial pressure experienced by many, and we will work to identify savings to support this.
- SBS is committed to bargaining in good faith and has kept staff informed through regular updates, with a commitment to exploring all options to achieve the best possible outcome.
- The email referenced in the Crikey article was an internal communication. Of course, we are actively exploring savings and trade-offs to improve pay outcomes. But staff input is important, and we welcome any ideas or suggestions as part of that process.
- Our leadership is focused on navigating a difficult economic climate and has maintained staff engagement and kept channels open for feedback throughout the process.
- We are aware of reporting on SBS's use of contractors. In recent weeks, we have gone through a detailed financial analysis with the bargaining representatives, which shows the Contractor spend was in fact for essential and critical contracted broadcasting and infrastructure services. This was not unnecessary spending on contractor or management consultants as has been suggested.
- Claims that executive pay rises have exceeded inflation are false. In the past financial year (FY24/25) executives received a pay rise of 2.9%. This was below the rate of the EA, which was a 3% increase plus performance pay.

### Status of Enterprise Agreement bargaining negotiations

- The proposed SBS Enterprise Agreement 2026 was not approved at the staff vote in December last year.
- SBS has recommenced negotiations for a new Enterprise Agreement, and all staff have been provided about the process through regular internal updates.
- The current SBS Enterprise Agreement 2022/23 expired on 6 February 2026. The terms of the current Enterprise Agreement will continue to operate as the negotiations progress.

### **Pay rises**

- The pay offer proposed in the SBS Enterprise Agreement 2026 was the best wage position SBS could sustain without risking future job losses or having to cut back on the programs and services we all care about.
- We have recently offered a one-off cost-of-living payment of \$1,500 in recognition of the immediate financial pressure experienced by many, and we will work to identify savings to support this.
- One-third of SBS's revenue comes from commercial advertising which has been affected by a market wide broadcast ad decline, and this pay offer reflects this funding base as well as broader inflationary pressure.
- We will continue bargaining to make sure we have genuinely explored every opportunity to ensure the best possible outcome for staff.

### **Crikey article**

- The email was an internal communication sent to ensure that, as an organisation, we have genuinely explored all opportunities, with the explicit goal of support better outcomes in enterprise bargaining, including pay rises.
- Staff input is important, and we welcome any ideas or suggestions as part of that process.
- In recent weeks, we have gone through a detailed financial analysis with the bargaining representatives, which shows the Contractor spend was in fact for essential and critical contracted broadcasting and infrastructure services. This was not unnecessary spending on contractor or management consultants as has been suggested.

- We remain committed to bargaining in good faith, being upfront about any constraints and working towards an agreement that achieves the best possible outcome for our people.

### **Executive pay increases exceeding inflation**

- Claims that executive pay increases exceeded inflation are incorrect. In the past financial year (FY24/25) executive pay increases were on average below the rate in the EA, which is a 3% increase plus performance pay.
- The figures being cited are drawn from the Key Management Personnel remuneration table in the annual report, which does not reflect salary increases alone. It includes salary plus leave taken or accrued (such as annual and long service leave), and therefore should not be interpreted as a pay rise.
- Executive remuneration is set and approved by the Board and cannot exceed the maximum amounts permitted under the EA guidelines, providing robust safeguards to ensure equity.

### **Potential questions**

s47E(d), s47C

## 11. SBS – Portfolio Additional Estimates Statements

### Key points

- SBS's operating loss in FY25/26 and FY26/27 has been reported in the Portfolio Additional Estimates Statements.
- The losses were primarily driven by reduced investment in the advertising market and broader inflationary pressures. These market conditions have affected revenue across the industry and are not unique to SBS.
- SBS has proactively managed its finances to lessen the impact of the 2026 event, delivering a \$7.5m operating surplus in FY24/25.
- The operating loss of \$15.9m in FY25/26 and \$8.9m in FY26/27 is in line with previous World Cup years and we have given similar advice to the committee in the past.

### Quantum of loss

- \$15.9m in FY25/26 and \$8.9m in FY26/27.

### Justification for operating loss given rejection of EA offer

- The EA pay offer was developed with regard to SBS's long term financial position year-on-year, and not in reaction to any discrete program offering.
- We operate in a challenging financial environment, making the prioritisation of strategic content like the World Cup essential. Our financial health remains strong, with growing revenue and increasing SBS On Demand consumption.

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Potential Questions:

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## 12. Gambling advertising

### Key points

- SBS is a hybrid funded broadcaster and commercial revenue is used to create content for the Australian community.
- Gambling advertising represents a small proportion of SBS's commercial revenues.
- It is not appropriate for SBS to unilaterally determine that a legal product should not be advertised.
- We respect Parliament's role in setting advertising rules and will comply fully with any new regulations.
- SBS is the only broadcaster in Australia offering audiences an opt-out functionality for gambling advertising.

### Revenue from gambling advertising

- SBS is a hybrid-funded broadcaster and commercial revenue – predominantly advertising revenue - makes up approximately one-third of our operating budget, which is used to provide content and services to Australians.
- SBS generated \$126.7 million through advertising and sponsorship activities in 2024–25, supporting investment in distinctive content and services for audiences.

## s47E(d), s47D

### Ban on gambling advertising during live sport

- SBS acknowledges concern in the community about gambling advertising during live sport and understands this issue is currently under consideration by the Government.
- As an impartial public broadcaster, SBS is committed to adhering to any regulations set by Parliament and regulators in relation to gambling advertising.
- It is not appropriate for SBS to unilaterally determine that a legal product should not be advertised. SBS respects the role of the Parliament and regulators in determining and setting limits on advertising.
- There would, of course, be an operational impact resulting from potential changes to gambling advertising regulation. Our focus

will be on effectively managing these impacts while ensuring full compliance with any new regulatory requirements.

**Audience feedback**

# s47E(d), s47D

- In the case of wagering (gambling) advertising, giving consumers an opt-out has led to a 45% decrease in negative audience feedback related to gambling advertising.

**Meeting with Minister Wells**

- SBS has met with Minister Wells and her office to discuss relevant priorities, including reform issues.

**Potential questions**

# s47E(d), s47C

### 13. Advertising Opt-out feature

#### Key points

- We are proud to lead the industry with our opt-out feature which gives viewers control to exclude wagering, alcoholic beverages or quick service restaurants.
- Ongoing monitoring of audience feedback showed that typically our audiences were concerned about one of the advertising categories. The opt-out feature, including the three opt-out categories and its functionalities, was developed in response to that feedback
- We are operating in a commercial advertising market and need to balance listening to our audiences and giving audiences control with the need to generate revenue that supports the delivery of Charter-driven services for Australians.
- We believe we have struck a good balance through the current approach, and since the introduction of the opt-out, we have seen a 45% reduction in complaints.
- We want our audiences to be aware of the feature and have promoted it through our newsletters and through press releases. We have found email correspondence to be very effective, with 5,444 people using the feature as of 31 January 2026.
- I am pleased to share that we have moved out of the beta stage and have recently launched a fully-fledged self-service opt-out feature on SBS on Demand which allows audiences to manage their ad preferences via the My Account page. This makes it easier and for audiences to opt-out.

#### Why only one category

- Yes, users can currently opt-out of one category.
- Ongoing monitoring of audience feedback showed that typically our audiences were concerned about one of the advertising categories. The opt-out feature, including the three opt-out categories and its functionalities, was developed in response to that feedback
- We are operating in a commercial advertising market and need to balance listening to our audiences and giving audiences

control with the need to generate revenue that supports the delivery of Charter-driven services for Australians.

- We believe our approach strikes a good balance between our commercial imperatives and community feedback, and since the introduction of the opt-out, we have seen a 45% reduction in complaints.

# s47D, s47E(d)

## **Promoting the opt-out feature**

- During our recent Upfronts, we announced that the opt-out feature will be moving out of beta to become a fully-fledged feature in 2026.
- In the first few months of this year, we promoted the opt-out feature to our 4.5 million newsletter subscribers.
- We continue to include information about the opt-out in all correspondence to email subscribers. We have found email correspondence to be very effective, with 5,444 people using the feature as of 31 January 2026.
- Additionally, media coverage ensures our viewers are aware of their option to easily manage their ad preferences.
- When someone contacts us to express a concern about advertising, we refer them to the opt out feature, and we have also passed the details onto the ACMA so they can refer people to the opt-out feature as well.

## **Process of opting out**

- A self service opt-out feature has recently been rolled on SBS On Demand.
- Our audiences can now go to the SBS My Account Page ([myaccount.sbs.com.au](http://myaccount.sbs.com.au)) and update which category of advertising they would like to opt out of themselves.
- This is a fantastic new feature that we are sure our audiences will appreciate.

## **Opt-out categories**

- SBS offers the opt-out in relation to 3 categories of advertising: wagering, alcoholic beverages and quick service restaurants.
- s47E(d); s47C

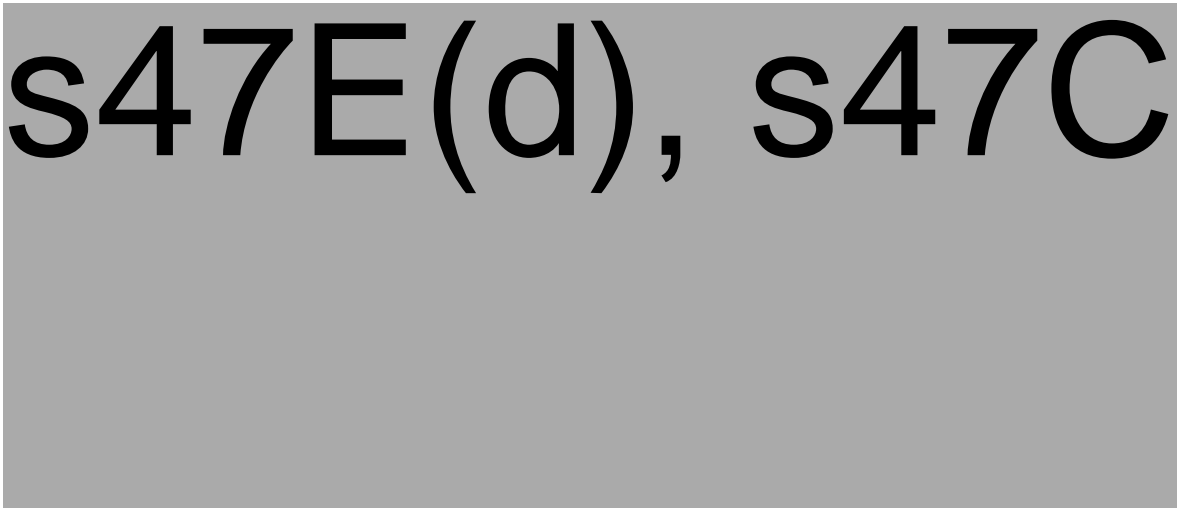


**Should other commercial broadcasters offer opt-out features**

- We are very proud to be industry-leading, on this issue, delivering benefits to both audiences and advertisers.
- Whether other broadcasters follow our approach is a matter for them.

**Potential Questions:**

s47E(d), s47C



s47E(d), s47D, s47G

# s47E(d), s47G, s47D

## Spend on FIFA WC26

- We cannot share that information because it is commercial-in-confidence.
- Disclosure would substantially disadvantage SBS's position in the market by revealing commercially sensitive pricing information to competitors.
- s47E(d); s47C

## FIFA WC22 gambling advertising broadcast contraventions

- We are extremely disappointed that these contraventions occurred and took these contraventions very seriously.
- The issue arose due to human error, with staff members responsible for scheduling and review incorrectly applying advertising rules.
- SBS conducted its own review, proactively reported all errors to the regulator, and publicly apologised.
- We put in place additional measures to ensure the error was not repeated. This includes a formal peer review process for ad slot placements, as well as additional staff training on regulatory requirements.
- Ahead of FIFA WC 2026 we will ensure all SBS staff members are equipped with the necessary knowledge to prevent contraventions of advertising rules, by:
  - Conducting comprehensive additional training with relevant staff regarding the specific rules associated with the scheduling of commercials of this kind.
  - Rigorous oversight and review processes to mitigate the risk of human error.

## Potential Questions

# s47E(d), s47C

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**s47E(d), s47C**

## 15.SBS Western Sydney expansion

### Key points

- The Western Sydney production and talent incubator hub aims to improve geographic access to trusted public media, support greater participation in Australia's screen and media industries, and help grow sustainable career pathways and employment across the region.
- Western Sydney is one of the nation's fastest-growing and most culturally diverse regions, and its diversity - together with the importance of equitable media access and opportunity - sits squarely at the heart of SBS's charter and public purpose.
- Most recently, SBS has completed a comprehensive business case development and assessment process to inform Government consideration of the project, consistent with the funding timeline provided for the development work.
- SBS has undertaken an open and competitive process to identify potential sites/locations in Western Sydney and, for probity and commercial-in-confidence reasons, is not able to comment on specific sites or suburbs at this stage given the project's status of consideration.

### Background

- In December 2024, the Government announced the expansion of SBS's capacity and reach to Western Sydney and provided \$5.9 million for SBS to undertake a detailed business case to establish a standalone Western Sydney production hub and talent incubator.
- The Minister that the Government would not continue to pursue relocation of SBS from Artarmon, instead directing Government funding to a new production hub due to the significant costs identified in the Government's initial feasibility study,

### Business Case development and approach

- SBS has undertaken a rigorous, structured and evidence-based process to deliver a high-quality, fully costed and detailed business case to support Government funding decision-making.

- External specialist service providers were engaged to support delivery, including commercial, technical, property and probity expertise.
- An open and competitive approach process was undertaken to identify potential sites in Western Sydney suitable for an SBS media facility, including alignment to project objectives, boosting the region's arts and cultural infrastructure and improving equity of access to and participation in the arts.

### **Project phases and current status**

- Funding for the development work is profiled across two financial years: 2024–25 and 2025–26.
- Early phases included project scoping and market testing, with a project briefing conducted in April 2025 and an open and geographically broad Expressions of Interest (EOI) process for potential locations across Western Sydney undertaken in May 2025.
- Subsequent site identification phases have involved more detailed assessment of shortlisted options, including a Request for Proposal (RFP) process.
- Targeted stakeholder engagement was undertaken to help inform a robust content and operating proposal that aligns with objectives around social cohesion, sharing new diverse stories, talent incubation, employment outcomes, improved community access, and growth of the creative sector in Western Sydney.
- This work ensures that SBS's proposal is robust, deliverable and aligned with Government expectations in a budget and public value context.

### **Details and Sensitivities (i.e. cost, location, staffing, content output)**

- Matters such as final costs, where the hub may be located, new job opportunities and content outputs are subject to Government consideration of the project and remain commercially sensitive. SBS is not able to provide further detail on these matters at this stage.
- Location
  - SBS has undertaken an open and competitive process to identify potential sites/locations in Western Sydney.

- For both probity and commercial-in-confidence reasons, SBS cannot comment on the number, location or other aspects of site proposals received, on shortlisted proponents or on the status of outcomes of this process.
- What I can say is the process to identify a preferred site has been conducted independently by SBS, with probity advice provided by the Australian Government Solicitor.
- Relocation of staff
  - Staffing arrangements and any anticipated new roles form part of the broader consideration of the project and remain subject to Government decisions.
  - The project has not been conceived as a relocation of existing SBS staff, but rather as an opportunity to create new, Western Sydney-based employment across media and production functions.
- s47E(d); s47C

### **Social cohesion and Western Sydney**

- At a time when social cohesion is a national focus, SBS's role in bringing Australians together through trusted storytelling is more important than ever.
- Western Sydney's diversity and creative opportunity sit squarely at the heart of SBS's charter and public purpose.
- Expanding SBS's production presence in the region would allow SBS to deepen its contribution to social cohesion through new and expanded content, career programs and engagement initiative anchored in Western Sydney while continuing to deliver high-quality national content from Artarmon.

### **Influence of Government/Ministers/any other party**

- Neither the Government nor the Minister nor any other party has directed or influenced SBS to locate the hub in any particular place.
- SBS is conducting the process independently, supported by probity advice, with potential locations assessed against stringent commercial, technical and operational requirements, as well as public value outcomes.

- As a 24-hour media organisation operates in a highly complex technical environment, and SBS retains specialist expertise in determining what is required for a facility to be fit for purpose.

**Potential Questions**

s47E(d), s47C

## 16. Closed Captioning on On Demand

### Key points

- SBS always seeks to caption beyond our legislative obligations to ensure our content is accessible to all Australians.
- In the 2024-25 period, SBS captioned a total of 3,558 hours of content. This included 2,256 hours of closed captioning of regulated programming broadcast largely on its main channel, and an additional 1,302 hours over and above our legislative obligations – particularly focused on children's and family programs on NITV and our most popular series on SBS On Demand.
- SBS does utilise speech recognition technologies to produce captions through automation combined with human editorial oversight, in line with SBS's AI guiding principles that position AI as an assistant and ensure outputs remain trustworthy, authentic and distinctively SBS.
- SBS is committed to increasing captioned content over time, subject to resourcing and technology constraints.

### Amount of closed captioning on SBS On Demand

- SBS always seeks to caption beyond our legislative obligations to ensure our content is accessible to all Australians.
- In the 2024-25 period, SBS captioned a total of 3,558 hours of content. This included 2,256 hours of closed captioning of regulated programming broadcast largely on its main channel, and an additional 1,302 hours over and above our legislative obligations – particularly focused on children's and family programs on NITV and our most popular series on SBS On Demand.
- SBS does not record the percentage of programs in the SBS OnDemand catalogue that are captioned.

• **s47E(d); s47C**

s 7(2) Sch 2 Pt II Div 1

# s 7(2) Sch 2 Pt II Div 1

## **Accessibility and public broadcaster obligations**

- We recognise the significant benefit for all viewers in expanding the availability of closed captioning on SBS On Demand content and would like to increase the volume of captioned content across the platform.
- I understand your disappointment that this issue persists, and assure you that closed captioning is a priority for SBS, especially given that under our Charter we have an obligations to ensure our content is accessible to all Australians.
- We are already delivering above our regulated obligations and endeavour to continue to go above and beyond each year; however, how much we can do is of course dependent on resourcing.

## **Use of AI/emerging technology**

- SBS does not use generative AI to create captions.
- Captions for SBS programming use automation, combining speech recognition technologies (including language models and speech algorithms) with multiple human editorial layers, such as vocabulary seeding and output curation.
- This approach aligns with SBS's AI guiding principles, particularly that AI is an assistant, with human oversight ensuring outputs are trustworthy, authentic and distinctively SBS.
- SBS continues to explore efficiencies responsibly and will evolve its approach as technology develops, while maintaining audience trust, content integrity and editorial standards,

## **Potential questions**

# s47E(d), s47C

s47E(d), s47C

## 17. Auslan 90

### Key points

- Auslan 90 is a partner of SBS.
- SBS has met with Auslan 90 representatives to discuss their funding situation.
- I understand Auslan 90 has prepared a pre-Budget submission seeking ongoing Commonwealth funding to sustain its service which is before Government, but it is not for me to speak to it.

### Background

- Auslan 90 is Australia's only national news bulletin service delivered in Australian Sign Language (Auslan).
- Established in 2024 through Commonwealth funding and delivered by Deaf Connect in partnership with SBS, the program has demonstrated strong community uptake, measurable social impact, and efficient delivery through a predominantly Deaf newsroom model.
  - Delivery model: weekday Auslan news bulletins and weekly in-depth deep dives.
  - Distribution: YouTube, Facebook, Instagram and Deaf Connect platforms.
  - Audience: Approximately 30,000 Deaf Auslan users, with cumulative reach exceeding 300,000 Australians.
- Without continued support, the service will cease when pilot funding concludes on 30 June 2026, resulting in the loss of a proven, cost-effective national accessibility initiative. Closure would also trigger redundancy and program wind-down costs and disperse trained Deaf media capability that has been built.
- Auslango fills a gap by providing Deaf Australians with direct access to timely, independent public-interest journalism in their primary language.
- Each weekday, Auslango produces a nationally distributed Auslan video bulletin covering key developments from the previous 24-hour news cycle, supplemented by weekly in-depth deep dives and youth-focused content. The service strengthens civic participation, improves access to critical information,

## 18. NAA disposal freeze notice

### Key points

- We received the disposal freeze notice from the National Archives on Friday and are currently working through how to operationalise it.
- It is unhelpful to speculate about hypothetical scenarios (such as potential production of documents) at this stage. Any response would depend on a number of considerations.
- Yes, advice has been issued to staff. We take the matter seriously and are supporting compliance while details are clarified.
- As a media organisation, we have a strong public interest obligation to protect confidential sources. We received the notice on Friday and are still in the process of clarifying its impact.

### Background

- The National Archives of Australia (NAA) has issued a disposal freeze notice in relation to records held by a range of agencies (including SBS) that may be relevant to the Royal Commission on Antisemitism and Social Cohesion.
- On Friday 6 February, SBS issued guidance to staff that they must ensure that any records — physical or digital — that may be relevant to the topics of social cohesion and/or antisemitism are not destroyed, deleted, overwritten, or otherwise disposed of.
- ABC also issued a similar guidance to its staff on Friday 6 February.

### Potential questions

**s47E(d), s47C**

## **PART B: BOARD AND CORPORATE**

### **19. Chair and MD appointments**

#### **Key points**

- The SBS Chair is appointed by the Governor-General, acting on advice from the Minister for Communications and the Cabinet.
- Questions on the appointment of the new Chair are best directed to the Minister for Communications.
- The SBS Managing Director is appointed by the SBS Board of Directors. The Board are conducting a comprehensive recruitment process.

#### **Chair**

- The SBS Chair is appointed by the Governor-General, acting on advice from the Minister for Communications and the Cabinet.
- Questions on the appointment of the new Chair are best directed to the Minister for Communications.
- Under the SBS Act, the Minister must have regard to the need to ensure that the Board collectively possess an appropriate balance of expertise and comprise of persons with a diversity of cultural perspectives.
- SBS has met with the Minister for Communications to discuss the process for selecting a new Chairperson.
- Christine Zeitz has been Acting Chair since 8 July 2025.

#### **Managing Director**

- The SBS Board of Directors are conducting a comprehensive recruitment process to appoint the next SBS Managing Director.
- The aim is of course to appoint the next Managing Director as soon as feasible. SBS has kept the Minister's office updated on the progress of the appointment process.
- I (Jane) was appointed Acting Managing Director on 28 August.

#### **Potential questions**

**s47E(d), s47C**

**s47E(d), s47C**

## 20. Executive travel costs

### Key points

- From 1 March to 30 September the Managing Director (including the Acting Managing Director) spend a total of \$49,364.73 (GST excl) on domestic and international airfares and accommodation.
- SBS executive committee directors are not allowed to fly first class.
- SBS executive committee directors are permitted to fly business class for flights exceeding 4 hours, but directors do exercise judgement in making these decisions and regularly choose to fly Economy for these longer flights.

### SBS executive spend on travel

- From 1 March to 30 September the Managing Director (including the Acting Managing Director) spend a total of \$49,364.73 (GST excl) on domestic and international airfares and accommodation.

s47E(d); s47C

### First class and business class

- SBS executive committee directors are not allowed to fly first class.
- SBS executive committee directors are permitted to fly business class for flights exceeding 4 hours.

## 21. Social Media Protocol

### Key points

- SBS is consulting with staff on updates to the SBS Social Media Protocol, which has been in place since 2011.
- The Protocol is an important part of SBS's policy framework providing guidance to staff on their responsibilities under the SBS Code of Conduct when using social media in a personal capacity.
- This guidance supports SBS staff to uphold public trust in SBS's independence, integrity, and impartiality while using social media.

### Updates to SBS's Social Media Protocol

- We are currently consulting with staff on updates to the SBS Social Media Protocol.
- The proposed Protocol update applies to all SBS workers who are covered by the SBS Code of Conduct, including employees and contractors, as well as commissioned talent as specified in their contracts.
- Broadly, the principles remain the same as in the previous Protocol, and the update is intended to clarify, rather than materially alter any obligations. The main change is that the Protocol now distinguishes between two groups:
  - General workers, who are expected to be respectful, factual, and avoid posts that could reflect negatively on SBS's integrity or our position of high public trust.
  - High-visibility workers (those with editorial influence or public profiles such as journalists, presenters, senior managers, Directors and Board members), who must take extra care to avoid posts or engagement that could undermine SBS's independence or impartiality
- The aim is not to discourage personal social media use or infringe freedom of expression, but to support everyone in engaging confidently, safely and responsibly on these platforms, including social chat groups – while upholding SBS's reputation for independence, impartiality and integrity.

### Restrictions of the social media use of high visibility employees

- High visibility workers – such as the MD Board members, and key news and current affairs personnel – play key roles in upholding SBS's reputation for independence, impartiality and integrity.
- This is reflected in the guidance provided within the Protocol for high visibility workers not to engage in social media activity that could be perceived as biased for/against contentious political or policy issues.

### **Examples of social media posts that are not allowed**

- The Social Media Protocol provides a guide for staff to inform their social media use in line with the SBS Code of Conduct, and expectations for SBS to remain impartial.
- Examples are provided but decisions need to be made on a case-by-case basis, taking into consideration matters including the issue a person is posting about and how contentious/divisive it could be, and the individual's role within SBS and how their conduct would impact SBS's reputation.

s47E(d); s47C

### **Potential Questions**

s47E(d), s47C

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**s47E(d), s47C**

**s47E(d), s47F, s47E(c)**



s47E(c), s47E(d), s47F

Potential questions

s47E(d), s47C

## 23. Diversity, equity, and inclusion (including ACON)

### Key points

- SBS embraces difference – we have a range of strategies and frameworks in place to support a truly inclusive and productive workplace. These include the SBS Inclusion, Equity & Diversity Strategy, Employee Advisory Groups, and SBS's Anti-Racism Framework.
- SBS's engagement with external organisations, including ACON, relates solely to workplace inclusion initiatives and has no influence on editorial decision-making or content. We have similar memberships in place, for example with the Grace Papers and the Australian Disability Network.
- SBS remains committed to independence, accuracy and impartiality in its news and current affairs reporting.

### SBS strategies and frameworks for diversity, equity and inclusion

- **SBS's Inclusion, Equity & Diversity Strategy:** This was developed in consultation with employees and external experts to realise SBS's vision to be one of Australia's most diverse and inclusive employers. This three-year strategy has resulted in many successes:
  - Increased representation in our workplace – for example, people experiencing disability increased from 9.7% in 2021 to 14.1%; Aboriginal and Torres Strait Islander representation increased from 3.9% to 5.8%; and people of colour in front line leadership roles increased from 16.3% to 22%.
  - Increased sense of inclusion in the workplace – 87% feel highly included (2022 – 81%)
  - Lowest median gender pay gap in the Australian media industry – 1.9%<sup>68</sup>
- **Employee advisory groups:** We have a range of internal groups that empower staff to take an active role in fostering an inclusive workplace. These groups include SBS Pride and Allies; The Network, which addresses gender equity; SBS Access, which considers the experiences of employees living with disability, and employees who care for those with a disability; SBS Multi, which brings together culturally, religiously and linguistically

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diverse team members; and Ngarra, our First Nations Staff Advisory Group.

- **SBS anti-racism framework:** Shared in June 2025, this framework articulates the ways SBS sets out to meaningfully prevent, combat and respond to racism of any kind within the workplace. Developed in consultation with the Australian Human Rights Commission, the Diversity Council of Australia, SBS Employee Advisory groups and staff, it outlines six pillars of action to address key barriers to addressing racism as identified by the Diversity Council of Australia's Racism at Work research. The framework is supported by ongoing training, policies and practices, and has been designed to be adaptive and updated as required. It also fulfils a commitment made under SBS's Elevate RAP.
- **SBS First Nations Dispute Resolution and Cultural Safety Framework:** Launched in November 2024, this framework was designed to assist staff with navigating and resolving any workplace conflicts, disputes and matters, including those relating to First Nations cultural safety. It was developed in consultation with Richard Frankland; SBS Elder in Residence, Rhoda Roberts AO; SBS Director of Indigenous Content (now Director, First Nations); Tanya Denning-Orman; SBS First Nations Staff Advisory Group, Ngarra; and other SBS First Nations leaders and team members. The framework provides all staff with an alternative means of raising concerns to be resolved outside of the existing employee complaints procedure.

# s47E(d); s47C

## Staff involvement in DEI

- As our Annual Report states, SBS works with a number of Employee Advisory Groups (EAGs), which empower all staff to take an active role in fostering an inclusive workplace culture for all.

## s47E(d); s47C

## SBS's relationship with ACON

- SBS delivers an Inclusion Program course for organisations on LGBTQI+.

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- Parts of the LGBTQI+ course, first developed six years ago, were developed in collaboration with ACON and the University of Queensland's Workforce Diversity and Inclusion team.
- SBS also pays an annual membership fee to ACON, which funds our application for the Australian Workplace Equality Index (AWEI). s47E(d); s47C
- SBS has been awarded Platinum Employer status for the second year running by the AWEI.
- SBS's engagement with ACON and recognition under the AWEI scheme as an inclusive workplace has no bearing or influence on our editorial content.
- In our news and current affairs. SBS is committed as per our Charter to independence, accuracy, and impartiality.

**SBS's expenditure on AWEI**

- As SBS's Annual Report notes, SBS was once again recognised as working at the highest level to champion LGBTQ+ inclusion in the workplace by being awarded Platinum Employer status for the second year running by the Australian Workplace Equality Index.
- This is the highest benchmark for LGBTQ+ workplace inclusion – and we are proud to advertise SBS as an inclusive workplace.
- SBS pays a fee for its application for the AWEI. s47E(d); s47C

**Potential Questions**

s47E(d), s47C

## 24. Staff salaries

### Key points

- In the past financial year (FY24/25) executives received an average pay increase at a rate (2.9%) that was below the rate of the EA, which was a 3% increase plus performance pay.
- Executive and senior remuneration details are published annually in the SBS Annual Report as required under the *Public Governance, Performance and Accountability Act*.
- The Managing Director's salary is determined by the Remuneration Tribunal.

### SBS executive salaries

- SBS discloses a range of information regarding its staffing and expenditure, as is appropriate for a public agency and as required by the *Public Governance, Performance and Accountability Act 2013*.
- Appendix 21 of the 2025 SBS Annual Report sets out remuneration details for the SBS Executive team and Board, and further provides banded information for other senior executives and other highly paid staff. Any further detail would infringe on the privacy of those staff members.
- Pages 231 to 233 of the 2025 SBS Annual Report have the following information:

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**Table 1: Key Management Personnel Disclosure – 30 June 2025**

Note: These calculations are prepared in accordance with Australian Accounting Standards. The figures provided are based on accounting values and do not reflect actual payments received by Key Management Personnel in FY25.

Name	Position title	Term as KMP	Short-term benefits			Post-employment benefits	Other long-term benefits		Termination benefits	Total remuneration
			Base salary <sup>1</sup> (\$)	Bonuses <sup>2</sup> (\$)	Other benefits & allowances (\$)	Super-annuation contributions (\$)	Long service leave <sup>3</sup> (\$)	Other long-term benefits (\$)		
James Taylor	Managing Director	Full year	927,050	-	15,382	126,783	42,294	-	-	1,111,509
Mandi Wicks	Director, News and Current Affairs	Full year	461,455	-	291	29,932	16,640	-	-	508,318
Kathryn Fink	Director Television and Online Content	Full year	500,492	-	14,828	29,932	7,619	-	-	552,871
Jane Palfreyman	Chief Marketing and Commercial Officer	Full year	465,015	-	465	29,932	15,923	-	-	511,335
Darren Farnham	Chief Technology Officer	Full year	413,814	-	1,313	29,932	19,050	-	-	464,109
Nitsa Niarchos	Chief Financial Officer	Full year	364,789	-	482	64,676	24,354	-	-	454,301
David Hua	Director of Audio and Language Content	Part year – 6 November 2024 to 30 June 2025	247,232	-	628	38,016	3,910	-	-	289,786
Pamela Cook	Acting (Director of Audio and Language Content)	Part year – 1 July 2024 to 4 November 2024	92,587	-	154	11,463	2,322	-	-	106,526

Name	Position title	Term as KMP	Short-term benefits			Post-employment benefits	Other long-term benefits		Termination benefits	Total remuneration
			Base salary <sup>1</sup> (\$)	Bonuses <sup>2</sup> (\$)	Other benefits & allowances (\$)	Super-annuation contributions (\$)	Long service leave <sup>3</sup> (\$)	Other long-term benefits (\$)		
George Savvides AM	Chair	Full year	122,690	-	-	-	-	-	-	122,690
Christine Zeitz	Deputy Chair	Full year	92,023	-	-	11,412	-	-	-	103,435
Peeyush Gupta AM	Non-executive Director	Part year – 1 July 2024 to 16 October 2024	14,480	-	-	2,389	-	-	-	16,869
Vic Alhadef AM	Non-executive Director	Full year	49,083	-	-	6,087	-	-	-	55,170
Katrina Rathie	Non-executive Director	Full year	49,083	-	-	6,087	-	-	-	55,170
Aaron Fa'Aso	Non-executive Director	Full year	49,083	-	-	5,814	-	-	-	54,897
Andrew Lu AM	Non-executive Director	Full year	49,083	-	-	5,814	-	-	-	54,897
Cassandra Wilkinson OAM	Non-executive Director	Full year	47,351	-	-	9,067	-	-	-	56,418
Nicholas Pappas AM	Non-executive Director	Part year – Appointed 12 December 2024	26,896	-	-	2,812	-	-	-	29,708
<b>Total KMP remuneration*</b>			<b>3,972,206</b>	<b>-</b>	<b>33,543</b>	<b>410,148</b>	<b>132,112</b>	<b>-</b>	<b>-</b>	<b>4,548,009</b>

**Footnotes:**

\* The above key management personnel remuneration excludes the remuneration and other benefits of the Portfolio Minister. The Portfolio Minister's remuneration and other benefits are set by the Remuneration Tribunal and are not paid by the Corporation.

1. Base salary is inclusive of actual earnings for the period with the addition of annual leave accrued minus annual leave taken for the period.

2. There is no bonus program for KMP roles.

3. Long Service Leave benefit is inclusive of leave accrued and reflective of any adjustments required as a result of role change.

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**Table 2: Average annual reportable remuneration paid to senior executives in 2024-25**

Total Remunerations Bands	Number of senior executives	Short-term benefits			Post-employment benefits	Other long-term benefits	Termination benefits	Total Remuneration
		Average Base Salary (\$)	Average Bonuses (\$)	Average other Benefits and allowances (\$)	Average Superannuation Contributions (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average Termination Benefits (\$)
\$220,001 - \$245,000	1	134,347	92,179	621	12,449	-10,030	0	229,566
\$320,001 - \$345,000	2	296,625	0	1,366	29,932	14,012	0	341,935
\$370,001 - \$395,000	1	337,409	0	2,238	29,932	15,984	0	385,564
\$420,001 - \$445,000	1	386,480	0	1,342	29,932	14,691	0	432,445
\$545,001 - \$570,000	1	326,573	0	1,192	26,801	17,181	0	566,108

**Table 3: Average annual reportable remuneration paid to other highly paid staff in 2024-25**

Total Remunerations Bands	Number of other highly paid staff	Short-term benefits			Post-employment benefits	Other long-term benefits	Termination benefits	Total Remuneration
		Average Base Salary (\$)	Average Bonuses (\$)	Average other Benefits and allowances (\$)	Average Superannuation Contributions (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average Termination Benefits (\$)
\$260,000 - \$270,000	6	195,850	21,069	717	25,728	4,388	0	263,497
\$270,001 - \$295,000	13	226,162	7,427	247	28,185	9,038	0	281,660
\$295,001 - \$320,000	12	240,702	7,470	2,443	29,980	9,505	0	306,826
\$320,001 - \$345,000	4	272,392	18,243	171	31,131	8,533	0	330,471
\$345,001 - \$370,000	3	284,456	18,357	562	40,033	11,245	0	354,654
\$370,001 - \$395,000	6	313,705	11,499	2,240	41,989	12,500	0	381,933
\$395,001 - \$420,000	1	352,317	0	377	29,932	22,248	0	404,874
\$445,001 - \$470,000	1	400,876	0	1,694	29,932	14,337	0	446,840

**Potential Questions**

s47E(d), s47C

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## **25. Spend on consultants**

### **SBS spend on consultants**

- Could you please clarify if this in relation to a specific project or if you are seeking an overall spend for the last financial year?
- I will take that on notice.

### **Potential questions**

**s47E(d), s47C**

## 26. NITV budget and staff outcomes

### Key points

- NITV's budget has been steadily increasing on average 7% over the past 4 years (FY21/22 – FY25/26), supported by commercial initiatives, including Beyond 3%.
- In FY24/25, the Beyond 3% initiative attracted a record commercial spend. Advertising revenue budgeted for reinvestment in First Nations expenditure increased in line with projected year on year revenue growths47D, s47E(d)
- NITV has experienced leadership transition in 2025, with a permanent General Manager now appointed.
- NITV continues to deliver strong outcomes for First Nation staff and audiences, including high engagement, strong representation and significant audience reach.

### NITV Budget

- The amount that NITV receives in appropriations is part of SBS's overall appropriation.

s47D, s47E(d)

### Beyond 3%

- The divisional Budget is supported initiatives around advertising and sponsorship, particularly the Beyond 3% initiative, which is reinvested back into NITV.
- In FY24/25, the Beyond 3% initiative attracted a record commercial spend. Advertising revenue budgeted for reinvestment in First Nations expenditure increased in line with projected year on year revenue growth, s47D, s47E(d)
- To provide some examples of spend through the Beyond 3% initiative – NRMA Insurance extended its Beyond 3% partnership into a second year, committing 3% of its broadcast media spend to First Nations media. Toyota sponsored the national

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Indigenous Cricket Championships and other major brands such as Coles continued their support of the Beyond 3% initiative.

**NITV staff**

- The NITV staff engagement score is very strong, at sitting at an average of 82% for FY24/25 (compared to 83% for SBS overall).
- SBS continues to exceed targets for First Nations representation across its executive, senior, middle and non-management cohort – 11.11% of SBS Board, 13.95% of senior leaders, 5.62% of people leaders and 5.69% of SBS employees in FY24/25.
- SBS also continues to showcase First Nations stories and perspectives across the network, with 19 million hours of First Nations content consumed across the SBS network in FY24/25. We maintain a bold and diverse content slate, including *Big Backyard Quiz*, *Lil J and Big Cuz* and *Living Black*, and create exciting new content such as upcoming SBS and NITV co-commissions *2.6 Seconds* and *Reckless*.

**Potential questions**

s47E(d), s47C

## 27. Mumbrella article – SBS transparency audience metrics

### Key points

- As a hybrid funded broadcaster, we align the metrics we use with our commercial competitors 7,9 and 10, providing data which is data is valuable and comparable for advertisers. Specifically, we provide monthly average audience reach and VOZ Total TV metric (which combines linear and BVOD reach).
- SBS also already provides a significant amount of information about our reach across audiences available, through OzTAM and the data we publish including in our annual report, and conducts research into our reach with multilingual audiences.
- Data indicates SBS's audience reach across TV and SBS On Demand is broadly stable despite a competitive market for viewing.

### Background

- A Mumbrella article from Hal Crawford suggests that SBS is evasive in its annual report on how many people SBS reaches weekly and calls for SBS to conduct an annual survey to measure how many Australians use each SBS product (like ABC).

### SBS's approach to audience metrics

- SBS is a hybrid funded broadcaster and around one-third of revenue comes from the commercial sector. Therefore, we align the metrics we use with our commercial competitors 7, 9 and 10, providing monthly average audience reach. This data is valuable and comparable for advertisers.
- We also use the VOZ Total TV metric (which is combined linear and BVOD reach) – again the same as our commercial competitors.
- VOZ Total TV was only trading for the last 6-months of the 2024-25 financial year. We will be providing those figures once we have a full year of trading under the new metric.
- Overall SBS provides a significant amount of information about our reach across audiences available, through OzTAM, through the data we publish including in our annual report (SBS On Demand digital registrations, monthly audience reach, linear TV share, and conducts research into our reach with multilingual audiences).

## s47E(d); s47C

### **Audience reach trends – increase/decrease**

- Previous annual reports (including 2025) published combined TV network and SBS on Demand total audience reach based on OzTAM data. This data indicates SBS's audience reach across TV and SBS On Demand is broadly stable despite a competitive market for viewing.
  - For example our 2020 annual report found that 11.9 million Australians watched SBS each month, and in 2025 12.9 million Australians watched SBS each month.
- I am also pleased that total consumption hours has been broadly stable – at over 1 billion combined hours each year since 2023. Linear TV viewing has been declining, but consumption of SBS On Demand content has been making up for those losses despite a highly competitive environment.
- SBS also has a specific mandate in its Charter to serve multilingual and multicultural audiences, and we conduct research to measure our audience reach across language communities.
  - SBS's in-language research found that SBS reaches 56% of multilingual audiences on a weekly basis

## s47E(d); s47C

### **Consistency with ABC's approach (annual audience survey)**

- SBS already provides a significant amount of information about our reach across audiences available, through OzTAM, through the data we publish including in our annual report, and conducts research into our reach with multilingual audiences.
- At this point we do not consider that an additional, expensive national survey would provide much additional value.

### **Stalling of SBS On Demand registrations**

- The reason the overall number of SBS's digital registrations has remained stable over recent reporting periods is that SBS has been proactively removing inactive accounts.

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- We operate in a competitive streaming services market – but we are targeting some further growth in digital registrations through to FY27/28, to tip digital registrations above 13 million.

**Exclusion of World Cup 2023 from total minutes viewed on SBS On Demand**

- This is normal industry practice to remove one off events – typically Seven and Nine would similarly remove the Commonwealth Games or Olympics from their reporting.

**Potential questions**

s47E(d), s47C

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**PART C: CONTENT AND EDITORIAL**

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**Potential Questions**

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# s47E(d), s47G, s47D

- All advertisements broadcast on SBS television are reviewed by ClearAds to ensure full compliance with the Commercial Television Code of Practice.
- All relevant staff receive training regarding specific rules associated with the scheduling of commercials.
- In the lead up to large events we conduct additional training on these rules.
- There is rigorous oversight and review processes to mitigate against the risk of human error.

## **Has this happened before?**

- SBS always strives for compliance with advertising regulations and breaches are rare at SBS. However, errors can occur.

### **Advertising breaches**

- The last breach occurred during FIFA World Cup 2022, when five (5) contraventions were identified. We have since put in place additional measures to ensure the error was not repeated. This includes a formal peer review process for ad slot placements, as well as additional staff training on regulatory requirements

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- During FIFA World Cup 2022, a total of five (5) contraventions relating to betting and gambling advertisement broadcasts were identified and investigated by the ACMA:
  - two during matches broadcast in the AEST time zones,
  - two during matches in the Darwin/NT market only, and
  - one impacting a proportion of audience members receiving digital stream for the Australia v France game.
- We are extremely disappointed that these contraventions occurred and took these contraventions very seriously.
- The issue arose due to human error, with staff members responsible for scheduling and review incorrectly applying advertising rules.
- SBS conducted its own review, proactively reported all errors to the regulator, and publicly apologised.
- We put in place additional measures to ensure the error was not repeated. This includes a formal peer review process for ad slot placements, as well as additional staff training on regulatory requirements

### **Hitler's Last Year doco (breach)**

- In March 2022, the ACMA commenced an investigation into Hitler's Last Year, a historical documentary program broadcast by SBS in response to a complaint alleging the exceeded the PG classification. The ACMA found a breach of the classification code. SBS had edited the program to PG classification level.

### **Potential questions**

s47E(d), s47C

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Potential questions

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**Potential questions**

**s47E(d), s47C**

# s7(2) Schedule 2 Pt II Div 1

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## Potential questions

s47E(d), s47C

### 36. Israel and Hamas

#### Key points

- In all its activities SBS must adhere to the Code of Practice, to be accurate, balanced and impartial, meeting the standards of the Australian community.
- We apply this principle across all our content, and when conflicts arise, we remain especially mindful of the sensitivities involved in our coverage.
- We are accountable to our audiences, who can provide feedback, raise complaints to our independent Ombudsman and escalate these complaints to the ACMA.

#### Balanced, accurate, and impartial coverage

- SBS reports in line with the Code of Practice to ensure accurate, balanced and impartial coverage.
- SBS relies on a range of reputable sources, cross-checks information and conducts fact checking.
- We have published a significant amount of content relating to the conflict and have included coverage and interviews with people with strong views on both sides of the conflict, in line with our editorial standards.
- A specialised audience relations team responds to audience feedback. Individuals can also raise complaints to the independent SBS Ombudsman and escalate these complaints to the ACMA.

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#### Potential Questions

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**s47E(d), s47C**

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Potential questions

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# s7(2) Schedule 2 Pt II Div 1

## 39. Advertising on SBS in natural program breaks

### Key points

- SBS is a hybrid funded national public broadcaster. Commercial revenues make up approximately a third of our overall revenues.
- Being a hybrid-funded broadcaster, advertising provides a valuable source of revenue, allowing more funds to be allocated towards quality local and international programming, for all Australians and at no extra expense to the taxpayer.
- For almost 20 years we have maintained a consistent approach to running ads in natural program breaks, which is clearly permitted under the SBS Act.

### Why SBS carries advertising

- SBS is a hybrid funded national public broadcaster. Commercial revenues make up approximately a third of our overall revenues and are crucial in enabling SBS to deliver the wide range of content and services we offer for audiences across the nation.
- The SBS Act enables SBS to deliver five minutes of advertising or sponsorship announcements on its broadcast services per hour.

### Advertising and compliance

- For almost 20 years we have maintained a consistent approach to running ads in natural program breaks, which is clearly permitted under the SBS Act.
- Being a hybrid-funded broadcaster, advertising provides a valuable source of revenue, allowing more funds to be allocated towards quality local and international programming, for all Australians and at no extra expense to the taxpayer.
- We have Guidelines published on our website which set out our approach to advertising as required under the SBS Act.

### Audience experience

- SBS delivers far fewer minutes of advertising compared to other networks, giving audiences a better viewing experience.
  - Recently-released market research SBS commissioned from Samba.tv and Insighten found that across both linear and live streaming environments, Australians are exposed

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to an average of up to 16 minutes of ads per hour on some networks.

## PART D: POLICY AND REFORM

### 40. Alcohol advertising

#### Key points

- We take very seriously our obligation to uphold all relevant regulatory restrictions and requirements in relation to alcohol advertisements.
- Because we recognise community concerns around alcohol advertising, in 2024 we took the initiative and introduced an opt-out mechanism on SBS On Demand for certain categories of advertising including alcohol. This puts greater control into audiences hands and reflects SBS's commitment to meet audience expectations for responsible advertising from a public broadcaster.
- Alcohol advertising accounted for **s47D, s47E(d)** of SBS's total television and digital advertising revenue in financial year 2024-25.

#### SBS's approach to alcohol advertising

- The approach SBS takes towards alcohol advertising is the same as our approach to gambling advertising.
- We take very seriously our obligation to uphold all relevant regulatory restrictions and requirements in relation to alcohol advertisements.
- In principle, SBS will accept all advertising that complies with relevant legal and regulatory requirements and SBS adheres to the industry codes which apply to alcohol advertising.

#### Opt-out feature

- Because we recognise community concerns around alcohol advertising, in 2024 we took the initiative and introduced an opt-out mechanism on SBS On Demand for certain categories of advertising including alcohol. This puts greater control into audiences hands and reflects SBS's commitment to meet audience expectations for responsible advertising from a public broadcaster.
- Recently, we announced the opt-out will move from a beta phase to a fully-fledged integrated feature on SBS On Demand next year – making it even easier for users to opt-out.

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- As at 31 January 2026, SBS had 5444 people in total opt-out of one of gambling, alcohol or QSR.
- Approximately s47D, s47E(d) have opted out of alcohol advertising.

**Revenue from alcohol advertising**

- Alcohol advertising accounted for s47D, s47E(d) of SBS's total television and digital advertising revenue in financial year 2024-25.
- This revenue plays an important role in enabling SBS to uphold its Charter and provide public interest services to all Australians at no cost.

**Audience feedback**

- SBS welcomes feedback from audiences in relation to our services, including advertising, and we will continue to consider ways in which we can meet audience needs.

s47D, s47E(d)

**Potential questions**

s47E(d), s47C

## 41. Radio prominence

### Key points

- SBS has met with Minister Wells and her office to discuss relevant priorities, including reform issues.
- SBS strongly supports the introduction of a radio prominence framework to ensure that international technology companies cannot inequitably insert themselves between consumers and public interest services and dictate the terms on how, or even if, access to those services is offered to Australians.
- SBS believes that connected vehicle audio systems should be included in the Radio Prominence Framework from its commencement.
- SBS made a submission to the Government's consultation paper on a Prominence Framework for Radio on Smart Speakers, which closed on 11 November 2024.

### Engagement with Minister Wells

- SBS has met with Minister Wells and her office to discuss relevant priorities, including reform issues.

### SBS's position on radio prominence

- SBS strongly supports the introduction of a radio prominence framework to ensure that international technology companies cannot inequitably insert themselves between consumers and public interest services and dictate the terms on how, or even if, access to those services is offered to Australians.
- SBS supports the introduction of a framework that ensures the prominence of live broadcast, online, and on-demand radio and audio services.
- A radio prominence regulatory regime should apply not only to smart speakers but also in-vehicle entertainment systems and audio aggregation apps, to future proof the regulatory framework.
- SBS made a submission to the Government's consultation paper on a Prominence Framework for Radio on Smart Speakers, which closed on 11 November 2024.
- A copy of SBS's submission is available on the SBS website.

### Inclusion of cars and connected vehicles

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- We do. SBS believes that connected vehicle audio systems should be included in the Radio Prominence Framework from its commencement.
- CRA's figures demonstrates that 78 per cent of Australians listen to radio in the car and 31 per cent of all listening takes place in cars.
- It is also estimated that 90 per cent of all new vehicles sold in Australia by 2030 will have their own internet connection.
- While noting that the Proposals Paper states that prominence in these systems 'will take a longer timeframe', it is important that they be included in the Framework from its commencement, and that the framework have flexibility to be adapted to changes in technologies, services, platforms and devices.

**Potential questions**

s47E(d), s47C

## 42. TV prominence

### Key points

- SBS strongly supports the recent commencement of the new prominence regime for connected TV devices.
- The regime ensures that Australian taxpayers have unimpeded access to public broadcasting content and services which they have funded, including to SBS's news programming and distinctive programming in over 60 languages.
- SBS's commercial dealings are commercial in confidence. s47E(d); s47C

**s47E(d); s47C**

### Background

- On 10 January 2026, the new prominence regime for connected TV devices commenced.
- SBS has expressed the need for prominence requirements for connected TV devices consistently and for some time.
- SBS's position has consistently been that Australian taxpayers should have unimpeded access to public broadcasting content and services which they have funded, including access without limitation to SBS content.

### Potential questions

**s47E(d), s47C**

## 43. Australian Content Requirement for Streaming Services

### Key points

- As a free-to-air national broadcaster, SBS is not be subject to the new requirements, which apply to subscription streaming services.
- SBS supports initiatives that strengthen Australia's creative industry.

### SBS's position

- SBS supports measures that will create growth opportunities for the local screen sector and lead to more diverse and innovative storytelling that reflects contemporary Australia.
- As Australia's multicultural and multilingual public broadcaster, SBS plays a key role in sharing and celebrating diverse Australian stories, supporting local content production and nurturing diverse talent.

### Impact of the Bill

- The Bill will impact the local screen sector and SBS's operating environment.
- We acknowledge concerns that it may increase inflationary pressure on the production of screen content.
- We also acknowledge that it may increase opportunities for production, including co-productions, in the local market.

### Potential questions

**s47E(d), s47C**

## 44. Copyright and AI

### Key points

- SBS did make a submission to the Attorney-General's Department Copyright and AI Consultation Paper.
- SBS welcomes the Government's recent announcement to rule out a Text and Data Mining Exemption, and supports further consideration, by Government, of mechanisms to provide legal clarification for AI companies and to require greater transparency from AI companies to support rightsholders.
- An effective copyright regulatory framework is essential to ensure fair commercial negotiations between large AI companies and Australia's domestic creative, cultural, and media enterprises take place.

### SBS's position on CAIRG Consultation Paper

- SBS participates as a member of the Attorney-General's Copyright and Artificial Intelligence Reference Group (CAIRG).
- The CAIRG was established by the Attorney-General in 2023 as a standing mechanism to engage with stakeholders across a wide range of sectors on issues at the intersection of AI and copyright.
- The consultation paper was circulated to the CAIRG Reference Group directly.

**s47E(d); s47C**

### Potential Questions

**s47E(d), s47C**

## 45. News Bargaining Incentive

### Key points

- SBS supports measures to ensure digital platforms contribute to the sustainability of news in Australia.
- SBS is one of Australia's most trusted broadcasters, evidenced by our commitment to independent, impartial and balanced news and current affairs.
- SBS made a submission to Treasury as part of public consultation on the design of the News Bargaining Incentive.

### SBS's position on News Bargaining Incentive (the Incentive)

- SBS supports the objective of the News Bargaining Incentive to ensure large digital platforms contribute to the sustainability of news by removing their ability to circumvent the operation of the News Media Bargaining Code.
- SBS made a submission to Treasury on the scope, design and operation of the Incentive.

### SBS deals under the News Media Bargaining Code (the Code)

- SBS welcomes the clear benefits to its audiences arising from the enactment of the News Media and Digital Platforms Mandatory Bargaining Code.
- As a result of the Code, SBS completed a deal with Google that has enhanced SBS's ability to produce and distribute content that aligns with its Charter, and which delivers clear public policy outcomes. Google approached these negotiations constructively and in good faith.
- Meta has not entered into meaningful negotiations with SBS for remuneration for the use of SBS content on the Facebook platform.
- SBS content is available on a variety of third-party platforms, so it is of key importance that platforms like Tik Tok be considered for inclusion within the scope of Australian law.

### SBS News

- SBS's contribution to public interest journalism, and hence Australian democracy, is truly distinctive.

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- SBS is one of Australia's most trusted broadcasters, evidenced by our commitment to independent, impartial and balanced news and current affairs.
- SBS has rigorous editorial standards and a Code of Practice in place which underpin the delivery of all of its independent and balanced news, information and current affairs services.

**Potential Questions**

**s47E(d), s47C**

## 46. Special Envoy's Plans to Combat Islamophobia

### Key points

- SBS acknowledges the report prepared by Special Envoy, Aftab Malik, and its recommendations.
- We recognise that the report's finding that Islamophobia is real and pervasive and has devastating consequences for its victims, eroding social cohesion.
- As Australia's multicultural and multilingual broadcaster, SBS plays a vital role in fostering social cohesion and giving a voice to under-represented groups.

### SBS response to the Special Envoy to Combat Islamophobia's report

- SBS acknowledges the report prepared by Special Envoy, Aftab Malik, and its recommendations.
- We recognise that the report's finding that Islamophobia is real and pervasive and has devastating consequences for its victims, eroding social cohesion.
- As Australia's multicultural and multilingual broadcaster, we play a vital role in fostering social cohesion and giving a voice to under-represented groups. Our diverse content, services, and engagement with communities is driven by our purpose to inspire all Australians to explore, respect and celebrate our diverse world and in doing so, to contribute to an inclusive and cohesive society.
- Through our coverage we have reflected and shown the experiences of people who have experienced Islamophobia. Examples of SBS media coverage of Islamophobic incidents include:
  - SBS Examines, [For many Muslim women in Australia, Islamophobia feels inevitable](#), 28 July 2025
  - SBS News, ['Enough is enough': Calls for more protection after mosque targeted in online comments](#), 21 March 2025
  - SBS News, [Islamophobic attacks in Australia double, reaching 'crisis levels', report finds](#), 13 March 2025

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- We acknowledge that there is much work to be done to address Islamophobia in Australia and look forward to working with the Government and the Special Envoy to support the implementation of recommendations contained in the report.

### **Potential questions**

**s47E(d), s47C**

## FREEDOM OF INFORMATION

### 47. FOI applications and decisions

#### Summary of FOI applications and decisions in FY24/25

- We received 16 FOI requests from 1 July 2024 – 30 June 2025 on a broad range of topics. Some FOIs resulted in the release of documents on our FOI log,
- Topics included – Eurovision, Insight, classification, SBS policies on programming, program complaint material, program ratings data, and a request from a former employee.

#### Notable FOIs

- Feb 2025: A journalist requested correspondence between SBS and the Australian Jewish Association – SBS released 14 documents (all press releases sent by the AJA to SBS) which are on our FOI log. Not further reported in media.

**s47E(d), s7(2) Schedule 2 Pt II Div 1, s47G**

- October 2025: A journalist requested documents related to certain SBS staff's internal correspondence on terminology regarding Palestine, Palestinian territories or occupied Palestinian territories. Decision maker granted partial access to documents deemed in scope (almost all documents were email discussions).
- October 2025: A member of the public requested documents related to editorial policy regarding Palestine. The Applicant agreed on their request being for access to current editorial policies. Decision maker released majority of document deemed in scope (internal documents, Style Guide material).

- September 2025: Request from a journalist s47E(d) about SBS's submissions to AWEI and ACON, and any invoices between SBS and either organisation. Decision maker released majority of document deemed in scope.

**s47E(d), s7(2) Schedule 2 Pt II Div 1**

**OTHER**

**48. Tabling of briefing note**

**s47E(d), s47C**

**Potential questions**

**s47E(d), s47C**

**49. The Senate estimates committee and members**

**Senate Standing Legislative Committee on Environment and Communications**

(EC Committee, October 2025 Supplementary Estimates)



**Chair**

Senator Varun Ghosh  
Australian Labor Party (Right faction), WA

Note: s47E(d); s47C

- More than two years in parliament as a Senator, appointed by the Parliament of Western Australia in February 2024
- Was a private-practice barrister, and a consultant to the World Bank (on financial institutions and insolvency law policy in developing countries)
- Formerly a legal practitioner including for Mallesons Stephen Jaques, White & Case (in New York City), and King & Wood Mallesons (after returning to Australia in 2015)
- Holds BA and LLB (University of Western Australia), and LLM (Cambridge)
- Born in 1985 in Canberra, to Indian-born Bengali parents who were both neurologists by profession



**Deputy Chair**

Senator Sarah Hanson-Young  
Australian Greens, SA

Note: s47E(d); s47C

- Greens' spokesperson on the Arts since 2016, and Communications since 2019
- Almost 20 years in parliament as a Senator, first elected in 2007,
- Before entering the parliament, she was a political media advisor (to former politician Mark Parnell, SA Greens)

- She worked for Justice for Refugees as a campaigner, and Amnesty International as Campaign Manager
- Formerly a bank teller
- Holds BSocialScience (University of Adelaide)
- Born in 1981 in Melbourne



**Member**

Senator Michelle Ananda-Rajah  
Australian Labor Party (Right faction), VIC

Note: s47E(d); s47C

- More than four years in parliament; first elected as a House of Representative MP (Member for Higgins, Vic) in 2022, retired in 2025 to be elected to the Senate
- Was a medical doctor and researcher (including as Associate Professor) from 2009 to 2022 who has published more than 50 scientific papers
- Holds MBBS (Hons) (University of Sydney)
- Born in 1972 in London, to Sri Lankan Tamil parents who emigrated from Sri Lanka in the early 1970s (prior to the Sri Lankan Civil War). She lived in Zambia for 11 years until she moved to Australia as a child



**Member**

Senator the Hon Sarah Henderson  
Liberal Party of Australia (Moderate faction), VIC

Note: s47E(d); s47C

- Former Shadow Minister for Education (February 2023 to May 2025)
- Former Shadow Minister for Communications — directly relevant to SBS (June 2022 to February 2023)

- Former Assistant Minister for Social Services, Housing and Disability Services (August 2018 to May 2019)
- More than 10 years in parliament; she was former MP in the House of Representatives (Member for Corangamite, Vic) between 2013 and 2019 — the year she was appointed to the Senate by the Parliament of Victoria (following her general election defeat), re-elected to the Senate in 2022
- She was a journalist, including for the Australian Broadcasting Corporation (ABC), and subsequently an attorney, and a corporate professional in the television sector — including as NITV's Head of Business Affairs (2008 to 2009)
- Holds an LLB (Honours) (Monash University)
- Born in 1964 in Geelong (Vic)



**Member**

Senator Dean Smith

Liberal Party of Australia (formerly Right faction), WA

Note: s47E(d); s47C

- Shadow Assistant Minister for Foreign Affairs and Trade (since May 2025)
- Shadow Assistant Minister for Energy and Emissions Reduction (since May 2025)
- Former Shadow Assistant Minister for Competition, Charities and Treasury (June 2022 to May 2025)
- More than 14 years in parliament as a Senator, first appointed by the Parliament of Western Australia in 2012, subsequently re-elected
- He worked in political and policy advisory roles including for the Prime Minister (John Howard) (1998), Premier of Western Australia (1998 to 2001), and federal ministers (2001 to 2002)
- He also worked for IAG insurance (2004 to 2005), and SingTel Optus telecommunications (2005 to 2009).
- Holds a BA (Hons, Political Science) (University of Western Australia), and a GradDipFinServ (Australian

and New Zealand Institute of Insurance and Finance)

- Born in 1969 in Perth



**Member**

Senator Charlotte Walker  
Australian Labor Party (Left faction), SA

Note: s47E(d); s47C

- Elected to the Parliament in May 2025 as the youngest senator in Australian history, having turned 21 on the day of the election
- In her maiden speech to the parliament in August 2025, she spoke of her personal experience with bullying and depression, leading to her interest in addressing mental health of young people. Other topics she highlighted were the algal bloom affecting South Australia, and domestic violence.
- She graduated high school from Investigator College, SA
- Born in 2004 in Adelaide

***Participating Members***

Senators Penny Allman-Payne, Alex Antic, Wendy Askew, Ralph Babet, Leah Blyth, Andrew Bragg, Slade Brockman, Carol Brown, Ross Cadell, Matthew Canavan, Michaelia Cash, Claire Chandler, Raff Ciccone, Richard Colbeck, Jessica Collins, Dorinda Cox, Lisa Darmanin, Josh Dolega, Richard Dowling, Jonathon Duniam, Mehreen Faruqi, Karen Grogan, Pauline Hanson, Steph Hodgins-May, Jane Hume, Maria Kovacic, Jacqui Lambie, Kerryne Liddle, Susan McDonald, James McGrath, Bridget McKenzie, Nick McKim, Andrew McLachlan, Corinne Mulholland, Jacinta Nampijinpa Price, Deborah O'Neill, Matt O'Sullivan, James Paterson, Fatima Payman, Barbara Pocock, David Pocock, Helen Polley, Malcolm Roberts, Anne Ruston, Paul Scarr, Dave Sharma, Tony Sheldon, David Shoebridge, Marielle Smith, Jordon Steele-John, Glenn Sterle, Jana Stewart, Larissa Waters, Peter Whish-Wilson, Ellie Whiteaker, Tyron Whitten