

## **SBS BOARD APPOINTS JANE PALFREYMAN AS MANAGING DIRECTOR**

13 May 2026

The Special Broadcasting Service (SBS) Board of Directors is pleased to announce the appointment of Jane Palfreyman as Managing Director of SBS for a five-year term, effective 12 May 2026.

Ms Palfreyman has served as Acting Managing Director since 28 August 2025, and her appointment by the Board follows a rigorous and competitive search process that drew an outstanding field of candidates.



Ms Palfreyman brings more than 25 years' media experience, including 14 years at SBS. She has held senior executive roles spanning commercial strategy, marketing, organisational transformation and audience engagement. As Chief Marketing & Commercial Officer from September 2023 to August 2025, she was instrumental in strengthening SBS's commercial performance and deepening audience engagement, all in service of SBS's Charter and its role in reflecting and connecting a diverse, contemporary Australia.



SBS Chair Dr Nicholas Pappas AM said Ms Palfreyman's appointment reflects the Board's confidence in her leadership, judgement and deep understanding of SBS.

"Ms Palfreyman is an experienced and principled leader who is deeply committed to SBS's purpose and the role we play in fostering inclusion and community cohesion at a time when this has never been more important.

"Jane brings a genuine belief in the role of trusted public media, combined with strong commercial acumen, and a clear understanding of what makes SBS distinctive. She has consistently demonstrated how disciplined leadership and a focused strategy deliver impact and long-term sustainability.

"Amid significant change across the media sector, SBS must continue to innovate while staying true to our Charter. The Board has great confidence that Jane will continue to lead SBS with clarity and purpose – driving commercial growth, delivering engaging content in over 60 languages, and ensuring the organisation remains trusted and relevant to all Australians.

"We are delighted Jane will lead SBS into its next chapter."

On her appointment, Ms Palfreyman said she was honoured to lead the organisation at an important moment in its history.

"It's a privilege to be appointed Managing Director of SBS and I'm grateful for the Board's confidence. I care deeply about SBS, its purpose and the role it plays in Australia's pluralistic society, particularly at a time when our community is navigating growing pressures and the media environment is increasingly complex.

"SBS exists to help Australians better understand one another and the world around them. As the needs of audiences continue to change, my focus is on strengthening the organisation for the long term, accelerating our digital growth and deepening our connection with all Australians, including multilingual and First Nations communities.

"I look forward to working with our teams, partners and communities to ensure SBS remains a bold, trusted and inclusive broadcaster for contemporary Australia."

SBS will begin recruitment immediately for the roles of Director of Media Sales/Chief Commercial Officer ([here](#)) and Director of Marketing & Audiences ([here](#)). The roles will be open to both internal and external applicants, with more information available via the relevant links.

ENDS

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

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## NOTES TO EDITORS

### Bio: Jane Palfreyman

Jane Palfreyman is a senior executive leader with more than 25 years' experience driving transformation, growth and organisational performance across the media sector, including 14 years at SBS. She was appointed Managing Director of SBS on 12 May 2026, having served as Acting Managing Director since 28 August 2025 and previously as Chief Marketing & Commercial Officer.

As Managing Director, Jane leads the national public broadcaster's strategic direction, organisational performance and cultural leadership, advancing SBS's Charter to serve and reflect contemporary, diverse Australia. During her time as Acting Managing Director, she provided stability and momentum through a period of transition, while continuing to drive SBS's strategic priorities and long-term sustainability.

In her previous executive role, Jane oversaw the evolution of SBS's commercial model, driving revenue diversification and strengthening the organisation's brand and market position – aligning commercial sustainability with public value.

Prior to SBS, Jane held senior strategic and marketing leadership roles at Nova Entertainment, Global Radio (London) and Southern Cross Austereo, where she led audience growth, commercial innovation and organisational performance in highly competitive markets.

Jane is a Non-Executive Director of NSW Rugby Union, contributing strategic guidance to support the growth of rugby in New South Wales and the advancement of women's sport nationally. She is also a member of Chief Executive Women Network.

She is a graduate of the Oxford Saïd Business School Strategic Leadership Programme and INSEAD's Leading for Results program, and holds a Bachelor of Communications & International Business from QUT.



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