

OPTUS COMMITS 3% OF CONSUMER BRAND SPEND TO FIRST NATIONS MEDIA IN NEW LANDMARK PARTNERSHIP WITH NITV

Optus throws its support behind the Beyond 3% initiative

Move comes ahead of the SBS 2027 Upfront where NITV will unveil its content slate for its 20th anniversary year.

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Optus and National Indigenous Television (NITV), part of the SBS network, have today announced a new two-year landmark deal which sees Optus commit 3% of its consumer brand spend to First Nations media over the next two years. Participation in Beyond 3% is one of Optus' Innovate Reconciliation Action Plan commitments, launched during NAIDOC Week 2026.

With this agreement, Optus become one the largest brands to commit 3% of its consumer brand spend to First Nations media. It will place Aboriginal and Torres Strait Islander languages at its heart, recognising their vital role in cultures sustained through storytelling and oral tradition.



Under the banner of 'Speaking Country, Word of the Week', Optus will partner with NITV on a range of integrated initiatives designed to translate, celebrate and amplify First Nations languages. The partnership will include 'Word of the Week' broadcasts, on-demand videos, audio, articles and social content sharing the stories and spotlighting the communities behind the featured words. Plans also include a documentary



focused on preserving the world's oldest languages, exploring their foundational role in identity and how they can be supported to flourish.

"Our languages are so much more than words, they represent who we are, our identity, belonging, connection and culture. When we speak, learn and practise our languages, we strengthen our social and emotional wellbeing, instil pride in who we are, and have a thread that connects us to hundreds of generations of our ancestors," said Rhanna Collins, Head of Commercial, Brand and Digital at NITV.

"This partnership is about ensuring our stories, voices and languages continue to thrive for future generations. To see a communications brand like Optus working alongside NITV and our communities to invest in the long-term celebration and revitalisation of our languages demonstrates a genuine commitment to creating lasting and meaningful impact."

The Beyond 3% initiative seeks to encourage media agencies and marketers to increase awareness of the role and value of First Nations media. Aboriginal and Torres Strait Islander peoples represent 3.8% of the Australian population, yet First Nations media outlets are often overlooked in advertising campaign planning.*

Beyond 3% addresses the gap in media investment by challenging the sector to rethink its approach and commit at least 3% of advertising spend to First Nations media platforms.

"This year marks five years of the Beyond 3% initiative which has significantly elevated the importance of brands investing in First Nations media," said Anna Dancey, National Sales Manager at NITV. "We are exceptionally proud of this landmark partnership with Optus which will not only continue to grow NITV but also demonstrates the significant power that commercial partnerships can have with First Nations media."

Felicity Ross, Chief Corporate Affairs and Marketing Officer and RAP Executive Sponsor at Optus, said: "Our Innovate Reconciliation Action Plan is about embedding reconciliation into the way we operate, including the decisions we make as a business and where we invest our media spend.

"We recognise the important role First Nations media plays in strengthening representation, cultural visibility and community connection.

"Through Beyond 3%, we're taking practical action to help ensure Aboriginal and Torres Strait Islander stories, languages and perspectives continue to be shared on First Nations terms.

"We're proud to partner with SBS and NITV on this initiative, which reflects our commitment to turning the ambitions of our Innovate RAP into meaningful action and impact."



Today's Optus partnership announcement comes ahead of the SBS 2027 Upfront in Sydney on Tuesday, 1 September, where NITV will unveil its content slate for its 20th anniversary after first launching on 13 July 2007. NITV then joined the SBS network in 2012 as a free-to-air channel.

Among the major brands who will be showcased at the event as Beyond 3% supporters are NRMA Insurance, Coles, AAMI (Suncorp Group) and Amazon, who have all been major supporters of the initiative and who are all increasing their spend in First Nations media.

"This is the fifth year of Beyond 3% and in that period the initiative has fundamentally shifted how brands see and engage with First Nations Media and most importantly how they see and value First Nations consumers," said Tanya Denning-Orman, SBS Director of First Nations.

"I am so proud of what has been achieved in educating the sector and in driving brands to move beyond traditional advertising into powerful multipurpose creative which is helping all Australians understand First Nations stories and perspectives.

"We are pleased to welcome Optus, alongside the many other leading Australian brands, who are doing partnerships differently. Using NITV's cultural authority and SBS's scale promotes greater investment in First Nations media, content and communities."

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