

SBS helps Australians understand why every Census counts

As Australia prepares for the 2026 Census on Tuesday 11 August, SBS is helping ensure everyone can participate with confidence. Through trusted news and information in over 60 languages, SBS is explaining why the Census matters, how to take part, and how every response contributes to a better understanding of contemporary Australia.



Census form delivery (photo credit ABS)

As the national public broadcaster for all Australians, SBS is committed to ensuring everyone can access trusted Census information in the language they know best. Throughout the week, SBS is publishing practical multilingual content across Australia Explained, SBS Examines, SBS Learn English, NITV Radio, SBS Audio and SBS News. This includes in-language interviews with Australian Bureau of Statistics (ABS) spokespeople, providing news and information and answering community-specific questions on topics ranging from privacy and visa status to English language requirements.

Special Broadcasting Service

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This year's Census will provide an even richer picture of the nation. For the first time, respondents can report up to four ancestries, alongside new questions on sexual orientation and gender. It is also expected to provide the most comprehensive picture yet of how many Australians identify as Aboriginal and/or Torres Strait Islander.

SBS Managing Director **Jane Palfreyman** said, "Australia is always changing. Every Census reminds us of that.

"For SBS, the Census insights help ensure every Australian is seen, heard and reflected through our trusted, multilingual journalism and distinctive storytelling.

"That's what SBS does best - help all Australians understand the world, understand each other and feel they belong in the national story."

Following each Census, SBS undertakes its five-yearly Language Services Review to ensure its language services continue to reflect and serve Australia's changing population, considering Census data alongside other factors. Public consultation for the next review will run from 5 October to 13 November with details to be published on the SBS website.

SBS Director of Audio and Language Content, **David Hua** said, "From our language services in Amharic and Arabic to Urdu and Vietnamese and on NITV Radio, helping every Australian understand and accurately participate in the Census is an important part of SBS's purpose – to reflect Australia and foster a more cohesive society.

"The Census provides invaluable insights into Australia's changing cultural and linguistic diversity, informing SBS's Language Services Review and ensuring our services continue to reflect the communities we serve.

"When people can access trusted information in the language they know best, and see their experiences represented, it helps build connection and a stronger sense of participation in Australian life."

SBS CENSUS RESOURCES

Explore the full suite [here](#).

- [Australia Explained](#) is helping new migrants understand how the Census works and why it matters in more than 60 languages.



- SBS Examines is debunking common misconceptions and misinformation about the Census, including through a podcast and social video featuring an Australian Bureau of Statistics (ABS) spokesperson addressing questions about privacy, visa status and English language requirements.
- SBS Learn English is supporting English language learners with accessible Census resources, including podcast episodes on data security and how to confidently answer the 2026 Census question about English proficiency.
- NITV Radio is providing information about the Census for Aboriginal and/or Torres Strait Islander Australians.
- SBS Audio is featuring community voices and independent experts, including explainers, talkback radio and case studies in more than 60 languages on why the Census matters, how data is used, language reporting and the importance for multicultural communities.
- SBS News is providing comprehensive, up-to-date coverage including news explainers, analysis and fact checks, with new content added in the lead up to the Census. There is also a practical guide covering key dates, how to complete the Census and answers to common questions.

For further information and interview requests please contact:

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