



**SBS50**  
**YEARS OF**  
***BELONGING***

**ANNUAL REPORT 2025**

SBS acknowledges the enduring connection of First Nations peoples to Country, and extends our respect to Elders past and present and all First Nations people across Australia.

The vibrant, dynamic and resilient cultures of First Nations peoples are central to our experience of Country and our shared identity as a nation. Aboriginal and Torres Strait Islander peoples are the first storytellers of this place and their knowledge continues to enrich and shape our national story.

SBS is committed to working with First Nations peoples to ensure their voices are heard and their stories are told, and in doing so, creating a more inclusive and equitable society for all Australians.

Image: 'Ancestral Lines' by Ngarbal Gamilaraay artist and NITV graphic designer, Jeremy Morgan Worrall, winner of the 2025 National NAIDOC Week poster competition





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# HISTORY

IN 2025, SBS CELEBRATED 50 YEARS OF TELLING BOLD HUMAN STORIES AND PROVIDING ESSENTIAL SERVICES THAT REFLECT AND INCLUDE ALL AUSTRALIANS.



## 1975

Founded as radio stations 2EA (Sydney) and 3EA (Melbourne), broadcasting in a handful of languages.

## 1978

Becomes an independent statutory authority under the Broadcasting Act 1942.

## 1980

SBS TV launches on Channel 028 in Sydney and Melbourne.

First SBS World News bulletin with presenter George Donikian.

## 1981

SBS Radio begins broadcasting in over 50 languages, today reaching Australians in over 60 languages.

## 1983

SBS launches brand position 'Bringing The World Back Home'.

First SBS broadcast of the *Eurovision Song Contest*.

## 1984

Premiere of *Dateline*, Australia's longest-running international news and current affairs program.

## 1986

First SBS broadcast of the FIFA World Cup™. Premiere of *The Movie Show*.

## 1989

Premiere of *First In Line*, Australia's first major prime-time Indigenous current affairs program.

## 1991

*Special Broadcasting Service Act (1991)* comes into effect and SBS becomes a hybrid funded broadcaster with permission to run TV advertising.

## 1991

First SBS coverage of the Tour de France.

## 1995

Premiere of *Insight*, Australia's leading forum for debate.

## 2003

Premiere of *Living Black*, Australia's longest-running Indigenous current affairs television program.

## 2008

SBS launches brand position 'Six Billion Stories and Counting'.

## 2011

Launch of SBS On Demand, which now has 12.9 million registered users.

## 2012

National Indigenous Television (NITV) joins SBS and becomes accessible to a national free-to-air audience for the first time.

SBS undertakes the first review of its radio services in 18 years, committing to review and update its language services in line with each national census.

## 2015

Launch of SBS Food Network channel, now SBS Food.

## 2016

Launch of SBS Viceland channel.

## 2019

SBS launches brand position 'A World of Difference'.

Launch of SBS World Movies channel.

## 2020

During the COVID-19 pandemic, SBS plays an essential role delivering trusted, accurate and time-critical news and information in more than 60 languages, with more than 11 million Australian unique visitors accessing content on the SBS Multilingual Coronavirus Portal.

## 2021

SBS introduces its first Commissioning Equity & Inclusion Guidelines setting the screen industry's most ambitious targets for representation.

SBS launches its Elder in Residence program, with the inaugural appointment Rhoda Roberts AO, a proud Widjabul Wiyabal woman from the Bundjalung nation.

## 2022

SBS launches its fifth SBS Reconciliation Action Plan, achieving Elevate status.

Launch of SBS WorldWatch channel.

## 2023

*Alone Australia* reaches 1m+ viewers per episode, becoming SBS's most successful commissioned program ever.

## 2023

SBS Radio rebrands as SBS Audio, reflecting a digital-first approach.

## 2024

SBS is recognised as Australian podcaster of the year for the third consecutive year.<sup>1</sup>

# 2025

**SBS celebrates its 50th anniversary, every month reaching 12.9 million<sup>2</sup> Australians across its TV network and SBS On Demand.**

Opposite page:

A SBS Radio staff, 1993

B 3EA Greek presenter, 1979. Image courtesy of the National Archives of Australia

C Margaret Pomeranz and David Stratton, hosts of The Movie Show. Photo by C Moore Hardy

D George Donikian, first SBS World News presenter, 1983. Image courtesy of the National Archives of Australia

E Rhoda Roberts AO, SBS Elder in Residence

F Les Murray AM, iconic SBS Sport presenter

G Gina Chick, winner of *Alone Australia* Season 1

<sup>1</sup> Australian Podcast Awards 2022, 2023, 2024

<sup>2</sup> OzTAM VOZ data, When Watched, Total People, Average Monthly Reach (TV 1 min and BVOD 15 sec)

A photograph of Ricardo Gonçalves and Dilpreet Kaur Taggar smiling together. Ricardo is on the left, wearing a dark suit and a patterned tie. Dilpreet is on the right, wearing a brown blazer and a patterned skirt. The background is a bright yellow wall with some text partially visible, including 'S5' and 'Staff'.

# OUR PURPOSE

**SBS INSPIRES ALL AUSTRALIANS TO EXPLORE, RESPECT AND CELEBRATE OUR DIVERSE WORLD AND IN DOING SO, CONTRIBUTES TO A COHESIVE SOCIETY.**

The SBS Charter<sup>3</sup> sets out the principal function of SBS, to provide multilingual and multicultural broadcasting and digital media services that inform, educate and entertain all Australians, and reflect Australia's multicultural society.

<sup>3</sup> See Appendix 1 (SBS Charter)

Ricardo Gonçalves, SBS World News Presenter and Finance Editor; and Dilpreet Kaur Taggar, SBS Spice Executive Producer

# 01

## DISTINCTIVE NETWORK

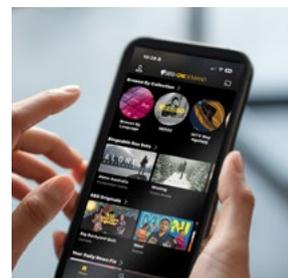
Our content explores, reflects and celebrates all forms of diversity in Australia and beyond – it's what we do best.



# 02

## AUDIENCE FIRST

Serving our audiences with world-class content on all platforms, when and how they want to experience it.



# 03

## COMMUNITY IMPACT

Working closely with communities in Australia to understand their issues and perspectives, amplify their voices, and tell their stories.



# 04

## GREAT PEOPLE; GREAT CULTURE

Our people and culture are our competitive advantage.



# 05

## GREAT BUSINESS

Sustainability, world-class operational efficiency and processes, and globally unique partnerships.



# HIGHLIGHTS

## 2024-25

### 01

#### The nation's most trusted news

SBS News was the news brand with the highest audience trust in Australia in 2024-25, according to the *Reuters Institute Digital News Report 2024*.

### 02

#### Podcaster of the year for three years running

The network was recognised for the third consecutive year by the Australian Podcast Awards as the nation's best producer of podcast content.

### 03

#### SBS On Demand scores a ratings trifecta

New seasons of *Alone Australia*, *The Handmaid's Tale* and *Rogue Heroes* resulted in the highest month on record for SBS On Demand audiences.<sup>4</sup>

### 04

#### National Indigenous Television

NITV reached 4.1 million Australians every month across our TV network and SBS On Demand.<sup>5</sup>

### 05

#### Australian Federal Election campaign

From the corridors of Canberra to communities on Country, SBS News, SBS Audio and NITV collaborated to produce unparalleled coverage of the key issues in over 60 languages.

### 06

#### SBS leads in on-screen and off-screen diversity

SBS achieved an uplift in inclusion and representation across its commissioned content slate benchmarks, closely reflecting the diversity of contemporary Australia.

### 07

#### Meeting audiences where they are

SBS continued to experiment across social platforms, meeting audiences where they are – with 2 billion social video views in 2024-25.<sup>6</sup>

### 08

#### We Go There – Australia's boldest network

Marking the broadcaster's 50th year, SBS launched a new brand campaign celebrating its distinctive position of taking risks and boldly treading where others won't.

### 09

#### Digital innovation in audio-visual on SBS On Demand

SBS became the first network to bring its television and live audio propositions together in one platform, expanding its full suite of radio programs to SBS On Demand.

### 10

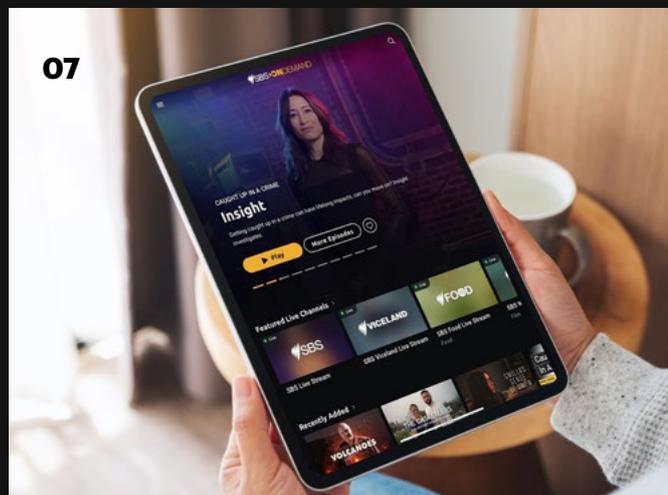
#### Industry leader in sustainability

SBS became the first Australian broadcaster to have its near-term and long-term Net Zero targets validated by world-leading climate science authority, Science Based Targets initiative (SBTi).

<sup>4</sup> April 2025, excluding the FIFA World Cup™ 2023 coverage

<sup>5</sup> OzTAM VOZ data, Total People, NITV, Jul'24 – Jun'25, When Watched, Total TV Average Monthly Reach (TV 1 min, BVOD 15 secs)

<sup>6</sup> Sprout Social analytics



# LETTER TO THE MINISTER

## From the Chair and Managing Director

### The Hon. Anika Wells MP

Minister for Communications  
Parliament House  
Canberra ACT 2600



George Savvides AM, SBS Chair, and James Taylor, SBS Managing Director

Dear Minister,

On behalf of the SBS Board, we are pleased to present the Annual Report of the Special Broadcasting Service (SBS) for the year ending 30 June 2025.

This Annual Report was approved by the Board on 27 August 2025 and has been produced in accordance with the *Public Governance, Performance and Accountability Act 2013* (Cth) and the *Special Broadcasting Service Act 1991* (Cth).

In 2025, SBS proudly marks its 50th anniversary – half a century of inspiring all Australians to explore, respect and celebrate our diverse world, and strengthening social cohesion. Born from the belief that new migrants should have access to essential information about government services in their first language, our founding purpose remains as relevant today as ever. The need for connection, for understanding, and for a shared place where every Australian feels seen and heard is only growing.

Over the past five decades, SBS has firmly established itself as a distinctive and valuable part of Australia's media landscape. We are a diverse national broadcaster producing the highest volume of original Australian content in our history and home to NITV, reaching 12.9 million Australians every month across our TV network and SBS On Demand.<sup>7</sup> Every

week, we connect with more than one in two of the 5.6 million Australians who speak a language other than English.<sup>8</sup> The SBS network is a place where everyone can come together in understanding, no matter who they are or where they come from.

At a time when social cohesion is under pressure and trust in institutions is declining, SBS provides a vital safeguard – amplifying under-represented voices, strengthening democracy through plurality and dialogue, and delivering balanced, impartial and accurate information – leading SBS to be regarded as the nation's most trusted news provider in 2024-25.<sup>9</sup>

During the 2025 Federal Election, SBS and NITV delivered cross-platform multilingual coverage that represented the perspectives of all Australians on key issues, reporting from across the nation and on Country, including through outside broadcasts with multicultural communities. In a rapidly shifting digital landscape, new service *SBS Examines* countered false information circulating during the campaign, *Australia Explained* produced multilingual explainers on enrolling and voting for first-time voters, and we reached younger Australians through targeted podcasts and social videos, including a special election episode of *The Feed* featuring millennial influencers and attracting more than 2.6 million views on social media.<sup>10</sup>

<sup>7</sup> OzTAM VOZ data, When Watched, Total People, Average Monthly Reach (TV 1 min and BVOD 15 sec)

<sup>8</sup> Australian Bureau of Statistics 2021 Census

<sup>9</sup> 2025 Digital News Report, University of Canberra and Reuters Institute for the Study of Journalism

<sup>10</sup> Measured by social media platforms: YouTube, TikTok, Instagram, Facebook, Shorts, X.

SBS is continuously evolving to serve audiences on their platforms of choice. Consequently, we remain strong advocates of fair regulation to ensure all Australians can easily access our content wherever they choose. We also support policy interventions to address the anti-competitive behaviour of global digital platforms and other large multinational organisations that seek to come between SBS and its audiences. The television prominence framework, due to commence in January 2026, is just one example of how regulatory intervention can support Australian audiences' ongoing access to local stories and services for free.

As 2024-25 ends, SBS is in a strong position to launch into the next 50 years. This includes through the industry-leading SBS On Demand platform, with over 15,000 hours of content for almost 12.9 million registered users; as national podcaster of the year for three years running;<sup>11</sup> and as the recipient of two Walkley Awards, four Walkley Foundation Mid-Year Media Prizes and countless other accolades for our premium original content produced across every Australian state and territory. SBS commission *Alone Australia* returned for a third season, reaching almost 4.2 million viewers<sup>12</sup> – our most successful television series yet. NITV's *Big Backyard Quiz* delivered unprecedented development opportunities for First Nations production talent.

Looking forward and as the nation's home of football, SBS is building toward our exclusive broadcast of the FIFA Men's World Cup 2026™, offering all 104 matches live and free. From iconic events such as the Tour de France and World Athletics Championships to specialty sports found nowhere else, we continue to harness the unifying power of sport across cultures like no other broadcaster.

SBS's role as an essential public service underpins the work underway to expand our production capacity in Western Sydney. This is one of Australia's fastest growing, most diverse regions, with over 40% of residents born overseas<sup>13</sup> and home to one of the nation's largest First Nations populations. We strongly believe the planned SBS Western Sydney Production Hub will accelerate our capacity to deliver myriad socio-economic benefits, including bringing new and exciting voices into media, increasing career pathways for young people and under-represented industry practitioners, and enabling the tools and technologies to continue telling the stories about

contemporary Australia across screen and audio. The business case, prepared with funding from the Australian Government last December, will be presented in early 2026.

As SBS steps into the next 50 years, we do so with an unshakeable commitment to inclusion, innovation and excellence. The decades ahead will bring new communities, untold stories, emerging technologies and complex social challenges. We embrace these possibilities in pursuit of our Charter with the same integrity and passion that have guided us since 1975. We continue to inform, inspire and connect all Australians, weaving a richer, more cohesive national story. In doing so, SBS remains a powerful testament to the enduring importance of public investment in trusted, independent media that reflects and unites the nation.

Of course, we could not do this without our incredibly talented people, drawn from across the world and the oldest living continuous culture, speaking over 60 languages, and unwavering in our common purpose. Employee engagement is at its highest level, at 83%, and our gender pay gap of 1.9% (median) is the lowest in the industry.<sup>14</sup> We also extend our appreciation to our senior executives and SBS Board members for their dedication and excellent service to the organisation.

Finally, as Managing Director, I wish to acknowledge my co-author George Savvides AM, for his outstanding service as Chair over the past five years, and before that as Deputy Chair. It is in large measure due to his sure hand that SBS is in such a strong position as he concludes his term. The Board thanks him for his leadership and commitment.



**George Savvides AM**  
SBS Chair



**James Taylor**  
Managing Director

<sup>11</sup> Australian Podcast Awards 2022, 2023, 2024

<sup>12</sup> OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 26/3/25 – 30/6/25

<sup>13</sup> Australian Bureau of Statistics, 2021 Census

<sup>14</sup> WGEA Commonwealth Public Sector Gender Equality Scorecard

# A VIBRANT AND DIVERSE OFFERING

SBS is Australia's most distinctive and multilingual broadcaster, occupying a unique place in the Australian media market.



## SBS

SBS is Australia's destination for compelling local stories, comprehensive global news and current affairs, sports, and the world's most distinctive dramas and documentaries. Australians turn to SBS for a broader understanding of global issues, insightful stories that delve into our diverse society, and inspiring entertainment that promotes understanding and celebrates difference.

## NITV

National Indigenous Television (NITV) is Australia's leading platform for First Nations storytelling, and home to the only national Aboriginal and Torres Strait Islander television news service. NITV helps all Australians to connect with First Nations peoples, cultures and histories. Whether news and current affairs, documentary, drama, entertainment or sport, NITV is created by and for Aboriginal and Torres Strait Islander peoples, available to all Australians.

## SBS ON DEMAND

SBS On Demand is Australia's most distinctive streaming platform, enabling SBS to deliver on its Charter in the digital space. With user access in seven languages and a catalogue of more than 15,000 hours of curated content in more than 60 languages from Australia and across the globe at any one time, SBS On Demand gives audiences the freedom to enjoy content on their preferred device, at their convenience, wherever they may be.

## SBS AUDIO

Delivering audio-visual content in more than 60 languages, SBS Audio serves the 5.6 million Australians who speak a language other than English<sup>15</sup> and includes the channels SBS Arabic and SBS South Asian, serving some of Australia's largest language communities, while SBS Chill and SBS PopAsia showcase global music.

<sup>15</sup> Australian Bureau of Statistics, 2021 Census

Established in 1975 as a radio service broadcasting in a handful of languages, SBS has grown into a cutting-edge, multiplatform network unlike any other globally, continuously adapting and evolving to meet the needs of a growing and diverse Australia. SBS takes a platform-agnostic approach to content, distributing our world-class offerings across linear television, radio, on demand, and digital channels.



### SBS FOOD

SBS Food is Australia's sole 24/7 free-to-air foodie channel, catering to all Australians, with a focus on premium Australian and global content that explores the world through cooking, cuisine and culinary adventures.



### SBS WORLD MOVIES

SBS World Movies showcases the best cinema from around the world, featuring films from every corner of the globe, available on free-to-air television and in sharp high definition. The channel offers a broad range of films, building on SBS's proven heritage as Australia's home of unique and multilingual cinema.



### SBS WORLDWATCH

SBS WorldWatch is a dedicated 24-hour channel serving Australia's multilingual communities, with news bulletins from leading international broadcasters in more than 35 languages.



### SBS VICELAND

SBS VICELAND broadcasts cutting-edge and contemporary programs that cater to inquisitive minds, tackling global and local issues from a unique perspective. International news, current affairs and sports intermingle with exclusive and original documentaries, entertainment and movies, all meticulously selected and curated by SBS for Australian audiences.

# BOARD OF DIRECTORS



## George Savvides AM

### Chair

George Savvides AM was initially appointed as Deputy Chair of the SBS Board on 23 February 2017, before being appointed as Chair of the SBS Board on 9 July 2020.

With 30 years' experience in the Australian and New Zealand health care sector, he was CEO of two IPO listings on the ASX, Sigma in 1999 and Medibank Private in 2014, and CEO of Medibank for 14 years until 2016. He served as Chair of World Vision Australia until February 2018; is a former Chair of Kings Group Ltd, Macquarie University Hospital and Next Science Pty Ltd; and is a former Board member of NZX listed Ryman Healthcare. He is currently Chair of I-MED Radiology Network; a Board member of Insurance Australia Group Limited and BuildXact Software Ltd; and Chair of charity Faith Values.

In early 2020, George was made a Member of the Order of Australia for his significant service to the community, charitable groups and business.

George is a member of the Remuneration Committee.

## BOARD OF DIRECTORS



### Christine Zeitz

#### Deputy Chair

Appointed to the SBS Board on 10 May 2018 and appointed to Deputy Chair on 30 September 2021, Christine Zeitz has over 35 years' global experience in strategy, revenue and profitability growth, business turnarounds, mergers and acquisitions, e-commerce, marketing, and building functional and cohesive teams. Christine is an experienced Non-Executive Director, previously holding roles as CEO of Northrop Grumman Australia, CEO of Leidos Australia, Vice President and Managing Director for Australia and Asia Pacific at Lockheed Martin, and President North East Asia of BAE Systems Australia.

A champion of workplace diversity and a passionate advocate for women in national security, Christine is Chair of Defence Trailblazer for Concept to Sovereign Capability, member of the RAA Board, member of the Port Adelaide AFLW football committee, and former Co-Chair and member of the SA Premier's Council for Women. In 2023 she was named Female Defence Executive of the Year and in 2024 was awarded the Lifetime Award and entered into the Australian Defence Women's Hall of Fame.

Christine has a Bachelor of Economics from Flinders University, a Graduate Certificate of Management from University of South Australia, and is an alum of the Australian Institute of Company Directors and Harvard Business School.

Christine is the Chair of the Remuneration Committee and was a member of the Audit and Risk Committee.



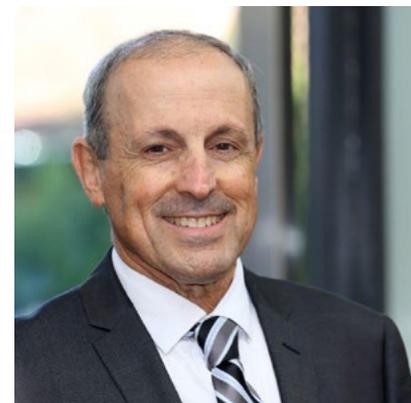
### James Taylor

#### Managing Director

James Taylor has almost 25 years' experience across the media and telecommunications sectors, and was appointed Managing Director of SBS in October 2018.

Prior to his appointment as Managing Director, James was SBS's Chief Financial Officer (CFO) for more than six years, having joined the organisation as Head of Corporate Finance in June 2012. During his time as CFO, James had oversight of the Finance, Corporate Strategy, People and Culture, SBS Media, Legal and Corporate Services teams. He has been central to the ongoing strategic direction, digital innovation and efficient operations of the public broadcaster.

Before joining SBS, James was Director of Strategy Consulting at Deloitte, Head of Strategy and Corporate Development at British Telecom, and Director of Corporate Development at the Australian Broadcasting Corporation.



### Vic Alhadeff OAM

#### Non-Executive Director

Appointed to the SBS Board on 30 September 2021, Vic Alhadeff OAM has extensive experience in media and multicultural affairs, having dedicated his career to building a more resilient, respectful and inclusive society. He has held a range of leadership positions in media and community organisations, including Chair of Multicultural NSW, CEO of the NSW Jewish Board of Deputies, Editor of the *Australian Jewish News*, and Chief Sub-Editor of the anti-apartheid *Cape Times* in South Africa.

From 2015-2018 Vic led a campaign which resulted in the successful passage of Section 93Z, a new provision of the *NSW Crimes Act*, outlawing incitement to violence on the basis of race, religion, gender or sexual identity. He was awarded an honorary Doctor of Letters (Honoris Causa) by the University of Sydney in 2025, a Medal of the Order of Australia (OAM) in 2024, and the NSW Premier's Award from Premier Gladys Berejiklian in 2021 in recognition of his contribution to civil society.

Vic is also the author of two books on South African history and has run 25 marathons. He grew up in Zimbabwe to parents who were born on Rhodes Island, Greece.

Vic is the Chair of the Community Advisory Committee, a member of the Codes Review Committee, and was a member of the Audit and Risk Committee.

## BOARD OF DIRECTORS



### Aaron Fa'Aoso

#### Non-Executive Director

Appointed to the SBS Board on 16 February 2023, Aaron Fa'Aoso is the Managing Director of Lone Star Productions based in Cairns, which he established in 2013 with the intent of telling stories of the Torres Strait and Far North Queensland. He is an accomplished actor, screenwriter, producer and director, working on programs such as *Strait to the Plate*, *East West 101*, *Blue Water Empire*, *Black Comedy*, and *The Straits*. His autobiography *So Far, So Good* was released in 2022.

Aaron holds a Masters degree of Film Business from the Australian Film, Television and Radio School, and in addition to his work with SBS, serves on a number of Boards and Committees including Screen Queensland, Cairns Indigenous Art Fair, Interim Truth & Treaty Body (QLD), and the Indigenous Connections Committee of the National Film and Sound Archive of Australia. Aaron is a proud Torres Strait Islander committed to driving positive change for Aboriginal and Torres Strait Islander peoples.

Aaron is a member of the Community Advisory Committee and the Codes Review Committee.



### Peeyush Gupta AM

#### Non-Executive Director

Appointed on 16 October 2014, Peeyush Gupta AM is a Chairman and non-executive Director of a range of commercial, public sector and not-for-profit boards, including Dexus, Liberty Financial, Quintessence Labs, NSW Cancer Council and Northern Territory Aboriginal Investment Corporation (NTAIC). He serves on various sub-committees of these boards, including in risk, remuneration, investment and finance. Peeyush was the co-founder and inaugural CEO of IPAC Securities, a wealth management firm providing financial advice and institutional portfolio management in Australia and internationally.

Peeyush holds a Master of Business Administration in Finance from the Australian Graduate School of Management, University of NSW, and is also an alumnus of Harvard University and the London Business School. He was awarded a Member of the Order of Australia in January 2019 for significant service to business and the community through governance and philanthropic roles.

Peeyush served as a member of the Audit and Risk Committee until his term as a non-Executive Director concluded. Since then, Peeyush has been appointed as an independent external member of the Audit and Risk Committee.

Peeyush's term concluded on 16 October 2024.



### Dr Andrew Lu AM

#### Non-Executive Director

Appointed to the SBS Board on 16 February 2023, Dr Andrew Lu AM is a respected dispute resolution lawyer and mediator. He brings substantial senior executive and governance expertise across the private and public sectors. For 21 years, he practised as a solicitor and insurance law partner in large firms before becoming President of the Mental Health Tribunal of Western Australia. His board experience includes non-executive directorships of the Australian Youth Orchestra, Melbourne International Film Festival, National Gallery of Australia Foundation, Chamber of Arts and Culture WA, and the Arts Law Centre. He chairs the Curtin Law School Advisory Board.

Andrew graduated LLB from the University of Western Australia, LLM from the University of New England, and Doctor of Juridical Science from Australian National University. He is a Fellow of the Australian Institute of Company Directors, Australian Academy of Law, ANZIIF, and the Governance Institute. Awarded an Order of Australia Medal in 2008, he was appointed a Member of the Order of Australia in 2021 for significant service to the Arts and to the Law. He was named Diversity Leader 2019 and Senior Practitioner of the Year 2022 by the Asian Australian Lawyers Association.

Andrew is a member of the Remuneration Committee.

## BOARD OF DIRECTORS

**Dr. Nicholas Pappas AM****Non-Executive Director**

Dr. Nicholas Pappas AM joined the SBS Board on 12 December 2024. A retired lawyer, he is Chair of the Bank of Sydney and Chair of the South Sydney Rabbitohs. Among his other roles, he also chairs The Hellenic Initiative Australia and serves on the boards of the Steve Waugh Foundation – Australia, and Melbourne’s Hellenic Museum.

Nicholas is the Honorary Secretary of the Greek Orthodox Archdiocesan Council and a Trustee of the Greek Orthodox Archdiocese of Australia Consolidated Trust. He was appointed to the General Division of the Order of Australia in 2013 for services to the arts, rugby league and the Greek Australian community.

Nicholas is a member of the Audit and Risk Committee.

**Katrina Rathie****Non-Executive Director**

Appointed to the SBS Board on 31 March 2022, Katrina Rathie is a business leader and lawyer with broad experience in corporate governance and the media sector. She is a Fellow of the Australian Institute of Company Directors, member of Chief Executive Women, Chair of Bubs Australia, NSW Patron of the Asian Australian Lawyers Association, member of the Advisory Board for Media Diversity Australia, Non-Executive Director of Asia Society Australia, and a former Director of Starlight Children’s Foundation Australia.

She was named Chair of the Year – Small Company at the AFR BOSS Director Awards in 2025, as well as Overall Winner of the AFR 100 Women of Influence list in the Board & Management category in 2019 for her contribution to the law and gender and cultural diversity.

Katrina was Partner in Charge, Sydney at top tier global law firm King & Wood Mallesons (2014-2021), where she was an equity partner for 25 years, and Sector Leader of the Media and Entertainment Practice. She has been a trusted legal advisor to television/streaming networks, media organisations, global advertisers and creators of content, and holds a Bachelor of Commerce (Accounting & Financial Management)/Laws from UNSW Sydney.

Katrina is the Chair of the Codes Review Committee.

**Cassandra Wilkinson OAM****Non-Executive Director**

Appointed to the SBS Board on 8 June 2023, Cassandra Wilkinson OAM has been a leader in the community broadcasting sector for more than two decades, co-founding and chairing the Board of FBI Radio, Sydney’s youth, arts and emerging culture radio station. FBI has been a critical platform for Australian music and a training ground for young professionals in media and the arts.

In addition to a long career in public service, Cassandra has devoted herself to building opportunities for Australian artists through Music NSW, the Community Broadcasting Association of Australia, and as co-owner of Lazy Thinking Records. Cassandra is a senior executive in NSW Treasury who brings strong skills in public finance and governance. She is passionate about organisational culture and ensuring public institutions reflect the communities they serve. In 2024 Cassandra was awarded a Medal of the Order of Australia for service to broadcast media and the community. Cassandra is the Chair of the Audit and Risk Committee and is a member of the Codes Review Committee.

# ORGANISATIONAL STRUCTURE

## Minister for Communications

The Hon. Anika Wells MP

### SBS Board

#### Chair

George Savvides AM

#### Directors

Christine Zeitz  
James Taylor  
(Managing Director)

Vic Alhadeff OAM  
Aaron Fa'Aoso  
Peeyush Gupta AM\*\*  
Dr Andrew Lu AM

Dr Nicolas Pappas AM  
Katrina Rathie  
Cassandra Wilkinson OAM

### Community Advisory Committee

#### Chair

Vic Alhadeff OAM

#### Audit and Risk Committee

Chair  
Cassandra Wilkinson OAM\*  
Peeyush Gupta AM\*\*

#### Codes Review Committee

Chair  
Katrina Rathie

#### Remuneration Committee

Chair  
Christine Zeitz

### SBS Executive Committee

#### Managing Director

James Taylor

### SBS Ombudsman

Amy Stockwell

#### Director, People & Culture

Stig Bell

#### Director, First Nations

Tanya Denning-Orman

#### General Counsel

Theo Dorizac

#### Chief Technology Officer

Darren Farnham

#### Director, Television

Kathryn Fink

#### Director, Audio & Language Content

David Hua

#### Chief Financial Officer

Nitsa Niarchos

#### Director, Corporate Affairs

Clare O'Neil

#### Chief Marketing & Commercial Officer

Jane Palfreyman

#### Director, SBS Media

Adam Sadler\*\*\*

#### Director, News & Current Affairs

Mandi Wicks

#### Director, Corporate Strategy

Sarah Yassien\*\*\*\*

\* From 28 November 2024  
\*\* Term concluded 16 October 2024  
\*\*\* Until 7 November 2024  
\*\*\*\* Until 2 May 2025

# CORPORATE PLAN

This Annual Report reviews SBS's performance against the SBS Corporate Plan 2024-25 and the Department of Infrastructure, Transport, Regional Development, Communications and the Arts Portfolio Budget Statements for 2024-25

As part of the *Federal Government's Public Governance, Performance and Accountability Act 2013 (PGPA Act)* legislative framework, the SBS Corporate Plan must be updated annually on a rolling four-year basis. The SBS Corporate Plan 2024-25 covers the period 2024-25 to 2027-28.

The Corporate Plan is influenced by the organisation's four-year strategic journey and the SBS Values.

## What we do

<b>1.</b> Content creation, acquisition and curation	<b>2.</b> Content broadcast and distribution	<b>3.</b> Content commercialisation	<b>4.</b> Content support activities
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## SBS Values

<b>We are audience obsessed</b>	We exist for them. We are passionate about understanding our audiences' needs and what inspires them. We make decisions with our audiences in mind. We build partnerships with the community.
<b>We embrace difference</b>	We bring our whole self to work. We passionately pursue our purpose and we advocate for diversity. We don't tolerate inequality. We connect with people and ensure everyone is heard.
<b>We are bold and brave</b>	We are thought provoking. We respectfully challenge each other. We don't accept the status quo. We aim for extraordinary. We recognise that when we fail a new learning opportunity is created.
<b>We engage and participate fully</b>	We don't sit on the sidelines. We hold each other to account whilst accepting personal responsibility. We don't accept passengers along for the ride. We keep evolving through continuous improvement.
<b>We look out for one another</b>	We foster a sense of belonging. We care for each other personally and professionally. We make it easy for people to do their job. We act as one team and support each other. We celebrate our success.

## SBS Purpose

SBS inspires all Australians to explore, respect and celebrate our diverse world, and in doing so, contributes to a cohesive society.

## LOOKING AHEAD: FOCUS FOR 2025-26

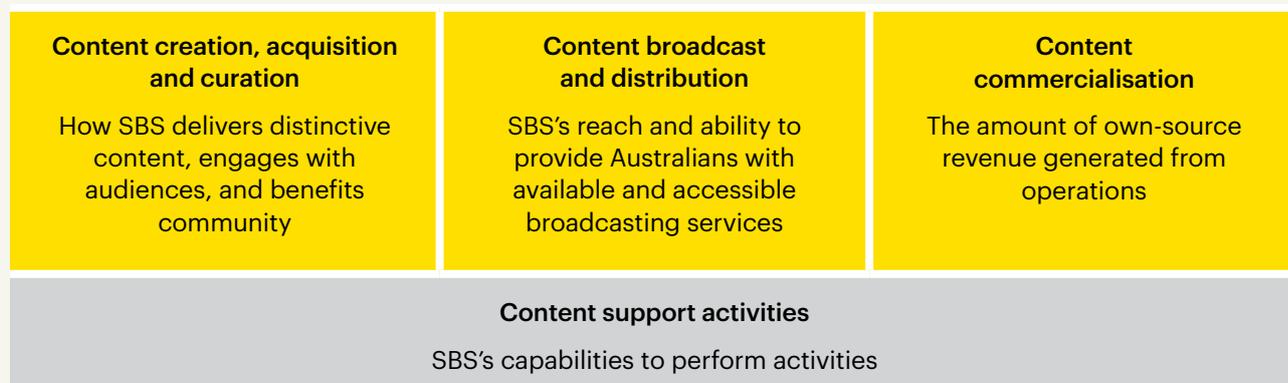
Under the five focus areas that form the framework of the four-year strategy, SBS identified the following significant activities for 2025-26 to deliver on the organisation's strategic goals and objectives.

### Delivering against our Charter and Purpose

Strategic Pillars	Goals 2025-26
<b>Distinctive Network</b>	Promote distinctiveness via commissioning and acquisition of original content, as well as First Nations, in-language, news, editorial and the FIFA World Cup 2026™.
<b>Audience First</b>	Increase SBS's reach and engagement with all Australians through enhanced experience and productivity.
<b>Community Impact</b>	Deliver positive impact to communities and enhance our essential services role in supporting social cohesion.
<b>Great People; Great Culture</b>	Deliver outstanding employee experiences while growing diversity on and off screen.
<b>Great Business</b>	Continue to lead and innovate at the forefront of the Australian media landscape, while adapting to a changing commercial environment.

**These focus areas help SBS to achieve its Charter and Purpose by:**

- Accelerating language offerings and capabilities to Australia’s multilingual and multicultural communities
- Expanding upon First Nations content offering available to all Australians
- Delivering trusted news and information and contributing to the national conversation with bold programming
- Delivering stories that engage, inform and entertain all Australians, as their needs and consumption habits evolve
- Delivering best-in-class user experience for audiences on SBS’s digital platforms to improve audience engagement and loyalty
- Managing the transition to a digital audience base by building audience awareness, scale and engagement on digital platforms such as SBS On Demand to ensure continued relevance as audiences increasingly stream online
- Maintaining relevance on traditional broadcasting platforms to ensure continued delivery on Charter and Purpose
- Continue to invest in Charter-driven content and activities by increasing returns from commercial activities, while continuing to innovate and further improve efficiency of existing operations
- Attracting and retaining the best people by ensuring SBS remains a great and inclusive place to work, with higher staff engagement and collaboration to maximise business outcomes
- Ensuring emerging technologies can be harnessed effectively to support delivery of SBS’s Charter, Purpose and strategy
- Maintaining a strong leadership position within the media and corporate industry on sustainability



Details of SBS’s performance against its key performance indicators in 2024-25 are provided in the Annual Performance Statement section of this report (pp. 114-119).

# 01

## DISTINCTIVE NETWORK

For 50 years, SBS has held a unique place in our nation's media landscape, telling award-winning stories about, with and for a diverse and contemporary Australia so everyone can see themselves reflected – wherever they live, whatever language they use, and however they watch, read or listen.



Tony Armstrong and Courtney Act, Eurovision Song Contest 2025 hosts

## 2024-25 AT A GLANCE

### Australian Federal Election done differently

SBS News, SBS Audio and NITV brought a unique lens to the 2025 Federal Election, reporting on the key issues in more than 60 languages and featuring innovative social content such as *The Feed*'s influencer debate.



### SBS Examines: Fact-based and culturally nuanced

SBS's newest service, with in-depth reporting and explainers to address misinformation and disinformation impacting Australia's social cohesion, gained 23.4 million social impressions in its first year of operation.<sup>16</sup>



### Big Backyard Quiz pioneering investment in First Nations talent

An innovative partnership between NITV and Screenwest provided significant new opportunities and placements for First Nations practitioners.



### Breaking boundaries with *Four Years Later*

Receiving critical acclaim, this modern love story drama series was an Australian industry-first, filmed across Australia and India and told bilingually in English and Hindi.



<sup>16</sup> Sprout Social Analytics

# MAINTAINING TRUST THROUGH TURBULENT TIMES

As communities around the world become more polarised, trust in mainstream media declines, and misinformation and disinformation flourish, SBS's mission to provide balanced, accurate and impartial news is more important than ever. SBS continues to serve audiences with distinctive and multi-faceted news and current affairs coverage from around the world, reflecting and informing Australia's diverse communities.

The 2024-25 year was extraordinary in terms of global events, which will shape geopolitics for years to come. As Australia's only news service with a primarily global focus, SBS World News delivered depth and breadth when reporting on historic events and issues, including conflict in the Middle East, Russia-Ukraine and Sudan; the US election; and other geopolitical developments that reverberated across the globe.

SBS's editorial teams provided critical context, a variety of perspectives, and a voice for under-represented communities. This approach was endorsed by strong audience growth during the reporting period, and by the *Reuters Institute Digital News Report 2025* which found SBS News remained one of Australia's most trusted news providers.

## The year of elections and more

The US and Australian elections dominated global and domestic headlines, and the death of Pope Francis, followed by the election of his successor Pope Leo XIV, made this a unique year in terms of election reporting.

SBS editorial teams worked around the clock in Australia, the USA and Europe to cover developments and deliver analysis of these historic votes.

SBS correspondents were present for many of the momentous global events of 2024-25, reporting live from the US election and President Trump's Inauguration in Washington, and the death of Pope Francis and election of Pope Leo XIV in Rome, as well as British, French, German and Indian national elections. They travelled with Australian Prime Minister Anthony Albanese to the APEC and G20 Summits in South America, as well as the G7 meeting in Canada. They also travelled with ALP and Coalition leaders on the Australian Federal Election campaign trail.

SBS also reported from many places around the globe, including Afghanistan, Bangladesh, El Salvador, Haiti, Israel and Lebanon, covering difficult stories with balance and impartiality.

At a time of global turbulence, SBS boosted its international news offering with the launch of the English-language Euronews and France 24 FAST channels on SBS On Demand in April 2025 and June 2025 respectively, strengthening SBS's commitment to making global news free and accessible for Australian audiences.

## Informing audiences across multiple platforms

As SBS marks its 50th year, our news offering across the network demonstrates why SBS exists – to inform audiences with balanced, accurate and impartial information, reflect a diversity of voices, and help safeguard social cohesion.

In line with our Audience First Strategy (read more on pp. 42-43), we are determined to meet audiences where they are. This has meant reimagining workflows to create and repurpose more content for digital platforms. This change in consumption habits is reflected in the *Reuters Institute Digital News Report 2025*, which found that while television (37%) remains a popular source of news for Australians, social media (26%) has overtaken online news (23%).

SBS's long-standing flagship current affairs programs *Dateline* and *Insight* reached major milestones while remaining as relevant and incisive as ever.

In October 2024, *Dateline* marked its 40th anniversary as Australia's longest running international current affairs program. It continued to explore global trends and feature the people and stories shaping our increasingly connected world through new episodes, including 'The Beast



Sara Tomevska and Naveen Razik, SBS News journalists, during the 2025 Federal Election campaign

– Mexico’s Deadliest Train’, ‘El Salvador – Gangland to Safe Haven’ and ‘Murder in Afghanistan’, which won gold for investigative journalism at the New York Festivals TV and Film Awards 2025. At the 2024 Walkley Awards, *Dateline*’s exceptional reporting earned the International Journalism award for ‘Finding Yusuf’.

In August 2025, *Insight* marked 30 years of delivering powerful first-person stories offering a unique perspective on the way Australians live, across topics such as taboo relationships, the Sandwich Generation and the rising cost of living. A second season of the companion *Insightful* podcast, featuring in-depth interviews with past guests from the program, was released in 2025.

The SBS News team also expanded its podcast schedule, covering a range of topics, from international news (*World News Weekly*) to discrimination in the Australian health system (*Hysterical*) and a retrospective look at the Black Summer bushfires (*Burnt*). Read more about SBS’s podcast offering on p. 27.

### Award-winning journalism

SBS’s high-quality factual and impartial news and current affairs was widely recognised across 2024-25 with a slew of industry awards. These included:

#### 69th Walkley Awards

- Best Television/Video News Reporting: Ben Lewis for SBS World News, ‘October 7 Attacks’.
- International Journalism: *Dateline*, ‘Finding Yusuf’.

#### The Walkley Foundation’s 2025 Mid-Year Media Prizes

- Freelance Journalist of the Year: Prue Lewarne for *Dateline*, SBS World News, ‘The Beast – Mexico’s Deadliest Train’, ‘Argentina’s Milei’, ‘Argentina Poverty’.
- Women’s Leadership in Media Prize: Calliste Weitenberg for *Dateline*, ‘Romania’s Webcam Girls’, ‘India’s Virginity Test’, ‘In the wake of Andrew Tate’s arrest, Romanian cam girls speak out’.
- Longform Feature or Special (Young Australian Journalist of the Year Awards): Rhiona-Jade Armont for *Dateline*, ‘Cambodia’s Surrogacy Crackdown’
- Visual Storytelling (Young Australian Journalist of the Year Awards): Christopher Tan for SBS World News, ‘WA videojournalism body of work’

#### State awards

- Kennedy Awards – Outstanding Foreign Correspondent: Colin Cosier for *Dateline*, ‘Finding Yusuf’.
- Quill Awards - Jana Wendt Award for International Reporting: *Dateline*, ‘Finding Yusuf’.
- South Australian Media Awards – 2024 South Australian Journalist of the Year: Peta Doherty.

# FEDERAL ELECTION 2025

The 2025 Federal Election dominated headlines as almost 18 million Australians voted on 3 May. SBS and NITV provided comprehensive, multilingual coverage across TV, audio and digital, all conveniently housed on the one-stop SBS Election 2025 Portal and SBS On Demand Election Hub.

SBS rolled out content across its network, including election specials on *The Point*, *Living Black*, *Insight*, *SBS Examines* and a range of commissioned audio programming. The cross-platform offering included news, explainers, podcasts, live blogs and short-form video on major issues including cost of living, housing, immigration, Indigenous affairs and climate policy.

SBS News and *The Feed* targeted younger voters with content, including podcasts *Party Time* and *Cost of Living Secrets*, as well as an 'Influencers Debate' that brought together some of Australia's most passionate political influencers and was published as a series of short-form and long-form social videos, gaining 2.6 million views online.<sup>17</sup>

SBS Audio engaged communities in more than 60 languages through talkback, vox pops and explainers. The 'Matters that Matter' project explored policy issues and *SBS Examines* investigated AI's role in the electoral process, while an *Australia Explained* and Australian Electoral Commission collaboration supported multilingual voter education. More than 135 interviews were conducted with sitting Members of Parliament, local candidates and other guests at community 'Election Exchanges' across seven electorates.

NITV offered distinctive First Nations perspectives on key election issues and extended its award-winning news and current affairs coverage of the 2023 Voice Referendum. The 10th season of *The Point* featured a special from Gimuy (Cairns) and a studio episode exploring First Nations political engagement post-referendum.



John Paul Janke, National Indigenous Affairs Editor and Host of The Point



Farah Tawfik, SBS Arabic Cross Platform Journalist

<sup>17</sup> Measured by social media platforms: YouTube, TikTok, Instagram, Facebook, Shorts, X

# CONNECTING ALL AUSTRALIANS IN OVER 60 LANGUAGES

Since starting as two small multilingual radio stations in 1975, SBS has built deep, trusted relationships with diverse communities, and is uniquely placed to inform, educate and entertain the more than 5.6 million Australians who speak a language other than English.<sup>18</sup>

Today, SBS plays a vital role in helping build a sense of connection and belonging for all Australians by delivering distinctive content in more than 60 languages, including First Nations languages. Its offering reflects and serves the ever-changing face of contemporary Australia, ranging from large and established communities to those newly arrived and with high needs.

In 2024-25, SBS Audio broadcast over 22,000 hours<sup>19</sup> of distinctive multilingual content produced locally by our bilingual and multilingual journalists, across broadcast radio, video, live streaming and podcasting, sharing the stories in which all Australians can see their own communities, cultures and experiences.

Key stories included the Australian Federal Election (see p. 24); community-focused reporting on the Middle East conflict, including by SBS Arabic, SBS Hebrew and SBS Persian; the 50th anniversary of the end of the Vietnam War; an exclusive investigation into the 2019 attack on Australia's embassy in Iran through an SBS Persian/SBS News collaboration; an 'Aussie Chinese Stories' series by SBS Mandarin, which won a 2024 Premier's Multicultural Communications Award; and coverage of other global conflicts, including the Russia-Ukraine war and India-Pakistan tensions.

SBS Spice, an English-language offering for Gen Y and Z South Asian Australians launched in April 2024, drove progressive, thought-provoking and tongue-in-cheek content on social platforms. Its online video stories and vodcasts were viewed over 17 million<sup>20</sup> times in 2024-25, including a story on the Sikh Games that received 2.7 million views,<sup>21</sup> underpinning

the importance of engaging younger Australian-born audiences who are navigating dual cultural identities.

SBS Audio assisted new Australians with essential content to assist with settling into life in Australia. *Australia Explained* provided practical information on health, housing, jobs, visas and citizenship, Australian laws and more. *Learn English* featured podcasts and videos to enable learning English as an additional language. Read more on p. 67.

Language teams also marked key cultural celebrations with bespoke content, including targeted campaigns as part of SBS's Community Impact Strategy for Lunar New Year, Ramadan and Eid, Diwali/Deepavali and NAIDOC Week. Read more on pp. 58-63.

## SBS Examines

*SBS Examines* delivers fact-based and culturally appropriate journalism and explainers to dispel inaccurate information – including myths, misinformation and disinformation – with a particular focus on material that may negatively impact social cohesion. In 2024-25, more than 2,600 stories in over 54 languages were produced in consultation with SBS's multilingual journalists and diverse Australian communities, and published as articles, podcasts and social videos, resulting in 9.3 million video views<sup>22</sup> and over 23.5 million social impressions.<sup>23</sup>

Critical content included explainers on antisemitism and Islamophobia, as well as the four-part series 'Who's Right? Who's Left?' in the lead-up to the 2025 Federal Election, which unpacked key issues across the political spectrum (see p. 24). Other highlights included an investigation into Russian disinformation networks, and story collaborations with NITV on topics such as January 26, the Stolen Generation, and the debate around Welcome to Country ceremonies.

<sup>18</sup> Australian Bureau of Statistics 2021 Census

<sup>19</sup> Based on SBS language hours broadcast (live and repeats) excluding recess hours

<sup>20</sup> Instagram Analytics

<sup>21</sup> Instagram Analytics

<sup>22</sup> Sprout Social Analytics

<sup>23</sup> Sprout Social Analytics

## CONNECTING ALL AUSTRALIANS IN OVER 60 LANGUAGES

### With communities, where it matters most

In 2024-25, SBS Audio engaged with audiences at more than 68 events and activations in every state and territory across Australia, including locations such as Darwin and Toowoomba. From cultural festivals to live outdoor broadcasts in more than 20 languages, SBS joined communities to tell stories giving voice to diverse perspectives on topics ranging from social cohesion to life in regional towns.

In the lead-up to the 2025 Federal Election, teams travelled to Broadmeadows, Melbourne and Parramatta, Sydney, to explore the key issues through 'Election Exchanges'. These events connected MPs, candidates and communities, providing factual and impartial coverage in Arabic, Cantonese, Hindi, Mandarin, Nepali, Vietnamese and other languages. Read about our Federal Election coverage on p. 24

### Audio channels on SBS On Demand

SBS Audio expanded its full suite of radio stations to Free Ad Supported TV (FAST) channels on SBS On Demand, with its audio music and language programs reimagined as visualised livestreams featuring scenery and landscapes from around the globe. More than 500,000 hours of content was consumed this way in 2024-25.<sup>24</sup>

SBS Arabic and SBS South Asian delivered news, entertainment and music that catered to the rich diversity of their audiences, while SBS Radio 1, SBS Radio 2 and SBS Radio 3 broadcast in more than 60 languages. Music station SBS Chill treated listeners to a special New Year's Day 'Chillest 100' playlist, SBS PopAsia played non-stop K-Pop, C-Pop and J-Pop, including a dedicated Lunar New Year line-up, and SBS EuroPop was launched for the month of May 2025 to support SBS's *Eurovision Song Contest* coverage by playing past Eurovision hits 24/7, accompanied by scenic vision from 2025 host nation Switzerland.

### Connecting our newest Australians with the custodians of the oldest living culture on earth

SBS Audio continued to connect our newest Australians with the custodians of the oldest living culture on earth through First Nations-focused content, produced in close collaboration with NITV. Coverage marked key cultural moments including NAIDOC Week, National Reconciliation Week and the Koori Knockout.

Language teams co-produced explainers and community stories for January 26, reflecting on connections between First and new Australians. Journalists from SBS Arabic and SBS Chinese attended the Garma Festival of Traditional Cultures in remote North East Arnhem Land, NT, producing content for use across the network.

NITV Radio premiered the *Guardians of Language and Country* podcast which explores language preservation through First Nations storytelling on Country, as well as a daily news podcast voiced by Executive Producer Lowanna Grant in partnership with NITV News to highlight Indigenous perspectives on the events of the day.

<sup>24</sup> Conviva, July '24 to June '25.

## SBS'S ONGOING SUCCESS IN THE PODCASTING SPHERE

For the third year running, SBS was named Publisher of the Year at the Australian Podcast Awards 2024, in celebration of the bold and broad podcast offering across its network. Across a catalogue of over 500 titles, more than 38 million episodes<sup>25</sup> were downloaded in 2024-25, with listeners accessing stories in over 60 languages to experience a dynamic and contemporary Australia. From podcasts that showcased the rich contributions of diverse communities to award-winning series on food, environment, news and entertainment, some of the year's many highlights included:



Comedian Lizzy Hoo unravels our deepest multicultural relationships – the ones with our grandparents.



Host Janak Rogers looks at key moments in Australia's migration story and unpacks the nation's thorny relationship with race.



Hosts Anthony Levin and Nadine J. Cohen explore grief, death care and the business of dying.



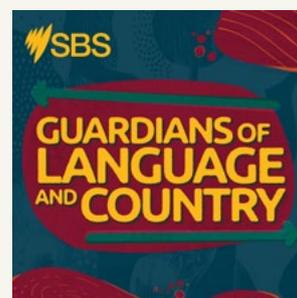
This award-winning, internationally acclaimed companion podcast recaps every episode, reliving the most powerful and shocking moments<sup>26</sup>.



Hear from people who are taking action at a local level to improve climate resilience and rethinking what they need to thrive.



From groceries and rent to nutrition and petrol, hosts Ricardo Gonçalves and Peggy Giakoumelos share how to spend less.



Journey through Far North Queensland and learn how emerging technologies are helping preserve Indigenous languages.



In the 1960s, Australians first heard the word 'ndrangheta' – a ruthless mafia that had taken root Down Under.

<sup>25</sup> Triton Digital, Jul 2024-May 2025 Total Unique Downloads and Average Monthly Listeners

<sup>26</sup> Streamguys, current 23 June 2025

## SBS50: CELEBRATING HALF A CENTURY OF AUSTRALIA'S MOST DISTINCTIVE MEDIA ORGANISATION

"The thing that I love about SBS is it doesn't tell me what to think. It just opens my eyes and my heart to see the world differently."

Rachel Griffiths

"Fifty years ago, we were given the chance to see the world from a different point of view. And fifty years today, the world has had a chance to see us."

Ernie Dingo

SBS marked its 50th birthday in June 2025 with a special line-up of programming that paid homage to its unique past and critical role today reflecting contemporary Australia like no other media network can.

Celebrating SBS's roots as two small multilingual radio stations, 2EA and 3EA, SBS Audio ran community features in over 60 languages that explored the changing faces of multicultural Australia. This ranged from social and online video interviews with original 2EA and 3EA radio presenters to a 'Changing Street Corners' series featuring some of the nation's oldest and newest migrant communities sharing their diverse perspectives and valuable contributions to Australian society.

Some of these powerful stories included SBS Vietnamese profiling an 80-year-old woman with a collection of over 2,000 cassette tapes filled with original 2EA/SBS programs spanning almost 50 years; SBS Greek interviewing community members who migrated to Australia on the ship *Patris* from 1959-1975; and SBS Khmer sharing the experiences of refugees who fled Cambodia's Khmer Rouge regime in 1975.

Across the network, SBS ran special SBS50-themed episodes of audience favourites. The line-up included *Insight* hosted by Kumi Taguchi, *Mastermind* with Marc Fennell, *The Cook Up with Adam Liaw*, and *The Weekly Football Wrap* with Claudio Fabiano. *Living Black*, hosted by Karla Grant and Australia's longest-running Indigenous current affairs television program, reflected on SBS and NITV's critical role in amplifying Indigenous voices and perspectives over the decades, with a one hour documentary *Redefining Australia: 50 Years of SBS*.

Viewers also enjoyed reruns of cult classic *South Park* and new episodes of Chinese dating show *If You Are The One*, as well as an SBS World Movies collection featuring original commentary from *The Movie Show* with iconic duo Margaret Pomeranz and David Stratton.

SBS also launched the documentary series *Australia: An Unofficial History*, which was hosted by screen icon Jackie Weaver and uncovered a forgotten archive of government films from the 1970s to tell the story of Australia as never seen before. *SBS Examines* released a short-form documentary series exploring 50 years of social cohesion in Australia.

"It's a true reflection of the Australian story and the Australian experience."

Melissa Leong



Edinel Magtibay, Senior Producer of SBS Filipino (seated far right), with community members at a SBS50 live broadcast in Toowoomba



Clockwise from above:  
 Cleo Demopoulos, host of the original  
 Greek program on 2EA radio  
 Kumi Taguchi, host of Insight  
 South Park  
 Marc Fennell, host of Mastermind



# AMPLIFYING FIRST NATIONS PERSPECTIVES, PRIDE AND POWER

SBS proudly continues to share stories exploring and celebrating Aboriginal and Torres Strait Islander cultures, history, knowledge and achievements, with NITV at its heart. In 2024-25, more than 18.8 million hours of First Nations content was consumed across the SBS network.<sup>27</sup>

NITV provides a vital platform amplifying the voices of Aboriginal and Torres Strait Islander peoples. A channel made by, for and about First Nations Australians, it reports from the heart of communities, elevating their stories and perspectives to a nationwide audience. In 2024-25, NITV delivered over 220 hours of original First Nations content and grew prime-time audiences by 10%,<sup>28</sup> despite a challenging linear television market.

NITV's news and current affairs team produced more than 120 hours of original First Nations content, as its journalists delivered diverse and agenda-setting narratives from remote, regional and urban Australia. Alongside NITV correspondents across the country, NITV continues to work closely with First Nations media organisations to ensure the delivery of a truly national perspective reflecting the news and stories of communities. This includes NITV's partnership with Torres Strait Islander Media Association (TSIMA), which allows NITV to showcase stories from throughout the Torres Strait. NITV News also partnered with NITV Radio on a daily news podcast putting First Nations perspectives first (see p. 26).

*The Point*, hosted by National Indigenous Affairs Editor, John Paul Janke, stepped out of the studio and on Country once again, building on the momentum of the Road to Referendum coverage in 2023 and examining ways to close the gap between Indigenous and non-Indigenous Australians. Episodes were filmed across the continent, including in Bwgcolman (Palm Island), Hopevale, Dubbo, Tarndanya (Adelaide), Tamworth, Northeast Arnhem Land and Garramilla (Darwin), as well as Mparntwe (Alice Springs) where critical community perspectives were reported during an unfolding crisis as a youth lockdown was introduced in the town.

*Living Black*, Australia's longest running Indigenous current affairs television program, now in its 26th year and hosted by Karla Grant, continued to deliver insightful investigations and interviews. Critical topics like black cladding and youth incarceration were covered, alongside the celebrated sporting achievements of Lydia Williams, an SBS 50th anniversary special looking back at the network's rich history of First Nations storytelling, and more.



Karla Grant, Executive Producer and host of *Living Black*, in episode 'Unfinished Business - Corroboree 2000'

<sup>27</sup> SBS internal data and OzTam data 2024-25

<sup>28</sup> OzTAM VOZ, Total People, Broadcast TV, NITV 1800-2359 (Prime Time) Average Monthly Audience 1/7/24 - 30/6/25 vs 1/7/23 - 30/6/24 Consolidated 28

## BIG BACKYARD QUIZ

“Uniting Australia on the common ground of the backyard barbie... a genius quiz format.”

The Age

Sizzling, sassy and side-splittingly funny, NITV’s dynamic new quiz show, *Big Backyard Quiz*, first premiered in NAIDOC Week 2024 as a one-off, offering a fresh ‘Blak lens’ on entertainment. SBS and NITV then announced it would return, filming a 10-episode series in Boorloo (Perth) with a live studio audience in February 2024, which premiered during NAIDOC Week 2025.

Hosted by television personality Narelda Jacobs OAM and comedian Stephen Oliver, *Big Backyard Quiz* explores the history and culture of Australia – but not the version most people were taught in school. It features some of the nation’s top comedians, with competitors vying to win the Golden Tong.

The production broke new ground through an innovative partnership with Screenwest, and landmark investment in supporting opportunities for First Nations creatives and practitioners. Thirty-six First Nations people were employed in behind-the-scenes and on-camera roles and received screen credits, reflecting a pioneering new model for First Nations talent development in the Australian film and television industry.

A vibrant, unapologetically Blak, bold and bright addition to Australian screens, *Big Backyard Quiz* stands as testament to NITV’s commitment to self-determination in storytelling.



Cast and crew of Big Backyard Quiz

## AMPLIFYING FIRST NATIONS PERSPECTIVES, PRIDE AND POWER

### Fresh stories, groundbreaking productions

NITV's commitment across 2024-25 to high-quality, culturally relevant programming brought diverse First Nations voices and experiences directly into the homes of all Australians, often in partnership with diverse First Nations production companies.

A fourth season of the much-loved and Logie Award winning children's series, *Little J & Big Cuz*, shared stories of culture, community and Country for all Australian kids. Episodes in 17 First Nations languages reached record audiences – a huge step in celebrating, promoting and preserving Indigenous languages.

**“SBS and NITV continue to do sterling work bringing to the screen illuminating pieces that uncover elements of Indigenous history that remain unknown by many Australians.”**

The Age/Sydney Morning Herald on *One Mind, One Heart*



One Heart, One Mind

NITV's original factual programs included the inspiring feature-length documentary *One Mind, One Heart*, which brought new life to the story of the Yirrkala Bark Petitions. In March 2024, *Skin in the Game* provided a powerful and intimate investigation into the game of rugby league and violence against women in Australia.

NITV's unparalleled access to tell First Nations stories continued with the premiere of observational documentary series, *Our Medicine*, during National Reconciliation Week, following on from the success of *Our Law*. *Our Medicine* shared vital stories of First Nations doctors, nurses and traditional healers, showing how they provide frontline healthcare by blending culture and practice, and received a WA Screen Award for Innovation in Television. NITV and SBS co-commission, *Island Echoes with Nornie Bero*, became NITV's most-watched food series – a culinary journey through the Torres Strait Islands. Meanwhile, *Going Places with Ernie Dingo* returned for a sixth season, taking viewers around the country to uncover local secrets, diverse inhabitants and forgotten history.

NITV's commitment to highlighting the importance of culture and connection through sport included live coverage of the iconic First Nations rugby league competition, the Koori Knockout; a 10th season of NRL panel discussion program, *Over the Black Dot*; and a network-first partnership with Cricket Australia to broadcast the National Indigenous Cricket Carnival in Mackay, QLD. including commentary from SBS Audio teams in Dari, Hindi and Punjabi.

## AMPLIFYING FIRST NATIONS PERSPECTIVES, PRIDE AND POWER

### Marking key moments

NITV remained committed to sharing First Nations events and celebrations, leading the network's coverage of national moments like NAIDOC Week, the Garma Festival of Traditional Cultures, National Reconciliation Week and the 25th Anniversary of the Bridge Walk, highlighting important stories, uniting communities and sparking national conversations to deepen understanding.

In the lead up to and on January 26, NITV's coverage through the Always Was, Always Will Be season powerfully centred First Nations perspectives, history and survival in the national conversation with a carefully curated season of programming. As part of its NAIDOC Week offering, NITV's annual Elder in Residence Oration featured SBS Elder in Residence Aunty Rhoda Roberts AO and media veteran Stan Grant (see p. 61).

**“It’s NAIDOC Week and to celebrate there’s a swag of programming celebrating First Nations people and culture available on SBS and NITV.”**

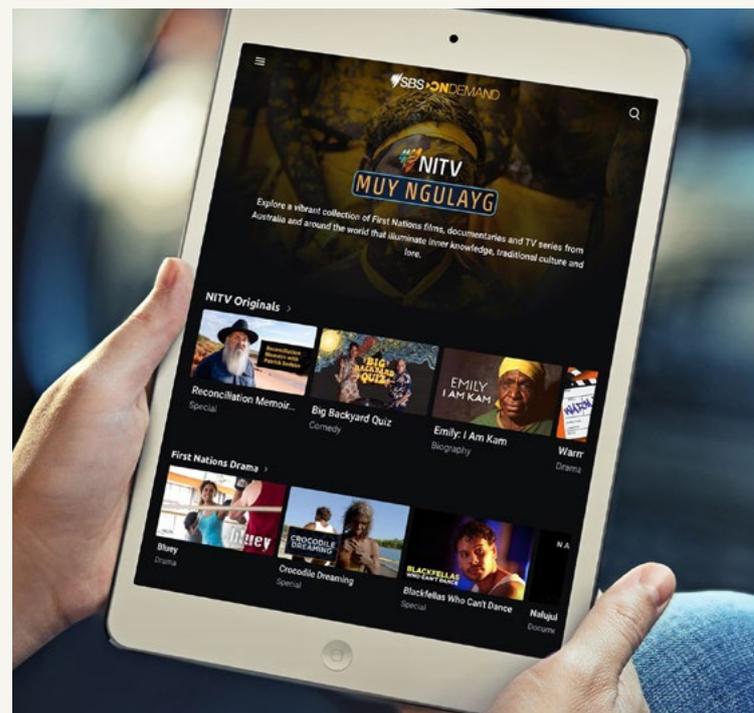
Sunday Telegraph



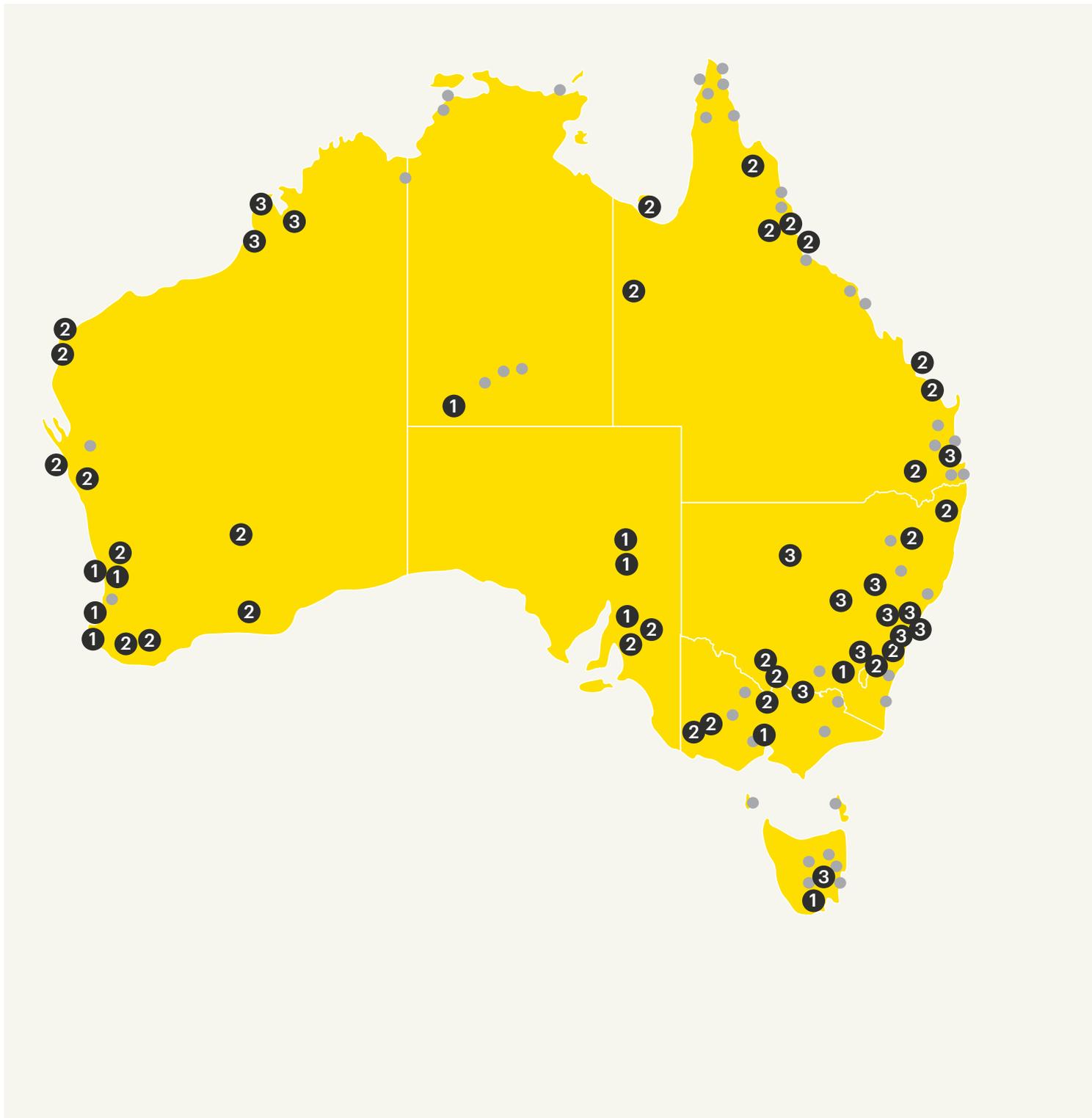
### NITV Muy Ngulayg: A new streaming destination for the best of First Nations storytelling

NITV brought its digital vision to life with the launch of NITV Muy Ngulayg on SBS On Demand in October 2024, championing First Nations voices and connecting all Australians with its one-of-a-kind programming. In the Kala KawawaYa language of the Western Torres Strait, the term ‘muy ngulayg’ describes the concept of ‘inner knowledge’.

NITV Muy Ngulayg is a vibrant digital home for a rich collection of First Nations content, helping audiences to find their favourite stories, discover new programs, and explore content relevant to key moments. The hub is designed to boost the visibility of First Nations content on SBS On Demand and reach broader audiences, including multicultural audiences. It has quickly become the go-to place for NITV's biggest initiatives, and home to the best of First Nations storytelling.



# STORIES FROM ACROSS AUSTRALIA



**SBS and NITV told stories across commissioned drama, documentary, food, entertainment and children's programming from all parts of the country, including urban, regional and remote locations.**

Popular series *Great Australian Walks* Season 2, *Going Places with Ernie Dingo* Season 6, and *Who Do you Think You Are?* Season 16 each had episodes filmed in almost every state and territory, while other shows were filmed in dedicated locations. These included SBS Digital Original dramas *Moni* in Parramatta, NSW, *Warm Props* in Broome, WA, and *Moonbird* on Big Dog Island, TAS.

The map opposite is indicative of filming locations across Australia for SBS and NITV first-run commissioned programs that were produced or premiered in 2024-25.



**1**

### ***Great Australian Walks* Season 2**

- NSW: Auburn, Brooklyn, Koolewong, Kosciuszko National Park, Merewether, Narara, Newcastle, Seven Hills, Wickham
- NT: Uluru Kata Tjuta National Park
- SA: Clare, Ikara Flinders Ranges National Park, Watervale, Wilpena Pound
- TAS: Bruny Island
- VIC: Beechworth, St Kilda
- WA: Bornaup, Bussell Highway Road Reserve, Contos Lookout, Fremantle, Karri Forest. Lake Cave Road, Margaret River CBD, Margaret River Farmers Market, Margaret River Old Settlement, Redgate Beach, Redgate To Contos Walk, Reuther Park, Rotary Park, Rotary South Bank River Trail, Rottnest Island



**2**

### ***Going Places with Ernie Dingo* Season 6**

- NSW: Bateman's Bay, Byron Bay, Glenreagh, Jervis Bay/Wreck Bay, Mullumbimby, Tamworth, Ulladulla
- NT: Alice Springs, Hermannsburg, Standley Chasm
- QLD: Albert River, Bundaberg, Burketown, Girringun, Ingham, Laura, Mount Isa, Seventeen Seventy, Townsville
- SA: Adelaide Hills, Swan Reach
- VIC: Budj Bim National Park, Narrawong, Picola, Shepparton
- WA: Abrolhos Islands, Cape Le Grand, Coral Bay, Denmark, Geraldton, Goldfields, Kalgoorlie, Ningaloo Reef, Perth, Walpole



**3**

### ***Who Do you Think You Are?* Season 16**

- ACT: Canberra
- NSW: Bega, Blackheath, Bondi, Bucketty, Cobar, Gulgong, Kiama, Parkes, Pokolbin, Sydney, Vincentia, Wollombi
- QLD: Brisbane
- TAS: Hobart
- VIC: Romsey, Kilmore, Wangaratta.
- WA: Beagle Bay, Broome, Derby, Southern Cross
- And several overseas locations

# BOLD, ENTERTAINING, ORIGINAL AUSTRALIAN STORIES

Through compelling documentaries, heartfelt drama, daring entertainment and delectable food, SBS goes places other networks won't to ignite important conversations that connect, move and inspire all Australians, while celebrating diversity and elevating contemporary voices.

## Diverse documentaries

SBS's most successful commissioned series ever, *Alone Australia*, returned for a third season, with winner Shay Williamson surviving a record-setting 76 days on the west coast of lutruwita, Tasmania. This unfiltered and authentic storytelling attracted more than 4.2 million views,<sup>29</sup> making the *Alone Australia* franchise our most watched original commission.

Television journalist and presenter Ray Martin planned his own funeral in *Ray Martin: The Last Goodbye*, discovering the trends, rituals, practicalities and emerging technologies that influence our final farewells. Gripping true crime event and Australian television series first, *The Jury: Death on the Staircase*, reenacted a real manslaughter trial to explore the prejudices and biases jurors bring to the justice system. Recognised with a New York Festival TV and Film Award (bronze) for Documentary, the series will soon to be used in judges' education modules across the country. *Osher Gunsberg: A World of Pain*, spearheaded a very personal investigation into the realm of chronic and persistent pain, which afflicts 3.5 million Australians.

Forming part of SBS's 50th anniversary content, the three-part series *Australia: An Unofficial History* unveiled a forgotten treasure trove of 1970s films, as host Jacki Weaver and an all-star cast of commentators – Phillip Noyce AO, Benjamin Law, Jan Fran, Zoë Coombs Marr and Dr. Gary Foley – brought a contemporary lens to the decade's social upheaval and transformation. Continuing our exploration of Australia's history, contemporary culture and environment, *Great Australian Walks* returned with another 10 stunning walks hosted by comedy legend Julia Zemiro, *Alone Australia* Season 1 winner Gina Chick, and comedian Susie Youssef.

The world-first *The Secret DNA of Us*, presented by Marc Fennell and Rae Johnston, offered mass DNA tests to four Australian towns and neighbourhoods, unveiling wild, hidden chapters of their history. In a 16th season of *Who Do You Think You Are?* celebrities Claudia Karvan, Tom Gleeson, Patrick Brammall, Camilla Franks, Gina Chick, Mark Coles Smith, Matt Nable and Marc Fennell delved into their ancestry and discovered surprising stories. Similarly, *Shaun Micallef's Origin Odyssey* offered an entertaining and heartfelt look at identity, family and belonging, and connected deeply with audiences.

Meanwhile, documentary series *Red Flag: Music's Failed Revolution* told the bizarre tale of a glitzy Gold Coast tech start up, Guvera, which once had A-list music stars lining up behind it with one mission: to destroy internet piracy. But Guvera then vanished in a \$180 million mystery that has destroyed lives and reshaped music forever.



Alone Australia Season 3

29 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 26/3/25 – 30/6/25

## BREAKING BOUNDARIES WITH FOUR YEARS LATER

Set across the two vastly different worlds of India and Australia, SBS Original drama *Four Years Later* delved into the complex ways love can change over time and distance.

The intimate and compelling eight-part series explores universal themes through a unique cultural perspective, presenting the migrant experience like never before.

From creator, lead writer and executive producer Mithila Gupta, the series was filmed in Australia and India and told bilingually in English and Hindi, vividly capturing both the rich beauty of Jaipur, India, and the bright big skies of Sydney, Australia.

The series was a critical and commercial success, resonating with broad audiences on linear and digital platforms. Twenty-three percent watched on SBS On Demand, with 70% aged 25-54.<sup>30</sup> It won Bronze in the Entertainment Program category at the global New York Festivals TV and Film Awards and was nominated for Best Miniseries at the 2025 AACTA Awards.

**“A great series that tells a specific but universal Australian story.”**

The Nightly

**“Compulsive viewing [...] sharply observed and full of telling details when it comes to love.”**

ScreenHub Australia

**“A beautiful exploration of modern love – it’s romantic, it’s relatable and its two leads are phenomenal.”**

TV Week

**“A groundbreaking new SBS Series.”**

WHO Magazine



30 OzTAM VOZ, National, Total People, Consolidated 7, 2/10/24 - 23/10/24 Broadcast C7 & When-Watched for Pre-broadcast 1/10/24 - 22/10/24 (pre-broadcast VOD per pre telecast ep), results are a sum of Consolidated 7 + When Watched for pre-broadcast

## BOLD, ENTERTAINING, ORIGINAL AUSTRALIAN STORIES

### Entertainment with a difference

SBS's exclusive coverage of the *Eurovision Song Contest* attracted over 2.6 million Australians across broadcast and digital platforms.<sup>31</sup> New hosts Tony Armstrong and Courtney Act brought energy and broad appeal as Australia celebrated 10 years in official competition, with local entrant Go-Jo gaining significant international exposure. SBS also continued to captivate audiences with the return of *Mastermind Australia* for its seventh season, featuring quizmaster Marc Fennell across an 85-episode run.

### Culinary adventures

*The Cook Up with Adam Liaw* continues to delight a loyal audience since its launch in 2021. Season 8 dished up new themes and a broad spectrum of guests, delighting with dishes inspired from all corners of the world. During NAIDOC Week 2024, Torres Strait Islander chef and host of *Island Echoes*, Nornie Bero, once again guest hosted to celebrate First Nations peoples and cultures through food.

Tracing the Tour de France route, Guillaume Brahimi returned with *Plat du Tour* in July 2024, and explored the west coast of France for *Guillaume's French Atlantic*. New series *Memory Bites* with Matt Moran and Marion Grasby's *Flavours of Heart & Home* mixed food with heartfelt storytelling.

Moonbird, an SBS Digital Original



<sup>31</sup> OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 14/5/25 - 15/6/25

# DRIVING A MORE INCLUSIVE FUTURE FOR AUSTRALIAN SCREEN STORIES

**SBS remains integral to advancing inclusivity within the screen industry by enhancing access and cultivating diverse creative talent. In 2024–25, SBS collaborated with production companies, screen agencies and sector partners to implement initiatives that provided substantive opportunities for under-represented practitioners across both on-screen and off-screen roles.**

## Digital Originals

Digital Originals is a trailblazing and long-running partnership between SBS, NITV and Screen Australia, designed to develop exciting and innovating scripted series to premiere on SBS On Demand, SBS VICELAND and NITV. It has a proven record of elevating talent, providing a vital platform for emerging screen creatives who are historically under-represented in the sector.

Three new Digital Originals – *Moni*, *Moonbird*, and *Warm Props* – premiered in 2025, showcasing boundary-pushing and genre-bending storytelling. *Moonbird*, set in Tasmania, received global recognition when it was selected for the official competition at the Series Mania Festival in France.

## Proper Loved Up

Screen Australia's Proper Loved Up is a new romantic comedy short film initiative by NITV and ABC Indigenous' first scripted co-commission, aimed at supporting First Nations production teams to bring fresh, exciting Indigenous stories to the screen. In December 2024, applications were invited from mid-career First Nations producers to apply with an emerging writer and director team. Ten projects were chosen to participate in a special workshop in May 2025, with a pool of production funding for up to eight projects to progress further. The initiative also builds producers' business skills to develop projects for both local and global markets.

## Talent Escalator

The Talent Escalator initiative is SBS's long-running pathway to build the pipeline of skilled creatives in the Australian production section. Led by SBS, in partnership with state and territory screen agencies, it provides paid, on-the-job placements for emerging and mid-career practitioners from historically under-represented backgrounds. Each placement is designed to stretch participants' existing skillsets, offering real world experience in roles that develop

and extend their skills.

Participants receive mentorship, build industry networks and earn a television credit on an SBS-commissioned production. In 2024-25, Talent Escalator placements worked with production teams on *Great Australian Road Trips*, *Robodebt* and the scripted drama *Reckless*, premiering in 2025-26.

## NIDA Pathways

In April 2025, SBS and NITV launched a new three-year partnership with the National Institute of Dramatic Art (NIDA) to provide students, particularly those from under-represented backgrounds, with direct access to industry expertise, mentorship and real-world experience. The partnership delivers a range of opportunities, including a creative pitch workshop led by the SBS Scripted and NITV teams, with one student selected to join an SBS writers' room; a First Nations production placement program offering culturally safe, on-set experience; and an annual industry talk exploring key skills such as pitching, leveraging qualifications and creating internationally resonant content. The initiative also includes networking events designed to connect students with working professionals and deepen their industry knowledge.

## AFTRS Graduate Internship Program

In 2025, SBS continued its partnership with the Australian Film Television and Radio School (AFTRS) as a host organisation in the AFTRS Graduate Program. The 13-week paid internship supports graduates from historically under-represented backgrounds to gain hands-on industry experience and transition into the workforce.

SBS welcomed Tavishek Sharma to the team in 2025. During his placement, Tavishek worked across *Mastermind* and *Eurovision*, developing practical skills in content delivery and production workflows.

# SPORT THAT UNITES COMMUNITIES

SBS has a diverse catalogue of global sports which provides Australians with unique content they won't find anywhere else – all free across SBS and SBS On Demand. SBS Sport delivers an extensive array of viewing options, including live and various catch-up formats to meet audience expectations. This suite of content is supported by the complementary SBS Sport website and social media channels. In 2024-25, SBS Sport established strong foundations on the road to the 2026 FIFA World Cup™, strengthened its reputation as Australia's cycling network, and further consolidated its offering of under-represented and specialty sports.

## The spiritual home of football

SBS has a proud history of bringing the world's premium football content to Australian audiences, leveraged by its long-term association with the FIFA World Cup™ since 1986. As the exclusive rights holder of the 2026 FIFA World Cup™, SBS has curated a new slate of free football programming to entertain audiences and build on its heritage in the football landscape.

The Road to FIFA World Cup 2026™ Hub was launched in SBS On Demand as a single destination for classic FIFA World Cup™ matches, featuring iconic finals and Socceroos matches, full match replays and mini-matches, unique documentaries, and behind-the-scenes content, giving fans comprehensive access to football content leading up to the World Cup 2026™.

The 24/7 FIFA+ FAST channel premiered on SBS On Demand in October 2024, marking another step in SBS's ongoing commitment to making world-class football accessible to all Australians for free.

SBS also secured the exclusive free-to-air Australian broadcast rights to the South American CONMEBOL FIFA World Cup 2026™ qualifying matches, premiered *The Weekly Football Wrap* show hosted by Claudio 'Claudes' Fabiano, and featured weekly matches from the 2025 USA Major League Soccer season on SBS VICELAND and SBS On Demand.

## Australia's cycling network

SBS has proudly been Australia's cycling network for over 30 years. Always striving to innovate and delivering a richer content offering year on year, SBS provides a year-round catalogue of cycling events. The coverage peaks each year with the biggest annual sporting event in the world – the Tour de France.

In 2024-25, SBS once again delivered exceptional coverage of the Tour de France, providing over 200 hours of exclusive video content across TV, digital and social platforms. More than 5.7 million Australians, including 1.8 million aged 25–54, tuned in, consuming over 57 million hours of content.<sup>32</sup> SBS Sport's social channels performed exceptionally well with their largest ever audience engagement results.

Led by Matthew Keenan, Simon Gerrans and Dr Bridie O'Donnell, SBS's presentation team brought each stage to life with expert analysis and authentic storytelling,

SBS delivers year-round cycling coverage across its network, broadcasting the biggest events on the global calendar, including the Giro d'Italia, La Vuelta a España, the Spring Classics, and a range of top-tier races from the men's and women's UCI World Tour. A ground-breaking all-female commentary team, led by Dr Bridie O'Donnell with Olympic champion Grace Brown as the featured co-commentator, presented the women's events in 2025.

This extensive commitment to the sport also includes comprehensive coverage of the Australian National Championships across Road, Track, Mountain Bike, and BMX disciplines. In 2025, SBS also became the official broadcast partner for the inaugural ProVelo

32 VOZ Data, National, Total People and P25-54, 29/6/24 to 22/7/24, Cumulative Reach, 2024 Tour De France, Total TV, When Watched  
VOZ Data, National, Total People, 29/6/23 to 22/7/24, Average Audience

## SPORT THAT UNITES COMMUNITIES

Super League (PSL) – Australia’s premier domestic road cycling series – and the official presenting partner of the PSL Women’s Division, furthering its commitment to women’s sport.

### Sport you won’t find anywhere else

SBS Sport continues to consolidate its emerging market position as the destination for under-represented sports. In 2024-25, SBS broadcast a range of specialty sports, including the Dakar Rally, World Athletics, ISU Figure Skating, FIG Gymnastics, volleyball, Sail GP, squash, table tennis and an array of niche motorsport content.

A key focus of the SBS Sport strategy is to provide coverage of men’s and women’s sports that aren’t readily available to fans, becoming a one-stop destination for viewers to access these for free. It is a deliberate approach to support equal representation and more choice in the market, rather than showing sports that already receive high volume media coverage. SBS On Demand is a ready-made platform solution to support an aggregated catalogue of specialty sports, serving audiences a broader variety of sporting content.



Torrie Lewis, 2025 World Athletics Indoor Championships (Source: Getty Images)



Dakar Rally 2023



Yara Kastelijn, 2024 Tour de France Femmes



Socceroos Mathew Leckie and Riley McGree at the 2022 World Cup

# 02

## AUDIENCE FIRST

As broadcast media continues to evolve for a digital-first world, SBS remains a clear leader in innovation and personalisation. We place audiences at the centre of everything we do – curated content hubs, impactful social content, outstanding customer service and improved accessibility features.



Kotnyin Thon, Producer at SBS Dinka, Outside Broadcast in Toowoomba

## 2024-25 AT A GLANCE

### Consumption on SBS On Demand up 14%

Strong performers such as *Tour de France 2024*, *Alone Australia Season 3*, and *Eurovision Song Contest 2025* drove consumption to 180.4 million hours.<sup>33</sup>



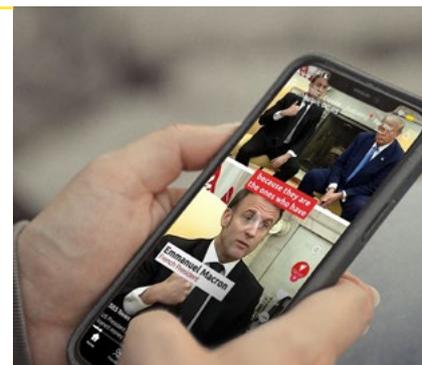
### Bringing together TV and live audio in one digital destination

SBS extended its leadership position, becoming the first network to bring its video and live audio propositions together in one platform.



### Significant third-party platform growth up 33%

SBS continued to meet audiences wherever they are, with an explosion of content consumed on non-SBS owned platforms.<sup>34</sup>



### SBS On Demand expanded audio description in digital catalogue

SBS significantly lifted the amount of accessible content available on SBS On Demand, with a carefully curated and culturally informed offering like no other media service.



<sup>33</sup> OzTAM VOZ data, Total People, All day, BVOD (Live + VOD), When Watched FY25, FY24  
<sup>34</sup> Sprout Social analytics

# ENGAGED AUDIENCES

SBS has a clear Audience First strategy focused on driving growth in consumption on digital platforms – from the network’s flagship streaming service SBS On Demand to the SBS News and SBS Audio apps, plus our suite of websites publishing content in over 60 languages.

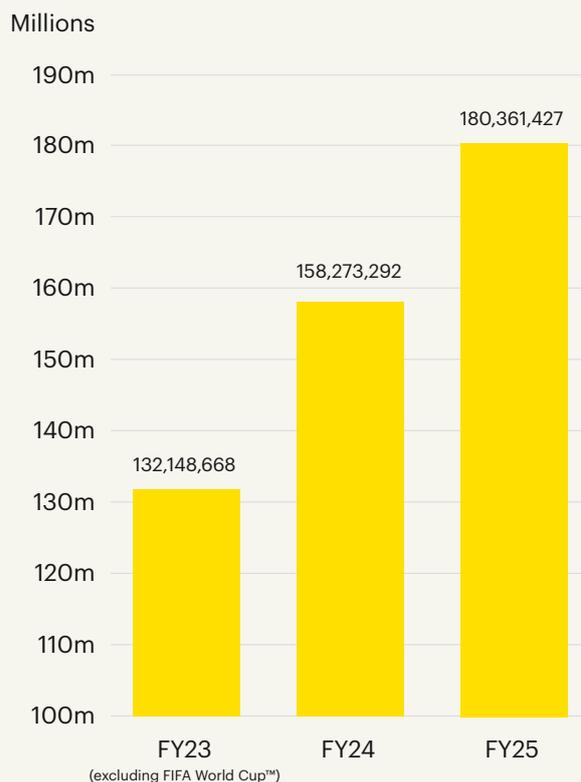
The reporting period saw SBS expand and refine its personalisation strategy to deliver richer, more dynamic user experiences across SBS On Demand with improved recommendation functions and trending content shelves.

Major moments included *Alone Australia* Season 3 and the *Eurovision Song Contest 2025*, with both drawing strong audiences to television and digital platforms.

# 14%

## GROWTH IN ON DEMAND CONSUMPTION HOURS

SBS On Demand consumption hours (millions)<sup>35</sup>



Consumption data shown is calculated using the new OzTam VOZ measurement system, whereas the SBS Annual Report 2024 published data is based on the old VPM measurement system.

<sup>35</sup> Source: FY23 - OzTAM VPM data, Total people, All Day, BVOD (Live + VOD) FY24 and 25 - OzTAM VOZ data, Total People, All Day, BOVD (Live+VOD), When Watched



## TOUR DE FRANCE 2024

5.6 million Total TV national reach<sup>36</sup>



## ALONE AUSTRALIA SEASON 3

4.2 million Total TV national reach<sup>37</sup>



## THE HANDMAID'S TALE SEASON 6\*

3.7 million Total TV national reach<sup>38</sup>



## EUROVISION SONG CONTEST 2025

2.6 million Total TV national reach<sup>39</sup>



## ROGUE HEROES SEASON 2\*

2.2 million Total TV national reach<sup>40</sup>



## RAY MARTIN: THE LAST GOODBYE

1.6 million Total TV national reach<sup>41</sup>

36 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 29/6/24 – 18/8/24, includes Live, Late Live, Pre-event, Highlights, Highlights review RPT, Daily highlights, Daily Highlights RPT For TDF  
 37 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 26/3/25 – 30/6/25  
 38 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 8/4/2025 – 24/6/25  
 39 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 14/5/25 – 15/6/25 includes all programs with keyword search - Eurovision and 2025  
 40 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 26/2/25 – 30/4/25  
 41 OzTAM VOZ data, When Watched, Total People, Cumulative Reach (TV 1 min and BVOD 15 sec), 14/8/24 – 25/9/24  
 \* Aquired content

# AN AUDIENCE FIRST APPROACH

## SBS On Demand a leader in the streaming landscape – across both television and audio

SBS has become the first broadcaster in Australia to bring its video and live audio propositions together in one platform. Making the announcement, SBS Managing Director James Taylor made clear the centrality of SBS On Demand to the national broadcaster's future.

*"They say that the best number of brands is one. Today we announce that we are bringing our unique suite of live audio products to SBS On Demand. Over the past decade SBS On Demand has built a fierce reputation as the leading broadcaster video on demand (BVOD) platform when it comes to customer experience.*

*"By putting video and audio alongside each other in one destination, we are sending consumers a very clear message for the digital era. When they want trusted news, sport, entertainment or audio in their language, it is all there for them in one place – SBS On Demand."*

## SBS drives the power of personalisation and curation

The past 12 months have seen SBS On Demand further solidify its position as a leader in the streaming space, continually enhancing the user experience with a focus on personalisation and curation.

In 2024-25, SBS expanded and refined its personalisation strategy to deliver richer, more dynamic user experiences across SBS On Demand. This included the introduction of personalised recommendations across most platforms – including large screen TVs – allowing SBS to significantly drive greater consumption.

SBS also launched enhanced functionalities such as 'Recommended for You' and similar content algorithms, introducing blended shelves that offer viewers better curated collections based on what they have recently finished or currently viewed.

## The role of balanced curation on SBS On Demand

SBS On Demand has built a strong reputation for its ability to blend SBS's editorial expertise and to prioritise quality content with personalised recommendations to help users discover content which they find valuable.

Examples of this curated approach can be seen in:

- Road to FIFA World Cup™ hub as a destination to promote SBS as a football destination ahead of the 2026 World Cup™
- SBS50 hub for audience celebration of legacy and hero content around SBS's 50th birthday celebrations
- NITV Muy Ngulayg hub for a 'First Nations first' curated experience
- Enhanced news experiences for audiences, with 'best of network' hubs for major elections (US Presidential and Australian Federal Election)
- AI-powered reordering of editorially selected shelves to lift engagement – for example, 'Bingeable Boxsets' rose 4% when AI-powered reordering was applied

This approach was enhanced through expanded search capabilities, which introduced the ability to search for curated collections, such as the SBS Originals collection, by name – aligning with on-air and off-platform promotions and making it easier to explore all titles within a featured theme.

New FAST and audio live channels – including SBS FIFA+, Euronews, France 24, SBS Arabic, SBS PopAsia, SBS South Asia, SBS Radio 1/2/3, and SBS Europop – were also introduced to expand bespoke and language-specific offerings. These were then curated for prominence alongside simulcast channels.

## AN AUDIENCE FIRST APPROACH

### THE FEED'S INFLUENCERS ELECTION DEBATE: ENGAGING YOUNGER AUDIENCES ON THE PLATFORMS OF THEIR CHOICE

During the 2025 Federal Election campaign, SBS's *The Feed* opted for an election debate with a difference. Rather than hosting a debate with politicians, The Feed hosted a highly watched debate between leading Australian political influencers with fact checking prior to publication.

Featuring Hannah Ferguson, Trisha Jha, Freya Leach and Konrad Benjamin, the event was built for the social world and attracted over 2.6 million total video views. On TikTok clips from the debate drew 1.8 million views, on Instagram it drew more than 718,000 views, while on YouTube it drew more than 172,000 views.<sup>42</sup>



#### Podcast improvements and transcription

SBS also enhanced podcast discoverability and content experience to increase visibility across SBS and third-party platforms, while highlighting editorial content that illustrates our distinctive approach.

#### Streamlined product development team

In 2024-25, SBS undertook the largest restructure of its digital capability since 2017, bringing together a unified product and engineering team to build digital experiences in a faster and smarter way.

With a combined product suite that now includes SBS On Demand, SBS News, SBS Audio and the SBS website, SBS is pursuing opportunities to streamline architecture and achieve greater operational efficiencies, including the development of new artificial intelligence solutions to support the distribution of content to users.

#### SBS's third-party platforms strategy: adapting to the new media landscape

In a rapidly shifting digital landscape, SBS has continued to develop its social media strategy to ensure its content remains visible, impactful, and deeply relevant to audiences across Australia and beyond.

In 2024-25, SBS social video views were up 33% YoY, from 1.5 billion to 2 billion. This growth reflects not just volume, but a maturing, strategic approach to social media: one that adapts to change, embraces innovation, and puts audiences at the centre of everything we do.

<sup>42</sup> Measured by social media platforms: YouTube, TikTok, Instagram, Facebook, Shorts, X

## SBS ON DEMAND FRONT AND CENTRE IN 'WE GO THERE' BRAND CAMPAIGN

As SBS celebrated its 50th birthday, the public broadcaster launched a high-profile brand campaign highlighting its unique position in Australian media. The tagline, 'We Go There', recognised SBS's history of taking risks and boldly treading where others won't, with a focus on highlighting the eclectic library of content, particularly on SBS On Demand.

Launched in May 2025, the campaign included bold creative executions across television, outdoor, and digital platforms, reinforcing SBS's role as the network that continually dares to push the envelope, in a landscape where other networks and streamers offer generic and often homogenised content.

Jane Palfreyman, Chief Marketing and Commercial Officer at SBS, said at the time:

**"At SBS we know who we are and in our 50th year this unique campaign pays tribute to that heritage. We are a national broadcaster who is prepared to truly go there. To challenge, to inform, and to provoke with purpose."**





SBS We Go There' brand campaign

# A DEEP UNDERSTANDING OF OUR DIVERSE AUDIENCES

Since 2002, SBS has been conducting research with multilingual and First Nations communities to ensure a deep understanding of audience needs. This means we serve content that is trusted, relevant and representative, and offered on audiences' platforms of choice.

## Research that validates SBS as a trusted source

During 2024-25, SBS conducted 42 online research studies with eight language communities, with a total response count of over 38,000 (20,700 unique respondents). We tracked audience perceptions of our content, Charter relevance, brand performance and other measures that support SBS as a distinctive network.

In addition, we conduct an annual in-language research program, which has shown SBS reaches more than half of Australian multilingual viewers each week through its in-language offering.<sup>43</sup>

In the year of the Federal Election, we investigated consumption and perception of news content to understand audience habits, and views on misinformation and disinformation within news content. The study found 62% of multilingual respondents reported encountering misinformation or disinformation in the past, compared to 55% of Australians as a whole.<sup>44</sup>

Consistent with the findings of the *Digital News Report Australia 2025*, our tracking continues to show SBS remains, along with the ABC, one of the most trusted news brands in Australia, and is growing in trust nationally. Trust is solid nationally for SBS (56%), and it is even stronger among multilingual Australians (60%).<sup>45</sup>

## SBS Audience Festival

This year, we hosted our very first SBS Audience Festival, a celebratory week that brought together staff, industry experts and audiences to connect data and insights to storytelling, building broad understanding of our current and future audience. The week-long event featured 25 SBS subject matter experts, plus 12 external experts from across

the television, audio, social research, advertising and audience measurement sectors. They were joined by 30 audience members and hundreds of staff attendees.

## Outstanding customer service

SBS is an audience-obsessed media organisation committed to understanding our audiences and their opinions. In 2024-25, the SBS Customer Service teams replied to over 32,000 audience comments, enquiries, and technical support tickets. They delivered a customer satisfaction score of 87% (above the industry benchmark of 84%), with 71% of audience enquiries resolved with just one response.<sup>46</sup>

SBS also implemented new processes for increased efficiencies and enhanced customer satisfaction. Customers can now update their email addresses without having to contact the customer service team, and the SBS Help Centre has upgraded its processes to be more accessible to vision-impaired people.

**"Absolutely BRILLIANT SERVICE!!!  
Marvelous response – VERY PATIENT,  
very happy with your service.  
Thank you again."**

**"Always excellent support from SBS  
staff. The team member followed  
through and advised me at every step.  
Thank you."**

<sup>43</sup> SBS In-language Research 2021-25

<sup>44</sup> SBS Examines Study Jan '25, nationally representative sample n=758

<sup>45</sup> Digital News Report Australia 2025; SBS Brand Health Tracking FY25

<sup>46</sup> Zendesk: 1/7/24-30/6/25. Zendesk benchmark is based on global bench marking data for the media industry

CUSTOMER SERVICE METRICS<sup>47</sup>**32,517****CUSTOMER TICKETS RECEIVED****71%****TICKETS SOLVED WITH ONE TOUCH****1 HOUR  
18 MINUTES****MEDIAN FIRST REPLY TIME****9 HOURS  
6 MINUTES****MEDIAN FULL RESOLUTION TIME****87%****CUSTOMER SATISFACTION SCORE**

<sup>47</sup> Zendesk: 1/7/24-30/6/25. Zendesk benchmark is based on global bench marking data for the media industry



Ivy Li, Digital Content Producer, SBS Mandarin and Sandy Zhang, Cross-platform Journalist at SBS Chinese, at the SBS Election Exchange 2025 in Parramatta

Socceroos fans during the 2022 FIFA World Cup™ (Source: Getty Images)



# MAKING CONTENT MORE ACCESSIBLE

## Audio Description

SBS is committed to an audience-led service that produces as many hours of audio description (AD) content as possible. In 2024-25, SBS produced 1,449 hours of new AD, continuing to work with blind and low-vision partners who provide scripting, narrating and quality-review services. SBS also ensures First Nations voices describe First Nations content, and that culturally appropriate voices are used wherever possible to describe SBS-commissioned programming.

Following extensive work to ensure easy and accessible navigation on SBS On Demand, in 2024-25 our AD service was launched on this platform. There are now more than 550 titles available with AD on SBS On Demand, and further audience-led initiatives are scheduled for this calendar year, including audio introductions for some high-profile and commissioned programs and set walkthroughs for SBS original programs.

## Captioning

In 2024-25, SBS captioned 2,256 first-run hours of regulated program content in line with its regulatory obligations, broadcast largely on its main channel. SBS also took proactive steps to increase access for deaf and hard-of-hearing audience members by captioning an additional 1,302 non-regulated programming, with a particular focus on popular series and movies on SBS On Demand, and children's and family programming on NITV. As our audience consumes more programming on SBS On Demand, this has become a crucial accessibility initiative.

## In-house subtitling

SBS is committed to bringing programming from all around the world, in a wide range of languages, to Australian audiences. Over the past year, SBS has subtitled 654 hours of programming from 61 languages into English including drama, comedy, crime, documentary, mystery, science fiction and children's shows. An additional 151 acquired programs were reviewed by SBS's Access and Media Services Unit before airing to ensure the supplied subtitles met the high standards expected and produced by SBS.

SBS also subtitles all commissioned programming produced in Australia, including languages other than English, in-house. All episodes of *Dateline* featuring non-English dialogue are also subtitled. Furthermore, SBS produces new voiceover narrations in-house for documentaries that require it, as well as subtitling major broadcasting events such as Eurovision, which in 2025 featured 37 countries competing in 26 different languages.

**“It seems obvious, but the difference between doing a standard audio description scene and an erotic audio description scene is: sex! We’re discussing these really important subjects that we should be discussing in society, and you want to give all audiences the exact same experience.”**

Koori woman and audio description narrator, Lily Meek, discussing a sex scene from SBS original series *Erotic Stories* 'Powerful Owl' episode.

## MAKING CONTENT MORE ACCESSIBLE

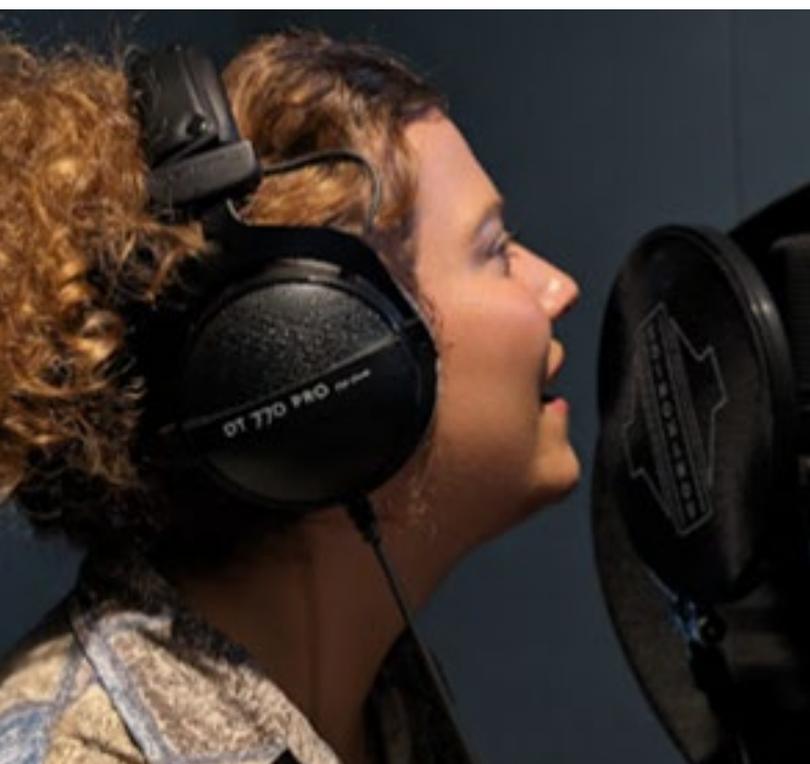
### Subtitling and Multilingual Project

SBS's Subtitling and Multilingual Project prioritises access to SBS commissioned, in-house produced and high-profile acquired titles for culturally and linguistically diverse communities. In 2024-25, more than 2,000 hours were translated from English into five key languages – Arabic, Simplified Chinese, Traditional Chinese, Korean and Vietnamese. Programming included key current affairs shows such as *Insight*, *Dateline* and *The Point*. The high volumes being subtitled and tight turnaround times mean SBS has implemented AI translation workflows, followed by human review, to manage this work. Additionally, 384 hours of acquired subtitle files were reviewed to meet SBS's exacting standards.

SBS has also completed its third year running Indigenous-language subtitling for select NITV programming. Subtitle languages so far include Pitjantjatjara, Wik-Mungkan, Eastside Kriol, Torres Strait Creole, and Warlpiri. Subtitles in

Djambarrpuyngu, Meriam Mer, and Kuku Yalanji will be added next, all achieved through a relationship with an Indigenous-run translation supplier who collaborates with language experts within Indigenous communities. Our Indigenous-language subtitling not only provides access to programming for First Nations audiences, but also assists with language conservation and operates as an educational tool.

SBS's Subtitling and Multilingual Project team and SBS Audio produce *What's on SBS On Demand* podcasts in 10 languages, which feature discussion of upcoming programming on SBS On Demand and related interviews. The podcasts promote both original LOTE content and English language programming with LOTE subtitles, and will expand to 20 languages in 2025-26.



#### Accessible content (hours)

Audio Description (first run)	1,449
Closed captions (first run)	3,558
English subtitling (first run)	654
Subtitling Multilingual (first run)	2,044
Subtitling Multilingual (acquired files)	384
<b>Total</b>	<b>8,089</b>

# 03

## COMMUNITY IMPACT

SBS has long been a trusted home for Australia's multicultural communities, providing a vital platform for connection, expression and celebration. Our unique programming, in-language services and strong community partnerships help promote inclusion and strengthen social cohesion.



Performers at the Mildura Festival of Lights 2024

## 2024-25 AT A GLANCE

### National partnerships for cultural celebrations

SBS successfully delivered 74 partnerships with community organisations in every state and territory, plus regional locations.



### Leadership in reconciliation

Progress continued across the network in delivery of the third year of SBS's Elevate Reconciliation Action Plan.



### Essential services for new Australians

*Australia Explained* and *Learn English* supported new migrants and refugees to more successfully settle and participate in a new life in Australia, receiving a combined six million audio downloads.<sup>48</sup>



### SBS Learn drives curious conversations in classrooms

The SBS Learn website improved accessibility for vision-impaired users and better navigation for all users, resulting in a 17.5% uplift in page views.<sup>49</sup>



<sup>48</sup> Tableau Dashboard Learn English and Australia Explained dashboards  
<sup>49</sup> Adobe Analytics, SBS Learn dashboard (comparing data from 1/1/23 – 31/12/23 and 1/1/24 – 31/12/24), report retrieved 1/4/25

# COMMUNITY IMPACT PLAN

SBS amplifies the voices that reflect our nation's rich diversity. Our three-year Community Impact Plan 2023-25 is designed to deepen connection with Australia's multicultural and multilingual communities – honouring their stories, strengthening social cohesion, and helping all Australians feel seen and heard.

Beyond distinctive programming that reflects the nation's diversity, the plan supports community-led partnerships, face-to-face events across the country, vital settlement services for refugees and new migrants, and classroom-ready tools that empower educators to spark thoughtful conversations on identity, inclusion and belonging.

Community engagement remains at the heart of all we do. In the past year, SBS has proudly supported a wide range of cultural celebrations – Diwali/Deepavali, Lunar New Year, Ramadan and Eid al-Fitr, and NAIDOC Week – bringing people together in moments of joy and shared meaning.

## Understanding SBS's role in supporting cultural celebrations

Research conducted over the past three years has found that SBS is widely acknowledged for its meaningful contribution to a diverse and contemporary Australia. Multicultural communities strongly agree that SBS's support for their cultural events promotes a sense of pride, social cohesion and feelings of belonging.<sup>50</sup> Read more about our audience research on p. 50.



Multicultural Eid Festival and Fair 2025 in Fairfield, NSW

50 SBS Cultural Events Research – Ramadan/Eid 2024, Diwali/Deepavali 2022, Lunar New Year 2023

## WITH COMMUNITIES, WHERE IT MATTERS MOST

**SBS was on the ground at 74 events and activations in every Australian state and territory, connecting with diverse communities in remote, regional and urban areas, and running outdoor broadcasts with our language teams.**

SBS's community presence was connected under the branding 'SBS 50 Years of Belonging' in recognition of its long-standing, trusted relationships with communities since 1975. These events and activations provided an opportunity to raise awareness of SBS's purpose and multilingual content, engage with audiences face-to-face and, where possible, converse in their preferred language for more personal and meaningful interactions.

Over 2024-25, SBS conducted three live outdoor broadcasts and interviews in more than 20 languages (including an 'Election Exchange' roadshow – see p. 26), with community members enjoying pop-up photo booths (over 10,000 selfies taken), giveaways such as NAIDOC Week recipe cards and Diwali candles, and multilingual support materials.

SBS also engaged and consulted with community stakeholders and audiences through attendance at conferences, meetings, workshops and forums, including the Federation of Ethnic Communities' Councils of Australia annual conference in Brisbane in October 2024. At these events, SBS shared information about Australian civics, common scams and employment basics, as well as in-depth explainers on key issues affecting specific language-speaking communities.



From top:  
Olivia Yuan, Content Producer  
of SBS Mandarin  
Dilpreet Kaur Taggar,  
Executive Producer of SBS  
Spice; Raymond Selvaraj,  
Executive Producer of SBS  
Tamil; and Suhayla Sharif,  
Digital Content Producer at  
SBS Spice  
Community members at an  
SBS Arabic outdoor broadcast  
in Toowoomba

## WITH COMMUNITIES, WHERE IT MATTERS MOST

### Diwali/Deepavali: Lighting up Australia

The festivals of Diwali, Deepavali, Bandi Chor Diwas and Tihar are celebrated in diverse ways across religious, cultural and regional traditions. Marked by over one million Australians and more than a billion people worldwide,<sup>51</sup> these festivals reflect the spirit of renewal, light and community.

In November 2024, SBS marked the festive season with a network-wide celebration across digital, video and audio platforms, offering content in nine languages – Bangla, English, Gujarati, Hindi, Malayalam, Nepali, Punjabi, Tamil and Telugu – which also recognised the millions of Australians who speak a sub-continental language at home.<sup>52</sup>

SBS proudly partnered with 18 community festivals and events across all states and territories, from the iconic Victorian Festival of Diwali at Federation Square in Melbourne to the Alice Springs Town Council Night Markets in the Northern Territory. This amplified presence and celebrations with communities in both urban and regional Australia.

**“Seeing SBS [Tihar] posts on social media gives me a sense of belonging and relief.”**

Diwali/Deepavali research participant

SBS Learn expanded its educational offering, introducing new classroom resources and videos featuring NSW teacher Vakula Bhattar. These materials supported curriculum-aligned activities that celebrated the festival’s theme of light over darkness, helping foster positive, inclusive and hopeful learning environments.

The SBS Spice and SBS Hindi teams produced *My Diwali Season 2*, a podcast featuring notable South Asian Australians including actress Pallavi Sharda, cricketer Tanveer Sangha, and business leader Div Pillay. SBS Punjabi and SBS Gujarati captured the colour and joy of Blacktown’s Diwali street displays, while SBS Hindi shared a video with chef Sandeep Pandit demonstrating how to prepare sugar-free sweets for the season.



Preeti Jabbal, Executive Producer of SBS Hindi

51 Pew Research Center survey of India conducted in 2019-2020 and study of religious composition of India in 2021

52 Australian Bureau of Statistics 2021 Census

## WITH COMMUNITIES, WHERE IT MATTERS MOST

### Lunar New Year: Year of the Snake

Lunar New Year remains one of Australia's most widely celebrated and culturally diverse events, observed by millions across the country and more than two billion people globally.<sup>53</sup> SBS marked the Year of the Snake in January and February 2025 with a network-wide celebration that reflected the depth and diversity of this tradition.

Distinctive content was delivered across SBS platforms, with news coverage available in nine languages – Cantonese, English, Filipino, Hmong, Korean, Mandarin, Mongolian, Nepali and Vietnamese. Feature stories and cultural explainers were translated into additional languages, ensuring more Australians could engage with the celebration in a meaningful and inclusive way.

SBS partnered with 24 local councils and community organisations, delivering on-the-ground activations across all states and territories – from regional centres to metropolitan hubs – enhancing our brand presence and deepening community ties nationwide. A special activation led by SBS at Australian Parliament House engaged political stakeholders from across the aisles and gave the celebration prominence in the nation's capital.

SBS Learn contributed curriculum-aligned resources for both primary and secondary students, helping teachers bring Lunar New Year into classrooms. From hands-on creative activities such as fan-making for younger students to discussion guides fostering deeper intercultural understanding among older students, the materials encouraged inclusive, cross-cultural learning.

SBS On Demand curated a special collection of acclaimed films and documentaries. Highlights included *Inside the Yellow Cocoon Shell*, the Vietnamese drama awarded the Camera d'Or for Best First Film at the 2023 Cannes Film Festival, and the full series of SBS Original *The Family Law*, a celebration of family, identity and the modern multicultural Australian experience.

**“Thanks to SBS for encouraging migrants to embrace and appreciate their own languages and resources.”**

Lunar New Year research participant

Lunar New Year Festival 2025 in Cabramatta



53 Brandeis University, A Guide to Religious Observances, Lunar New Year

## WITH COMMUNITIES, WHERE IT MATTERS MOST

### Ramadan and Eid al-Fitr: Celebrating faith, culture and community

SBS marked Ramadan and Eid al-Fitr from February to March 2025, alongside the 800,000 Australians<sup>54</sup> who observe this sacred month of fasting, prayer and spiritual reflection. With a focus on enriching cultural understanding and fostering inclusion, SBS delivered multi-platform content in 22 languages, reaching diverse communities nationwide.

SBS partnered with Multicultural NSW and the Islamic Museum of Australia to support community Iftar events and was a proud sponsor of the Lakemba Ramadan Night Markets, which welcomed an estimated 1.6 million visitors.<sup>55</sup> SBS maintained an active presence at major celebrations across the country, including SalamFest in Victoria, the Multicultural Eid Festival in Fairfield in NSW, the Multicultural Eid Carnival in Western Australia, and the Adelaide Eid Festival in South Australia.

Extending its reach to schools, SBS Learn once again collaborated with the Islamic Museum of Australia to produce educational resources for classrooms. These curriculum-aligned materials explored how students mark Ramadan and Eid al-Fitr, and encouraged discussion around shared values such as forgiveness, peace, harmony and mutual respect.

SBS's content offering spanned genres and platforms, with cultural explainers and feature articles, plus a curated collection of over 60 films, TV series and documentaries available free on SBS On Demand. SBS Urdu's 'A Day in the Life of a Fasting Muslim' and 'Ramadan Etiquette: Do's and Don'ts' social videos provided community connection, while SBS Food's 'My Eid Story' series featured culinary voices across Afghanistan, Bangladesh, Malaysia and Turkey. SBS News highlighted the evolving multicultural fabric of regional Australia with a story on the growing Muslim community in Young, NSW, and the construction of a new mosque.

Youssef Saudie, Cross-platform Journalist, SBS World News, and Racha Abou Alchamat, Racha's Syrian Kitchen



**"[SBS] provides awareness  
[to other Australians] about my culture."**

Eid-al Fitr research participant



Performers from Kud Dukat Bosnian Folklore Dance Group, Eid Festival held at Federation Square, Melbourne

54 Australian Bureau of Statistics 2021 Census

55 Multicultural NSW Events

## WITH COMMUNITIES, WHERE IT MATTERS MOST



Rhoda Roberts AO and Stan Grant

### SBS Elder in Residence Oration: Elevating First Nations perspectives

The second Elder in Residence Oration by Widjabul Wiabul woman from the Bundjalung nation and SBS Elder in Residence, Rhoda Roberts AO, was featured as part of SBS's NAIDOC Week content offering in July 2024. The annual event provides a dedicated space and platform for elevating First Nations perspectives, and a moment of exploration, reflection, connection and learning for all Australians. For this oration, Rhoda was joined by proud Wiradyuri man and renowned journalist Stan Grant, who reflected on his 40-year career in the media.

### NAIDOC: Keep the Fire Burning! Blak, Loud & Proud

Key to SBS's Community Impact Plan, National NAIDOC Week 2024 was a significant moment of cultural celebration across SBS and NITV, providing a powerful platform to honour and elevate the contributions of Aboriginal and Torres Strait Islander peoples.

This year's theme – *Keep the Fire Burning! Blak, Loud & Proud* – promoted the enduring strength and vitality of First Nations communities, while urging all Australians to champion First Nations identities, reclaim narratives, amplify Indigenous voices, and commit to justice, equality and deeper understanding.

SBS and NITV marked NAIDOC Week through meaningful community engagement, partnering with eight NAIDOC Committees across inner-city, suburban and regional areas. These collaborations enabled SBS and NITV to support on-the-ground festival activations, strengthen local relationships, promote our diverse and inclusive content, and encourage First Nations Australians to explore careers with the nation's most inclusive media organisation.

Our network-wide NAIDOC Week programming spanned news, entertainment, music, comedy and storytelling – all designed to celebrate the strength, resilience and vibrancy of the world's oldest continuing culture. It reaffirmed our commitment to sharing and preserving Aboriginal and Torres Strait Islander heritage as an integral part of Australia's identity.

Highlights included the launch of *Big Backyard Quiz*, a new NITV entertainment show hosted by Narelda Jacobs OAM and Steven Oliver (see p. 31); Season 4 of the Logie Award-winning children's series *Little J & Big Cuz*; the music special *Sounds of Solidarity*; a NAIDOC-themed episode of *The Cook Up with Adam Liaw* on SBS Food; and a curated selection of landmark First Nations films on SBS World Movies.

## WITH COMMUNITIES, WHERE IT MATTERS MOST

### National Reconciliation Week 2025

National Reconciliation Week (NRW) is a cornerstone of SBS's annual calendar – an opportunity to lead culturally informed conversations, to engage audiences, employees, and stakeholders, and to reaffirm SBS's distinctive role in advancing reconciliation across Australia.

In May 2025, SBS marked a powerful milestone: the 25th anniversary of the iconic Sydney Harbour Bridge Walk, where 250,000 people united for Corroboree 2000 in the largest public demonstration of support for reconciliation in Australia's history. The 2025 NRW theme, *Bridging Now to Next*, provided a national moment to reflect on the pivotal events and influential voices that have shaped the reconciliation movement, while also spotlighting those forging the next chapter.

SBS commemorated this anniversary with a rich line-up of network-wide content. A highlight was the *Living Black* special, 'Unfinished Business – Corroboree 2000', which brought together prominent leaders who participated in the original walk to reflect on its legacy, the hopes of that era, and their vision for the future of reconciliation.

Other programming highlights included the premiere of NITV's groundbreaking observational documentary series, *Our Medicine* (see p. 32), and a live broadcast of the National Reconciliation Week Breakfast event in partnership with Reconciliation WA, featuring a keynote speech from Yawuru Elder and the 'Father of Reconciliation', Patrick Dodson. Among the multilingual and multiplatform coverage in 60 languages delivered through SBS Audio, a special *Australia Explained* podcast and feature article exploring the history and lasting impact of The Stolen Generations was published ahead of National Sorry Day on 26 May.

### Reconciliation Film Club

The Reconciliation Film Club is a partnership between SBS, NITV and Reconciliation Australia. Supporting organisations to host screenings of documentaries from Australia's leading First Nations filmmakers and Indigenous news and current affairs, it aims to drive awareness, deepen understanding of First Nations perspectives, and increase engagement with reconciliation.

In 2025, NITV feature-length documentaries *Her Name is Nannie Nellie* and *Kindred* were added to the catalogue for NRW, along with a selection of episodes of NITV current affairs programs *Living Black* and *The Point*.

**"Twenty-five years ago, SBS was the network on the ground covering Corroboree 2000 and the iconic walk across the Sydney Harbour Bridge, which brought Indigenous and non-Indigenous Australians together in a powerful call for action. Twenty-five years later, we were continuing to ensure all Australians could see and hear First Nations perspectives in the national debate during a Federal Election campaign. We're proud to continue our commitment as a network to elevating First Nations stories to inform, inspire and bring Australia's diverse communities together."**

Tanya Denning-Orman, Director, First Nations, SBS

WITH COMMUNITIES,  
WHERE IT MATTERS MOST



NAIDOC Week celebration at Federation Square, Melbourne (Source: Koorie Heritage trust)



NAIDOC Week celebration in Sydney

# SBS ELEVATE RECONCILIATION ACTION PLAN (RAP) 2022-2026

SBS's vision through its Elevate RAP is to contribute to greater recognition that the knowledges and stories of First Nations peoples enrich everyone in a thriving, multicultural Australia. Commitments to deliver on this vision involve all parts of the organisation, with a focus on utilising SBS's unique position as Australia's dedicated First Nations and multicultural national broadcaster, to connect the newest Australians with the Custodians of the oldest living culture on Earth.

SBS continues to make strong process against its RAP Transformation Project and five RAP commitments, which include recognising the critically important role of NITV. The project is also delivering fundamental actions which further embed practices and processes into our organisational strategy, operations and workplace culture.



Garma Festival (Source: Nina Franova, Youth Yindi Foundation)

## Key RAP initiatives and activities in 2024-25:

- An 'always on' approach continued to ensure First Nations stories were delivered every day across SBS platforms, and supported news and in-depth coverage across SBS Audio's services in over 60 languages throughout the year.
- SBS continued to embed Indigenous perspectives and amplify First Nations stories across commissioned programs outside of NITV, including *Australia: An Unofficial History*, *Who Do You Think You Are?*, *Alone Australia* and *Eurovision*.
- NITV and SBS launched a dedicated content hub and streaming destination on SBS On Demand for First Nations content, NITV Muy Ngulayg, using the Kala Kawaw Ya term from the Torres Strait meaning 'inner knowledge'.
- First Nations programming from SBS and NITV continued to be made available with subtitles in languages other than English on SBS On Demand.
- NITV and SBS's most comprehensive coverage of the Garma Festival of Traditional Cultures to date included multilingual content delivered with SBS Arabic and SBS Chinese journalists reporting from on the ground.
- SBS delivered major network activations with NAIDOC Week in July 2024 (p. 61), the *Always Was Always Will Be* season in the lead up to and on January 26 (p. 33) and National Reconciliation Week in May 2025 (p. 62), bringing together teams across the organisation to deliver distinctive, multiplatform and multilingual content, extensive and nuanced news coverage, education resources through SBS Learn, and community and staff engagement opportunities.
- SBS demonstrated its leadership in audio description (AD) as a way of elevating First Nations voices, as well as increasing accessibility of First Nations content and exceeding RAP targets.

- SBS appointed an Indigenous Standards Editor to further support industry-leading coverage of Indigenous Affairs, and launched a new staff learning program in September. Hosted by National Indigenous Affairs Editor, John Paul Janke, the 'Indigenous Affairs Lunch & Learn' sessions are designed to support network-wide editorial coverage on key topics, moments and milestones, with subjects covered to date including one year on from the Voice Referendum, January 26, National Reconciliation Week and NAIDOC Week.
- Following consultation with the Australian Human Rights Commission, SBS developed an anti-racism framework, shared with staff for consultation in May 2025, further extending the network's approach to an increasingly inclusive workplace.
- SBS also launched a First Nations Dispute Resolution and Cultural Safety Framework in November 2024, to assist staff with navigating and resolving workplace matters relating to First Nations cultural safety.
- SBS and NITV continued to see positive impact from the network's commitment to the Beyond 3% initiative, with increasing awareness of NITV and First Nations media across the advertising and media sector supporting growth in NITV commercial revenue.
- SBS Media launched a partnership with the Independent Media Agencies of Australia (IMAA), providing 175 agencies that make up the industry body with access to the SBS Inclusion Program, including the First Nations modules that form part of the broader online training program.
- SBS continued to provide opportunities for Aboriginal and Torres Strait Islander staff to engage in culturally immersive and enriching experiences through its bespoke 'Mabu Liyan' (meaning 'good spirits') program of off-site days.
- SBS hosted the largest cohort of First Nations interns through its involvement with Career Trackers, with nine placements taking place across the organisation during the 2024-25 summer program.
- SBS Legal launched a pro bono program – a key RAP deliverable – in association with Arts Law Centre Australia, providing support to First Nations creative practitioners.
- SBS completed consultation and review of Uncle Lester Bostock's The Greater Perspective protocols and guidelines for the production of content on Aboriginal and Torres Strait Islander communities. Findings and recommendations are being considered for the next iteration of this landmark industry resource.
- SBS proudly sponsored the Reconciliation Australia National RAP conference in Meanjin (Brisbane) in November 2024, with SBS's RAP Steering Committee Co-Chairs among staff representatives in attendance. As well as SBS's role as an 'Impact' Partner, highlights included: SBS Director of Indigenous Content (now Director, First Nations), Tanya Denning-Orman, featuring on a plenary panel discussion; NITV's Head of Indigenous News and Current Affairs, Natalie Ahmat, acting as the conference MC; and NITV News covering the conference and presenting news bulletins from the event.

# SBS LEARN: DRIVING CURIOUS CONVERSATIONS IN AUSTRALIAN CLASSROOMS

SBS Learn is the educational initiative of SBS, offering free, high-quality classroom resources for teachers that align with the Australian Curriculum and cater to students from Foundation through Year 12.

In 2024–25, SBS Learn prioritised the development of more visually dynamic and engaging content – including educational infographics, short-form videos, and real-world case studies – designed to support diverse learning styles. Selected resources were also translated into five languages, broadening access for students who speak languages other than English and reinforcing SBS’s commitment to inclusive education.

Driving proactive outreach to educators nationwide, SBS Learn published four resource packs. ‘Celebrate NAIDOC 2024: Keep the Fire Burning! Blak, Loud and Proud’ was accessed almost 14,000 times<sup>56</sup>, while other resources included ‘2025 Lunar New Year: Celebrate the Year of the Snake’, ‘Lessons on Ramadan and Eid’, and ‘Diwali Teacher Resource’.

The SBS Learn website also received significant enhancements, with a particular focus on improving readability for vision-impaired users and others with accessibility requirements. These efforts contributed to a 17.5% increase in page views,<sup>57</sup> reflecting growing engagement with SBS’s trusted educational offering.

**“We appreciate all the effort SBS Learn invests in the creation of such valuable educational resources.”**

Library technician, QLD.



Leah Hyein Na, Executive Producer of SBS Korean

**“We have thoroughly enjoyed the SBS Learn NAIDOC resources for the past few years... Thank you for creating such a useful resource that can be utilised across our school.”**

Primary school teacher, VIC

**NAIDOC  
WEEK 2025  
TEACHER RESOURCE**

**SBS50** **NITV**

<sup>56</sup> Adobe Analytics, SBS Learn dashboard (1/5/24 – 30/6/25) report retrieved 20/6/25

<sup>57</sup> Adobe Analytics, SBS Learn dashboard (comparing data from 1/1/23 – 31/12/23 and 1/1/24 – 31/12/24), report retrieved 1/4/25

# PROMOTING SOCIAL, CIVIC AND ECONOMIC PARTICIPATION FOR MULTILINGUAL AUSTRALIANS

## SBS Australia Explained

*Australia Explained* is an essential service for new migrants and refugees, supporting them with multilingual resources to bridge the cultural gap and successfully settle into life in Australia. Each week, we deliver practical, easy-to-understand information in up to 60 languages through radio, podcasts, articles, videos and social platforms.

To ensure topics remain timely and relevant to new communities, our reporters engage with settlement organisations on-the-ground, including SydWest Multicultural Services and Multicultural Community Council Gold Coast. From navigating health services and housing to understanding education, finance and the legal system, *Australia Explained* covers it all.

In 2024-25, the service delivered practical information in the lead up to the Federal Election, ensuring first-time voters understood how to enrol and how to vote. Other critical topics included explaining jury duty, how to recover from floods, and navigating the hospital emergency department. A partnership with the Australian Government also resulted in topical information about consent and domestic violence.

Every month, *Australia Explained* shares stories and perspectives from Indigenous Australians, offering new arrivals a meaningful connection to the world's oldest living culture on Earth, which is also an SBS Elevate RAP deliverable (read more on p. 64).

An essential service for new Australians, *Australia Explained* is continuing to reach more and more people, receiving on average 105,313 audio plays<sup>58</sup> and 95,915 page views<sup>59</sup>, as well as more than three million video views across 2024-25.<sup>60</sup>

## SBS Learn English

*SBS Learn English* is a free English language learning service to support the 872,000 Australians who do not speak English well, or at all.<sup>61</sup>

Designed to support adult multilingual English language learners, *SBS Learn English* has been developed in partnership with teaching professionals and leverages SBS's trusted settlement, education and language content. Content is published in more than 18 languages selected based on community need and English language proficiency.

This cross-platform offering features a fortnightly podcast delivering lessons in a distinctly Australian context. In 2024-25, this included bonus interactive practice lessons, a five-episode video series 'Weird and Wonderful Aussie English', a six-episode social video series on 'sports talk' to help newcomers 'learn the lingo' to participate in sports culture, and 12 new episodes of the uniquely bilingual English 'On Repeat' series in 15 languages which had over 159,000 downloads.<sup>62</sup>

*SBS Learn English* engaged with industry, communities and classrooms, conducting visits to Blacktown Macquarie Community College, Carlingford Baptist Church and Holmesglen Chadstone. *SBS Learn English* also supported Harmony Week celebrations by sending 'Bring a Plate' host packs to 80 events across Australia.

## SBS News in Easy English

This service is a daily five-minute news bulletin in podcast format, designed for English language learners and people with disabilities. It provides simplified news summaries, primarily focusing on Australian news, and is available with transcripts.

58 Tableau Dashboard Australia Explained dashboard

59 Adobe Analytics Learn English and Australia Explained dashboards

60 Sprout Social analytics

61 Australian Bureau of Statistics 2021 Census

62 Tableau Dashboard Learn English dashboard

# STRONG COMMUNITY PARTNERSHIPS



Davide Schiappapietra, Head of Language Content

## Les Murray Award for Refugee Recognition

Internationally recognised slam poet Huda Fadlemawla – known as *Huda the Goddess* – is the fourth recipient of the Australia for UNHCR–SBS Les Murray Award for Refugee Recognition.

Forced to flee Sudan at the age of five, Huda and her mother sought safety in Cairo before resettling in Australia when she was 10. Now based in Brisbane, she transforms her personal journey into powerful poetic expression, tackling themes of identity, displacement and equality with raw emotional clarity.

A two-time Queensland Poetry Slam champion and winner of the 2021 Australian Poetry Slam, Huda is also a passionate community advocate. She founded Black Ink, an open mic platform for people of colour in Brisbane, and launched She Is, a mentorship program supporting young women of colour to share their stories.

Huda Fadlilmawla, winner of the 2025 Les Murray Award



# 04

## GREAT PEOPLE; GREAT CULTURE

SBS invests in its people based on the belief that a strong sense of belonging drives impact, and because purpose-led work thrives best in an inclusive, supportive environment.



SBS50 staff choir

## 2024-25 AT A GLANCE

### Celebrating our people in SBS's 50th year

SBS welcomed new talent and honoured long-serving employees among the 1,789 team members nationwide who shape the organisation today.



### Developed of industry-leading Anti-Racism Framework

Six pillars of action developed in consultation with the Australian Human Rights Commission, Diversity Council of Australia and SBS staff.



### Closing the gender pay gap

SBS's median gender pay gap of 1.9%<sup>63</sup> is the lowest in the Australian media sector and reflects our year-on-year progress to close the gap.



### Wellbeing and safety front and centre

Strengthened focus on the psychosocial safety of SBS teams saw our Safety Leadership Training model recognised with a LearnX Diamond Award.



63 WGEA Commonwealth Public Sector Gender Equality Scorecard

# A DIVERSE AND INCLUSIVE WORKFORCE

## A diverse team across 1,312 permanent employees.

While serving all Australians, SBS has a special remit to serve multicultural and First Nations audiences. As such, SBS has a responsibility to its audiences, communities and employees to ensure that its workplace reflects the rich diversity of communities we serve, and that its culture exemplifies our purpose of contributing to an inclusive and cohesive society. SBS is proud to be a leader in workplace inclusion, fostering a culture where every employee can feel respected, valued and safe.

SBS actively recruits people with a wealth of languages, backgrounds and perspectives that power innovation and authenticity. Employees are invited to confidentially share diversity-related statistical information upon commencement of employment and through an annual Diversity and Inclusion Survey.

In November 2024, an ongoing campaign featuring employees from across the organisation and highlighting the role our people play in connecting all Australians won gold at the 2024 Transform Awards for best Employee Value Proposition Campaign.

## Aboriginal and/or Torres Strait Islander people\*

**6%**  
of SBS employees<sup>64</sup>

**11%**  
of SBS Board<sup>63</sup>

**12%**  
of senior leaders<sup>66</sup>

**7%**  
of people leaders<sup>67</sup>

## Identifies as having a culturally diverse background

**64%**  
of SBS employees<sup>64</sup>

**89%**  
of SBS Board<sup>65</sup>

**63%**  
of senior leaders<sup>66</sup>

**60%**  
of people leaders<sup>67</sup>

## Place of birth – Australia\*\*

**56%**  
of SBS employees<sup>64</sup>

**78%**  
of SBS Board<sup>65</sup>

**69%**  
of senior leaders<sup>66</sup>

**59%**  
of people leaders<sup>67</sup>

## Identifies as a person of colour

**26%**  
of SBS employees<sup>64</sup>

**33%**  
of SBS Board<sup>65</sup>

**20%**  
of senior leaders<sup>66</sup>

**21%**  
of people leaders<sup>67</sup>

## Place of birth – overseas\*\*

**44%**  
of SBS employees<sup>64</sup>

**22%**  
of SBS Board<sup>65</sup>

**31%**  
of senior leaders<sup>66</sup>

**41%**  
of people leaders<sup>67</sup>

## Mainly non-English speaking background

**31%**  
of SBS employees<sup>64</sup>

**44%**  
of SBS Board<sup>65</sup>

**17%**  
of senior leaders<sup>66</sup>

**24%**  
of people leaders<sup>67</sup>

<sup>64</sup> Represents full-time and part-time employees who voluntarily disclosed information

<sup>65</sup> Board data as at 10/7/25. Managing Director included in both SBS Board and Senior Leader columns

<sup>66</sup> Senior leaders are identified as the SBS Executive Team and their direct reports

<sup>67</sup> People leaders are those employees who have at least one direct report

\* SBS payroll data. All other data is based on voluntary information provided by employees, and how employees self-identify, via SBS's anonymous annual diversity and inclusion survey

\*\* Represents total percentage of respondents who answered this question

### Combined English and non-English speaking background

**14%**  
of SBS employees<sup>64</sup>

**33%**  
of SBS Board<sup>65</sup>

**18%**  
of senior leaders<sup>66</sup>

**13%**  
of people leaders<sup>67</sup>

### Lives with a disability or chronic condition requiring workplace adjustments

**14%**  
of SBS employees<sup>64</sup>

**11%**  
of SBS Board<sup>65</sup>

**19%**  
of senior leaders<sup>66</sup>

**13%**  
of people leaders<sup>67</sup>

### Has a diverse sexuality

**16%**  
of SBS employees<sup>64</sup>

**11%**  
of SBS Board<sup>65</sup>

**15%**  
of senior leaders<sup>66</sup>

**14%**  
of people leaders<sup>67</sup>

### Female

**54%**  
of SBS employees<sup>64</sup>

**33%**  
of SBS Board<sup>65</sup>

**56%**  
of senior leaders<sup>66</sup>

**52%**  
of people leaders<sup>67</sup>

### Male

**45%**  
of SBS employees<sup>64</sup>

**67%**  
of SBS Board<sup>65</sup>

**44%**  
of senior leaders<sup>66</sup>

**46%**  
of people leaders<sup>67</sup>

### Non-binary\*

**1%**  
of SBS employees<sup>64</sup>

**0%**  
of SBS Board<sup>65</sup>

**0%**  
of senior leaders<sup>66</sup>

**2%**  
of people leaders<sup>67</sup>



# STRENGTHENING REPRESENTATION AMONG OUR PEOPLE

SBS’s Inclusion, Equity & Diversity Strategy (2022-24) 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:
  - People experiencing disability – 14.1% (2022 – 9.7%)
  - Aboriginal and Torres Strait Islander people – 5.8% (2022 – 3.9%)
  - People of colour in front line leadership roles – 22% (2022 – 16.3%)
- Increased sense of inclusion in the workplace – 87% feel highly included (2022 – 81%)
- Increased awareness of the strategy and its goals – 89% say they are well aware (2022 – 81%)
- Lowest median gender pay gap in the Australian media industry – 1.9%<sup>68</sup>

In addition, there were some areas which will require a continued ongoing focus as SBS prepares to launch the next iteration of its strategy. Namely, the representation of women in technology-based roles, which currently sits at 33% against a target of 40%.

SBS will launch the next iteration of its Inclusion, Equity & Diversity Strategy in 2025-26.

## Industry-leading inclusion initiatives

### 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.

### 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 (see p. 64).

### Gender pay equity

In May 2025, the Workplace Gender Equality Agency (WGEA) published public sector gender pay gap data for the first time, finding that SBS is performing strongly with a 1.9% median gap<sup>68</sup>. When combined with WGEA data from the private sector, SBS has the lowest gender pay gap in the media sector following year-on-year progress for the last several years working against the gap.

	SBS	National private sector <sup>69</sup>
<b>Median total remuneration</b>	<b>1.9%</b>	<b>18.3%</b>
<b>Mean (average) total remuneration</b>	<b>7.1%</b>	<b>21.8%</b>

<sup>68</sup> Workplace Gender Equality Agency (WGEA) national public sector snapshot (May 2025)

<sup>69</sup> Workplace Gender Equality Agency (WGEA) Employer gender pay gaps report 2023-24

### Hidden Disabilities Sunflower

SBS began participating in this national program where individuals with a 'hidden' condition can wear a sunflower product to discreetly indicate they might need assistance, more time or support at work. This program encompasses disabilities such as autism, low vision, chronic pain, mental health conditions and more. A purpose-designed sensory room for staff who may be neurodivergent and require such a space during their workday was launched at our Sydney office.

### SBS Employee Advisory Groups

SBS continues to work with its Employee Advisory Groups (EAGs), which empower all staff to take an active role in fostering an inclusive workplace culture for all.

The EAGs include SBS Pride and Allies, focused on LGBTQ+ inclusion; 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 diverse team members; and Ngarra, our First Nations Staff Advisory Group representing the broader First Nations staff cohort across SBS.

The EAGs support SBS's people to play an active role in fostering an inclusive workplace culture and advocate for positive change. They also host staff events and initiatives aimed at furthering understanding through showcasing diverse voices and perspectives. This included marking International Women's Day, Wear It Purple Day, and International Day of People with Disabilities.

### Platinum Employer for LGBTQ+ employees

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. Previously, SBS achieved Gold Employer status from 2019 to 2022 and Silver Employer status in 2018, with the awards taking a hiatus in 2023 to restructure the index.

### Career Trackers Indigenous Internship program

SBS expanded its commitment to the Career Trackers Indigenous Internship program, bringing on nine summer interns across a range of Divisions including Audio and Language Content, Legal, Corporate Affairs, Media Sales, NITV, People and Culture, Television and Online Content, and Technology. The program is an important pathway initiative and aligns with SBS's Elevate Reconciliation Action Plan and Indigenous Employment Strategy.

### The Walkley Opportunity Scholarship

For the second year, SBS was a proud partner of The Walkley Opportunity Scholarship and provided a junior journalist with 10 weeks of training and mentoring alongside the 2025 news cadets. This scholarship program seeks to address a lack of employment pathways and potential career opportunities for journalists from socio-economically disadvantaged communities in Australia.



Wear It Purple Day with SBS staff

# ENGAGEMENT AND LEADERSHIP

## Tri-annual employee engagement surveys

Employee engagement was maintained at an average of 83% throughout 2024-25; the highest score that SBS has achieved. This is nine percentage points higher than the Australian industry average, placing SBS in the top 25% of Australian employers.

SBS uses insights and feedback from these confidential and anonymous surveys to make positive changes and build an even greater workplace experience. Our latest survey also showed 93% of SBS employees are proud to work for SBS, and 90% believe that SBS provides a supportive culture for employees from diverse backgrounds.

## Emerging leaders

The SBS Emerging Leaders Program is for employees who are not yet leaders, but who have been identified as potential successors into management roles, or otherwise show leadership potential. Run once every two years, the program is a mix of self-directed content and live sessions delivered virtually and in person to accommodate hybrid-based working. This year, 15 up-and-coming leaders at SBS participated

in the program, with processes in place to ensure the inclusion of those from under-represented backgrounds such as Aboriginal and Torres Strait Islander employees, employees from culturally diverse backgrounds, people of colour, LGBTQ+ employees, and women in technology roles.

## Values-led leadership

SBS's 'It's How We Lead' leadership model has supported the continuous leadership growth of our people leaders for over eight years. This model is underpinned by defined behaviours against which leaders are measured annually by their teams, and is supported by development offerings.

In 2024-25, a further refinement of these leadership principles and behaviours was undertaken in consultation with senior people leaders, endorsed by the Executive Committee, and baselined in the latest Employee Engagement Survey. Furthermore, all people leaders were invited to inform our approach to learning and development, leading to a suite of face-to-face workshops.



## SAFETY AT SBS

### “For Safety Leadership, if not you, then who?”

SBS’s Work Health and Safety (WHS) approach encourages individuals at all levels to lead with accountability, care and purpose. Since launching its Safety Leadership Program in 2023, SBS has seen sustained improvements in safety culture and performance, and the broadcaster continues to cement its position as a safety leader in the media industry.

At the National Safety Council of Australia (NSCA) WHS Awards, SBS was a finalist in the Best Continuous Improvement of a WHS Management System and Best Safety Leadership Program categories. It also received a global LearnX Diamond Award for its internally developed Safety Leadership Training featuring executives and front-line workers.

### Managing psychosocial risk

As a leading news organisation in a world marked by rapid change, geopolitical tensions, and natural disasters, SBS continued to evolve its approach to managing psychosocial hazards.

Targeting team members in high-risk roles, the broadcaster increased its proactive offerings from annually to six-monthly, with services provided by the specialised service DART, whose psychologists have journalist backgrounds.

SBS also introduced a dedicated psychosocial incident reporting category into its WHS reporting system to ensure greater visibility and timely response, launched a new intranet resource, and updated the Safety at SBS training to include psychosocial content.

SBS further rolled out key programs, including Civil Unrest Coverage Assessment, Sexual Harassment Prevention, and Upstander Training; introduced an Anti-Racism Framework; and delivered wellbeing webinars focused on resilience.

These initiatives underscore SBS’s proactive commitment to mental health, inclusion, and supporting its people through emerging risks and societal pressures.

Staff at the National Safety Council of Australia (NSCA) WHS Awards



# OUR PEOPLE

Clockwise from below:  
 NITV Waru Day  
 The NSW Premier's Harmony Dinner 2025  
 SBS Dragons at the Sydney Lunar New Year Dragon Boat Festival  
 SBS Media team members  
 Lunar New Year celebration  
 Staff at SBS50 celebration  
 SBS's 'Queen Bees' at the Sydney Gay and Lesbian Mardi Gras 2025



**“Our strength is our diversity  
– we should be proud of it.”**

Gilbert Gaddi, Video Streaming  
Specialist Technology



**“I’m proud that I get to create a  
platform for my people, First Nations  
People, to stand up and have a voice  
[...] when no one else will listen.”**

Dale Laughton, Senior Producer, NITV



**“SBS is culturally rich because it  
empowers you to connect deeply with  
your identity but also be proud of it.”**

Momoko Metham, Social Platform  
and Content Strategist



**“We encourage each other to bring  
our whole selves to work and [I’ve  
never] heard so many different  
languages spoken. It’s magic!”**

Rebecca Griffiths, Audience  
Research Lead



**“It is exciting to be part of a team that  
celebrates diversity through storytelling,  
which has always been a passion of mine.”**

Maram Ismail, Journalist,  
*Australia Explained*



# 05

## GREAT BUSINESS

Operating at the unique intersection of public broadcasting and commercial media, SBS delivers strong public value while achieving commercial success. It also leads industry-first sustainability initiatives, proving that a values-led public broadcaster can thrive as a socially responsible and future-ready business.



## 2024-25 AT A GLANCE

### Commercial revenues remain strong

SBS Media performed well across TV and audio, despite a challenging advertising market.



### SBS a clear leader in Sustainability

SBS became the first Australian broadcaster to have its near-term and long-term carbon reduction targets validated by the Science Based Targets initiative (SBTi).



### Beyond 3% advancing First Nations media investment

NITV continued to grow its revenues, with major brands such as NRMA Insurance returning for a second year of its market leading partnership.



### Ongoing efficiency savings

Over the past decade, SBS's ongoing efficiency program produced more than \$77 million of realised savings in 2024-25, which was reinvested in content and services for all Australians.



# SBS MEDIA

SBS is a unique business in Australia’s media landscape, operating at the intersection of public broadcasting and commercial media. This hybrid model allows SBS to deliver strong public value while also achieving commercial success. During the reporting period, SBS continued to grow advertising and commercial revenue, reinvesting those funds in high-impact, purpose-driven content and high-quality service delivery for audiences.

## SBS advertising revenues

The SBS Media team is responsible for approximately one-third of SBS revenues through advertising and strategic sponsorships across SBS television, digital, audio, brand partnerships, events, cultural training, video production and translation services.

In 2024-25, SBS’s advertising and sponsorship activities generated \$126.7 million. SBS Media has a competitive offering which continues to grow and diversify revenue opportunities, including services in the areas of strategy, research, video production, translation and cultural competence training.

**“Great content provocatively delivered and a challenge to the industry. SBS is a hidden gem and their message is we deserve to be on mainstream communication plans, not just ones limited to targeting ethnic or diverse groups.”**

Peter Horgan, Omnicom, ANZ CEO



2025 SBS Upfront event

## SBS MEDIA

### SBS Media a clear leader in the Australian commercial space

Throughout the reporting period, SBS continued to use its unique position in the media landscape to drive the sector toward positive societal and commercial outcomes. The SBS Upfronts in October 2024 gave more than 1,000 clients and media a preview of the SBS 2025 content slate. We used the event to highlight the topics outlined below.

#### Advancing Indigenous media investment

SBS continued its Beyond 3% initiative, which encourages greater advertising investment in Indigenous media and received the 2024 Media Federation of Australia Award in the Partnership category. The campaign draws attention to the fact that less than 3% of advertising dollars are placed with Indigenous media, despite Indigenous peoples making up more than 3% of the Australian population.<sup>70</sup>

#### Leading on sustainability

SBS deepened its commitment to environmental responsibility by partnering with Scope3 to provide transparent data on digital campaign emissions. In a market-first, SBS also launched the *SBS Media Sustainability Challenge*, inviting brands to develop campaigns that promote sustainable behaviours among Australian consumers. SBS pledged \$500,000 in advertising inventory to support the winning campaign. The challenge received an overwhelming response, with five brands shortlisted and the winner to be announced in September 2025.

#### Elevating SBS On Demand

SBS On Demand is evolving into a central destination for both video and live audio content, reinforcing its growing role in how Australians access diverse and compelling stories.

### Unveiling “The Premium Effect”

New research titled ‘The Premium Effect’ demonstrated that increasing investment in SBS’s linear television offerings can deliver campaign cost savings of up to 19%, highlighting the value of premium, purpose-driven media environments.

#### Redefining demographics

SBS Media challenged the industry’s traditional focus on buying the 25-54 age demographic, advocating instead for increased attention to the 35-64 and 40+ segments – groups with strong engagement and significant disposable income.

SBS was also the Diversity and Inclusion Partner with the Independent Media Advertising Association (IMAA), representing our ongoing commitment to supporting local Australian media agencies and businesses.

### What the market said about SBS Media in 2024-25:

**“From everything SBS is doing, they are a digital-first business, yet they still offer incrementality you cannot get elsewhere on television.”**

Daniel Cutrone, Managing Partner, Avenue C

**“SBS did a really good job [at SBS Upfronts] reminding the industry that they’re in a category of one. When you look around the room at their talent, content and sales proposition, they look and feel different. So their positioning around being the most distinctive broadcaster is bang on.”**

Sam Geer, ANZ Managing Director, Accenture Song

<sup>70</sup> Based on Standard Media Index (SMI) data available for relevant media, for 2019 vs 2020 and Census, Australian Bureau of Statistics, 30 June 2016

### Ongoing efficiency savings

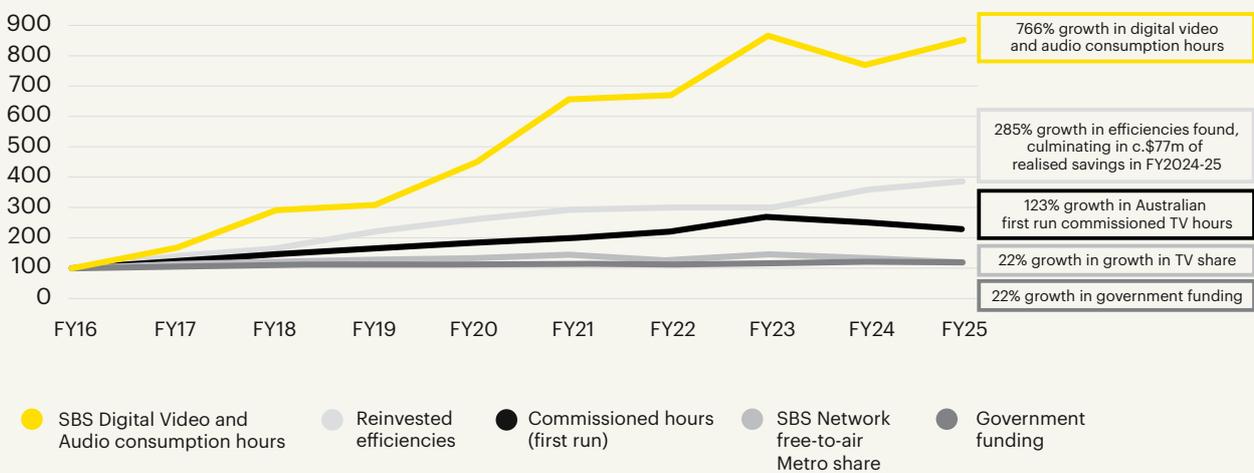
Over the 10-year period to 2024-25, SBS's ongoing efficiency program produced more than \$77 million of realised savings in 2024-25.

These efficiencies have been generated through vigilant annual planning processes, workflow improvements, the renegotiation of supplier agreements, an evolved operating model utilising best-in-class technology solutions, and investment in a working environment that fosters agile practices and a highly engaged workforce.

SBS has reinvested these efficiencies in the growth of digital services and distinctive cross-platform content, in line with its Charter to educate, entertain and inform all Australians. From 2015-16 to 2024-25, SBS increased digital video and audio consumption hours by 764%, improved linear TV metro share by 22% (from 6.8% to 8.3%) in a declining free-to-air broadcast market, and increased commissioned hours by 123%.

**Comparison of SBS Digital Video and Audio consumption hours, FTA linear TV share, First Run commissioned TV hours, efficiencies reinvested and government funding**

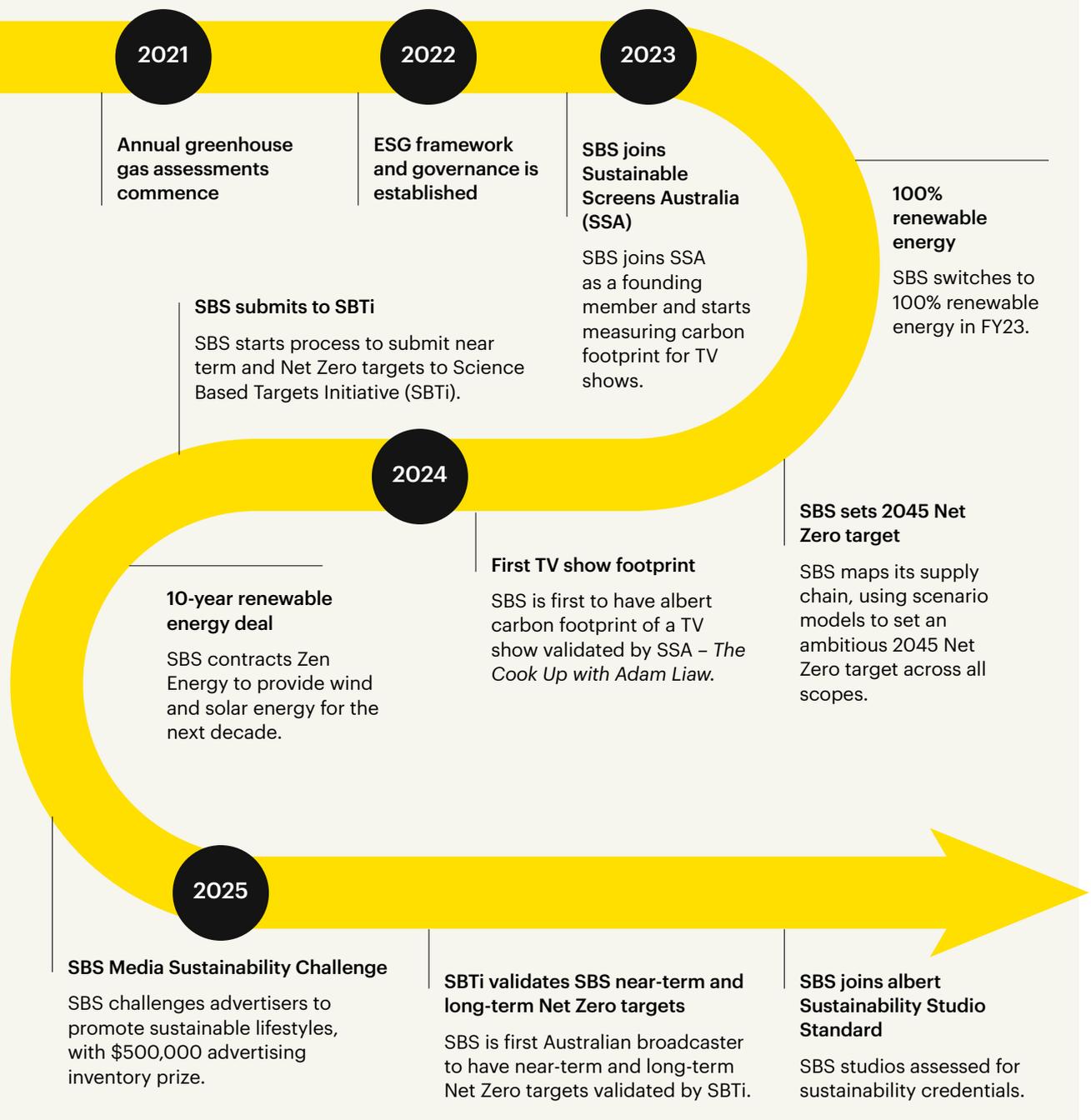
(FY16-25) Indexed (FY16 = 100)



NOTE: Digital video and audio consumption hours include methodology changes across the period as analytics and coverage improved, such as video co-viewing from January 2020 onwards.

# SUSTAINABILITY AT SBS

During this financial year, SBS took further significant steps to build out the strong leadership position it has established on sustainability within the media and corporate industry. The approach to sustainability sits within SBS’s broader Environmental, Social & Governance (ESG) framework – see the SBS Corporate Plan on pp. 17-19.



## SUSTAINABILITY AT SBS

### Key sustainability achievements in 2024-25

- SBS became the first Australian broadcaster to have its carbon reduction trajectory – both near-term and long-term Net Zero targets – validated by the Science Based Targets initiative (SBTi).
- SBS launched the SBS Sustainability Challenge in 2025 to encourage brands to normalise sustainable behaviour and highlight better environmental practices for consumers.
- SBS disclosed its first Climate Statement in accordance with the Commonwealth Climate Disclosure Requirements, which align with the Australian Sustainability Reporting Standard AASB S2 Climate-related Disclosure Standard, with specific tailoring for the Commonwealth public sector and covering both emissions and climate-related risks and opportunities (see Appendix 23).

### SBS's path to Net Zero

SBS has implemented an ambitious Net Zero target of 2045 across its operations and supply chain (Scopes 1, 2 and 3) and set a near-term target of 42% reduction in emissions by 2030 (both targets set against a 2021-22 baseline), providing an ongoing strategic focus on reducing emissions across all categories.

SBS is now in its fifth year of measuring its carbon footprint, giving the organisation insight into the greenhouse gas emissions from all parts of SBS's operations and supply chain.

The high-level emissions for 2024-25 are included in the Climate Statement (see Appendix 23) as well as the more detailed emissions categories for 2023-24.

This has helped guide and prioritise SBS's decarbonisation strategy and efforts so that the most emissions-intensive parts of the organisation can be progressively improved. It also informed SBS's ambitious near-term and long-term Net Zero targets.

**“Climate science is clear: rapid and deep emissions cuts are essential if we are to achieve global Net Zero. Today, the Special Broadcasting Service steps up, joining the growing list of companies cutting emissions across their entire value chain in line with science, and actively contributing to limiting warming to 1.5 degrees Celsius.”**

Susan Jenny Ehr, Interim Chief Executive Officer of the Science Based Targets initiative



## SUSTAINABILITY AT SBS

SBS's direct operations (Scopes 1 and 2) were the first areas addressed, with significant progress on:

- **Fleet** – SBS switched 72% of its fleet to hybrid or electric vehicles with the aim of completing this switchover to 100% hybrid or electric vehicles by end of calendar year 2025.
- **Electricity** – SBS switched to 100% renewable energy in 2022-23 and has subsequently entered into a 10-year Power Purchase Agreement for wind and solar power with Zen Energy, which will provide SBS's renewable power through to 2033-34.

**"I am very pleased that we are setting an ambitious date of 2045 for Net Zero on all emissions, including Scope 3. This is a space where SBS can and should lead the industry."**

James Taylor,  
SBS Managing Director

SBS's supply chain and indirect emissions (Scope 3) are a significant proportion of its total carbon footprint, with content, technology, marketing and business travel offering the most scope for reductions. Key achievements in this area include:

- **Television production** – SBS was the first broadcaster in Australia to use the albert carbon calculator via Sustainable Screens Australia. The pioneering program was SBS's in-house cooking show *The Cook Up with Adam Liaw*, which measured its carbon footprint in 2023-24, building this into business as usual for subsequent series. SBS has since extended this approach to a number of in-house and commissioned programs including *Insight*, *Alone Australia*, *Going Places with Ernie Dingo*, *Great Australian Road Trips*, *Mastermind* and *Shaun Micallef's Origin Odyssey*. During 2024-25, SBS measured the carbon footprint of over 50% of its in-house and commissioned hours. Using the albert tool is an effective way to identify the main sources of emissions, in order to reduce the overall carbon footprint of the production.



Great Australian Walks, which tracked its production carbon footprint

## SUSTAINABILITY AT SBS

- **Television studios** – SBS is one of a small number of global broadcasters to sign up to the UK's BAFTA Studio Sustainability Standard scheme, which is a voluntary global standard for studio facilities. It aims to benchmark a studio's current sustainability practices and offer best-practice tips and recommendations for improving the overall standard. SBS's Studios 1 and 2 have been assessed as 'Good', with recommendations for improving their sustainability credentials even further.
- **Working with suppliers** – SBS has proactively engaged with its top 30 suppliers in the content, technology and marketing sectors to build a more accurate picture of supplier emissions, share learnings on decarbonisation, and actively encourage further ambition.
- **Procurement policy** – SBS has updated its Procurement Policy to ensure sustainability is a consideration in selecting suppliers and all tender processes.
- **Business travel** – as a public broadcaster with a global news and entertainment offering, business travel is an inevitable part of SBS's operations. However, as a source of emissions within SBS's direct control, the organisation is aiming to contain the carbon footprint of business travel as much as possible. In 2024-25, an Organisational Performance Indicator for business travel was introduced, with a target to limit emissions below a ceiling in order to create shared accountability across the business in this area. To date this has led to a 30% reduction in emissions from the previous year, with teams using levers such as reducing the number of trips or the number of staff travelling, selecting lower-emissions routes, aircrafts and class of travel, and working with local talent and crew wherever possible.

## ALONE AUSTRALIA SEASON 3: LOW EMISSIONS MARKETING CAMPAIGN

**SBS aims to reduce its carbon footprint across all parts of its operations and supply chain. From a marketing perspective, this means designing promotional campaigns which minimise emissions.**

In a first-to-market partnership, SBS and JCDecaux developed a more sustainable campaign for *Alone Australia* Season 3. JCDecaux has been working with Scope3, an industry-first methodology that enables advertisers to measure and reduce the carbon footprint of their out-of-home media activity with easy ready-made advertising formats.

The out-of-home campaign for *Alone Australia* Season 3 curated an optimised programmatic panel list resulting in an estimated 57% lower median emissions per 1,000 impressions (gCO<sub>2</sub>ePM) than the median digital out of home panel while successfully reaching the target audience.<sup>71</sup>



71 Scope 3 – scope3.com

## SUSTAINABILITY AT SBS

### SBS Green

SBS Green is an employee group established in 2018 with representation across the organisation. It aims to drive employee engagement on sustainability issues, driving staff education initiatives and events. In 2024-25, this included clothes swaps and the celebration of key events such as Earth Day.



### Water and waste management

SBS recognises that its normal business operations have an impact on the environment and is seeking to mitigate any adverse environmental impacts through several sustainability initiatives, including recycling, improvements to energy efficiency, water conservation measures, and the purchase of products made from recycled materials.

In 2024-25, 151 kilograms of waste (decrease of 100 kilograms) and 9.9 litres of water (a decrease of 1,117 litres) were used per SBS FTE employee (based on 1,328 FTE employees).

SBS continues to look for ways to minimise and mitigate waste and water use. In 2024-25, the general office recycling program recycled 100% of cardboard, paper and comingled waste, equalling a total of 60 tonnes of cardboard and paper, and 69 tonnes of comingled waste. A further 141 tonnes, or 42%, of general waste generated by SBS was recovered and diverted from landfill or reused. In addition, 3,780 kilograms of e-waste, 1,840 kilograms of security-shredded paper and 5.0m<sup>3</sup> of polystyrene were recycled. Dedicated programs also continued to encourage staff to recycle toner cartridges, mobile phones and phone batteries, redundant electrical and data cabling, fluorescent lighting tubes and waste generated through building refurbishment work.

### How SBS is working with industry

As a sustainability leader, SBS aims to influence beyond its own operations and supply chain, working with the broader industry towards overall sustainability goals. SBS has been a founding member in industry bodies across television production, audio and advertising, and its recently launched SBS Sustainability Challenge 2025 will inspire marketers and brands to promote more sustainable lifestyles and behaviours. SBS also has important industry partnerships with Sustainable Screens Australia, Green Ears, Ad Net Zero and Scope3.

# SBS TECHNOLOGY

The reporting period saw significant activity for SBS's Technology team including the completion of several major projects.

## Broadcast operations

In 2024-25, Technology continued to support the delivery of more programs using in-house resources and facilities. Production examples include *Tour de France*, *Eurovision*, *Over the Black Dot*, *Insight*, *The Cook Up with Adam Liaw*, *Mastermind* and daily news productions. SBS upgraded studio cameras and lenses in 2025 to ensure ongoing support for all productions and the upcoming FIFA World Cup™ in 2026.

## Data/BI reporting

Technology delivered a swathe of data and reporting solutions to many divisions within SBS. Some of the highlights include the delivery of the updated reporting solutions to cater for the introduction of the new VOZ trading currency to market, the delivery of various dashboards reporting on the SBS KPIs and OPIs for the Corporate Strategy team, and dashboards that allow monitoring of trends, all built in cloud-based visualisation software.

In addition to this, the BI team partnered with Media Sales on a series of proof-of-concepts with various Data Clean Room (DCR) technologies. These DCR technologies enable SBS to securely share data with agencies, advertisers and data partners for data commercialisation purposes, and SBS is now ready to work with any DCR technology as requested by our customers.

The Technology team also created a live data entry app for live sport content initiatives across NITV and SBS, which enabled people on the ground at the Koori Knockout to enter game data and statistics, and for this information to be subsequently represented as a graphic in the live broadcasts. Finally, the BI team completed the long and complex migration of data and reporting solutions from the legacy on-premises data warehouse to the new cloud-based Technology Data Platform.

## Cybersecurity

In response to the increasing complexity and frequency of cyber threats, SBS reaffirmed its commitment to enhancing its cybersecurity posture. Continued maturity against the Australian Signals Directorate (ASD) Essential 8 has seen improved and automated patching across infrastructure, aligned with the modernisation of key workflows to the cloud. Regular education, communications and phishing campaigns have also seen measurable changes in behaviours and cybersecurity awareness across the organisation.

SBS 'We Go There' brand campaign



# BROADCAST TRANSMISSION SERVICES

## SBS Television and Radio services

SBS Television and Radio services are delivered to audiences on several transmission platforms as described below. SBS transmits from 538 digital terrestrial television broadcast sites around the country, providing coverage to 98.5% of the Australian population. These are comprised of:

- 351 national sites provided by BAI Communications.
- 115 re-transmission sites provided by Regional Broadcasters Australia (RBAH) and Transmitters Australia (TXA).
- 65 self-help sites provided and managed by local councils and community groups.
- 7 self-help sites provided and managed by Commonwealth Government Departments.

Including the VAST (Viewer Access Satellite Television) platform, with its current base of 449,510 active receivers, SBS provides coverage to 100% of Australians.

SBS is also distributed on satellite and streaming services via subscription on Foxtel.

In addition to DTV, VAST and streaming, SBS Radio is delivered in capital cities and regional centres using analogue (AM/FM) and digital (DAB+) terrestrial transmissions.

## Transmission network infrastructure upgrades

During 2024-25, in addition to the successful implementation of various material network infrastructure upgrades by our transmission service provider, BAI Communications, SBS has realised notable benefits from several implemented programs including: the Broadcast Resiliency Program, the Low Power Transmitters Replacement Program, the Low Power Transmitters Power Supply Replacement Program, and the Spare Parts Management Program. These initiatives are integral parts of the BAI Communications network capital reinvestment program initiated in 2022-23.

## Radio Sites (terrestrial)

Service Category	Analogue Radio	Digital Radio (DAB+)
SBS-managed sites	15 sites - 9 FM - 6 AM	25 sites
Others	101 self-help (FM) <sup>72</sup>	

## Audio Services

Platforms	Digital Radio (DAB+)	DTV	Analogue Radio – VAST
Audio services:	SBS Radio 1, SBS Radio 2, SBS Radio 3, SBS South Asian, SBS Arabic, SBS PopAsia, SBS Chill	SBS1, SBS2, SBS3, SBS South Asian, SBS Arabic, SBS PopAsia, SBS Chill	SBS Radio 1, SBS Radio 2, SBS Radio 3, NRN <sup>73</sup> , SBS South Asian, SBS Arabic, SBS PopAsia, SBS Chill

<sup>72</sup> Self-help data is taken from the ACMA government database of Broadcast Licenses

<sup>73</sup> NRN is the SBS Radio National service

These programs have contributed significantly to further enhancing service reliability and reducing our overall carbon footprint. By fostering a culture of resilience and sustainability, we have laid the groundwork for further improvements in network reliability.

The upgrade of Program Input Equipment (PIE), the successful completion of various network improvement projects, and the implementation of a second standby feed have notably enhanced the reliability of our analogue radio network. These advancements underscore our commitment to delivering high-quality service while minimising environmental impact.

### Service performance monitoring

The utilisation of advanced analytics to tackle systemic issues within our network infrastructure has brought significant positive outcomes for the performance of our broadcast networks. The implementation of data-driven maintenance strategies has resulted in a consistent decrease

in service-impacting faults, with key performance indicators (KPIs) for contracted availability targets being met or exceeded on a regular basis throughout 2024-25. This success has empowered SBS to substantially diminish services downtime, while enhancing our responsiveness to any unforeseen transmission faults.

### Fault management system

SBS operates a complex fault management system for all key suppliers. Each supplier is required to log, manage and report on matters that impact SBS transmission, including planned outages for maintenance or project work, and compliance with contractual technical performance specifications.

The SBS Managed Services team retains detailed records of transmission issues and faults to assess performance and efficacy of service contractor management. SBS's real-time management of service outages is also used to provide support directly to the audience via the Audience Technical Support group operating within the Zendesk ticketing system.

## Reach (terrestrial delivery)

Service Category		Analogue Radio		Digital Radio (DAB+)	
Service	Mode	June 2022	June 2023	June 2024	May 2025
Television <sup>74</sup>	Digital	97%	98%	98%	98.5%
Radio	Analogue	63%	63%	63%	63%
	Digital	57%	65%	65%	67.2%

### Service availability

The service availability of SBS's terrestrial television and radio services measures the proportion of time each transmitter is on air during the year, including planned outages.

Service	Mode	June 2022	June 2023	June 2024	April 2025
Television	Digital	99.96%	99.96%	99.92%	99.95%
Radio	Analogue	99.99%	99.97%	99.97%	99.95%
	Digital (DAB+)	99.97%	99.99%	99.98%	99.99%

<sup>74</sup> Estimated potential population reach; Self-help and direct-to-home satellite (VAST) services not included



# CORPORATE GOVERNANCE

SBS operates to the highest level of corporate standards and governance. This was the second year of SBS's agreed five-year funding, yielding a surplus in the 2024-25 financial year with the goal to continue growing commercial revenue.

SBS Original documentary series  
The Jury: Death on the Staircase

## 2024-25 AT A GLANCE

### SBS looks to build production hub in Western Sydney

The national broadcaster launched expressions of interest for a new SBS production hub and talent incubator in Western Sydney.



### SBS retained its leadership in the ESG space

The national broadcaster continued to drive a strategy which has Environmental, Social & Governance principles at its core.



### SBS marked its 50th anniversary with key stakeholders

The reception hosted by Their Excellencies, the Honourable Sam Mostyn AC, Governor-General of the Commonwealth of Australia, and Mr Simeon Beckett SC, and attended by the Prime Minister the Honourable Anthony Albanese MP, with other key stakeholders from political, community and industry spheres.



### Board meetings

The SBS Board met six times, discharging its obligations to ensure that SBS operates properly, efficiently and economically. Dr Nicholas Pappas AM joined the Board, following the conclusion of Peeyush Gupta OAM's term in October 2024.



# FINANCIAL RESULTS

The Corporation ended the 2024-25 financial year with a surplus of \$7.5 million. The Corporation's total assets increased during the financial year from \$353.3 million to \$356.4 million.

SBS generated 29.5% of its total operating revenue from the sale of goods and services, predominantly advertising revenues across the SBS platforms.

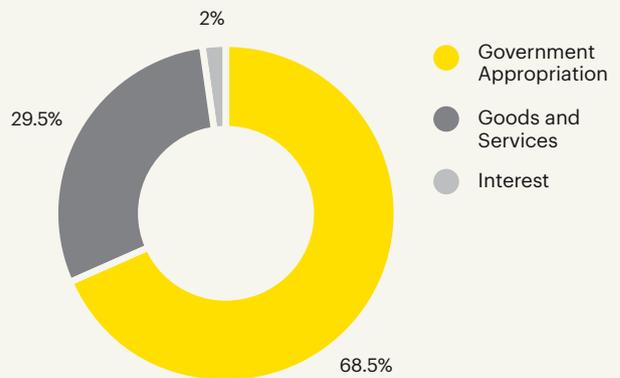
## \$7.5m SURPLUS

## ASSETS \$356.4m

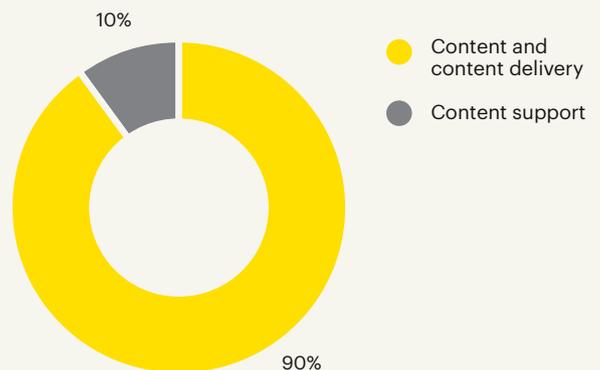
Expenditure by classification (\$m)



Operating Revenue



Expenditure



# SBS CORPORATE

## Major investing and financing activities

SBS actively and responsibly manages its finances. This involves the preparation of estimates for appropriation and equity injection funding, considering movements in the inflation parameter applicable to SBS. Cash holdings are monitored throughout the year and, where funds are not immediately required for operational activities, investments are made.

All investments have been made in accordance with the investing requirements of the *Special Broadcasting Service Act 1991* and the *Public Governance, Performance and Accountability Act 2013*.

## Five-year funding

The financial year 2023-24 was the first year of SBS's agreed five-year funding (2023-24 to 2027-28 financial years announced by the Federal Government in May 2023). In 2024-25, SBS received a total appropriation of \$350.3 million from the Australian Government.

## Level of overhead

SBS regularly conducts benchmarking exercises to ensure it meets or exceeds industry standards regarding expenditure on corporate overheads. In 2024-25, the percentage of SBS's total expenditure spent on administrative overheads was 7.6%. This reflects the concerted effort by SBS to improve efficiencies in this area to direct more funds to service delivery and content creation, for the benefit of audiences.

## National DAB Licence Company Limited

In October 2009, SBS formed, with the ABC, the National DAB Licence Company Ltd. The company was formed to obtain a category 3 digital radio multiplex transmitter licence as provided for by section 102E of the *Radiocommunications Act 1992*. SBS and the ABC are the only shareholders in the company.

## Indemnities and insurance premiums for officers

As part of its general insurance protection SBS has a Directors and Officers Liability Insurance Policy in place. The cost of this policy for 2024-25 was \$109,102 (GST excluded).

## Related entity transactions

SBS has procedures in place to identify and report on any related party transactions. These are set out in notes 3.3A and 3.3B to the SBS Financial Statements (see p. 141).

## External and internal audit

The audit of SBS's financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unmodified opinion on the 2024-25 financial statements of SBS.

SBS has an agreement with PwC for the delivery of internal audit services. PwC performed audits throughout 2024-25 in accordance with the Internal Audit Plan approved by the SBS Audit and Risk Committee. Where applicable, recommendations for improvements to the control environment were brought to the attention of SBS management, and remediation plans are in place as agreed with management to address issues raised.

The following internal audits were conducted in 2024-25: Contractor Management, Return on Tactical Marketing Investment, Payroll Process, Rostering Practices, Cyber Security – User Access, and Records Management.

## SBS Fraud and Corruption Control Plan

The SBS Fraud and Corruption Control Plan reflects SBS's responsibility to manage the risk of fraud and corruption effectively, and demonstrate its commitment to the requirements of the *Public Governance, Performance and Accountability (PGPA) Act 2013* (Cth) and section 10 of the *Public Governance, Performance and Accountability Rule 2014* (Cth) (the fraud and corruption rule) as well as the *Public Interest Disclosure (PID) Act 2013*. The SBS Fraud and Corruption Control Plan was developed using the methodology outlined in the International

## SBS CORPORATE

Standard for Risk Management (AS ISO 31000:2018). The SBS Fraud and Corruption Control Plan is reviewed biennially and was most recently approved by the Board in August 2024.

The Board is satisfied SBS is taking all reasonable measures to prevent, detect and deal with fraud and corruption, and meeting its obligations under the fraud and corruption rule. Fraud and corruption control arrangements were developed in the context of SBS's overarching risk management framework in accordance with the Commonwealth Risk Management Policy, and SBS has reviewed and aligned its fraud and corruption control frameworks and systems to the Commonwealth Fraud and Corruption Policy.

### Compliance report

Management provides a Quarterly Compliance Report to the Audit and Risk Committee that includes details of compliance with the *PGPA Act*. In addition, an annual assessment of SBS's compliance status against its Corporate Compliance Obligations is reported to the Audit and Risk Committee. There have been no significant issues reported in relation to noncompliance with the *PGPA Act*.

### SBS commences search for a new Western Sydney production hub location

In May 2025, SBS launched a process for expressions of interest in the future location of a planned new SBS production hub and talent incubator in Western Sydney.

SBS is seeking proposals for a premises in Western Sydney that can support a best-in-class television, digital and audio production facility with the space, infrastructure, environment, accessibility and amenity needed to foster the next era of SBS's news and media excellence, and contribute to the growth of the region's creative economy.

SBS Managing Director James Taylor said: *"For 50 years SBS has told stories that inform, inspire, entertain, and authentically reflect people and communities across Australia. As we look to our network's future, we are excited to be expanding our production facilities to one of the country's fastest growing and most diverse regions.*

*"This is a rare and valuable opportunity to establish a lasting physical presence for SBS in Western Sydney. It will strengthen our long-standing and already deep connections with local communities, support the development of new First Nations, multilingual, and community-led content and partnerships, and enable us to share even more compelling stories with our diverse audiences across Australia."*

The Australian Government announced the expansion of SBS to Western Sydney at the end of 2024 and has provided SBS with funding to prepare a detailed business case to develop a Western Sydney production hub and talent incubator.

### Locations

SBS Headquarters are located at 14 Herbert Street, Artarmon, NSW. SBS maintains an office and broadcast facilities in Federation Square, Melbourne, VIC, and an office at Parliament House, Canberra, ACT. It leases space for teams in Brisbane (ABC Centre, South Brisbane, QLD), Adelaide (ABC Centre, Collinswood, SA), Perth (CBD, WA), Darwin (CBD, NT) and Hobart (CBD, TAS).

## SBS CORPORATE

### SBS retains leadership in the ESG space

Over the past three years, SBS has done a significant amount of work to ensure it is a leader in ESG issues. As a statutory agency, which sits at the intersection of public and corporate media, SBS has been at the forefront of the sector in a number of key areas.



Great Australian Road Trips

### Our achievements in ESG

#### Australia's most trusted news

SBS News is the news brand with the highest audience trust in Australia, according to the *Reuters Institute Digital News Report 2024*.

#### SBS becomes the first Australian broadcaster to have near-term and long-term carbon reduction targets validated

In early 2025, SBS had its carbon reduction trajectory, both near-term and longer-term Net Zero targets, validated by the Science Based Targets initiative (SBTi).

#### Leading the way to a more inclusive screen sector

SBS's market-leading Commissioning Guidelines outline SBS's commitment to reflecting the diversity of Australia through on-screen and off-screen roles across its commissioned content slate.

#### Using innovation to drive better societal outcomes

The SBS On Demand opt-out for advertising across wagering, alcohol and quick-service restaurants highlights how digital innovation can be used to drive better societal outcomes.

#### Beyond 3%

SBS drove the Beyond 3% initiative, which seeks to lift commercial investment in First Nations media.

#### Driving industry change through new initiatives

In 2025, SBS launched the SBS Sustainability Challenge to encourage brands to normalise sustainable behaviour and highlight better environmental practices for consumers.

## SBS CORPORATE

SBS developed its ESG framework based on a comprehensive materiality assessment that identified 10 key ESG topics that are most relevant for SBS and its stakeholders. The ESG framework sets annual targets for metrics and deliverables for each topic. An ESG working group ensures each topic is owned by a key individual who tracks metrics. Intersections between the topics and opportunities for collaboration are identified.

ESG Topics	Environmental	Social	Governance
<b>Material Topics</b>	<ul style="list-style-type: none"> <li>Carbon emissions and climate change</li> <li>Production environmental impact</li> <li>Recycling and e-waste</li> </ul>	<ul style="list-style-type: none"> <li>Community impact</li> <li>First Nations impact</li> <li>Employee diversity and inclusion</li> <li>Representative media presence</li> </ul>	<ul style="list-style-type: none"> <li>Health and Safety</li> <li>Privacy and data security</li> <li>Trusted news and information</li> </ul>

**“Initiatives from Beyond 3%, and a new partnership with Scope3 and commitment to Sustainability and Reconciliation, enable SBS to uphold its reputation as a broadcaster that can resonate with the diversity and complexity of real Australia.”**

Amy Dascanio, General Manager of Enigma



## SBS CORPORATE

### Enabling legislation

SBS was established as an independent statutory authority on 1 January 1978 under the *Broadcasting Act 1942*. In 1991, the *Special Broadcasting Service Act (SBS Act)* came into effect and SBS became a Corporation.

### Statement of governance

SBS business practices are governed by clear delegation of authority, project (program) management, policies for statutory compliance, codes of conduct, review processes, budget information linked to all planning processes, policies and processes to ensure compliance with competitive neutrality and a range of other obligations, and regular monitoring by, and reporting to, the SBS Board and its Committees.

Good corporate governance at SBS is also based on an acceptance by all personnel that the highest standards of integrity and ethical behaviour, as well as transparency and consistency, are expected of them in all their actions. The SBS Code of Conduct provides a practical set of guiding principles to help SBS personnel make decisions in their day-to-day work, whatever they do, whenever and wherever they do it.

### SBS Code of Practice and SBS Commercial, Funding and External Relationship Guidelines

The SBS Code of Practice (Code) is approved by the SBS Board and sets out the principles and policies SBS uses to guide its content, to ensure SBS maintains the highest standards of editorial independence and integrity. The current Code came into effect on 1 July 2021 with minor and consequential amendments made in April 2022.

The SBS Commercial, Funding and External Relationship Guidelines (Guidelines) are a set of policies that guide SBS's decisions relating to commercial and external financing and partnership activities to ensure that SBS meets its obligations under the SBS Act. The Guidelines are approved by the SBS Board. The Guidelines came into effect on 4 April 2022.

### Responsible Minister

The Minister responsible is the Hon Annika Wells MP, Minister for Communications and Minister for Sport, who was appointed on 13 May 2025.

### SBS Modern Slavery Statement

SBS continues its commitment to addressing potential modern slavery risks in its operations and supply chains, submitting its fifth Modern Slavery Statement to the Attorney-General's Department in December 2024 for the 2023-24 financial year, as required under the *Modern Slavery Act 2018*. The Statement is publicly available on the Australian Government's Online Register for Modern Slavery Statements.

In 2023-24, the SBS modern slavery working group continued to improve the approach to SBS's modern slavery obligations with a focus on: (a) further in-depth due diligence of its supply chains and business operations and practices, including assessment of risks within the renewable energy sector; (b) raising awareness of modern slavery through internal engagement activities and publication of information relating to modern slavery; (c) updating SBS's dedicated modern slavery intranet portal to provide key resources and information to SBS employees on modern slavery laws and obligations; (d) continued delivery of an online bespoke modern slavery training module to SBS employees; and e) updating and incorporating modern slavery clauses in SBS contract templates.

### Ministerial directions and notifications

In this financial year, SBS has not been notified by way of a government policy order under the PGPA Act of any general policies of the Australian Government that apply to SBS. No ministerial directions have been issued under the SBS Act.

# SBS OMBUDSMAN

The SBS Ombudsman independently investigates audience complaints about SBS content to ensure compliance with the SBS Code of Practice, which sets out the editorial standards for SBS.

Centred around the principles of trust, transparency and respect, the SBS Code applies to all programs on SBS television and radio, as well as content published by SBS on digital and social media platforms, podcast services and streaming on SBS On Demand. Applying the Code to all SBS content and platforms reflects the many ways audiences engage with SBS, and their expectations for consistent editorial standards across everything they watch, listen to or read.

The SBS Ombudsman provides six-monthly reports to the SBS Board about trends in audience complaints, breach findings, remedial actions and any audience appeals or investigations by the ACMA. The SBS Ombudsman also meets with the Board's Codes Review Committee to provide analysis of issues raised by complainants and the outcomes.

Complaints investigated by the SBS Ombudsman may be considered by an internal Complaints Committee established under the Code. Complaints may be referred to this Committee by the Ombudsman or an SBS Director. No Complaints Committees were convened in 2024-25.

## Code complaints in 2024-25

In 2024-25, the SBS Ombudsman received 457 audience complaints. Fifty-three of those complaints were informally resolved by the Ombudsman's office, and 217 were assessed as not raising issues under the SBS Code of Practice and referred to other SBS divisions for feedback or response. The SBS Ombudsman assessed 187 complaints as valid Code complaints this financial year, a 7% reduction on the previous year, but a 7% increase on the five-year average.<sup>75</sup>

Most Code complaints concerned television content broadcast on SBS's main channel (95), while 69 concerned SBS digital content, including social media posts, podcasts and content streamed on SBS On Demand. There were three complaints about content broadcast on SBS VICELAND, three concerning programs on the SBS Food channel, four about content broadcast on NITV, and nine about films broadcast on SBS World Movies. There were three complaints about content broadcast on radio.

Thirty-one complaints related to content in languages other than English.

## Code investigations in 2024-25

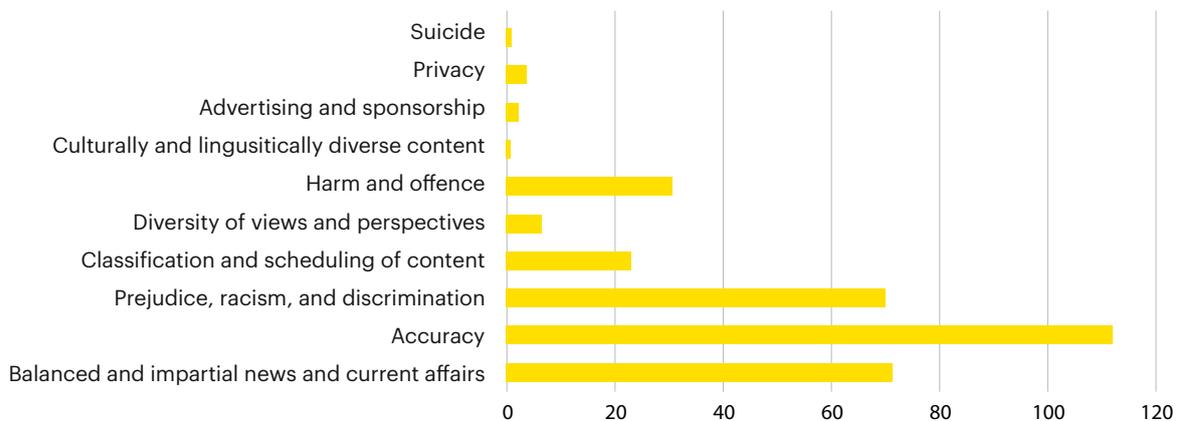
During 2024-25, the SBS Ombudsman completed 236 complaint investigations, 44% up on the five-year average.

The following graph shows the main SBS Code of Practice provisions raised in investigations during 2024-25

<sup>75</sup> Zendesk data accessed 30 June 2025

## SBS OMBUDSMAN

## Code investigations in 2024-25

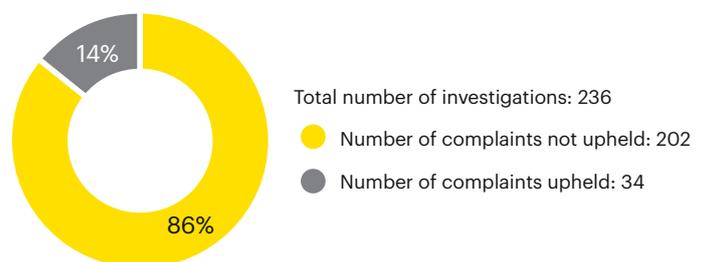


Consistent with global events, the most commonly investigated Code issues concerned news and current affairs across all platforms. There were 109 investigations of news and current affairs content about *Accuracy* (a 114% increase on the previous year) and 73 about *Balanced and impartial news and current affairs* (comparable to the previous year).

There were 72 investigations about *Prejudice, Racism and Discrimination*, and 23 investigations about *Classification and Scheduling of Content*. There were also three investigations concerning *Accuracy* in factual (non-news) content; five concerning *Diversity of Views and Perspectives*; 30 in relation to *Harm and Offence* provisions; one in relation to *Culturally and Linguistically Diverse Content*; three in relation to *Privacy*; one concerning *Suicide* and two about *Advertising and Sponsorship*.<sup>76</sup>

## Investigation findings

Of the 236 investigations undertaken by the SBS Ombudsman during 2024-25, 34 complaints were upheld, and 35 breaches of the Code were identified.<sup>77</sup> The upheld complaints related to *Accuracy* (30 breaches); *Balanced and impartial news and current affairs* (one breach); *Privacy* (one breach) and *Harm and Offence* (three breaches).



## Australian Communications and Media Authority

Complainants who are dissatisfied with the outcome of the SBS Ombudsman's investigation about television or radio content may raise their complaint with the Australian Communications and Media Authority (ACMA) for external review. In 2024-25, three complainants took their concerns about a decision by the SBS Ombudsman to the ACMA. The ACMA did not commence formal investigations into these matters.

<sup>76</sup> A complaint about a single piece of content may be investigated under a number of different provisions of the SBS Code

<sup>77</sup> An investigation about a single piece of content may result in a breach of multiple provisions of the SBS Code

# RISK MITIGATION

## SBS Risk Management Plan

The SBS Risk Management Plan identifies and addresses the major risks and opportunities associated with SBS activities. This includes the consideration of risk in achieving SBS's strategic objectives. The SBS Risk Management Plan is reviewed annually and was approved by the Board in August 2023.

Risk management at SBS aims to:

- Provide assurance that SBS has identified risk
- Ensure that SBS's business planning processes include a focus on areas where risk management is needed
- Ensure the integration of the various and many risk control measures that SBS already has in place
- Be comprehensive, practical and effective.

## Privacy

SBS takes a proactive approach to maintaining high standards of privacy and trust concerning the personal information of its audience and staff. SBS's Privacy strategy aligns with our obligations under the Privacy Act 1988, the Australian Privacy Principles (APPs) and the Australian Government Agencies Privacy Code.

SBS actively promotes a strong privacy culture across its business. Over the annual reporting period, the Privacy Team has conducted a review of SBS's Privacy Policy and delivered communications and updates to staff about privacy issues. SBS is an official supporter of Privacy Awareness Week, and the organisation continues to implement a range of initiatives to enhance technology controls and minimise holdings of personal information.

New projects that could have a privacy impact are reviewed under our Privacy Impact Assessment (PIA) process. SBS also has robust data breach protocols which are regularly assessed.

## SBS Board

### Appointments, responsibilities, attendance and meetings

The SBS Board of Directors, consisting of the Managing Director and eight non-executive Directors (including the Chair), is responsible for deciding the objectives, strategies and policies to be followed by SBS in performing its functions. It also ensures that SBS performs in a proper, efficient and economical manner, and with maximum benefit to the people of Australia.

The duties of the Board, as set out at section 10 of the SBS Act, are to:

- Maintain the independence and integrity of SBS
- Develop and publicise SBS's programming policies
- Ensure, by means of SBS's programming policies, that the gathering and presentation by SBS of news and information is accurate and is balanced over time and across the schedule of programs broadcast
- Ensure that SBS does not contravene: this Act or any other Act; or any directions given to, or requirements made in relation to, SBS under this Act or another Act
- Ensure the efficient and cost-effective functioning of SBS
- Ensure that SBS seeks to co-operate closely with the Australian Broadcasting Corporation to maximise the efficiency of the publicly funded sectors of Australian broadcasting
- Be aware of, and responsive to, community needs and opinions on matters relevant to the Charter
- Develop and publicise SBS policies on the handling of complaints
- Ensure that the pursuit by SBS of its subsidiary functions does not detract from SBS fulfilling its Charter responsibilities
- Develop codes of practice relating to programming matters, and, if SBS has the function of providing a datacasting service, that service; and to notify those codes to the Australian Communications and Media Authority.

## RISK MITIGATION

### Board meetings and Directors' attendance

The SBS Board met six times during 2024-25.

Board member	Meetings eligible	Meetings attended
George Savvides AM (Chair)	6	6
Christine Zeitz (Deputy Chair)	6	6
James Taylor (Managing Director)	6	6
Vic Alhadeff OAM	6	6
Aaron Fa'Aoso	6	6
Peeyush Gupta AM*	1	1
Andrew Lu AM	6	6
Nicholas Pappas AM**	3	3
Katrina Rathie	6	6
Cassandra Wilkinson OAM	6	6

\*Peeyush Gupta AM's term concluded in October 2024

\*\*Nicholas Pappas AM was appointed to the SBS board in December 2024

Board meeting date	Location
29 August 2024	Sydney
27 November 2024	Melbourne
25 February 2025 (Strategy Day)	Sydney
26 February 2025	Sydney
30 April 2025	Melbourne
24 June 2025	Sydney

# SBS BOARD COMMITTEES

## Audit and Risk Committee

The SBS Audit and Risk Committee considered the findings and recommendations of audits conducted by both the Australian National Audit Office (ANAO) and SBS's internal auditor. The Committee also considered and gave direction on a wide range of issues, including approval of the annual internal audit program, SBS's Treasury Policy and the SBS Risk Management Strategy.

The Charter setting out the functions of the Audit and Risk Committee can be found on the SBS website at [www.sbs.com.au/aboutus/wp-content/uploads/2025/05/ARC-Charter-30-April-2025.pdf](http://www.sbs.com.au/aboutus/wp-content/uploads/2025/05/ARC-Charter-30-April-2025.pdf).

The Committee met four times during 2024-25.

SBS Audit and Risk Committee member	Committee position	Meetings eligible	Meetings attended
Cassandra Wilkinson OAM	Chair	4	3
Christine Zeitz	Member	3	3
Vic Alhadeff OAM	Member	3	3
Peeyush Gupta AM	Member	4	4
Nicholas Pappas AM*	Member	2	2

\*Term commenced December 2024

*Board members do not receive an additional fee for membership of the Audit and Risk Committee, nor any other SBS Board standing committee. The SBS contracts with Anisam Pty Limited for the external Audit Committee member services of Peeyush Gupta AM. Anisam Pty Limited was paid a fee of \$9,000 plus GST for the financial year 2024-2025.*

## Codes Review Committee

The SBS Codes Review Committee considers proposed amendments and other issues relating to the SBS Code of Practice (Code) and the SBS Commercial, Funding and External Relationship Guidelines (Guidelines). The Committee met two times to discuss matters related to the Code and Guidelines, including the implementation of a Code review, insights from the SBS Ombudsman on Code complaints, and industry research on community standards.

## SBS BOARD COMMITTEES

The Committee met twice during 2024-25.

SBS Codes Review Committee member	Committee position	Meetings eligible	Meetings attended
Katrina Rathie	Chair	2	2
Vic Alhadeff OAM	Member	2	2
Aaron Fa'Aoso	Member	2	0
Cassandra Wilkinson OAM	Member	2	2

*Board members do not receive an additional fee for membership of the Code Review Committee, nor any other SBS Board standing committee.*

### Remuneration Committee

The SBS Remuneration Committee oversees the SBS policies for remuneration of the Managing Director and the SBS Executive. The Committee met two times during 2024-25.

SBS Remuneration Committee member	Committee position	Meetings eligible	Meetings attended
Christine Zeitz	Chair	2	2
George Savvides AM	Member	2	2
Andrew Lu AM	Member	2	2

*Board members do not receive an additional fee for membership of the Remuneration Committee, nor any other SBS Board standing committee.*

# SBS COMMUNITY ADVISORY COMMITTEE

In addition to the SBS Board's three standing committees, the SBS Community Advisory Committee (CAC) assists the SBS Board to fulfil its duty under paragraph 10(1)(g) of the SBS Act *"by advising the Board on community needs and opinions, including the needs and opinions of small or newly arrived groups, on matters relevant to the Charter"*. Established pursuant to section 50 of the SBS Act, the CAC is an important advisory function that assists the SBS Board in ensuring SBS services reflect the needs of communities, stakeholders and audiences.

This Committee comprises representatives from an array of communities across Australia and at least two non-executive Directors of SBS. In 2024-25, the CAC was chaired by SBS Board member Vic Alhadeff OAM, with SBS Board member Aaron Fa'Aoso also serving as a member. The Managing Director also attends the Committee.

The Committee met three times in 2024-25, engaging in workshops on the SBS 50th anniversary plans, SBS Code of Practice and the SBS Community Impact Plan.

The Committee members share their experiences and perspectives as community leaders to advise the SBS Board on matters relevant to the SBS Charter.

The Committee's primary objectives in 2024-25 included:

- Providing ongoing advice to the Board and Executive
- Making recommendations to the Board on key issues impacting First Nations and culturally and linguistically diverse communities
- Supporting SBS activities related to community engagement, partnerships, consultations, stakeholder relations and policies.

Three new members were appointed: Ms Sandra Elhelw and Dr Dinesh Palipana OAM (appointed May 2024), and Mr Peter Doukas OAM (appointed October 2024). Mr Tyrone Garstone was reappointed in July 2024. Between September 2024 and November 2024, the terms of three Committee members concluded. These members were: Professor Faye McMillan AM, Mr Carlo Carli and Ms Maha Abdo OAM. In May 2025, two new members were appointed – Ms Hingor Chung and Ms Rana Ebrahimi, further strengthening the Committee's diversity and expertise.

Following an annual review of the committee charter, the Secretariat made two recommendations to the board to amend the Charter. The first extends the maximum service of a member from two to three terms of two years, supporting continuity and deeper member engagement. The second amendment reduces the requirement for face-to-face meetings from three to two per year, allowing one meeting to be held virtually to ease travel demands.

## SBS COMMUNITY ADVISORY COMMITTEE

### SBS Community Advisory Committee meetings and Members' attendance

The Committee met four times during 2024-25.

SBS Community Advisory Committee	Meetings eligible	Meetings attended
Vic Alhadeff OAM (Chair/ SBS Board Member)	4	4
Azmeena Hussain OAM (Deputy Chair)	4	3
Aaron Fa'Aoso (SBS Board Member)	4	2
Diat Alferink (Committee Member)	4	3
Manisha Amin (Committee Member)	4	3
Hingor Chung (Committee Member)*	1	1
Rana Ebrahimi (Committee Member)*	1	1
Peter Doukas OAM (Committee Member)**	3	2
Sandra Elhelw (Committee Member)	4	4
Tyronne Garstone (Committee Member)	4	3
Dinesh Palipana OAM (Committee Member)	4	4
Kwame Selormey (Committee Member)	4	3
Carlo Carli (Committee Member)***	1	1
Faye McMillan AM (Committee Member)***	1	0
Maha Abdo OAM (Committee Member)****	1	0

\* Appointed May 2025

\*\* Appointed October 2024

\*\*\* Until September 2024

\*\*\*\* Until November 2024

## Biographies

### Mr Vic Alhadeff OAM

**Chair of the Community Advisory Committee  
SBS Non-Executive Director**

See biography on p. 13

### Mr Aaron Fa'Aoso

**SBS Non-Executive Director**

See biography on p. 14

### Ms Azmeena Hussain OAM

**Deputy Chair of the Community Advisory Committee**

Principal Lawyer, Maurice Blackburn Lawyers;  
Chairperson, Islamic Museum of Australia; Non-  
Executive Director, Football Victoria

Azmeena has extensive experience in workplace law and is an Advisor to the Victoria Statutory WorkCover Advisory Committee. She is listed in the prestigious Doyle's Guide as a pre-eminent Australian personal injuries lawyer and is a Law Institute of Victoria Accredited Specialist. She has a strong passion for equality and social inclusion, and has provided advice to several government and not-for-profit organisations. In addition, she is an outgoing Director and Trustee of the Victorian Women's Trust, Deputy Chair at inTouch Multicultural Centre against Family Violence, Advisor to Victoria Police – Chief Commissioner's Human Rights Strategic Committee, AFL Multicultural Advisor, and Vice President of the Office for Women at the ICV. Most recently, she was awarded an Order of Australia medal for her contribution to the community and the law.

### Ms Diat Alferink

**CEO, Torres Strait Islander Media Association (TSIMA)**

Diat is a performing artist, festival director, comedian and creative producer from the Kala Lagaw Ya language group of the Western Torres Strait Islands. She is a skilled project manager with extensive experience leading, developing and directing community arts organisations, large scale festivals and events, and community and youth arts projects. Born in Port Augusta and raised in Lyndhurst, Diat's mum Daisy was from the Badu and Mabuiag Islands, and her dad is well-known South Australian sculptor Cornelis Alferink, also known as TALC ALF. Diat now lives with her partner and three young children on Thursday Island in the Torres Strait, where she's Operations Manager of the Torres Strait Islander Media Association. She's passionate about the positive contribution Aboriginal and Torres Strait Islander arts and media can make to the lives of all Australians.

### Dr Dinesh Palipana OAM

**Doctor (Emergency Department), Gold Coast Hospital and Health Service**

Dr Dinesh Palipana OAM was Queensland's first quadriplegic medical intern and is a passionate advocate for disability inclusion. Born in Sri Lanka, he sustained a spinal cord injury in medical school, yet went on to become a doctor, lawyer, researcher and disability advocate. He holds degrees in law and medicine, along with credentials in emergency medicine and leadership. Dinesh works in the emergency department at Gold Coast University Hospital and is a senior lecturer and spinal injury researcher at Griffith University. He co-leads the BioSpine project and is team doctor for the Gold Coast Titans physical disability rugby team. He has held advisory roles with the Disability Royal Commission, the Human Rights Commission's Includeability program, and serves on boards including George Steuart & Co and the Housing Hub. His many honours include a Medal of the Order of Australia, Queensland Australian of the Year (2021), and the Henry Viscardi Award. His memoir *Stronger* was published in 2022.

### Ms Hingor Chung

**President, Chinese Community Association of Tasmania**

Hingor Chung is a dedicated secondary school educator with over 40 years of experience teaching Chinese, Indonesian and Japanese. Her work emphasises intercultural understanding and global competency, and she has been an active collaborator across school communities and cultural organisations throughout her career. She leads initiatives that celebrate Asian literacy, heritage storytelling and inclusive engagement – bringing language and culture to life in ways that foster understanding and connection. Hingor has led local and overseas excursions, mentored early-career teachers, and contributed to community forums and education programs. From 1988 to 1990, she was a presenter and content consultant for ABC TV's *Asia Wise*, a program supporting classroom learning about Asia. Her career reflects a steadfast commitment to mentoring educators, leading community grants projects, and cultivating lasting impact across generations. She is known for transforming big-picture visions into meaningful experiences – with depth, humour and cultural insight.

### Mr Kwame Selormey

**Chief Executive Officer, Melaleuca Australia**

Born in West Africa, Kwame now lives on Larrakia Country in the Northern Territory (NT). He chairs the NT Settlement Services Network to strategically progress settlement matters impacting humanitarian entrant and migrant settlement in the NT. He has also been instrumental in leading systemic change that supports refugee and migrant health. He is on the Refugee Council of Australia Board as well as the Settlement Council of Australia Board. He is an active member of the Ministerial Advisory Council for the NT Minister for Multicultural Affairs. Kwame is the Chief Executive Officer of Melaleuca

## SBS COMMUNITY ADVISORY COMMITTEE

Australia, an organisation that is one of Australia's five Humanitarian Settlement Program Providers, and one of the eight specialist organisations that provides a program of assistance to survivors of torture and trauma.

### **Dr Manisha Amin**

#### **Founder, Inclusive Design Collective**

Manisha is the founder of the Inclusive Design Collective. She was the CEO of the Centre for Inclusive Design (formerly Media Access Australia), Australia's first inclusive design social enterprise. Manisha worked in innovation, design, environmental advocacy and the not-for-profit sector, Barnardos, Cancer Council, and Guide Dogs Australia. She is passionate about social justice. She is on the board of Bambuddha, Diversity and Media Council Australia, and is the former Deputy Chair of ADHD Australia. She is an Adjunct Professor at Curtin University, focusing on Disability Communication and Innovation. Manisha has a PhD in Arts and Social Science, Master of Professional Writing and a Bachelor of Business (Marketing) from the University of Technology, Sydney. Manisha is also a published novelist.

### **Mr Peter Doukas OAM**

#### **Chairperson, Federation of Ethnic Communities Council of Australia and Managing Director, Denison Toyer Education Lawyers**

Peter Doukas OAM has made significant contributions to the Ethnic Communities Council of NSW (ECCNSW) since 2013, currently serving as its Chair. His journey with ECCNSW began with two terms as secretary, a period marked by the organisation's most substantial constitutional reform since its inception. Peter's dedication to the Greek community extends beyond a decade, highlighted by his role on the Board of the Greek Orthodox Community of NSW. His passion for fostering a diverse and inclusive society is evident in his professional life as well, where he leads as the Managing Partner of the Sydney-based law firm Denison Toyer, operating mainly in commercial, administrative and estates law. He has worked in corporate governance since 2006, and has provided extensive advice to associations and NGOs around compliance and governance. He is currently the Chair of the Federation of Ethnic Communities Councils of Australia (FECCA). He also serves on various other non-profit boards advocating for the success of multiculturalism in Australia.

### **Ms Rana Ebrahimi**

#### **National Manager, Multicultural Youth Advocacy Network**

Rana Ebrahimi, National Manager of MYAN, champions the rights of refugee and migrant youth, and is an expert in social inclusion, influencing policy and practice. She is the first Iranian woman to serve as National Head of Office for the United Nations High Commissioner for Refugees (UNHCR) in Iran. Rana was appointed as a reference group member for the Multicultural Framework Review, is the former President of the Equal Employment Opportunity

Network, a Board Member of Refugee Education Australia, and a member of several advisory groups, including Welcoming Australia and National Youth Employment Body. She is a recipient of the Multicultural Award of Excellence and has been recognised as a Rotary Champion of Change. She is currently treasurer of Conversation at the Crossroad and Refugee Education Australia.

### **Ms Sandra Elhelw**

#### **Director, Community Development at Multicultural NSW**

Sandra is passionate about building an inclusive society where migrants and refugees belong and thrive. She is an experienced executive, having worked across government and not-for-profit sectors. Sandra is currently the Director of Community Development at Multicultural NSW. Prior to this, she was the CEO of the Settlement Council of Australia, representing over 130 organisations that work with migrants and refugees to build a new life in Australia. She has advised a range of agencies on access and equity issues, including the departments of Home Affairs, Employment, Social Services, Services Australia, Foreign Affairs and Trade, and the Australian Human Rights Commission. She has also supported numerous institutions to build their cultural inclusivity in sectors as diverse as banking, legal services and health. Sandra's academic work has been published in international journals, and she is currently undertaking a PhD on domestic and family violence in Australian Muslim communities.

### **Mr Tyrone Garstone**

#### **Chief Executive Officer, Kimberley Land Council**

Tyrone Garstone is a Bardi man, born in Broome, Western Australia. He has spent most of his working life within the Indigenous sector in areas of training and employment solutions, social and economic development, native title, Indigenous leadership and capability building. Tyrone is a strong advocate for Indigenous rights and advancement, regularly speaking out on issues of importance to the First Nations people across the Kimberley and Western Australia. He is also committed to fostering genuine relationships and partnerships between Indigenous and non-Indigenous peoples through mutual understanding, knowledge sharing and respect. Tyrone worked for several years as the Chief Executive Officer of Kullarri Regional Community Development Employment Project before taking on the roles of Community Engagement Officer for Pluton Resources, Deputy CEO of the Kimberley Land Council and General Manager of Regions for Jawun. As current CEO of the KLC, Tyrone is keen to provide leadership, brokering new opportunities and relationships that deliver sustainable outcomes for the next generation of Aboriginal people in the region and beyond.

# GOVERNMENT, REGULATORY AND INDUSTRY MATTERS

## First Nations Digital Inclusion Roadmap

At the beginning of the financial year, the First Nations Digital Inclusion Advisory Group sought feedback on ways the Government and industry can better support First Nations peoples to access the internet and media. As the home of NITV, SBS provided a submission outlining the vital role of our network.

NITV has driven relevant initiatives, such as deploying journalists with satellite connectivity to remote communities, including Waiben (Thursday Island), in partnership with the Torres Strait Islanders Media Association (TSIMA). This has elevated the perspectives of communities that would otherwise not reach a national audience. The connectivity the journalists bring also means remote communities benefit from information distribution, including emergency warnings – as a number of these communities are in areas susceptible to extreme weather events.

## Civics education, engagement and participation

In 2024, the Parliament’s Joint Standing Committee on Electoral Matters conducted an inquiry into civics education, engagement and participation in Australia.

SBS and NITV are critical national assets that support social and economic participation from diverse and multilingual communities through the delivery of trusted news and information, and through proactively countering the proliferation of misinformation and disinformation spread on online platforms.

SBS put forward in its submission, and via an appearance by its representatives before the Committee, that it should be formally included in new civic information and education activities, recognising its culturally informed approach and deep connections and reach with communities.

The Committee’s report, published in January 2025, recognised the role of SBS in media literacy education, and in providing accessible and culturally suitable information to culturally and linguistically diverse communities.

## Privacy and Other Legislation Amendment Act 2024

SBS supports fit-for-purpose privacy laws that preserve the ability of Australians to understand the political, social, and economic matters that are vital to their participation in democracy.

*The Privacy and Other Legislation Amendment Bill 2024 (Cth)* received Royal Assent in December 2024, introducing a range of changes to Australia’s privacy regime, including a new tort of ‘serious invasions of privacy’. The new tort contains exemptions applicable to SBS. Other changes include requirements for transparency around automated decision making, and reforms related to the privacy of children.

The Government has indicated that a further tranche of privacy reforms, which would include provisions regarding targeted advertising and online services, has been postponed. SBS will continue to engage productively with the Government on proposed reforms.

## GOVERNMENT, REGULATORY AND INDUSTRY MATTERS

### Radio prominence

In November 2024, SBS provided a submission in response to the Government's proposed prominence framework for radio on smart speakers.

SBS posits that regulatory intervention is needed to ensure audiences can continue to find and freely access our taxpayer-funded audio services. The prospect of large international technology and software firms inequitably taking a gatekeeper position between Australians and these services should not be left unchecked. The recent passage of the television prominence framework in July 2024, under the *Communications Legislation Amendment (Prominence and Anti-siphoning) Act 2024*, provides a model for how risks to radio prominence can be addressed.

### Other matters

In the financial year, SBS continued to participate in a wide range of public policy and regulatory matters. These include in relation to the Regional Telecommunications Review, the community broadcasting sector sustainability review, the Orphan Work Review, the *Combatting Misinformation and Disinformation Bill 2024*, the Scams Prevention Framework, artificial intelligence (AI), Australia's television prominence framework, and a new digital competition regime proposed by the Treasury, among other matters.

SBS expects to continue to participate in the ongoing process of the privacy reforms, and any new developments relevant to its broadcasting services and technologies. SBS also continued to engage with the news, media and screen production sectors, as well as a wide range of stakeholders and delegates, including through Australian and international memberships and forums.

# ANNUAL PERFORMANCE STATEMENT 2024-25

I, Ms Christine Zeitz, as a member of the accountable authority of the Special Broadcasting Service, present the 2024-25 annual performance statements of the Special Broadcasting Service, as required under paragraph 39(1)(a) of the Public Governance, Performance and Accountability Act 2013 (PGPA Act).

In my opinion, these annual performance statements are based on properly maintained records, accurately reflect the performance of the entity, and comply with subsection 39(2) of the PGPA Act.

## Our Purpose

As described in our Charter, the principal function of the SBS is to provide multilingual and multicultural radio, television and digital media services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.

In the SBS 2024-25 Corporate Plan, SBS has interpreted this function into a purpose that has a positive impact on Australia's diverse society:

SBS inspires all Australians to explore, respect and celebrate our diverse world, and in doing so, contributes to a cohesive society.

This purpose is mapped to the Portfolio Budget Statements (PBS) as follows:

Purpose	Delivered by	Outcome	Linked PBS Programs and sub-programs
"SBS inspires all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to a cohesive society."	Whole of organisation	Outcome 1	Program 1.1 – SBS General Operational Activities Program 1.2 – SBS Transmission and Distribution Services

## Results and analysis of performance against Purpose

The Annual Performance Statement (APS) outlines the identified deliverable, the performance criterion, the target outcome and the actual result for the year, as well as any relevant commentary regarding performance against each of the criteria. The APS has been compiled and reviewed for accuracy by SBS's Finance team with input from other teams including Television and Online Content, Audio and Language Content, Corporate Affairs, Audience Data and Insights, and Technology.

The data is retrieved from several different internal and external data sources, which include:

- IBMS and Oracle (internal)
- OzTAM and RegTAM TV ratings databases, Streamguys and BAI Communications (external)

These source systems are essential business information systems routinely used by SBS management for resource planning and management reporting and are maintained accordingly.

## ANNUAL PERFORMANCE STATEMENT 2024-25

SBS performed strongly across key initiatives for 2024-25, in an operating context that reflected both SBS's and Australia's highly competitive market for audiences. Some of the key insights include:

- Australia has the highest migrant population of any English-speaking country.<sup>78</sup> In 2024, 8.6 million Australians were born overseas, or 31.5% of the population.<sup>79</sup> Net overseas migration (NOM) drove 76% of Australia's annual population growth in 2024.<sup>80</sup> More than half of Australians are born overseas<sup>81</sup> or have a parent born overseas,<sup>82</sup> and 5.6 million Australians speak a language other than English.<sup>83</sup> As Australia becomes increasingly multicultural and multilingual, it remains imperative that SBS continuously evolves to meet the needs of our diverse nation.
- The Australian media landscape is rapidly evolving as audiences shift from broadcast media towards digital platforms.<sup>84</sup> The rate of transfer varies across age groups.<sup>85</sup> In response, the standard industry measurement has moved to Virtual OZ (VOZ), with a 'Total TV' measure combining free-to-air Broadcast TV and digital Broadcast Video On Demand (BVOD). SBS continues to serve all Australians by tracking and catering to broadcast and digital platforms.
- Australia's economy improved somewhat over 2024-25, with ongoing challenges from domestic productivity and geo-political uncertainty.<sup>86</sup> SBS continues to focus on effectiveness and efficiency to stay well-positioned in navigating economic headwinds, with confidence in our operational sustainability. SBS's government funding provides certainty and underpins SBS's continued investment in digital growth and distinctive cross-platform content to educate, entertain and inform all Australians.
- In this environment, Technology continues to underpin strategic evolution. Connected TVs (CTVs) are now the dominant platform for accessing broadcast and streaming programs.<sup>87</sup> Technology also drives evolved user experience design, recommendation systems, data-driven advertising, and productivity improvements – particularly with the rapid proliferation of Artificial Intelligence (AI). SBS has explored AI's positive operational uses to benefit Australian audiences, and has implemented AI governance, guardrails and ethics frameworks. SBS will continue to align best practice, government guidance and risk appetite as AI evolves.
- Regulatory forces remain pronounced, especially around media reform and privacy. 2024-25 saw the CTV Prominence Framework legislated,<sup>88</sup> ensuring FTA TV services will be featured on CTV device home pages. Australian privacy law reforms came into force in December 2024, bringing a greater focus on data collection, use and protection.<sup>89</sup> SBS will continue to adapt to the evolving regulatory and policy landscape, while maintaining its focus on delivering against its Charter and Purpose in service of all Australians.

<sup>78</sup> United Nations Population Division, International Migrant Stock 2024. (January 2025). <https://www.un.org/development/desa/pd/content/international-migrant-stock>

<sup>79</sup> Australian Bureau of Statistics, Australia's population by country of birth (April 2025), <https://www.abs.gov.au/statistics/people/population/australias-population-country-birth/jun-2024>

<sup>80</sup> Australian Bureau of Statistics, National, State and Territory Population (reference period December 2024), published June 2025. <https://www.abs.gov.au/statistics/people/population/national-state-and-territory-population/dec-2024>

<sup>81</sup> Australian Bureau of Statistics, Australia's Population by Country Of Birth (reference period June 2023), published April 2024. <https://www.abs.gov.au/statistics/people/population/australias-population-country-birth/jun-2023>

<sup>82</sup> Australian Bureau of Statistics media release, '2021 Census: Nearly half of Australians have a parent born overseas', June 2022. <https://www.abs.gov.au/media-centre/media-releases/2021-census-nearly-half-australians-have-parent-born-overseas>

<sup>83</sup> Australian Bureau of Statistics media release, '2021 Census highlights increasing cultural diversity' (September 2022) <https://www.abs.gov.au/media-centre/media-releases/2021-census-highlights-increasing-cultural-diversity>

<sup>84</sup> Australian Communications & Media Authority, Communications and Media in Australia: How We Watch and Listen to Content, (December 2024). <https://www.acma.gov.au/publications/2024-12/report/communications-and-media-australia-how-we-watch-and-listen-content>

<sup>85</sup> Deloitte Australia, Media & Entertainment Consumer Insights 2024, (November 2024). <https://www.deloitte.com/au/en/Industries/tmt/perspectives/media-entertainment-consumer-insights.html>

<sup>86</sup> Reserve Bank of Australia, Statement on Monetary Policy May 2025, (May 2025). <https://www.rba.gov.au/publications/smp/2025/may/>

<sup>87</sup> Venture Insights, Forecast: Australia Advertising Expenditure Forecast 2024, (October 2024).

<sup>88</sup> Australian Communications & Media Authority, Australia's TV Prominence Framework, (March 2025) <https://www.acma.gov.au/australias-tv-prominence-framework>

<sup>89</sup> Parliament of Australia, Privacy and Other Legislation Amendment Bill 2024, (December 2024). <https://parlinfo.aph.gov.au/parlInfo/search/display/display.w3p;query=id%3A%22legislation%2Fbillhome%2F7249%22>

## ANNUAL PERFORMANCE STATEMENT 2024-25

- The Government's \$5.9 million funding enabled SBS to start developing a business case and find a site for a Western Sydney Production Hub.<sup>90</sup> This hub, if funded by the Australian Government, would increase SBS's capacity to work with and build the local creative sector in Western Sydney, and to tell even more Australian stories across SBS.

Despite its evolving operating context in 2024-25, SBS was successful in delivering more content, increasing consumption and growing commercial revenue to reinvest in content.

The tables below summarise SBS's results against the purpose of the organisation, using the criteria identified in the Portfolio Budget Statements and the SBS 2024-25 Corporate Plan. These results are broken down by significant activity area, all of which contribute to SBS achieving its purpose.

### Content Creation, Acquisition and Curation

Deliverable	Performance Criterion	Source	FY25 Target	FY25 Actual	Target Status	Commentary
Providing programs aligned with Australia's multicultural society and perspective [SBS 2024-25 Annual Report, Distinctive Network (pp. 20-41), Appendices 2-6]  Broadcasting in languages other than English [SBS Annual Report 2024-25, Appendices 2, 4, 7, 9, 10]	Number of hours of TV programming broadcast in CALD		34,300 hours	34,922 hours	Target exceeded	
	Number of hours of locally commissioned content broadcast (first run) on all linear channels except NITV*	Program 1.1, 2024-25 Portfolio Budget Statements, pp. 517-518	180 hours	200.5 hours	Target exceeded	
	Number of hours of locally commissioned content broadcast (first run) on NITV*	SBS 2024-25 Corporate Plan, pp. 29	100 hours	101 hours	Target achieved	
	Number of hours of radio broadcasts in languages other than English		22,000 hours	22,508 hours	Target exceeded	
	Total digital registrations (at the end of the period)	Program 1.1, 2024-25 Portfolio Budget Statements, p. 518	11.0m	12.9m	Target exceeded	
	Average monthly radio podcast downloads*	SBS 2024-25 Corporate Plan, p. 29	4.2m	3.8m	Target not met	Total global podcast downloads impacted by third party platform changes, although Australian listeners remain steady
	Primetime metro TV share		8.2%	8.3%	Target exceeded	

\* Note: This measure includes commissioned and in-house productions but excludes news, current affairs, special events and sports programming

<sup>90</sup> Department of Infrastructure, Transport Regional Development, Communications, Sport and the Arts, SBS Western Sydney, (December 2024). <https://www.infrastructure.gov.au/media-communications-arts/national-broadcasters/sbs-relocation-feasibility-study>

## ANNUAL PERFORMANCE STATEMENT 2024-25

Through SBS's commissioned content, news and current affairs and audio language programs, SBS continued to tell stories which explore and celebrate Australia's diverse multicultural society.

Highlights included:

- SBS offered all Australians access to the latest Federal Election news, information, and multicultural and First Nations perspectives in over 60 languages from SBS News, SBS Audio, and NITV. SBS News remained one of Australia's most trusted news brands in the *Digital News Report: Australia 2025* (University of Canberra and Reuters Institute for the Study of Journalism), and SBS extended its international news offering with the launch of the Euronews and France 24 channels on SBS On Demand.
- *Alone Australia* continued its success with Season 3 achieving a total TV national reach of 4.2 million, contributing to SBS On Demand's highest record of total users per month (excluding the FIFA World Cup 2022™).
- NITV shared unparalleled access for all Australians to the culture, ceremony and critical conversations of the Garma Festival; provided essential news and information ahead of the Federal Election; launched the groundbreaking documentary series *Our Medicine*; kicked off *Always Was, Always Will Be* January 26 programming by premiering the powerful feature-length documentary *One Mind, One Heart*; and entertained viewers with programs including *Going Places with Ernie Dingo* and *Island Echoes with Nornie Bero*.
- SBS Audio's award-winning original podcast commissioning continued, with the release of original podcasts including *My Regional Diwali*, *Chosen Family*, *Australia Fair*, and *Comedy Karma* joining new seasons of *Seen* and *Should You Really Eat That?*. In addition, all live SBS Audio channels launched on SBS On Demand – making SBS the first Australian broadcaster to combine its TV and live audio offering in one destination.
- SBS produced unique dramas with a difference including *Four Years Later* and *Moonbird*, alongside purposeful commissioned documentaries *The Jury: Death on the Staircase*, *The Secret DNA of Us*, *Great Australian Walks Series 2*, *Red Flag: Music's Failed Revolution*, *Skin In The Game*, *Shaun Micallef's Origin Odyssey*, *Osher Günsberg: A World of Pain*, and *Ray Martin: The Last Goodbye*.
- SBS united Australian audiences with sports coverage including the 2024 *Tour de France*, *Tour de Femmes*, *Koori Knockout*, *Over The Black Dot*, and more. Ahead of the FIFA World Cup 2026™, SBS On Demand launched a dedicated Road to FIFA World Cup 26™ Hub including *The Weekly Football Wrap* and a new FIFA+ FAST channel.

As always, SBS continued to bring culturally and linguistically diverse content from across the world to Australian audiences, across all of our platforms. (For more details, see Distinctive Network on pages 20-41.)

# ANNUAL PERFORMANCE STATEMENT 2024-25

## Content Broadcast, Technology & Distribution

Deliverable	Performance Criterion	Source	FY25 Target	FY25 Actual	Target Status	Commentary
Maintaining and improving the availability of SBS's digital transmissions Extending the reach of SBS's digital network [SBS 2024-25 Annual Report, Great Business (pp. 80-93), Appendices 12-14]	Population reach - digital transmission sites (including VAST Satellite)		100.00%	100.00%	Target met	
	Availability of digital television transmission services (fully managed services)*	Program 1.2, 2024-25 Portfolio Budget Statements, p. 518	99.82%	99.95%	Target exceeded	
	Population reach for terrestrial services (excluding satellite)	SBS 2024-25 Corporate Plan, p. 30	97.00%	98.50%	Target exceeded	
	Availability of radio transmission services (fully managed services)**		99.86%	99.95%	Target exceeded	
Cost-effective delivery of transmission and distribution services	Transmission and distribution expenditure as % of total operating expenditure	SBS 2024-25 Corporate Plan, p. 30	<=16%	16%	Target met	

\* Based on contracted availability which excludes planned maintenance and infrastructure upgrade outages.

\*\* Analog radio transmission only.

Through broadcast and digital distribution of content, SBS sought to reach and engage as many Australians as possible with content that reflects the SBS Charter. By innovative deployment of technology and smart use of capability partners, SBS ensured efficiency and cost-effectiveness in broadcast capabilities. SBS delivered on its goals for 2024-25, achieving all performance targets set out in the 2024-25 Portfolio Budget Statement, and almost all of the targets in the SBS 2024-25 Corporate Plan, to ensure that Australians could readily access our content and services. SBS continued to implement broadcast, technology and distribution solutions that enabled the effective and efficient delivery of this function.

(For more examples and information, see pages 90-93.)

## ANNUAL PERFORMANCE STATEMENT 2024-25

### Content Broadcast, Technology & Distribution

Deliverable	Performance Criterion	Source	FY25 Target	FY25 Actual	Target Status	Commentary
Commercialisation of content to support delivery of Charter focused content	Total own source revenue (\$ millions)	SBS 2024-25 Corporate Plan, p. 30	\$157.0m	\$161.2m <sup>91</sup>	Target exceeded	

SBS's commercial activities include SBS Media Sales, SBS In-Language translation services, and SBS's Distribution and Inclusion training and consultancy activities.

The primary purpose of SBS's commercial activities is to generate positive returns across our network portfolio of channels and platforms, in order to reinvest in distinctive Charter-driven content for our audiences, and to facilitate the transition to digital consumption by audiences.

Over the past 12 months, SBS's commercial activities maintained their premium position in the free-to-air advertising market. (For more examples and information, see pages 80-83.)

### Content Broadcast, Technology & Distribution

Deliverable	Performance Criterion	Source	FY25 Target	FY25 Actual	Target Status	Commentary
Effective and efficient support of core content and content commercialisation activities	Content support activities - share of total operating expense (% including transmission)	SBS 2024-25 Corporate Plan, p. 30	<=10%	10% <sup>92</sup>	Target met	

SBS's support activities encompass the functions that allow SBS to deliver content, distribution and commercial activities. These functions include human resources and organisational development, corporate affairs, legal, corporate services, corporate strategy and finance.

SBS continued to support activities efficiently and the functions represent 10%<sup>93</sup> of overall expenditure as well as 10% of full-time equivalent (FTE) staff, which met targets and was consistent with historical performance.

<sup>91</sup> Finance FY25 actuals pending audit sign-off

<sup>92</sup> Finance FY25 actuals pending audit sign-off

<sup>93</sup> Finance FY25 actuals pending audit sign-off

# FINANCIAL STATEMENTS

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# FINANCIAL STATEMENTS

for the year ended 30 June 2025

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# Independent Auditor's Report



## INDEPENDENT AUDITOR'S REPORT

### To the Minister for Communications

#### Opinion

In my opinion, the financial statements of the Special Broadcasting Service Corporation (the Entity) for the year ended 30 June 2025:

- (a) comply with Australian Accounting Standards – Simplified Disclosures and the *Public Governance, Performance and Accountability (Financial Reporting) Rule 2015*; and
- (b) present fairly the financial position of the Entity as at 30 June 2025 and its financial performance and cash flows for the year then ended.

The financial statements of the Entity, which I have audited, comprise the following as at 30 June 2025 and for the year then ended:

- Statement by the Directors and Chief Financial Officer;
- Statement of Comprehensive Income;
- Statement of Financial Position;
- Statement of Changes in Equity;
- Cash Flow Statement; and
- Notes to the financial statements, comprising material accounting policy information and other explanatory information.

#### Basis for opinion

I conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Entity in accordance with the relevant ethical requirements for financial statement audits conducted by the Auditor-General and their delegates. These include the relevant independence requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) to the extent that they are not in conflict with the *Auditor-General Act 1997*. I have also fulfilled my other responsibilities in accordance with the Code. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

#### Accountable Authority's responsibility for the financial statements

As the Accountable Authority of the Entity, the Special Broadcasting Service Corporation Board of Directors (the Board) is responsible under the *Public Governance, Performance and Accountability Act 2013* (the Act) for the preparation and fair presentation of annual financial statements that comply with Australian Accounting Standards – Simplified Disclosures and the rules made under the Act. The Board is also responsible for such internal control as the Board determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board is responsible for assessing the ability of the Entity to continue as a going concern, taking into account whether the Entity's operations will cease as a result of an administrative restructure or for any other reason. The Board is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless the assessment indicates that it is not appropriate.

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# Independent Auditor's Report

(Continued)

## Auditor's responsibilities for the audit of the financial statements

My objective is to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian National Audit Office Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with the Australian National Audit Office Auditing Standards, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control;
- evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Accountable Authority;
- conclude on the appropriateness of the Accountable Authority's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern; and
- evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with the Accountable Authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Australian National Audit Office



Colin Bienke  
Audit Principal  
Delegate of the Auditor-General  
Canberra  
27 August 2025

## Statement by the Directors and Chief Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2025 comply with subsection 42(2) of the Public Governance, Performance and Accountability Act 2013 (PGPA Act), and are based on properly maintained financial records as per subsection 41(2) of the PGPA Act.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Special Broadcasting Service Corporation will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the directors.



Signed .....

**Christine Zeitz**  
Acting Chair  
27 August 2025



Signed .....

**James Taylor**  
Managing Director  
27 August 2025



Signed .....

**Nitsa Niarchos**  
Chief Financial Officer  
27 August 2025

# Statement of Comprehensive Income

for the year ended 30 June 2025

		2025	2024
	Notes	\$'000	\$'000
<b>Net Cost of Services</b>			
<b>Expenses</b>			
Employee benefits	1.1A	192,165	183,678
Suppliers	1.1B	226,019	225,666
Depreciation and amortisation on owned assets	2.2A	8,857	9,468
Depreciation and amortisation on right-of-use assets	2.2B	2,973	3,629
Program inventory amortisation	2.2C	60,413	59,222
Finance costs	1.1C	425	550
Impairment loss on financial instruments	1.1D	83	5
Write-down and impairment of other assets	1.1E	13,125	10,042
Foreign exchange losses		26	22
<b>Total expenses</b>		<b>504,086</b>	<b>492,282</b>
<b>Less:</b>			
<b>Own-source income</b>			
<b>Own-source revenue</b>			
Revenue from contracts with customers	1.2A	146,990	147,213
Term deposit interest income	2.1C	10,419	8,775
Rental income	1.2B	1,681	1,628
Royalties from program rights		2,039	1,806
Other revenue		41	34
<b>Total own-source revenue</b>		<b>161,170</b>	<b>159,456</b>
<b>Gains:</b>			
Gains from sale of assets		56	-
<b>Total own-source income</b>		<b>161,226</b>	<b>159,456</b>
<b>Net cost of services</b>		<b>342,860</b>	<b>332,826</b>
Revenue from Government	1.2C	350,311	334,939
<b>Surplus on continuing operations</b>		<b>7,451</b>	<b>2,113</b>
<b>Other Comprehensive Income</b>			
<b>Items not subject to subsequent reclassification to net cost of services</b>			
Changes in asset revaluation reserve		7,637	(146)
<b>Items subject to subsequent reclassification to net cost of services</b>			
Gain/(loss) on cash flow hedging instruments		1,488	(409)
<b>Total comprehensive income</b>		<b>16,576</b>	<b>1,558</b>

The above statement should be read in conjunction with the accompanying notes.

# Statement of Financial Position

as at 30 June 2025

		2025	2024
	Notes	\$'000	\$'000
<b>Assets</b>			
<b>Financial assets</b>			
Cash and cash equivalents	2.1A	12,218	13,840
Trade and other receivables	2.1B	28,541	28,185
Term investments	2.1C	25,453	30,109
<b>Total financial assets</b>		<b>66,212</b>	<b>72,134</b>
<b>Non-financial assets</b>			
Owned			
Land	2.2A	73,600	58,800
Buildings	2.2A	38,734	49,302
Plant and equipment	2.2A	20,098	18,199
Computer software	2.2A	5,056	6,099
Other intangibles	2.2A	9,319	9,319
Right-of-use			
Buildings	2.2B	5,382	6,874
Plant and equipment	2.2B	14,056	14,643
Program inventories	2.2C	91,216	100,741
Other non-financial assets	2.2D	32,698	17,182
<b>Total non-financial assets</b>		<b>290,159</b>	<b>281,159</b>
<b>Total assets</b>		<b>356,371</b>	<b>353,293</b>
<b>Liabilities</b>			
<b>Payables</b>			
Trade creditors and accruals	2.3A	18,213	30,424
Other payables	2.3A	15,814	17,306
<b>Total payables</b>		<b>34,027</b>	<b>47,730</b>
<b>Interest bearing liabilities</b>			
Lease liabilities	2.4	20,522	22,547
<b>Total interest-bearing liabilities</b>		<b>20,522</b>	<b>22,547</b>
<b>Provisions</b>			
Employee provisions	3.1	39,949	37,783
Other provisions	2.3B	1,559	1,495
<b>Total provisions</b>		<b>41,508</b>	<b>39,278</b>
<b>Total liabilities</b>		<b>96,057</b>	<b>109,555</b>
<b>Net assets</b>		<b>260,314</b>	<b>243,738</b>
<b>Equity</b>			
Contributed equity		110,403	110,403
Reserves		115,287	106,203
Retained surplus		34,624	27,132
<b>Total equity</b>		<b>260,314</b>	<b>243,738</b>

The above statement should be read in conjunction with the accompanying notes.

## Statement of Changes in Equity

for the year ended 30 June 2025

	Contributed equity		Asset revaluation reserve		Hedge reserve		Retained surplus		Total equity	
	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>Opening balance as at 1 July</b>										
Balance carried forward from previous year	110,403	110,403	106,104	106,136	99	508	27,132	25,133	243,738	242,180
<b>Comprehensive income</b>										
Surplus for the year	-	-	-	-	-	-	7,451	2,113	7,451	2,113
<b>Other comprehensive income</b>										
Asset revaluation	-	-	7,637	(146)	-	-	-	-	7,637	(146)
Gain/(loss) on cash flow hedging instruments	-	-	-	-	1,488	(409)	-	-	1,488	(409)
<b>Total comprehensive income/(loss)</b>	-	-	7,637	(146)	1,488	(409)	7,451	2,113	16,576	1,558
<b>Transfers between equity components</b>										
Transfer of revaluation reserves in relation to assets written off during the year <sup>(i)</sup>	-	-	(41)	114	-	-	41	(114)	-	-
<b>Total transfers between equity components</b>	-	-	(41)	114	-	-	41	(114)	-	-
<b>Closing balance as at 30 June</b>	110,403	110,403	113,700	106,104	1,587	99	34,624	27,132	260,314	243,738

(i) During the year the Corporation wrote off plant and equipment that had previously been revalued upwards by \$0.04m (2024: downward by \$0.1m) (Refer Note 1.1E). At the time of write-off this asset revaluation surplus was transferred to retained surplus.

# Cash Flow Statement

for the year ended 30 June 2025

	Notes	2025 \$'000	2024 \$'000
<b>Operating activities</b>			
<b>Cash received</b>			
Receipts from Government		350,311	334,939
Sale of goods and rendering of services		160,429	160,436
Interest		10,413	8,852
GST received		22,341	21,955
<b>Total cash received</b>		<b>543,494</b>	526,182
<b>Cash used</b>			
Employees		(190,984)	(187,287)
Suppliers		(337,435)	(320,488)
Interest payments on lease liabilities		(361)	(499)
GST paid		(11,731)	(11,605)
<b>Total cash used</b>		<b>(540,511)</b>	(519,879)
<b>Net cash from operating activities</b>		<b>2,983</b>	6,303
<b>Investing activities</b>			
<b>Cash received</b>			
Proceeds from sales of plant and equipment		56	-
Term investments		294,582	241,237
<b>Total cash received</b>		<b>294,638</b>	241,237
<b>Cash used</b>			
Purchase of plant and equipment		(6,416)	(6,504)
Term investments		(289,933)	(231,141)
<b>Total cash used</b>		<b>(296,349)</b>	(237,645)
<b>Net cash (used) / from investing activities</b>		<b>(1,711)</b>	3,592
<b>Financing activities</b>			
<b>Cash used</b>			
Principal payments of lease liabilities		(2,894)	(3,452)
<b>Total cash used</b>		<b>(2,894)</b>	(3,452)
<b>Net cash used by financing activities</b>		<b>(2,894)</b>	(3,452)
<b>Net (decrease) / increase in cash held</b>		<b>(1,622)</b>	6,443
Cash and cash equivalents at the beginning of the reporting period		13,840	7,397
<b>Cash and cash equivalents at the end of the reporting period</b>	2.1A	<b>12,218</b>	13,840

The above statement should be read in conjunction with the accompanying notes.

## Notes to the Financial Statements

### Overview

The financial statements are those of the Special Broadcasting Service Corporation (the “Corporation”). The objectives of the Corporation are set out in the *Special Broadcasting Service Act 1991*.

The principal function of the Corporation is to provide multilingual and multicultural broadcasting and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia’s multicultural society.

#### a) The basis of preparation

The financial statements are required by section 42 of the *Public Governance, Performance and Accountability Act 2013*.

The financial statements have been prepared in accordance with:

- i) *Public Governance, Performance and Accountability (Financial Reporting) Rule 2015* (FRR); and
- ii) Australian Accounting Standards and Interpretations – including Simplified Disclosures for Tier 2 Entities under AASB 1060 issued by the Australian Accounting Standards Board (AASB) that apply for the reporting period.

The financial statements have been prepared on an accrual basis and in accordance with the historical cost convention, except for certain assets and liabilities at fair value. Except where stated, no allowance is made for the effect of changing prices on the results or the financial position. The financial statements are presented in Australian dollars, which is the Corporation’s functional currency and values are rounded to the nearest thousand dollars unless otherwise specified. The Corporation, for the purposes of preparing the financial statements, is a not-for-profit entity.

#### b) New and amended Accounting Standards

All new, revised or amending Standards and Interpretations that were issued prior to the sign-off date and are applicable to the current reporting period did not have a material effect on the Corporation’s financial statements.

#### c) Significant accounting judgements and estimates

In the process of applying the accounting policies, the Corporation has made the following judgements that have the most significant impact on the amounts recorded in the financial statements:

- i) Valuation of land and buildings as detailed in Note 2.2A.
- ii) Program amortisation as detailed in Note 2.2C.
- iii) Long service leave as detailed in Note 3.1.

No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting year.

#### d) Taxation

The Corporation is exempt from all forms of taxation except Fringe Benefits Tax (FBT) and the Goods and Services Tax (GST).

#### e) Foreign exchange

Transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction.

The Corporation enters into foreign currency hedging arrangements to protect its purchasing power in relation to foreign currency exposures. Expenditures denominated in foreign currencies are converted to Australian dollars at the exchange rates prevailing at the date of the transaction or at the hedged rate.

All the gains and losses are taken to profit or loss with the exception of forward exchange contracts that are classified as cash flow hedges used to hedge highly probable transactions. Gains and losses on cash flow hedges held at balance sheet date are taken to equity.

#### f) Events after the reporting period

There were no subsequent events that had the potential to significantly affect the ongoing structure and financial activities of the Corporation.

# Notes to the Financial Statements

(Continued)

## g) Changes to comparatives

Where appropriate, comparatives have been reclassified from the prior year to align to the current period presentation.

## 1. Financial Performance

This section analyses the Corporation's financial performance for the year ended 30 June 2025.

### 1.1 Expenses

	Notes	2025 \$'000	2024 \$'000
<b>1.1A Employee benefits</b>			
Wages and salaries		148,810	144,507
Superannuation			
Defined contribution plans		18,899	16,335
Defined benefit plans		2,875	3,026
Leave and other entitlements		21,581	19,810
<b>Total employee benefits</b>		<b>192,165</b>	<b>183,678</b>

#### Accounting Policy

Accounting policies for employee related expenses are contained under People and relationships section, in Note 3.

### 1.1B Suppliers

#### Goods and services supplied or rendered

Materials and minor items		16,537	15,438
Office supplies		3,303	2,945
Other program purchases		40,091	43,120
Broadcasting		77,798	75,276
Administrative expenses		51,394	51,271
Contract staff		31,416	32,139
Production services		3,047	3,405
Audit fees	1.1F	115	115
<b>Total goods and services supplied or rendered</b>		<b>223,701</b>	<b>223,709</b>
Goods supplied		59,931	61,503
Services rendered		163,770	162,206
<b>Total goods and services supplied or rendered</b>		<b>223,701</b>	<b>223,709</b>
<b>Other supplier expenses</b>			
Workers' compensation premiums		504	392
Short-term leases		34	82
Low value leases		1,634	1,367
Variable lease payments		146	116
<b>Total other supplier expenses</b>		<b>2,318</b>	<b>1,957</b>
<b>Total suppliers</b>		<b>226,019</b>	<b>225,666</b>

The above lease disclosures should be read in conjunction with the accompanying notes 1.1C, 1.2B, 2.2B and 2.4.

**Accounting Policy***Short-term leases and leases of low-value assets*

The Corporation has elected not to recognise Right-of-Use Assets and Lease Liabilities for short-term leases of assets that have a lease term of 12 months or less and leases of low-value assets (less than \$10,000 per asset). The entity recognises the lease payments associated with these leases as an expense on a straight-line basis over the lease term.

**1.1C Finance costs**

	2025	2024
	\$'000	\$'000
Interest on lease liabilities	361	499
Unwinding of discount – provision for restoration	64	51
<b>Total finance costs</b>	<b>425</b>	<b>550</b>

The above lease disclosures should be read in conjunction with the accompanying notes 1.1B, 1.2B, 2.2B and 2.4.

**Accounting Policy**

All borrowing costs are expensed as incurred.

**1.1D Impairment loss on financial instruments**

Impairment on trade and other receivables	83	5
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**1.1E Write-down and impairment of other assets**

Plant and equipment	52	250
Intangible assets other than goodwill	–	2
Impairment of program inventories	13,073	9,790
<b>Total write-down and impairment of other assets</b>	<b>13,125</b>	<b>10,042</b>

**1.1F Auditor's remuneration**

Audit and assurance services – Australian National Audit Office	115	115
<b>Total Auditor's remuneration</b>	<b>115</b>	<b>115</b>

**1.2 Own-source and Government revenue****1.2A Revenue from contracts with customers**

Service delivery, including advertising revenue	143,781	145,775
Grant revenue	1,956	44
Sale of goods	357	442
Other revenue	896	952
<b>Total revenue from contracts with customers</b>	<b>146,990</b>	<b>147,213</b>

**Accounting Policy***Revenue from contracts with customers*

The Corporation derives revenue from the transfer of goods and services, with sales to both non-government and Australian Government entities. Where an enforceable contract exists, revenue recognition is based on the delivery of performance obligations and an assessment of when control is transferred to the customer.

The key revenue streams are from government funding, advertising revenue and sponsorships.

## Notes to the Financial Statements

(Continued)

Revenue is recognised either when the performance obligation in the contract has been performed ('point in time' or 'over time') as control of the performance obligation is transferred to the customer. Advertising revenue is recognised at a point in time when the advertisement is broadcast, with revenue for the delivery of other services and other revenue at the time the service is delivered. Revenue from the sale of goods is recognised at the point in time when control has been transferred to the customer.

The transaction price is the total amount of consideration to which the Corporation expects to be entitled in exchange for transferring promised goods or services to a customer. The consideration promised in a contract with a customer may include fixed amounts, variable amounts, or both.

Receivables for goods and services, which have 30 or 45 day terms, are recognised at the nominal amounts due less any impairment allowance amount. Collectability of debts is reviewed at the end of the reporting period. Allowances are made when collectability of the debt is no longer probable.

### 1.2B Rental income

	2025	2024
	\$'000	\$'000
<b>Total operating lease income</b>	<b>1,681</b>	1,628

#### Maturity analysis of operating lease income receivables (undiscounted):

Within 1 year	1,646	1,639
One to two years	1,321	1,602
Two to three years	180	1,308
Three to four years	-	177
<b>Total undiscounted lease payments receivable</b>	<b>3,147</b>	4,726

The Corporation leases out a small proportion of its owned properties (refer to Note 2.2A) and has classified these leases as operating leases because they do not transfer substantially all of the risks and rewards incidental to the ownership of the assets. Each lease contains an initial non-cancellable period and subsequent further terms; as well as lease renewal clauses (with a minimum 3-6 month notification period) and are subject to CPI, fixed, and market rent reviews. There were no sub-leases as at 30 June 2025.

#### Accounting Policy

Operating lease income is recognised on a straight-lined basis over the lease term under AASB 16 Leases.

### 1.2C Revenue from Government

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts	350,311	334,939
<b>Total revenue from Government</b>	<b>350,311</b>	334,939

#### Accounting Policy

Funding received or receivable from the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts as a Corporate Commonwealth Corporation payment item is recognised as Revenue from Government by the Corporation unless the funding is in the nature of an equity injection or a loan.

## 2. Financial Position

This section analyses the Corporation's assets used to conduct its operations and the operating liabilities incurred as a result. Employee related information is disclosed in Note 3 People and relationships.

### 2.1 Financial assets

#### 2.1A Cash and cash equivalents

		2025	2024
	Notes	\$'000	\$'000
<b>Total cash on hand or on deposit</b>		<b>12,218</b>	13,840

#### Accounting Policy

Cash is recognised at its nominal amount. Cash and cash equivalents include:

- Cash on hand; and
- Demand deposits in bank accounts with an original maturity of 3 months or less that are readily convertible to known amounts of cash and subject to insignificant risk of changes in value.

#### 2.1B Trade and other receivables

<b>Total goods and services receivable</b>	(i)	<b>26,899</b>	25,829
<b>Other receivables</b>			
Net GST receivable from the Australian Taxation Office		1,626	2,297
Interest		125	105
<b>Total other receivables</b>		<b>1,751</b>	2,402
<b>Total trade and other receivables (gross)</b>		<b>28,650</b>	28,231
<b>Less expected credit loss allowance</b>			
Goods and services		(109)	(46)
<b>Total trade and other receivables (net)</b>		<b>28,541</b>	28,185

- i) The majority of goods and services receivables relate to advertising agencies. All trade and other receivables are expected to be recovered within 12 months. Credit terms were 45 days for advertising (2024: 45 days) and 30 days for all other trade receivables (2024: 30 days).

#### Accounting Policy

##### Financial assets

Trade receivables, loans and other receivables that are held for the purpose of collecting the contractual cash flows where the cash flows are solely payments of principal and interest that are not provided at below-market interest rates, are subsequently measured at amortised cost using the effective interest method adjusted for any loss allowance.

#### 2.1C Term investments

All term deposits are expected to be recovered within 12 months (2024: 12 months). Term deposit interest income is recognised using the effective interest method. The Corporation has a series of investments with banks. The investments are made under Section 59(1)(b) of the PGPA Act. The Corporation's investments have Standard & Poor's credit ratings of BBB+ or higher and are not deemed to be impaired.

# Notes to the Financial Statements

(Continued)

## 2.2 Non-financial assets

### 2.2A Reconciliation of the opening and closing balances of owned property, plant and equipment and intangibles

	Land	Buildings on freehold land	Leasehold Improvements	Buildings	Total Buildings	Plant and equipment	Computer software	Other intangibles <sup>1</sup>	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>As at 1 July 2024</b>									
Gross book value	58,800	42,500	7,655	50,155	42,035	31,607	11,850	194,447	
Accumulated depreciation and impairment	-	-	(853)	(853)	(23,836)	(25,508)	(2,531)	(52,728)	
<b>Total as at 1 July 2024</b>	<b>58,800</b>	<b>42,500</b>	<b>6,802</b>	<b>49,302</b>	<b>18,199</b>	<b>6,099</b>	<b>9,319</b>	<b>141,719</b>	
Purchased or internally developed	-	-	-	-	5,786	574	-	6,360	
Revaluations recognised in other comprehensive income	14,800	(7,163)	-	(7,163)	-	-	-	7,637	
Depreciation and amortisation	-	(2,237)	(1,168)	(3,405)	(3,835)	(1,617)	-	(8,857)	
Retirements:									
Cost	-	-	-	-	(872)	-	-	(872)	
Accumulated depreciation	-	-	-	-	820	-	-	820	
<b>Total as at 30 June 2025</b>	<b>73,600</b>	<b>33,100</b>	<b>5,634</b>	<b>38,734</b>	<b>20,098</b>	<b>5,056</b>	<b>9,319</b>	<b>146,807</b>	
<b>Total as at 30 June 2025 represented by</b>									
Gross book value	73,600	33,100	7,655	40,755	46,949	32,181	11,850	205,335	
Accumulated depreciation and impairment	-	-	(2,021)	(2,021)	(26,851)	(27,125)	(2,531)	(58,528)	
<b>Total as at 30 June 2025</b>	<b>73,600</b>	<b>33,100</b>	<b>5,634</b>	<b>38,734</b>	<b>20,098</b>	<b>5,056</b>	<b>9,319</b>	<b>146,807</b>	

1. Goodwill is not amortised but is assessed annually for impairment (based on its "fair value" or "value in use" calculated using the net present value of estimated future net cash inflows of the cash-generating unit (CGU) to which it has been allocated). In the current and prior financial year, the amount of goodwill recognised was reviewed, using estimated cash inflows assuming a risk adjusted pre-tax discount rate of 17.25% (2024: 16.5%).

No intangible assets or land and buildings are expected to be sold or disposed of within the next 12 months.

## 2.2A Reconciliation of the opening and closing balances of owned property, plant and equipment and intangibles (continued)

### Revaluations of non-financial assets

All revaluations were conducted in accordance with the revaluation policy stated at Note 4.2.

The triennial comprehensive valuation of Plant and Equipment was performed by an independent valuer effective 30 June 2024. A desktop Land and Buildings valuation was performed by an independent valuer for the current year.

### Contractual commitments for the acquisition of property, plant, equipment and other intangibles

At 30 June 2025, the Corporation had a total contractual commitment of \$1.388m (2024: \$1.406m) for the acquisition of television and radio broadcasting equipment, and building improvements.

The Corporation had a total of \$0.313m contractual commitments (2024: \$Nil) for the acquisition of intangible assets.

### Accounting Policy

#### *Acquisition of assets*

Assets are recorded at cost on acquisition except as stated below. The cost of acquisition includes the fair value of assets transferred in exchange and liabilities undertaken. Financial assets are initially measured at their fair value plus transaction costs where appropriate.

Assets acquired at no cost, or for nominal consideration, are initially recognised as assets and income at their fair value at the date of acquisition, unless acquired as a consequence of restructuring of administrative arrangements. In the latter case, assets are initially recognised as contributions by owners at the amounts at which they were recognised in the transferor's accounts immediately prior to the restructuring.

#### *Asset recognition threshold*

Purchases of property, plant and equipment are recognised initially at cost in the Statement of Financial Position, except for purchases costing less than \$2,000, which are expensed in the year of acquisition (other than where they form part of a group of similar items which are significant in total).

The initial cost of an asset includes an estimate of the cost of dismantling and removing the item and restoring the site on which it is located. This is particularly relevant to 'make good' provisions in property leases taken up by the Corporation where there exists an obligation to restore the property to its original condition. These costs are included in the value of the Corporation's leasehold improvements with a corresponding provision for the 'make good' recognised at net present value.

#### *Revaluations*

Following initial recognition at cost, property, plant and equipment (excluding ROU assets) are carried at fair value less subsequent accumulated depreciation and accumulated impairment losses. Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets did not differ materially from the assets' fair values as at the reporting date. The regularity of independent valuations depended upon the volatility of movements in market values for the relevant assets.

Revaluation adjustments are made on a class basis. Any revaluation increment is credited to equity under the heading of asset revaluation reserve except to the extent that it reversed a previous revaluation decrement of the same asset class that was previously recognised in the surplus. Revaluation decrements for a class of assets are recognised directly in the Statement of Comprehensive Income surplus except to the extent that they reversed a previous revaluation increment for that class.

For property, any accumulated depreciation as at the revaluation date was eliminated against the gross carrying amount of the asset and the asset was restated to the revalued amount. For plant and equipment, the cost and accumulated depreciation of the asset was proportionately adjusted to reflect the revalued amount.

## Notes to the Financial Statements

(Continued)

### Fair value measurement

Asset Class	Fair value measured at
Land	Market selling price
Buildings excl. leasehold improvements	Income approach
Leasehold improvements	Depreciated replacement cost
Plant and equipment	Market selling price or depreciated replacement cost

### Depreciation

Depreciable property, plant and equipment assets are written-off to their estimated residual values over their estimated useful lives to the Corporation using, in all cases, the straight-line method of depreciation.

Depreciation rates (useful lives), residual values and methods are reviewed at each reporting date and necessary adjustments are recognised in the current, or current and future reporting periods, as appropriate.

Depreciation rates applying to each class of depreciable asset are based on the following useful lives:

Class of non-financial assets	2024-2025	Average	2023-2024	Average
Buildings	50 years	50	50 years	50
Leasehold improvements	Lease term	15	Lease term	15
Property, plant and equipment	3 to 20 years	7	3 to 20 years	7
Intangibles (excluding goodwill and trademark)	5 to 7 years	6	5 to 7 years	6

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in the reconciliation of the opening and closing balances of property, plant and equipment and intangibles of this note.

Leasehold improvements are amortised on a straight-line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

### Impairment

All assets were assessed for impairment at 30 June 2025. Where indications of impairment exist, the asset's recoverable amount is estimated and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount.

The recoverable amount of an asset is the higher of its fair value less costs of disposal and its value in use. Value in use is the present value of the future cash flows expected to be derived from the asset.

### Derecognition

An item of property, plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal.

### Intangibles

The Corporation's intangibles comprise purchased and internally developed software for internal use, goodwill and trademark. These assets are carried at cost less accumulated amortisation and accumulated impairment losses.

Software is amortised on a straight-line basis over its anticipated useful life. All software assets were assessed for indications of impairment as at 30 June 2025. The useful lives of the Corporation's software are 5 to 7 years (2024: 5 to 7 years).

Goodwill is recognised on the purchase of a business unit in accordance with AASB 3 "Business Combinations". Goodwill is tested for impairment annually.

Contract rights are amortised over their anticipated useful lives (6 years). The trademark is not amortised as it has an indefinite useful life, but is tested for impairment annually.

## 2.2B Reconciliation of the opening and closing balances of right-of-use assets

	Buildings	Plant and equipment	Total
	\$'000	\$'000	\$'000
<b>As at 1 July 2024</b>			
Gross book value	12,676	20,605	33,281
Accumulated depreciation	(5,802)	(5,962)	(11,764)
<b>Total as at 1 July 2024</b>	<b>6,874</b>	<b>14,643</b>	<b>21,517</b>
Depreciation	(1,563)	(1,410)	(2,973)
Additions <sup>1</sup>	–	391	391
Other movements <sup>2</sup>	71	432	503
<b>Total as at 30 June 2025</b>	<b>5,382</b>	<b>14,056</b>	<b>19,438</b>
<b>Total as at 30 June 2025 represented by</b>			
Gross book value	<b>12,747</b>	<b>21,303</b>	<b>34,050</b>
Accumulated depreciation	<b>(7,365)</b>	<b>(7,247)</b>	<b>(14,612)</b>
<b>Total as at 30 June 2025</b>	<b>5,382</b>	<b>14,056</b>	<b>19,438</b>

1. The additions relate to new lease contracts for motor vehicles.
2. The other movements relate to modifications to existing leases.

### Lease Right-of-Use (ROU) Assets

Leased ROU assets are capitalised at the commencement date of the lease and comprise of the initial lease liability amount, initial direct costs incurred when entering into the lease less any lease incentives received.

An impairment review is undertaken for any ROU lease asset that shows indicators of impairment and an impairment loss is recognised against any ROU lease asset that is impaired. Lease ROU assets continue to be measured at cost after initial recognition in Commonwealth agency, General Government Sector and Whole of Government financial statements.

The depreciation rates for right-of-use assets are based on the commencement date to the earlier of the end of the useful life of the right-of-use asset or the end of the lease term.

## 2.2C Program inventories

		2025	2024
	Notes	\$'000	\$'000
Program acquisitions	(i)	28,943	23,847
Commissioned programs	(i)	46,536	54,847
Commissioned programs – in progress	(ii)	11,858	17,320
Prepaid program rights	(ii)	3,879	4,727
<b>Total inventories</b>	<b>(iii)</b>	<b>91,216</b>	<b>100,741</b>

- Program inventory balances are net of cost less accumulated amortisation and impairment. During the current financial year, \$60.41m was recognised as amortisation expense (2024: \$59.22m).
- Amortisation for prepaid acquired and commissioned programs in progress commences once the licence period starts. As at 30 June of each year the licence period for these programs had not commenced.
- A review of programs and amortisation is undertaken annually, which resulted in an amount of \$13.1m being written off during the year ended 30 June 2025 (2024: \$9.79m). This is reported in Note 1.1E Write-down and impairment of other assets.

# Notes to the Financial Statements

(Continued)

## Accounting Policy

Program costs are capitalised as inventory and amortised over time to reflect their expected usage. Where indications of impairment exist, the asset's recoverable amount is estimated, and an impairment adjustment is made if the asset's recoverable amount is less than its carrying amount.

### Program acquisitions

Program acquisitions are amortised on a straight-line basis over a period of up to three years. Online program rights are expensed as they are incurred and included under Note 1.1B Other program purchases.

### Commissioned programs

Commissioned programs are valued at cost and amortised on a straight-line basis over a period of up to three years.

Some programs are fully amortised in the current period. All internally produced news and current affairs programs, as well as sports events, are expensed immediately at the time the expense is incurred.

## 2.2D Other non-financial assets

		2025	2024
	Notes	\$'000	\$'000
Prepayments		32,698	17,182
<b>Total other non-financial assets</b>		<b>32,698</b>	<b>17,182</b>

No indicators of impairment were found for other non-financial assets.

## 2.3 Payables

### 2.3A Trade creditors and accruals

Trade creditors and accruals	(i)	18,213	30,424
<b>Other payables</b>			
Salaries and wages		10,231	9,225
Superannuation		770	815
Prepayments received		878	962
Contract liabilities		3,935	6,304
<b>Total other payables</b>		<b>15,814</b>	<b>17,306</b>
<b>Total payables</b>		<b>34,027</b>	<b>47,730</b>

i) Trade creditors and accruals settlement was usually made within 30 days.

### 2.3B Other provisions

Provision for restoration as at 1 July		1,495	1,439
Revaluation adjustment		-	5
Unwinding of discount or change in discount rate		64	51
<b>Total as at 30 June</b>		<b>1,559</b>	<b>1,495</b>

The Corporation currently has agreements for the leasing of premises at Federation Square Melbourne and Parliament House, Canberra which has provisions requiring the Corporation to restore ("make good") the premises to its original condition at the conclusion of the lease.

## 2.4 Interest bearing liabilities

	2025	2024
	\$'000	\$'000
<b>Lease liabilities</b>	<b>20,522</b>	22,547

The cash outflow for leases for the year ended 30 June 2025 was \$3.3m (2024: \$4m).

### Maturity analysis – contractual undiscounted cash flows

Within 1 year	2,938	2,964
Between 1 to 5 years	11,039	11,037
More than 5 years	8,283	8,984
<b>Total leases</b>	<b>22,260</b>	22,985

The Corporation in its capacity as lessee has lease arrangements for the leasing of office spaces, transmission equipment, satellite transponders and vehicles.

The above lease disclosures should be read in conjunction with the accompanying notes 1.1C, 1.2B and 2.2B.

### Accounting Policy

For all new contracts entered into, the Corporation considers whether the contract is, or contains a lease. A lease is defined as a contract, or part of a contract, which conveys the right to use an asset (the underlying asset) for a period of time in exchange for consideration.

Once it has been determined that a contract is, or contains a lease, the lease liability is initially measured at the present value of the lease payments unpaid at the commencement date, discounted using the interest rate implicit in the lease, if that rate is readily determinable, or the Department of Finance zero coupon bond yields.

Subsequent to initial measurement, the liability will be reduced for payments made and increased for interest. It is remeasured to reflect any reassessment or modification to the lease. When the lease liability is remeasured, the corresponding adjustment is reflected in the right-of-use asset or profit and loss depending on the nature of the reassessment or modification.

## 3. People and relationships

This section describes a range of employment and post-employment benefits provided to our people and our relationships with other key people.

### 3.1 Employee provisions

	2025	2024
	\$'000	\$'000
Leave	39,272	36,451
Separation and redundancies	677	1,332
<b>Total employee provisions</b>	<b>39,949</b>	37,783

### Accounting Policy

Liabilities for short-term employee benefits and termination benefits expected within 12 months of the end of the reporting period are measured at their nominal amounts.

Other long-term employee benefits are measured as net total of the present value of the defined benefit obligation at the end of the reporting period minus the fair value at the end of the reporting period of plan assets (if any) out of which the obligations are to be settled directly.

# Notes to the Financial Statements

(Continued)

The discount rates used in valuing leave liabilities are based on Australian government bond rates with maturities that closely align with the length of the liability. The Corporation regularly reviews leave liabilities and the impact of any adjustment to bond rates on these balances. Leave liabilities are also impacted by assumptions surrounding future salary inflation. The Corporation regularly monitors factors that are likely to impact future salary inflation.

## *Leave*

The liability for employee benefits includes provision for annual leave and long service leave. The leave liabilities are calculated on the basis of employees' remuneration at the estimated salary rates that will be applied at the time the leave is taken, including the entity's employer superannuation contribution rates to the extent that the leave is likely to be taken during service rather than paid out on termination.

The liability for long service leave as at 30 June 2025 was determined based on the assessment conducted by the Government Actuary as at 30 June 2023, in line with the triennial review cycle. The estimate of the present value of the liability takes into account attrition rates and pay increases through promotion and inflation.

## *Separation and redundancy*

Provision is made for separation and redundancy benefit payments. The Corporation recognises a provision for termination when it has developed a detailed formal plan for the terminations and has informed those employees affected that it will carry out the terminations.

## *Superannuation*

The Corporation's staff are members of the Commonwealth Superannuation Scheme (CSS), the Public Sector Superannuation Scheme (PSS), or the PSS accumulation plan (PSSap), or other superannuation funds held outside the Australian Government.

The CSS and PSS are defined benefit schemes for the Australian Government. The PSSap is a defined contribution scheme.

The liability for defined benefits is recognised in the financial statements of the Australian Government and is settled by the Australian Government in due course. This liability is reported in the Department of Finance's administered schedules and notes.

The Corporation makes employer contributions to the employees' defined benefit superannuation scheme at rates determined by an actuary to be sufficient to meet the current cost to the Government. The Corporation accounts for the contributions as if they were contributions to defined contribution plans.

The liability for superannuation recognised as at 30 June per Note 2.3A represents outstanding contributions.

## **3.2 Key management personnel remuneration**

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of that entity. The Corporation has determined the key management personnel to be its Board Directors, the Managing Director and management responsible for the authority and responsibility for planning, directing and controlling activities of the entity. Key management personnel remuneration is reported in the table below:

	2025	2024
	\$	\$
Short-term employee benefits	4,005,749	3,386,705
Post-employment benefits	410,148	341,259
Other long-term benefits	132,112	96,166
<b>Total key management personnel remuneration expenses</b>	<b>4,548,009</b>	<b>3,824,130</b>

The total numbers of key management personnel that are included in the above table are 17 individuals (2024: 16 individuals). 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.

### 3.3 Related party disclosures

#### 3.3A Related party relationships

The Corporation is an Australian Government controlled entity. Related parties to the Corporation are Directors (executive or otherwise), key management personnel including Cabinet Ministers, the Portfolio Minister and other Australian Government entities.

#### 3.3B Transactions with related parties

Given the breadth of Government activities, related parties may transact with the Government sector in the same capacity as ordinary citizens. Such transactions include the payment of goods and services taxes and fringe benefits taxes.

National DAB Licence Company Limited (DAB), incorporated for the purpose of purchasing and managing the Digital Radio multiplex transmitter licence for digital radio broadcasting, is a joint venture company between the Corporation and the Australian Broadcasting Corporation (ABC), each having a 50% equity interest. DAB is funded by the Corporation and the ABC to cover administrative expenses.

Given consideration to relationships with related entities and transactions entered into during the reporting period by the Corporation, it has been determined that there are no other related party transactions to be separately disclosed.

## 4. Managing uncertainties

This section analyses how the Corporation manages financial risks within its operating environment.

### 4.1 Financial instruments

#### 4.1A Categories of financial instruments

		2025	2024
	Notes	\$'000	\$'000
<b>Financial assets at amortised cost</b>			
Term investments	2.1C	25,453	30,109
Cash on hand or on deposit	2.1A	12,218	13,840
Trade and other receivables	2.1B	26,915	25,888
<b>Total financial assets at amortised cost</b>		<b>64,586</b>	69,837
<b>Total financial assets</b>		<b>64,586</b>	69,837
<b>Financial liabilities</b>			
<b>Financial liabilities measured at amortised cost</b>			
Suppliers and trade creditors	2.3A	18,213	30,424
<b>Total financial liabilities measured at amortised cost</b>		<b>18,213</b>	30,424
<b>Total financial liabilities</b>		<b>18,213</b>	30,424

The Corporation's investments are held to maturity and are not held for sale. No financial asset was pledged, nor held as collateral, in 2025 (2024: Nil).

The Corporation has established financial risk management policies to identify and analyse the risks faced by the Corporation in maximising its return on investments.

# Notes to the Financial Statements

(Continued)

## Accounting Policy

### *Financial assets*

In accordance with AASB 9 Financial Instruments, the Corporation classified its financial assets as financial assets measured at amortised cost.

The classification depends on both the entity's business model for managing the financial assets and contractual cash flow characteristics at the time of initial recognition. Financial assets are recognised when the Corporation becomes a party to the contract and, as a consequence, has a legal right to receive and derecognised when the contractual rights to the cash flows from the financial asset expire or are transferred upon trade date.

### *Financial assets at amortised cost*

Financial assets included in this category need to meet two criteria:

1. the financial asset is held in order to collect the contractual cash flows; and
2. the cash flows are solely payments of principal and interest (SPPI) on the principal outstanding.

Amortised cost is determined using the effective interest method.

### *Impairment of financial assets*

Financial assets are assessed for impairment at the end of each reporting period based on Expected Credit Losses, using the general approach which measures the loss allowance based on an amount equal to lifetime expected credit losses where risk has significantly increased, or an amount equal to 12-month expected credit losses if risk has not increased.

A simplified approach for trade, contract and lease receivables is used. This approach always measures the loss allowance as the amount equal to the lifetime expected credit losses.

A write-off constitutes a derecognition event where the write-off directly reduces the gross carrying amount of the financial asset.

### *Financial liabilities*

Financial liabilities are classified as either financial liabilities 'at fair value through profit or loss' or other financial liabilities. Financial liabilities are recognised and derecognised upon 'trade date'.

### *Financial liabilities at amortised cost*

Financial liabilities are initially measured at fair value, net of transaction costs. These liabilities are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective interest basis.

Supplier and other payables are recognised at amortised cost. Liabilities are recognised to the extent that the goods or services have been received (and irrespective of having been invoiced).

**4.1B Net gains or losses on financial assets**

	2025	2024
	\$'000	\$'000
<b>Financial assets at amortised cost</b>		
Interest revenue	10,419	8,775
Impairment of trade and other receivables	(83)	(5)
Foreign exchange losses	(26)	(22)
<b>Net gains on financial assets</b>	<b>10,310</b>	<b>8,748</b>

There were no other gains or losses arising from financial assets.

**4.2 Fair value measurement**

The following tables provide an analysis of assets and liabilities that are measured at fair value. The remaining assets and liabilities disclosed in the Statement of Financial Position do not apply the fair value hierarchy.

**4.2A Fair value measurement****Accounting Policy**

Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets do not differ materially from the assets' fair values as at the reporting date. The regularity of independent valuations is dependent upon the volatility of movements in market values for the relevant assets.

The Corporation deems transfers between levels of the fair value hierarchy to have occurred at the end of the reporting period in line with AASB 13 *Fair Value Measurement*.

	Notes	Fair value measurements at the end of reporting period <sup>(i)</sup>	
		2025	2024
		\$'000	\$'000
<b>Non-financial assets</b>	(ii)		
Land (Craigieburn)	(iii)	11,700	8,800
Land (Artarmon)		61,900	50,000
Buildings on freehold land		33,100	42,500
Leasehold improvements		5,634	6,802
Other plant and equipment		20,098	18,199
<b>Total fair value measurements of non-financial assets in the Statement of Financial Position</b>		<b>132,432</b>	<b>126,301</b>

**Notes:**

- i) The Corporation did not measure any non-financial assets at fair value on a non-recurring basis as at 30 June 2025.
- ii) The Corporation undertakes a comprehensive valuation of Property, Plant and Equipment at least once every three years. If a particular asset class experiences significant and volatile changes in fair value (i.e. where indicators suggest that the value of the class has changed materially since the previous reporting period), that class is subject to specific valuation in the reporting period, where practicable, regardless of the timing of the last specific valuation.
- iii) Fair value measurements – highest and best use differs from current use for non-financial assets. The existing use of the Corporation's land holding in Craigieburn as a transmission site is not considered to be equivalent to its highest and best use. However, its fair value measurement has been assessed at the asset's highest and best use is for residential development in accordance with the requirements of AASB 13 *Fair Value Measurement*.

# Notes to the Financial Statements

(Continued)

Significant inputs utilised by the Corporation are derived and evaluated as follows:

## **Land and Buildings**

### *Land – Price per square metre/per hectare*

The Artarmon and Craigieburn land assets have been measured using the market approach by reference to similar transactions within the surrounding locality. The adopted price per square metre has been determined based on professional judgement regarding the comparability of transactions to the subject asset. The existing use of the property at Artarmon is currently considered to be its highest and best use.

The land asset at Craigieburn is not currently used at its highest and best use. The Corporation valued the land at its highest and best use (i.e. a residential subdivision) as at 30 June 2025. The asset is subject to an encumbrance (lease) until 2028, which is a restriction that would pass to a market participant. The fair value measurement has therefore considered this restriction in the valuation.

### *Buildings – Market Rental and Capitalisation Rate*

The income capitalisation approach has been adopted to determine the fair value of the buildings asset class. Under the income capitalisation approach the net market rental is capitalised at an appropriate yield as determined from comparable sales transactions. The analysis and selection of an appropriate market rental and yield from evidence with varying degrees of comparability to the subject property is determined based on professional judgement.

### *Plant and Equipment – Consumed economic benefit/Obsolescence of asset*

Assets that do not transact with enough frequency or transparency to develop objective opinions of value from observable market evidence have been measured utilising the depreciated replacement cost (DRC) approach. Under the DRC approach the estimated cost to replace the asset is calculated and then adjusted to take into account its consumed economic benefit/asset obsolescence (accumulated depreciation). Consumed economic benefit/asset obsolescence has been determined based on professional judgement regarding physical, economic and external obsolescence factors relevant to the asset under consideration.

The weighted average is determined by assessing the fair value measurement as a proportion of the total fair value for the class against the total useful life of each asset.

## 5. Aggregate assets and liabilities

	2025	2024
	\$'000	\$'000
<b>Assets expected to be recovered in:</b>		
<b>No more than 12 months</b>		
Cash and cash equivalents	12,218	13,840
Trade and other receivables	28,541	28,185
Term investments	25,453	30,109
Program inventories	91,216	100,741
Other non-financial assets	32,698	17,182
	<b>190,126</b>	<b>190,057</b>
<b>More than 12 months</b>		
<b>Owned</b>		
Land	73,600	58,800
Buildings	38,734	49,302
Plant and equipment	20,098	18,199
Computer software	5,056	6,099
Other intangibles	9,319	9,319
<b>Right-of-use</b>		
Buildings	5,382	6,874
Plant and equipment	14,056	14,643
	<b>166,245</b>	<b>163,236</b>
<b>Total assets</b>	<b>356,371</b>	<b>353,293</b>
<b>Liabilities expected to be settled in:</b>		
<b>No more than 12 months</b>		
Trade creditors and accruals	18,213	30,424
Other payables	15,814	17,306
Lease liabilities	2,421	2,622
Employee provisions	14,236	14,416
	<b>50,684</b>	<b>64,768</b>
<b>More than 12 months</b>		
Lease liabilities	18,101	19,925
Employee provisions	25,713	23,367
Other provisions	1,559	1,495
	<b>45,373</b>	<b>44,787</b>
<b>Total liabilities</b>	<b>96,057</b>	<b>109,555</b>

# Notes to the Financial Statements

(Continued)

## 6. Contingencies

There were no contingent assets or liabilities for the financial year ended 30 June 2025 (2024: Nil).

### Accounting Policy

Contingent liabilities and contingent assets are not recognised in the Statement of Financial Position but are reported in the notes. They may arise from uncertainty as to the existence of a liability or asset or represent an asset or liability in respect of which the amount cannot be reliably measured. Contingent assets are disclosed when settlement is probable but not virtually certain and contingent liabilities are disclosed when settlement is greater than remote.

## 7. Budgetary reports and explanations of major variances

### 7.1 Budgetary reports

The following tables provide a comparison between the 2024-25 Portfolio Budget Statements (PBS) budget and the final financial outcome in the 2024-25 financial statements. The Budget is not audited.

Variances are considered to be 'major' based on the following criteria:

- the variance between budget and actual is greater than 10%; and
- the variance between budget and actual is greater than 2% of the relevant category (Income, Expenses and Equity totals); or
- an item below this threshold but is considered important for the reader's understanding or is relevant to an assessment of the discharge of accountability and to an analysis of performance of the Corporation.

## 7.1A Statement of Comprehensive Income for the year ended 30 June 2025

	Notes	Actual	Budget estimate	
		2025 \$'000	Original <sup>1</sup> 2025 \$'000	Variance <sup>2</sup> 2025 \$'000
<b>Net cost of services</b>				
<b>Expenses</b>				
Employee benefits		192,165	193,989	(1,824)
Suppliers		226,019	224,976	1,043
Depreciation and amortisation on owned assets		8,857	10,588	(1,731)
Depreciation and amortisation on right-of-use assets	7.2 (iii)	2,973	4,407	(1,434)
Program inventory amortisation		60,413	62,451	(2,038)
Finance costs		425	566	(141)
Impairment loss on financial instruments		83	-	83
Write-down and impairment of other assets		13,125	7,500	5,625
Foreign Exchange Losses		26	-	26
<b>Total expenses</b>		<b>504,086</b>	<b>504,477</b>	<b>(391)</b>
<b>Less:</b>				
<b>Own-source income</b>				
<b>Own-source revenue</b>				
Revenue from contracts with customers		146,990	148,973	(1,983)
Term deposit interest income	7.2 (i)	10,419	5,012	5,407
Rental income		1,681	1,687	(6)
Royalties from program rights		2,039	1,459	580
Other revenue		41	50	(9)
<b>Total own-source revenue</b>		<b>161,170</b>	<b>157,181</b>	<b>3,989</b>
<b>Gains</b>				
Gains from sale of assets		56	-	56
<b>Total own-source income</b>		<b>161,226</b>	<b>157,181</b>	<b>4,045</b>
<b>Net cost of services</b>		<b>342,860</b>	<b>347,296</b>	<b>(4,436)</b>
Revenue from Government		350,311	348,352	1,959
<b>Surplus on continuing operations</b>		<b>7,451</b>	<b>1,056</b>	<b>6,395</b>
<b>Other comprehensive income</b>				
<b>Items not subject to subsequent reclassification to net cost of services</b>				
Changes in asset revaluation reserve		7,637	-	7,637
<b>Items subject to subsequent reclassification to net cost of services</b>				
Gain on cash flow hedging instruments		1,488	-	1,488
<b>Total comprehensive income</b>		<b>16,576</b>	<b>1,056</b>	<b>15,520</b>

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2024-25 PBS).

2. Between the actual and original budgeted amounts for 2025. Explanations of major variances are provided further below.

# Notes to the Financial Statements

(Continued)

## 7.1B Statement of Financial Position as at 30 June 2025

	Notes	Actual	Budget estimate	
		2025 \$'000	Original <sup>1</sup> 2025 \$'000	Variance <sup>2</sup> 2025 \$'000
<b>Assets</b>				
<b>Financial assets</b>				
Cash and cash equivalents	7.2 (i)	12,218	9,162	3,056
Trade and other receivables		28,541	28,348	193
Term investments	7.2 (i)	25,453	7,905	17,548
<b>Total financial assets</b>		<b>66,212</b>	<b>45,415</b>	<b>20,797</b>
<b>Non-financial assets</b>				
Owned				
Land	7.2 (ii)	73,600	59,200	14,400
Buildings	7.2 (ii)	38,734	49,212	(10,478)
Plant and equipment		20,098	23,185	(3,087)
Computer software		5,056	3,809	1,247
Other intangibles		9,319	9,319	-
Right-of-use				
Buildings		5,382	5,388	(6)
Plant and equipment	7.2 (iii)	14,056	23,773	(9,717)
Program inventories	7.2 (v)	91,216	112,752	(21,536)
Other non-financial assets		32,698	28,194	4,504
<b>Total non-financial assets</b>		<b>290,159</b>	<b>314,832</b>	<b>(24,673)</b>
<b>Total assets</b>		<b>356,371</b>	<b>360,247</b>	<b>(3,876)</b>
<b>Liabilities</b>				
<b>Payables</b>				
Trade creditors and accruals	7.2 (iv)	18,213	26,710	(8,497)
Other payables	7.2 (iv)	15,814	19,908	(4,094)
<b>Total payables</b>		<b>34,027</b>	<b>46,618</b>	<b>(12,591)</b>
<b>Interest bearing liabilities</b>				
Lease liabilities		20,522	30,414	(9,892)
<b>Total interest bearing liabilities</b>		<b>20,522</b>	<b>30,414</b>	<b>(9,892)</b>
<b>Provisions</b>				
Employee provisions		39,949	36,984	2,965
Other provisions		1,559	1,454	105
<b>Total provisions</b>		<b>41,508</b>	<b>38,438</b>	<b>3,070</b>
<b>Total liabilities</b>		<b>96,057</b>	<b>115,470</b>	<b>(19,413)</b>
<b>Net assets</b>		<b>260,314</b>	<b>244,777</b>	<b>15,537</b>

## 7.1B Statement of Financial Position as at 30 June 2025 (continued)

	Notes	Actual	Budget estimate	
		2025 \$'000	Original <sup>1</sup> 2025 \$'000	Variance <sup>2</sup> 2025 \$'000
<b>Equity</b>				
Contributed equity		110,403	110,403	–
Reserves	7.2 (ii)	115,287	106,644	8,643
Retained surplus	7.2 (i)	34,624	27,730	6,894
<b>Total equity</b>		<b>260,314</b>	<b>244,777</b>	<b>15,537</b>

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2024-25 PBS).
2. Between the actual and original budgeted amounts for 2025. Explanations of major variances are provided further below.

# Notes to the Financial Statements

(Continued)

## 7.1C Statement of Changes in Equity for the year ended 30 June 2025

	Contributed equity			Asset revaluation reserve			Hedge reserve			Retained surplus			Total equity		
	Actual	Budget estimate	Original <sup>1</sup> Variance <sup>2</sup>	Actual	Budget estimate	Original <sup>1</sup> Variance <sup>2</sup>	Actual	Budget estimate	Original <sup>1</sup> Variance <sup>2</sup>	Actual	Budget estimate	Original <sup>1</sup> Variance <sup>2</sup>	Actual	Budget estimate	Original <sup>1</sup> Variance <sup>2</sup>
	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>Opening balance was at 1 July</b>															
Balance carried forward from previous year	110,403	110,403	-	106,104	106,136	(32)	99	508	(409)	27,132	26,674	458	243,738	243,721	17
<b>Comprehensive income</b>															
Surplus for the year	-	-	-	-	-	-	-	-	-	7,451	1,056	6,395	7,451	1,056	6,395
<b>Other comprehensive income</b>															
Asset revaluation	-	-	-	7,637	-	7,637	-	-	-	-	-	-	7,637	-	7,637
Gain on cash flow hedging instrument	-	-	-	-	-	-	1,488	-	1,488	-	-	-	1,488	-	1,488
<b>Total comprehensive income</b>	-	-	-	7,637	1,488	-	1,488	-	1,488	7,451	1,056	6,395	16,576	1,056	15,520
<b>Transfers between equity components</b>															
Transfer of revaluation reserves in relation to assets written off during the year	-	-	-	(41)	-	(41)	-	-	-	41	-	41	-	-	-
<b>Total transfers between equity components</b>	-	-	-	(41)	-	(41)	-	-	-	41	-	41	-	-	-
<b>Closing balance as at 30 June</b>	<b>110,403</b>	<b>110,403</b>	<b>-</b>	<b>113,700</b>	<b>106,136</b>	<b>7,564</b>	<b>1,587</b>	<b>508</b>	<b>1,079</b>	<b>34,624</b>	<b>27,730</b>	<b>6,894</b>	<b>260,314</b>	<b>244,777</b>	<b>15,537</b>

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2024-25 PBS).

2. Between the actual and original budgeted amounts for 2025. Explanations of major variances are provided further below.

## 7.1D Cash Flow Statement for the year ending 30 June 2025

	Notes	Actual	Budget estimate	
		2025 \$'000	Original <sup>1</sup> 2025 \$'000	Variance <sup>2</sup> 2025 \$'000
<b>Operating activities</b>				
<b>Cash received</b>				
Receipts from Government		350,311	348,352	1,959
Sale of goods and rendering of services		160,429	150,761	9,668
Interest	7.2 (i)	10,413	5,012	5,401
GST received		22,341	20,205	2,136
<b>Total cash received</b>		<b>543,494</b>	<b>524,330</b>	<b>19,164</b>
<b>Cash used</b>				
Employees		(190,984)	(193,038)	2,054
Suppliers	7.2 (iv)	(337,435)	(317,469)	(19,966)
Interest payments on lease liabilities		(361)	(566)	205
GST paid		(11,731)	(13,018)	1,287
<b>Total cash used</b>		<b>(540,511)</b>	<b>(524,091)</b>	<b>(16,420)</b>
<b>Net cash from operating activities</b>		<b>2,983</b>	<b>239</b>	<b>2,744</b>
<b>Investing activities</b>				
<b>Cash received</b>				
Proceeds from sales of plant and equipment		56	-	56
Term investments	7.2 (i)	294,582	226,024	68,558
<b>Total cash received</b>		<b>294,638</b>	<b>226,024</b>	<b>68,614</b>
<b>Cash used</b>				
Purchase of plant and equipment		(6,416)	(10,000)	3,584
Term investments	7.2 (i)	(289,933)	(213,977)	(75,956)
<b>Total cash used</b>		<b>(296,349)</b>	<b>(223,977)</b>	<b>(72,372)</b>
<b>Net cash (used) / from investing activities</b>		<b>(1,711)</b>	<b>2,047</b>	<b>(3,758)</b>
<b>Financing activities</b>				
<b>Cash used</b>				
Principal payments of lease liabilities		(2,894)	(4,407)	1,513
<b>Total cash used</b>		<b>(2,894)</b>	<b>(4,407)</b>	<b>1,513</b>
<b>Net cash (used) by financing activities</b>		<b>(2,894)</b>	<b>(4,407)</b>	<b>1,513</b>
<b>Net (decrease) in cash held</b>		<b>(1,622)</b>	<b>(2,121)</b>	<b>499</b>
Cash and cash equivalents at the beginning of the reporting period		13,840	11,283	2,557
<b>Cash and cash equivalents at the end of the reporting period</b>		<b>12,218</b>	<b>9,162</b>	<b>3,056</b>

1. The Corporation's original budgeted financial statement that was presented to the current Parliament by the current Government in respect of the reporting period (i.e. from the Corporation's 2024-25 PBS).

2. Between the actual and original budgeted amounts for 2025. Explanations of major variances are provided further below.

# Notes to the Financial Statements

(Continued)

## 7.2 Major budget variances for 30 June 2025

Explanations of major variances	Affected line items (and statement)
<b>(i) Term deposit interest income</b>	
The interest income from term deposits was higher than originally budgeted mainly due to better than expected interest rates and a higher average term deposit balance during 2024-25.	Term deposit interest income (Statement of Comprehensive Income); Surplus (Statement of Comprehensive Income); Cash and cash equivalents (Statement of Financial Position); Term investments (Statement of Financial Position); Retained Surplus (Statement of Financial Position); Interest (Cash Flow Statement); Term investments (Cash Flow Statement)
<b>(ii) Land and Buildings</b>	
The increase in the value of land (\$14.8m) reflects valuation dynamics related to the lease and discount rates utilised by the independent valuer when determining the value of the Craigieburn property and the appreciation of industrial land value in Sydney, which has increased the value of land at Artarmon. The reduction in the value of buildings (\$7.2m) is attributable to the independent valuer's methodology, where the market-based valuation of land is deducted from the capitalisation of net income value utilised for the entire Artarmon property, resulting in a year-on-year reduction in the value of Artarmon buildings.	Land and Buildings (Statement of Financial Position); Reserves in Equity (Statement of Financial Position); Asset revaluation reserve (Statement of Changes in Equity)
<b>(iii) Plant and equipment – Right-of-use assets and Lease liabilities</b>	
The lower than budgeted value of Plant and Equipment - Right-of-use assets and related Lease liabilities were associated with the de-recognition of leases (\$12m) from the Right-of-use assets at the end of FY24.	Plant and equipment – Right-of-use (Statement of Financial Position); Lease liabilities (Statement of Financial Position); Depreciation and amortisation on right-of-use assets (Statement of Comprehensive Income).
<b>(iv) Trade creditors and accruals</b>	
The decrease in Trade creditors and accruals compared to the budget reflected a higher than anticipated level of supplier payments, prior to 30 June.	Trade creditors and accruals (Statement of Financial Position); Other payables (Statement of Financial Position).
<b>(v) Program inventories</b>	
Program inventories were lower than budget due to a combination of spend occurring later than anticipated, associated with the inherent variability of content program outlays, and a larger than budgeted impairment.	Program Inventories (Statement of Financial Position); Suppliers (Cash Flow Statement).

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## Appendix 1

### SBS Charter

The SBS Charter, contained in the SBS Act, sets out the principal function of SBS.

1. The principal function of the SBS is to provide multilingual and multicultural broadcasting and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
2. The SBS, in performing its principal function, must:
  - a) Contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities;
  - b) Increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society;
  - c) Promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people;
  - d) Contribute to the retention and continuing development of language and other cultural skills;
  - e) As far as practicable, inform, educate and entertain Australians in their preferred languages;
  - f) Make use of Australia's diverse creative resources;
  - g) Contribute to the overall diversity of Australian broadcasting and digital media services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector;
  - h) Contribute to extending the range of Australian broadcasting and digital media services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

## Appendix 2 Multilingual Programming

### FY25 Summary

	SBS Audio <sup>1</sup>	SBS On Demand <sup>2</sup>	SBS Television <sup>3</sup>					Total Annual Hrs	
			SBS	SBS VICELAND	NITV	SBS Food	SBS World Movies	SBS World Watch	
Languages <sup>4</sup>	69	107	31	24	37	21	79	34	N/A
LOTE (hrs)	22,568 (61.5%)	15,455 (39%)	1,019 (12%)	529.0 (6%)	387 (4%)	111 (1%)	2,937 (34%)	6,007.9 (69%)	<b>49,014</b>
English (hrs)	5,044 (13.8%)	24,310 (61%)	7,739 (88%)	8,227.5 (94%)	8,358 (96%)	8,649 (99%)	5,807 (66%)	2,751.6 (31%)	<b>70,887</b>
No Dialogue (hrs)	9,048 (24.7%)	33 (<1%)	2 (<1%)	3.6 (<1%)	15 (<1%)	-	16 (<1%)	0.5 (<1%)	<b>9,118</b>

- Hours are indicative based on weekly averages for Mon-Sun broadcasting 6am-11am.
- Hours of all programs available on SBS On Demand at any time.
- 24-hour schedule.
- SBS Television: number for which more than one hour of programming was broadcast.

## Appendix 2 Multilingual Programming (continued)

### SBS Television<sup>1</sup>

	2023-24		2024-25	
	Hrs	%	Hrs	%
<b>SBS (24 hours)</b>				
LOTE	1,011	12%	1,019	12%
English	7,772	89%	7,739	88%
No Dialogue	1	0%	2	<1%
<b>Total</b>	<b>8,784</b>	<b>100%</b>	<b>8,760</b>	<b>100%</b>
<b>SBS VICELAND (24 hours)</b>				
LOTE	434	5%	529.0	6%
English	8,350	95%	8,227.45	94%
No Dialogue	-	-	3.6	<1%
<b>Total</b>	<b>8,784</b>	<b>100%</b>	<b>8,760</b>	<b>100%</b>
<b>NITV (24 hours)</b>				
LOTE	366	4%	387	4%
English	8,417	96%	8,358	95%
No Dialogue	1	0%	15	<1%
<b>Total</b>	<b>8,784</b>	<b>100%</b>	<b>8,760</b>	<b>100%</b>
<b>SBS Food (24 hours)</b>				
LOTE	117	1%	111	1%
English	8,667	99%	8,649	99%
No Dialogue	-	-	-	-
<b>Total</b>	<b>8,784</b>	<b>100%</b>	<b>8,760</b>	<b>100%</b>
<b>SBS World Movies (24 hours)</b>				
LOTE	2,881.5	33%	2,937	34%
English	5,888.6	67%	5,807	66%
No Dialogue	15.9	<1%	16	<1%
<b>Total</b>	<b>8,784</b>	<b>100%</b>	<b>8,760</b>	<b>100%</b>
<b>SBS WorldWatch (24 hours)</b>				
LOTE	6,334.5	72%	6,007.9	69%
English	2,449.5	28%	2,751.6	31%
No Dialogue	-	-	0.5	<1%
<b>Total</b>	<b>8,784</b>	<b>100%</b>	<b>8,760</b>	<b>100%</b>
<b>SBS On Demand</b>				
LOTE	13,716	39%	15,454.5	39%
English	21,669	61%	24,310.3	61%
No Dialogue	18	<1%	32.5	<1%
<b>Total</b>	<b>35,403</b>	<b>100%</b>	<b>39,797.2</b>	<b>100%</b>

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage

## SBS Audio

Analogue and Digital Network <sup>1</sup> (6am-11pm Mon-Sun)													
	SBS Radio 1		SBS Radio 2		SBS Radio 3		SBS Arabic24		SBS South Asian		NRN		
	Hrs	%	Hrs	%	Hrs	%	Hrs	%	Hrs	%	Hrs	%	
LOTE (Hrs)	113	95%	117	98%	30	25%	34	29%	30	25%	117	98%	
English	6	5%	-	-	89	75%	-	-	-	-	2	2%	
No Dialogue	-	-	2	2%	-	-	85	71%	89	75%	-	-	
<b>Total</b>	<b>119</b>	<b>100%</b>	<b>119</b>	<b>100%</b>	<b>119</b>	<b>100%</b>	<b>119</b>	<b>100%</b>	<b>119</b>	<b>100%</b>	<b>119</b>	<b>100%</b>	

1. See Appendix 7-8. SBS Audio also broadcasts two digital only music channels (SBS Chill and SBS PopAsia)

## Appendix 3 SBS Television: Broadcast hours by genre, run and source

### SBS

24 Hours <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Arts	-	4.2	<b>4.2</b>	0.2%	12.0	1.7	<b>13.7</b>	0.2%	<b>17.8</b>
Childrens	-	0.2	<b>0.2</b>	0.0%	-	-	-	0.0%	<b>0.2</b>
Comedy	-	-	-	0.0%	4.4	19.8	<b>24.3</b>	0.4%	<b>24.3</b>
Drama	4.5	7.8	<b>12.3</b>	0.6%	499.0	713.2	<b>1,212.2</b>	18.5%	<b>1,224.5</b>
Entertainment	59.8	238.9	<b>298.7</b>	13.5%	145.0	25.5	<b>170.5</b>	2.6%	<b>469.2</b>
Factual	143.0	315.7	<b>458.7</b>	20.7%	620.0	2,146.3	<b>2,766.3</b>	42.2%	<b>3,225.1</b>
Fillers	1.1	10.5	<b>11.6</b>	0.5%	-	-	-	0.0%	<b>11.6</b>
Film	3.7	-	<b>3.7</b>	0.2%	12.5	3.9	<b>16.4</b>	0.3%	<b>20.1</b>
Food	79.8	180.6	<b>260.5</b>	11.8%	-	4.5	<b>4.5</b>	0.1%	<b>265.0</b>
News and Current Affairs	604.6	101.3	<b>705.9</b>	31.9%	2,040.7	2.5	<b>2,043.2</b>	31.2%	<b>2,749.0</b>
Short Film	0.2	0.5	<b>0.7</b>	0.0%	-	-	-	0.0%	<b>0.7</b>
Special Events	3.2	4.3	<b>7.4</b>	0.3%	0.1	0.2	<b>0.3</b>	0.0%	<b>7.7</b>
Sport	352.6	95.5	<b>448.1</b>	20.3%	293.0	4.0	<b>297.0</b>	4.5%	<b>745.1</b>
<b>Grand Total</b>	<b>1,252.4</b>	<b>959.4</b>	<b>2,211.7</b>		<b>3,626.7</b>	<b>2,921.6</b>	<b>6,548.3</b>		<b>8,760.0</b>

6pm-midnight <sup>4</sup>									
Genre	Local				International				Total
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	
Arts	-	2.1	<b>2.1</b>	0.2%	-	-	-	0.0%	<b>2.1</b>
Comedy	-	-	-	0.0%	4.4	9.7	<b>14.1</b>	1.0%	<b>14.1</b>
Drama	4.5	-	<b>4.5</b>	0.4%	390.1	75.3	<b>465.3</b>	34.4%	<b>469.8</b>
Entertainment	59.8	85.0	<b>144.8</b>	14.5%	27.9	5.1	<b>33.0</b>	2.4%	<b>177.8</b>
Factual	80.4	75.1	<b>155.5</b>	15.5%	432.7	391.4	<b>824.1</b>	60.8%	<b>979.6</b>
Film	3.7	-	<b>3.7</b>	0.4%	10.5	2.0	<b>12.5</b>	0.9%	<b>16.2</b>
Food	-	7.7	<b>7.7</b>	0.8%	-	-	-	0.0%	<b>7.7</b>
News and Current Affairs	558.0	3.4	<b>561.5</b>	56.1%	3.0	-	<b>3.0</b>	0.2%	<b>564.4</b>
Short Film	-	0.2	<b>0.2</b>	0.0%	-	-	-	0.0%	<b>0.2</b>
Sport	121.9	-	<b>121.9</b>	12.2%	1.8	0.5	<b>2.3</b>	0.2%	<b>124.2</b>
<b>Grand Total</b>	<b>828.3</b>	<b>173.4</b>	<b>1,001.7</b>		<b>870.4</b>	<b>483.9</b>	<b>1,354.3</b>		<b>2,356.0</b>

- Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.
- Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.
- First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.
- Based on program start time, includes full program duration.

**SBS VICELAND**

24 Hours <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Comedy	–	9.0	<b>9.0</b>	0.6%	116.2	86.0	<b>202.2</b>	2.8%	<b>211.2</b>
Drama	10.6	6.4	<b>17.0</b>	1.1%	354.0	121.3	<b>475.3</b>	6.6%	<b>492.3</b>
Entertainment	58.8	31.7	<b>90.4</b>	6.0%	148.7	407.8	<b>556.4</b>	7.7%	<b>646.8</b>
Factual	95.8	248.6	<b>344.4</b>	22.8%	758.1	1,539.7	<b>2,297.8</b>	31.7%	<b>2,642.2</b>
Fillers	2.3	4.5	<b>6.8</b>	0.5%	–	–	–	0.0%	<b>6.8</b>
Film	5.4	9.5	<b>14.9</b>	1.0%	87.6	130.3	<b>217.9</b>	3.0%	<b>232.8</b>
Food	36.7	18.1	<b>54.8</b>	3.6%	10.2	35.8	<b>46.0</b>	0.6%	<b>100.8</b>
Magazine	41.1	403.0	<b>444.1</b>	29.4%	–	–	–	0.0%	<b>444.1</b>
News and Current Affairs	57.1	76.7	<b>133.8</b>	8.9%	3,260.1	1.8	<b>3,261.9</b>	45.0%	<b>3,395.6</b>
Short Film	–	13.3	<b>13.3</b>	0.9%	–	0.5	<b>0.5</b>	0.0%	<b>13.8</b>
Special Events	2.8	–	<b>2.8</b>	0.2%	–	–	–	0.0%	<b>2.8</b>
Sport	350.3	29.5	<b>379.8</b>	25.1%	164.3	26.7	<b>191.0</b>	2.6%	<b>570.8</b>
<b>Grand Total</b>	<b>660.8</b>	<b>850.2</b>	<b>1,511.0</b>		<b>4,899.1</b>	<b>2,349.9</b>	<b>7,249.0</b>		<b>8,760.0</b>

6pm–midnight <sup>4</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	
Comedy	–	4.0	<b>4.0</b>	0.9%	18.4	1.8	<b>20.2</b>	1.1%	<b>24.2</b>
Drama	8.4	–	<b>8.4</b>	2.0%	157.2	4.9	<b>162.1</b>	8.7%	<b>170.5</b>
Entertainment	16.6	9.3	<b>25.8</b>	6.1%	143.7	244.6	<b>388.3</b>	20.8%	<b>414.1</b>
Factual	84.0	15.4	<b>99.4</b>	23.4%	641.3	428.3	<b>1,069.7</b>	57.2%	<b>1,169.1</b>
Film	5.4	7.6	<b>13.0</b>	3.1%	85.3	97.0	<b>182.3</b>	9.7%	<b>195.3</b>
Food	–	0.3	<b>0.3</b>	0.1%	10.2	–	<b>10.2</b>	0.5%	<b>10.4</b>
News and Current Affairs	19.6	0.1	<b>19.7</b>	4.6%	2.3	1.3	<b>3.5</b>	0.2%	<b>23.2</b>
Short Film	–	0.6	<b>0.6</b>	0.1%	–	–	–	0.0%	<b>0.6</b>
Special Events	2.6	–	<b>2.6</b>	0.6%	–	–	–	0.0%	<b>2.6</b>
Sport	240.9	10.8	<b>251.8</b>	59.2%	34.3	–	<b>34.3</b>	1.8%	<b>286.1</b>
<b>Grand Total</b>	<b>377.5</b>	<b>48.0</b>	<b>425.5</b>		<b>1,092.6</b>	<b>777.8</b>	<b>1,870.4</b>		<b>2,295.9</b>

- Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.
- Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.
- First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.
- Based on program start time, includes full program duration.

## Appendix 3

### SBS Television: Broadcast hours by genre, run and source (continued)

#### NITV

24 Hours <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Arts	0.2	53.1	<b>53.3</b>	1.2%	4.9	7.8	<b>12.8</b>	0.3%	<b>66.0</b>
Childrens	25.8	373.4	<b>399.2</b>	9.2%	54.3	1,502.9	<b>1,557.3</b>	35.4%	<b>1,956.4</b>
Comedy	3.6	17.1	<b>20.7</b>	0.5%	6.5	17.9	<b>24.4</b>	0.6%	<b>45.1</b>
Drama	4.8	20.8	<b>25.6</b>	0.6%	25.5	119.9	<b>145.4</b>	3.3%	<b>171.0</b>
Entertainment	40.6	1,064.2	<b>1,104.8</b>	25.4%	13.2	55.0	<b>68.2</b>	1.5%	<b>1,173.0</b>
Factual	163.3	1,542.7	<b>1,706.0</b>	39.2%	246.5	1,142.5	<b>1,389.0</b>	31.5%	<b>3,095.0</b>
Fillers	0.1	6.9	<b>7.0</b>	0.2%	-	-	-	0.0%	<b>7.0</b>
Film	66.6	261.5	<b>328.1</b>	7.5%	227.6	701.3	<b>928.8</b>	21.1%	<b>1,256.9</b>
Food	89.4	67.8	<b>157.3</b>	3.6%	-	25.2	<b>25.2</b>	0.6%	<b>182.4</b>
News and Current Affairs	104.6	153.4	<b>258.0</b>	5.9%	80.8	3.5	<b>84.3</b>	1.9%	<b>342.3</b>
Short Film	-	2.7	<b>2.7</b>	0.1%	0.7	2.0	<b>2.7</b>	0.1%	<b>5.3</b>
Special Events	13.5	24.1	<b>37.6</b>	0.9%	-	-	-	0.0%	<b>37.6</b>
Sport	96.3	160.4	<b>256.7</b>	5.9%	72.2	93.2	<b>165.3</b>	3.8%	<b>422.0</b>
<b>Grand Total</b>	<b>608.6</b>	<b>3,748.1</b>	<b>4,356.7</b>		<b>732.2</b>	<b>3,671.2</b>	<b>4,403.3</b>		<b>8,760.0</b>

6pm-midnight <sup>4</sup>									
Genre	Local				International				Total
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	
Arts	-	6.3	<b>6.3</b>	0.6%	4.9	1.6	<b>6.5</b>	0.7%	<b>12.8</b>
Childrens	3.1	2.5	<b>5.6</b>	0.6%	-	-	-	0.0%	<b>5.6</b>
Comedy	3.1	4.0	<b>7.1</b>	0.7%	6.5	4.7	<b>11.2</b>	1.1%	<b>18.2</b>
Drama	4.8	12.0	<b>16.8</b>	1.7%	16.5	23.8	<b>40.3</b>	4.1%	<b>57.1</b>
Entertainment	24.2	21.2	<b>45.3</b>	4.6%	7.0	6.1	<b>13.1</b>	1.3%	<b>58.4</b>
Factual	135.3	404.6	<b>539.8</b>	55.1%	213.5	426.0	<b>639.5</b>	65.3%	<b>1,179.3</b>
Fillers	0.1	0.4	<b>0.5</b>	0.1%	-	-	-	0.0%	<b>0.5</b>
Film	64.8	127.8	<b>192.6</b>	19.7%	214.3	355.1	<b>569.4</b>	58.1%	<b>762.0</b>
Food	4.0	-	<b>4.0</b>	0.4%	-	5.3	<b>5.3</b>	0.5%	<b>9.3</b>
News and Current Affairs	71.4	41.2	<b>112.6</b>	11.5%	-	-	-	0.0%	<b>112.6</b>
Short Film	-	0.8	<b>0.8</b>	0.1%	0.7	0.6	<b>1.3</b>	0.1%	<b>2.0</b>
Special Events	10.5	4.6	<b>15.1</b>	1.5%	-	-	-	0.0%	<b>15.1</b>
Sport	25.8	7.2	<b>33.0</b>	3.4%	41.8	40.9	<b>82.7</b>	8.4%	<b>115.7</b>
<b>Grand Total</b>	<b>347.1</b>	<b>632.5</b>	<b>979.5</b>		<b>505.2</b>	<b>864.0</b>	<b>1,369.2</b>		<b>2,348.8</b>

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration.

## SBS Food

24 Hours <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Biography	–	–	–	0.0%	–	6.6	<b>6.6</b>	0.1%	<b>6.6</b>
Cooking	282.1	1,636.3	<b>1,918.4</b>	74.0%	283.8	1,882.9	<b>2,166.7</b>	35.1%	<b>4,085.1</b>
Culture & Society	0.1	4.8	<b>4.9</b>	0.2%	7.3	49.6	<b>56.9</b>	0.9%	<b>61.9</b>
Documentary	–	–	–	0.0%	1.0	2.0	<b>3.0</b>	0.0%	<b>3.0</b>
Fillers	–	7.6	<b>7.6</b>	0.3%	–	–	–	0.0%	<b>7.6</b>
Food Lifestyle	16.3	182.4	<b>198.7</b>	7.7%	122.9	1,355.4	<b>1,478.4</b>	24.0%	<b>1,677.0</b>
Reality	–	–	–	0.0%	0.5	83.7	<b>84.2</b>	1.4%	<b>84.2</b>
Travel	73.3	388.3	<b>461.5</b>	17.8%	418.3	1,954.9	<b>2,373.3</b>	38.5%	<b>2,834.8</b>
<b>Grand Total</b>	<b>371.7</b>	<b>2,219.4</b>	<b>2,591.1</b>		<b>833.8</b>	<b>5,335.1</b>	<b>6,169.0</b>		<b>8,760.0</b>

6pm–midnight <sup>4</sup>									
Genre	Local				International				Total
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	
Biography	–	–	–	0.0%	–	2.8	<b>2.8</b>	0.2%	<b>2.8</b>
Cooking	55.5	339.3	<b>394.8</b>	68.2%	221.7	234.9	<b>456.6</b>	28.1%	<b>851.3</b>
Culture & Society	0.1	1.1	<b>1.2</b>	0.2%	7.3	17.6	<b>24.9</b>	1.5%	<b>26.1</b>
Fillers	–	0.7	<b>0.7</b>	0.1%	–	–	–	0.0%	<b>0.7</b>
Food Lifestyle	6.3	52.8	<b>59.0</b>	10.2%	116.9	323.8	<b>440.7</b>	27.2%	<b>499.7</b>
Travel	64.0	59.6	<b>123.6</b>	21.3%	321.4	376.5	<b>697.9</b>	43.0%	<b>821.5</b>
<b>Grand Total</b>	<b>125.8</b>	<b>453.3</b>	<b>579.2</b>		<b>667.3</b>	<b>955.5</b>	<b>1,622.8</b>		<b>2,202.0</b>

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- Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.
- First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.
- Based on program start time, includes full program duration.

## Appendix 3

### SBS Television: Broadcast hours by genre, run and source (continued)

#### SBS World Movies

24 Hours <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Action Adventure	20.1	107.6	<b>127.7</b>	15.7%	109.2	809.8	<b>919.0</b>	11.6%	<b>1,046.7</b>
Animation	–	–	–	0.0%	9.2	117.1	<b>126.3</b>	1.6%	<b>126.3</b>
Biography	4.5	66.8	<b>71.3</b>	8.8%	57.7	604.1	<b>661.8</b>	8.3%	<b>733.0</b>
Classic	–	–	–	0.0%	–	7.4	<b>7.4</b>	0.1%	<b>7.4</b>
Comedy	18.7	131.8	<b>150.5</b>	18.5%	244.2	1,654.3	<b>1,898.5</b>	23.9%	<b>2,049.0</b>
Documentary Feature	–	5.5	<b>5.5</b>	0.7%	8.0	44.4	<b>52.4</b>	0.7%	<b>57.9</b>
Drama	35.3	209.1	<b>244.4</b>	30.1%	452.8	2,656.7	<b>3,109.5</b>	39.1%	<b>3,353.9</b>
Family	3.8	20.3	<b>24.1</b>	3.0%	4.2	145.2	<b>149.3</b>	1.9%	<b>173.4</b>
Fantasy	–	–	–	0.0%	2.3	41.9	<b>44.2</b>	0.6%	<b>44.2</b>
History	3.2	31.1	<b>34.3</b>	4.2%	6.3	61.7	<b>67.9</b>	0.9%	<b>102.2</b>
Horror	–	–	–	0.0%	9.8	42.8	<b>52.7</b>	0.7%	<b>52.7</b>
Magazine	10.8	71.8	<b>82.7</b>	10.2%	–	–	–	0.0%	<b>82.7</b>
Martial Arts	–	–	–	0.0%	1.8	28.3	<b>30.1</b>	0.4%	<b>30.1</b>
Musical	–	9.6	<b>9.6</b>	1.2%	–	61.1	<b>61.1</b>	0.8%	<b>70.7</b>
Mystery/Crime	–	10.4	<b>10.4</b>	1.3%	59.2	232.7	<b>291.8</b>	3.7%	<b>302.3</b>
Romance	–	–	–	0.0%	11.4	53.4	<b>64.8</b>	0.8%	<b>64.8</b>
Romantic Comedy	–	10.0	<b>10.0</b>	1.2%	–	–	–	0.0%	<b>10.0</b>
Science Fiction	–	–	–	0.0%	4.5	46.8	<b>51.3</b>	0.6%	<b>51.3</b>
Thriller	3.3	3.3	<b>6.7</b>	0.8%	27.8	205.9	<b>233.7</b>	2.9%	<b>240.3</b>
War	2.3	31.8	<b>34.1</b>	4.2%	4.1	91.6	<b>95.7</b>	1.2%	<b>129.8</b>
Western	–	2.2	<b>2.2</b>	0.3%	–	29.4	<b>29.4</b>	0.4%	<b>31.6</b>
<b>Grand Total</b>	<b>101.9</b>	<b>711.4</b>	<b>813.3</b>		<b>1,012.3</b>	<b>6,934.5</b>	<b>7,946.8</b>		<b>8,760.0</b>

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

## SBS World Movies

6pm-midnight <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Action Adventure	18.4	16.9	<b>35.3</b>	18.3%	105.1	141.9	247.0	12.5%	<b>282.3</b>
Animation	-	-	-	0.0%	3.5	7.0	10.5	0.5%	<b>10.5</b>
Biography	4.5	-	<b>4.5</b>	2.3%	44.7	79.7	124.3	6.3%	<b>128.8</b>
Classic	-	-	-	0.0%	-	3.8	3.8	0.2%	<b>3.8</b>
Comedy	16.7	25.7	<b>42.3</b>	22.0%	200.6	231.1	431.7	21.9%	<b>474.0</b>
Documentary Feature	-	-	-	0.0%	3.3	-	3.3	0.2%	<b>3.3</b>
Drama	33.6	44.3	<b>77.8</b>	40.4%	388.7	425.3	813.9	41.3%	<b>891.8</b>
Family	3.8	-	<b>3.8</b>	1.9%	1.6	3.8	5.3	0.3%	<b>9.1</b>
Fantasy	-	-	-	0.0%	2.3	6.4	8.7	0.4%	<b>8.7</b>
History	3.2	4.8	<b>8.0</b>	4.2%	6.3	11.7	17.9	0.9%	<b>25.9</b>
Horror	-	-	-	0.0%	9.8	13.4	23.3	1.2%	<b>23.3</b>
Martial Arts	-	-	-	0.0%	-	1.8	1.8	0.1%	<b>1.8</b>
Musical	-	3.2	<b>3.2</b>	1.6%	-	6.0	6.0	0.3%	<b>9.2</b>
Mystery / Crime	-	4.2	<b>4.2</b>	2.2%	59.2	71.8	130.9	6.6%	<b>135.1</b>
Romance	-	-	-	0.0%	7.1	7.4	14.5	0.7%	<b>14.5</b>
Romantic Comedy	-	4.0	<b>4.0</b>	2.1%	-	-	-	0.0%	<b>4.0</b>
Science Fiction	-	-	-	0.0%	4.5	4.2	8.7	0.4%	<b>8.7</b>
Thriller	3.3	-	<b>3.3</b>	1.7%	25.8	61.8	87.6	4.4%	<b>90.9</b>
War	2.3	4.0	<b>6.3</b>	3.2%	4.1	16.9	21.0	1.1%	<b>27.3</b>
Western	-	-	-	0.0%	-	12.0	12.0	0.6%	<b>12.0</b>
<b>Grand Total</b>	<b>85.7</b>	<b>107.0</b>	<b>192.7</b>		<b>866.3</b>	<b>1,105.8</b>	<b>1,972.2</b>		<b>2,164.8</b>

1. Based on program start time, includes full program duration.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

## Appendix 3

### SBS Television: Broadcast hours by genre, run and source (continued)

#### SBS WorldWatch

24 Hours <sup>1</sup>									
Genre	Local <sup>2</sup>				International				Total
	First Run <sup>3</sup>	Repeat	Total	%	First Run	Repeat	Total	%	
Current Affairs	43.5	110.5	<b>154.0</b>	48.9%	0.5	1.5	2.0	0.0%	<b>156.0</b>
Fillers	1.0	82.8	<b>83.7</b>	26.6%	-	-	-	0.0%	<b>83.7</b>
In-Language Bulletin	29.0	-	<b>29.0</b>	9.2%	-	-	-	0.0%	<b>29.0</b>
News – Domestic	3.8	44.6	<b>48.3</b>	15.3%	-	-	-	0.0%	<b>48.3</b>
News – Overseas	-	-	-	0.0%	8,443.0	-	8,443.0	100.0%	<b>8,443.0</b>
<b>Grand Total</b>	<b>77.2</b>	<b>237.8</b>	<b>315.0</b>		<b>8,443.5</b>	<b>1.5</b>	<b>8,445.0</b>		<b>8,760.0</b>

6pm–midnight <sup>4</sup>									
Genre	Local				International				Total
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	
Current Affairs	43.5	110.5	<b>154.0</b>	80.4%	0.5	1.5	2.0	0.1%	<b>156.0</b>
Fillers	-	6.2	<b>6.2</b>	3.2%	-	-	-	0.0%	<b>6.2</b>
In-Language Bulletin	29.0	-	<b>29.0</b>	15.1%	-	-	-	0.0%	<b>29.0</b>
News – Domestic	-	2.3	<b>2.3</b>	1.2%	-	-	-	0.0%	<b>2.3</b>
News – Overseas	-	-	-	0.0%	2,057.6	-	2,057.6	99.9%	<b>2,057.6</b>
<b>Grand Total</b>	<b>72.5</b>	<b>118.9</b>	<b>191.4</b>		<b>2,058.1</b>	<b>1.5</b>	<b>2,059.6</b>		<b>2,251.1</b>

1. Hours are indicative, based on the program schedule inclusive of commercials, promos and news breaks. Hours may differ slightly by market and in instances of schedule amendments at time of broadcast, i.e. overages in live sport coverage.

2. Includes in-house and commissioned SBS production as well as locally produced acquisitions.

3. First run hours by channel, network repeats are counted as first runs if it is the first time they have been broadcast on the channel.

4. Based on program start time, includes full program duration

## SBS On Demand

All SBS On Demand Content <sup>1</sup>					
Genre	Local <sup>2</sup>		International		Total
	Total	%	Total	%	
Arts	20.3	0.2%	23.3	0.1%	43.7
Childrens	75.3	0.9%	103.3	0.3%	178.6
Comedy	14.7	0.2%	540.0	1.7%	554.7
Drama	116.2	1.3%	3,544.8	11.4%	3,661.0
Education	1.3	0.0%	–	0.0%	1.3
Entertainment	582.0	6.7%	293.8	0.9%	875.8
Factual	1,134.0	13.0%	4,687.0	15.1%	5,821.0
Fillers	3.7	0.0%	–	0.0%	3.7
Film	268.5	3.1%	3,462.5	11.2%	3,731.1
Food	1,151.7	13.2%	1,822.2	5.9%	2,973.9
Magazine	165.1	1.9%	–	0.0%	165.1
News and Current Affairs	2,066.0	23.6%	13,334.5	42.9%	15,400.5
Short Film	20.1	0.2%	3.1	0.0%	23.2
Sport	3,130.5	35.8%	3,233.2	10.4%	6,363.7
<b>Grand Total</b>	<b>8,749.5</b>		<b>31,047.7</b>		<b>39,797.2</b>

1. All programs available on SBS On Demand at any time in FY24-25.
2. Includes in-house commissioned SBS production as well as locally produced acquisitions. Local Sport includes coverage of international sports events where SBS has produced and broadcast material in relation to the event, content that is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

## Appendix 4 SBS Television: Languages broadcast

### SBS

Language	Hours <sup>1</sup>	% LOTE	% Total
English	7,738.8	0.0%	88.3%
German	212.2	20.8%	2.4%
Italian	198.7	19.5%	2.3%
French	181.7	17.8%	2.1%
Swedish	56.3	5.5%	0.6%
Spanish	50.9	5.0%	0.6%
Danish	46.6	4.6%	0.5%
French Canadian	39.7	3.9%	0.5%
Finnish	39.7	3.9%	0.5%
Norwegian	38.4	3.8%	0.4%
Russian	29.2	2.9%	0.3%
Hebrew	19.4	1.9%	0.2%
Japanese	12.7	1.2%	0.1%
Flemish	9.2	0.9%	0.1%
Polish	8.9	0.9%	0.1%
Latin	8.3	0.8%	0.1%
Old Latin	7.5	0.7%	0.1%
Icelandic	7.1	0.7%	0.1%
Mandarin	5.3	0.5%	0.1%
Bosnian	5.0	0.5%	0.1%
Dutch	4.7	0.5%	0.1%
Croatian	4.4	0.4%	0.0%
Serbian	4.2	0.4%	0.0%
Arabic	4.1	0.4%	0.0%
Ukrainian	2.9	0.3%	0.0%
Turkish	2.6	0.3%	0.0%
Korean	2.0	0.2%	0.0%
Greek	1.4	0.1%	0.0%
Portuguese	1.4	0.1%	0.0%
Hindi	1.3	0.1%	0.0%
Palawa Kani	1.2	0.1%	0.0%
LOTE < 1	12.2	1.2%	0.1%
No Dialogue	2.2		0.0%
<b>Total LOTE</b>	<b>1,019.0</b>		<b>11.6%</b>
<b>Total English</b>	<b>7,738.8</b>		<b>88.3%</b>
<b>No Dialogue</b>	<b>2.2</b>		<b>0.0%</b>
<b>Grand Total</b>	<b>8,760.0</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

### SBS VICELAND

Language	Hours <sup>1</sup>	% LOTE	% Total
English	8,227.5	0.0%	93.9%
French	165.5	31.3%	1.9%
Spanish	140.8	26.6%	1.6%
German	36.1	6.8%	0.4%
Mandarin	25.9	4.9%	0.3%
Danish	18.1	3.4%	0.2%
Japanese	13.5	2.5%	0.2%
Swedish	9.9	1.9%	0.1%
Arabic	9.9	1.9%	0.1%
Māori	8.8	1.7%	0.1%
Hindi	6.7	1.3%	0.1%
Norwegian	5.3	1.0%	0.1%
Filipino	5.1	1.0%	0.1%
Burmese	4.7	0.9%	0.1%
Russian	4.2	0.8%	0.0%
Dzongkha	4.0	0.8%	0.0%
Portuguese	3.6	0.7%	0.0%
Italian	3.4	0.6%	0.0%
Cantonese	3.1	0.6%	0.0%
Coptic	2.8	0.5%	0.0%
Kurdish	2.5	0.5%	0.0%
Korean	2.5	0.5%	0.0%
Afrikaans	1.7	0.3%	0.0%
Shanghainese	1.4	0.3%	0.0%
LOTE < 1	49.6	9.4%	0.6%
No Dialogue	3.6		0.0%
<b>Total LOTE</b>	<b>529.0</b>		<b>6.0%</b>
<b>Total English</b>	<b>8,227.5</b>		<b>93.9%</b>
<b>No Dialogue</b>	<b>3.6</b>		<b>0.0%</b>
<b>Grand Total</b>	<b>8,760.0</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

## NITV

Language	Hours <sup>1</sup>	% LOTE	% Total
English	8,358.2	0.0%	95.4%
Māori	162.9	42.1%	1.9%
French	28.1	7.3%	0.3%
Inuktitut	17.7	4.6%	0.2%
Warlpiri	14.1	3.6%	0.2%
Yolŋu Matha	13.8	3.6%	0.2%
Samoan	13.1	3.4%	0.1%
Spanish	11.3	2.9%	0.1%
Arabic	10.7	2.8%	0.1%
Larrakia	9.7	2.5%	0.1%
Italian	9.0	2.3%	0.1%
Lardil	6.9	1.8%	0.1%
Cree	6.6	1.7%	0.1%
Cantonese	6.5	1.7%	0.1%
Latin	5.0	1.3%	0.1%
Arrernte	4.9	1.3%	0.1%
Australian Kriol	4.5	1.2%	0.1%
Mi'kmaq	4.3	1.1%	0.0%
German	3.9	1.0%	0.0%
Ojibwa	3.2	0.8%	0.0%
Filipino	3.2	0.8%	0.0%
Coptic	3.1	0.8%	0.0%
Hungarian	2.9	0.7%	0.0%
Tongan	2.8	0.7%	0.0%
Gumbaynggirr	2.8	0.7%	0.0%
Japanese	2.6	0.7%	0.0%
Mandarin	2.5	0.6%	0.0%
Walmajarri	2.5	0.6%	0.0%
Pitjantjatjara	2.1	0.5%	0.0%
French Canadian	2.0	0.5%	0.0%
Shanghainese	2.0	0.5%	0.0%
Hawaiian	1.6	0.4%	0.0%
Danish	1.6	0.4%	0.0%
Krio	1.3	0.3%	0.0%
Martu Wangka	1.2	0.3%	0.0%
Punjabi	1.1	0.3%	0.0%
Ngarluma	1.0	0.3%	0.0%
LOTE < 1	14.5	3.8%	0.2%
No Dialogue	14.8	3.8%	0.2%
<b>Total LOTE</b>	<b>387.1</b>		<b>4.4%</b>
<b>Total English</b>	<b>8,358.2</b>		<b>95.4%</b>

Language	Hours <sup>1</sup>	% LOTE	% Total
<b>No Dialogue</b>	<b>14.8</b>		<b>0.2%</b>
<b>Grand Total</b>	<b>8,760.0</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

## SBS Food

Language	Hours <sup>1</sup>	% LOTE	% Total
English	8,648.6	0.0%	98.7%
Italian	17.5	15.7%	0.2%
Mandarin	15.8	14.1%	0.2%
French	14.1	12.6%	0.2%
Hindi	13.5	12.1%	0.2%
Japanese	11.0	9.8%	0.1%
German	8.4	7.5%	0.1%
Spanish	5.2	4.7%	0.1%
Catalan	2.5	2.3%	0.0%
Greek	2.2	2.0%	0.0%
Slovene	2.1	1.9%	0.0%
Hungarian	2.0	1.8%	0.0%
Portuguese	1.9	1.7%	0.0%
Indonesian	1.8	1.6%	0.0%
Croatian	1.7	1.5%	0.0%
Finnish	1.6	1.4%	0.0%
Norwegian	1.6	1.4%	0.0%
Turkish	1.5	1.3%	0.0%
Dutch	1.5	1.3%	0.0%
Latvian	1.4	1.3%	0.0%
Malay	1.2	1.1%	0.0%
LOTE < 1	3.1	2.7%	0.0%
<b>Total LOTE</b>	<b>111.4</b>		<b>1.3%</b>
<b>Total English</b>	<b>8,648.6</b>		<b>98.7%</b>
<b>No Dialogue</b>	<b>-</b>		<b>-</b>
<b>Grand Total</b>	<b>8,760.0</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

## Appendix 4 SBS Television: Languages broadcast (continued)

### SBS World Movies

Language	Hours <sup>1</sup>	% LOTE	% Total
English	5,806.5	0.0%	66.3%
French	691.7	23.6%	7.9%
Italian	340.5	11.6%	3.9%
Spanish	295.0	10.0%	3.4%
German	241.3	8.2%	2.8%
Mandarin	151.9	5.2%	1.7%
Japanese	123.6	4.2%	1.4%
Danish	78.8	2.7%	0.9%
Farsi	75.7	2.6%	0.9%
Swedish	74.6	2.5%	0.9%
Korean	58.7	2.0%	0.7%
Arabic	57.7	2.0%	0.7%
Russian	50.7	1.7%	0.6%
Finnish	46.7	1.6%	0.5%
Hindi	42.5	1.4%	0.5%
Icelandic	41.0	1.4%	0.5%
Norwegian	36.0	1.2%	0.4%
Dutch	35.2	1.2%	0.4%
Māori	32.5	1.1%	0.4%
Cantonese	31.9	1.1%	0.4%
Marathi	26.7	0.9%	0.3%
Georgian	24.9	0.8%	0.3%
Hungarian	24.5	0.8%	0.3%
Polish	22.4	0.8%	0.3%
Greek	21.0	0.7%	0.2%
Portuguese	19.6	0.7%	0.2%
Hebrew	17.9	0.6%	0.2%
Walmajarri	15.3	0.5%	0.2%
Albanian	14.5	0.5%	0.2%
Romanian	13.7	0.5%	0.2%
Latin	12.9	0.4%	0.1%
Urdu	12.4	0.4%	0.1%
Estonian	10.7	0.4%	0.1%
Vietnamese	10.5	0.4%	0.1%
Basque	9.4	0.3%	0.1%
Tamil	9.1	0.3%	0.1%
Punjabi	8.9	0.3%	0.1%
Mongolian	8.8	0.3%	0.1%
Catalan	7.3	0.2%	0.1%
Turkish	7.2	0.2%	0.1%
Dari	6.6	0.2%	0.1%
Gaelic	5.8	0.2%	0.1%
Yolŋu Matha	4.8	0.2%	0.1%

Language	Hours <sup>1</sup>	% LOTE	% Total
Amharic	4.5	0.2%	0.1%
Swiss German	4.3	0.1%	0.0%
Ukrainian	4.2	0.1%	0.0%
Gujarati	4.2	0.1%	0.0%
Swahili	3.9	0.1%	0.0%
Serbian	3.8	0.1%	0.0%
Berber	3.7	0.1%	0.0%
Mi'kmaq	3.7	0.1%	0.0%
Tongan	3.6	0.1%	0.0%
Indonesian	3.5	0.1%	0.0%
Filipino	3.5	0.1%	0.0%
Fulani	3.3	0.1%	0.0%
Samoan	3.0	0.1%	0.0%
Arrernte	3.0	0.1%	0.0%
Pashto	2.9	0.1%	0.0%
Bosnian	2.9	0.1%	0.0%
Kurdish	2.8	0.1%	0.0%
Yiddish	2.7	0.1%	0.0%
Soninke	2.5	0.1%	0.0%
Burmese	2.3	0.1%	0.0%
Saami	2.3	0.1%	0.0%
Telugu	2.2	0.1%	0.0%
Badimaya	2.2	0.1%	0.0%
Malay	2.1	0.1%	0.0%
Macedonian	2.0	0.1%	0.0%
Irish	1.9	0.1%	0.0%
Maltese	1.8	0.1%	0.0%
Wolof	1.5	0.1%	0.0%
Guarani	1.5	0.1%	0.0%
Tibetan	1.4	0.0%	0.0%
Coptic	1.4	0.0%	0.0%
Tagalog	1.4	0.0%	0.0%
Shanghainese	1.3	0.0%	0.0%
Chechen	1.3	0.0%	0.0%
Croatian	1.1	0.0%	0.0%
Dzongkha	1.0	0.0%	0.0%
LOTE < 1	21.3	0.7%	0.2%
No Dialogue	16.3	0.6%	0.2%
<b>Total LOTE</b>	<b>2,937.2</b>		<b>33.5%</b>
<b>Total English</b>	<b>5,806.5</b>		<b>66.3%</b>
<b>No Dialogue</b>	<b>16.3</b>		<b>0.2%</b>
<b>Grand Total</b>	<b>8,760.0</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

**SBS WorldWatch**

Language	Hours <sup>1</sup>	% LOTE	% Total
English	2,751.6	0.0%	31.4%
Indonesian	505.6	8.4%	5.8%
French	409.7	6.8%	4.7%
Greek	360.3	6.0%	4.1%
Arabic	320.5	5.3%	3.7%
Spanish	318.4	5.3%	3.6%
Italian	245.6	4.1%	2.8%
Japanese	212.9	3.5%	2.4%
Telugu	187.2	3.1%	2.1%
Korean	184.6	3.1%	2.1%
Thai	182.5	3.0%	2.1%
Tamil	182.5	3.0%	2.1%
Polish	182.3	3.0%	2.1%
Punjabi	182.3	3.0%	2.1%
Filipino	182.0	3.0%	2.1%
Turkish	182.0	3.0%	2.1%
Hindi	182.0	3.0%	2.1%
Sinhala	181.4	3.0%	2.1%
Macedonian	181.2	3.0%	2.1%
Gujarati	181.0	3.0%	2.1%
Bangla	179.9	3.0%	2.1%
German	175.4	2.9%	2.0%
Dutch	172.7	2.9%	2.0%
Bosnian	170.0	2.8%	1.9%
Nepali	168.5	2.8%	1.9%
Armenian	154.0	2.6%	1.8%
Ukrainian	130.4	2.2%	1.5%
Malayalam	129.0	2.1%	1.5%
Maltese	60.5	1.0%	0.7%
Urdu	46.0	0.8%	0.5%
Romanian	26.8	0.4%	0.3%
Mandarin	15.2	0.3%	0.2%
Hungarian	7.6	0.1%	0.1%
Somali	5.6	0.1%	0.1%
LOTE < 1	2.6	0.0%	0.0%
No Dialogue	0.5	0.0%	0.0%
<b>Total LOTE</b>	<b>6,007.9</b>		<b>68.6%</b>
<b>Total English</b>	<b>2,751.6</b>		<b>31.4%</b>
<b>No Dialogue</b>	<b>0.5</b>		<b>0.0%</b>
<b>Grand Total</b>	<b>8,760.0</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

**SBS On Demand**

Language	Hours <sup>1</sup>	% LOTE	% Total
English	24,310.3	0.0%	61.1%
French	1,716.1	11.1%	4.3%
Greek	715.1	4.6%	1.8%
Korean	648.8	4.2%	1.6%
Spanish	643.8	4.2%	1.6%
Italian	635.7	4.1%	1.6%
Hindi	606.4	3.9%	1.5%
Arabic	588.1	3.8%	1.5%
German	461.1	3.0%	1.2%
Swedish	446.2	2.9%	1.1%
Croatian	392.2	2.5%	1.0%
Portuguese	389.6	2.5%	1.0%
Filipino	380.8	2.5%	1.0%
Tamil	372.9	2.4%	0.9%
Turkish	347.5	2.2%	0.9%
Urdu	325.2	2.1%	0.8%
Romanian	314.2	2.0%	0.8%
Telugu	311.7	2.0%	0.8%
Indonesian	294.1	1.9%	0.7%
Danish	292.9	1.9%	0.7%
Armenian	288.2	1.9%	0.7%
Japanese	285.9	1.8%	0.7%
Nepali	272.3	1.8%	0.7%
Punjabi	270.6	1.8%	0.7%
Macedonian	252.3	1.6%	0.6%
Polish	247.7	1.6%	0.6%
Ukrainian	239.8	1.6%	0.6%
Serbian	235.2	1.5%	0.6%
Maltese	218.7	1.4%	0.5%
Thai	214.9	1.4%	0.5%
Mandarin	212.8	1.4%	0.5%
Hungarian	207.8	1.3%	0.5%
Fijian	206.1	1.3%	0.5%
Bosnian	202.2	1.3%	0.5%
Malayalam	193.5	1.3%	0.5%
Dutch	180.9	1.2%	0.5%
Norwegian	179.7	1.2%	0.5%
Bengali	187.9	1.2%	0.5%
Somali	175.9	1.1%	0.4%
Sinhala	168.3	1.1%	0.4%
Cantonese	166.3	1.1%	0.4%

## Appendix 4 SBS Television: Languages broadcast (continued)

Language	Hours <sup>1</sup>	% LOTE	% Total
Gujarati	165.6	1.1%	0.4%
Finnish	102.7	0.7%	0.3%
Icelandic	77.2	0.5%	0.2%
Russian	75.6	0.5%	0.2%
Hebrew	52.6	0.3%	0.1%
French Canadian	50.2	0.3%	0.1%
Vietnamese	45.0	0.3%	0.1%
Flemish	41.7	0.3%	0.1%
Māori	40.9	0.3%	0.1%
Farsi	33.5	0.2%	0.1%
Swiss German	30.5	0.2%	0.1%
Tagalog	19.8	0.1%	0.0%
Estonian	15.2	0.1%	0.0%
Marathi	14.9	0.1%	0.0%
Catalan	9.3	0.1%	0.0%
Yolŋu Matha	8.7	0.1%	0.0%
Malay	8.5	0.1%	0.0%
Latin	7.6	0.0%	0.0%
Kannada	7.0	0.0%	0.0%
Kazakh	6.9	0.0%	0.0%
Basque	6.3	0.0%	0.0%
Afrikaans	5.6	0.0%	0.0%
Inuktitut	5.4	0.0%	0.0%
Albanian	5.4	0.0%	0.0%
Georgian	5.3	0.0%	0.0%
Mongolian	4.5	0.0%	0.0%
Larrakia	4.5	0.0%	0.0%
Dari	4.4	0.0%	0.0%
Welsh	4.4	0.0%	0.0%
Bulgarian	4.4	0.0%	0.0%
Tibetan	4.0	0.0%	0.0%
Samoa	3.8	0.0%	0.0%
Kurdish	3.7	0.0%	0.0%
Czech	3.6	0.0%	0.0%
Dzongkha	3.6	0.0%	0.0%
Swahili	3.5	0.0%	0.0%
Arrernte	3.2	0.0%	0.0%
Old Latin	3.2	0.0%	0.0%
Assamese	3.0	0.0%	0.0%
Wolof	2.2	0.0%	0.0%
Nigerian Pidgin	2.1	0.0%	0.0%
Amharic	2.0	0.0%	0.0%

Language	Hours <sup>1</sup>	% LOTE	% Total
Lingala	1.9	0.0%	0.0%
Cree	1.8	0.0%	0.0%
Bislama	1.8	0.0%	0.0%
Slovene	1.7	0.0%	0.0%
Irish	1.7	0.0%	0.0%
Kyrgyz	1.7	0.0%	0.0%
Quechua	1.7	0.0%	0.0%
Galician	1.6	0.0%	0.0%
Tigrinya	1.6	0.0%	0.0%
Burmese	1.6	0.0%	0.0%
Rhaetic	1.5	0.0%	0.0%
Pashto	1.5	0.0%	0.0%
Yiddish	1.5	0.0%	0.0%
Warlpiri	1.4	0.0%	0.0%
Malagasy	1.4	0.0%	0.0%
Arabic (Sudanese)	1.4	0.0%	0.0%
Yindjibarndi	1.3	0.0%	0.0%
Gaelic	1.3	0.0%	0.0%
Mohawk	1.2	0.0%	0.0%
Tongan	1.2	0.0%	0.0%
Slovak	1.2	0.0%	0.0%
Xhosa	1.1	0.0%	0.0%
Lithuanian	1.0	0.0%	0.0%
Saami	1.0	0.0%	0.0%
LOTE < 1	28.4	0.2%	0.1%
No Dialogue	32.5		0.1%
<b>Total LOTE</b>	<b>15,454.5</b>		<b>38.8%</b>
<b>Total English</b>	<b>24,310.3</b>		<b>61.1%</b>
<b>No Dialogue</b>	<b>32.5</b>		<b>0.1%</b>
<b>Grand Total</b>	<b>39,797.2</b>		<b>100%</b>

1. Hours are indicative, based on the proportion of language within program.

## Appendix 5

### SBS Television: Cultures represented

<b>SBS</b>	Finnish	Tongan	Costa Rican	Panamanian
Afghan	French	Turkish	Croatian	Papua New Guinean
African American	German	Turkmenistan	Cuban	Peruvian
American	Greek	Ugandan	Cypriot	Polish
Armenian	Hong Kong	Ukrainian	Czech	Qatari
Australian	Hungarian	Uzbekistani	Danish	Romanian
Australian Chinese	Indian	Vietnamese	Dutch	Russian
Australian Croatian	Indonesian	Welsh	Egyptian	Rwandan
Australian Dutch	Iranian	Zambian	Emirati	Salvadoran
Australian Egyptian	Irish		English	Samoan
Australian Filipino	Italian	<b>SBS VICELAND</b>	Ethiopian	Saudi Arabian
Australian French	Japanese	Afghan	Fijian	Sierra Leonean
Australian German	Kazakhstani	African American	Filipino	Singaporean
Australian Greek	Korean	American	First Nations (Canada)	South African
Australian Indigenous	Lebanese	Australian	French	Spanish
Australian Indonesian	Macedonian	Australian Chinese	Gambian	Sri Lankan
Australian Iranian	Malaysian	Australian Croatian	German	Swedish
Australian Italian	Maltese	Australian Filipino	Greek	Swiss
Australian Lebanese	Mauritian	Australian German	Guinean	Syrian
Australian Polish	Mexican	Australian Greek	Hong Kong	Taiwanese
Australian Sri Lankan	Montenegrin	Australian Hungarian	Hungarian	Thai
Australian Vietnamese	Moroccan	Australian Indian	Indian	Tongan
Austrian	Nepalese	Australian Indigenous	Indonesian	Ugandan
Bahamian	New Zealand	Australian Iranian	Inuit	Ukrainian
Bosnian	Norwegian	Australian Italian	Iranian	Uruguayan
Brazilian	Pakistani	Australian Lebanese	Irish	Uzbekistani
British	Palestinian	Australian Macedonian	Israeli	Venezuelan
Canadian	Paraguayan	Australian Maltese	Italian	Vietnamese
Chilean	Peruvian	Australian Polish	Jamaican	Zambian
Chinese	Polish	Australian Sri Lankan	Japanese	Zimbabwean
Colombian	Polynesian	Australian Turkish	Korean	<b>NITV</b>
Croatian	Portuguese	Austrian	Kurdish	Afghan
Cypriot	Russian	Belgian	Macedonian	African
Czech	Samoan	Belizean	Malagasy	African American
Danish	Scottish	Bhutanese	Malaysian	American
Dutch	Serbian	Bolivian	Māori	Australian
Egyptian	Sierra Leonean	Brazilian	Mexican	Australian Cambodian
Emirati	Singaporean	British	Moroccan	Australian Chinese
English	Slovenian	Bulgarian	Mozambican	Australian Croatian
Ethiopian	South African	Burmese	Native American	Australian Filipino
Faroe Islands	Spanish	Canadian	Native Hawaiian	Australian Greek
Fijian	Sri Lankan	Chinese	New Zealand	Australian Hungarian
Filipino	Sudanese	Colombian	Nigerian	Australian Indigenous
	Swedish	Congolese	Norwegian	
	Swiss		Pakistani	
	Syrian		Palestinian	
	Thai			

## Appendix 5

### SBS Television: Cultures represented (continued)

Australian	Jamaican	<b>SBS Food</b>	Croatian	Polynesian
Indonesian	Japanese	Abyssinian	Cuban	Portuguese
Australian Iranian	Jordanian	Afghan	Cypriot	Puerto Rican
Australian Italian	Kenyan	African American	Czech	Roman
Australian	Korean	American	Danish	Russian
Lebanese	Lebanese	Argentinian	Dutch	Samoa
Australian Polish	Macedonian	Armenian	Egyptian	Scottish
Australian Sri Lankan	Malagasy	Australian	English	Senegalese
Australian Thai	Malaysian	Australian	Eritrean	Serbian
Australian	Maldivian	Cambodian	Ethiopian	Sierra Leonean
Vietnamese	Maltese	Australian Chinese	Fijian	Singaporean
Bahamian	Māori	Australian Croatian	Filipino	Slovenian
Bangladeshi	Mauritanian	Australian Dutch	Finnish	South African
Belizean	Mauritian	Australian Egyptian	French	Spanish
Brazilian	Mexican	Australian Filipino	German	Sri Lankan
British	Montenegrin	Australian French	Ghanaian	Sudanese
Cameroonian	Mozambican	Australian Greek	Greek	Swedish
Canadian	Namibian	Australian	Hong Kong	Syrian
Chilean	Native American	Hungarian	Hungarian	Thai
Chinese	New Zealand	Australian Indian	Icelandic	Turkish
Congolese	Panamanian	Australian	Indian	Ugandan
Croatian	Papua New Guinea	Indigenous	Indonesian	Ukrainian
Czech	Polish	Australian	Iranian	Uzbekistani
Danish	Polynesian	Australian Iranian	Iraqi	Vietnamese
Dutch	Portuguese	Australian Israeli	Irish	Welsh
Egyptian	Samoan	Australian Italian	Israeli	Zimbabwean
English	Saudi Arabian	Australian Korean	Italian	<b>SBS World</b>
Ethiopian	Scottish	Australian	Ivorian	<b>Movies</b>
Fijian	Serbian	Lebanese	Jamaican	African American
Filipino	Sierra Leonean	Australian Maltese	Japanese	American
Finnish	Singaporean	Australian	Jordanian	Argentinian
First Nations (Canada)	Somali	Portuguese	Korean	Australian
French	South African	Australian Spanish	Latvian	Australian
German	Spanish	Australian Sri Lankan	Lebanese	Indigenous
Greek	Sri Lankan	Australian Thai	Malaysian	Australian
Greenland	Sudanese	Australian	Maltese	Vietnamese
Honduran	Syrian	Vietnamese	Mauritian	Austrian
Hong Kong	Tahitian	Austrian	Mexican	British
Hungarian	Tanzanian	Bangladeshi	Montenegrin	Cambodian
Indian	Thai	Bosnian	Moroccan	Canadian
Inuit	Tongan	Brazilian	New Zealand	Chinese
Iranian	Turkish	British	Nigerian	Danish
Irish	Ukrainian	Cambodian	Norwegian	Egyptian
Israeli	Uruguayan	Chilean	Pakistani	English
Italian	Vietnamese	Chinese	Palestinian	Estonian
Ivorian	Zimbabwean	Colombian	Peruvian	Ethiopian
			Polish	French

German	<b>SBS</b>
Greek	<b>WorldWatch</b>
Hong Kong	Armenian
Hungarian	Australian
Icelandic	American
Indian	British
Indonesian	Bangladeshi
Iranian	Bosnian
Irish	Croatia
Israeli	Cypriot
Italian	French
Japanese	German
Korean	Greek
Lebanese	Hungarian
Māori	Indian
Mexican	Indonesian
New Zealand	Italian
Norwegian	Japanese
Palestinian	Macedonian
Polish	Maltese
Portuguese	Nepalese
Russian	Dutch
Scottish	Pakistani
Spanish	Filipino
Swedish	Polish
Swiss	Portuguese
Ukrainian	Romanian
Uzbekistani	Serbian
Vietnamese	Somalian
	Korean
	Spanish
	Sri Lankan
	Thai
	Turkish
	Ukrainian

## Appendix 6

### SBS Television: SBS-commissioned programs first run

SBS, SBS VICELAND, SBS Food and SBS On Demand commissioned first run hours broadcast in FY2024-25<sup>1</sup>.

Genre/Title	Episodes	Hours
<b>Drama</b>	<b>8</b>	<b>4</b>
Four Years Later Series 1	8	4
<b>Entertainment</b>	<b>99</b>	<b>63</b>
Celebrity Letters and Numbers Series 4	10	10
Mastermind Series 6	15	8
Mastermind Series 7	71	35.5
Eurovision 2025	3	9.5
<b>Factual</b>	<b>53</b>	<b>54</b>
Osher Gunsberg: A World of Pain	1	1
The Secret DNA of Us Series 1	3	3
Australia: An Unofficial History Series 1	3	3
The Jury: Death on the Staircase Series 1	5	5
Ray Martin: The Last Goodbye Series 1	3	3
Shaun Micallef's Origin Odyssey Series 1	6	6
Who Do You Think You Are? Australia Series 16	7	7
Alone Australia Series 3	12	12
Alone Australia Series 3 Reunion Show	1	1
Great Australian Walks Series 2	10	10
Red Flag: Music's Failed Revolution	2	3

Genre/Title	Episodes	Hours
<b>Food</b>	<b>169</b>	<b>79.5</b>
The Cook Up with Adam Liaw Series 7	80	40
The Cook Up with Adam Liaw Series 8	48	24
Plat Du Tour 2024	15	1
Guillaume's French Atlantic Series 1	3	3
The Streets Hong Kong Series 1	4	2
Island Echoes with Nornie Bero <sup>2</sup>	3	1.5
Memory Bites with Matt Moran Series 1	6	3
A Girls Guide to Hunting and Fishing Series 2	2	1
Marion Grasby's Flavours of Heart and Home	8	4
<b>Grand Total</b>	<b>329</b>	<b>200.5</b>

1. Excludes news, current affairs, special events and sports programming (included in Appendix 3).

2. This series is a co-commission with NITV.

### NITV commissioned first run hours broadcast in FY2024–25

Genre/Title	Episodes	Hours
<b>Childrens</b>	<b>11</b>	<b>4</b>
Little J and Big Cuz Series 4	10	2.5
Dance Rites Jarum	1	1.5
<b>Comedy</b>	<b>1</b>	<b>1.5</b>
Deadly Funny 2024	1	1.5
<b>Drama</b>	<b>6</b>	<b>1</b>
Moonbird	6	1
<b>Entertainment</b>	<b>58</b>	<b>32.3</b>
Big Backyard Quiz	1	1
Kickin' Back With Gilbert McAdam 2024	12	6.5
Over The Black Dot 2024	14	10.6
Over The Black Dot 2025	17	8.5
Yokayi Footy Shorts 2024	11	1.1
Soh Presents: Generations and Dynasties	1	1.5
Soh Presents: Generations and Dynasties Series 2	2	3.1
<b>Factual</b>	<b>53</b>	<b>47.3</b>
Bamay Series 5	20	10
Bamay Series 5 – Director's Cut	2	8.8
Bamay Series 6	10	5.1
Bamay Series 6 – Director's Cut	1	5
Going Places with Ernie Dingo Series 6	12	12
One Mind, One Heart	1	1.5
Our Medicine	6	3.8
Skin in the Game	1	1.2
<b>Food</b>	<b>8</b>	<b>4</b>
Island Echoes with Nornie Bero <sup>1</sup>	8	4

Genre/Title	Episodes	Hours
<b>Special Events</b>	<b>10</b>	<b>16.1</b>
Dance Rites 2024	1	1.6
Elder in Residence Oration 2024	1	1.3
Garma Bunggul 2024	3	3.1
National Indigenous Fashion Awards 2024	1	1
National Indigenous Music Awards 2024	1	3.4
Reconciliation WA Breakfast 2025	1	2
Sounds of Solidarity – NAIDOC 2024	1	2.8
Wugulora 2025	1	1
<b>Grand Total</b>	<b>147</b>	<b>106.3</b>

1. This series is a co-commission with SBS.

## Appendix 7

### SBS Audio: Language programs broadcast (6am-11pm Mon-Sun)

Language Program	Analog/Digital		Digital	Digital	Digital	Analog	Online <sup>5</sup>	Mobile <sup>6</sup>	Digital TV
	SBS Radio 1 <sup>1</sup>	SBS Radio 2 <sup>2</sup>	SBS Radio 3 <sup>3</sup>	SBS Arabic <sup>7</sup>	SBS South Asian	NRN <sup>4</sup>			
Amharic	2	-	2	-	-	1	✓	✓	✓
Arabic	-	14	-	34	-	7	✓	✓	✓
Armenian	2	-	-	-	-	1	✓	✓	✓
Assyrian	-	2	-	-	-	1	✓	✓	✓
Bangla	-	2	-	-	2	2	✓	✓	✓
BBC World Service LOTE	7	-	-	-	-	-	✓	✓	✓
Bislama	-	-	-	-	-	-	✓	✓	-
Bosnian	2	-	-	-	-	1	✓	✓	✓
Burmese	-	2	2	-	-	1	✓	✓	✓
Cantonese	14	-	-	-	-	7	✓	✓	✓
Croatian	5	-	-	-	-	2	✓	✓	✓
Dari	-	2	-	-	-	1	✓	✓	✓
Dinka	2	-	2	-	-	1	✓	✓	✓
Dutch	-	2	-	-	-	1	✓	✓	✓
Filipino	-	7	-	-	-	6	✓	✓	✓
French	4	-	-	-	-	2	✓	✓	✓
German	-	5	5	-	-	4	✓	✓	✓
Greek	14	-	-	-	-	7	✓	✓	✓
Gujarati	-	2	-	-	2	1	✓	✓	✓
Hakha Chin	-	-	-	-	-	-	✓	✓	-
Hebrew	2	-	-	-	-	2	✓	✓	✓
Hindi	-	7	-	-	7	5	✓	✓	✓
Hmong	-	2	-	-	-	1	✓	✓	✓
Indonesian	-	4	-	-	-	2	✓	✓	✓
Italian	-	14	-	-	-	7	✓	✓	✓
Japanese	3	-	3	-	-	1	✓	✓	✓
Karen	-	-	-	-	-	-	✓	✓	-
Khmer	2	-	-	-	-	1	✓	✓	✓
Kirundi	-	-	-	-	-	-	✓	✓	-
Korean	7	-	5	-	-	3	✓	✓	✓
Kurdish	-	2	-	-	-	1	✓	✓	-
Lao	-	2	-	-	-	1	✓	✓	✓
Macedonian	6	-	-	-	-	2	✓	✓	✓
Malay	-	-	-	-	-	-	✓	✓	-
Malayalam	-	2	-	-	2	1	✓	✓	✓
Maltese	-	2	-	-	-	1	✓	✓	✓
Mandarin	14	-	-	-	-	7	✓	✓	✓
Mongolian	-	-	1	-	-	-	✓	✓	✓
Nepali	-	2	-	-	2	1	✓	✓	✓
Oromo	-	-	-	-	-	-	✓	✓	-

Language Program	Analog/Digital		Digital	Digital	Digital	Analog	Online <sup>5</sup>	Mobile <sup>6</sup>	Digital TV
	SBS Radio 1 <sup>1</sup>	SBS Radio 2 <sup>2</sup>	SBS Radio 3 <sup>3</sup>	SBS Arabic <sup>7</sup>	SBS South Asian	NRN <sup>4</sup>			
Pashto	-	2	-	-	-	1	✓	✓	✓
Persian	-	2	-	-	-	1	✓	✓	✓
Polish	5	-	-	-	-	2	✓	✓	✓
Portuguese	-	2	-	-	-	1	✓	✓	✓
Punjabi	-	5	-	-	5	2	✓	✓	✓
Rohingya	-	-	-	-	-	-	✓	✓	-
Russian	-	3	-	-	-	1	✓	✓	✓
Samoan	2	-	2	-	-	1	✓	✓	✓
Serbian	4	-	-	-	-	2	✓	✓	✓
Sinhala	-	4	-	-	4	2	✓	✓	✓
Somali	-	2	2	-	-	1	✓	✓	✓
Spanish	-	7	-	-	-	5	✓	✓	✓
Swahili	-	2	2	-	-	1	✓	✓	✓
Tamil	-	4	-	-	4	2	✓	✓	✓
Telugu	-	-	-	-	-	-	✓	✓	-
Tetum	-	-	-	-	-	-	✓	✓	-
Thai	-	2	2	-	-	1	✓	✓	✓
Tibetan	-	-	-	-	-	-	✓	✓	-
Tigrinya	2	-	2	-	-	1	✓	✓	✓
Turkish	-	4	-	-	-	2	✓	✓	✓
Ukrainian	-	1	-	-	-	1	✓	✓	✓
Urdu	-	2	-	-	2	1	✓	✓	✓
Vietnamese	14	-	-	-	-	7	✓	✓	✓
<b>Total LOTE</b>	<b>113 (95%)</b>	<b>117 (98%)</b>	<b>30 (25%)</b>	<b>34 (28%)</b>	<b>30 (25%)</b>	<b>117 (98%)</b>	-	-	-
NITV Radio	6	-	-	-	-	2	✓	✓	✓
BBC World Service English	-	-	89	-	-	-	✓	✓	✓
<b>Total English</b>	<b>6 (5%)</b>	<b>-</b>	<b>89 (75%)</b>	<b>-</b>	<b>-</b>	<b>2 (2%)</b>			
<b>No dialogue</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>85</b>	<b>89</b>	<b>-</b>			
<b>Total</b>	<b>119 (100%)</b>	<b>119 (100%)</b>	<b>119 (100%)</b>	<b>119 (100%)</b>	<b>119 (100%)</b>	<b>119 (100%)</b>			

1. Analog – Sydney, Canberra and Wollongong, and Melbourne AM; Digital – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin and Hobart.
2. Analog – Sydney, Melbourne and Canberra FM; Digital – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin and Hobart.
3. Digital only – Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Darwin, Gold Coast and Hobart.
4. Analog only – AM and FM frequencies in major centres around Australia (see Appendix 13).
5. [sbs.com.au/audio](https://sbs.com.au/audio).
6. SBS Audio app.
7. SBS Arabic – including 14 hours simulcast on SBS Radio 2.
8. SBS On Demand audio FAST (free, ad supported television) channels. SBS Chill launched November 2023, SBS Radio 1, SBS Radio 2, SBS Radio 3, SBS PopAsia, SBS South Asian, SBS Arabic launched October 2024.

## Appendix 8

### SBS Audio Schedules

#### SBS Radio 1<sup>1</sup> – 1 July 2024 to 30 June 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service
<b>7am</b>	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
<b>8am</b>	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
<b>9am</b>	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
<b>10am</b>	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
<b>11am</b>	Croatian	Croatian	Dinka SIM SBS 3	Croatian	Croatian	Dinka RPT	Hebrew PR
<b>12pm</b>	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian RPT	Hebrew PR
<b>1pm</b>	NITV Radio	French	NITV Radio	French	NITV Radio RPT	French PR	French PR
<b>2pm</b>	Polish	Bosnian	Polish	Polish	Polish	Croatian RPT	Polish RPT
<b>3pm</b>	Serbian	Serbian	Khmer	Serbian	Khmer	Serbian PR	Bosnian RPT
<b>4pm</b>	Greek	Greek	Greek	Greek	Greek	Greek	Greek
<b>5pm</b>	Greek	Greek	Greek	Greek	Greek	Greek	Greek
<b>6pm</b>	Tigrinya RPT	Armenian PR	NITV Radio RPT	Tigrinya RPT	NITV Radio RPT	NITV Radio RPT	Armenian RPT
<b>7pm</b>	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
<b>8pm</b>	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
<b>9pm</b>	Korean RPT	Korean RPT	Korean RPT	Korean RPT	Korean RPT	Korean RPT	Korean PR
<b>10pm</b>	Amharic RPT	Japanese RPT	Samoan RPT	Japanese RPT	Amharic RPT	Japanese RPT	Samoan RPT
<b>11pm</b>	Overnight Programming <sup>2</sup>						

1. Sydney, Canberra and Wollongong, and Melbourne AM; digital radio; online – [sbs.com.au/audio](https://sbs.com.au/audio); digital TV; SBS Audio app and SBS On Demand.

2. Overnight programming: BBC World Service (in a variety of languages).

Repeat program (RPT), Pre-recorded (PR), Simulcast (SIM).

SBS Radio 2<sup>1</sup> – 1 July 2024 to 30 June 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Best of SBS Arabic SIM SBS Arabic	Best of SBS Arabic SIM SBS Arabic
<b>7am</b>	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Arabic GMA SIM SBS Arabic	Best of SBS Arabic SIM SBS Arabic	Best of SBS Arabic SIM SBS Arabic
<b>8am</b>	Italian	Italian	Italian	Italian	Italian	Italian	Italian
<b>9am</b>	Italian	Italian	Italian	Italian	Italian	Italian	Italian
<b>10am</b>	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino
<b>11am</b>	Sinhala SIM South Asian	Sinhala SIM South Asian	Dutch	Sinhala SIM South Asian	Sinhala SIM South Asian	Dutch PR	Hmong RPT
<b>12pm</b>	Russian	Maltese	Portuguese	Russian	Maltese	Russian PR	Portuguese PR
<b>1pm</b>	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish
<b>2pm</b>	Turkish	Pashto	Turkish	Turkish	Turkish	Pashto PR	Kurdish PR
<b>3pm</b>	Indonesian	Persian	Indonesian	Ukrainian	Indonesian	Persian PR	Indonesian PR
<b>4pm</b>	Lao RPT	Dari	Gujarati RPT	Nepali RPT	Gujarati RPT	Dari PR	Nepali RPT
<b>5pm</b>	Hindi SIM SBS South Asian	Hindi SIM SBS South Asian	Hindi SIM SBS South Asian	Hindi SIM SBS South Asian	Hindi SIM SBS South Asian	Hindi SIM SBS South Asian	Hindi SIM SBS South Asian
<b>6pm</b>	Bangla RPT	Swahili RPT	Urdu RPT	Hmong PR	Ukrainian PR	Bangla RPT	Urdu RPT
<b>7pm</b>	German RPT	German RPT	German RPT	German RPT	German RPT	South Asian SIM	South Asian SIM
<b>8pm</b>	Tamil RPT	Assyrian PR	Tamil RPT	Malayalam RPT	Tamil RPT	Assyrian PR	Tamil RPT
<b>9pm</b>	Punjabi RPT	Punjabi RPT	Punjabi RPT	Punjabi RPT	Punjabi RPT	Lao PR	Malayalam RPT
<b>10pm</b>	Thai RPT	Burmese RPT	Somali RPT	Thai RPT	Somali PR	Burmese RPT	Swahili RPT
<b>11pm</b>	Overnight Programming <sup>2</sup>						

1. Sydney, Canberra and Wollongong and Melbourne FM; digital radio; online – [sbs.com.au/audio](https://sbs.com.au/audio); digital TV; SBS Audio app and SBS On Demand.

2. Overnight programming: BBC World Service (in a variety of languages).

Repeat program (RPT), Pre-recorded (PR), Simulcast (SIM).

## Appendix 8 SBS Audio Schedules (continued)

### National Radio Network<sup>1</sup> – 1 July 2024 to 30 June 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	Arabic GMA	Arabic GMA	Arabic GMA	Arabic GMA	Arabic GMA	Best of SBS Arabic PR	Best of SBS Arabic PR
<b>7am</b>	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
<b>8am</b>	Italian	Italian	Italian	Italian	Italian	Italian	Italian
<b>9am</b>	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
<b>10am</b>	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Hmong PR
<b>11am</b>	Croatian	Sinhala	Dutch	Croatian	Sinhala	Dinka RPT	Hebrew PR
<b>12pm</b>	Macedonian	Maltese	Portuguese	Macedonian	NITV Radio	Russian PR	Hebrew PR
<b>1pm</b>	Spanish	Spanish	Spanish	Spanish	Spanish	French PR	French PR
<b>2pm</b>	Polish	Pashto	Polish	Turkish	Turkish	Ukrainian RPT	Kurdish PR
<b>3pm</b>	Indonesian	Serbian	Khmer	Serbian	Indonesian	Persian PR	Bosnian RPT
<b>4pm</b>	Greek	Greek	Greek	Greek	Greek	Greek	Greek
<b>5pm</b>	Hindi	Hindi	Hindi	Hindi	Hindi	Bangla RPT	Nepali RPT
<b>6pm</b>	Bangla RPT	Armenian PR	NITV Radio RPT	Tigrinya RPT	Gujarati RPT	Dari RPT	Urdu RPT
<b>7pm</b>	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
<b>8pm</b>	German RPT	German RPT	Tamil RPT	German RPT	German RPT	Assyrian PR	Tamil RPT
<b>9pm</b>	Korean RPT	Punjabi RPT	Korean RPT	Punjabi RPT	Korean RPT	Lao PR	Malayalam RPT
<b>10pm</b>	Amharic RPT	Japanese RPT	Samoan RPT	Thai RPT	Somali PR	Burmese RPT	Swahili RPT
<b>11pm</b>	Overnight Programming <sup>2</sup>						

1. An amalgamation of SBS Radio 1 and SBS Radio 2 programming; available on AM and FM frequencies in major centres around Australia (see Appendix 13).

2. Overnight programming: BBC World Service (in English).

Repeat program (RPT), Pre-recorded (PR), Simulcast (SIM).

**SBS Radio 3<sup>1</sup> – 1 July 2024 to 30 June 2025**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	BBC World Service English						
<b>7am</b>	BBC World Service English						
<b>8am</b>	BBC World Service English						
<b>9am</b>	BBC World Service English						
<b>10am</b>	BBC World Service English						
<b>11am</b>	Tigrinya	Swahili	Dinka	Tigrinya	Dinka	BBC World Service English	BBC World Service English
<b>12pm</b>	Amharic	Burmese	Amharic	Burmese	Swahili	BBC World Service English	BBC World Service English
<b>1pm</b>	Somali RPT	Japanese	Somali	Japanese	Japanese	BBC World Service English	BBC World Service English
<b>2pm</b>	Thai	Mongolian PR	Samoan	Thai	Samoan	BBC World Service English	BBC World Service English
<b>3pm</b>	German	German	German	German	German	BBC World Service English	BBC World Service English
<b>4pm</b>	Korean	Korean	Korean	Korean	Korean	BBC World Service English	BBC World Service English
<b>5pm</b>	BBC World Service English						
<b>6pm</b>	BBC World Service English						
<b>7pm</b>	BBC World Service English						
<b>8pm</b>	BBC World Service English						
<b>9pm</b>	BBC World Service English						

## Appendix 8 SBS Audio Schedules (continued)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>10pm</b>	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English	BBC World Service English
<b>11pm</b>	Overnight Programming <sup>2</sup>						

1. Digital radio; digital TV; SBS Audio app and SBS On Demand.

2. Overnight programming: BBC World Service (in English).

Repeat program (RPT), Pre-recorded (PR), Simulcast (SIM).

### SBS Arabic<sup>1</sup> – 1 July 2024 to 30 June 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Best of Arabic PR	Best of Arabic PR
<b>7am</b>	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Best of Arabic PR	Best of Arabic PR
<b>8am</b>	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Good Morning Australia	Pop Arabi	Pop Arabi
<b>9am</b>	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
<b>10am</b>	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
<b>11am</b>	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
<b>12pm</b>	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
<b>1pm</b>	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
<b>2pm</b>	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Bayt Al Mazzika	Pop Arabi	Pop Arabi
<b>3pm</b>	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Pop Arabi	Pop Arabi
<b>4pm</b>	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Pop Arabi	Pop Arabi
<b>5pm</b>	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Australia Alyaom	Pop Arabi	Pop Arabi
<b>6pm</b>	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
<b>7pm</b>	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
<b>8pm</b>	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
<b>9pm</b>	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
<b>10pm</b>	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi	Pop Arabi
<b>11pm</b>	Overnight Programming – Pop Arabi						

1. SBS Arabic24 was renamed SBS Arabic in March 2025. Digital radio; digital TV; SBS Audio app and SBS On Demand.

Repeat program (RPT), Pre-recorded (PR), Simulcast (SIM).

SBS South Asian<sup>1</sup> – 1 July 2024 to 27 October 2024

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run
<b>7am</b>	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run
<b>8am</b>	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
<b>9am</b>	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings
<b>10am</b>	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings	PopDesi Mornings
<b>11am</b>	Sinhala	Sinhala	PopDesi Mornings	Sinhala	Sinhala	PopDesi Mornings	PopDesi Mornings
<b>12pm</b>	Tamil	PopDesi Afternoons	Tamil	Tamil	Tamil	Weekends on PopDesi	Weekends on PopDesi
<b>1pm</b>	PopDesi Afternoons	PopDesi Afternoons	PopDesi Afternoons	Malayalam	Malayalam	Weekends on PopDesi	Weekends on PopDesi
<b>2pm</b>	PopDesi Afternoons	Nepali	Gujarati	Nepali	Gujarati	Weekends on PopDesi	Weekends on PopDesi
<b>3pm</b>	Bangla	PopDesi Afternoons	Urdu	Bangla	Urdu	Weekends on PopDesi	Weekends on PopDesi
<b>4pm</b>	Punjabi	Punjabi	Punjabi	Punjabi	Punjabi	Weekends on PopDesi	Weekends on PopDesi
<b>5pm</b>	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi
<b>6pm</b>	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
<b>7pm</b>	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
<b>8pm</b>	PopDesi Nights	PopDesi Nights	Bhangra Nights	Bhangra Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
<b>9pm</b>	PopDesi Nights	PopDesi Nights	Bhangra Nights	Bhangra Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
<b>10pm</b>	PopDesi Nights	PopDesi Nights	PopDesi Nights	PopDesi Nights	Desi Dance Party	Desi Dance Party	PopDesi Nights
<b>11pm</b>	Overnight Programming – PopDesi Nights, The Early Shift and Desi Dance Party						

## Appendix 8 SBS Audio Schedules (continued)

### SBS South Asian<sup>1</sup> – 28 October 2024 to 30 June 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>6am</b>	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run
<b>7am</b>	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run	The Morning Run
<b>8am</b>	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
<b>9am</b>	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music
<b>10am</b>	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music	Non-stop Music
<b>11am</b>	Sinhala	Sinhala	Non-stop Music	Sinhala	Sinhala	Non-stop Music	Non-stop Music
<b>12pm</b>	Tamil	The Tamil Music Hour	Tamil	Tamil	Tamil	Tunes For The Weekend	Tunes For The Weekend
<b>1pm</b>	Non-stop Music	Non-stop Music	Non-stop Music	Malayalam	Malayalam	Tunes For The Weekend	Tunes For The Weekend
<b>2pm</b>	Nepali Hits	Nepali	Gujarati	Nepali	Gujarati	Tunes For The Weekend	Tunes For The Weekend
<b>3pm</b>	Bangla	The Urdu Music Hour	Urdu	Bangla	Urdu	Tunes For The Weekend	Tunes For The Weekend
<b>4pm</b>	Punjabi	Punjabi	Punjabi	Punjabi	Punjabi	Bhangra Hits	Bhangra Hits
<b>5pm</b>	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi
<b>6pm</b>	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
<b>7pm</b>	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session	The Bollywood Session
<b>8pm</b>	Night Music Mix	Night Music Mix	Night Music Mix	Night Music Mix	Desi Dance Party	Desi Dance Party	Night Music Mix
<b>9pm</b>	Night Music Mix	Night Music Mix	Night Music Mix	Night Music Mix	Desi Dance Party	Desi Dance Party	Night Music Mix
<b>10pm</b>	Night Music Mix	Night Music Mix	Night Music Mix	Night Music Mix	Desi Dance Party	Desi Dance Party	Night Music Mix
<b>11pm</b>	Overnight Programming – Night Music Mix, The Early Shift and Desi Dance Party						

1. Digital radio; digital TV; and SBS Audio app and SBS On Demand.  
Repeat program (RPT), Pre-recorded (PR), Simulcast (SIM).

### SBS Digital Radio Channels

SBS Radio 1	SBS Chill
SBS Radio 2	SBS PopAsia
SBS Radio 3	SBS South Asian
SBS Arabic	

## Appendix 9

### WorldWatch: Languages broadcast and source broadcasters

#### SBS

Language	Country	Bulletins per week	Total per week <sup>1</sup>	Yearly Hours	% Total	Available Online On Demand
<b>English</b>						
English (ABC This Week)	USA	1	1:00	50:00	2.3%	Yes
English (ABC World News Tonight)	USA	6	3:00	150:00	7.0%	Yes
English (Al Jazeera News)	Qatar	8	4:00	208:00	9.8%	No
English (ANC Business Outlook)	Philippines	1	0:30	13:00	0.6%	Yes
English (ANC The World Tonight)	Philippines	6	3:00	78:00	3.7%	Yes
English (ANC The World Tonight)	Philippines	5	2:30	65:00	3.0%	Yes
English (APAC Weekly Repeat)	Australia	1	0:30	1:00	0.0%	Yes
English (APAC Weekly)	Australia	2	1:00	52:00	2.4%	Yes
English (BBC at 10)	UK	6	3:00	156:00	7.3%	Yes
English (BBC at 6)	UK	5	2:30	130:00	6.1%	Yes
English (DD India)	India	7	7:00	364:00	17.1%	Yes
English (DW news)	Germany	7	3:30	182:00	8.5%	Yes
English (France 24 – Midday)	France	7	3:30	7:00	0.3%	Yes
English (France 24 – Morning)	France	7	3:30	182:00	8.5%	Yes
English (France 24-Feature)	France	2	0:30	26:00	1.2%	No
English (NHK World)	Japan	2	0:30	26:00	1.2%	No
English (NHK World)	Japan	5	2:30	130:00	6.1%	No
English (PBS News Weekend)	USA	1	0:30	26:00	1.2%	Yes
English (PBS NewsHour)	USA	5	5:00	260:00	12.2%	Yes
English (PBS Washington Week (R))	USA	1	0:30	1:00	0.0%	Yes
English (PBS Washington Week)	USA	1	0:30	26:00	1.2%	Yes
<b>Total English</b>			<b>41:01</b>	<b>2133:00</b>	<b>100%</b>	

1. Total scheduled hours. Hours may vary due to special event coverage or non-delivery of bulletin.

## Appendix 9

### WorldWatch: Languages broadcast and source broadcasters

(continued)

#### SBS VICELAND

Language	Country	Bulletins per week	Total per week <sup>1</sup>	Yearly Hours	% Total	Available Online On Demand
<b>English</b>						
English (ABC Nightline)	USA	5	2:30	125:00	5%	Yes
English (ABC This Week) (R)	USA	1	1:00	50:00	2%	Yes
English (ABC World News Tonight) (R)	USA	7	3:30	175:00	7%	Yes
English (Al Jazeera News Afternoon)	Qatar	1	0:30	1:00	0%	No
English (Al Jazeera NewsHour)	Qatar	7	7:00	364:00	14%	No
English (APAC Weekly) (R)	Australia	1	0:30	26:00	1%	Yes
English (APTN National News)	Canada	1	0:30	26:00	1%	Yes
English (BBC News at 10) (R)	UK	6	3:00	60:00	2%	Yes
English (BBC News at 6) (R)	UK	5	2:30	130:00	5%	Yes
English (CBC The National)	Canada	6	5:00	260:00	10%	Yes
English (DW 77%)	Germany	1	0:30	11:00	0%	Yes
English (DW Global Us)	Germany	1	0:30	26:00	1%	Yes
English (DW News Morning)	Germany	2	1:00	22:00	1%	Yes
English (DW News)	Germany	1	0:30	26:00	1%	Yes
English (DW The Day)	Germany	1	0:30	1:00	0%	Yes
English (FBC Fiji News)	Fiji	1	0:15	13:00	0%	Yes
English (FBC Fiji News)	Fiji	6	3:00	156:00	6%	Yes
English (France 24 Africa News)	France	1	0:15	13:00	0%	Yes
English (France 24 Feature)	France	7	1:45	91:00	3%	No
English (France24 News Midday)	France	2	1:00	2:00	0%	No
English (France24 News)	France	6	3:00	48:00	2%	No
English (Indian Country Today)	USA	1	0:30	26:00	1%	Yes
English (NHK World Morning)	Japan	5	2:30	5:00	0%	No
English (NHK World Overnight)	Japan	7	7:00	364:00	14%	No
English (PBS News Weekend) (R)	USA	1	0:30	13:00	0%	Yes
English (PBS NewsHour) (R)	USA	5	5:00	260:00	10%	Yes
English (PBS Washington Week) (R)	USA	1	0:30	12:00	0%	Yes
English (Te Ao with Moana)	New Zealand	1	0:30	26:00	1%	Yes
English (TRT World News)	Turkey	2	1:00	52:00	2%	Yes
English (TRT World NewsHour)	Turkey	5	4:10	216:40	8%	Yes
English (TVNZ 1 News at 6)	New Zealand	5	3:20	86:40	3%	Yes
<b>Total English</b>			<b>51:40</b>	<b>2687:20</b>	<b>100%</b>	

1. Total scheduled hours. Hours may vary due to special event coverage or non-delivery of bulletin.

## SBS WorldWatch

Language	Country	Bulletins per week	Total per week <sup>1</sup>	Yearly Hours	% LOTE	% Total	Available Online On Demand
<b>LOTE</b>							
Arabic	France	14	7:00	364:00	5.0%	4%	Yes
Armenian	Armenia	6	3:00	156:00	2.1%	2%	Yes
Bangla	Bangladesh	7	3:30	182:00	2.5%	2%	Yes
Bosnian	Bosnia Herzegovina	7	3:30	182:00	2.5%	2%	Yes
Cantonese	Hong Kong	0	0:00	0:00	0.0%	0%	Yes
Croatian	Croatia	7	3:30	182:00	2.5%	2%	Yes
Dutch	Netherlands	7	3:30	182:00	2.5%	2%	Yes
Filipino	Philippines	7	3:30	182:00	2.5%	2%	Yes
French FT2	France	7	5:50	303:20	4.1%	3%	Yes
French F24 French	France	7	3:30	157:30	2.2%	2%	Yes
German	Germany	7	3:30	182:00	2.5%	2%	Yes
Greek	Greece	7	7:00	364:00	5.0%	4%	Yes
Gujarati	India	7	3:30	182:00	2.5%	2%	Yes
Hindi	India	7	3:30	182:00	2.5%	2%	Yes
Hungarian	Hungary	0	0:00	0:00	0.0%	0%	Yes
Indonesian	Indonesia	7	5:51	304:20	4.2%	3%	Yes
Indonesian (R)	Indonesia	7	3:30	182:00	2.5%	2%	Yes
Italian	Italy	7	4:05	212:20	2.9%	2%	Yes
Japanese	Japan	7	4:05	212:20	2.9%	2%	Yes
Korean	Korea	7	3:30	182:00	2.5%	2%	Yes
Macedonian	North Macedonia	7	3:30	182:00	2.5%	2%	Yes
Malayalam	India	7	3:30	182:00	2.5%	2%	Yes
Maltese	Malta	7	3:30	182:00	2.5%	2%	Yes
Nepali	Nepal	7	3:30	182:00	2.5%	2%	Yes
Polish	Poland	7	3:30	182:00	2.5%	2%	Yes
Portuguese	Portugal	7	7:00	364:00	5.0%	4%	Yes
Punjabi	India	7	3:30	182:00	2.5%	2%	Yes
Romanian	Romania	1	0:30	26:00	0.4%	0%	Yes
Russian	Germany	7	3:30	10:30	0.1%	0%	Yes
SBS Arabic	Australia	5	2:30	17:30	0.2%	0%	Yes
SBS Mandarin	Australia	5	2:30	17:30	0.2%	0%	Yes
SBS Insight Arabic	Australia	1	1:00	52:00	0.7%	1%	Yes
SBS Insight Mandarin	Australia	1	1:00	52:00	0.7%	1%	Yes
SBS CAFF Arabic	Australia	1	0:30	26:00	0.4%	0%	Yes
SBS CAFF Mandarin	Australia	1	0:30	26:00	0.4%	0%	Yes
Serbian	Serbia	7	3:30	182:00	2.5%	2%	Yes
Sinhala	Sri Lanka	7	3:30	182:00	2.5%	2%	Yes

## Appendix 9

### WorldWatch: Languages broadcast and source broadcasters

(continued)

Language	Country	Bulletins per week	Total per week <sup>1</sup>	Yearly Hours	% LOTE	% Total	Available Online On Demand
Somali	Somalia	0	0:00	0:00	0.0%	0%	Yes
Spanish	Spain	7	7:00	364:00	5.0%	4%	Yes
Tamil	India	7	3:30	182:00	2.5%	2%	Yes
Telugu	India	7	3:30	157:30	2.2%	2%	Yes
Thai	Thailand	7	3:30	182:00	2.5%	2%	Yes
Turkish	Turkey	7	3:30	182:00	2.5%	2%	Yes
Ukrainian	Ukraine	5	2:30	130:00	1.8%	1%	Yes
Urdu	Pakistan	7	3:30	182:00	2.5%	2%	Yes
<b>Total LOTE</b>			<b>140:35</b>	<b>7320:50</b>	<b>100%</b>	<b>84%</b>	
<b>English</b>							
English (DW)	Germany	3	11:45	611:00	N/A	7%	No
English (France 24)	France	4	15:40	814:40	N/A	9%	No
<b>Total English</b>			<b>27:25</b>	<b>1425:40</b>		<b>16%</b>	
<b>Total LOTE and English</b>			<b>168:00</b>	<b>8746:30</b>		<b>100%</b>	

#### Summary SBS, SBS VICELAND, SBS WorldWatch

	Scheduled daily duration	Total per week	Yearly Hours	% LOTE	% English	On Demand Hours Published per week	On Demand Yearly Total Hours
<b>Total LOTE WW Channel</b>	20:05	140:35	7320:50	84%	N/A	183:39	9550:25
<b>Total English WW Channel</b>	3:55	27:25	1425:40	N/A	16%	0:00	0:00
<b>Total SBS One</b>	5:50	41:01	2133:00	N/A	100%	33:31	1743:00
<b>Total SBS VICELAND</b>	7:21	51:40	2687:20	N/A	100%	34:51	1812:20
<b>Total LOTE 3 channels</b>	20:05	140:35	7320:50	54%	N/A	183:39	9550:25
<b>Total English 3 channels</b>	17:07	120:06	6246:00	N/A	46%	68:22	3555:20
<b>Total LOTE + English 3 channels</b>	37:12	260:41	13566:50	54%	46%	252:02	13105:45

1. Total scheduled hours. Hours may vary due to special event coverage or non-delivery of bulletin.

## Sources

Language	Country	Origin	Broadcaster	Signal	
Arabic	France	Paris	<b>France24</b>	France Médias Monde – France24 Arabic	Satellite/Fibre
Arabic	UAE	Dubai	<b>DTV</b>	Dubai Television	Satellite/Fibre
Arabic	Australia	Artarmon	<b>SBS</b>	Special Broadcasting Service Corporation	Studio
Armenian	Armenia	Yerevan	<b>H1</b>	Public Television Company of Armenia	Satellite/Fibre
Bangla	Bangladesh	Dhaka	<b>Channel-i</b>	Impress Telefilm Ltd	Live Streaming
Bosnian	Bosnia Herzegovina	Sarajevo	<b>BHT1</b>	Radio-Televizija Bosne i Hercegovine	Live Streaming
Cantonese	Hong Kong	Kowloon	<b>TVB</b>	Television Broadcasts Limited	FTP
Croatian	Croatia	Zagreb	<b>HRT</b>	Hrvatska radiotelevizija	Satellite/Fibre
Dutch	Netherlands	Hilversum	<b>NOS</b>	Nederlandse Omroep Stichting	Satellite/Fibre
Filipino	Philippines	Manila	<b>ABS-CBN</b>	Alto Broadcasting System – Chronicle Broadcasting Network	Satellite/FTP
French	France	Paris	<b>FT2</b>	France Télévisions SA	Satellite/Fibre
French	France	Paris	<b>France24</b>	France Médias Monde – France24 Français	Satellite/Fibre
French	France	Paris	<b>TV5 MONDE</b>	TV5 Monde	Satellite
German	Germany	Berlin	<b>DW</b>	Deutsche Welle	Satellite/Fibre
German	Germany	Mainz	<b>ZDF</b>	Zweites Deutsches Fernsehen	Satellite/Fibre/FTP
Greek	Cyprus	Nicosia	<b>CyBC</b>	TV Plus & Cyprus Broadcasting Corporation	Satellite/Fibre
Greek	Greece	Athens	<b>ERT</b>	Hellenic Broadcasting Corporation	Satellite/Fibre
Gujarati	India	Ahmedabad	<b>DD Girnar</b>	Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
Hindi	India	New Delhi	<b>NDTV</b>	New Delhi Television Limited	Satellite/Fibre
Hindi	India	New Delhi	<b>DD News</b>	Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
Hindi	India	Noida	<b>Aaj Tak</b>	TV Today Network Limited	FTP
Hungarian	Hungary	Budapest	<b>DTV</b>	Duna Televízió	Satellite/Fibre
Indonesian	Indonesia	Jakarta	<b>TVRI</b>	Televisi Republik Indonesia	Satellite/Fibre
Italian	Italy	Rome	<b>RAI</b>	Radiotelevisione italiana	Satellite/Fibre
Japanese	Japan	Tokyo	<b>NHK</b>	Nippon Hōsō Kyōkai	Satellite
Korean	Korea	Seoul	<b>YTN</b>	Yonhap Television News	FTP
Macedonian	Macedonia	Skopje	<b>MRT</b>	Makedonska radio-televizija	FTP
Malayalam	India	Thiruvananthapuram	<b>DD Malayalam</b>	Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
Maltese	Malta	Gwardamanġa	<b>PBS</b>	Public Broadcasting Service of Malta	FTP
Mandarin	Australia	Artarmon	<b>SBS</b>	Special Broadcasting Service Corporation	Studio
Nepali	Nepal	Kathmandu	<b>NTV</b>	Nepal Television	Satellite/Fibre
Polish	Poland	Warsaw	<b>Polsat</b>	Telewizja Polsat S.A.	Satellite/Fibre

## Appendix 9

### WorldWatch: Languages broadcast and source broadcasters

(continued)

Language	Country	Origin	Broadcaster	Signal
Portuguese	Portugal	Lisbon	<b>RTP</b> Rádio e Televisão de Portugal, S.A.	Satellite
Punjabi	India	New Delhi	<b>PTC News</b> G-Next Media Pvt Ltd	Satellite/Fibre
Romanian	Romania	Bucharest	<b>TVRi</b> Romanian Television	Satellite
Russian	Germany	Berlin	<b>DW Russian</b> Deutsche Welle Russian	FTP
Serbian	Serbia	Belgrade	<b>RTS</b> Radio-televizija Srbije	Satellite
Sinhala	Sri Lanka	Colombo	<b>SLRC</b> Sri Lanka Rupavahini Corporation	Live Streaming
Somali	Somalia	Mogadishu/ London	<b>Universal TV</b> Universal Television Network	Satellite/Fibre
Spanish	Chile	Santiago	<b>TVN</b> Televisión Nacional de Chile	FTP
Spanish	Spain	Madrid	<b>RTVE</b> Radiotelevisión Española	Satellite
Spanish	France	Paris	<b>France24</b> France Médias Monde – France24 Español	Satellite/Fibre
Tamil	India	Chennai	<b>Polimer TV</b> New Generation Media Corp Private Ltd (PT)	Satellite/Fibre
Tamil	India	Chennai	<b>DD Tamil</b> Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
Telugu	India	Hyderabad	<b>DD Yadagiri</b> Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
Telugu	India	Amaravati	<b>DD Saptagiri</b> Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
Thai	Thailand	Bangkok	<b>Thai PBS</b> Thai Public Broadcasting Service	Satellite/Fibre
Turkish	Turkey	Ankara	<b>TRT</b> Türkiye Radyo Televizyon Kurumu	Satellite/Fibre
Ukrainian	Ukraine	Kyiv	<b>Suspilne</b> Public Broadcasting Company of Ukraine	Satellite/Fibre
Urdu	Pakistan	Islamabad	<b>PTV</b> Pakistan Television Corporation	Satellite
English	Australia	Brisbane	<b>APAC</b> Asia Pacific Network	FTP
English	France	Paris	<b>France24</b> France Médias Monde	Satellite
English	Germany	Berlin	<b>DW</b> Deutsche Welle	Satellite
English	Japan	Tokyo	<b>NHK World</b> Nippon Hōsō Kyōkai	Satellite
English	Qatar	Doha	<b>Al Jazeera</b> Al Jazeera Satellite Network	Satellite
English	UK	London	<b>BBC</b> British Broadcasting Corporation	Satellite/Fibre
English	USA	Washington DC	<b>PBS</b> Public Broadcasting Service	Satellite/Fibre
English	USA	New York City	<b>ABC</b> American Broadcasting Company	Satellite/Fibre
English	Canada	Winnipeg	<b>APTN</b> Aboriginal Peoples Television Network	FTP
English	Canada	Ottawa	<b>CBC</b> Canadian Broadcasting Corporation	Satellite/ Fibre/FTP
English	USA	Phoenix	<b>ICT</b> Indian Country Today	FTP
English	India	New Delhi	<b>DD India</b> Prasar Bharati – Doordarshan (DD)	Satellite/Fibre
English	Turkey	Ankara	<b>TRT World</b> Türkiye Radyo Televizyon Kurumu	Satellite
English	Fiji	Suva	<b>FBC TV</b> Fiji Broadcasting Corporation	FTP
English	New Zealand	Auckland	<b>TVNZ</b> Television New Zealand	Fibre

## Appendix 10

### SBS Television: Language and dialects subtitled

	Duration	%
<b>All platforms</b>		
French	969:24:21	19.89%
Italian	560:58:22	11.51%
German	497:05:06	10.20%
Spanish	393:46:38	8.08%
Mandarin	193:19:08	3.97%
Swedish	179:31:48	3.68%
Danish	170:37:14	3.50%
Japanese	163:54:01	3.36%
Māori	163:15:26	3.35%
Finnish	118:34:23	2.43%
Norwegian	97:02:34	1.99%
Korean	80:53:36	1.66%
Russian	80:04:33	1.64%
Farsi	78:50:15	1.62%
Larrakia	77:17:30	1.59%
Arabic	74:48:54	1.53%
Icelandic	68:20:43	1.40%
Hindi	54:05:36	1.11%
Cantonese	44:22:41	0.91%
Dutch	43:46:52	0.90%
Polish	37:23:00	0.77%
Hebrew	37:08:13	0.76%
French Canadian	34:34:21	0.71%
Portuguese	29:06:45	0.60%
Marathi	27:39:14	0.57%
Hungarian	26:59:12	0.55%
Swiss German	26:28:36	0.54%
Yolŋu Matha	25:55:45	0.53%
Greek	25:26:00	0.52%
Georgian	24:55:00	0.51%
Latin	20:55:11	0.43%
Vietnamese	19:40:47	0.40%
Estonian	19:17:35	0.40%
Flemish	19:04:01	0.39%
Romanian	18:01:20	0.37%
Inuktitut (Eastern Canadian)	17:35:48	0.36%
Walmajarri	17:00:00	0.35%
Samoan	15:20:30	0.31%
Urdu	12:29:33	0.26%
Warlpiri	12:20:00	0.25%
Albanian	12:16:40	0.25%
Filipino	11:38:12	0.24%

	Duration	%
American Sign Language	11:00:00	0.23%
Tamil	9:13:00	0.19%
Ukrainian	9:12:30	0.19%
Punjabi	9:05:57	0.19%
Gaelic	9:01:00	0.18%
Dari	8:59:07	0.18%
Mongolian	8:55:30	0.18%
Basque	8:24:54	0.17%
Serbian	8:19:28	0.17%
Bosnian	8:07:50	0.17%
Catalan	8:02:03	0.16%
Turkish	7:58:00	0.16%
Old Latin	7:30:00	0.15%
Burmese	7:04:00	0.14%
Cree	6:46:45	0.14%
Croatian	5:45:30	0.12%
Arrernte	5:03:48	0.10%
Dzongkha	5:02:30	0.10%
Shanghainese	4:40:00	0.10%
Amharic	4:37:48	0.09%
Mi'kmaq	4:27:00	0.09%
Gujarati	4:10:00	0.09%
Tagalog	4:06:22	0.08%
Swahili	3:51:33	0.08%
Kurdish	3:45:00	0.08%
Berber	3:42:00	0.08%
Czech	3:40:58	0.08%
Indonesian	3:40:10	0.08%
Australian Kriol	3:40:00	0.08%
Fulani	3:20:00	0.07%
Ojibwa	3:15:27	0.07%
Silent	3:15:00	0.07%
Afrikaans	3:14:25	0.07%
Tongan	3:05:59	0.06%
Yiddish	3:00:15	0.06%
Gumbaynggirr	2:50:00	0.06%
Soninke	2:30:00	0.05%
Macedonian	2:21:03	0.05%
Pitjantjatjara	2:20:30	0.05%
Saami	2:17:30	0.05%
Malay	2:14:05	0.05%
Pashto	2:13:52	0.05%
Telugu	2:11:15	0.04%

## Appendix 10

### SBS Television: Language and dialects subtitled (continued)

	Duration	%
Badimaya	2:09:12	0.04%
Irish	1:55:00	0.04%
Maltese	1:50:52	0.04%
Torres Strait Creole	1:38:00	0.03%
Hawaiian	1:35:00	0.03%
Tigrinya	1:34:55	0.03%
Wolof	1:29:06	0.03%
Guarani	1:27:27	0.03%
Yindjibarndi	1:20:00	0.03%
Krio	1:20:00	0.03%
Chechen	1:15:54	0.03%
Greenlandic	1:14:24	0.03%
Zulu	1:13:59	0.03%
Martu Wangka	1:10:00	0.02%
Sinhala	1:08:15	0.02%
Ngarluma	1:00:00	0.02%
Teochew	0:57:00	0.02%
Bambara	0:56:06	0.02%
Tamasheq	0:56:06	0.02%
Yorùbá	0:55:00	0.02%
Tahitian	0:54:36	0.02%
Chinook Wawa	0:54:00	0.02%
Belarusian	0:50:00	0.02%
Tajiki	0:49:30	0.02%
Khmer	0:47:30	0.02%
Kriol	0:47:30	0.02%
Bundjalung	0:46:00	0.02%
Nepali	0:45:54	0.02%
Xhosa	0:45:45	0.02%
Arrente	0:45:00	0.02%
Bardi	0:45:00	0.02%
Ngaanyatjarra	0:45:00	0.02%
Pulaar	0:45:00	0.02%
Kalaw Kawaw Ya	0:44:00	0.02%
Kuku Yalanji	0:44:00	0.02%
Wiradjuri	0:39:00	0.01%
Faroese	0:38:00	0.01%
Pijin	0:32:30	0.01%
Alyawarr	0:30:00	0.01%
Hazaragi	0:29:56	0.01%
Navaho	0:28:30	0.01%
Hausa	0:26:45	0.01%
Quechua	0:25:11	0.01%
Slovene	0:24:00	0.01%

	Duration	%
Igbo	0:23:00	0.01%
San	0:20:39	0.01%
Romani	0:20:39	0.01%
Tok Pisin	0:20:15	0.01%
Latvian	0:19:48	0.01%
Bulgarian	0:18:33	0.01%
Nyikina	0:17:30	0.01%
Arabic (Moroccan)	0:16:12	0.01%
Tiwi	0:15:00	0.01%
Guugu Yimidhirr	0:09:00	0.00%
Syriac	0:08:47	0.00%
Kazakh	0:08:41	0.00%
Nahuatl	0:07:06	0.00%
Lithuanian	0:06:40	0.00%
Hokkien (Chinese)	0:06:00	0.00%
Thai	0:05:58	0.00%
Mohawk	0:04:30	0.00%
Anmatyerre	0:04:00	0.00%
Oneida	0:02:45	0.00%
Azerbaijani	0:02:45	0.00%
Palawa Kani	0:01:48	0.00%
Algonquian (Languages)	0:00:45	0.00%
Romansch	0:00:36	0.00%
Arabic (Sudanese)	0:00:34	0.00%
Nùng	0:00:30	0.00%
<b>SBS1</b>		
German	210:44:24	20.62%
Italian	197:18:36	19.30%
French	197:01:06	19.27%
Spanish	60:02:27	5.87%
Swedish	56:24:48	5.52%
Danish	46:33:15	4.55%
Finnish	39:32:36	3.87%
Norwegian	38:24:33	3.76%
Russian	29:20:24	2.87%
French Canadian	28:20:45	2.77%
Hebrew	19:21:24	1.89%
Flemish	10:57:36	1.07%
Polish	8:59:48	0.88%
Latin	8:15:48	0.81%
Old Latin	7:30:00	0.73%
Icelandic	7:05:00	0.69%
Japanese	6:22:06	0.62%

	Duration	%
Mandarin	5:10:21	0.51%
Bosnian	5:00:00	0.49%
Croatian	4:21:27	0.43%
Serbian	4:10:48	0.41%
Dutch	3:59:39	0.39%
Arabic	3:52:18	0.38%
Ukrainian	3:35:18	0.35%
Larrakia	3:32:30	0.35%
Turkish	2:41:00	0.26%
Greek	1:24:00	0.14%
Portuguese	1:14:33	0.12%
Hindi	1:10:30	0.11%
Yolŋu Matha	0:47:30	0.08%
Nepali	0:45:54	0.07%
Sinhala	0:44:27	0.07%
Catalan	0:44:24	0.07%
Korean	0:40:00	0.07%
Farsi	0:36:15	0.06%
Dari	0:35:33	0.06%
Hungarian	0:31:18	0.05%
Cantonese	0:27:27	0.04%
Romanian	0:25:00	0.04%
Slovene	0:24:00	0.04%
Czech	0:23:00	0.04%
Tok Pisin	0:20:15	0.03%
Latvian	0:19:12	0.03%
Arabic (Moroccan)	0:16:12	0.03%
Punjabi	0:11:45	0.02%
Pashto	0:11:33	0.02%
Bundjalung	0:09:30	0.02%
Hausa	0:09:30	0.02%
Pitjantjatjara	0:09:00	0.01%
Wiradjuri	0:08:00	0.01%
Nahuatl	0:07:06	0.01%
Māori	0:07:00	0.01%
Mongolian	0:07:00	0.01%
Vietnamese	0:06:12	0.01%
Tamil	0:05:30	0.01%
Gaelic	0:03:00	0.00%
Azerbaijani	0:02:45	0.00%
Bulgarian	0:02:45	0.00%
Estonian	0:02:45	0.00%
Lithuanian	0:01:00	0.00%
Romansch	0:00:36	0.00%

	Duration	%
Tongan	0:00:30	0.00%
<b>SBS2</b>		
German	34:05:09	17.97%
Mandarin	26:39:03	14.05%
French	22:00:54	11.61%
Danish	18:07:39	9.56%
Japanese	12:21:54	6.52%
Swedish	9:13:30	4.86%
Hindi	6:55:45	3.65%
Spanish	6:09:54	3.25%
Norwegian	5:31:18	2.91%
Burmese	4:44:00	2.50%
Filipino	4:40:42	2.47%
Dzongkha	4:00:00	2.11%
Māori	3:58:30	2.10%
Portuguese	3:33:33	1.88%
Italian	3:21:21	1.77%
Russian	3:21:12	1.77%
Cantonese	3:08:48	1.66%
Arabic	2:49:33	1.49%
Korean	2:20:27	1.23%
Kurdish	2:10:00	1.14%
Afrikaans	1:43:36	0.91%
Shanghaiese	1:21:15	0.71%
Vietnamese	1:05:00	0.57%
Ukrainian	0:56:18	0.49%
Czech	0:39:30	0.35%
Hebrew	0:39:18	0.35%
Hungarian	0:32:18	0.28%
Dari	0:31:15	0.27%
Farsi	0:24:39	0.22%
Bulgarian	0:15:48	0.14%
Croatian	0:15:12	0.13%
Estonian	0:15:00	0.13%
Finnish	0:15:00	0.13%
Bosnian	0:13:00	0.11%
Greek	0:09:06	0.08%
Pitjantjatjara	0:08:15	0.07%
Amharic	0:07:48	0.07%
Hokkien (Chinese)	0:06:00	0.05%
Macedonian	0:05:42	0.05%
Kazakh	0:05:30	0.05%
Indonesian	0:04:57	0.04%
Lithuanian	0:04:48	0.04%

## Appendix 10

### SBS Television: Language and dialects subtitled (continued)

	Duration	%
Albanian	0:03:51	0.03%
Urdu	0:03:48	0.03%
Yiddish	0:03:18	0.03%
Catalan	0:03:00	0.03%
Polish	0:03:00	0.03%
Turkish	0:02:45	0.02%
Swahili	0:02:12	0.02%
Thai	0:02:00	0.02%
Palawa Kani	0:01:48	0.02%
Romanian	0:01:39	0.01%
Latvian	0:00:36	0.01%
<b>SBS1 / SBS2</b>		
German	244:49:33	20.20%
French	219:02:00	18.07%
Italian	200:39:57	16.56%
Spanish	66:12:21	5.46%
Swedish	65:38:18	5.42%
Danish	64:40:54	5.34%
Norwegian	43:55:51	3.62%
Finnish	39:47:36	3.28%
Russian	32:41:36	2.70%
Mandarin	31:49:24	2.63%
French Canadian	28:20:45	2.34%
Hebrew	20:00:42	1.65%
Japanese	18:44:00	1.55%
Flemish	10:57:36	0.90%
Polish	9:02:48	0.75%
Latin	8:15:48	0.68%
Hindi	8:06:15	0.67%
Old Latin	7:30:00	0.62%
Icelandic	7:05:00	0.58%
Arabic	6:41:51	0.55%
Bosnian	5:13:00	0.43%
Portuguese	4:48:06	0.40%
Burmese	4:44:00	0.39%
Filipino	4:40:42	0.39%
Croatian	4:36:39	0.38%
Ukrainian	4:31:36	0.37%
Serbian	4:10:48	0.34%
Māori	4:05:30	0.34%
Dzongkha	4:00:00	0.33%
Dutch	3:59:39	0.33%
Cantonese	3:36:15	0.30%
Larrakia	3:32:30	0.29%

	Duration	%
Korean	3:00:27	0.25%
Turkish	2:43:45	0.23%
Kurdish	2:10:00	0.18%
Afrikaans	1:43:36	0.14%
Greek	1:33:06	0.13%
Shanghainese	1:21:15	0.11%
Vietnamese	1:11:12	0.10%
Dari	1:06:48	0.09%
Hungarian	1:03:36	0.09%
Czech	1:02:30	0.09%
Farsi	1:00:54	0.08%
Yolŋu Matha	0:47:30	0.07%
Catalan	0:47:24	0.07%
Nepali	0:45:54	0.06%
Sinhala	0:44:27	0.06%
Romanian	0:26:39	0.04%
Slovene	0:24:00	0.03%
Tok Pisin	0:20:15	0.03%
Latvian	0:19:48	0.03%
Bulgarian	0:18:33	0.03%
Estonian	0:17:45	0.02%
Pitjantjatjara	0:17:15	0.02%
Arabic (Moroccan)	0:16:12	0.02%
Punjabi	0:11:45	0.02%
Pashto	0:11:33	0.02%
Bundjalung	0:09:30	0.01%
Hausa	0:09:30	0.01%
Wiradjuri	0:08:00	0.01%
Amharic	0:07:48	0.01%
Nahuatl	0:07:06	0.01%
Mongolian	0:07:00	0.01%
Hokkien (Chinese)	0:06:00	0.01%
Lithuanian	0:05:48	0.01%
Macedonian	0:05:42	0.01%
Kazakh	0:05:30	0.01%
Tamil	0:05:30	0.01%
Indonesian	0:04:57	0.01%
Albanian	0:03:51	0.01%
Urdu	0:03:48	0.01%
Yiddish	0:03:18	0.00%
Gaelic	0:03:00	0.00%
Azerbaijani	0:02:45	0.00%
Swahili	0:02:12	0.00%
Thai	0:02:00	0.00%

	Duration	%
Palawa Kani	0:01:48	0.00%
Romansch	0:00:36	0.00%
Tongan	0:00:30	0.00%
<b>NITV</b>		
Māori	134:40:21	33.66%
Larrakia	73:45:00	18.43%
French	23:51:09	5.96%
Yolŋu Matha	21:58:15	5.49%
Inuktitut (Eastern Canadian)	17:35:48	4.40%
Samoaan	12:21:30	3.09%
Warlpiri	12:20:00	3.08%
Mandarin	6:50:45	1.71%
Cree	6:46:45	1.69%
Cantonese	6:36:03	1.65%
Italian	6:11:15	1.55%
Spanish	5:55:15	1.48%
Finnish	4:16:30	1.07%
Australian Kriol	3:40:00	0.92%
Ojibwa	3:15:27	0.81%
Filipino	3:10:00	0.79%
Arabic	2:55:00	0.73%
Gumbaynggirr	2:50:00	0.71%
Japanese	2:34:15	0.64%
Tongan	2:27:18	0.61%
German	2:23:30	0.60%
Gaelic	2:22:30	0.59%
Mi'kmaq	2:15:00	0.56%
Arrernte	2:04:48	0.52%
Pitjantjatjara	2:03:15	0.51%
Shanghainese	2:01:15	0.51%
French Canadian	2:00:00	0.50%
Czech	1:51:09	0.46%
Hungarian	1:50:00	0.46%
Walmajarri	1:42:30	0.43%
Torres Strait Creole	1:38:00	0.41%
Hawaiian	1:35:00	0.40%
Yindjibarndi	1:20:00	0.33%
Krio	1:20:00	0.33%
Greenlandic	1:14:24	0.31%
Danish	1:12:48	0.30%
Martu Wangka	1:10:00	0.29%
Dari	1:04:48	0.27%
Ngarluma	1:00:00	0.25%

	Duration	%
Tahitian	0:54:36	0.23%
Kriol	0:47:30	0.20%
Afrikaans	0:45:45	0.19%
Xhosa	0:45:45	0.19%
Arrente	0:45:00	0.19%
Bardi	0:45:00	0.19%
Ngaanyatjarra	0:45:00	0.19%
Pulaar	0:45:00	0.19%
Latin	0:44:30	0.19%
Badimaya	0:40:48	0.17%
Punjabi	0:40:48	0.17%
Bundjalung	0:36:30	0.15%
Pijin	0:32:30	0.14%
Wiradjuri	0:31:00	0.13%
Alyawarr	0:30:00	0.12%
Russian	0:30:00	0.12%
Ukrainian	0:30:00	0.12%
Pashto	0:24:00	0.10%
San	0:20:39	0.09%
Kalaw Kawaw Ya	0:20:00	0.08%
Kuku Yalanji	0:20:00	0.08%
Nyikina	0:17:30	0.07%
Tiwi	0:15:00	0.06%
Guugu Yimidhirr	0:09:00	0.04%
Portuguese	0:08:30	0.04%
Mohawk	0:04:30	0.02%
Anmatyerre	0:04:00	0.02%
Oneida	0:02:45	0.01%
Algonquian (Languages)	0:00:45	0.00%
<b>On Demand<sup>1</sup></b>		
Swedish	41:58:24	11.59%
French	34:52:57	9.63%
Italian	28:21:43	7.83%
Danish	26:14:44	7.25%
Swiss German	22:08:36	6.11%
Korean	21:01:57	5.81%
Finnish	20:22:47	5.63%
Icelandic	20:14:28	5.59%
Norwegian	18:49:10	5.20%
German	16:32:45	4.57%

<sup>1</sup> The SBS On Demand language breakdown in this appendix only represents programming that required subtitling in-house by SBS's Access Services and Media Services Unit (AMS)

## Appendix 10

### SBS Television: Language and dialects subtitled (continued)

	Duration	%
Spanish	15:53:47	4.39%
Arabic	13:05:57	3.62%
Japanese	9:30:28	2.62%
Estonian	8:15:02	2.28%
Vietnamese	8:01:32	2.22%
Mandarin	7:34:53	2.09%
Polish	7:10:57	1.98%
Flemish	7:07:40	1.97%
Portuguese	6:59:42	1.93%
Dutch	4:37:07	1.28%
French Canadian	4:13:36	1.17%
Hindi	3:28:36	0.96%
Tagalog	2:58:52	0.82%
Cantonese	2:07:20	0.59%
Romanian	1:54:05	0.52%
Tigrinya	1:34:55	0.44%
Marathi	0:59:14	0.27%
Farsi	0:58:03	0.27%
Hebrew	0:45:07	0.21%
Hazaragi	0:29:56	0.14%
Zulu	0:29:26	0.14%
Quechua	0:25:11	0.12%
Kalaw Kawaw Ya	0:24:00	0.11%
Kuku Yalanji	0:24:00	0.11%
Romani	0:20:39	0.10%
Serbian	0:17:19	0.08%
Macedonian	0:15:21	0.07%
Yiddish	0:13:48	0.06%
Russian	0:09:15	0.04%
Syriac	0:08:47	0.04%
Malay	0:07:50	0.04%
Albanian	0:06:49	0.03%
Indonesian	0:05:13	0.02%
Thai	0:03:59	0.02%
Tongan	0:03:41	0.02%
Kazakh	0:03:11	0.01%
Latin	0:01:47	0.01%
Māori	0:01:35	0.01%
Dari	0:01:22	0.01%
Pashto	0:01:19	0.01%
Bosnian	0:00:59	0.00%
Lithuanian	0:00:52	0.00%
Maltese	0:00:52	0.00%
Czech	0:00:34	0.00%

	Duration	%
Arabic (Sudanese)	0:00:34	0.00%
Afrikaans	0:00:31	0.00%
Nùng	0:00:30	0.00%
<b>World Movies</b>		
French	691:38:15	23.84%
Italian	325:45:27	11.23%
Spanish	305:45:15	10.54%
German	233:19:18	8.04%
Mandarin	147:04:06	5.07%
Japanese	133:05:18	4.59%
Danish	78:28:48	2.71%
Farsi	76:51:18	2.65%
Swedish	71:55:06	2.48%
Korean	56:51:12	1.96%
Finnish	54:07:30	1.87%
Arabic	52:06:06	1.80%
Russian	46:43:42	1.61%
Hindi	42:30:45	1.47%
Icelandic	41:01:15	1.41%
Dutch	35:10:06	1.21%
Norwegian	34:17:33	1.18%
Cantonese	32:03:03	1.10%
Marathi	26:40:00	0.92%
Georgian	24:55:00	0.86%
Māori	24:28:00	0.84%
Hungarian	24:05:36	0.83%
Greek	23:52:54	0.82%
Polish	21:09:15	0.73%
Portuguese	17:10:27	0.59%
Hebrew	16:22:24	0.56%
Romanian	15:40:36	0.54%
Walmajarri	15:17:30	0.53%
Urdu	12:25:45	0.43%
Albanian	12:06:00	0.42%
Latin	11:53:06	0.41%
American Sign Language	11:00:00	0.38%
Estonian	10:44:48	0.37%
Vietnamese	10:28:03	0.36%
Tamil	9:07:30	0.31%
Mongolian	8:48:30	0.30%
Basque	8:24:54	0.29%
Punjabi	8:13:24	0.28%
Catalan	7:14:39	0.25%

	Duration	%
Dari	6:46:09	0.23%
Gaelic	6:35:30	0.23%
Turkish	5:14:15	0.18%
Amharic	4:30:00	0.16%
Swiss German	4:20:00	0.15%
Ukrainian	4:10:54	0.14%
Gujarati	4:10:00	0.14%
Serbian	3:51:21	0.13%
Swahili	3:49:21	0.13%
Filipino	3:47:30	0.13%
Berber	3:42:00	0.13%
Indonesian	3:30:00	0.12%
Fulani	3:20:00	0.11%
Silent	3:15:00	0.11%
Yorŋu Matha	3:10:00	0.11%
Arrernte	2:59:00	0.10%
Samoan	2:59:00	0.10%
Bosnian	2:53:51	0.10%
Yiddish	2:43:09	0.09%
Soninke	2:30:00	0.09%
Burmese	2:20:00	0.08%
Saami	2:17:30	0.08%
Mi'kmaq	2:12:00	0.08%
Telugu	2:11:15	0.08%
Malay	2:06:15	0.07%
Macedonian	2:00:00	0.07%
Irish	1:55:00	0.07%
Maltese	1:50:00	0.06%
Pashto	1:37:00	0.06%
Kurdish	1:35:00	0.05%
Wolof	1:29:06	0.05%
Badimaya	1:28:24	0.05%
Guarani	1:27:27	0.05%
Shanghainese	1:17:30	0.04%
Chechen	1:15:54	0.04%
Croatian	1:08:51	0.04%
Tagalog	1:07:30	0.04%
Dzongkha	1:02:30	0.04%
Flemish	0:58:45	0.03%
Teochew	0:57:00	0.03%
Bambara	0:56:06	0.03%
Tamasheq	0:56:06	0.03%
Yorùbá	0:55:00	0.03%

	Duration	%
Chinook Wawa	0:54:00	0.03%
Belarusian	0:50:00	0.03%
Tajiki	0:49:30	0.03%
Khmer	0:47:30	0.03%
Czech	0:46:45	0.03%
Afrikaans	0:44:33	0.03%
Zulu	0:44:33	0.03%
Faroese	0:38:00	0.02%
Tongan	0:34:30	0.02%
Navaho	0:28:30	0.02%
Sinhala	0:23:48	0.01%
Igbo	0:23:00	0.01%
Hausa	0:17:15	0.01%

## Appendix 11

### SBS Television: Audience share, reach and demographics

**SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV), People 16+, Metro FTA Share**

Financial Year	Share	Major Events
2017-18	8.10%	World Cup 2018, The Handmaid's Tale and The Ghan
2018-19	8.20%	Women's World Cup 2019, The Handmaid's Tale, Slow Summer, Australia In Colour and the SBS Food Network became SBS Food
2019-20	9.00%	SBS World Movies started 1 Jul 2019, The Hunting, Struggle Street S3, Filthy Rich and Homeless S3
2020-21	9.20%	Addicted Australia, See What You Made Me Do, The Unusual Suspects, The Cook Up with Adam Liaw, The Salisbury Poisonings and War Of The Worlds
2021-22	8.80%	SBS WorldWatch started 23 May 2022, New Gold Mountain, Australia Uncovered, Could You Survive On The Breadline?, Lost For Words, What Does Australia Really Think About and Incarceration Nation
2022-23	9.50%	2022 FIFA World Cup: TUN v AUS Live, Alone Australia, Who Do You Think You Are?, The Handmaid's Tale and Rogue Heroes
2023-24	9.00%	Alone Australia, Who Do You Think You Are?, Fargo, The Lost City of Melbourne and Every Family Has a Secret
2024-25	8.60%	Rogue Heroes, The Handmaid's Tale, Who Do You Think You Are?, Ray Martin: The Last Goodbye, Shaun Micallef's Origin Odyssey

Source: OzTAM 5 City Metro FTA Database; SBS Network 01/07/2017-30/06/2025; Sun-Sat 1800-2400; Metro FTA Share; Consolidated 28; People 16+.

**SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV), Total Individuals, Metro FTA Share**

Financial Year	Share	Major Events
2017-18	7.70%	World Cup 2018, The Handmaid's Tale, The Ghan
2018-19	7.80%	Women's World Cup 2019, The Handmaid's Tale, Slow Summer, Australia In Colour and the SBS Food Network became SBS Food
2019-20	8.70%	SBS World Movies started 1 Jul 2019, The Hunting, Struggle Street S3, Filthy Rich and Homeless S3
2020-21	8.90%	Addicted Australia, See What You Made Me Do, The Unusual Suspects, The Cook Up with Adam Liaw, The Salisbury Poisonings and War Of The Worlds
2021-22	8.50%	SBS WorldWatch started 23 May 2022, New Gold Mountain, Australia Uncovered, Could You Survive On The Breadline?, Lost For Words, What Does Australia Really Think About and Incarceration Nation
2022-23	9.20%	2022 FIFA World Cup: TUN v AUS Live, Alone Australia, Who Do You Think You Are?, The Handmaid's Tale and Rogue Heroes
2023-24	8.70%	Alone Australia, Who Do You Think You Are?, Fargo, The Lost City of Melbourne and Every Family Has a Secret
2024-25	8.30%	Rogue Heroes, The Handmaid's Tale, Who Do You Think You Are?, Ray Martin: The Last Goodbye and Shaun Micallef's Origin Odyssey

Source: OzTAM 5 City Metro FTA Database; SBS Network 01/07/2017-30/06/2025; Sun-Sat 1800-2400; Metro FTA Share; Consolidated 28; Total People.

**SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBSWorldWatch and NITV),  
Total Individuals, Metro and Regional Average Weekly Cumulative Reach**

Financial Year	5 Capital Cities	Aggregated Regional
	000s	000s
2017-18	5,596	2,327
2018-19	5,243	2,191
2019-20	5,180	2,178
2020-21	4,766	2,014
2021-22	4,275	1,879
2022-23	4,021	1,803
2023-24	3,719	1,632
2024-25	3,516	1,585

Source: OzTAM 5 City Metro + RegTAM FTA Database; SBS Network 01/07/2017-28/06/2025; Sun-Sat 0200-0200; 5 Minute Minimum Consecutive Average Weekly Reach; Consolidated 28; Total People.

**SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV),  
Total Individuals, Average Weekly Cumulative Reach By Market**

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
	000s							
Sydney	1,620	1,514	1,480	1,358	1,242	1,130	1,028	973
Melbourne	1,739	1,620	1,617	1,496	1,306	1,216	1,158	1107
Brisbane	973	909	905	843	786	779	728	671
Adelaide	563	535	521	467	424	405	371	354
Perth	701	665	657	602	516	492	434	411
<b>5 City Metro Total</b>	<b>5,596</b>	<b>5,243</b>	<b>5,180</b>	<b>4,766</b>	<b>4,275</b>	<b>4,021</b>	<b>3,719</b>	<b>3516</b>
Queensland	476	446	449	407	388	374	332	316
Northern NSW	517	464	458	421	395	402	372	361
Southern NSW	538	526	499	472	452	402	364	341
Victoria	432	409	400	373	338	326	322	306
Western Australia	179	170	185	177	158	147	142	123
Tasmania	186	176	187	165	148	151	135	138
<b>Aggregated Regional Areas Total</b>	<b>2,327</b>	<b>2,191</b>	<b>2,178</b>	<b>2,014</b>	<b>1,879</b>	<b>1,803</b>	<b>1,666</b>	<b>1,586</b>

Source: OzTAM 5 City Metro + RegTAM Regional Aggregated Markets (inc WA); SBS Network 01/07/2017-28/06/2025; Sun-Sat 0200-0200; 5 Minute Consecutive Reach; Consolidated 28; Total People.

## Appendix 11

### SBS Television: Audience share, reach and demographics (continued)

#### SBS Network (SBS, SBS VICELAND, SBS Food, SBS World Movies, SBS WorldWatch and NITV) Average Weekly Cumulative Reach By Demographic

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
	000s	000s						
<b>5 Capital Cities</b>								
People 0-17	515	446	423	337	287	271	236	203
Men 18-39	590	517	461	387	304	268	195	181
Men 40-54	699	664	639	573	497	464	417	388
Men 55+	1,205	1,187	1,223	1,197	1,131	1,091	1,059	1037
Men 18+	2,494	2,368	2,323	2,157	1,932	1,823	1,672	1606
Women 18-39	631	548	511	427	349	301	241	199
Women 40-54	675	618	595	530	468	443	399	363
Women 55+	1,281	1,264	1,327	1,316	1,239	1,183	1,171	1145
Women 18+	2,587	2,430	2,433	2,273	2,056	1,927	1,810	1707
<b>Total People</b>	<b>5,596</b>	<b>5,243</b>	<b>5,180</b>	<b>4,766</b>	<b>4,275</b>	<b>4,021</b>	<b>3,719</b>	<b>3516</b>
<b>Aggregated Regional</b>								
People 0-17	219	186	167	138	118	117	94	79
Men 18-39	178	151	136	116	95	82	67	60
Men 40-54	288	269	262	219	190	190	161	141
Men 55+	582	579	607	590	584	563	550	548
Men 18+	1,048	999	1,004	925	869	835	779	749
Women 18-39	213	179	169	134	108	99	84	76
Women 40-54	271	246	231	215	192	189	168	146
Women 55+	576	580	607	602	592	564	542	535
Women 18+	1,060	1,006	1,007	951	892	852	794	757
<b>Total People</b>	<b>2,327</b>	<b>2,191</b>	<b>2,178</b>	<b>2,014</b>	<b>1,879</b>	<b>1,803</b>	<b>1,666</b>	<b>1586</b>

**Source:** OzTAM 5 City Metro + RegTAM Regional Aggregated Markets (inc WA); SBS Network 01/07/2017-28/06/2025; Sun-Sat 0200-0200; 5 Minute Consecutive Reach; Consolidated 28; Various demographics as listed. 01/07/2017-11/06/2022; Consolidated 7. 12/06/2022-30/06/2022; Various demographics as listed.

## Appendix 12

### SBS Digital Television: Areas served

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
<b>Australian Capital Territory</b>		Cooma Town	613.5	Merewether	599.5
Canberra	184.5	Cooma/Monaro	529.5	Merimbula*	606.5
Conder*	578.5	Cootamundra*	613.5	Merriwa	613.5
Tuggeranong	648.5	Cowra	648.5	Mount Kembla*	683.5
Weston Creek/ Woden	648.5	Crookwell*	550.5	Mudgee	613.5
<b>New South Wales</b>		Dalmeny*	655.5	Mudgee Town*	690.5
Adelong	571.5	Deniliquin	613.5	Murrumbidgee Irrigation Area	564.5
Albury North	536.5	Dubbo	648.5	Murrurundi	571.5
Anna Bay*	683.5	Dungog	627.5	Narooma	655.5
Armidale	571.5	Eastgrove*	529.5	Narrandera*	571.5
Armidale North*	226.5	Eden	655.5	Newcastle	599.5
Ashford	613.5	Elizabeth Beach*	683.5	Nowra North	655.5
Balranald	634.5	Eugowra*	648.5	Nyngan	613.5
Batemans Bay/ Moruya	613.5	Forster*	613.5	Oberon*	648.5
Bathurst	191.5	Glen Innes	613.5	Ocean Shores	655.5
Batlow	613.5	Gloucester	550.5	Parkes (Spicer Park CP) +	690.5
Bega	557.5	Gosford	613.5	Peak Hill*	690.5
Belmont North*	550.5	Goulburn	613.5	Picton**	557.5
Bermagui*	613.5	Grafton/Kempsey	606.5	Port Stephens	550.5
Boambee/Sawtell*	683.5	Grenfell*	529.5	Portland/ Wallerawang	613.5
Bombala	655.5	Gundagai*	613.5	Richmond/Tweed	564.5
Bonalbo	613.5	Gunning*	613.5	Smiths Lake*	613.5
Bouddi	613.5	Harden*	613.5	Stanwell Park	676.5
Bourke Town	655.5	Hay	613.5	Stroud*	676.5
Bowning+	613.5	Hillston*	613.5	Stroud Road*	627.5
Bowral/Mittagong	676.5	Illawarra	606.5	SW Slopes/E Riverina	669.5
Braidwood	655.5	Inverell	613.5	Sydney	184.5
Brewarrina	648.5	Jerilderie	613.5	Sydney North-West **	557.5
Broken Hill	226.5	Jindabyne	613.5	Sydney South-West **	613.5
Bulahdelah*	676.5	June* <sup>*</sup>	571.5	Talbingo	613.5
Bungendore*	655.5	Kandos	683.5	Tamworth	613.5
Byron Bay*	620.5	Khancoban	683.5	Taralga+	550.5
Captains Flat	613.5	Kings Cross	557.5	Tenterfield	655.5
Central Tablelands	606.5	Kotara	599.5	Thredbo	543.5
Central Western Slopes	184.5	Kyogle	648.5	Tumbarumba	613.5
Cobar	219.625	Laurieton	613.5	Tumbarumba Town+	529.5
Coffs Harbour	620.5	Lightning Ridge	690.5	Tumut	613.5
Coffs Harbour North*	529.5	Lithgow	529.5	Ulladulla	550.5
Condobolin	613.5	Lithgow East	655.5		
Coolah	655.5	Maclean/Ashby*	655.5		
		Manly/Mosman	557.5		
		Manning River	177.5		
		Medowie*	627.5		

## Appendix 12

### SBS Digital Television: Areas served (continued)

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
Upper Hunter	655.5	Bell	648.5	Esk	571.5
Upper Namoi	529.5	Birdsville+	655.5	Eulo+	655.5
Uralla*	655.5	Blackall	571.5	Flametree/ Jubilee Pocket*	571.5
Vacy	543.5	Blackwater	655.5	Gladstone East	543.5
Wagga Wagga	613.5	Boonah	613.5	Gladstone West	655.5
Walcha	613.5	Bowen Town	571.5	Glenden+	641.5
Walgett	627.5	Boyne Island	613.5	Gold Coast	613.5
Walwa/Jingellic	683.5	Brisbane	184.5	Gold Coast Southern Hinterland	676.5
Warialda*	683.5	Brisbane North-West**	648.5	Goldsborough Valley*	578.5
Warners Bay*	550.5	Brisbane South-East**	564.5	Goondiwindi	613.5
Wellington*	690.5	Burnett Heads (Holiday Park) +	564.5	Gordonvale	662.5
West Wyalong*	613.5	Cairns	184.5	Gympie	613.5
Wilcannia	571.5	Cairns East	648.5	Gympie Town	683.5
Wollongong	641.5	Cairns North	571.5	Herberton	571.5
Woolgoolga*	690.5	Canungra**	564.5	Hervey Bay	648.5
Woronora**	613.5	Capella	529.5	Hughenden	571.5
Wyong	613.5	Cardwell	662.5	Isisford+	662.5
Yass+	550.5	Carmila+	655.5	Jericho+	662.5
Young	613.5	Charleville	226.5	Jundah+	662.5
<b>Northern Territory</b>		Charters Towers	613.5	Karumba+	655.5
Alice Springs	177.5	Clairview+	613.5	Kooralbyn**	564.5
Batchelor	613.5	Clermont	571.5	Longreach	219.5
Darwin	536.625	Cloncurry	571.5	Mackay	536.5
Darwin City	613.5	Collinsville	571.5	Mareeba	613.5
Hermannsburg+	669.5	Cooktown	571.5	Maroochydore (Holiday Park) +	184.5
Jabiru	529.5	Cooloola Cove*	571.5	Middlemount	571.5
Katherine	177.5	Coolum Beach (Coolum Beach HP) +	184.5	Miles	613.5
Nhulunbuy	177.5	Cow Bay+	655.5	Mission Beach	662.5
Tennant Creek	219.5	Crows Nest*	683.5	Mitchell	592.5
Tindal++	669.5	Cunnamulla	571.5	Monto	648.5
Yulara+	662.5	Curumbin	676.5	Moranbah	683.625
<b>Queensland</b>		Daintree Village+	613.5	Moranbah Town	571.5
Agnes Water*	683.5	Darling Downs	564.5	Morven+	662.5
Airlie Beach	571.5	Dimbulah	613.5	Mossman	529.5
Alpha+	655.5	Dysart	613.5	Mossman South+	571.5
Anakie+	613.5	Emerald	226.5	Mount Alford**	683.5
Aramac+	662.5	Emu Park (Bell Caravan Park) +	655.5	Mount Isa	205.5
Atherton	655.5	Eromanga+	655.5	Mount Morgan*	683.5
Augathella+	655.5			Moura*	655.5
Ayr	613.5				
Babinda	662.5				
Barcaldine	641.5				
Bedourie+	655.5				

Area Served	Frequency (MHz)
Mudjimba (Mudjimba Beach HP) +	578.5
Mundubbera*	648.5
Murgon	648.5
Murwillumbah	564.5
Muttaborra+	655.5
Nambour	613.5
Nanango*	683.5
Nebo	606.5
Noosa/Tewantin	613.5
Normanton+	662.5
Peregian Beach*	564.5
Point Arkwright*	564.5
Port Douglas	655.5
Proserpine	613.5
Quilpie+	655.5
Rainbow Beach*	571.5
Rathdowney**	564.5
Ravenshoe	613.5
Redlynch	669.5
Richmond+	655.5
Rockhampton	592.5
Rockhampton East	613.5
Roma	184.5
Sapphire/Rubyvale+	655.5
Sarina Beaches*	648.5
Shute Harbour	655.5
Southern Downs	606.5
Springsure	613.5
St George	212.5
St Lawrence+	613.5
Stonehenge+	655.5
Stuart	690.5
Sunshine Coast North	683.5
Sunshine Coast South	578.5
Tambo+	571.5
Tara	613.5
Texas	648.5
Thursday Island	571.5
Tieri	606.5

Area Served	Frequency (MHz)
Tin Can Bay*	571.5
Toowoomba	655.5
Toowoomba East*	613.5
Toowoomba South*	613.5
Townsville	592.5
Townsville North	690.5
Tully	648.5
Warwick	648.5
Weipa	571.5
Wide Bay	177.5
Willows+	655.5
Windorah+	655.5
Winton	571.5
Wonga Beach*	571.5
Wyandra+	655.5
Yarraman*	606.5
Yeppoon	613.5
Yowah+	662.5
<b>South Australia</b>	
Adelaide	184.5
Adelaide Foothills	571.5
Angaston**	571.5
Bordertown	620.5
Burra	571.5
Cape Jervis**	620.5
Caralue Bluff	655.5
Carrickalinga**	683.5
Ceduna/Smoky Bay	613.5
Clare	655.5
Coffin Bay	648.5
Cooper Pedy	571.5
Cowell	606.5
Craigmore/Hillbank	571.625
Eudunda**	571.5
Gumeracha**	683.5
Keith	578.5
Kingston SE/Robe	578.5
Lameroo	620.5
Lyndoch**	571.5
Maitland**	683.5
Mannum**	620.5
Morgan*	620.5
Myponga**	620.5

Area Served	Frequency (MHz)
Naracoorte	620.5
Normanville**	606.5
Orroroo*	662.5
Pinnaroo	578.5
Port Lincoln	683.5
Quorn	655.5
Renmark/Loxton	529.5
Roxby Downs	571.5
South East	529.5
Spencer Gulf North	620.5
Strathalbyn**	620.5
Streaky Bay (Islands CP) +	620.5
Swan Reach**	571.5
Tumby Bay	529.5
Victor Harbor	571.5
Waikerie	655.5
Woomera++	578.5
Yankalilla**	620.5
<b>Tasmania</b>	
Acton Road	578.5
Barrington Valley	655.5
Bicheno	578.5
Binalong Bay	599.5
Burnie	655.5
Currie+	571.5
Cygnets	620.5
Derby	655.5
Dover	655.5
Dover South	613.5
East Devonport	606.5
Forth*	641.5
Geeveston	571.5
Hillwood	655.5
Hobart	177.5
Hobart NE Suburbs	655.5
King Island	690.5
Launceston	571.5
Lileah	219.5
Lilydale	655.5
Maydena	634.5
Meander	662.5
NE Tasmania	641.5

## Appendix 12

### SBS Digital Television: Areas served (continued)

Area Served	Frequency (MHz)	Area Served	Frequency (MHz)	Area Served	Frequency (MHz)
Neika/Leslie Vale*	683.5	Ferntree Gully	613.5	South Yarra	613.5
New Norfolk	571.5	Foster	613.5	Tawonga South	529.5
Orford	613.5	Geelong**	683.5	Terang*	571.5
Penguin	606.5	Genoa	578.5	Timboon*	529.5
Queenstown/ Zeehan	655.5	Goulburn Valley	585.5	Trafalgar/Yarragon*	613.5
Rosebery	529.5	Halls Gap	655.5	Underbool*	571.5
Smithton	592.5	Halls Gap (Lakeside TP)+	536.5	Upper Murray	184.5
St Helens	529.5	Harrietville+	655.5	Upwey	571.5
St Marys	690.5	Healesville**	571.5	Warburton	571.5
Strahan	613.5	Hopetoun	550.5	Warracknabeal*	550.5
Swansea	655.5	Horsham	613.5	Warrnambool	662.5
Taroona	627.625	Howqua*	578.5	Warrnambool City	529.5
Ulverstone	606.5	Inverloch*	683.5	Western Victoria	184.5
Waratah	606.5	Jeeralang/Yinnar South*	690.5	Wycheproof*	613.5
Wynyard	536.5	Kiewa	613.5	Wye River**	571.5
<b>Victoria</b>		Koondrook/ Barham*	655.5	Yea	592.5
Alexandra	655.5	Lakes Entrance	655.5	<b>Western Australia</b>	
Alexandra Environs	627.5	Latrobe Valley	543.5	Albany	620.625
Anglesea/ Aireys Inlet**	529.5	Lorne*	571.5	Augusta	662.5
Apollo Bay*	571.5	Mallacoota	655.5	Blackstone (WA)+	655.5
Bairnsdale	571.5	Mansfield	655.5	Bridgetown	634.5
Ballarat	571.5	Marysville	571.5	Broome	205.625
Ballarat East*	613.5	Melbourne	184.5	Bruce Rock	669.5
Bendigo	529.5	Melbourne Inner Suburbs**	613.5	Bunbury	571.5
Birchip*	613.5	Mildura/Sunraysia	191.5	Carnamah	662.5
Bonnie Doon	536.5	Mitta Mitta+	655.5	Carnarvon	219.625
Boolarra*	690.5	Monbulk**	683.5	Central Agricultural	634.5
Bright	529.5	Mt Cowley IBL*	676.5	Cervantes+	669.5
Broadford+	655.5	Murray Valley	655.5	Coolgardie+	613.5
Bruthen	655.5	Myrtleford	655.5	Dampier	543.5
Cann River	655.5	Newborough*	613.5	Davyhurst Mine Village+	529.5
Casterton	648.5	Nhill	655.5	Denham+	571.5
Charlton*	613.5	Orbost	627.5	Derby (WA)	184.5
Churchill	690.5	Ouyen*	648.5	Dongara+	564.5
Cobden	613.5	Portland	613.5	Esperance	198.5
Cohuna*	613.5	Robinvale*	571.5	Exmouth	198.625
Colac	676.5	Rosebud	613.5	Fitzroy Crossing	613.5
Corryong	578.5	Safety Beach	613.5	Geraldton	627.5
Eildon	592.5	Selby	571.5	Halls Creek	205.5
Eildon Town	627.5	Seymour	613.5	Jurien Bay+	599.5
Falls Creek+	613.5			Kalbarri	212.5
				Kalgoorlie	184.625

Area Served	Frequency (MHz)
Kambalda	620.5
Karratha	641.5
Katanning	641.5
Kojonup	669.5
Koorda+	655.5
Kununurra	212.625
Kununurra East	620.5
Lancelin**	613.5
Laverton+	655.5
Leonora+	620.5
Mandurah/Waroona	613.5
Manjimup	662.5
Margaret River	634.5
Meekatharra	205.5
Menzies+	620.5
Merredin	669.5
Mingenew	662.5
Moora	606.5
Morawa	564.5
Mount Magnet	205.5
Mullewa	662.5
Nannup	529.5
Narrogin	669.5
Newman	219.5
Norseman	662.5
Northam	669.5
Northampton	662.5
Onslow+	620.5
Pannawonica	212.5
Paraburdoo	226.5
Pemberton	529.5
Perth	184.5
Perth City**	683.5
Perth Coastal**	683.5
Port Hedland	177.5
Roebourne	191.5
Roleystone	613.5
Southern Agricultural	212.5
Southern Cross Town	529.5
Tom Price	219.5
Toodyay	655.5

Area Served	Frequency (MHz)
Two Rocks**	529.5
Wagin	529.5
Warburton (WA)+	655.5
Wongan Hills+	655.5
Wyndham	219.5
<b>External Territories</b>	
Christmas Island	184.5
Drumsite++	
Christmas Island Phosphate Hill++	578.5
Christmas Island Rocky Point++	620.5
Cocos Islands Home Island++	627.5
Cocos Islands West Island++	184.5
Norfolk Island+	529.5

**Legend:**

\* RBA – Regional Broadcasters Australia

\*\* TX Australia

+ Self Help – Local Council

++ Australian Government

**Source:**

ACMA Broadcast Transmitter Data

## Appendix 13

### SBS Analogue Radio: Areas served

Area Served	Frequency
<b>Australian Capital Territory</b>	
Canberra	1440 kHz
Canberra	105.5 MHz
<b>New South Wales</b>	
Bathurst City*	91.1 MHz
Batlow	92.5 MHz
Boggabilla*	107.9 MHz
Brewarrina*	89.7 MHz
Cobar*	105.3 MHz
Coolamon*	103.1 MHz
Cootamundra*	102.9 MHz
Cowra*	95.9 MHz
Culcairn*	91.1 MHz
Dubbo (City)*	100.5 MHz
Gulgong*	104.7 MHz
Gundagai*	95.1 MHz
Holbrook*	93.7 MHz
Junee*	98.7 MHz
Lismore*	98.9 MHz
Long Flat*	107.9 MHz
Murrurundi*	100.1 MHz
Narrandera*	93.5 MHz
Newcastle	1413 kHz
Nimbin*	106.3 MHz
Oberon*	107.1 MHz
Orange*	100.5 MHz
Parkes*	101.3 MHz
Peak Hill*	100.9 MHz
Port Macquarie*	107.7 MHz
Sydney	1107 kHz
Sydney	97.7 MHz
Tamworth*	97.1 MHz
Tumbarumba*	100.5 MHz
Tumut	94.7 MHz
Wagga Wagga*	103.5 MHz
Wollongong	1035 kHz
Wollongong	1485 kHz
Young*	98.7 MHz
<b>Northern Territory</b>	
Darwin	100.9 MHz
Nhulunbuy*	99.7 MHz
<b>Queensland</b>	
Alpha*	102.3 MHz
Aramac*	99.7 MHz

Area Served	Frequency
Bedourie*	102.9 MHz
Birdsville*	104.5 MHz
Bollon*	96.3 MHz
Brisbane	93.3 MHz
Cairns (Mt Yarrabah)*	90.5 MHz
Carmila*	89.7 MHz
Clermont*	103.7 MHz
Cloncurry*	106.1 MHz
Cow Bay*	99.1 MHz
Cunnamulla*	104.5 MHz
Daintree*	90.5 MHz
Dajarra*	96.5 MHz
Dirranbandi*	95.3 MHz
Eidsvold*	104.3 MHz
Emerald*	93.1 MHz
Eromanga*	89.3 MHz
Glenden*	94.1 MHz
Hughenden*	104.3 MHz
Injune*	102.7 MHz
Jericho*	101.7 MHz
Longreach*	101.3 MHz
Meandarra*	97.9 MHz
Monto*	107.3 MHz
Moonford*	90.7 MHz
Moranbah Town*	92.9 MHz
Mossman*	95.1 MHz
Muttaborra*	100.5 MHz
Nebo*	94.7 MHz
Normanton*	96.9 MHz
Port Douglas*	105.5 MHz
Quilpie*	98.1 MHz
Richmond*	106.1 MHz
Sapphire*	103.5 MHz
Springsure*	99.3 MHz
St Lawrence*	97.3 MHz
Tambo*	103.5 MHz
Tara*	90.3 MHz
Taroom*	97.3 MHz
Thallon*	92.5 MHz
Theodore*	102.7 MHz
Willows*	99.7 MHz
Wondai*	98.9 MHz
Wyandra*	92.3 MHz

Area Served	Frequency
Yowah*	102.5 MHz
<b>South Australia</b>	
Adelaide	106.3 MHz
Adelaide Foothills	95.1 MHz
Angaston*	92.3 MHz
Cooper Pedy*	93.3 MHz
Roxby Downs*	92.3 MHz
<b>Tasmania</b>	
Hobart	105.7 MHz
Queenstown*	93.7 MHz
Rosebery*	101.5 MHz
Strahan*	94.7 MHz
<b>Victoria</b>	
Ballarat (Warrenheip)*	95.9 MHz
Maryborough*	104.5 MHz
Melbourne	1224 kHz
Melbourne	93.1 MHz
Mildura*	98.7 MHz
Myrtleford*	97.3 MHz
Wodonga*	89.5 MHz
<b>Western Australia</b>	
Broome*	91.7 MHz
Coorow*	107.1 MHz
Denham*	100.5 MHz
Exmouth*	98.9 MHz
Green Head*	100.1 MHz
Hopetoun*	95.7 MHz
Laverton*	94.9 MHz
Leonora*	95.3 MHz
Moora*	103.5 MHz
Morawa*	93.5 MHz
Newman Area C Mine*	103.3 MHz
Perth	96.9 MHz
Ravensthorpe*	94.7 MHz
South Flank Mining Area*	89.5 MHz
Westonia*	101.9 MHz
Wongan Hills*	106.3 MHz

**Legend:**

\* Self Help – Local Council

**Source:**

ACMA Broadcast Transmitter Data

## Appendix 14

### SBS Digital Radio: Areas served

Area Served	Frequency (MHz)
<b>Australian Capital Territory</b>	
Canberra	206.352
Tuggeranong	206.352
<b>New South Wales</b>	
Campbelltown	206.352
Collaroy Plateau	206.352
Penrith	206.352
Sutherland	206.352
Sydney	206.352
Sydney City	206.352
Sydney Northern Beaches	206.352
<b>Northern Territory</b>	
Darwin	206.352
Darwin City	206.352
<b>Queensland</b>	
Brisbane	206.352
Gold Coast	197.648
<b>South Australia</b>	
Adelaide	206.352
<b>Tasmania</b>	
Hobart	206.352
Taroona	206.352
<b>Victoria</b>	
Bacchus Marsh /Melton	206.352
Melbourne	206.352
Melbourne City	206.352
Port Melbourne	206.352
Werribee	206.352
<b>Western Australia</b>	
Perth	206.352
Perth City	206.352
Perth Northern Beaches	206.352

Source: BAI Communications

## Appendix 15

# SBS Television: Advertisers

7-Eleven	Australian Unity	(CES) Victoria	General's Department
A2 Milk	Autobarn	Compact Home Lifts	Fed Australian Competition & Consumer Commission
AAMI	Aveo	Compare The Market	Fed Australian Electoral Commission
Abbott	Aware Super	Complete Removals	Fed Australian Taxation Office
ACH Group	Bakers Delight	Connect Hearing Australia	Fed Dept of Agriculture, Water and Environment
ACMN	Bank West	Conni	Fed Dept of Defence
ACON	Beaumont Tiles	COTA Insurance	Fed Dept of Health & Aged Care
Actegy Health	Beiersdorf	Cover More	Fed Dept of Home Affairs
Ada's Place	Bendigo and Adelaide Bank	CQ University	Fed Dept of Social Services
Adelaide Appliance Gallery	bet365	CRC Industries	Fed Dept of Treasury
Adelaide Hospital Research Foundation Lottery	Betta Blinds	Creative Home Renovations	Fed National Australia Day Council
Adelaide University	BetterHelp	Credit Union SA	Federal Group
Advanced Hair Studio	BHP	Cricket Australia	Ferrari East
AGL	Big W	Crowies Paints	Ferrero Australia
AIA Australia	Bikebug	CUPRA	Five Star Outdoors
Air New Zealand	Bing Lee	Curcupet	Flight Centre
Airbnb	Binge	Curtin University	Fonterra
Aldi	Blue Care	Dairy Australia	Foodland
Alinta Energy	Bluescope Steel	Dan Murphy's	Ford
Allianz Australia Services	Boating Camping Fishing	Dankz	Ford Dealers
ALP National	Bolton Clarke	Deakin University	Forty Winks
ALP WA	Bonds	Department of Primary Industries and Regional Development	Four Paws
Alpha Support At Home	Booking.com	Desart	Foxtel
Amart Furniture	Bowra & O'dea	Destination NSW	Fred Hollows Foundation
Amazon	Bremerton Wines	Discount City Carpets	Fulham Funerals
Amazon Prime Video	BritBox	Disney	Garmin
Amazon XCM	Buddy	Divine Mercy	Geeks 2 U
Amber Tiles	Budget Direct	Dodo	GIO
Amity Community Services	Bunnings Warehouse	Dollar Curtains	Glaxo Smithkline
AMP	Bupa Australia Health	Don	Glencore
Amplifon	Burns For Blinds	Doordash	Golden Casket
Ampol	BWS	Doors Plus	Good Guys, The
AMX	Campaign Edge	Dr Oetker	Goodman Fielder
Anaconda	Cancer Council Australia	Drain Man, The	Google
Ancestry.com	Captain Choice Tours	Drakes Supermarket	Grand Pacific Health
Animals Australia	Caravan & Camping Industry Association NSW	Dreamland	Great Barrier Reef Foundation
Anthem	Caravan and Camping Association of SA	DrinkWise	Great Southern RV
ANZ Bank	Carbon Cancer Australia	Dulux	Great Wall Motors
Apple Computer	Care2Serve	Dynamic Home Enhancements	Greenpeace
APT Touring	Carnival	Dyson Appliances	Griffith University
Apunipima Cape York Health Council	Carnival Cruises	E&S	Guide Dogs
Aria Dental	Caruso's Natural Health	ECH Incorporated	Guide Dogs NSW/ACT
Arts Projects Australia	CBUS	Edith Cowan University	Harris Scarfe
Asahi	Central Australian Aboriginal Congress	Elders	Harvey Beef
Audible	CEOs For Gender Equity	Emerald Cruises	Harvey Norman
Aussie Broadband	Chamber of Minerals & Energy of Western Australia, The	Endeavour Homes	HBF WA
Australian Ballet, The	Chemist Warehouse	Energy Australia	HCF
Australian Climate and Biodiversity Foundation	Chery Motors	Energy QLD	Health Partners
Australian Ethical Super	Choosi	ENGIE	Hearing Australia
Australian Greens, The	Christian Blind Mission	ETU National	Hello Fresh
Australian Health Management	Climat	Events ACT	Henley Homes
Australian National Maritime Museum	CMC Markets	Expedia	HESTA
Australian Pensioners Insurance	CMS Events	Fan & Light Shop, The	Hi Tec Oils
Australian Retirement Trust	Coex	Fantastic Furniture	HIF
Australian Seniors Insurance Agency	Coles Supermarkets	FARE	Homes Tasmania
	Commissioner for Environmental Sustainability	Farquhar Kitchens	Homesafe
		Fed Attorney	

Horticulture	Lysaght	NSW Cancer Council	QLD Dept of Health
Innovation Australia	Macpac	NSW Cancer Institute of NSW	QLD Dept of Housing
Hospital Research Foundation	Macquarie Bank	NSW Dept of Customer Service	QLD Dept of Housing and Public Works
Adelaide Home Lottery, The	Magnetite	NSW Dept of Education	QLD Dept of Premier & Cabinet
Hospital Research Foundation, The	Mahindra	NSW Electoral Commission	QLD Dept of State Development
Hostplus	Maitland Tourism	NSW Government	QLD Dept of Transport and Main Roads
Hurley Hotel Group	Mannix Airconditioning	NSW Government TAFE	QLD Dept Justice & Attorney General
Hurtigruten	Marley Spoon	NSW Government Transport	QLD Electoral Commission
Hyundai	Mars Foods	NSW Lotteries	QLD Fire and Emergency Services
IAG	Mater Lotteries	NSW Office of Responsible Gambling	QLD Labor Party
Iconic Foods Distribution	McCain	NSW Rural Fire Service	QLD Police
IGA	McDonald Jones Homes	NSW Sydney Water	QLD Police Union
IKEA	McDonalds	NSW TAFE	QLD Transport
Image Robes	McDonalds QLD	NSW Transport for NSW	Queensland Reconstruction Authority
Industry Super Funds	McLeay and Sons	NT Dept of Education	Queensland Treasury
iNova	Medex Australia	NT Dept of The Chief Minister	Queensland University of Technology
Institute for Urban Indigenous Health	Medibank	NT Motor Accident Compensation Commission	RAA
Intrepid Group	Menarini	NT Tourism	RAC (WA)
Isuzu	Menulog	Officeworks	Racing & Wagering WA
Italia Ceramics	MG Live	Olympic Industries	RACQ
Jayco	Michael Cassel Group	Opera Australia	RACT
JB Hi-Fi	Michael Hill	Optus	Radio Lollipop
Journey Beyond	Midas	Orana	Ram Trucks
Juniper WA	Miele Australia	Origin Energy	RB (Hygiene Home)
Just Quality	Millmaine Entertainment	Ozcar	Real Insurance
Kalyra	Mission Australia	Ozharvest	Realestate.com.au
Kathmandu	Mitsubishi Motors	P & O	Rebel Sport
Kayo	MK ECCO	Palliative Care Tasmania	Reckitt Benckiser
Kennards Hire	MLC	Paramount+	Reconciliation Australia
Kenogo	Moccona	Patties Foods	Red Energy
KFC	Mondelez – Chocolate	Penrite Oil	Remitly
Kia Motors Australia	Mood Tea	Perfection Fresh	Renault
Kimberley Community Legal Services	Moroccan Oil	Peter Elberg Funerals	ResMed
King Living	Ms Society (WA)	Petergeorge4franklin	Rest Superannuation
KleenHeat Gas	Multicultural Care	Pharmacare	Resthaven
KM Smith	Mushroom Pictures	Phil Hoffmann Travel	Rio Tinto
Kmart	my NRMA	Phillip Island Circuit	Royal Flying Doctors Service
Kraft Heinz	mycar	Plan International	RSL Art Union
La-Z-Boy	Myer Stores	Polestar	RSPCA Insurance
Lateral Events	Myliving Outdoors	Police & Nurses	RSPCA National
Leukaemia Foundation	Mystate Bank	Ponant	RSPCA NSW
Lexus	National Aboriginal Community Controlled Health Organisation, The	Posture Care Chair	RSPCA VIC
LG Electronics	National Australia Bank	Powerhouse Museum	Ryman
LG Energy Solutions	Natuzzi Adelaide	Premier Foods	SA Adelaide Festival
Liberal National Party QLD	Natuzzi Brisbane	Priceline	SA Adelaide Festival Centre
Liberal Party of Australia	Natuzzi Sydney	Primo	SA Adelaide Festival Centre Contra
Liberal Party WA, The	Neighbours of Fish Farming	Princess Cruises	SA Ambulance Service
Life Without Barriers NSW	Neilson Financial Services	Property Asset Planning	SA Cancer Council
Life Without Barriers QLD	Nestle	Prospect Contractors	SA Dept of Health
Life Without Barriers SA	Newcastle Permanent	Providence Piara Waters Lifestyle Resort	SA Dept of Human Services
Life Without Barriers WA	News Corporation	Qantas	SA Dept of Premier & Cabinet
Lifeblood	NIB	QLD Dept of Child Safety and Disability Services	SA Dept of State Development
Lifeline	Nissan	QLD Dept of Energy and Climate	SA Dept of Trade & Investment
Lindt	Noel's Caravans	QLD Dept of Environment, Tourism, Science and Innovation	
Lite N Easy	Norwegian Cruise Lines		
Lotterywest	NRMA Parks & Resorts		
Louvre House	NRMA Roadside Assistance – Orion		

## Appendix 15

### SBS Television: Advertisers (continued)

SA Dog and Cat Management Board	Sydney Marathon	Vision Australia
SA Green Industries	Sydney Theatre Company	Volkswagen Australia
SA Homestart Finance	TAFE QLD	Volvo
SA Lotteries Commission	Tailors of Distinction	WA Cancer Council
SA Motor Sport Board	Tangerine Telecom	WA Electoral Commission
SA Office for Early Childhood Development	Target	WA Gov – City of Perth
SA Police Department	TAS Dept of Premier and Cabinet	WA Gov – Dept for Communities
SA Preventative Health	TAS Fire	WA Gov – Dept of Education
SA South Australian Tourism Commission	TAS Networks	WA Gov – Dept of Health
SA Underpinning	TAS Plates	WA Gov – Dept of Premier & Cabinet
SA University of South Australia	Tasmania Election	WA Gov – Dept of Transport
Salvation Army	Tasmanian Electoral Commission	WA Gov – Dept of Water and Environmental Regulation
Samsung	Tasmanian Labor Party	WA Gov – Perth Mint
Samtass	Tatts	WA Gov – Wungening Aboriginal Corporation
San Remo	Telstra	Foster Care
Sanitarium Health Food Co	Tempur	WA Police
Save the Children	Tennis Australia	WA Public Transport Authority
Scenic Tours	Tesselaar	WA Return Recycle Renew
Scenic World	That's Amore Cheese	WA Road Safety Commission
Scholl	The Smith Family	WA Synergy
SEEK	Tiktok	WA Water Corp (Brand)
Shannons Insurance	Tourism Events QLD	Water Aid
Shine Lawyers	Tourism Tasmania	West Australian Symphony Orchestra
Silver Chain	Toyota	West Coast Eagles
Silversea Cruises	TPT Wealth	Western Power
Simmonds Heating and Cooling	Treaty Authority	Westpac
Simplot	Trilogy Funds	Wise
Škoda	Trip A Deal	Wohlers
Slater & Gordon	Trivago Gmbh	Woodside
Sleeping Duck	Trumpet of Patriots	Woolworths Everyday Rewards
Smeg	Tyrepower	Woolworths Insurance
Smith Family	UNHCR	Woolworths Online Shop
Solahart	UNICEF	Woolworths Supermarkets
Sony Picture Releases	Unilever	Worksafe Victoria
Southern Cross Austereo	Unions NSW	World Animal Protection
Southern Cross University	UniSuper	World Food Programme
Specsavers	University of Canberra	World Vision
Spirit of Tasmania	University of Melbourne	World Vision Australia
Sportsbet	University of Newcastle	World Wildlife Fund
Squarespace	UnLtd	Yorganop Foster Care Agency
St John Ambulance (SA)	Velocity Frequent Flyer	Youi
St Lukes	VIC Dept of Education and Training	Zahra Foundation
Stan	VIC Dept of Energy, Environment and Climate Action	Zerella Fresh
Stayz	VIC Dept of Families, Fairness and Housing	Zespri
Steven Hooper Hearing Care	VIC Dept of Health	Zoetis – Avenue C
Stratco	VIC Dept of Justice and Community Safety	
Stressless	VIC Dept of Premier & Cabinet	
Studio Canal	VIC Government	
Suncorp	VIC Police	
Suncorp Bank	VIC Transport	
Suncorp Insurance	Accident Commission	
Sunrice	Victorian Infrastructure Delivery Authority	
Super Cheap Auto	Viking River Cruises Australia	
Suresafe		
Sydney Children's Hospitals Foundation		

## Appendix 16

### SBS Television: Program sponsorship

Program	SPONSORS
7/7: The London Bombings Series 1	Coles Supermarkets
8 Out of 10 Cats Does Countdown S8 (Repeat)	Fed Dept of Social Services
8 Out of 10 Cats Does Countdown S9 (Repeat)	Fed Dept of Social Services
Adam & Poh's Great Australian Bites Series 1	Miele Australia
Ageless Gardens Series 2	Medex Australia
Ainsley's Festive Flavours Series 1	Harvey Norman
Ainsley's Great Garden Cook Off Series 1	Fed Dept of Social Services
Air Fryers: Are They Worth It?	Miele Australia
Al Pacino: The Reluctant Star	National Australia Bank
Alone Australia Series 1	WA Return Recycle Renew
Alone Australia Series 2	WA Cancer Council
Alone Australia Series 3	Australian Ethical Super
Alone Australia Series 3	Coles Supermarkets
Alone Australia Series 3	Kia Motors Australia
Alone Australia Series 3	Tourism Tasmania
Anthony Bourdain: Series 7 (Repeat)	Miele Australia
Apac Weekly 2024	Medex Australia
Arc De Triomphe: The Passion of a Nation	Coles Supermarkets
Art from the Heart (Repeat)	WA Return Recycle Renew
Athletics: World Indoor Championships 2025	CRC Industries
Athletics: World Indoor Championships 2025	Hi Tec Oils
Billy and Dom eat the World Series 1	Harvey Norman
Britain's Great Outdoors Series 1	Medex Australia
Britain's Great Outdoors Series 2	Medex Australia
Castle Secrets Series 1	Fed Dept of Social Services
Cheese: A Love Story Series 1	Harvey Norman
Classic Socceroots Matches and World Cup Finals	Great Wall Motors
Classic Socceroots Matches and World Cup Finals	Hyundai
Come Dine With Me UK Daytime Series 12	Harvey Norman
Come Dine With Me: The Professionals Series 2	Miele Australia
Concorde: Chasing a Dream	Fed Dept of Social Services
Cook Clever Waste Less with Prue and Rupy Series 1	Miele Australia
Cook Up With Adam Liaw Series 1, The	Harvey Norman
Cook Up With Adam Liaw Series 2, The	Harvey Norman
Cook Up With Adam Liaw Series 3, The	Harvey Norman
Cook Up With Adam Liaw Series 5, The	Harvey Norman
Cook Up With Adam Liaw Series 6, The	Harvey Norman
Cook Up With Adam Liaw Series 7, The	Harvey Norman
Cook Up With Adam Liaw Series 8, The	Harvey Norman
Cooking Italy Series 1	Miele Australia
Cooking With Curtis Series 1	Miele Australia
Cricket: National Indigenous Cricket Championships 2025	Toyota
Cumbria: The Lakes & The Coast Series 1	Fed Dept of Social Services

## Appendix 16

### SBS Television: Program sponsorship (continued)

Program	SPONSORS
Cycling: La Vuelta 2024	SA South Australian Tourism Commission
Cycling: La Vuelta 2024 Highlights	SA South Australian Tourism Commission
Cycling: National Road Championships 2025	Medex Australia
David Rocco's Italia Series 1	Harvey Norman
David Rocco's Italia Series 1	Smeg
Day The Rock Star Died: Michael Hutchence, The	Coles Supermarkets
Dermot's Taste of Ireland Series 1	Harvey Norman
Destination Flavour Christmas	Harvey Norman
Discovering Film: Gene Hackman	National Australia Bank
Discovering Film: Maggie Smith	National Australia Bank
Dishing It Up Series 1	Miele Australia
Donal Skehan: Home Cook Series 1	Miele Australia
Donal's Feasts, Fasts and Festivals Series 1	Miele Australia
Donal's Real Time Recipes Series 1	Miele Australia
Easy Ways to Live Well Series 1	Miele Australia
Eat, Roam, Relish Series 1	Smeg
Eurovision Song Contest 2025	AAMI
Everyday Gourmet With Justine Schofield Series 6	Miele Australia
Field Trip With Curtis Stone: Hong Kong Series 1	Miele Australia
FIFA Archive: Upsets and Thrillers, Full Matches	Medex Australia
FIFA Conmebol Qualifiers: Mediapro Full Matches	Great Wall Motors
FIFA Conmebol Qualifiers: Mediapro Full Matches	Hyundai
FIFA Conmebol Qualifiers: Sportfive Full Matches	Great Wall Motors
FIFA Conmebol Qualifiers: Sportfive Full Matches	Hyundai
Finding Your Roots Series 10	Ancestry.com
Finke: There and Back (Repeat)	Cancer Council Australia
Football 2024: FIFA Films, Etched in Gold	Great Wall Motors
Football 2024: FIFA Films, Etched in Gold	Hyundai
Four Years Later Series 1	Fed Dept of Social Services
Gary Barlow's Food & Wine Tour: Australia Series 1	Smeg
Gary Barlow's Wine Tour: South Africa Series 1	Miele Australia
Genghis Khan's Mongolia	Coles Supermarkets
Girls Can't Surf	Cancer Council Australia
Giro D'italia 2025	Polestar
Giro D'italia 2025 Highlights	Polestar
Gloriavale	Coles Supermarkets
Going Places with Ernie Dingo Series 4	Griffith University
Going Places with Ernie Dingo Series 4	WA Cancer Council
Going Places with Ernie Dingo Series 5	Fed Dept of Social Services
Going Places with Ernie Dingo Series 6	NSW Government Transport
Going Places with Ernie Dingo Series 6	WA Return Recycle Renew
Gordon Ramsay: Uncharted Series 2	Harvey Norman
Gordon Ramsay: Uncharted Series 3	Iconic Foods Distribution
Gordon, Gino and Fred's Road Trip Series 1	Smeg

Program	SPONSORS
Gordon, Gino and Fred's Road Trip Series 2	Smeg
Gourmet Farmer Afloat Series 1 (Repeat)	Harvey Norman
Great Australian Walks Series 2	Australian Ethical Super
Great Australian Walks Series 2	Kathmandu
Great Australian Walks Series 2	WA Cancer Council
Great Climate Fight Series 1, The	Australian Ethical Super
Great Climate Fight Series 1, The	Greenpeace
Great Coastal Railway Journeys Series 3	Fed Dept of Social Services
Great Parks of Africa Series 1	IAG
Guillaume's French Atlantic Series 1	Renault
Guillaume's French Atlantic Series 1	Smeg
Guillaume's French Atlantic Series 1	Silversea Cruises
Hairy Bikers Go West Series 1	Harvey Norman
Haututu Hunters Series 1	NSW Government Transport
Heston's Feasts Series 1 (Repeat)	Harvey Norman
Hindenburg: The Cover Up Series 1	Coles Supermarkets
History's Greatest Mysteries Series 5b	Coles Supermarkets
Hugh's Three Good Things Series 1	Harvey Norman
Hunting Aotearoa Series 12 (Repeat)	NSW Government Transport
Hunting Aotearoa Series 13	NSW Government Transport
In Search of Greatness	Cancer Council Australia
Into Thailand with Sue Perkins Series 1	Coles Supermarkets
Into The Amazon with Robson Green Series 1	Fed Dept of Social Services
Irish Road Trip with Miriam Margolyes Series 1	Coles Supermarkets
Island Echoes with Nornie Bero Series 1	Griffith University
Island Echoes with Nornie Bero Series 1	Miele Australia
James Martin's French Adventure Series 1	Fed Dept of Social Services
James Martin's French Adventure Series 1	Miele Australia
James Martin's French Adventure Series 1	Renault
Jamie At Home Series 1	Fed Dept of Social Services
Jason Atherton's Dubai Dishes Series 2	Miele Australia
Jeopardy Series 40	Fed Dept of Social Services
John and Lisa's Food Trip Down Under Series 1	Horticulture Innovation Australia
John Torode's Ireland Series 1 (Repeat)	Harvey Norman
Judi Love's Culinary Cruise Series 1	Emerald Cruises
Judi Love's Culinary Cruise Series 1	Miele Australia
Just One Thing with Michael Mosley Series 1	Coles Supermarkets
Karla Grant Presents Series 2	Griffith University
Kickin' Back with Gilbert Mcadam 2024	WA Cancer Council
Kickin' Back with Gilbert Mcadam 2024	WA Return Recycle Renew
Killing Sherlock with Lucy Worsley Series 1	Coles Supermarkets
Kitchen Glow Up Series 1	Smeg
Knowledge Keepers, The	IAG
Lake District Farmshop Series 2, A	Miele Australia

## Appendix 16

### SBS Television: Program sponsorship (continued)

Program	SPONSORS
Lap of Luxury: Escapes Down Under Series 3	Medex Australia
Letters and Numbers Series 1 (Repeat)	Blue Care
London: 2,000 Years of History Series 1 (Repeat)	Coles Supermarkets
Lorraine's Fast, Fresh and Easy Food Series 1	Miele Australia
Luca's Key Ingredient Series 4	Smeg
Luke Nguyen's Vietnam Series 1 (Repeat)	Fed Dept of Social Services
Mabo: Life of an Island Man (Repeat)	WA Return Recycle Renew
Malta: The Jewel of the Mediterranean Series 1	Coles Supermarkets
Marcus in the Med: Mallorca Series 1	Miele Australia
Marcus Wareing: Simply Provence Series 1	Miele Australia
Marcus Wareing: Simply Provence Series 1	Renault
Marcus Wareing: Simply Provence Series 1	Smeg
Marion Grasby's Flavours of Heart & Home Series 1	MK Ecco
Mary Berry Everyday Series 1	Renault
Mastermind Series 4	Fed Dept of Social Services
Mastermind Series 7	Coles Supermarkets
Memory Bites with Matt Moran Series 1	Marley Spoon
Memory Bites with Matt Moran Series 1	Miele Australia
Michael Portillo's Long Weekends Series 1	Coles Supermarkets
Michael Portillo's Long Weekends Series 1	Silversea Cruises
Michel Roux's French Country Cooking Series 1	Harvey Norman
Michel Roux's French Country Cooking Series 2	Harvey Norman
Michel Roux's French Country Cooking Series 3	Harvey Norman
Motor Sport: Dakar Rally 2025	Phillip Island Circuit
Motor Sport: Dakar Rally 2025	Ram Trucks
Motor Sport: Dakar Rally 2025	Shannons Insurance
Motor Sport: Dakar Rally 2025 Highlights	Shannons Insurance
Motorcycles: Superbike World Championship 2024	Hi Tec Oils
Motorcycles: Superbike World Championship 2025	CRC Industries
Motorcycles: Superbike World Championship 2025	Hi Tec Oils
Motorsport 2025: Toby Price Documentary	Phillip Island Circuit
Motorsport 2025: Toby Price Documentary	Ram Trucks
Motorsport: Australian Superbikes 2024	CRC Industries
Motorsport: Australian Superbikes 2024	Hi Tec Oils
Motorsport: Australian Superbikes 2024	Medex Australia
Motorsport: Australian Superbikes 2024	Shannons Insurance
Motorsport: Australian Superbikes 2025	CRC Industries
Motorsport: Australian Superbikes 2025	Hi Tec Oils
Motorsport: Australian Superbikes 2025	Medex Australia
Motorsport: Australian Superbikes 2025	Shannons Insurance
Motorsport: Bathurst 6 Hour 2025	CRC Industries
Motorsport: Bathurst 6 Hour 2025	Hi Tec Oils
Motorsport: Bathurst 6 Hour 2025	Medex Australia
Motorsport: Bathurst 6 Hour 2025	Shannons Insurance

Program	SPONSORS
Motorsport: Hi-Tec Oils Super Series 2024	CRC Industries
Motorsport: Hi-Tec Oils Super Series 2024	Hi Tec Oils
Motorsport: Hi-Tec Oils Super Series 2024	Medex Australia
Motorsport: Hi-Tec Oils Super Series 2024	Shannons Insurance
Motorsport: Hi-Tec Oils Super Series 2025	CRC Industries
Motorsport: Hi-Tec Oils Super Series 2025	Hi Tec Oils
Motorsport: Hi-Tec Oils Super Series 2025	Medex Australia
Motorsport: Hi-Tec Oils Super Series 2025	Shannons Insurance
Motorsport: Promx 2024	AMX
Motorsport: Promx 2024	Bikebug
Motorsport: Promx 2024	Hi Tec Oils
Motorsport: Promx 2024	Medex Australia
Motorsport: Promx 2024	Shannons Insurance
Motorsport: Promx 2025	AMX
Motorsport: Promx 2025	CRC Industries
Motorsport: Promx 2025	Medex Australia
Motorsport: Promx 2025	Penrite Oil
Motorsport: Promx 2025	Shannons Insurance
Motorsport: Race Tasmania 2025	CRC Industries
Motorsport: World Rally Raid Championships 2025	CRC Industries
Movie Show 2001	National Australia Bank
Movie Show 2002	National Australia Bank
Movie Show 2003	National Australia Bank
Movie Show 2004	National Australia Bank
Movie Show 2005	National Australia Bank
Mysteries of Sink Holes Series 1	Coles Supermarkets
Nadiya's American Adventure Series 1	Miele Australia
Nadiya's Cook Once, Eat Twice Series 1	Miele Australia
Nick Knowles Into The Grand Canyon Series 1	Coles Supermarkets
Nigella Kitchen Series 1 (Repeat)	Miele Australia
Nitv Weather Segment Series 1	IAG
Normans Series 1, The	Coles Supermarkets
One of Ours	WA Cancer Council
Other Side Series 9, The	Griffith University
Our Medicine Series 1	Coles Supermarkets
Over the Black Dot 2024	Fed Dept of Social Services
Over the Black Dot 2024	NSW Government Transport
Over the Black Dot 2024	WA Cancer Council
Over the Black Dot 2025	Cancer Council Australia
Over the Black Dot 2025	Fed Dept of Social Services
Paris Has Fallen Series 1	Aware Super
Pati's Mexican Table Series 8 (Repeat)	Harvey Norman
Pati's Mexican Table Series 13	Harvey Norman
Paula Mcintyre's Hamely Kitchen Specials Series 1	Iconic Foods Distribution

## Appendix 16

### SBS Television: Program sponsorship (continued)

Program	SPONSORS
Pbs Washington Week With The Atlantic 2023	Medex Australia
Perfect Match Series 15	NSW Cancer Institute of NSW
Portillo's Andalucia Series 1	Coles Supermarkets
Portillo's Andalucia Series 1	Silversea Cruises
Portillo's Greatest Railway Journeys Series 1	Hi Tec Oils
Pro Bull Riding USA – Unleash the Beast 2024	NSW Government Transport
Pro Bull Riding USA – Unleash the Beast 2025	Fed Dept of Social Services
Provelo Super League 2025	Medex Australia
Queens of Ancient Egypt Series 1	Coles Supermarkets
Rachael Ray's Meals in Minutes Series 1	Miele Australia
Rebel with a Cause Series 1	WA Return Recycle Renew
Remarkable Places to Eat Series 3	Miele Australia
Rick Stein's Cornwall Series 3 (Repeat)	Fed Dept of Social Services
Rick Stein's India Series 1 (Repeat)	Fed Dept of Social Services
Rick Stein's India Series 1 (Repeat)	Harvey Norman
Rick Stein's Road to Mexico Series 1	Miele Australia
River Cottage Australia Series 3 (Repeat)	Harvey Norman
Robson Green's Weekend Escapes Series 1	Coles Supermarkets
Rugby League 2024: Koori Knockout Live	NSW Government Transport
Sachie's Kitchen Series 2	Miele Australia
Sagrada Familia: Gaudi's Challenge	Fed Dept of Social Services
Save with Jamie Series 2	Horticulture Innovation Australia
Scotland's Scenic Railways Series 1	Coles Supermarkets
Secret DNA of Us Series 1, The	Ancestry.com
Secret DNA of Us Series 1, The	Blue Care
Secrets of Britain's Historic Houses & Gardens S2	Coles Supermarkets
Shaun Micallef's Origin Odyssey Series 1	Ancestry.com
Shaun Micallef's Origin Odyssey Series 1	Fed Dept of Social Services
Shaun Micallef's Origin Odyssey Series 1	Kathmandu
Shaw and Partners Iron Series 2024-2025	Medex Australia
Shepherdess Series 1	NSW Government Transport
Sherlock's Daughter Series 1	Coles Supermarkets
Silvia's Italian Masterclass Series 1	Iconic Foods Distribution
Simply Raymond Blanc Series 1	Renault
Simply Raymond Blanc Series 2	Renault
Skin in the Game	Cancer Council Australia
Speedweek 2024	CRC Industries
Speedweek 2024	Hi Tec Oils
Speedweek 2024	Medex Australia
Speedweek 2024	Shannons Insurance
Speedweek 2025	CRC Industries
Speedweek 2025	Hi Tec Oils
Speedweek 2025	Medex Australia
Speedweek 2025	Shannons Insurance

Program	SPONSORS
Stanley Tucci: Searching for Italy Series 1	Coles Supermarkets
Stanley Tucci: Searching for Italy Series 2	Smeg
Stephen Fry: Willem and Frieda	Coles Supermarkets
Sydney's Super Tunnel Series 2	Coles Supermarkets
Taste of Australia in Vietnam Series 1, A	Harvey Norman
Titan Sub Disaster: Minute by Minute Series 1, The	Coles Supermarkets
Toast the Host: How to Entertain at Home Series 1	Harvey Norman
Toast the Host: How to Entertain at Home Series 1	Smeg
Tour De France 2024	Bikebug
Tour De France 2024	Harvey Norman
Tour De France 2024	Jayco
Tour De France 2024	Škoda
Tour De France 2024	Unilever
Tour De France 2024 Daily Highlights	Bikebug
Tour De France 2024 Daily Highlights	Harvey Norman
Tour De France 2024 Daily Highlights	Jayco
Tour De France 2024 Daily Highlights	Škoda
Tour De France 2024 Daily Highlights	Unilever
Tour De France 2024 Highlights Review	Bikebug
Tour De France 2024 Highlights Review	Harvey Norman
Tour De France 2024 Highlights Review	Jayco
Tour De France 2024 Highlights Review	Škoda
Tour De France 2024 Highlights Review	Unilever
Tour De France Femmes 2024	Bikebug
Tour De France Femmes 2024	Harvey Norman
Tour De France Femmes 2024	Jayco
Tour De France Femmes 2024	Škoda
Tour De France Femmes 2024 Daily Highlights	Bikebug
Tour De France Femmes 2024 Daily Highlights	Harvey Norman
Tour De France Femmes 2024 Daily Highlights	Jayco
Tour De France Femmes 2024 Daily Highlights	Škoda
Tour De France Femmes 2024 Highlights Review	Bikebug
Tour De France Femmes 2024 Highlights Review	Harvey Norman
Tour De France Femmes 2024 Highlights Review	Jayco
Tour De France Femmes 2024 Highlights Review	Škoda
Travels With Agatha Christie Series 1	Coles Supermarkets
Treasures of The World With Bettany Hughes Series 4	Coles Supermarkets
U-96, The True Story of Das Boot	Fed Dept of Social Services
U-96, The True Story of Das Boot	National Australia Bank
Uninterrupted: The Real Stories of Basketball Series 1	Fed Dept of Social Services
Veil Series 1, The	Coles Supermarkets
Virdee Series 1	Coles Supermarkets
Volleyball 2024: Australian Beach Tour	Mahindra
Volleyball 2024: Australian Beach Tour	Medex Australia

## Appendix 16

### SBS Television: Program sponsorship (continued)

Program	SPONSORS
Volleyball 2024: Mahindra Super League	Mahindra
Who Do You Think You Are? Series 8 (Repeat)	Fed Dept of Social Services
Who Do You Think You Are? Series 13 (Repeat)	WA Cancer Council
Who Do You Think You Are? Series 16	Ancestry.com
Who Do You Think You Are? Series 16	Blue Care
Windsor Castle: Behind Closed Doors Series 1	Coles Supermarkets
World's Most Beautiful Landscapes Series 1, The	Fed Dept of Social Services
World's Most Punctual Train: Japan's Shinkansen	Fed Dept of Social Services
Yachting: Sail GP 2025	Medex Australia
Zelenskyy Show Series 1, The	Coles Supermarkets

## Appendix 17

### SBS Online: Advertisers

13CABS	Alternative Media	Trade Unions	Battery World
1Cover	Amart Furniture	Australian Energy Producers	Bayer Australia
2k Games	Amaysim	Australian Ethical Super	BCU Bank
3M	Amazon	Australian Events Marketing	Beacon Lighting
7-Eleven	Amazon Prime	Australian Film, Television & Radio School	Beauty and The Beast Musical
A2 Milk	Amazon Studios	Australian Football League	Beds R Us
AAMI	Amcal	Australian Fresh Food Group	Bedshed
AAT Kings Tours	American Express	Australian Greens, The	Bega
Abbott	Amnesty International	Australian Health Management	Beiersdorf
ABF Grain Products	AMP	Australian Institute	Bell Shakespeare
Access Health and Community	Ampol	Australian Institute of Business	Bellamy's Organic
ACCO Brands Australia	Anaconda	Australian Labor Party	Bellingen Shire Council
Accolade Wines	Ancestry.com	Australian Liberal Party	Belong
Accor	Andersens Furniture	Australian Liquor Marketers	Belvoir
Acer	Andrew Kay & Associates	Australian Meat Processor Corporation	Bendigo and Adelaide Bank
ACH Group	Andrew Lethlean – Nationals	Australian Museum	Bendigo Tourism
ACM Advantage	Candidate for Bendigo	Australian Natural Gas	Bendigo Writers Festival
ACMN	Anglicare	Australian Pathology	Benetas
ACON	Anglicare Tasmania	Australian Payments Plus	Berger
ACT Education	Annie the Musical Australia	Australian Pensioners Insurance	Berkowitz Furniture
ACT Electoral Commission	Anthem	Australian Philharmonic Orchestra	Berkshire
ACT Government	Anytime Fitness	Australian Plants Online	Hathaway HomeServices
Adelaide Appliance Gallery	ANZ Bank	Australian Private Networks	Berocca Performance
Adelaide Festival Centre	Apollo Investment	Australian Red Cross	Berries Australia
Adelaide Fringe Festival	Apple Computer	Australian Retirement Trust	bet365
Adelaide Retaining Walls	APT Touring	Australian Submarine Corporation	Betashares Capital
Adelaide University	AQWA	Australian Super	BetaView
Adidas	Arcare	Australian Turf Club	Bethesda Softworks
Adobe Systems	Archie Rose	Australian United Retailers	Betta Home Living
Adora Fertility	Ardent Leisure	Australian Unity	Bevmarks
Adriatic Furniture	Aria Dental	Australian Wool Innovation	Beyond Bank
Advance Australia	Arise Solar	Auto Masters	Beyond Blue
Advanced Dental Artistry	Arla Foods	Autobahn Mechanical w& Electrical Service	BGL Group
Advantage Air	Armorall	Autobarn	BHP
Adventure Park	Arrotex	AutoFlip	BIC
Adventure World	Arts Projects Australia	Autosports Group	Bicycle Network Victoria
AdWords small businesses	Asahi	Aveo	Big W
AFT Pharmaceuticals	Asahi Super Dry	Avis Car Rental	Big4
Afterpay	Ashgrove Chees	Aware Super	Biggest car sale
AFTRS	Ashley & Martin	B&D Doors	Biggest Morning Tea
AG Warehouse	Aspen	Babylove	Bikebug
AGL	AT&T	Backroads Touring	Bing Lee
Agrofarma	Atco	Bakers Delight	Binge
AIA Australia	Ateco	Baking Queen	BIO GAIA
Ainslie Bullion	Athlete's Foot	Balter Brewing Company	Bioderma
Air Asia	Auda	Banjo's	Biogaia
Air New Zealand	Audi	Bank Australia	Biozet Attack
Airbnb	Audible	Bank of Queensland	BitDefender
Alcoa	Audience Group	Bank West	Bizcover
Alcohol Think Again	Aus Grid	BaptistCare	Blackmores
Alcon	Ausnet Services	Barbagallo	Bladder Cancer Australia
Aldi	Aussie Broadband	Barbeques Galore	Blake eLearning
Alfa Romeo	Aussie Home Loans	Barilla	Blinds Gallery, The
Alinta Energy	Australia Zoo	BASF	Blooms The Chemist
All About Media	Australian Ballet, The		Bluebet
Allegra for Wentworth	Australian Banking Association		Bluecare
Allianz Australia Services	Australian Catholic University		Blundstone
Allied Pinnacle	Australian Climate and Biodiversity Foundation		BMW International
ALP Queensland	Australian Council of		Board of Certification for Emergency Nursing

## Appendix 17

### SBS Online: Advertisers (continued)

Bob Jane	Canadian Club	Cirque du Soleil	Crown Melbourne
Boldliving	Canberra Theatre Centre	Citi Power	Crystalbrook Collection
Bolster	Cancer Council Australia	Citibank	Cub Cadet
Bolton Clarke	Cancer Council VIC	City Cave	Cunard
Bonds	Canva	City Golf	Cupra
Bonfire	Captain Choice Tours	City of Ballarat	Curcupet
Book of Mormon Musical	Caravan & Camping Association of SA	City of Bendigo	Curumbin Wildlife Sanctuary
Booking Holdings	Care Australia	City of Fremantle	Curtin University
Booking.com	Care for Kids	City of Melbourne	CyberArk Software
Bookkeeping Enterprises	Care Super	City of Newcastle	Daikin
Boost Mobile	Carers WA	City of Armadale	Dairy Australia
Boots UK	CarExpert	Civil Construction Field Days	Dairy Farmers of Manitoba
Bosch Home Appliances	Carey	Claremont Quarter	Dale Alcock
Boss Coffee	Caritas	Clarendon	Damien Hewitt
Bottlemart	Carlsberg	Clearscore	DAN
Bounceinc	Carman's Fine Foods	Clearskincare Clinics	Dan Murphy's
Bow Wow Dog Treats	Carnival	Click Frenzy	Daniels Donuts
Bowel Cancer Australia	Carpet Court	Climat	Dankz
Bowen	Carpet Hotline/carpet Court	Climate 200	Danone
Bowen and Pomeroy	Carter Grange Homes	Climate Action	Daring and Young Property
BP Australia	Cashrewards	ClubGrants	Darrell Lea
Brauer	Castrol	Clubs NSW	Dashville
BridgeClimb	Caterpillar	CMC Markets	Deakin University
Bridgestone	Cathay Pacific	CME Group	Deakinco
Brighton Homes Queensland	Catholic Education Office Sydney	CMI	Dell Computers
Brisbane Airport Corporation	Cbus	Co.As.It. Italian Association of Assistance	Dell Technologies
Brisbane City Council	Cedar Woods SA	Coast Homes	Demant
Brisbane Economic Development Agency	Celebration Homes	Coates	Dennis Family Homes
Brisbane Peugeot	Celebrity Cruises	Coca Cola	DermapenWorld
Brisbane Powerhouse	Cemat Australia	COEX	Designer Appliances
Brita	Century Batteries	Coles Online	Destination British Columbia
BritBox	Cerebos	Coles Supermarkets	Destination Gold Coast
Britex	Ceva	Colgate	Destination NSW
British Paints	CFMG Capital	Collins Wharf	Destiny Rescue
Broncos Club	Chamber of Minerals & Energy of Western Australia, The	Colonial First State	Deutsch Family Wine & Spirits
Brown Bros	Chanel	Colorado Tourism Office	Devil Decks
Brown Forman	Charidy	Colorbond	Dexcom
Budget	Charles Darwin University	Combe	Dexus
Budget Trucks	Charles Sturt University	Comcast Corporation	Diabetes Australia
Bulla	Charter Hall Group	Commonwealth Bank	Diageo
Bumble	Chartered Accountants	Communitainment	Dialpad
Bunbury Cathedral Grammar School	Cheesecake Shop, The	Concept Caravans	Die Woche Australien
Bunnings Warehouse	Chemist Warehouse	Container Exchange	Digital UFR unallocated
Bupa Australia Health	Chemist's Own	Contour Cosmetic Clinics	Dilmah Tea
Burns for Blinds	Chery Motors	Contract Advertiser	Dineamic
BWS	Chevron	Corporate Traveller	Dior
BYD Auto	China National Tourist Office	Country Blinds	Discovery Parks
Cabots	Sydney-Guizhou Tourism	Country Fire Authority	Disney
Cairns Jockey Club	China Southern Airline	Country Liberal Party	Disney Plus
Cairns Regional Council	Chisholm Institute of Tafe	Country Road	DocuSign
Caloundra Mazda	Chobani	Cover More	Dodo
Caltex	Choice Passion Life	CPA Australia	Doordash
Caltrate	Choices Flooring	CPAP Direct	Doors Plus
Camden and Kiama Furniture One	Chrisco	CQ University	Double A
Cameronandco	Chrysler, Jeep, Dodge	Credit Union Australia	Dovida
Campari	Chumba Casino	Crickit Australia	Dr Oetker
Campbell Property Group	Cimpress	Cricut	Dr. Squatch
		Crimsafe	Drain Man, The
		Crossroads Live	Drakes Supermarket

Dreamland	Ezi-LockOdour	Garmin	Hairy Pill, The
Dreamscape	Ezytrail	Gartner	Haleon
Dreamworld	Face to Face Touring	Geely	Half Dome
DrinkMate Australia	Facebook	Gene	Hamilton Musical
DrinkWise	Fair Dinkum Builds	General Electric Company	Hammond
Dry July	Fairfax	General Mills	Hancock Prospecting
Dulux	Fan and Light Shop, The	General Motors	Happy Happy Foods
Dyson Appliances	Fantasia Trading	George Weston Foods	Happy Healthy You
e&s	Fantastic Furniture	Ginninderry	Harcourts Real Estate
EA Games	Fantastic Snacks	GIO	Hard Yakka
Easystart Homes	Fed Australia Post	Giovanni Rana	Harper Collins
eBay	Fed Australian Competition & Consumer Commission	Gippsland Dairy	Harris Scarfe
ECH Incorporated	Fed Dept of Health	GJ Gardner Homes	Hart & Co
Ecosa	Fed Dept of Health & Aged Care	Glaxo Smithkline	Harvey Beef
Edgewell Personal Care	Fed Dept of Home Affairs	Glen Iris Estate	Harvey Norman
Edith Cowan University	Fed Dept of Social Services	Glencore	Hastings Deering
Eelslap	Federal Government	Glendronach	Haval Motors
Ego Pharmaceuticals	Federation University	Globalegrow E-Commerce	Hawaiian Airlines
El Jannah	Felix Mobile	GM Group	Hayu
Elanco	Ferguson Plarre	Gold Coast Airport	HBF
Elders	Fernwood Women's Health Clubs	Good Drinks Australia	HCF
Electrodry	Ferrero Australia	Good Feet Store	HCL Technologies
Eleven	Fetch TV Management	Good Guys, The	Health Hub
Elite Appliances	Fidelity	Good Hair Day	Health Partners
Emerald Cruises	Fiji Airways	Good Shepherd	Hearing Australia
Employment Hero	First National Real Estate	Good Start Early Learning	Hearing specialists Australia
End Food Waste Australia	First State Super	Good Tides	Heart Foundation, The
Endeavour Drinks	Fisher and Paykel	Goodlife	Heineken
Endeavour Foundation	Fitness & Lifestyle Group	Goodman Fielder	Hello Fresh
Endota Spa	Flex	Goodwin Aged Care Services	Helping Hand
Energy Australia	Flight Centre	Google	Henley Arch
ENGIE	Focus on Furniture	Google Adsense	Henley Homes
Engineers Australia	Fonterra	Google Ireland	Here You Come Again
ENT Technologies	Food Waste	Google Marketing	Heritage Bank
Enterprise Rent-A-Car	Foodland	Gordon Institute of TAFE	Hershey Company, The
Entertainment Performance & Events Brands	FoodWorks	Gordon Legal	Hershey Land
Environment Centre NT	Ford	Gourmet Gardens	HESTA
ePharmacy Group	Forty Winks	GrainCorp	HexClad Cookware
Epic Australia Pass	Foundation for Alcohol Research and Education, The	Great Barrier Reef Foundation	HIF
Epiitalis	Four Paws	Great Northern Beer	Highgrove Bathrooms
Epijoint	FOUR PAWS Australia	Great Southern Bank	Hill's Pet Nutrition
Equip Super	Four Pillars Gin	Great Southern RV	Hinge
Erchana4mcperson	Foxtel	Great Wall Motors	Hireup
Ergonx	Frasers Property	Greater Bank	Hisense
Ericsson	Fred Hollows Foundation	Green Skin Avocados	Hitwe
Espolon tequila	Freedom	Greenpeace	Henry
Essendon GWM	FreezeFrame	Grey Goose	Holland America Line
Essendon Renault	Freudenberg	Griffith University	Holmes Institute
EssilorLuxottica	Fringe World	Grout Guy, The	Home Collective
Essity	Frontier Touring Company, The	Grove Fruit Juice	Home Depot
Eventbrite	Furniture Bazaar	GS1 Australia	Home Instead
Evrima Technologies	Furniture Gallery	Guess	Home Lottery
Excite Online Services	Future Super	Gumbuya World	Homebuyers Centre
Expedia	G Adventures	Gymnastics Australia	HomeQuest
Experience Gold Coast	Gambler's Help	Gymnastics QLD	Homeworld
Extra Australia and New Zealand	Gambling Help Online	H&M	Honda
Extra Gum		H&R Block	Honda Motorcycles
Eyecare Plus		Hachette Partworks	Horizon Power
		Hahn	Hoselink

## Appendix 17

### SBS Online: Advertisers (continued)

Hospital Research Foundation, The	JD Sports	Lateral Events	Magnite
Hostplus	Jeep	Latitude	Mahindra
Hotondo Homes	Jegs High Performance	Laureate	Mahindra Chullora
House	Jemena Gas Works	International Universities	Maitland Tourism
Household Capital	Jetstar	La-Z-Boy	Maker's Mark
HSBC	Jobs for Mining Communities	LDK Seniors' Living	Malaysia Airlines
HUB24	Joels Garage Gear	Lego	Malcolm 4 Queensland
Hubbl	John Frieda	Lenovo	Maliganis Edwards Johnson
Hume Place	John Hughes	Lesmisarena Tour	Maltesers Australia
Hunter Douglas	Johnson & Johnson	Levande	Mannix Airconditioning
Hunter Water Corporation	Judo Bank	Lexus	Marketing VF
Hurley Hotel Group	Juice Media	Lexus of Adelaide	Marley Spoon
Hurtigruten	Juniper WA	LG Electronics	Mars Foods
Husqvarna	Just Better Care	Liberal National Party QLD	Maslow Entertainment
Hydralyte	Just Eat Takeaway	Liberal Party ACT	Massel
Hydration Pharmaceuticals	Just Quality	Liberal Party NSW	Master Builders QLD
Hydro Tasmania	Kaboodle	Liberal Party of Australia (VIC)	Masterfoods
Hyundai	Kalyra	Liberal Party WA, The	Mater Foundation
IAG	Karcher	Life Without Barriers – NSW	Mater Lotteries
Iconic Foods Distribution	Karrinyup	Life Without Barriers WA	Mater Prize Home
IHG	Kate Chaney Curtin Electorate	Lifeblood	Matthew Camenzuli
iinet	Kathmandu	Lifeline	Maurice Blackburn
IKEA	Kayo	Lifespace	Maxxia
IlluminationBI	Kelloggs	LifeStyles HealthCare	Maytronics
Independent Lawyer Brands	Kennards Hire	Lilydale	Mazda
Independent	Keno	Limelight Distribution	McCain
Living Assessment	Kenogo	Lindt	McCormicks Foods
Index Exchange	Kewpie Mayo	Linemac Motors	McDonald Jones Homes
Industry Super Funds	Key Pharmaceuticals	Lion	McDonalds
INEOS Automotive	KFC	Lion Nathan	McKenzie's Foods
Infiniti	Kia Motors Australia	Liposachets	McPhersons
ING Australia	KickFire	Liquor Barons	McRae Motors
Ingenia	Kids Under Cover	Lite N Easy	ME Bank
Inner Health	Kilvington Grammar School	Live Nation Australasia	Meat and Livestock Aus
Inner West Council	Kimberly Clark	LiveLighter	MECCA
Inova	Kindness Factory	LJ Hooker	Medecins Sans Frontieres
Insight Vacations	King Furniture	Local Agent Finder	Media Force
Inspirations Paint Stores	King Living	L'oreal	Mediamerchants
Institute for Urban Indigenous Health	KingGee	Lorna Jane	Medibank
Insurance Advisernet Australia	kingsbridge	Lotterywest	Medion
Insurance Council of Australia	Kingspan	Lounge Lovers	Medtronic
Intel	Kismet Movies	Lume Australia, The	Melbourne City Subaru
Intelx Technologies	Kitchen Renovations Perth	Luna Lux Restaurant and Lounge	Melbourne International Film Festival
International Capital Markets	Kitchenaid	Luna Park	Melbourne Polytechnic
Intrepid	KleenHeat Gas	Luna Park Melbourne	Melbourne Symphony Orchestra
Intuit Quick Books	Kleva	Lutheran Care	Melbourne Theatre Company
Isuzu	Klook	Luxottica	Members Health Fund Alliance
Italia Ceramics	KM Smith	Luxury Escapes	Menulog
ITP Accounting Professionals	Kmart	Lyka	Mercedes Benz
IXL Learning	KPMG	Mable	Merck
JAC Motors	Kraft Heinz	Mable Technologies	Mercy Health
Japan Tourism	Kraken	Macarthur Mazda	Mercy Ships
Jarvis Cars	Kraken store	Mackay Isaac Tourism	Meridian Energy
Jarvis Ford	Kubota	Macleay Valley Coast Holiday Parks	New Zealand
Jarvis Subaru	La Trobe Financial	Macpherson Kelley	Metcash
Jayco	La Trobe University	Macquarie Bank	Methodist Ladies' College Kew
JB Hi-Fi	Lactalis	Macquarie University	Metricon
	Lactalis Ukraine	Madman Entertainment	Metricon VIC
	Ladbrokes		

MG Live	National Fire Protection Association	NSW Tourism	and Archives
MG Motor Australia	National Gallery of Australia	NSW Transport for NSW	Peet
Michael Andrews	National Media	NT Tourism	Pellet
Michael Cassel Group	National Museum of Australia	NTI Limited	Peloton
Michael Hill	National Rugby League	NumberWorks	Penfolds
Michelin Australia	National Stroke Foundation	Nunn Media	Penguin Books
Microsoft	National Transport Insurance	Nu-Pure	Penn Fishing
Midas	Natural Gas	Nuseed	Penrite Oil
Midland Brick	Natures Organics	Nutra Organics	Peoplecare
Miele Australia	Navitas Professional	NZ Government	People's Choice Credit Union
Milk Lab	Navitas Skilled Futures	Oakever Games	Pepper Money
Milkrun	NBC Universal	Oaks Hotels	PepsiCo
Million Dollar Fish	NBN	Oasis Griffiths Coffee	Perfection Fresh
Millmaine Entertainment	Nebula	O'brien	Perisher Blue
Milwaukee Tool	Neds	Ocean Spray	Perth Scorchers
Mimosa Homes	Neighbours of Fish Farming	Off Road Trucks Australia	Peter Elberg Funerals
Mini	Nestle	Officeworks	Peter Garrett
MiQ	Netflix	OFX	Peter George for Franklin
Mission Australia	New Caledonia	Oliver Boots	Peter Jackson
Mitsubishi Motors	New Choice Homes	Oly	Peter Warren Automotive
MK Ecco	Newcastle Airport	Olympic Industries	Peters
MLC	Newcastle Herald	On The Run	Peterwarren Toyota
Mojo Homes	Newcastle Permanent	One Click Life	Peugeot
Momentum Energy	News Corporation	One Fell Swoop	Pfzner Furniture (Nercoba)
Monarch	Nexxen	One Pass	Pfizer
Monash University	NGS Super	Onebed	Pharmacare
Monday.com	NIB	Open Universities	Pharmacy 777
Mondelez – Chocolate	Nicole 4 Moncrieff	Opera QLD	Pharmacy Guild of Australia
Mont Adventure Equipment	Nike	Oporto	Pharmacy Investments 9
Montblanc	Nikjoo Lawyers	Oppo	Phil Hoffmann Travel
Montgomery Homes	Nine Entertainment	OPSM	Phillip Island Circuit
Morphettville	Nine Publishing	Optus	Pierre Fabre Laboratories
Mortgage Choice	Nintendo Australia	Orange360	Pillow Talk
Mortgage House	Nissan	Oriental Merchant	Pilot
Motorola	Nord Security	Origin Energy	Pizza Hut
Mounties Club	NordVPN	O'Sullivan Davies	Plantation Homes
Mounties Group	Northeast Auto Group	Others	Plantwell
MOVA Tech	Northern Mallee Health Service Collaboration	Our Watch	Play for Purpose
Movember	Northern Territory Government	OZ Design	Plico Energy
Mr Chen's	NorthShore Care Supply	OzHarvest	Pointsbet
Mr Kipling	Norton	P & O	Polestar
Ms Society (WA)	Norweigan Cruise Line	P&N Bank	Police Credit Union
MSWA Lottery	NRMA Motoring & Services	Palo Alto Networks	Polident
Multicultural Aged Care	NRMA Parks and Resorts	Panasonic	Ponant
Munro Footwear Group	NSW Art Gallery of NSW	Paramount Home Entertainment	Pool Spa Life Australia
Murdoch University	NSW Cancer Council	Paramount Pictures	Popcorners
Murray River North Group	NSW Cancer Institute of NSW	Paramount+	Porsche
Museum of Contemporary Art	NSW Dept of Customer Service	Parisi	Porter's Paints
Mushroom Pictures	NSW Dept of Education	Parker Hannifin	PPG Taubmans
Mutti	NSW Dept of Health	Parrtjima	PPQ
Mutual Bank, The	NSW Government	Pascal Press	Praemium
My Muscle Chef	NSW Lotteries	Paspaley Pearls	Premier Foods
Mycar	NSW Minerals Council	Pataks	Prezzee
Myer Stores	NSW National Disability Insurance Scheme	Patties Foods	Priceline
MYOB	NSW TAFE	Paula's Choice	Prime Liquidations
Mystate Bank	NSW Taronga Zoo	Pay	Prime100
Narellan Pools		Pearman Media	Primo
National Australia Bank		Pedders	Princess Cruises
National Basketball Association		Peel Art Gallery Museum	Principal Financial Services

## Appendix 17

### SBS Online: Advertisers (continued)

Priority Mens Medical Center	Red Cross	SA Police Department	Smarttraveller
Procter & Gamble	Red Energy	SA South Australian Tourism Commission	Smartsheet
Professionals	Red Rock Deli	SA State Opera South Australia, The	Smeg
Project Management Institute	Redlands Mazda	SA TAFE SA	Smiths
Prospa	Reece	SA Underpinning	Snack Brands Australia
Providence Piara Waters Lifestyle Resort	Reflections Holiday Parks	Sabco	Snaffle
Proximo Spirits	Remington	SafetyCulture	Snap Shades
Pubmatic	Remitly	Saily	Snooze
Puig	Renault	Salvation Army	Snowy Hydro
Pulse Charge	Renewable Gas	Samsung	Sodastream
Puma	Renovation Capital	San Remo	Solahart
PwC UK	Repco	Sanctuary Media Group	Solstice Energy Retail
Pz Cussons	Residential Attitudes	Sanofi	Sony Australia
QAGoMA	ResMed	Saputo	Sony Picture Releases
Qantas	Resthaven	Satterley	Sony Playstation
Qatar Airways	Retire Australia	Save the Children	Sophos
QBE Insurance	Return and Earn	Sc Johnson	Soul
QCoal Group	Revlon	Scarborough Live	Pattinson Telecommunications
QIC	Ria Financial	Scenic Tours	Southern Cross Austereo
QLD Dept of Energy and Climate	Rialto Distribution	Schick	Southern Cross Travel Insurance
QLD Dept of Environment, Tourism, Science and Innovation	Ring LLC	Scitech	Southern Cross University
QLD Dept. Justice & Attorney General	Rio Tinto	Scotts Australia	Sovereign Hill
QLD Electoral Commission	RM Williams	Seabourn	Spa World Australia
QLD Government	RMB Lawyers	Searles Garden Products	Sparrow Early Learning
QLD Theatre Company	Rmit University	Seasol International	Specsavers
Queensland Country Health Fund	Roadshow Films	Seed Heritage	Spectrum
Queensland Performing Arts Trust	Rockwiz	SEEK	Speed Agency
Queensland University of Technology	Rolex	Seene Bula	Spirit of Tasmania
RAA	Rondo	Seiko Epson Corporation	Spirit Super
RAC (WA)	Rosella	Self Esteem Brands	Spitwater
Racing & Wagering WA	Rottneest Island Authority	Selleys	Sportsbet
Racing SA	Royal Agricultural Society of WA	Sephora	Spotlight
Racing Victoria	Royal Canin	Serenitas	Spud Lite
Rackley Swimming	Royal Caribbean	ServiceNow	Square
RACQ	Royal Dutch Shell	Sexyland	Squarespace
RACT	Royal Life Saving WA	Shade Sails Canada	St John Ambulance
RACV	RSL Art Union	Shadforth Financial Group	St John Ambulance (WA)
RAGT Australia	RSL QLD	Shannons Insurance	St John Christmas Home Lottery
Ram Trucks	RSPCA	Sharesies	St Lukes
Rascals	RSPCA National	Shark Ninja	Stacks and Goudkamp
Rawson Homes	RSPCA NSW	Shell	Stacks Law Firm
Ray White	RT Edgar Brighton	Shine Lawyers	Stan
RB Sellars	Rugby Australia	Shoal Bay Country Club	Star, The
RDO Equipment	Rural City of Wangaratta	Shopee	Starbucks
Readings	Ryman	Shopify	Starcom
Real Estate Institute of Western Australia	SA Adelaide Festival Centre	Sigma	State of Victoria
realestate.com.au	SA Art Gallery of SA	Silly Solly's Franchise	Stayz
Really Useful Group	SA Cancer Council	Silversea Cruises	Steel Blue
Reckitt Benckiser	SA Country Fire Service SA	Simon Schuster	Steeline Australia
Reckon	SA Dept for Energy and Mining	Simonds Homes	Steinhoff International Group
Recruitment	SA Dept of Health	Simplot	Stellantis
Red Balloon	SA Dept of Premier & Cabinet	Singapore Airlines	Stellantis NV
	SA Dept Planning Transport & Infrastructure	Sister Act the Musical	Stephen Browne
	SA Flinders University SA	Six the Musical	Steve Madden
	SA Government	Škoda	Stilla Group
	SA Government Marketing & Communications	Slater & Gordon	Stockland
	SA Health	Sleeping Duck	Stop the Bus
		Smartpay	Stormtech

Story House Early Learning	Tata Group	TPT Wealth	Verizon Communications
StrangeLove	Tattersalls	Transitions	Versace
Stratco	Taxibox	Travel Texas	Versuni
Strategicamerica	Tea Too	Travelex	VIC Arts Centre Melbourne
Stressless	TeamViewer	Treaty Authority	VIC Dept of Education and Training
Studio Canal	Technical Colleges	Trek Bikes	VIC Dept of Energy, Environment and Climate Action
Subaru	Techtronic Cordless GP	Trilogy Funds	VIC Dept of Environment, Land, Water and Planning
Substance	TEG	Trip A Deal	VIC Dept of Jobs, Skills, Industry and Regions
Subway	Tegel	Trip.com	VIC Dept of Justice and Community Safety
SUBWAY (Doctor's Associates)	Telstra	Triple P International	VIC Government
Summit Granny Flats	Temple & Webster	Triple P Positive Parenting Program	VIC Health
SumUp	Temptations	Trivett Subaru	VIC National Gallery of Victoria
Sunbeam	Temu	TrueFit Posture Corrector	VIC Police
Suncorp	Tennis Australia	Try	VIC Roads
Sunset Boulevard	Terri Scheer	Turkish Airlines	VIC Transport
Sunshine Coast	Terry White Chemists	Turnbull Hill Lawyers	Accident Commission
Sunshine Coast Turf Club	TFE Hotels	Turo	Vicreturn
Super Retail Group	That's Amore Cheese	Tyre Power	Victoria University
Super Sleeper Pro	The Examiner	Tyro	Vietjet
Superior Engineering	The GPT Group	U.S. Department of Health and Human Services	Viking River Cruises
Superloop	The Great Unwaste	Ubak	Viking River Cruises Australia
Sure Insurance	The Hatchery	Uber	Village Roadshow
Surf Life Saving Australia	The Henry	Ubisoft	Vinnies WA
Survey Monkey	The home of Fire	UBS Investment Bank	VIP Home Services
Suzuki	The Media Precinct	Ultimate Fires	Virgin Australia
Swaggle	The Push for Better Foundation	Unclassified advertisers	Vision Australia
Swan Care	The Reset Collective	UNHCR	Vision Org
Swarovski	The Return	UNICEF	Vision Super
Swinburne University	The Royal Agricultural & Horticultural Society of SA Inc	Unilever	Visit Canberra
Swyftx	The Show Company Tasmania	UniSuper	Visit The USA
Sydney Blinds & Screens	The Smith Family	United Airlines	Vistaprint
Sydney Dance Company	The Trade Desk	United Energy	Vita Studio
Sydney Festival	The Travel Corporation	Uniting Care	Vitalstrength
Sydney Opera House	The University of Notre Dame Australia	Universal Pictures International	Vitapet
Sydney Royal Easter Show	Theatre Royal Sydney	Universities Australia	Vodafone
Sydney Symphony Orchestra	Thirsty Camel bottleshops	University of Canberra	Volkswagen Australia
Sydney Theatre Company	Ticketek	University of Melbourne	VoltX Energy
Sydney Water	Ticketmaster	University of New England	Volvo
Synergy	Tiffanys	University of Newcastle	Voyages
T2	Tilda	University of Queensland	VTech Electronics
Tab	Timezone games	University of South Australia	WA Cancer Council
Tab Sportsbet	Tina Turner Musical	University of Southern Queensland	WA City of Perth
Taco Bell	Tjm Equipped	University of Tasmania	WA Electoral Commission
Tafe QLD	TK Maxx	University of Technology Sydney	WA Gov – Dept for Communities
Tafe Victoria	Toowoomba Catholic Schools	University of Western Australia	WA Gov – Dept of Health
Tal	Toro	University of Wollongong	WA Gov – Tourism Commission
Tangerine Telecom	Total Eye Care	Updoc	WA Gov – Water Corporation
Tango Energy	Total Tools	V Energy	WA Government
Target	Tourism Events QLD	Vail Resorts	WA Police
TAS Government	Tourism New Zealand	Vanguard	WA Public Transport Authority
TAS Networks	Tourism Queensland	Vanuatu Travel	WA Return Recycle Renew
TAS Plates	Tourism Tasmania	Veeam Software	WA Road Safety Commission
TAS Water	Tourism Tropical North Queensland	Velocity Frequent Flyer	WA Synergy
Tasman Holiday Parks	Tourism Whistler	Velosure	WA Tourism Commission
Tasmania Government	Toyota	Veneta Blinds	
Tasmanian Electoral Commission	TPG	Veritas Specialist Centre	
Tasmanian Labor Party			
Tasrecycle			
Tassal			

## Appendix 17

### SBS Online: Advertisers (continued)

WA Water Corporation	Zarraffa's Coffee
Walls Is Cinema	Zeller
Walt Disney	Zespri
Walt Disney Motion Pictures	Zhejiang Geely
Warner Bros	Zoetis
Water Aid	Zone Bowling
Waterman Business Centres	Zurich
Waterman Workspaces	
WaterWipes	
Wattle Court	
Webb and Brown-Neaves	
Weber Australia	
Webjet	
Wella	
Wesfarmers	
West Australian Symphony Orchestra	
Western Governors University	
Western Power	
Western Union	
Westfield	
Westpac	
Westside Auto Wholesale	
Whiskas	
Whistler Blackcomb Holdings	
White Claw	
Whittles	
Winning Appliances	
Wise	
Wizest	
Wohlers	
Woodside	
Woolworths	
Woolworths Online Shop	
Woolworths Supermarkets	
Words Grow Minds	
Worksafe Victoria	
Workskil	
Workwear Group	
World Animal Protection	
World Food Programme	
World Vision	
World Vision Australia	
World Wildlife Fund	
Wrest Point Hobart Hotel & Casino	
Wyndham City Council	
Xandr	
Xero	
Yamaha Motor Canada	
Yellow tail Wine	
Yoto Play	
Youfoodz	
Youi	
Your Local Club	
Yumi's	

## Appendix 18

### SBS Audio: Advertisers

3 Point Motors	Federation University	and Justice	Stroke Foundation
ACON	Flu Vaccination	NSW Dept of Customer Service	Superloop
AdsWizz	Foxtel	NSW Dept of Education	Sydney Opera House
Ahmed Saad Concert	Galaxy Import & Export Co	NSW Dept of Education	Sydney Royal Easter Show
Amyson	General Mills	Tafe (NSW)	Taronga Zoo
ATCO	GWS Giants Football Club	NSW Dept of Planning	TAS Dept of Natural Resources
Australia Talentail	Harvey Norman	and Infrastructure	and Environment
Australian Cancer	Haval Motors	NSW Electoral Commission	Taubmans
Research Foundation	HCF	NSW Environmental	TEG
Australian Education Union	Hearing Australia	Protection Authority	Telstra
Australian Liberal Party	Heartland Mahindra	NSW Government	VIC Arts Centre Melbourne
Australian Liquor Marketers	HIF	NSW Health	VIC Cancer Council Victoria
Australian National	Home World	NSW Office of	VIC Dept of Education
Maritime Museum	IGA	Responsible Gambling	and Training
Beaumont Tiles	Indeed	NSW Rural Fire Service	VIC Dept of Energy,
Bega	Inner West Council	NSW Sydney Water	Environment and
Binge	Invocare Australia	NSW Transport for NSW	Climate Action
Blacktown City Council	Jack Daniels	Oasis Griffiths Coffee	VIC Dept of Families, Fairness
Blue Star Air Conditioning	Jayco	On the Run	and Housing
Breadtop	Jemena Gas Works	Orbit Remit Global	VIC Dept of Health
Brown Forman	Jewish Care	Money Transfer	VIC Dept of Jobs, Skills,
Bupa Australia Health	KFC	Ownit Homes	Industry and Regions
Cancer Council Australia	Kids Research Institute	Paddy's Market	VIC Dept of Justice and
Cancer Council VIC	Kismet Movies	Panasonic	Community Safety
Canterbury Bankstown Council	LDV Automotives	Peters	VIC Dept of Premier & Cabinet
carbusers.com.au	Lexus of Parramatta	Pharmacy Guild Of Australia	VIC Dept of Transport
Catholic Education Diocese	LG Energy Solutions	ponant.com	VIC Dept of Transport
of Parramatta	Limelight Distribution	Powerhouse Museum	and Planning
City Hino	Living Homes	Qantas	VIC Government
City Of Newcastle	localresidential.com.au	qford.com.au	VIC Major Transport
Co.As.It. Italian Association	Lucky Asian	QLD Dept of Housing	Infrastructure Authority
of Assistance	Macgregor Homemaker Centre	QLD Dept of Housing and	VIC Zoo
Coex	Mann Travel	Public Works	Viceturn
Coles Corporate	Master Builders Australia	QLD Dept of	Victorian Infrastructure
Commonwealth Bank	Masterton Homes	State Development	Delivery Authority
Concord International Trading	MB Adelaide	QLD Electoral Commission	Victorian
Cricket Australia	Melbourne Recital Centre	QLD Fire and	Multicultural Commission
Crown Casino	Melbourne	Emergency Services	Vietjet
Crown Resorts	Symphony Orchestra	QLD Reconstruction Authority	Visayab Migration Services
Destination NSW	Merrigong Theatre Company	Queensland	Vodafone
Die Woche Australien	Meticon	Symphony Orchestra	Volvo
Digicel	Mindbox Communications	RACQ	WA Electoral Commission
Disney Plus	Moreland Turkish Association	Rawson Homes	WA Gov – Dept of
Domain	Mounties Club	Reconciliation Australia	Communities for Foster Carers
Domaine Homes	Mounties Group	Remitly	WA Gov – Dept of Education
Domayne	Moviegoers Entertainment	Roche	WA Gov – Dept of Health –
Doordash	Multicultural Care	Roche Cameron Grove Estate	Radio
Fed Australian Competition	Museum of Contemporary Art	SA Adelaide Festival Centre	WA Gov –Dept of Local
& Consumer Commission	Museums Victoria	SA Cancer Council	Government, Sports and
Fed Australian	National Aboriginal	SA Dept of Premier & Cabinet	Cultural Industries
Electoral Commission	Community Controlled Health	SA Flinders University SA	WA Gov – Dept of Mines,
Fed Australian Taxation Office	Organisation, The	Settlement Council	Industry Regulation and Safety
Fed Dept Of Foreign Affairs	National Basketball League	Of Australia	WA Gov – Dept of Premier &
and Trade	National Disability	Seven Network	Cabinet
Fed Dept of Health &	Insurance Agency	Shadforth Financial Group	WA Gov – Wungening
Aged Care	National Indigenous	Sharmas Kitchen	Aboriginal Corporation
Fed Dept of Infrastructure,	Australia Agency	Shopify	Foster Care
Transport, Regional	Navitas Professional	South West	WA Return Recycle Renew
Development,	Nine Publishing	Community Transport	WA Synergy
Communications and the Arts	NSW Cancer Institute	Springvale Homemaker Centre	Walt Disney Motion Pictures
Fed Dept of Social Services	NSW Dept of Aging	St Basil's Homes	Whitehorse Manningham
Fed Dept of Treasury	and Disability	St John Dental (WA)	Regional Library Corporation
Fed Services Australia	NSW Dept of Communities	Stan	Woolworths
Federal Government		Star, The	Worksafe Victoria
			World RemitNews Corp
			Australia

## Appendix 19

# SBS Sponsorships and Partnerships 2024-25

Southern Cross Austereo

The Guardian

Good Food & Wine Show

Melbourne International Film Festival 2024

City of Sydney

ProVelo Super League

Destination NSW

## Appendix 20

### SBS Audio: Outside Broadcasts

Date	Event	Main Language Communities <sup>1</sup>
<b>2024</b>		
2 June	Community Language Schools Spectacular (Sydney)	Various
7 June	Refugee Week, Core Community Services (Sydney)	Various
18 June	Refugee Week, SydWest Multicultural Services (Sydney)	Various
21 June	Refugee Week, Hume City Council (Melbourne)	Various
30 June	Filipino Festival (Melbourne)	Filipino
16 July	UNSW Student Info week (Sydney)	Various
19 July	Macquarie Uni Student Info week (Sydney)	Various
20-21 July	Anime Festival (Sydney)	Japanese
17 August	Flavours of Blacktown (Sydney)	Various
18 August	Ferragosto Festival (Sydney)	Italian
31 August	Onan Festival Malayalam (Sydney)	Malayalam
6 September	Nepali Festival (Melbourne)	Nepali
7 September	Box Hill Moon Festival (Melbourne)	Mandarin, Cantonese, Korean
8 September	Cabramatta Moon Festival (Sydney)	Vietnamese
15 September	Poononam Festival (Sydney)	Tamil
28 September	Africultures Festival (Sydney)	Dinka, Somali, Tigrinya, Amharic
6 October	Fiesta Kultura (Sydney)	Filipino
6 October	Italian Festival (Melbourne)	Italian
9 October	Bandi Choir Parliament House (Melbourne)	Punjabi, Hindi, Nepali, Urdu, Tamil, Sinhala, Gujarati, Malayalam, Bangla, Telugu
12 October	Mildura Festival of Lights, Mildura (Melbourne)	Hindi, Punjabi
19 October	Deepavali Castle Hill (Sydney)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
19 October	Hume Diwali (Melbourne)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
26 October	Diwali Federation Square (Melbourne)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
26 October	Diwali Mela (Perth)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
26 October	Queanbeyan Diwali (Sydney)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
1 November	Diwali (Brisbane)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
7 November	Alice Springs Diwali (Alice Springs)	Punjabi, Hindi, Gujarati, Tamil, Nepali, Bangla
9 November	Diwali Cumberland Council (Sydney)	Punjabi, Hindi, Tamil, Nepali, Malayalam
9 November	Hobart Diwali (Hobart)	Hindi
16 November	African Music Festival (Melbourne)	Dinka, Somali, Tigrinya, Amharic
17 November	Filipino Pasko Festival (Sydney)	Filipino
17 November	Tamil School Association (Sydney)	Tamil
23 November	Nepali Festival (Sydney)	Nepali
1 December	Matsuri Japan Festival (Sydney)	Japanese
1 December	Filipino Pasko Festival (Canberra)	Filipino

## Appendix 20

### SBS Audio: Outside Broadcasts (continued)

Date	Event	Main Language Communities <sup>1</sup>
<b>2025</b>		
1 February	Box Hill Lunar New Year (Melbourne)	Chinese, Mandarin, Cantonese
1 February	Hurstville Lunar New Year (Sydney)	Chinese, Mandarin, Cantonese
2 February	Perth Chinese New Year Fair (Perth)	Chinese, Mandarin, Cantonese
5 February	Friends of SBS Parliament House (Canberra)	Chinese, Mandarin, Cantonese, Vietnamese, Korean
8 February	Canterbury/Bankstown Lunar New Year Campsie (Sydney)	Chinese, Mandarin, Cantonese, Korean
8 February	Eastwood Lunar New Year (Sydney)	Chinese, Mandarin, Cantonese, Korean
8 February	Fairfield Tet Festival (Sydney)	Vietnamese
15 February	Tet Footscray (Melbourne)	Vietnamese
15 February	Cabramatta Lunar New Year (Sydney)	Vietnamese
19-21 February	Sydney University O-Week (Sydney)	Various
23 February	Greek Darling Harbour (Sydney)	Greek
24 February	Greek Festival (Melbourne)	Greek
29 February	Burwood, Metro Assist (Sydney)	Various
8 March	Most Blessed Nights Street Food Market (Sydney)	Bangla, Dari, Indonesian, Pashto
15 March	Holland Festival (Melbourne)	Dutch
5 April	Salam Fest Fed Square (Melbourne)	Arabic, Indonesian, Urdu, Bosnian, Malay, Hindi, Punjabi, Tamil
5 April	Multicultural Eid Festival (Perth)	Arabic
6 April	Sinhala/Tamil New Year (Melbourne)	Sinhala, Tamil
6 April	Arab Festival (Perth)	Arabic
8 April	Multicultural Eid Festival & Fair (Sydney)	Bangla, Pashto, Urdu
12-13 April	Adelaide Multicultural Eid Festival (Adelaide)	Pashto, Turkish
18-20 April	Sikh Games (Sydney)	Punjabi
23 April	SBS Election Exchange (Melbourne)	Various
24 April	SBS Election Exchange (Sydney)	Various
4 May	Tamil Chithirai Festival (Sydney)	Tamil
22 May	Outside Broadcast (Darwin)	Filipino, Mandarin, Punjabi, Greek, Malayalam
24 May	Korean Festival Fed Square (Melbourne)	Korean
31 May	Blacktown Streets Alive Parade (Sydney)	Arabic, Filipino, Tamil, Punjabi
14 June	Filipino Pista sa Nayon (Sydney)	Filipino
17 June	Refugee Week event (Perth)	Various
18 June	Outside Broadcast (Toowoomba)	Filipino, Dinka, Nepali, Mandarin, Kurdish, Arabic, Punjabi
24 June	Refugee Week, SydWest Multicultural Services (Sydney)	Various
27 June	Outside Broadcast (Gold Coast)	Mandarin, Cantonese, Portuguese, Spanish, Japanese, Turkish, German, Korean

1. SBS Audio language programs

## Appendix 21 SBS Executive Remuneration 2025

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

Appendix 21

SBS Executive Remuneration 2025 (continued)

Name	Position title	Term as KMP	Base salary <sup>1</sup> (\$)	Short-term benefits			Post-employment benefits			Termination benefits (\$)	Total remuneration (\$)
				Bonuses <sup>2</sup> (\$)	Other benefits & allowances (\$)	Other long-term benefits (\$)	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 Alhadeff 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'Aoso	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>-</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.

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

Total Remunerations Bands	Number of senior executives	Short-term benefits			Average other			Post-employment benefits			Other long-term benefits			Termination benefits	Total Remuneration
		Average Base Salary (\$)	Average Bonuses (\$)	Average Benefits and allowances (\$)	Average Superannuation Contributions (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average other long-term benefits (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average Termination Benefits (\$)	Average Total Remuneration (\$)			
\$220,001 – \$245,000	1	134,347	92,179	621	12,449	-10,030	0	0	0	0	0	0	0	229,566	
\$320,001 – \$345,000	2	296,625	0	1,366	29,932	14,012	0	0	0	0	0	0	0	341,935	
\$370,001 – \$395,000	1	337,409	0	2,238	29,932	15,984	0	0	0	0	0	0	0	385,564	
\$420,001 – \$445,000	1	386,480	0	1,342	29,932	14,691	0	0	0	0	0	0	0	432,445	
\$545,001 – \$570,000	1	326,573	0	1,192	26,801	17,181	0	0	0	0	0	0	194,361	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			Average other			Post-employment benefits			Other long-term benefits			Termination benefits	Total Remuneration
		Average Base Salary (\$)	Average Bonuses (\$)	Average Benefits and allowances (\$)	Average Superannuation Contributions (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average other long-term benefits (\$)	Average long service leave (\$)	Average other long-term benefits (\$)	Average Termination Benefits (\$)	Average Total Remuneration (\$)			
\$260,000 – \$270,000	6	195,850	21,069	717	25,728	4,388	0	0	0	0	0	0	15,747	263,497	
\$270,001 – \$295,000	13	226,162	7,427	247	28,185	9,038	0	0	0	0	0	0	10,601	281,660	
\$295,001 – \$320,000	12	240,702	7,470	2,443	29,980	9,505	0	0	0	0	0	0	16,726	306,826	
\$320,001 – \$345,000	4	272,392	18,243	171	31,131	8,533	0	0	0	0	0	0	0	330,471	
\$345,001 – \$370,000	3	284,456	18,357	562	40,033	11,245	0	0	0	0	0	0	0	354,654	
\$370,001 – \$395,000	6	313,705	11,499	2,240	41,989	12,500	0	0	0	0	0	0	0	381,933	
\$395,001 – \$420,000	1	352,317	0	377	29,932	22,248	0	0	0	0	0	0	0	404,874	
\$445,001 – \$470,000	1	400,876	0	1,694	29,932	14,337	0	0	0	0	0	0	0	446,840	

# Appendix 21

## Notes

### Governance arrangements

The categories of officials covered by the disclosure are:

- Key management personnel
- Senior executives
- Other highly paid staff, whose total remuneration exceeds the threshold remuneration amount for the reporting period.

### Remuneration policy and practices

SBS is committed to ensuring that remuneration packages properly reflect a person's duties and key responsibilities. We will also ensure that remuneration reflects a link to an individual's performance and that remuneration is benchmarked considering similar roles internally, similar roles externally and against comparable and/or similar organisations. With regard to the SBS Board of Directors, Managing Director and Executive Committee:

- The remuneration of the SBS Board of Directors is determined by the Commonwealth Remuneration Tribunal
- The Managing Director's remuneration is set by the Commonwealth Remuneration Tribunal and the SBS Board of Directors under the guidance of the SBS Board Remuneration Committee
- Remuneration for senior executive employees and other highly paid staff is determined upon appointment and reviewed through annual salary review and benchmarking activities.

### Remuneration governance arrangements

- The SBS Board Remuneration Committee is a subcommittee of the SBS Board of Directors
- The subcommittee is responsible for setting the remuneration of the Managing Director and overseeing the remuneration of the SBS Executive Committee.

The subcommittee is comprised of members of the SBS Board as follows:

- Deputy Chair
- Managing Director
- Non-Executive Director

Remuneration arrangement for other highly paid employees is governed by the appropriate financial delegations with review and approval required by Divisional Directors, or the Director of People and Culture or the Managing Director.

### Basis for determining remuneration

#### Remuneration framework

The SBS remuneration framework consists of predominantly fixed components with sales positions eligible for at risk bonus or commission components based on performance. Base salary is determined based on a range of factors including: job description, job hierarchy, work value, individual performance, competence and skill and other internal and external market factors. SBS also utilises independent external remuneration benchmarking data representative of media and general industry from a number of relevant sources dependent on the role and availability of market data. For those eligible for an at risk component, payment is based on the achievement of pre-determined key result areas.

#### Annual remuneration review

SBS reviews remuneration annually for employees. Divisional Directors, the Director of People and Culture and the Managing Director review and approve adjustments in line with management delegations. The remuneration review process considers:

- Match to market comparison (media industry where relevant and general industry)
- Individual performance and contribution
- Gender equity within like-for-like roles
- Organisational performance and affordability
- Remuneration competitiveness.

## Appendix 22

### Ongoing and Non-ongoing Employees

**Table 1: All Ongoing Employees Current Report Period (2024-25)**

	Male			Female			Non-binary			Total
	Full-time	Part-time	Total Male	Full-time	Part-time	Total Female	Full-time	Part-time	Total non-binary	
NSW	433	38	471	447	92	539	11	0	11	1021
QLD	4	1	5	11	0	11	0	0	0	16
SA	1	0	1	5	0	5	0	0	0	6
TAS	0	0	0	1	0	1	0	0	0	1
VIC	52	19	71	63	40	103	3	1	4	178
WA	4	0	4	1	0	1	0	0	0	5
ACT	10	0	10	5	0	5	0	0	0	15
NT	2	0	2	1	0	1	0	0	0	3
External Territories	0	0	0	0	0	0	0	0	0	0
Overseas	1	0	1	0	0	0	0	0	0	1
<b>Total</b>	<b>507</b>	<b>58</b>	<b>565</b>	<b>534</b>	<b>132</b>	<b>666</b>	<b>14</b>	<b>1</b>	<b>15</b>	<b>1246</b>

**Note:** The figures in this tables are as of 30 June 2025 and include ongoing employees only. Casuals and Board members are not included.

**Table 2: All Non-Ongoing Employees Current Report Period (2024-25)**

	Male			Female			Non-binary			Total
	Full-time	Part-time	Total Male	Full-time	Part-time	Total Female	Full-time	Part-time	Total non-binary	
NSW	13	5	18	26	7	33	0	0	0	51
QLD	2	0	2	0	0	0	0	0	0	2
SA	1	0	1	0	0	0	0	0	0	1
TAS	0	0	0	0	0	0	0	0	0	0
VIC	6	0	6	2	2	4	0	0	0	10
WA	0	0	0	0	0	0	0	0	0	0
ACT	1	0	1	1	0	1	0	0	0	2
NT	0	0	0	0	0	0	0	0	0	0
External Territories	0	0	0	0	0	0	0	0	0	0
Overseas	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>23</b>	<b>5</b>	<b>28</b>	<b>29</b>	<b>9</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>66</b>

**Note:** The figures in this tables are as at 30 June 2025 and include the specified period, specified task and maximum term employees only. Casuals and Board members are not included.

## Appendix 23

# SBS Climate Statement 2024-2025

### Section 1 – Commonwealth Climate Disclosure Climate Statement: Metrics & Targets

#### SBS's Climate Statement

This Climate Statement meets the requirements set out in the [Commonwealth Climate Disclosure](#) which aligns with the Australian Sustainability Reporting Standard AASB S2 Climate-related disclosure standard, with specific tailoring for the Commonwealth Public Sector. The index sets out which section responds to each clause in the Commonwealth Climate Disclosure requirements.

#### Methodology

SBS has calculated its full Greenhouse Gas emissions for 2023-2024 – the fourth year of measuring its carbon footprint – using the Greenhouse Gas Protocol. Emissions are calculated in tonnes of carbon dioxide equivalent (tCO<sub>2</sub>-e) and the only material greenhouse gas emitted is carbon dioxide. The 2024-25 Greenhouse Gas emissions have also been calculated according to the [APS Net Zero Emissions Reporting Framework](#) and are included below.

#### Metrics – 2023-24 Greenhouse Gas Emissions

2023-24 Emissions by Scope (market-based)		
Scope	Emissions (tCO <sub>2</sub> -e)	Percentage of total (%)
Scope 1	91.9	0.3%
Scope 2 (market-based)	0	0.00%
Scope 3	28,135.6	99.7%
<b>Total</b>	<b>28,227.5</b>	<b>100%</b>

2023-24 Emissions by Scope (location-based)		
Scope	Emissions (tCO <sub>2</sub> -e)	Percentage of total (%)
Scope 1	91.9	0.30%
Scope 2 (location-based)	3,564.0	11.1%
Scope 3	28,407.0	88.6%
<b>Total</b>	<b>32,062.9</b>	<b>100%</b>

Emissions reduced by 51% from 2022-23 to 2023-24 as shown below, with a number of factors causing this change such as changes in industry emissions factors for key categories like content acquisition and technology as well as a reduction in business travel.

	2022-23	2023-24	Reduction from 2022-23 to 2023-24
<b>Scope 1, 2 &amp; 3 Emissions in tCO<sub>2</sub>-e</b>	<b>58,048</b>	<b>28,228</b>	<b>51%</b>

**2024-25 Greenhouse gas emissions inventory – location-based method (selected categories)**

Emission Source	Scope 1 tCO <sub>2</sub> -e	Scope 2 tCO <sub>2</sub> -e	Scope 3 tCO <sub>2</sub> -e	Total tCO <sub>2</sub> -e
Electricity (Location Based Approach)	N/A	3,597.68	251.22	3,848.90
Natural Gas	53.12	N/A	4.19	57.31
Solid Waste	–	N/A	353.34	353.34
Refrigerants	140.64	N/A	N/A	140.64
Fleet and Other Vehicles	35.80	N/A	9.05	44.85
Domestic Commercial Flights	N/A	N/A	547.30	547.30
Domestic Hire Car	N/A	N/A	17.20	17.20
Domestic Travel Accommodation	N/A	N/A	109.79	109.79
Other Energy	–	N/A	–	–
<b>Total t CO<sub>2</sub>-e</b>	<b>229.56</b>	<b>3,597.68</b>	<b>1,292.09</b>	<b>5,119.34</b>

**Note:** the table above presents emissions related to electricity usage using the location-based accounting method.

CO<sub>2</sub>-e = Carbon Dioxide Equivalent.

n/a = not applicable

**2024-25 Electricity Greenhouse Gas Emissions**

Emission Source	Scope 2 tCO <sub>2</sub> -e	Scope 3 tCO <sub>2</sub> -e	Total tCO <sub>2</sub> -e	Electricity kWh
Electricity (Location Based Approach)	3,597.68	251.22	3,848.90	5,330,173.68
Market-based electricity emissions	–	–	–	–
<b>Total renewable electricity consumed</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>6,299,998.78</b>
Renewable Power Percentage <sup>1</sup>	N/A	N/A	N/A	969,825.10
Jurisdictional Renewable Power Percentage <sup>2,3</sup>	N/A	N/A	N/A	–
GreenPower <sup>2</sup>	N/A	N/A	N/A	5,320,149.02
Large-scale generation certificates <sup>2</sup>	N/A	N/A	N/A	10,024.66
Behind the meter solar <sup>4</sup>	N/A	N/A	N/A	–
<b>Total renewable electricity produced</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>–</b>
Large-scale generation certificates <sup>2</sup>	N/A	N/A	N/A	–
Behind the meter solar <sup>4</sup>	N/A	N/A	N/A	–

**Note:** The table above presents emissions related to electricity usage using both the location-based and the market-based accounting methods. The unit used is CO<sub>2</sub>-e = Carbon Dioxide Equivalent. Electricity usage is measured in kilowatt hours (kWh). The location-based method looks at the average emissions from the grid where the electricity is consumed. It does not distinguish between different energy sources (like renewable energy or fossil fuels) but instead uses the overall emissions figures from the local grid's energy mix to estimate emissions from electricity use. The market-based method shows a business's electricity emissions in the context of its investments in different electricity products and markets. This includes from voluntary purchases of renewable electricity and mandatory schemes like the Large-scale Renewable Energy Target. The Market-based method assigns an emissions factor of zero for a business's sourcing of renewable electricity and uses a Residual Mix Factor to calculate emissions from any remaining electricity consumption. Both location-based and market-based emissions reporting apply to scope 2 and scope 3 emission categories.

1. Listed as Mandatory renewables in 2023-24 Annual Reports. The renewable power percentage (RPP) accounts for the portion of electricity used from the grid, that falls within the Renewable Energy Target (RET).
2. Listed as Voluntary renewables in 2023-24 Annual Reports.
3. The Australian Capital Territory is currently the only state with a jurisdictional renewable power percentage (JRPP).
4. Reporting behind the meter solar consumption and/or production is optional. The quality of data is expected to improve over time as emissions reporting matures.

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

#### Additional Notes

1. Emissions from electricity consumed by electric and plug-in hybrid vehicles has only been reported for electricity directly purchased by SBS. Emissions associated with electricity consumption from public charging stations has not been reported for 2024-25.
2. Natural gas is being reported from an additional building and additional staff in 2024-25 since data was not available in the previous year.
3. This is SBS's first year reporting fugitive emissions from refrigerants.
4. Hire Car emissions include additional data that was not available last year.
5. Not all Fleet data was available at the time of the report and amendments to data may be required in future reports.
6. The quality of data is expected to improve over time as emissions reporting matures.

#### Emissions intensity metric

SBS calculates two emissions intensity metrics:

- Emissions per FTE
- Emissions per first run broadcast hour

The 2023-24 metrics are shown in the table below, including comparisons to 2022-23:

Metric	2023-23	2023-24	% change from 2022-23 to 2023-24
Emissions per FTE (defined as full-time equivalent staff members including casual staff)	43.8	21.03	-52%
Emissions per broadcast hour (defined as unique first run video and audio broadcast hours across all platforms)	1.22	0.57	-53%

#### Targets

SBS has set a long-term Net Zero target of 2045 across its operations and supply chain (Scopes 1, 2 & 3) – a 90% reduction in emissions against a base year of 2021-2022. This is an absolute target rather than an intensity-based target which means the aim is to reduce the overall volume of emissions, rather than reduce the emissions per unit of activity such as revenue or employees. The target is a net target rather than a gross target which means the aim is to reduce emissions as much as possible with any unavoidable remaining emissions to be offset while a gross target aims to eliminate emissions completely. It was not calculated based on a sectoral decarbonisation approach which permits different sectors to decarbonise at different rates depending on their respective challenges. This decision was approved by the Executive Committee with updates provided to the Audit and Risk Committee.

SBS has also set a near-term target of 42% reduction in emissions by 2030 based on 2021-22 levels – this is a new target in this reporting period and the first time a near-term target has been set.

Both these targets have been modelled taking into account factors such as:

- SBS's planned emissions reductions for categories it can control such as energy, fleet, business travel and television production
- Public commitments from suppliers on their decarbonisation and Net Zero targets
- Proactive reductions from supplier emissions resulting from collaborations with key suppliers to encourage the acceleration of their decarbonisation journeys
- Macro trends and changes in overall industry emissions

The near-term and long-term targets have also been validated by the Science Based Targets Initiative (SBTi) as aligned with the latest science. They are also consistent with the [Net Zero in Government Operations Strategy](#) as a matter of good practice. The objective of the target is to conform with science-based targets and the latest international agreements such as the Paris Agreement. The targets apply to Special Broadcasting Service as an entity in its entirety.

SBS will monitor and report on its progress against the near-term and long-term Net Zero targets and any revisions to the targets through the disclosure of its annual Greenhouse Gas Emissions in each Annual Report. Progress to target and any target revisions are reviewed and endorsed by the Executive Committee, with the Audit and Risk Committee informed.

### Renewable Energy

SBS switched to 100% renewable energy in 2022-23 and has subsequently entered into a ten-year Power Purchase Agreement for wind and solar power with ZEN Energy which will provide SBS's renewable power through to 2033-34.

### Fleet

SBS has switched 72% of its fleet to hybrid or electric vehicles with the aim of completing this switchover to 100% hybrid or electric vehicles by the end of calendar year 2025.

## Section 2 – Commonwealth Climate Disclosure Climate Statement – Risks and Opportunities

### Background to Commonwealth Climate Disclosures

The Department of Finance introduced [Climate-Related Disclosure Requirements](#) for Corporate Commonwealth entities such as SBS which require the organisation to conduct a climate risk and opportunity assessment, disclosing the results in its 2024-25 Annual Report. The Climate Risk Scenario Analysis must cover two global temperature scenarios (1.5C and 3C above pre-industrial levels), address two timeframes (2030 and 2050), and include physical (acute & chronic) and transition risks, and opportunities.

### Methodology

In accordance with the [Australian Government's Approach to Climate Risk and Opportunity Management in the Public Sector 2024-2026 \(CROMP\)](#), a climate scenario analysis was conducted to identify key risks and opportunities. The first step in this process was a cross-divisional workshop to identify a long list of potential risks and opportunities. Inputs used to guide this scenario analysis included:

- Bureau of Meteorology State of the Climate report which was recommended by the CROMP process.
- Other Australian and global climate scenario reports such as the Network for Greening the Financial System Scenarios Portal.
- The Australian Energy Market Operator 2023 Inputs, Assumptions and Scenarios Report.
- The International Energy Agency Net Zero Roadmap 2023 Report.
- The Global Tipping Points 2023 Report.

A materiality lens was applied to prioritise and shortlist the top risks and opportunities. Each topic was then developed in more detail, addressing the nature, likelihood and magnitude of each risk based on knowledge of current operations, consideration of the types of weather and climate changes identified in the scenario reports, and comparisons with similar situations which could act as a precedent (e.g. impact of COVID on supply chain and commercial revenue, impact of isolated natural disasters on infrastructure and business continuity). For opportunities, the process used was similar; the two temperature scenarios were used to establish the context and determine the different type of opportunity that might emerge under each scenario. Knowledge of existing opportunities in similar fields was used as a proxy to determine the likely impacts and strategic analysis applied to determine how SBS should prepare to capitalise on each opportunity.

Potential mitigations, timeframes and degree of impact were also explored. Time horizons were identified as follows:

- **Short term** – up to 2030 – selected as SBS's near-term emissions reduction target is 2030
- **Medium term** – 2030 to 2045 – selected as SBS's long term Net Zero target is 2045
- **Long term** – 2045+ – selected as this is the period beyond SBS's Net Zero target

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

The draft risk assessment was shared with the SBS Executive Committee for endorsement and subsequently with the Board Audit & Risk Committee for noting.

#### Material Climate Related Risks for SBS

	Risks	Opportunities
<b>Physical: acute/chronic</b>	<b>Transition</b>	
Impact on <b>transmission &amp; business continuity</b> for distribution to audiences	<b>Downturn &amp; disruption in economy leads to greater stress on advertising revenues</b> for SBS	<b>Content</b> – opportunity to position SBS as a reliable trusted news & information provider on climate in multiple languages and a distinctive storyteller of First Nations stories of Caring for Country
Reduced <b>staff productivity &amp; health &amp; safety</b> impacts	Conflict between achieving carbon-intensive strategic initiatives (eg <b>AI, large emission producing content events</b> ) and making progress towards SBS's Net Zero goals may create strategic, or reputational/ compliance risk	<b>Sales</b> – revenue opportunity to align with sustainability-focused advertising clients
Impact on <b>continuity of production and supply of content</b> (news, audio, television, community events)		<b>Lower Costs</b> – due to more sustainable production and more efficient energy and resource utilisation
<b>Increased costs</b> (energy, insurance, disrupted supply chains)		

### Concentration of Risks

The most significant risks for SBS are concentrated in the business continuity and staff health and safety areas as outlined in the detail below.

### Detail of Key Risks and Opportunities

Risk 1 – Impact of Severe Weather Events on SBS Facilities & Critical Transmission Infrastructure		
Context	Scenarios	Likely Impacts
<p>Increased frequency and severity of extreme weather events and higher average temperatures will create pressure on SBS offices and the critical transmission infrastructure it depends on for broadcast services, creating a risk of disrupting core operations and making repairs and upgrades challenging, impacting television, digital and audio services to audiences and disrupting community engagement.</p> <p><b>Time horizon</b> 2030</p> <p><b>Impact area</b> Service disruption Financial cost Staff safety</p> <p><b>Type of risk</b> Physical – acute Physical – chronic</p>	<p><b>1.5C increase in temperature (Net Zero by 2050)</b></p> <hr/> <p><b>3C increase in temperature (Hotter more challenging world)</b></p>	<ul style="list-style-type: none"> <li>• Moderate impact on business continuity</li> <li>• Minor financial impact</li> <li>• Major transition costs to upgrade offices and infrastructure</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Major impact on business continuity</li> <li>• Major cost impacts to support investment in resilience &amp; disaster repair</li> </ul>
<p><b>Risk mitigation and resilience planning</b></p> <p>To mitigate this risk we are investigating the following approaches:</p> <ul style="list-style-type: none"> <li>• Working with transmission partners to map out &amp; mitigate specific risks</li> <li>• Investigating back up transmission and energy sources</li> <li>• Future-proofing SBS facilities for extreme weather events and higher temperatures</li> </ul>		

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

#### RISK 2 – Impact to staff health & safety and productivity from the acute and chronic impacts of climate change

##### Context

Extreme heat and extreme weather cause a reduction in staff wellbeing (discomfort, distress, sickness, injury, death) while in SBS offices and on assignment threatening the safety and productivity of SBS staff. This includes both the physical and mental health of staff, and an increase in staff absenteeism due to deteriorating health.

##### Time horizon

2045+

##### Impact area

Staff illness, injury or death  
Staff compensation costs

##### Increased costs

Increased insurance premiums

##### Type of risk

Physical – acute  
Physical – chronic

##### Scenarios

**1.5C increase in temperature (Net Zero by 2050)**

**3C increase in temperature (Hotter more challenging world)**

##### Likely Impacts

- Moderate impact to staff resources
- Moderate financial impact
- Catastrophic impact to staff resources
- Major financial impact

##### Risk mitigation and resilience planning

To mitigate this risk we are investigating the following approaches:

- Working with insurance providers (Comcover and Comcare) to ensure sufficient and ongoing insurance coverage
- Future-proofing SBS facilities for extreme weather events and higher temperatures

**RISK 3 – Impact to the production and acquisition of content from physical climate change risks and supply chain disruption**

**Context**

If the impacts of climate change drive up the cost of acquired content (due to supply chain costs, production limitations and reduced content volume), this will increase costs for SBS. This impacts all types of content, particularly productions filmed in locations where climate impacts are felt more severely.

If the impacts of climate change make it more difficult to produce content, either because filming locations are unavailable/dangerous or because the costs of production (largely insurance premiums) make this untenable, SBS will have to either incur additional production costs or reduce the volume of produced content. This impacts location shoots, not studio productions. It impacts both television scripted, unscripted and news content, and to a lesser extent audio content.

**Time horizon**

2030-2045

**Impact area**

- Increased costs
- Reduced access to content
- Reduced availability of filming locations

**Type of risk**

- Physical – acute
- Physical – chronic

**Scenarios**

**1.5C increase in temperature (Net Zero by 2050)**

**3C increase in temperature (Hotter more challenging world)**

**Likely Impacts**

- Moderate financial impact
- Moderate impact to competitiveness

- Moderate – Major financial impact
- Moderate – Major impact to competitiveness

**Risk mitigation and resilience planning**

To mitigate this risk we are investigating the following approaches:

- Diversification of acquired and produced content

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

#### RISK 4 – Impact to SBS cost base from acute and chronic climate changes and from the economy transition in preparation for climate impacts

Context	Scenarios	Likely Impacts
<p>Increased global temperatures and increased frequency and severity of extreme weather events are expected to have the following impacts to SBS's cost base:</p> <ul style="list-style-type: none"> <li>• Increased energy costs</li> <li>• Increased supplier costs as suppliers transition businesses to reduce carbon footprint</li> <li>• Increased property, travel and safety insurance premiums as increased probability of claims substantially increases insurance costs</li> </ul>	<p><b>1.5C increase in temperature (Net Zero by 2050)</b></p>	<ul style="list-style-type: none"> <li>• Moderate financial impact</li> </ul>
	<p><b>3C increase in temperature (Hotter more challenging world)</b></p>	<ul style="list-style-type: none"> <li>• Major financial impact</li> </ul>
<p><b>Time horizon</b> 2045+</p> <p><b>Impact area</b> Increased costs</p> <p><b>Type of risk</b> Physical – acute Physical – chronic Transition</p>		
<p><b>Risk mitigation and resilience planning</b></p> <p>To mitigate this risk we are investigating the following approaches:</p> <ul style="list-style-type: none"> <li>• Locked in long-term energy contract to mitigate energy cost inflation – already in place until 2034</li> </ul>		

#### RISK 5 – Downturn & disruption in economy leads to greater stress on advertising revenue for SBS

Context	Scenarios	Likely Impacts
<p>If advertising spend is diverted from SBS to media organisations with a sustainability position more closely aligned with those companies, SBS will have fewer opportunities to derive advertising revenue and would be expected to receive lower funds from remaining companies advertising with SBS television, digital and audio.</p> <p>In the event of an economic downturn attributed to the impacts of climate change, advertising revenue is expected to reduce for all media organisations with lower spend from existing advertisers and fewer companies utilising television advertising in their marketing strategies.</p>	<p><b>1.5C increase in temperature (Net Zero by 2050)</b></p>	<ul style="list-style-type: none"> <li>• Moderate financial impact</li> </ul>
	<p><b>3C increase in temperature (Hotter more challenging world)</b></p>	<ul style="list-style-type: none"> <li>• Major financial impact</li> </ul>
<p><b>Time horizon</b> 2030</p> <p><b>Impact area</b> Reduced revenue</p> <p><b>Type of risk</b> Transition</p>		
<p><b>Risk mitigation and resilience planning</b></p> <p>To mitigate this risk we are investigating the following approaches:</p> <ul style="list-style-type: none"> <li>• Defend premium advertising initiatives</li> <li>• Develop sustainable advertising products and continue to position SBS as a sustainability leader</li> <li>• Diversify revenue initiative</li> <li>• Revenue monitoring and forecasting</li> </ul>		

**RISK 6 – Conflict between achieving strategic initiatives which may be carbon-intensive and achieving SBS’s Net Zero goals**

**Context**

There are potential conflicts between SBS’s stated strategic initiatives (which may result in high levels of energy consumption) and SBS’s Net Zero goals. SBS has a stated ambition to support the use of AI that serves the interests of our Charter. AI, in particular generative AI, is expected to require significant amounts of energy to generate content. This energy will come at a cost, both financially and in terms of SBS’s carbon emissions. Large events also generate disproportionate emissions in their production and distribution. In the event these strategic ambitions conflict with our Net Zero carbon emissions target, there could be reputational damage if SBS fails to meet its stated sustainability objectives.

To resolve this conflict there will need to be technological enhancements that reduce energy consumption and a careful balancing of strategic objectives and sustainability outcomes.

**Time horizon**

2030

**Impact area**

Increased costs  
Reputational damage

**Type of risk**

Physical – acute  
Physical – chronic

**Scenarios**

**1.5C increase in temperature (Net Zero by 2050)**

**Likely Impacts**

- Moderate financial impact
- Moderate reputational impact

**3C increase in temperature (Hotter more challenging world)**

- Moderate financial impact
- Moderate reputational impact

**Risk mitigation and resilience planning**

To mitigate this risk we are investigating the following approaches:

- Actively monitoring monthly AI usage and related emissions
- Incorporating consideration of carbon implications into all major new projects (see Major Projects section)

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

**OPPORTUNITY 1 – CONTENT – Opportunity to position SBS as a reliable trusted news & information provider on climate, and storyteller of distinctive First Nations climate/Caring for Country stories**

Context	Scenarios	Likely Impacts
<p>With an increase in severe weather events, SBS's role to provide critical messaging to communities in their preferred language becomes more important. Increased migration to Australia including from climate refugees also increases the need for SBS's language services, potentially in an increased number of languages. SBS has an opportunity to tell distinctive stories about climate and sustainability, especially from a First Nations perspective which will inform audiences on this topic.</p> <p><b>Time horizon</b> 2030-2045</p> <p><b>Impact area</b> Increased revenue Improved reputation</p> <p><b>Type of opportunity</b> Transition Physical – acute Physical – chronic</p>	<p><b>1.5C increase in temperature (Net Zero by 2050)</b></p> <hr/> <p><b>3C increase in temperature (Hotter more challenging world)</b></p>	<ul style="list-style-type: none"> <li>• Moderate financial impact</li> <li>• Moderate reputational impact from increased audience, consumption and sense of trust in SBS's relevance</li> <li>• Moderate financial impact</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Major financial impact</li> <li>• Major reputational impact from increased audience, consumption and sense of trust in SBS's relevance</li> <li>• Major financial impact</li> </ul>

#### How we are capitalising

The Language Services Review based on the Census will continue to guide SBS's investment in different language services. Migration patterns to Australia will be monitored to ensure SBS can continue to meet the language and community distribution in Australia. Positioning SBS as a reliable multilingual public broadcaster that communities can rely on in emergencies strengthens SBS's perceived role as an essential service. Building NITV's credentials in telling stories around sustainability and Caring for Country will help enhance SBS's reputation as a key source of information on this topic.

**OPPORTUNITY 2 – Increased revenue generation opportunities from advertisers aligning with broadcasters with strong sustainability credentials**

<b>Context</b>	<b>Scenarios</b>	<b>Likely Impacts</b>
<p>SBS has positioned itself as a leading broadcaster in sustainability, being the first Australian broadcaster to achieve 100% renewable energy and with an ambitious target to achieve Net Zero on all emissions, including supply chain by 2045. Companies attempting to leverage the goodwill that SBS has generated could advertise their sustainability initiatives on SBS knowing they will have a receptive audience, and this will bring financial benefits to SBS and reputational benefits to the advertiser. Because of the sustainability bona fides of SBS, companies will avoid the perception they are greenwashing.</p>	<p><b>1.5C increase in temperature (Net Zero by 2050)</b></p>	<ul style="list-style-type: none"> <li>• Moderate financial impact</li> </ul>
<p><b>Time horizon</b> 2045+</p> <p><b>Impact area</b> Increased revenue Improved reputation</p> <p><b>Type of opportunity</b> Transition</p>	<p><b>3C increase in temperature (Hotter more challenging world)</b></p>	<ul style="list-style-type: none"> <li>• Moderate financial impact</li> </ul>

**How we are capitalising**

SBS continues to generate sustainable advertising products and services including training, education, emissions measurement, low carbon advertising formats, sponsorship and placement and an industry-wide Sustainability Challenge to continue SBS’s leadership position in this area and align more closely with clients.

**OPPORTUNITY 3 – Reduced operational expenditure flowing from more sustainable business practices and more efficient energy and resource utilisation**

<b>Context</b>	<b>Scenarios</b>	<b>Likely Impacts</b>
<p>As SBS transitions its operations to achieve sustainability targets, notably Net Zero by 2045, it will need to improve the efficiency of operational processes. While the key metric is the reduction in net carbon emissions, improvements in technology, process optimisation and reduction in waste or redundant process steps will also reduce total expenditure for SBS, assuming the capital expenditure required to enhance existing processes is offset by expenditure savings.</p>	<p><b>1.5C increase in temperature (Net Zero by 2050)</b></p>	<ul style="list-style-type: none"> <li>• Moderate financial impact</li> </ul>
<p><b>Time horizon</b> 2045+</p> <p><b>Impact area</b> Reduced expenditure</p> <p><b>Type of opportunity</b> Transition</p>	<p><b>3C increase in temperature (Hotter more challenging world)</b></p>	<ul style="list-style-type: none"> <li>• Major financial impact</li> </ul>

**How we are capitalising**

Continue to invest in energy-efficient buildings and assets such as fleet, studios. Use available tools such as the albert carbon calculator to pursue more sustainable production methodologies.

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

#### Section 3 – Commonwealth Climate Disclosure Climate Statement – Governance

##### Background

Effective governance is crucial to enable our Board, as our Accountable Authority, to oversee SBS's management of climate-related risks and opportunities. With its Risk Management Framework in place, SBS utilises its existing policies and procedures to manage all risks including climate-related risks and opportunities. This is the first time SBS has conducted a formal climate risk scenario analysis using the Commonwealth Climate Disclosure framework which has only become available in this period. However, climate risks have been included as strategic risks for SBS in previous years under the existing Risk Management Framework.

##### Governance approach

The Risk Governance and Management approach for managing climate risks and opportunities is consistent with the overall SBS Risk Management framework, where climate-related risks and opportunities are considered and prioritised relative to other types of risks. These risks are assessed in terms of severity using the same definitions of probability, impact and severity as other types of risks SBS faces, although the timeframes used for assessing climate risks and opportunities are longer (2030 to 2050) compared to the timeframes used in general operational risks which tend to be up to 5 years ahead. The Accountable Authority is the SBS Board which has established an Audit and Risk Committee to assist the SBS Board to discharge its responsibilities including oversight of the SBS risk management framework. This includes the assessment of whether management has in place a comprehensive framework and related procedures to identify and manage financial and business risks, including climate-related risks and opportunities, as reflected in the Audit and Risk Committee's Charter. Risk reviews, which extend to climate-related risks are conducted on an annual basis. The Audit and Risk Committee also receives regular updates on all Environmental, Social and Governance (ESG) topics, including the Climate Change and Carbon Emissions topic which also enables risks to be escalated more frequently as and when needed.

A new dedicated cross-divisional group of Subject Matter Experts – the Climate Risk Working Group – has been established with the remit to identify and monitor climate-related risks and opportunities based on future climate scenarios as they relate to each part of the organisation. This group conducted the initial Climate Scenario Analysis and will meet annually to assess, review and update these risks.

##### Risk oversight

The roles and responsibilities for identifying, managing, monitoring and mitigating climate-related risks and opportunities are set out in the governance structure diagram and roles and responsibilities table below. Although climate risks have been identified previously as part of the overall SBS Risk Register, this is the first time SBS has conducted a comprehensive Climate Risk and Opportunity Assessment so the risk oversight processes described here have been newly-introduced in 2024-25.

**Governance structure**



**Roles & responsibilities**

SBS Representative	Roles & responsibilities	Frequency
<b>Board</b>	Accountable Authority, which holds ultimate responsibility for SBS’s governance, strategic direction and management of climate related risks and opportunities.	Ongoing
<b>Audit &amp; Risk Committee</b>	The Audit & Risk Committee assists the Board in discharging its responsibilities to ensure management has adopted sound, robust and accurate policies and procedures in respect of risk oversight, which includes climate-related risks and opportunities.	Four times a year
<b>Managing Director</b>	Reviews and endorses the outcomes of the Annual Climate Risk Review.	Ongoing
<b>Chief Financial Officer</b>	Presents the outcomes of the annual Climate Risk Review to the Managing Director for review and then to the Audit & Risk Committee.	Ongoing
<b>Individual Directors</b>	Informed by the Climate Risk Working Group, individual Directors own specific climate risks and opportunities relevant to their function and incorporate specific climate risks and opportunities relevant to their team into the Divisional Risk Register if the risks are current or emerging.	Ongoing
<b>Climate Risk Working Group</b>	Responsible for reviewing and endorsing climate-related risks and opportunities, mitigations and controls via the Annual Climate Risk Review, using updated climate scenarios.	Annual

## Appendix 23

### SBS Climate Statement 2024-2025 (continued)

#### Controls and Procedures

Through the Annual Risk review process, Management considers SBS's key current and emerging risks and assesses what mitigants and controls either are in place or need to be introduced to ensure these risks are managed within the SBS Risk Appetite Statements. This review naturally considers any climate-related risks and opportunities. The results of the Divisional Risk reviews are presented to the SBS Executive Committee (ExCom) for moderation and endorsement, prior to their presentation to the Audit and Risk Committee. On a quarterly basis Management undertakes risk reviews in accordance with the organisation's Risk Management Framework. The results of the Quarterly Reviews are presented to and discussed by the ExCom with an update provided to both the Audit and Risk Committee and the Board.

The risks related to climate change are considered emerging in nature.

#### Skills and Competencies

SBS is building its climate-related skills and competencies across the organisation. It has appointed a Head of Sustainability who has been in place since 2023, with responsibility to coordinate sustainability initiatives and upskilling across SBS. Climate science education training (using the Climate Fresk training) was rolled out to key personnel working in sustainability in technology, content, marketing, finance, strategy and legal teams. The Federal Government's Climate Risk and Opportunities Management (CROMP) training was completed by all members of the Climate Risk Working Group to inform their work on identifying climate risks and opportunities. The Media Sales team are developing a climate education module as part of the SBS Inclusion training which will be available to all SBS staff, as well as corporate clients. SBS's learning management system (SBSU) also includes an optional series on environmental and sustainability issues and staff members are encouraged to explore these modules as well as free online resources on sustainability. Whether the organisation has sufficient and appropriate skills and competencies to manage climate-related risks and opportunities is assessed as part of the annual risk review. As the Accountable Authority, the SBS Board is updated regularly on the existing skills and competencies within the organisation and how staff are being equipped to continue improving their skills to respond to climate-related risks and opportunities.

#### Major Decisions

SBS has developed processes to ensure major transactions and projects take climate-related risks and opportunities into consideration. There are a number of mechanisms to do this:

- The SBS Procurement Policy has been updated to ensure tender processes incorporate sustainability considerations in the assessment process. Key suppliers are engaged in regular sustainability meetings, supplemented with annual surveys on their approach to emissions measurement and decarbonisation strategies.
- Major projects such as new capital works or major content projects will include consultation on sustainability considerations with the Head of Sustainability.
- Key sources of emissions have been identified by the annual Greenhouse Gas Assessments (in place since 2021-22) and each of these areas has a dedicated representative who is responsible for considering strategies to decarbonise, in consultation with the Head of Sustainability.
- Top-emitting suppliers have been identified and sustainability is included as an agenda item in the regular meetings with each of these suppliers.

For more detail on SBS's Sustainability Strategy, see the 2025 SBS Sustainability Report.

## SBS 2025 Climate Statement: Index

### Commonwealth Climate Disclosure

Core Requirement	Overview	Location
<b>G1(a)</b>	Accountable Authority is the SBS Board	Section 3 – Governance approach
<b>G1(a)i</b>	Responsibilities of Audit and Risk Committee in relation to climate-related risks and opportunities are reflected in their Charter	Section 3 – Governance approach
<b>G1(a)ii</b>	Skills and Competencies	Section 3 – Skills and Competencies
<b>G1(a)iii</b>	Frequency of informing Accountable Authority – annual climate risk review with quarterly ESG updates where risks can be escalated	Section 3 – Governance approach
<b>G1(a)iv</b>	Strategy and Risk Management for major transactions	Section 3 – Major Decisions
<b>G1(a)v</b>	Setting Targets	Section 1 – Targets
<b>G1(a)vi</b>	Risk Oversight	Section 3 – Risk Oversight
<b>G1(b)</b>	Controls and procedures	Section 3 – Controls and Procedures
<b>G2(a)</b>	Regard to CROMP Approach	Section 2 – Methodology
<b>G2(b)</b>	Alignment with other policies	Section 1 – Targets
<b>S1(a)</b>	Material Information on Risks and Opportunities	Section 2 – Material Risks
<b>S1(b)</b>	Impact on Operational Model	Section 2 – Detail of Key Risks and Opportunities
<b>S2(a)</b>	Material Risks and Opportunities	Section 2 – Detail of Key Risks and Opportunities
<b>S2(b)</b>	Physical or Transition Risk	Section 2 – Detail of Key Risks and Opportunities
<b>S2(c)</b>	Short, Medium or Long-Term horizons	Section 2 – Detail of Key Risks and Opportunities
<b>S2(d)</b>	Definitions and reasons for Time Horizons	Section 2 – Methodology
<b>S3(a)</b>	Climate Risk and Opportunity Assessment	Section 2 – Methodology
<b>S4(a)</b>	Impact on Operational Model	Section 2 – Detail of Key Risks and Opportunities
<b>S4(b)</b>	Concentration of Risks	Section 2 – Concentration of Risks
<b>R1(a)i</b>	Inputs and Parameters	Section 2 – Methodology
<b>R1(a)ii</b>	Assessment of Nature, Likelihood and Magnitude	Section 2 – Methodology
<b>R1(a)iii</b>	Prioritisation of Climate Risks	Section 3 – Governance approach
<b>R1(a)iv</b>	Management of Climate Risks	Section 3 – Risk oversight
<b>R1(a)v</b>	Monitoring of Climate Risks	Section 3 – Risk oversight
<b>R1(a)vi</b>	Changes since last period	Section 3 – Risk oversight
<b>R1(b)</b>	Processes to identify Climate Opportunities	Section 2 – Methodology
<b>R1(c)</b>	Integration into overall Risk Management Process	Section 3 – Governance approach
<b>R2(a)</b>	Implementation of CROMP	Section 2 – Methodology
<b>M1(b)</b>	Information relevant to Greenhouse Gases	Section 3 – Governance approach
<b>M1(c)</b>	Targets	Section 2 – Methodology

## SBS 2025 Climate Statement: Index (continued)

### Commonwealth Climate Disclosure (continued)

Core Requirement	Overview	Location
M3(a)	Greenhouse Gas Emissions	Section 1 – Metrics 2023-24 & 2024-25 Greenhouse Gas Emissions
M3(b)	Assumptions and Methodologies	Section 1 – Methodology
M3(e)	Location and Market Based	Section 1 – Market & location-based emissions
M3(f)	Scope 3 Categories	Section 1 – Metrics 2023-24 & 2024-25 Greenhouse Gas Emissions
M5(a)	Metric for target	Section 1 – Targets
M5(b)	Objective of target	Section 1 – Targets
M5 ©	Part of entity	Section 1 – Targets
M5(d)	Target period	Section 1 – Targets
M5(e)	Base period	Section 1 – Targets
M5(f)	Interim targets	Section 1 – Targets
M5(g)	Quantitative – absolute or intensity	Section 1 – Targets
M5(h)	Informed by International Agreements	Section 1 – Targets
M6(a)	Validation of targets	Section 1 – Targets
M6(b)	Reviewing targets	Section 1 – Targets
M6©	Metrics for target	Section 1 – Targets
M6(d)	Revisions to target	Section 1 – Targets
M8(a)	Which Greenhouse Gases	Section 1 – Metrics 2023-24 & 2024-25 Greenhouse Gas emissions
M8(b)	Scope 1, 2, 3	Section 1 – Metrics 2023-24 & 2024-25 Greenhouse Gas emissions
M8©	Gross or Net	Section 1 – Targets
M8(d)	Sectoral Decarbonisation	Section 1 – Targets
M9(a)i	APS Net Zero – Renewable Energy	Section 1 – Renewable energy
M9(a)ii	APS Net Zero – Fleet	Section 1 – Fleet

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