

**Submission
No 24**

**IMPROVING CRISIS COMMUNICATIONS TO CULTURALLY AND
LINGUISTICALLY DIVERSE COMMUNITIES**

Organisation: SBS

Date Received: 24 June 2022

**SBS SUBMISSION TO
NSW LEGISLATIVE ASSEMBLY COMMITTEE ON COMMUNITY SERVICES
IMPROVING CRISIS COMMUNICATIONS TO CULTURALLY AND
LINGUISTICALLY DIVERSE COMMUNITIES**

JUNE 2022

I. KEY POINTS

- SBS is the world's most linguistically diverse broadcaster, providing multiplatform news, information, and entertainment in more than 60 languages (listed at **Appendix A**).
- SBS services support all Australians including the more than five million people who speak a language other than English at home, approximately two million of whom reside in NSW (or more than 25% of the state's population); and the more than 250,000 First Nations Australians in NSW (or 3.4% of the state's population).¹
- Everything that SBS does is for the purpose of fostering social cohesion, which has a number of substantial civic, social and economic benefits², and helps counter the undermining effect of racism.³
- SBS is a proven essential media service, with very high awareness among culturally and linguistically diverse communities. As such, **SBS should be included as part of any first response approach to crises communications approaches for the NSW population.**
- Key examples include the [SBS Multilingual coronavirus portal](#) for COVID-19 content including in-language, created in only four days; and SBS's collaboration with the NSW Government in providing live interpreting of press conferences in ten languages during the Delta strain outbreak. Such work of SBS is key because, as discovered by a recent research⁴, some language communities found that 'by the time translations [of COVID-19 communications] reached the community, the information was no longer relevant'. The portals' content has had more than 11 million unique visitors since launch.
- SBS has more than 47 years' experience in supporting diverse communities in Australia—providing trusted⁵, inclusive, balanced, impartial and independent Australian news and information services not available elsewhere.

¹ According to the [2016 Australian Census](#).

² See also *The Economic Benefits of Improving Social Inclusion*, SBS-commissioned report by Deloitte Access Economics, at <https://www.sbs.com.au/aboutus/the-economic-benefits-of-improving-social-inclusion>

³ According to Australian Human Rights Commission, 'Racism undermines our cohesion as a multicultural society.'—for further information, please see <https://humanrights.gov.au/about/news/speeches/challenge-social-cohesion>

⁴ Hayek J. et al., (2022, January). *Understanding the experiences and communication needs of culturally and linguistically diverse communities during the COVID-19 pandemic*, p. 9

⁵ SBS and the ABC continues to be the most trusted news media brands in Australia, for multiple years, according to Reuter Institute and the University of Oxford's *Digital News Reports*, most recently in 2021 <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2021>



- SBS welcomes collaboration with NSW entities on creating and distributing crisis content (taking into account appropriate considerations of editorial independence), and educational content to assist residents in times of future crises, including in relation to:
 - **timely sharing of crisis information**, by and with NSW entities (which can also share SBS content)—particularly information relevant to SBS Radio and language services available via broadcast radio, SBS Radio app, and online in more than 60 languages. As appropriate, SBS can establish streamlined contact channels for collaboration with NSW entities;
 - **creation of content in preparation for future crises**—for example, content that assists diverse community members' understanding of emergency services and available assistance; and
 - **an opportunity to educate school-age children**, readying them for future crises (such as bushfires, or floods) via the SBS Learn platform.
- Further work to enhance crisis communications to multilingual communities, subject to funding considerations, can leverage SBS's capabilities and services, including SBS commercial services—SBS Media, SBS In Language, SBS Cultural Connect, and the SBS Inclusion training program.
 - SBS can provide swift, **multiplatform communications in multiple languages**—as demonstrated by its provision of live interpreting of NSW and Victoria COVID-19 press conferences simultaneously in multiple languages. This can also include provision of transcription (text) of verbal communications, and vice versa.
 - SBS Media offers a comprehensive suite of paid **research data, and advertising services** which can enhance NSW entities' messages and communications to multilingual communities—via television, radio, and online. A key example, the 2021 SBS Multilingual Research, can be seen on page 16 of this submission.
 - SBS In Language and SBS Cultural Connect businesses offer a comprehensive range of paid in-language **media production, and experience design** services for online, print, radio and video—including translation, interpreting, typesetting, voice-overs, re-narration, video production, subtitling, and **cultural consultancy**. Potential future work could include SBS's building digital capabilities in-language for NSW entities or sharing information about the consumption preferences of particular language speakers, subject to further discussion.
 - In preparation for future crises and building an inclusive communications capacity across the public sector, SBS also offers the **SBS Inclusion training program**, already utilised by multiple NSW entities including government entities. The program helps the entities and their staff to enhance cultural awareness, and other aspects of inclusion and diversity. Modules build competence with respect to Aboriginal and Torres Strait Islander peoples, LGBTIQ+ people, and issues of gender, disability, and age discrimination. The course is supported by SBS Cultural Atlas—a comprehensive information resource on Australia's diverse populations.

II. INTRODUCTION

The Special Broadcasting Service Corporation (**SBS**) welcomes the opportunity to submit to the Legislative Assembly Committee on Community Services' Inquiry into Improving crisis communications to culturally and linguistically diverse communities (the **Inquiry**).



As Australia's only nationally available multilingual, multicultural, and Indigenous media provider, it is the principal function of SBS 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.⁶

SBS reaches audiences through a range of platforms, including terrestrial radio and television, social media, and online, and has a deep understanding of the diversity of media consumption preferences amongst different communities and populations.

For over 47 years, SBS has continued to support diverse communities, including those in NSW—from new arrivals to established communities including second, third, and earlier generations of migrants.⁷ In NSW, approximately a quarter of the population were either born overseas or speak a language other than English at home, and approximately half have at least one parent born overseas.⁸ SBS services help:

- address language barriers;
- provide access to trusted, accurate and reliable Australian produced news media in-language—vitaly important in crisis situations;
- enable and support civic, social and economic participation through settlement and other key information (such as summer safety, how to get a driver's licence, and how to find a playgroup);
- assist people with limited formal education or low English proficiency in understanding how emergency services and assistance work in Australia—this is particularly beneficial for some migrants who come to Australia via humanitarian programs; and
- foster social cohesion—a sense of belonging, mutual understanding, and respect—among diverse community members and the general population. Social cohesion supports the success of crisis management—as a relevant example, more than nine in 10 (92 percent) Australian respondents of *The COVID-19 Racism Incident Report Survey 2021* thought their experiences [of racism] were related to the COVID-19 pandemic, according to *COVID-19 Racism Incident Report Survey 2021*, conducted by advocacy group the Asian Australian Alliance (AAA) and Osmond Chiu from think tank Per Capita.⁹

SBS services and content are shared among community groups. SBS ensures that its services are always of significant impact to the communities it serves, through its Inspired Communities strategic framework, see details in **Appendix B**.

⁶ SBS Charter.

⁷ SBS radio was established in 1975 by the Australian Government to inform Australians from non-English speaking backgrounds about Medibank, the new national health care scheme. For further information, please see *A Brief History of SBS* at <https://www.sbs.com.au/news/a-brief-history-of-sbs>

⁸ According to the [2016 Australian Census](#).

⁹ <https://www.abc.net.au/news/2021-07-23/covid-19-racism-australia-report-racial-hatred-pandemic/100316184>

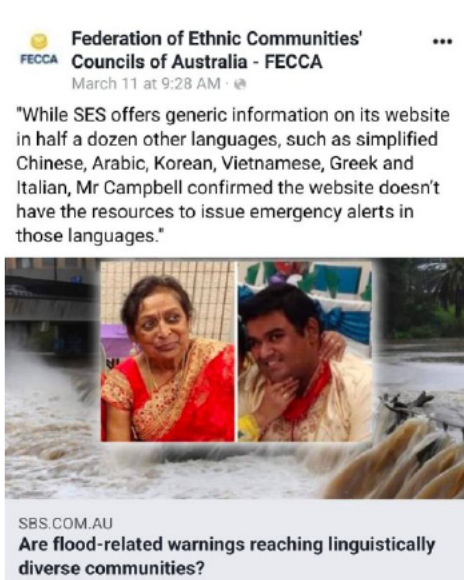


Figure 1: Examples of SBS content being shared on social media by the organisations such as Multicultural NSW, Federation of Ethnic Communities' Councils of Australia (FECCA), and NSW Service for the Treatment and Rehabilitation of Torture and Trauma Survivors (STARTTS)

III. RECENT EXAMPLES OF RELEVANT SBS CONTENT AND INITIATIVES

SBS's 2021 live interpreting of NSW and Victorian governments' press conferences during COVID-19 (August to October 2021)

- The 11am NSW Government updates were broadcast on television in the state with live interpreting in Arabic language on SBS main channel and in Vietnamese language on SBS VICELAND.
- These updates were also streamed nationally (and available for catch-up) on SBS On Demand, with real-time interpreting in Arabic, Vietnamese, Assyrian, Cantonese, Khmer and Mandarin.
- They were also available live (and for catch-up) via SBS Facebook pages in ten corresponding languages: [SBS Arabic24](#), [SBS Bangla](#), [SBS Assyrian](#), [SBS Cantonese](#), [SBS Greek](#), [SBS Khmer](#), [SBS Mandarin](#), [SBS Spanish](#), [SBS Urdu](#), and [SBS Vietnamese](#)—which received more than 2,200,000 views and 6,750,000 minutes watched so far.
- The live interpreting of Victorian daily updates was also available via SBS Facebook pages in [Arabic](#), [Somali](#), and [Urdu](#) languages.



Figure 2: SBS live interpreting of NSW COVID-19 press conference in Arabic in 2021
آخر تطورات انتشار عدوي جائحة كورونا في نيو ساوث ويلز

SBS's 2022 live interpreting of Leaders' Debates and election outcome speeches

- In a media first, SBS provided live interpreting of the three Leaders Debates in up to four languages (Arabic, Mandarin, Cantonese and Vietnamese), working with Nine and the Seven Network and Sky News, as well as two additional Ministerial Debates held at the National Press Club of Australia in Arabic and Mandarin with the ABC. Arabic and Mandarin-speaking audiences also heard the concession and victory speeches on election night.

SBS Coronavirus portal

- The [SBS Coronavirus portal \(sbs.com.au/coronavirus\)](https://www.sbs.com.au/coronavirus), for COVID-19 content in more than 60 languages (including Auslan), was created within only four days at the beginning of the pandemic in Australia in March 2020. The portal gathers in one place SBS's multilingual COVID-19 news and information including latest federal and state governments' advisories, explainer videos, infographics and fact sheets, the latter of which can be 'dynamic'—being continually updated as crisis situations evolve.

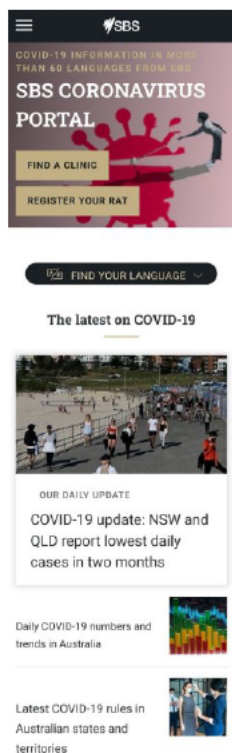


Figure 3: Mobile screen of SBS Multilingual coronavirus portal, created within only four days in March 2020, at the beginning of Australia's COVID-19 pandemic

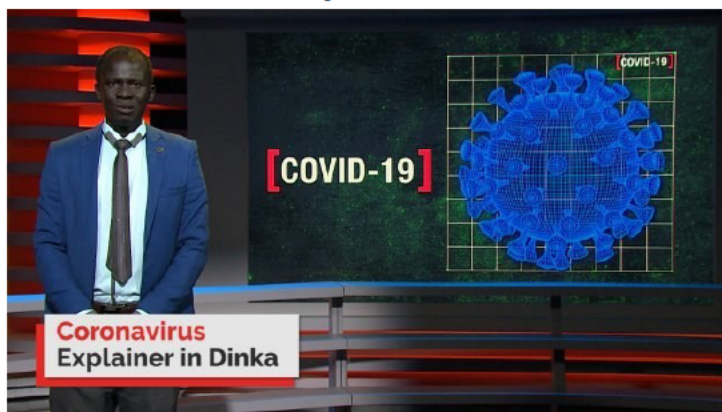


Figure 4: A screen from SBS COVID-19 explainer video in Dinka, content such as this is available through SBS Coronavirus portal

- More than 11 million Australian unique visitors (by device) have accessed SBS's in-language digital COVID-19 content, including through the portal.



Figure 5: Logie Award-winning *Little J & Big Cuz's* hand-washing song and video *Everybody Wash'em Now*—an example of content produced by SBS/National Indigenous Television (NITV) in response to the COVID-19 crisis with a focus on educating children (for them to help stop the spread of the coronavirus).

SBS early 2022 NSW floods coverage

- *SBS News* had multiple deployments of reporters particularly to Lismore, Nowra and Northern NSW region.
- The team provided comprehensive cross-platform coverage on television, online and via podcasts; with additional reports from Sydney, Melbourne, and Canberra—these include in relation to emergency assistance; government announcements; and political reactions to the floods.

Australia

The Pacific Islander seasonal workers helping rebuild Lismore after devastating floods

From evacuating the elderly in a flooded aged care home to jovial singing in the streets, Pacific Islander seasonal workers are bolstering dampened community spirits.

6 min read

Published 5 March 2022 at 9:04am, updated 5 March 2022 at 10:11am

By Rayane Tamer

Source: SBS News

Tags

Immigration

Samoan migrant workers stand together in front of a home they helped clear in flood-affected Lismore, NSW. Credit: Supplied/Van Tamoto Leaula

Figure 6: Example of *SBS News* coverage¹⁰ of early 2022 NSW floods

¹⁰ <https://www.sbs.com.au/news/article/meet-the-pacific-islander-seasonal-workers-who-helped-rebuild-lismore-after-floods-devastated-the-community/zvlhgybf6>



- SBS Radio teams not only provide vital news and information in more than 60 languages; the teams also have unique access—to tell stories from the multilingual and multicultural communities that have been affected by the floods.
- Our network's National Indigenous Television (**NITV**) service has provided extensive television and online coverage—including from Northern NSW, Lismore and Cabbage Tree island—the latter where almost 200 First Nations community members became homeless from the floods. NITV's *The Point* current affairs program also collaborated with The Koori Mail national newspaper, in providing additional coverage of the floods. It is relevant to note that a significant number of First Nations peoples including in remote communities, own a mobile device and use it to access services, with mobile-only internet use among Indigenous Australians exceeding that of the general population.¹¹ NITV has high online and social engagement from First Nations audiences.

IV. SBS IS A PROVEN ESSENTIAL MEDIA SERVICE, OF WHICH AWARENESS IS HIGH AMONG DIVERSE COMMUNITIES

SBS provides an end-to-end media ecosystem supporting multilingual communities, which can further assist NSW entities in times of crises in communicating to these communities. SBS reaches almost 100 percent of the Australian population. In NSW, its services are very comprehensive, including:

- Two linear broadcast television markets (metropolitan Sydney and regional NSW, out of SBS's twelve national markets), supplemented by a Viewer Access Satellite Television (VAST) signal—in both markets, SBS offers six television channels (SBS, SBS VICELAND, SBS World Movies, SBS FOOD, NITV, and SBS WorldWatch—the latter showcases *SBS عربي News* and *SBS 中文 News* bulletins in Mandarin, and Arabic—see further below on page 12).
- FM, AM, digital radio via television, and digital (DAB) radio services—offering live SBS Radio, and NITV Radio news and information in more than 60 languages, scheduled between the hours of 7am and 11pm;
- our suite of websites in more than 60 languages, including the comprehensive SBS On Demand catch-up and streaming video-on-demand platform;
- our suite of iOS and Android apps, offering our television, SBS Radio, and SBS On Demand content in more than 60 languages; and
- multiple social media accounts, including those of the more than 60 languages services.

SBS Audio and Language Content (SBS Radio) – via broadcast radio, websites, and social media

SBS's seven linear terrestrial radio stations delivers accurate and balanced news, current affairs, and information as well as sport, music, and entertainment. SBS Radio services also provide content via the easy-to-access and 'always on' SBS Radio App and online—through articles, catch-up radio programs, podcasts, and video.

SBS Radio also helps connect diverse community members (including those in their homelands), through its active presence on social media platforms—this channel of communications is

¹¹ Thomas J, Barraket J, Wilson CK, Holcombe-James I, Kennedy J, Rennie E, Ewing S and MacDonald T (2020) *Measuring Australia's Digital Divide: The Australian Digital Inclusion Index 2020*, RMIT and Swinburne University of Technology, Melbourne, for Telstra; Townsend P., Halsey J. R., & Guenther J. (2016). *Mobile Learning Congruencies with Aboriginal and Torres Strait Islander Cultural Philosophies*, *Publishing Higher Degree Research*, p. 25—which stated that '70% of Aboriginal and Torres Strait Islander people own a smartphone, and in remote communities 43% of Aboriginal and Torres Strait Islander people own a smartphone'.



important including in crisis situations whether the crises occur in NSW, Australia or the homeland(s). For example, during the COVID-19 pandemic, a large number of Australians have used social media to access news and information, as well as connect with people in their lives, including during lockdown periods. Most of SBS's more than 60 language services are available on social media, ensuring that communities have options to interact with, and benefit from SBS services,

SBS Radio services also offer content specifically curated for newly arrived migrants through the [SBS Settlement Guide](#) in more than 50 languages, this type of content helps prepare them in advance of future crisis events.

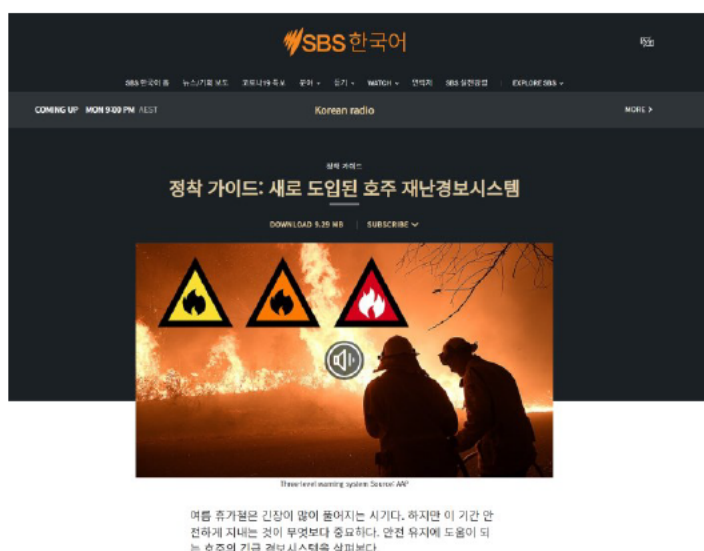


Figure 7: Example of a February 2022 Settlement Guide podcast, on SBS Korean website¹² (English translation of heading—'Settlement Guide: If a crisis strikes in summer, these alerts will help keep you safe and informed')

SBS Settlement Guide

The SBS Settlement Guide speaks to the core of the SBS Charter¹³ and helps address the language barriers faced by multilingual communities in navigating life in Australia. Building on SBS Radio's long history of providing balanced and impartial news and information, the SBS Settlement Guide was launched in 2016, with more than 50 SBS language services producing broadcast and online settlement features.¹⁴

These features include explanation of 'need-to-know' facts about settling in Australia, for example, the features help explain, in the migrants' preferred languages, preparation for Australia's crises such as the bushfires (see **Figure 7** above), Australia's health and justice systems, local culture and history, available government services, as well as provide 'how-to' practical advice such as how to apply for a job, access medical services, surf safety, find a

¹² <https://www.sbs.com.au/language/korean/audio/settlement-guide-if-a-crisis-strikes-in-summer-these-alerts-will-help-keep-you-safe-and-informed>

¹³ <https://www.sbs.com.au/aboutus/sbs-charter>

¹⁴ SBS Settlement Guide available at <https://www.sbs.com.au/radio/settlement-guide>, among the more than 50 languages in which it is available, the following language services regularly produces Settlement Guide: Bangla, Filipino, Gujarati, Hindi, Indonesian, Korean, Malayalam, Nepali, Punjabi, Sinhalese, Tamil, Urdu, Arabic, Cantonese, Mandarin, Vietnamese, Kurdish, Spanish, Amharic, Dari, Dinka, Persian, Khmer, Pashto, Swahili, Thai, Tigrinya, Turkish, Hmong, Hakha Chin, Karen, Kirundi, Mongolian, Rohingya, Tibetan, and Somali.



playgroup, enrol to vote, or lodge a tax return. Each Settlement Guide is produced in-house as an audio feature for radio, a text article for online and a 'listicle' for sharing on social media. These features help those who do not speak English well understand and participate more fully in Australia's civic society, contributing to social integration and social cohesion.

SBS is continually developing additional Settlement Guide information, as a resource for multilingual and multicultural communities and settlement services.

SBS regularly engages with the communities and stakeholders (such as through sharing of information provided by the Bureau of Meteorology, see **Figure 12** further below) working in the settlement sector, and would welcome further engagement with relevant government and non-government service providers to look at improving awareness of SBS services, and expanding them where possible, depending on available resourcing. This may include providing new migrants arriving in Australia with information on how to access SBS services in their language.

Australia is one of the most multicultural developed nations in the world, with around twice as many residents born overseas (approximately 30%) as the United Kingdom (approximately 14%) or the United States (approximately 14%).

Migration is changing to be less European-centric, with North-East Asian (e.g. China, Korea) and Southern and Central Asian countries (e.g. Sri Lanka, India) experiencing the largest growth since 2012. This change is expected to continue over the medium term, building on a long-established trend of growing linguistic and cultural diversity in Australia. SBS therefore has an increasingly important role to play in meeting the Australian population's needs and driving social cohesion.

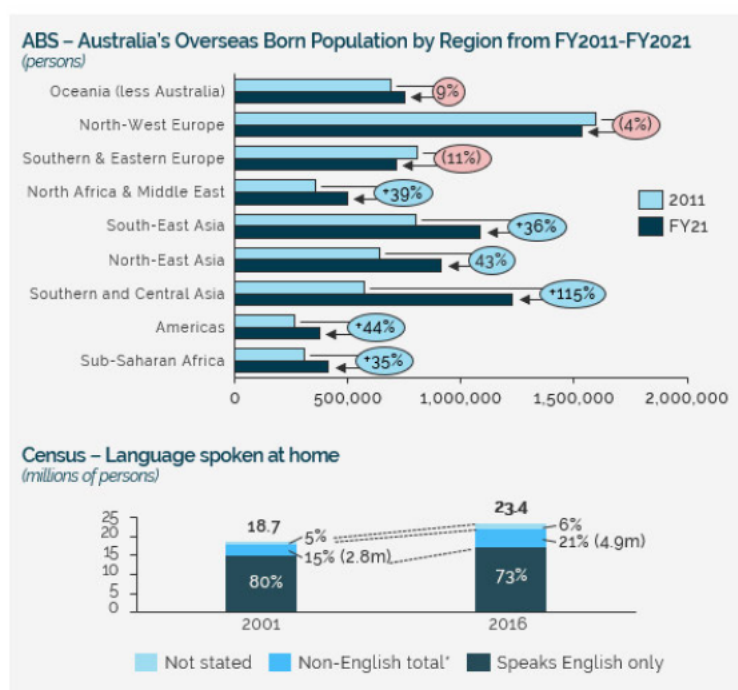


Figure 8: Recent statistics on changing trends in overseas-born population, and the increase of non-English speaking population in Australia⁴⁵

⁴⁵ Sources: Australian Bureau of Statistics, [Australia's Population by Country of Birth \(Reference Period 2021\)](#); and [Australian Census](#) data



SBS Radio adjusts its services every five years subsequent to each Australian Census, to ensure its services reflect and meet the language needs of Australia's rapidly changing and increasingly diverse society.

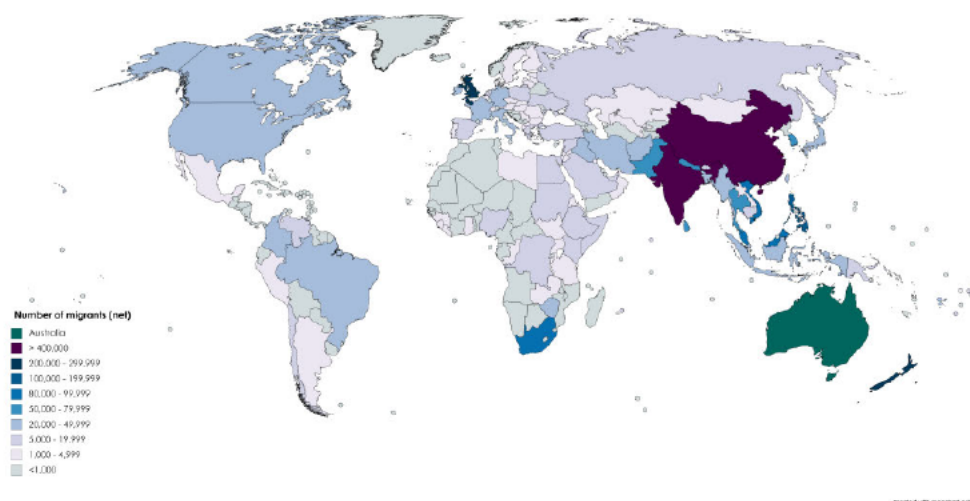


Figure 9: Example illustration of international migration to Australia by source country between 2007–2017, demonstrating significant source countries in the Asia-Pacific region (source: mapchart.net/reddit¹⁶)

SBS news and current affairs

SBS offers comprehensive coverage of news and current affairs, with a uniquely inclusive SBS perspective for all Australians including multilingual, multicultural and Indigenous Australians.

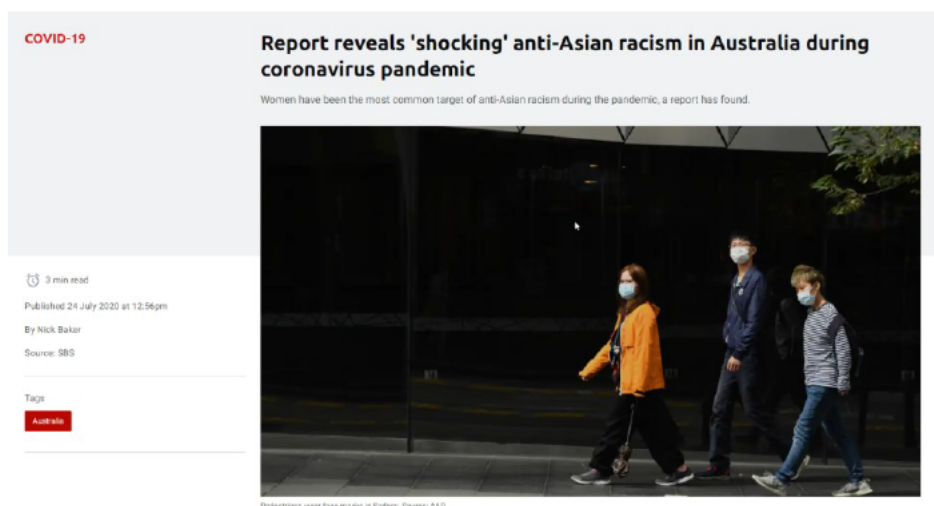


Figure 10: Example of *SBS News* coverage¹⁷ on the SBS News website (sbs.com.au/news), addressing the issue of anti-Asian racism during COVID-19 pandemic

- *SBS News* service is the main umbrella of our news and current affairs—available via broadcast television, SBS Radio services (curated specifically for individual language

¹⁶ Source: <https://i.redd.it/rdfu5m7sd2d21.png>

¹⁷ <https://www.sbs.com.au/news/article/report-reveals-shocking-anti-asian-racism-in-australia-during-coronavirus-pandemic/oq0oiul5q>



communities), SBS websites (including SBS On Demand), mobile apps, and social media including Facebook and Twitter—with significant growth across YouTube, Instagram and TikTok platforms.

- *SBS World News* nightly bulletins perform a distinctive role in bringing the biggest global stories to a local audience.
- The recently launched *SBS عربي News* and *SBS 中文 News* bulletins every weeknight, produced by SBS's local journalists, offer impartial coverage, insightful context and balanced analysis of the major national and international stories, in Arabic and Mandarin. (Both bulletins are available for catch-up on SBS On Demand with English subtitles added.)
- The recently launched SBS WorldWatch television channel is the new home of the abovementioned *SBS عربي News* and *SBS 中文 News* as well as major news bulletins from more than 45 countries around the world, in more than 30 languages.
- *Insight* television and online program brings together storytellers and audience members, exploring strong and deep personal stories of everyday Australians.
- *Dateline* television and online program provides compelling in-depth international stories including through its digital-only mini-documentary stream.
- Small Business Secrets television and online program explores the challenges and triumphs of Australian small business, focusing on migrant and Indigenous-owned small businesses, and available with comprehensive educational resources. The service can help these businesses recover from crises.
- The Feed online explores global and local issues through experts and first-person stories with a welcome dose of comedy and satire as it always finds a fresh new way of storytelling.

According to *Reuters Digital News Report*, of which the latest (10th) edition was published in 2021, SBS and ABC continue to be the most trusted news media brands in Australia. Trust in the SBS brand is at 69 per cent—up to 19 percentage points higher than commercial television networks, and up to 22 percentage points higher than those of newspapers' brands surveyed.¹⁸

SBS has rigorous editorial standards and Code of Practice¹⁹ in place, which underpin the delivery of its independent, balanced and quality news and current affairs services—including services in languages other than English. SBS is required to notify its Codes of Practice to the Australian Communications and Media Authority (the **ACMA**), which also acts as a point of escalation for broadcast complaints made under the Code of Practice which have not been resolved by SBS's independent Ombudsman.

SBS On Demand – first Australian-based major video-on-demand service to provide multilingual communities with preferred-language interface and content

In a developing crisis such as the COVID-19 pandemic, SBS On Demand has been a repository of SBS's specifically created multilingual video-on-demand content in response—such as the coronavirus explainer, 'how to wear a mask', and vaccine explainer. Many of these videos were produced in collaboration with federal and state government entities and, at the height of the crisis, were placed at the top of the SBS On Demand landing page to ensure maximum visibility.

¹⁸ Reuter Institute and the University of Oxford's *Digital News Reports 2021* available at <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2021>

¹⁹ SBS Codes of Practice <https://www.sbs.com.au/aboutus/sbs-code-of-practice>



Since 2020, SBS On Demand has become the first Australian-based major video-on-demand platform to offer multilingual login options, currently providing users with Arabic, Simplified Chinese, Traditional Chinese, Korean, Hindi, and Vietnamese interfaces. With multilingual login and navigation, we can ensure access to SBS On Demand for many of Australia's language communities—so they have access to news, entertainment and information, as they become available, that they may otherwise not have access to. We are committed to continuous enhancement of our end-to-end multilingual product experience on SBS On Demand which will include browse by language capabilities, dedicated language collection pages, and many other features to enhance the multilingual audience experience.



Figure 11: A screenshot from SBS 中文 News bulletin on SBS On Demand service (Both SBS 中文 News and SBS 中文 News bulletins have English subtitles added for SBS On Demand catch-up and streaming, after their television broadcasts)

Awareness of SBS among multilingual communities is very high

Thanks to SBS's annual commissioning of McNair research since 2008, valuable insights into multiple key languages each year have been possible—tracking consumption and engagement with SBS language platforms, and providing insights for strategic decisions.

The following examples are the most recent results relevant to SBS Mandarin, SBS Arabic24, SBS Cantonese, and SBS Punjabi, which serve the top four largest language-speaking communities in NSW²⁰, other than English, as part of the SBS Radio portfolio.

Arabic

92% Awareness of SBS Network amongst Arabic speakers

61% Arabic speakers engage with SBS Arabic24 (amongst those aware)

71% Main reason engage with SBS Arabic24 in relation to: *Australian news & information in language*

²⁰ According to the 2016 Australian Census, NSW statistics
<https://www.abs.gov.au/AUSSTATS/abs@.nsf/mediareleasesbyReleaseDate/BBEDD77E8EA60ACACA2581BF001E65B2?OpenDocument>



Cantonese (part of the growing SBS 中文²¹ suite of services)

90% Awareness of SBS Network

57% Cantonese speakers engage with SBS Cantonese (amongst those aware)

63% Main reason engage with SBS Cantonese in relation to: *Australian news and information in language*

Mandarin (part of the growing SBS 中文 suite of services)

79% Awareness of SBS Network amongst Mandarin speakers

38% Mandarin speakers engage with SBS Mandarin (amongst those aware)

67% Main reason engage with SBS Mandarin in relation to: *Australian news and information in language*

Punjabi

90% Awareness of SBS Network

68% Punjabi speakers engage with SBS Punjabi (amongst those aware)

58% Main reason engage with SBS Punjabi in relation to: *Information about government & community services*

Source: SBS McNair Research 2021, 2020.

In times of crises, NSW entities can further leverage SBS's in-depth knowledge of, and relationship with, the more than 60 language communities it serves—see **IV.** and **V.** below.

V. SBS WELCOMES COLLABORATION – ON CRISIS CONTENT, AND PREPARATORY CONTENT PRIOR TO CRISES

SBS Radio and news and current affairs services are highly trusted²² by audiences. SBS would welcome collaboration with NSW entities on information sharing, and crisis content creation—with a focus on diverse communities and their preferred languages, subject to appropriate considerations of editorial independence. As appropriate, SBS can establish streamlined contact channels for these purposes with NSW entities.

Moreover, links to SBS content can also be shared by NSW entities' websites and social media accounts—particularly by entities with limited in-language capabilities.

For example, SBS Settlement Guide article [NSW flood emergency: BOM issues warnings for damaging winds, floods](#) was published on 9 March 2022 and translated into 14 languages by SBS Radio services. Each of the in-language versions of the article has its own [http://](#) link which can then be further distributed or shared.

²¹ Digital-first SBS 中文 was launched in 2021, available at <https://www.sbs.com.au/chinese/>

²² SBS and the ABC continues to be the most trusted news media brands in Australia, for multiple years, according to Reuter Institute and the University of Oxford's *Digital News Reports*, most recently in 2021 <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2021>

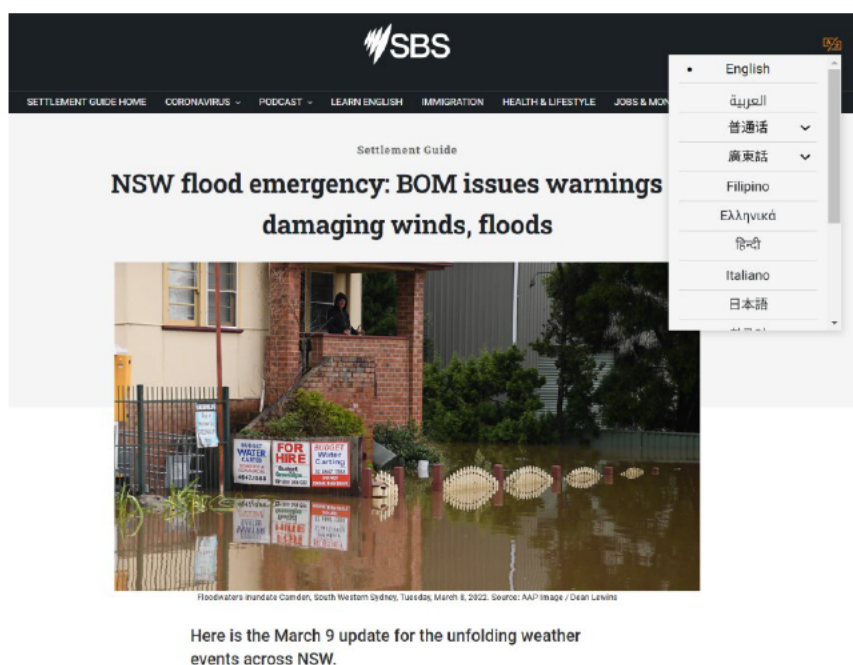


Figure 12: SBS Settlement Guide article *NSW flood emergency: BOM issues warnings for damaging winds, floods*, available in fourteen languages

Subject to editorial considerations, SBS would also welcome collaboration on content creation or curation in preparation for future crises—such as, but not limited to, content about services and assistance that are available in NSW and how to utilise them. This content may form part of the regularly-published SBS Settlement Guide, previously mentioned on page 9, or, in some instances—a special content project such as television documentary, or drama program, raising awareness of topics or issues among wider audiences.

An example of special content was relevant to the Black Summer Bushfires crisis. SBS partnered with the Department of Foreign Affairs and Trade in 2020 to create *From The Ashes – A Fresh Start*, six social videos and a half hour television program illustrating Australia's recovery from the bushfires to international audiences, showing that Australia was 'open for business' after the bushfires.

SBS Learn – an opportunity to educate school-age children, readying them for future crises

SBS Learn²³ serves teachers of school-aged children and young people, by providing educational resources linked to SBS documentaries, drama series, news and current affairs and other network productions. These resources are developed in accordance with the Australian Curriculum.

There is potential for SBS to further support informal, as well as formal, education of Australia's diverse communities through the SBS Learn platform, including in relation to crises (and their preparations) such as bush fires, or floods²⁴—other opportunities include but are not limited to providing, in the communities' preferred languages, critical teacher resources and student worksheets as well as other educational resources that may help address relevant issues.

²³ <https://sbs.com.au/learn>

²⁴ The Australian Competition & Consumer Commission proposed a role for SBS in digital literacy initiatives in the *Digital Platforms Inquiry – Final Report*, page 21, published in July 2019 and available at <https://www.accc.gov.au/system/files/Digital%20platforms%20inquiry%20-%20final%20report.pdf>



SBS has extensive experience working with partners to draw on the knowledge of relevant subject matter experts. For example, ahead of the August 2019 premiere of the multi-award-winning *The Hunting* drama, SBS's most successful drama to date, SBS partnered with the eSafety Commissioner to produce educational resources to assist parents/carers and teachers to keep young people safe online.

VI. SHOULD FUNDING PERMIT, SBS SERVICES CAN BE FURTHER LEVERAGED

SBS can enhance NSW entities' communications to multilingual communities

SBS has demonstrable capabilities of providing swift, multiplatform communications in multiple languages—this is exemplified by its 2021 live interpreting of COVID-19 press conferences simultaneously in multiple languages, across multiple platforms—television, SBS On Demand, and Facebook. SBS is also capable of providing transcription (text) of verbal communications, and vice versa.

Similarly, in the leading up to the 2022 federal election, and in a media first—SBS provided interpreting of Leaders' Debates and election outcome speeches. (See *Examples* below).

Capabilities such as these can be further leveraged by NSW entities in crisis events, subject to funding considerations.

SBS Media can help amplify communications to multilingual, multicultural, and Indigenous communities

SBS Media is a truly cross platform team that can tailor research data and advertising campaign solutions, to help NSW entities to reach further into multilingual communities, including through unique SBS media environments. Similarly, SBS can also assist in relation to Indigenous communities which, while seemingly harder to reach, are significant owners of mobile devices including remote communities²⁵ (see also SBS Media's *Beyond 3% initiative*) by utilising SBS's deep and unparalleled insights into, and uniquely close relationships with, the communities.

SBS gains deep and unparalleled insights into the communities through rigorous research

As a key example, in 2021, SBS performed a robust and large-scale online survey in 10 languages with 5,405 Australians who speak another language other than English. The survey captured 38 different attributes about languages, and is bespoke to the SBS research. Key findings reveal that they are:

- young—65% are under the age of 40 (compared to 44, of the general Australian population);
- culturally driven—70% are interested in other culture (compared to 64% of the general Australian population); and
- digital consumers—22 hours, 16 of which mobile, of internet per week (compared to 20 hours, 13 of which mobile, of the general Australian population).

For more information, please visit sbsmedia.com.au.

As a future initiative, SBS would welcome discussions whether it can build digital capabilities in-language for relevant NSW entities.

²⁵ Townsend P., Halsey J. R., & Guenther J. (2016). *Mobile Learning Congruencies with Aboriginal and Torres Strait Islander Cultural Philosophies*. *Publishing Higher Degree Research*, p. 25—which stated that '70% of Aboriginal and Torres Strait Islander people own a smartphone, and in remote communities 43% of Aboriginal and Torres Strait Islander people own a smartphone'.



SBS In Language and Culture Connect offers a comprehensive suite of in-language media production services

SBS In Language²⁶ services help Australian governments and businesses reach communities in their preferred languages. As a federal government approved service provider, SBS In Language provides high quality NAATI accredited translation services for online, print, radio and video—with in-house capabilities for typesetting, subtitling, voice overs, re-narration, and full-scale audio-visual production that can meet short notices and tight timelines, such as those during crisis events. SBS Cultural Connect service can also provide advice and expertise in crafting culturally appropriate content, including content tone, as part of SBS's comprehensive service offerings. For further information, please visit [sbs.com.au/inlanguage](https://www.sbs.com.au/inlanguage) and [sbsmedia.com.au/cultural-connect](https://www.sbsmedia.com.au/cultural-connect).

SBS Inclusion training program can support crisis management by fostering awareness and understanding

In 2016, Multicultural NSW and International Education Services partnered with SBS to produce the SBS Cultural Competence Program, an online training tool assist Australian organisations to navigate and maximise the benefits of cultural diversity by exploring topics including cross-cultural communication, addressing stereotypes and unconscious bias. The service has since grown and evolved to become the comprehensive SBS Inclusion training program, currently utilised by many NSW entities including government entities.

The program can help prepare entities and their staff for future crises, by creating awareness of cultural and other diversity topics—including those relevant to First Nations Australians, LGBTIQ+ people, gender, disability, culture and age. These are relevant—when dealing with or managing a large population such as NSW's.

Also in 2016, SBS [Cultural Atlas](https://www.culturalatlas.sbs.com.au) was created as a supporting resource to the program. It has also grown to provide a wealth of information for users to gain a broad understanding of the norms and behaviour of people in Australia from diverse cultures.

For further information, please visit [inclusion-program.com.au](https://www.inclusion-program.com.au) and [culturalatlas.sbs.com.au](https://www.culturalatlas.sbs.com.au).

VII. CONCLUSION

SBS welcomes collaboration with NSW entities on creating crisis content, and content in preparation for crises; as well as on the sharing of the content.

SBS is a proven essential media service, with very high awareness among culturally and linguistically diverse communities. As such, **SBS should be included as part of any first response approach to crises communications approaches for the NSW population.**

Further work to enhance crisis communications to NSW's diverse communities, subject to funding and editorial considerations, can leverage SBS's unique and effective multiplatform media capabilities; and services—including SBS commercial services—SBS Media (advertising, and digital capabilities), SBS In Language (media production, and experience design), SBS Cultural Connect (research data, and cultural consultation), and SBS Inclusion training program.

²⁶ More information about SBS In Language is available at <https://www.sbs.com.au/inlanguage>.



APPENDIX A – SBS RADIO LANGUAGE SERVICES

(via broadcast radio, SBS Radio app, dedicated websites for each language, and social media)

- Albanian
- Amharic
- Arabic
- Armenian
- Assyrian
- Bangla
- Bosnian
- Bulgarian
- Burmese
- Cantonese
- Croatian
- Czech*
- Dari
- Dinka
- Dutch
- Estonian*
- Filipino
- Finnish
- French
- German
- Greek
- Gujarati
- Hakha Chin
- Hebrew
- Hindi
- Hmong
- Hungarian*
- Indonesian
- Italian
- Japanese
- Karen
- Khmer
- Kirundi
- Korean
- Kurdish
- Lao
- Macedonian
- Malayalam
- Maltese
- Mandarin
- Mongolian
- Nepali
- NITV Radio
- Pashto
- Persian
- Polish
- Portuguese
- Punjabi
- Rohingya
- Romanian
- Russian
- Samoan
- Serbian
- Sinhalese
- Slovenian
- Somali
- Spanish
- Swahili
- Tamil
- Telegu*
- Thai
- Tibetan
- Tigrinya
- Turkish
- Ukrainian
- Urdu
- Vietnamese

*Languages marked with an asterisk are currently in recess.



APPENDIX B – SBS INSPIRED COMMUNITIES STRATEGIC FRAMEWORK

SBS undertakes a range of engagement initiatives to extend the impact of SBS content through initiatives designed to engage Australia's many First Nations, multilingual and migrant communities and inform SBS of the communities' needs which in turn drive its services.

One such initiative is SBS's Community Advisory Committee, established under the SBS Act, which draws on the unique perspectives of leaders from within Australia's diverse communities to advise SBS on matters relevant to the SBS Charter.

Through its Inspired Communities initiative, SBS engages with diverse stakeholders across Australia, aiming to ensure that SBS always has a two-way dialogue with the communities it serves.

Inspired Communities has been a key strategic pillar for SBS's activities which focuses on three key areas:

- activating, supporting and extending SBS content with key community groups and audiences, including the education sector through formal and informal learning settings;
- partnering with our many communities to help tell their important stories; and
- identifying industry partnerships that deepen SBS's community impact and contribute to a more cohesive society.

SBS engagement activities extend across all language services—including SBS Radio broadcasters attending community events, conducting outside broadcasts at festivals and hosting language-specific community forums and feedback sessions. SBS in-language journalists maintain deep and authentic community contacts, ensuring that their output is relevant to the community they are serving.

In addition to these measures, SBS also maintains ongoing engagement with key organisations which represent and promote the interests of various communities, including peak bodies such as the Federation of Ethnic Communities' Councils of Australia (**FECCA**) and its state and territory members. SBS also continues to support and engage with a range of national, state and locally based settlement organisations including Settlement Service International (**SSI**), Multicultural Australia (**MA**), Access Community Services (**ACS**), NSW Service For Treatment & Rehabilitation Of Torture & Trauma Survivors (**STARTTS**), migrant resource centres, among others.