

Opening Statement

Thank you Senator. Yes, I will make a short statement.

[Pause]

SBS remains focused on promoting the benefits of a more inclusive society by exploring and reflecting the reality of Australia today.

This offering continues to set us apart - 95% of our audiences come to SBS for programming they can't find anywhere else.

[Pause]

We started the year with two programs that exemplify this.

Marry Me, Marry My Family provides a unique insight into the lives of Australians who are facing one of the most important events of their lives. Through human stories, it explores the realities of navigating cultural traditions, obligations and values in modern multicultural Australia.

NITV's children's animation, *Little J and Big Cuz* – now in its second series - provides Indigenous children the rare opportunity to see themselves portrayed positively in mainstream media. It also engages non-Indigenous children with positive First Nations storytelling. The series has been translated a number of Indigenous languages, and we will further engage communities through dedicated screenings later this month.

[Pause]

We are always looking for ways to further connect Australians to our content, and welcome funding to support the introduction of audio description to enhance accessibility.

[Pause]

Presenting diversity of thought remains at our very core, and our connection to communities is unparalleled. This is why SBS is consistently one of Australia's most trusted media sources.

We have a unique capacity to contextualise issues from a range of perspectives, dispel misinformation and provide a forum for discussion. It's underpinned by a commitment to impartial and independent reporting.

We're also relied upon for critical, in-language public health and safety news and information. The recent coverage of the bushfires and the unfolding global coronavirus, where we continue to work with government agencies to ensure vital health information is available to many communities in multiple languages, is a strong demonstration of this.

[Pause]

A truly inclusive Australia is one where we are all able to participate fully. More than 20 per cent of us speak a language other than English.

SBS is proudly the world's most linguistically diverse public broadcaster, providing Australian news and information to communities in 68 languages.

As we move to more globalised economies - language matters. And SBS is well-placed to help the nation engage with the economic potential presented by multilingualism and

embrace the opportunities linked to increased language capabilities.

[Pause]

We continue to enhance the delivery of services in line with our Charter by increasing the volume of subtitled content on SBS On Demand, enabling audiences whose primary language is other than English to enjoy SBS's original Australian stories.

Last month, we became the first media operator in Australia to offer in-language login and navigation, extending the value of this investment.

Launched three months ahead of schedule, users are now able to log in to SBS On Demand in Chinese and Arabic on selected platforms, with a rollout of more features and languages to come soon.

[Pause]

This is part of a bigger strategic focus for SBS - super-serving our communities with content while championing the benefits of language learning and retention.

This is not only important for new migrants settling into a new life in a new country - it's also about helping communities to maintain and preserve their culture through language for future generations.

Additionally, it will further support the needs of a rapidly ageing population to ensure older Australians remain connected to Australian society, and continue to have a valued place within it.

[Pause]

This latest innovation is another example of SBS's enduring commitment to continually evolving to deliver more for audiences, and increased value to tax payers.

[Pause]

I look forward to your questions. Thank you.

Ends.

600 words / approx. 4 mins.