

Senate Standing Foreign Affairs Defence and Trade References Committee
Inquiry into Issues Facing Diaspora Communities in Australia
Responses to Questions on Notice
Special Broadcasting Service

Question No: [SBS 1]

Agency name: SBS

Hansard Ref: page 9

Topic: [Government Departments and SBS In Language Service]

Senator Eric Abetz asked on 29 September 2020:

Senator ABETZ: Are you able to provide us with some examples of the service that you provide that you refer to at the bottom of page 3 of your submission, 'SBS In Language'? What government departments regularly use this service?

Ms O'Neil: To give you a comprehensive answer, I would have to take that on notice.

Response:

During calendar years 2019 and 2020, some examples of federal departments which have used the SBS In Language service on more than one occasion are

- Department of Home Affairs;
- Department of Human Services;
- Department of the Prime Minister and Cabinet; and
- Department of Social Services.

A number of other State and Federal Government agencies also use this service.

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Question No: [SBS 2]

Agency name: SBS

Hansard Ref: page 12

Topic: [SBS's COVID-19 video consumption]

Senator Kimberley Kitching asked on 29 April 2020:

CHAIR: Are you able to furnish the committee with some of the data? I'm also interested in the fact that SBS is being accessed from communities overseas—for example, where news may not be as trusted or where there may not be sufficient news and information about coronavirus. Are you saying that you're being accessed from overseas?

Ms Wicks: The nature of digital is that it's global—

CHAIR: I understand. I just think that that's interesting.

Ms Wicks: As I said, early on we worked to create videos in 59 languages. They were simple health and safety messages. Certainly, the most-viewed languages were Arabic; Vietnamese; Dinka, which is Sudanese; Persian—Farsi; Tamil; Nepali; Portuguese; and Punjabi. We can see that there's a lot of international access to those videos.

CHAIR: That's very interesting. Could you give us some of that data. I'm also interested in perhaps a breakdown of states and territories. Are you able to break down where people are viewing, by state and territory, within Australia?

Ms Wicks: We don't generally do that so much. We can have a look. We'll take that on notice. Generally, whenever we do our data, we look at total consumption—Australian based consumption. When Victoria had their second wave, we were obviously very focused on making sure we were providing content there. Our assumption is that a lot of that consumption growth came from Victoria. We can have a look.

Response:

As at October 2020, coronavirus-related videos in 59 languages, produced by SBS Audio and Language Content, have received more than 850,000 views. Approximately 65% of these views have been from Australia.

SBS is able to provide a State and Territory breakdown for views from the SBS website and SBS On Demand. This data is not available for social media views.

- New South Wales – 32%
- Victoria – 29%
- Queensland – 17%
- Western Australia – 10%
- South Australia – 7%
- Australian Capital Territory – 2%
- Tasmania – 2%
- Northern Territory – less than 1%