

Senate Standing Committee on Environment, Communications and the Arts
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2009
Broadband, Communications and the Digital Economy Portfolio
Special Broadcasting Service Corporation

Question No: 181

Program No. 1.1

Hansard Ref: ECA 96

Topic: SBS TV Program *Top Gear*

Senator Birmingham asked:

Are there any commitments by SBS to the Australian version of *Top Gear* beyond the second series at present?

Answer:

As at 1 July 2009, no decision has been made to commission a third series of *Top Gear Australia*.

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Special Broadcasting Service Corporation

Question No: 182

Program No. 1.1, 1.2

Hansard Ref: Written

Topic: SBS Program Complaints

Senator Birmingham asked:

- (a) How many complaints have been received this financial year? Please detail and group by program or incident.
- (b) How long did it take to assess/resolve these complaints?
- (c) How many of these complaints were upheld and how many dismissed? What were the outcomes of those upheld?

Answer:

- (a) The number of formal complaints received to end March quarter 2009 is 96. Figures for the April–June quarter have not been finalised as some investigations for that quarter are still being completed.

Table: Complaints by SBS Codes of Practice Issue

Issue	July 08 – March 09	
	Total	%
Accuracy	18	19%
Advertising/Sponsorship	0	0%
Balance	18	19%
Charter	0	0%
Classification	22	23%
Closed Captioning	11	11%
Community Information	0	0%
Distressing Events (News & Current Affairs)	3	3%
Drugs	0	0%
Fairness	1	1%
Indigenous Australians	0	0%
Language/Terminology	0	0%
Prejudice/Racism/Discrimination	21	22%
Privacy	0	0%
Religion	0	0%
Self-Identification	0	0%
Satire	2	2%
Sex/Nudity	0	0%
Subtitling	0	0%
Suicide	0	0%
Timeslot	0	0%

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Issue	July 08 – March 09	
	Total	%
Violence	0	0%
Women	0	0%
Total	96	100%

Table: Complaints by Program Genre

Type of Program	July 08 – March 09	
	Total	%
News & Current Affairs	44	46%
General (Drama, Comedy, Entertainment)	39	41%
Documentary	9	9%
Sport	4	4%
Advertising/Sponsorship	0	0%
Total	96	100%

- (b) All formal complaints were resolved within 60 days as required under the SBS Codes of Practice (Code 8.10) which states:

8.10 Replies to Formal Complaints

The SBS Ombudsman will endeavour to provide a written response to the complainant within 30 days of receipt of the complaint, but in any event must do so within 60 days.

The complainant will be advised:

- whether the complaint is upheld or not;
- the reasons for SBS's decision; and
- the right of the complainant to refer the matter to ACMA if not satisfied with SBS's response.

In exceptional circumstances an extension to the 60 day deadline may be justified. Such an extension requires the approval of the Managing Director and the complainant must be informed of the revised timeline for finalising the complaint.

- (c) **Table: Outcome of Complaints**

Outcome	July 08 – March 09	
	Total	%
Dismissed	79	82%
Uphold	15	16%
Partial Uphold	2	2%
Total	96	100%

The outcomes of upheld complaints vary. The Managing Director and the Director of the Division concerned decide on the relevant action to be taken in relation to a breach finding. In most cases members of the production team involved in the breach incident are counselled by senior management. In some cases some structural changes may occur, which usually relates to cross-divisional communications. In some cases clarifications are published on the World News Australia website.

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Question No: 183

Program No. 1.1

Hansard Ref: Written

Topic: Hours of Australian Content

Senator Birmingham asked:

How many hours of Australian content were broadcast for each of the last five years, broken down by category (drama, sport, news etc) and what was the amount invested in each of those categories?

Answer:

Table: SBS TV (SBS ONE) – Hours Australian Content¹ Broadcast by Genre

Genre	2004-05	2005-06	2006-07	2007-08	2008-09
Animation / Shorts	63	47	71	51	16
Documentary	235	266	358	363	287
Drama	52	47	56	51	85
Entertainment ²	141	209	108	151	183
News & Current Affairs	420	483	558	662	687
Sport	462	486	355	491	631

¹ Content produced in Australia including *World News Australia*, *Living Black*, *Dateline* and *Insight* and all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (commentary team, analysis, journalists) and the program is tailored for an Australian audience.

² Factual entertainment; entertainment series.

As costs for programs are amortised across a time period rather than by run, there is no cost associated with repeat runs. Refer to the Table 'SBS TV – Amount Invested in Australian Content by Genre' in Question 184 for amount invested in each category.

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Special Broadcasting Service Corporation

Question No: 184

Program No. 1.1

Hansard Ref: Written

Topic: Hours of New Australian Content

Senator Birmingham asked:

How many hours of new Australian content were broadcast for each of the last five years, broken down by category (drama, sport, news etc) and what was the amount invested in each of those categories?

Answer:

Table: SBS TV (SBS ONE) – First Run Hours Australian Content¹ Broadcast by Genre

Genre	2004-05	2005-06	2006-07	2007-08	2008-09
Animation / Shorts	16	14	16	10	10
Documentary	88	54	96	84	90
Drama	23	33	18	27	29
Entertainment ²	50	124	61	73	80
News & Current Affairs	347	353	414	511	543
Sport	347	373	297	476	608

¹ Content produced in Australia including *World News Australia*, *Living Black*, *Dateline* and *Insight* and all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (e.g. commentary team, analysis, journalists) and the program is tailored for an Australian audience.

² Factual entertainment; entertainment series.

The amounts invested by SBS for each genre as detailed in the table below have been calculated on the basis of program delivery date and therefore do not necessarily match the hours set out in table above (SBS TV – Hours Australian Content Broadcast by Genre). Due to the phasing of production finance and the length of production, payments for production generally cross multiple financial years.

Table: SBS TV – Amount (\$) Invested in Australian Content¹ by Genre

Genre	2004-05	2005-06	2006-07	2007-08	2008-09
Animation / Shorts	10,000	286,395	710,411	571,842	95,000
Documentary	3,639,577	4,331,923	3,575,263	9,908,341	10,973,398
Drama	8,265,893	3,620,153	8,947,450	5,505,084	14,056,202
Entertainment ²	606,536	4,132,730	6,903,793	7,986,036	16,657,797
News & Current Affairs	13,508,858	18,298,507	24,939,057	26,469,630	27,917,254
Sport	5,090,166	6,057,886	6,866,612	9,455,379	8,755,038

¹ Content produced or commissioned by SBS including *World News Australia*, *Living Black*, *Dateline* and *Insight* and all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (e.g. commentary team, analysis) and the program is tailored for an Australian audience.

² Factual entertainment; entertainment series.

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Special Broadcasting Service Corporation

Question No: 185

Program No. 1.1

Hansard Ref: Written

Topic: Forecast Hours of Australian Content

Senator Birmingham asked:

How many hours of Australian content are forecast to be broadcast in the coming financial year and other years covered by the triennial funding agreement, broken down by category, and what is the amount forecast to be invested in each category?

Answer:

SBS has Australian content planned for broadcast in the 2009/10 financial year. Details of the hours of Australian content scheduled for broadcast, to the extent available, are set out in the table below. However, the schedule is constantly reviewed and is affected by market and competitive forces. The 2009/10 financial year will be an extraordinary year due to SBS's broadcast of *The Ashes* and *The World Cup*.

Broadcast hours cannot be forecast with certainty. Development and production timelines usually occur over several financial years. Further, the impact of the financial situation will affect broadcast hours two years out.

Table: SBS TV (SBS ONE) – Hours Australian Content¹ Scheduled for Broadcast

Genre	July–December 2009
Animation / Shorts	2
Documentary	79
Drama	44
Entertainment ²	56
News & Current Affairs	375
Sport	495

¹ Content produced in Australia including *World News Australia*, *Living Black*, *Dateline* and *Insight* and all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (e.g. commentary team, analysis, journalists) and the program is tailored for an Australian audience.

² Factual entertainment; entertainment series.

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Special Broadcasting Service Corporation

Question No: 186

Program No. 1.1

Hansard Ref: Written

Topic: Forecast Hours of New Australian Content

Senator Birmingham asked:

How many hours of new Australian content are forecast to be broadcast in the coming financial year and other years covered by the triennial funding agreement, broken down by category, and what is the amount forecast to be invested in each category?

Answer:

Refer to Question 185 for information on investment.

Table: SBS TV (SBS ONE) – Hours First Run Australian Content¹ Scheduled for Broadcast

Genre	July–December 2009
Animation / Shorts	1
Documentary	31
Drama	18
Entertainment ²	40
News & Current Affairs	281
Sport	460

¹ Content produced in Australia including *World News Australia*, *Living Black*, *Dateline* and *Insight* and all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (e.g. commentary team, analysis, journalists) and the program is tailored for an Australian audience.

² Factual entertainment; entertainment series.

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Broadband, Communications and the Digital Economy Portfolio

Special Broadcasting Service Corporation

Question No: 187

Program No. 1.2

Hansard Ref: Written

Topic: Budget for SBS Radio

Senator Fierravanti-Wells asked:

In relation to the SBS budget, please outline the proportion of the budget that is allocated to SBS Radio. Please provide details for the last 5 years.

Answer:

The SBS Radio budget as a proportion of the SBS budget is set out below.

The proportion reduces over the years for the following reasons. SBS Radio's News and Marketing functions were removed from the Radio budget in 2005/06 and incorporated into the News and Current Affairs and Marketing divisions respectively. In 2006/07 Radio Operations was removed from the Radio budget to form part of the Technology and Distribution Division. Radio engineering services are not included in the Radio budget as they were transferred to Technology and Distribution in 2004.

2004/05	10%
2005/06	9%
2006/07	7%
2007/08	7%
2008/09	7%

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Broadband, Communications and the Digital Economy Portfolio

Special Broadcasting Service Corporation

Question No: 188

Program No. 1.1, 1.2

Hansard Ref: Written

Topic: SBS Complaints

Senator Fierravanti-Wells asked:

Please provide details of all complaints that have been provided to SBS over the past 5 years.

Answer:

The SBS formal complaints handling system began on 14 February 2005. The following details are from that date to the end March quarter 2009. Figures for the April–June quarter have not been finalised as some investigations for that quarter are still being completed.

Table: Complaints by SBS Codes of Practice Issue

Issue	February 05 – March 09	
	Total	%
Accuracy	96	16%
Advertising/Sponsorship	14	2%
Balance	112	19%
Charter	2	0%
Classification	147	25%
Closed Captioning	21	4%
Community Information	1	0%
Distressing Events (News & Current Affairs)	6	1%
Drugs	1	0%
Fairness	6	1%
Indigenous Australians	0	0%
Language/Terminology	2	0%
Prejudice/Racism/Discrimination	88	15%
Privacy	3	1%
Religion	61	10%
Satire	2	0%
Self-Identification	0	0%
Sex/Nudity	10	2%
Subtitling	1	0%
Suicide	1	0%
Timeslot	5	1%
Violence	15	2%
Women	3	1%
Total	597	100%

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Table: Complaints by Program Genre

	Feb 05 – March 09	
Type of Program	Total	%
General (Drama, Comedy, Entertainment)	297	50%
News & Current Affairs	193	32%
Documentary	71	12%
Sport	21	4%
Advertising/Sponsorship	15	2%
Total	597	100%

Table: Outcome of Complaints

	Feb 05 – March 09	
Outcome	Total	%
Dismissed	511	86%
Uphold	52	9%
Partial Uphold	34	5%
Total	597	100%

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Question No: 189

Program No. 1.2

Hansard Ref: Written

Topic: Employment of Former Head of SBS Radio

Senator Fierravanti-Wells asked:

I refer to previous questions regarding Ms Masselos, the former head of SBS Radio including at the Budget Estimates hearings of 21, 23 and 24 May 2007. In view of Ms Masselos' recent resignation, please advise as follows.

- (a) Does SBS still maintain that Ms Masselos met each of the selection criteria for fulfilling the position of Director, SBS Radio?
- (b) Does SBS still maintain that Ms Masselos had a "a strong record in leading and managing a large workforce engaged in radio program production?" Does SBS still maintain that Ms Masselos had "demonstrated capability to build effective radio programs and schedules?"
- (c) In relation to each of the selection criteria for fulfilling the position of Director, SBS Radio, how does SBS maintain that Ms Masselos met each of the criteria required of her role?

Answer:

- (a) As stated in response to questions asked at the Budget Estimates hearings of 21, 23 and 24 May 2007, applicants were assessed against the statements of the role and responsibilities of the position of Director, Radio and their claims against the selection criteria. The selection panel found that Ms Masselos demonstrated the strongest claims to the position.
- (b) As stated in response to questions asked at the Budget Estimates hearings of 21, 23 and 24 May 2007, the selection criteria for the position were not ranked. All applicants for the position of Director, Radio were assessed against their claims to the selection criteria and against the statements of the role and responsibilities of the position. The selection panel found that Ms Masselos demonstrated the strongest claims to the position.
- (c) As stated in response to questions asked at the Budget Estimates hearings of 21, 23 and 24 May 2007, applicants were assessed against the statements of the role and responsibilities of the position of Director Radio and their claims against the selection criteria. The selection panel found that Ms Masselos demonstrated the strongest claims to the position.

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Question No: 190

Program No. 1.2

Hansard Ref: Written

Topic: Employment of Former Head of SBS Radio

Senator Fierravanti-Wells asked:

During the time that Ms Masselos was Director of SBS Radio, were there any complaints or issues raised about her pertaining to her conduct or role as Director, SBS Radio?

Answer:

SBS has a formal complaints/grievance process incorporated in its Human Resources policy and Certified Agreement. No complaints were lodged about Ms Masselos under this process during the period of her employment as Director, Radio.

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Question No: 191

Program No. 1.2

Hansard Ref: Written

Topic: Recruitment of New Director SBS Radio

Senator Fierravanti-Wells asked:

- (a) What processes have SBS put in place to replace Ms Masselos?
- (b) In the selection criteria for the position of Director, SBS Radio, will the new Director be required to have experience with ethnic radio or ethnic communications?
- (c) Please outline in detail what the selection criteria and selection process will be for Director, SBS Radio?
- (d) What assurances will SBS give that the person appointed as Director, SBS Radio, meet all the relevant selection criteria?
- (e) Who will be on the selection panel for the position Director, SBS Radio?

Answer:

- (a) SBS has renamed the position of Director, Radio. The position is now titled Director, Audio and Language Content. The position was advertised in The Weekend Australian on 13 June 2009, the The Australian Media supplement on 15 June 2009 and on the SBS website at www.sbs.com.au. SBS has engaged an executive search firm, Braithwaite Steiner Pretty Executive Search, to assist SBS with recruitment for the position. Applications close on 13 July 2009.
- (b) The selection criteria for the position of Director, Audio and Language Content (Attachment) includes the following relevant criteria:
 - A superior understanding of, and the ability to, engage with and build multicultural and multilingual audiences.
 - Demonstrated track record in a senior role in a complex or substantial media organisation.
 - Significant understanding of radio, audio, online and digital technologies and the changing broadcasting and media environment.
 - Depth of understanding about audiences and effective audience strategies, schedules and programs.
 - Demonstrated cross cultural awareness, a commitment to diversity and multiculturalism and an understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.

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- (c) The selection criteria are attached. SBS will select the successful applicant for the position of Director, Audio and Language Content on merit, based on an assessment of each applicant's relevant abilities, qualifications, skills, experience and personal qualities against the selection criteria. The successful applicant for the position will be the person who is assessed as meeting the selection criteria to the highest level through the application, interview and reference checking process.
- (d) SBS will select the successful applicant for the position of Director, Audio and Language Content on merit, based on an assessment of each applicant's relevant abilities, qualifications, skills, experience and personal qualities against the selection criteria. The successful applicant for the position will be the person who is assessed as meeting the selection criteria to the highest level through the application, interview and reference checking process.
- (e) These details were yet to be determined at the time of this response.



Director, Audio and Language Content

Selection Criteria

Leadership & Strategy

- Proven ability to lead and provide a clear sense of direction to a diverse and creative workforce
- Demonstrated ability to utilise tenacity, persistence, innovative and creative thinking and influential communication to build enduring workforce capability and success
- High-level capabilities to identify, develop and implement both internal and external strategic initiatives
- Demonstrated experience in building and maintaining strategic relationships with internal and external stakeholders and networks both locally and internationally

Management

- Senior-level human, financial and resource management experience and skills
- Experience working successfully in a collaborative Divisional and organisational structure
- Demonstrated experience in change management and knowledge of workplace change processes

Communications and Advocacy

- High level communication, negotiation and influencing skills with the ability to be an effective advocate
- A superior understanding of, and the ability to, engage with and build multicultural and multilingual audiences

Broadcasting/Media Experience and Expertise

- Demonstrated track record in a senior role in a complex or substantial media organisation
- Significant understanding of radio, audio, online and digital technologies and the changing broadcasting and media environment
- Depth of understanding about audiences and effective audience strategies, schedules and programs

Engagement with SBS

- Demonstrated cross cultural awareness, a commitment to diversity and multiculturalism and an understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.

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Question No: 192

Program No. 1.2

Hansard Ref: Written

Topic: SBS Radio Schedule

Senator Fierravanti-Wells asked:

Please provide details of a standard 24 hour/7 days of SBS radio broadcasts.

Answer:

The SBS Radio schedule is attached.

Q192 Attachment

SBS Radio Schedule

SBS Radio AM – Sydney 1107 / Canberra 1440 / Wollongong 1485 & 1035

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
12am–6am	O/night*	O/night*	O/night*	O/night*	O/night*	Nightwatch (1hr) O/night*	O/night*	12am–6am
6am	World View	World View	World View	World View	World View	O/night*	O/night*	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Mandarin	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Lao	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Cantonese	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Norwegian	Fijian	Korean	3pm
4pm	Tongan	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Kannada	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Lao	Korean	Somali	Amharic	Korean	Malay	Macedonian	10pm
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy	11pm

* Overnight imported programs including programs from the BBC and Deutsche Welle.

SBS Radio FM – Sydney 99.7 / Canberra 105.5

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
12am–6am	O/night*	O/night*	O/night*	O/night*	Alchemy (1hr) O/night*	Alchemy	Alchemy	12am–6am
6am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	Czech	German	Nepalese	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Hindi	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Gujarati	Indonesian	Persian-Farsi	Ukrainian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bangla	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Maltese	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7pm
8pm	Romanian	Armenian	Armenian	German	Assyrian	Thai	German	8pm
9pm	Filipino	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	11pm

* Overnight imported programs including programs from the BBC and Deutsche Welle.

SBS Radio Melbourne AM (1224)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
12am–6am	O/night*	O/night*	O/night*	O/night*	O/night*	Nightwatch (1hr) O/night*	O/night*	12am–6am
6am	World View	World View	World View	World View	World View	O/night*	O/night*	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Mandarin	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Lao	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Cantonese	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Norwegian	Fijian	Korean	3pm
4pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Albanian	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Lao	Polish	Somali	Amharic	Hungarian	Malay	Macedonian	10pm
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy	11pm

* Overnight imported programs including programs from the BBC and Deutsche Welle.

SBS Radio Melbourne FM (93.1)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
12am–6am	O/night*	O/night*	O/night*	O/night*	Alchemy (1hr) O/night*	Alchemy	Alchemy	12am–6am
6am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Maltese	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	German	German	German	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Hindi	Punjabi	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Romanian	Indonesian	Persian-Farsi	Ukrainian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bangla	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Bulgarian	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Maltese	Arabic	Maltese	Arabic	Maltese	Arabic	Arabic	7pm
8pm	Romanian	German	Armenian	German	Assyrian	Thai	German	8pm
9pm	Filipino	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	Alchemy	11pm

* Overnight imported programs including programs from the BBC and Deutsche Welle.

National Radio Network

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME
12am–6am	O/night*	O/night*	O/night*	O/night*	Alchemy (1hr) O/night*	Nightwatch (1hr) Alchemy	Alchemy	
6am	World View	World View	World View	World View	World View	O/night*	O/night*	6am
7am	Greek	Arabic	Greek	Greek	Greek	Arabic	Maltese	7am
8am	Italian	Italian	German	Croatian	Serbian	Italian	Italian	8am
9am	German	Slovenian	Vietnamese	Vietnamese	German	Vietnamese	Hindi	9am
10am	Cantonese	Filipino	Dutch	Filipino	Mandarin	Dutch	Urdu	10am
11am	Russian	French	Filipino	Portuguese	French	Portuguese	Hebrew	11am
12pm	Dutch	Maltese	Aboriginal	Punjabi	Armenian	Hungarian	Yiddish	12pm
1pm	Polish	Spanish	Polish	Spanish	Polish	Turkish	Polish	1pm
2pm	Hungarian	Indonesian	Burmese	Korean	Cantonese	Persian-Farsi	Tamil	2pm
3pm	Tongan	Lithuanian	Turkish	Estonian	Indonesian	Russian	Sinhalese	3pm
4pm	Macedonian	Ukrainian	Latvian	Macedonian	Dari	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Finnish	5pm
6pm	Lao	Greek	Italian	Italian	Italian	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Russian	Arabic	Vietnamese	Arabic	Vietnamese	7pm
8pm	Romanian	Cantonese	Mandarin	German	Cantonese	Cantonese	Mandarin	8pm
9pm	Filipino	Croatian	Serbian	Khmer	Aboriginal	Thai	Czech	9pm
10pm	Spanish	Japanese	Somali	Amharic	Spanish	Malay	Slovak	10pm
11pm–12am	Alchemy	Alchemy	Alchemy	Alchemy	African	Alchemy	Alchemy	11pm
12am	O/night*	O/night*	O/night*	Alchemy	Nightwatch	O/night*	O/night*	12am

* Overnight imported programs including programs from the BBC and Deutsche Welle.

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Question No: 193

Program No. 1.2

Hansard Ref: Written

Topic: Quality Assurance Procedures – SBS Radio

Senator Fierravanti-Wells asked:

What procedures are currently in place to deal with quality assurance and ensuring balanced and non-biased reporting on SBS Radio?

Answer:

The SBS Radio Quality and Standards Department is responsible for ensuring consistently high standards of content and compliance with the SBS Codes of Practice.

The SBS Codes of Practice detail SBS's principles and policies in respect of its programming, including balance. The SBS Radio Quality and Standards Department uses a number of methods to ensure that these standards are met on SBS Radio including: developing and implementing quality standards; staff training; monitoring and evaluating output; and investigating complaints or assisting the SBS Ombudsman with the investigation of formal complaints.

The monitoring process includes random program evaluations based on independent translations and transcription of non-English language programs.

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Question No: 194

Program No. 1.1, 1.2

Hansard Ref: Written

Topic: Government Advertising on SBS

Senator Fierravanti-Wells asked:

Please provide details of Government advertising on SBS in the financial years 2007/2008, and 2008/2009 to-date.

Answer:

2007/08 \$5,144,059

2008/09 \$3,788,653

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Question No: 195

Program No. 1.1, 1.2

Hansard Ref: Written

Topic: SBS Charter

Senator Fierravanti-Wells asked:

I refer to the SBS Charter, which sets out the obligation of its principle function to “provide multi-lingual and multicultural radio and television services that inform, educate and entertain all Australians, and in so doing reflect Australia’s multicultural society.” In performing its principle function, the Charter states that SBS “must” comply with paragraphs 2a to 2h of the Charter. Please list what programs currently on SBS television and broadcast on SBS radio, comply with or meet each of paragraphs 2a to 2h.

Answer:

SBS is required to provide radio and television services to perform the principal function and associated duties set out in section 6 of the *Special Broadcasting Service Act 1991*, which constitute the SBS Charter. SBS’s radio and television services have different priorities and play complementary roles in meeting the Charter. It is the totality of these services and the range of programming provided over time that determines the depth of SBS’s delivery of the Charter.

The following list identifies examples of programs broadcast on SBS Television and SBS Radio during June 2009 that address the duties associated with SBS’s principal function. At other times of the year different programs will deliver against particular elements of the Charter. It is not practical to prepare an exhaustive list of all the programs broadcast on SBS’s television and radio services against each of the Charter elements.

<p>(a) Contribute to meeting the communications needs of Australia’s multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities.</p>

SBS Radio’s 68 language programs

SBS Radio produces and broadcasts 68 language programs, including the Aboriginal program – see attached list of language programs broadcast on SBS Radio. Each language program presents listeners with a wide range of in-language content with a focus on information and entertainment content relevant to the language community including community information about government services.

WorldWatch

WorldWatch, SBS’s schedule of daily news bulletins in languages other than English from broadcasters around the world is broadcast on SBS ONE and SBS TWO. The current *WorldWatch* schedule includes news bulletins from 23 suppliers in 21 languages from 22 countries – see

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attached details of source broadcasters and countries and languages covered. These bulletins are broadcast as a service to individual language and cultural communities within Australia, providing a window into events in communities' homelands and regular access to in-language services.

Living Black

SBS's Indigenous Media Unit produces *Living Black*, Australia's only national current affairs television program screened in prime time that is solely devoted to the coverage of contemporary issues affecting Aboriginals and Torres Strait Islanders.

(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.

SBS Radio

In addition to its 68 language programs (see above), SBS Radio broadcasts the following relevant programs in English:

- *World View*: a multicultural affairs program which offers insights into the way different people and cultures are changing the social landscape of Australia, through shared experiences, concepts and values.
- *Alchemy*: A multicultural youth affairs and music program.

SBS Television

SBS ONE and SBS TWO broadcast a daily range of programs in languages other than English from countries around in the world exposing audiences to a wide range of cultures, languages and perspectives and reflecting Australia's multicultural society. Programs in languages other than English, other than the WorldWatch news bulletins, are made accessible to all viewers through English language subtitles.

In June 2009, 103 cultures were represented in programs broadcast on SBS Television. Programs specifically about Australian society broadcast during June included:

- *A Northern Town*: Documentary about the history of Kempsey and the treatment of Aboriginal people.
- *Food Lovers Guide to Australia*: Food entertainment series about Australia's culturally diverse food worlds.
- *Going Bush*: Documentary series which follows Catherine Freeman and Deborah Mailman on a road trip through Indigenous Australia.
- *Halal Mate*: Documentary series about Muslim Australians.
- *Here Comes the Neighbourhood*: Documentary series about the lives of ordinary and extraordinary ethnic Australians.
- *I'll Call Australia Home*: Documentary looking at two refugee families settling in Australia.
- *Living Black*: Current affairs program covering contemporary issues affecting Indigenous Australians.

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- *mY Generation*: Documentary series about Australian youth including an episode on multiculturalism and how second generation migrants deal with engrained racial stereotypes.
- *Old Country New Country*: A documentary about the clash between the Aboriginal people of the Kimberley region in Western Australia and the industrialised world.
- *Strait Up – Stories from the Torres Strait*: Documentaries about life in the Torres Strait.
- *Temple of Dreams*: Documentary about a group of young Muslim Australians taking on their local council to halt the closure of their youth centre.
- *Ten Canoes*: A surreal tragi-comedy in the Ganalbingu language of the remote Arafura Swamp region of north-eastern Arnhem Land (in Ganalbingu, English and Gunwinggu).
- *Veiled Ambition*: A documentary about a young Australian-Lebanese woman with a dream of creating a fashion Mecca for Islamic women.

(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.

SBS Radio's 68 language programs

SBS Radio produces and broadcasts 68 language programs, including the Aboriginal program – see attached list of language programs broadcast on SBS Radio.

SBS Television programming

SBS ONE and SBS TWO broadcast a daily range of programs in languages other than English from countries around the world. These programs, other than the WorldWatch news bulletins, are made accessible to all viewers through English language subtitles. This both maintains the cultural integrity of each program and allows audiences to access programs in-language.

In-language programs broadcast during June included:

- *The Beauty Academy of Kabul* – documentary (from Afghanistan, in English & Farsi)
- *Epitafos* – drama series (from Argentina, in Spanish)
- *The Son of the Bride* – movie (from Argentina, in Spanish)
- *Concert Schonbrunn 2009* – performance (from Austria, in German)
- *Behind the Dracula Legend* – documentary (from Austria, in English & German)
- *Inspector Rex* – drama series (from Austria, in German)
- *Hell* – movie (from Belgium, Italy, France and Japan, in French)
- *I'll Call Australia Home* – documentary (from Australia in English, Burmese & Acholi)
- *Strait Up – Stories from the Torres Strait* – documentary (from Australia in English & Creole)
- *Temple of Dreams* – documentary (from Australia, in English & Arabic)
- *Vietnam Symphony* – documentary (from Australia, in Vietnamese & English)
- *Ten Canoes* – movie (from Australia, in Ganalbingu, English & Gunwinggu)
- *The House of Sand* – movie (from Brazil, in Portuguese)
- *The Barbarian Invasions* – movie (from Canada, in French Canadian & English)
- *Diameter of the Bomb* – documentary (from Canada, in Hebrew, Arabic & English)
- *Kekexili: Mountain Patrol* – movie (from China, in Mandarin & Tibetan)

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- *Little Red Flowers* – movie (from China, in Mandarin)
- *Swordsmen of the Passes* – drama (from China in Mandarin)
- *Sorry for Kung Fu* – movie (from Croatia, in Croatian)
- *Maria Full of Grace* – movie (from Columbia, in Spanish)
- *Autumn Spring* – drama (from the Czech Republic, in Czech)
- *Bolero* – movie (from the Czech Republic, in Czech)
- *Accused* – movie (from Denmark, in Danish)
- *Prague* – movie (from Denmark, in Danish, English & Czech)
- *A Common Thread* – movie (from France, in French)
- *Jean-Simeon Chardin Painter* – documentary (from France, in French)
- *Spiral* – drama series (from France, in French)
- *Bamako* – movie (from France, in French, Bambara & English)
- *Falafel* – movie (from France & Lebanon, in Arabic)
- *Humanimal* – documentary series (from France, in English, French, Italian, German & Hindi)
- *112 Emergency* – drama series (from Germany, in German)
- *Go for Zucker!* – movie (from Germany, in German)
- *Metropolis: The Birth of Cities* – documentary (from Germany, in English, German & Turkish)
- *Letters to the President* – documentary (from Greece, in Farsi)
- *Woman is a Tough Person* – movie (from Greece, in Greek)
- *Hostage* – movie (from Greece, in Greek & Albanian)
- *Days of Being Wild* – movie (from Hong Kong, in Cantonese & Mandarin)
- *Koma* – movie (from Hong Kong, in Cantonese)
- *Just Sex and Nothing Else* – movie (from Hungary, in Hungarian)
- *Offside* – movie (from Iran, in Farsi)
- *Parineeta* – movie (from India, in Hindi)
- *Shadya* – documentary (from Israel, in Hebrew and Arabic)
- *Ushpizin* – movie (from Israel, in Hebrew)
- *Don Matteo* – drama series (from Italy, in Italian)
- *The Last Kiss* – movie (from Italy in Italian)
- *San Remo Song Festival* – performance (from Italy, in Italian)
- *The Hidden Blade* – movie (from Japan, in Japanese)
- *Bad Habits* – movie (from Mexico, in Spanish)
- *Simon* – movie (from the Netherlands, in Dutch)
- *Sunflower* – movie (from the Netherland & China, in Mandarin)
- *Izzat* – movie (from Norway, in Norwegian & Urdu)
- *Uno* – movie (from Norway, in Norwegian)
- *Paradise Now* – movie (from Palestine, in Arabic)
- *Vinci* – movie (from Poland, in Polish)
- *Vixen Academy: How to be a Bitch* – documentary (from Russia, in Russian)
- *Spare Parts* – movie (from Slovenia, in Slovenian)
- *Bittersweet Life* – movie (from South Korea, in Korean)
- *A Blue Swallow* – movie (from South Korea, in Japanese and Korean)
- *Dark Blue Almost Black* – movie (from Spain, in Spanish)
- *Lucio: Forger, Bricklayer, Anarchist* – documentary (from Spain, in Spanish & French)
- *Torremolinos 73* – movie (from Spain, in Spanish & Danish)

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- *Nina's Journey* – documentary (from Sweden, in Swedish, Polish & German)
- *Saraban* – movie (from Sweden, in Swedish)
- *Blue Cha Cha* – movie (from Taiwan, in Mandarin)
- *The Overture* – movie (from Thailand, in Thai)
- *Car Bomb* – documentary (from the UK, in English, Arabic & Italian)
- *Pakistan's Taliban Generation* – documentary (from the UK, in English & Urdu)
- *Transexual in Iran* – documentary (from the US, in Farsi & English)

(f) Make use of Australia's diverse creative resources.

SBS Radio

SBS Radio produces 70 programs, employing broadcasters from 68 language groups to provide listeners with a wide range of content covering local, national and international news and current affairs, sport, interviews, features, talkback, community information and music .

SBS Television

SBS Television draws on Australia's varied and extensive creative resources to commission and acquire local content from the Australian independent production sector. The commissioning arm of SBS's Content (Television and Online) Division works with the independent production sector to develop high quality and distinctive programming.

Examples of SBS-commissioned and SBS-produced or co-produced content broadcast on SBS Television in June 2009 included:

- *Food Lovers' Guide to Australia* – food series
- *Going Bush* – documentary series
- *Halal Mate* – documentary series
- *Here Comes the Neighbourhood* – documentary series
- *I'll Call Australia Home* - documentary
- *Making Ten Canoes* – documentary
- *mY Generation* – documentary series
- *A Northern Town* – documentary
- *Old Country New Country* – documentary
- *Strait Up – Stories from the Torres Strait* –documentary series
- *Temple of Dreams* – documentary
- *Ten Canoes* – movie
- *Veiled Ambition* – documentary
- *Vietnam Symphony* – documentary

Another example of current programming meeting this criterion is SBS's regional arts initiative – a series of vignettes that showcase the depth of arts talent across regional Australia and feature the unique stories of regional artists working in local communities around Australia.

(g) Contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector.

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SBS Radio

SBS Radio produces and broadcasts 68 language programs and is Australia's most linguistically diverse radio network providing independent, public service in-language services to audiences not catered for by the ABC or the community broadcasting sector. SBS Radio's youth affairs and music program *Alchemy*, and *World View*, the English language multicultural affairs program, explore issues of importance to all Australians from a multicultural perspective.

WorldWatch – SBS Television's schedule of news bulletins in 21 languages

WorldWatch provides a unique schedule of daily news bulletins in languages other than English from broadcasters around the world (see attached).

SBS Television

SBS Television exposes all Australians to a wide range of cultures, languages and perspectives. See list of programs under (a)-(e) above for examples of content that contributes to the overall diversity of Australian television services.

The commissioning arm of SBS works with the independent production sector to develop high quality and distinctive programming. See list of programs under (f) above.

SBS is the only Australian broadcaster that can reach *all* Australians regardless of their cultural provenance or the language they speak. SBS champions diversity and promotes social inclusion by giving a face and a voice to multicultural Australia.

(h) Contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

SBS is for all Australians and accordingly SBS is committed to broadcasting programs that reflect a diversity of experiences, lifestyles, beliefs, cultures and languages (SBS Codes of Practice).

A selection of programs which meet this criteria are set out above under (a)-(g).

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Attachment: **SBS Radio Language Programs Broadcast¹ (Hrs/Wk)**

Language	National Network	Melbourne AM/FM	Sydney¹ AM/FM
Aboriginal	2	3	3
African	1	1	1
Albanian	0	2	1
Amharic	1	1	1
Arabic	4	10	14
Armenian	1	2	3
Assyrian	0	1	1
Bangla	0	1	1
Bosnian	0	1	1
Bulgarian	0	1	0
Burmese	1	1	1
Cantonese	5	9	9
Cook Is. Maori	0	1	1
Croatian	2	5	5
Czech	1	1	2
Danish	1	1	1
Dari	1	1	1
Dutch	3	4	4
Estonian	1	1	1
Fijian	0	1	1
Filipino	4	6	6
Finnish	1	1	1
French	3	5	5
German	4	9	6
Greek	7	14	14
Gujarati	0	0	1
Hebrew	1	2	2
Hindi	1	3	3
Hungarian	2	4	3
Indonesian	2	3	3
Italian	7	14	14
Japanese	1	1	1
Kannada	0	0	1
Khmer	1	4	4
Korean	1	2	4
Kurdish	0	1	1
Lao	1	2	2
Latvian	1	2	2
Lithuanian	1	1	1
Macedonian	2	6	5

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Language	National Network	Melbourne AM/FM	Sydney¹ AM/FM
Malay	1	1	1
Maltese	2	7	5
Mandarin	3	7	7
Maori	0	1	1
Nepalese	0	0	1
Norwegian	0	1	1
Persian-Farsi	1	1	1
Polish	4	8	7
Portuguese	2	4	4
Punjabi	1	2	1
Romanian	1	2	1
Russian	3	5	5
Samoan	0	1	1
Serbian	2	5	5
Sinhalese	1	1	1
Slovak	1	1	1
Slovenian	1	2	2
Somali	1	1	1
Spanish	4	10	10
Swedish	1	1	1
Tamil	1	1	1
Thai	1	2	2
Tongan	1	1	2
Turkish	2	7	7
Ukrainian	1	3	3
Urdu	1	1	1
Vietnamese	7	14	14
Yiddish	1	2	2
Total LOTE	85%	86%	86%
Total English³	15%	14%	14%

1 6am-midnight (excludes overnight programs).

2 Sydney / Canberra / Wollongong.

3 Includes the Aboriginal and African programs.

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Attachment: WorldWatch services

Country	Language	Broadcaster
Chile	Spanish	Televisión Nacional de Chile (TVN)
China	Mandarin	China Central Television (CCTV)
Croatia	Croatian	Hrvatska Radiotelevizija (HRT)
France	French	France Télévisions (FT2)
Germany	German	Deutsche Welle (DW)
Germany*	English	Deutsche Welle (DW)
Greece	Greek	Ellinikí Radiofonía Tileórasi (ERT)
Hong Kong	Cantonese	TVB Pearl
Hungary	Hungarian	Duna Television (DTV)
Indonesia	Indonesian	Televisi Republik Indonesia, (TVRI)
Italy	Italian	Radiotelevisione Italiana (RAI)
Japan	Japanese	Nippon Hoso Kyokai (NHK)
Korea	Korean	YTN News Network (YTN)
Malta	Maltese	Public Broadcasting Services (PBS)
Netherlands	Dutch	Nederlandse Omroep Stichting (NOS)
Philippines	Tagalog	ABS-CBN Network
Poland	Polish	Telewizja Polska (TVP)
Poland	Polish	Telewizja PolSat
Russia	Russian	NTV Telekompania (NTV)
Serbia	Serbian	Radio-televizija Srbije (RTS)
Spain	Spanish	Radio Televisión Española (RTVE)
Turkey	Turkish	Türkiye Radyo Televizyon (TRT)
Ukraine	Ukrainian	MIST Telekompania
UAE	Arabic	Dubai Media Incorporated (DTV)

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Question No: 196

Program No. 1.1

Hansard Ref: Written

Topic: SBS Participation in Freeview Campaign

Senator Minchin asked:

- (a) How much is the SBS paying for participation in the Freeview Campaign?
- (b) What contribution is, or will, the SBS be required to make for the Freeview electronic program guide?
- (c) How much input is the SBS having into the development of the program guide?

Answer:

- (a) SBS does not pay directly for participation in the campaign but contributes airtime along with all the other broadcasters participating in Freeview to ensure the campaign is widely communicated. As a 16 per cent shareholder in Freeview SBS's forecast contribution to the running costs for 2008/09 is \$453,797.
- (b) The final cost of SBS's contribution is yet to be determined. SBS has and will continue to have input into technical standards issues associated with the electronic program guide.
- (c) As a major shareholder in Freeview, SBS is actively involved in the development of the Freeview electronic program guide.