

content audience feedback engagement complaints coverage



INCREASING OUR RELEVANCE TO ALL AUSTRALIANS

CONTENT  
AUDIENCE  
FEEDBACK  
ENGAGEMENT  
COMPLAINTS  
COVERAGE

## CONTENT

SBS is the home of quality content – whether it is sourced from Australia or overseas. SBS Television is renowned for its award winning Australian content and quality world movies and documentaries. SBS Radio excels at delivering quality content in 68 languages, including English. SBS News and Current Affairs is highly regarded for its breadth and accuracy and SBS Sport is committed to delivering more sport to Australians live and free-to-air wherever possible. SBS Online ensures our quality content is given a fresh online face for the world wide web.



### Languages Broadcast on SBS Television & SBS Radio

SBS Television broadcasts programs in more than 58 languages on its main channel (see Appendix 1).

SBS Television – Main Channel	Total hours	% Total hours
Languages other than English	3,320	49%
English	3,237	47%
No dialogue	249	4%
<b>Total</b>	<b>6,807</b>	<b>100%</b>

On the World News Channel SBS Television broadcasts news services in 18 languages.

SBS Television – World News Channel	Total hours	% Total hours
Languages other than English	6,953	100%

SBS Radio broadcasts language programs in around 68 languages including English (see Appendix 2).

SBS Radio	National Radio Network	Melbourne	Sydney*
Languages other than English	83%	86%	86%
English	16%	14%	14%

\* Sydney, Canberra and Wollongong services.

## TELEVISION



## SBS Television

## SBS Television programs – hours per genre (main channel) 2006-07

Genre	Local hours	%	Imported hours	%	Total hours	%
Animation	11	0.7%	6	0.1%	17	0.3%
Arts	27	1.7%	128	2.5%	155	2.3%
Comedy	17	1.1%	86	1.7%	104	1.5%
Documentaries	359	22.7%	720	13.8%	1,080	15.9%
Drama	18	1.2%	252	4.8%	271	4.0%
Educational	21	1.4%	1	0.0%	23	0.3%
Entertainment Series	46	2.9%	0	0.0%	46	0.7%
Factual Entertainment	11	0.7%	0	0.0%	11	0.2%
Features	18	1.2%	907	17.4%	926	13.6%
News and Current Affairs	558	35.2%	2,477	47.4%	3,035	44.6%
Performance/Variety	1	0.1%	88	1.7%	90	1.3%
Short Films & Fillers	280	17.7%	54	1.0%	335	4.9%
Sport	211	13.3%	496	9.5%	707	10.4%
	<b>1,586</b>	<b>100%</b>	<b>5,220</b>	<b>100%</b>	<b>6,807</b>	<b>100%</b>

## Sourcing quality content

SBS sources content from more than 600 international and domestic suppliers. SBS also attends major film festivals and markets to identify programming suitable for SBS audiences.

## National

- Screen Producers Association of Australia Conference, Gold Coast
- Australian International Documentary Conference, Adelaide
- Sydney Film Festival, Sydney
- St Kilda Film Festival, Melbourne
- Melbourne International Film Festival, Melbourne
- Adelaide Film Festival, Adelaide

## International

- World Congress of Science and Factual Producers, Manchester, Britain
- World Congress of History Producers, London, Britain
- International Documentary Festival of Amsterdam, Amsterdam, The Netherlands
- Sunnyside of the Doc, La Rochelle, France
- Hotdocs Canadian International Film Festival, Toronto, Canada
- Guangzhou Documentary Festival/Market, Guangzhou, China
- MIP-TV, Cannes, France
- Strategic Partners, Halifax, Canada
- MIPCOM, Cannes, France
- Toronto International Film Festival, Toronto, Canada
- Gothenburg Film Festival, Gothenburg, Sweden
- International Film Festival, Rotherdam, Netherlands
- RAI Trade Screenings, Sardinia, Italy
- Sheffield Docfest, Sheffield, UK
- Discovery Campus, Belfast, UK

## AUSTRALIAN PROGRAMMING

### SBSi

SBS Independent (SBSi) is the commissioning arm of SBS. It works with the independent production sector to develop high quality and distinctive programming to fulfil SBS's Charter obligations.

SBSi is funded by general funds of SBS, derived principally from SBS's commercial activities through the General Production Fund. The Special Production Fund is a separate and ongoing funding allocation from the Australian Government administered according to the SBSi principles. SBSi overheads are met by SBS and are not drawn from the Special Production Fund.

The Special Production Fund is applied first to:

- original drama reflecting the diversity of the Australia's multicultural society;
- high quality documentary strands;
- Indigenous programming;
- major co-productions; and
- innovative productions.

### DRAMA

Feature films Somersault, The Illustrated Family Doctor, Call Me Mum, Travelling Light, and Silent Partner appeared as part of an Australian movie season broadcast on SBS in 2006-07.

During 2006-07 two feature films were commissioned for production, To Hell and Bourke, an Indigenous road trip film, and Lake Mungo, a ghost story. Carla Cametti PD, a six-part series in which a modern female detective investigates the Melbourne gangland warfare of recent years was also commissioned for production. Currently in development is Saved, a two-part mini-series from the makers of The Home Song Stories, which will examine a love triangle set against the back drop of detention centres.

East West 101 (formerly 'Major Crime') completed production and is to be broadcast in 2007-08. SBS audiences enjoyed the first run of Kick, a thirteen-part series set in colourful and multicultural Melbourne.

The Circuit completed production and is to be aired in the second half of 2007. Set in the Kimberley region of Western Australia, The Circuit is about the challenging world of the Kimberley Circuit Court. A second series of The Circuit has already been commissioned for development, as has TI Taxi, a comedy series about a taxi service operating in the Torres Strait Islands.

### COMEDY

The fifth series of Pizza is near completion. A new series, The Couriers, is in the early stages of production. The eight-part, half-hour black comedy series Wilfred was broadcast during the year. The series was developed from the 2002 Tropfest-winning short film.

### DOCUMENTARY

The one-hour documentary strand Storyline Australia (Thursdays, 8.30pm) confirmed that there is a strong, diverse audience for Australian documentary. Although the Storyline Australia strand ceased in 2006-07, SBSi continues to commission documentaries for various strands across the SBS schedule.

In 2006-07 Storyline Australia broadcast many compelling documentaries, including the compelling Hoover's Gold, about how a goldmine ignited the worst race riots in Australian history.

### FACTUAL ENTERTAINMENT / ENTERTAINMENT

A new multi-platform format of The Movie Show was launched in May 2007, with hosts Lisa Hensley and Michael Adams. The ten-minute program is broadcast three times a week, with an interactive website that allows for user-generated reviews.

Maeve O'Meara came back to SBS with a new show called Food Safari, a 13-part, half-hour series introducing various international cuisines from restaurants around Australia. Hugely popular, a second series was commissioned for broadcast in 2008.

The nation's new favourite footy nerds graced television screens in Nerds FC (Series 2). Pria Viswalingam presented two series for SBS – the six-part series Decadence and a second series of a multicultural magazine program Here Comes the Neighbourhood (a third series has been commissioned).

Series 4 and 5 of RockWiz, the entertaining musical game show hosted by Julia Zemiro, were commissioned, with Series 4 broadcast in 2006-07.

Hotline, an in-house produced weekly program, wrapped up production, farewelling host Electra Manikakis after 17 years at SBS.

### INDIGENOUS PRODUCTIONS

In 2006-07, SBS continued its strong support of Indigenous production, transmitting 10 hours of first run Indigenous productions, and commissioning a further 16 hours of dramas and documentaries for both production and development.

Two feature length programs were commissioned: To Hell and Bourke, and Redfern: the Musical, a documentary from British director Brian Hill and Indigenous producer Darren Dale.

Production continues on the landmark eight-part documentary series First Australians, the first television documentary series to chronicle the comprehensive history of Aboriginal Australia. The series is due to be completed in early 2008, and will be broadcast later that year.

SBSi's support for Indigenous drama continued to be strong.

### TRANSMITTED INDIGENOUS PROGRAMS (First Run)

#### FEATURE FILMS

Call Me Mum (1½ hrs)

#### SINGLE DOCUMENTARY (1 hour)

Bush School  
Our Bush Wedding  
Vote Yes for Aborigines  
Making Ten Canoes  
In Search of Bony  
Once a Queen

#### DOCUMENTARY SERIES

Going Bush - Series 2 (5 x ½ hrs)

### COMMISSIONED INDIGENOUS PROGRAMS

#### FEATURE FILMS

To Hell and Bourke (1½ hrs)

#### DOCUMENTARY FEATURE

Redfern: the Musical (1½ hrs)  
(in development)

#### DOCUMENTARY (1 hour)

The Lionel Rose Story  
Embedded with Blackfellas  
The Trouble with Black Australia  
Kempsey

#### DRAMA/COMEDY SERIES

TI Taxi (6 x ½ hour)  
The Circuit - Series 2 (6 x 1 hour)  
(in development)

## SBSi TRANSMITTED PROGRAMS (First Run)

A total of 464 hours of SBSi commissioned programs were broadcast on SBS television in 2006-07, of which 242.5 hours were first run programs. This included drama, documentaries and entertainment commissioned by SBSi from the General Production Fund and the Special Production Fund.

### GENERAL PRODUCTION FUND

A total of 203 hours of documentaries, factual entertainment, and comedy were transmitted in 2006-07, comprising 155.5 hours of documentary (including compiled documentaries), 44.5 hours of entertainment (including factual entertainment) and 3 hours of comedy.

### INSIDE AUSTRALIA (half-hour documentaries)

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#### DOCUMENTARY SERIES

##### **Help** (6 x ½ hour)

Documenting the real-life dramas that ambulance officers and paramedics face.

##### **Singles Club** (5 x ½ hour)

Members of Australia's oldest singles club attempt to find true love.

##### **Going Bush** – Series 2 (5 x ½ hour)

Cathy Freeman and Luke Carroll take a road trip through Indigenous Australia.

##### **Policing the Pacific** (4 x ½ hour)

Follows Australia Federal Police officers deployed to the Solomon Islands.

##### **The Closet Tales of Australian Fashion** (4 x ½ hour)

A behind-the-scenes series on four Australian fashion designers.

##### **The Lifestyle Experts** (2 x ½ hour)

Follows modern families as they try to achieve work-life balance.

#### SINGLE DOCUMENTARIES

##### **Elvis Lives In Parkes**

The story of the most unlikely community festival in Australia – the Elvis Festival in Parkes, NSW.

##### **Veiled Ambition**

The story of a young Australian-Lebanese woman pursuing her dream of creating a fashion Mecca for Islamic women in Melbourne.

### STORYLINE AUSTRALIA (1 hour documentaries)

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#### DOCUMENTARY SERIES

##### **Do Not Resuscitate** (2 x 1 hour)

A two-part film about three very different people who want the right to choose how and when they die.

#### SINGLE DOCUMENTARIES

##### **After Maeve**

A family's journey of grief after the death of their young daughter.

##### **Ayen's Cooking School for African Men**

The story of a Sudanese woman who starts a cooking school for refugee men from Sudan, where it is taboo for a man to cook.

##### **The Bridge at Midnight Trembles**

Follows actor Richard Moir, diagnosed with Parkinson's disease in 1990, as he undergoes Deep Brain Stimulation treatment.

##### **The Buchenwald Ball**

The story of 45 orphan refugees who settled in Melbourne after their liberation from the Buchenwald Concentration Camp.

##### **Bush School**

A look at an unusual Northern Territory school where teachers and local elders created a curriculum centred around horse riding.

##### **The Choice**

People talk about their personal experience of abortion.

##### **Dirty War**

The story of a group of people living near former US military bases in the Philippines who have been affected by toxic substances.

##### **Gone to a Good Home**

About unmarried mothers from the 1950s to the 1970s who were pressured to give up their babies for adoption.

##### **Hoover's Gold**

How President Hoover's Australian goldmine ignited race riots.

##### **In Search Of Bony**

The story of Australian author Arthur Upfield.

##### **Making Ten Canoes**

A documentary about the making of the film Ten Canoes.

##### **Maternity Unit**

Looks at the work of the maternity unit at Sydney's Canterbury hospital.

##### **Mohammad Hossain's Intensive Care**

Looks at the time spent in intensive care by Mohammed Hossain, a foreign student from Bangladesh, after he was diagnosed with tuberculous meningitis.

##### **Nurse Maggie**

Looks at the life of Australian nurse Maggie Sister and her work with lepers in India.

##### **Once a Queen**

Looks at the history of the Jacaranda Festival in Grafton, New South Wales.

#### Outsourced

Explores the call-centre industry in India through the lives of four young Indian women.

##### **Penicillin: The Magic Bullet**

The unlikely and chaotic story of how an Australian created the greatest medicine in the world.

##### **Suburb for Sale**

Filmed over two years, follows three families as they buy into, or try to opt out of, a public housing estate in New South Wales.

##### **Welcome 2 My Deaf World**

Follows two ordinary teenagers who live in the extraordinary world of the deaf as they finish their schooling.

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#### ONE HOUR DOCUMENTARIES

##### **The Black Road**

Filmed over four years, journalist William Nessen records the battlefields and burnt-out villages of the Aceh province in Indonesia.

##### **Betelnut Bisnis**

In Papua New Guinea a family makes a precarious living by trading in betelnut, one of the most widely used narcotics in the world.

##### **Footy Chicks**

A film about women and football, from fans to fanatics and girlfriends.

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#### COMPILED DOCUMENTARIES

##### **Global Village**

(½ hour weekly episodes)

This series, presented and narrated by SBS's Silvio Rivier, reveals the lifestyles, traditions and hopes of an enormous range of people and cultures around the world.

##### **Thalassa**

(½ hour weekly episodes)

A series of diverse stories from around the world of people's livelihoods and traditions connected with the sea.

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#### INTERSTITIALS

##### **My Voice** (5 x 4 minutes)

How people with disabilities overcome hurdles.

##### **Podlove** (5 x 5 minutes)

The impact of digital communications on our relationships.

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#### FACTUAL ENTERTAINMENT SERIES

##### **Decadence** (6 x ½ hour)

Pria Viswalingam looks at our place in a world characterised by materialism.

##### **Food Safari** (13 x ½ hour)

Presenter Maeve O'Meara takes us deep into the cities and suburbs of Australia to uncover the very best of ingredients.

**Here Comes the Neighbourhood –**

Series 2 (10 x ½ hour)

This series is aimed at rejoicing in the similarities and values that are shared by many cultural communities throughout Australia.

**Hotline** (43 x 5 minutes)

Electra Manikakis presents viewer feedback.

**The Movie Show** (ongoing 10 minutes)

Film reviews and news with complementary user-generated content.

**Nerds FC – Series 2** (9 x ½ hour)

The Nerds FC tradition continues.

**Vasili’s Garden** (10 x ½ hour)

Follows, real-life gardening guru Vasili Kanidiadis.

ENTERTAINMENT SERIES / EVENTS

**Ethnic Business Awards** (1 hour)

Recognition of the outstanding contribution of ethnic business to the Australian economy.

**If Awards 2006** (1¼ hours)

The people’s choice awards for Australian films.

**Oz Concert 2007** (1½ hours)

Highlights of the 2007 Oz Concert.

**RockWiz – Series 3 and 4**

(18 x ½ hour series)

Series three and four of Australian television’s original rock trivia quiz show hosted by Julia Zemiro.

COMEDY SERIES

**Pizza World Record** (6 x ½ hour)

Follows the characters Pauly, Habib and Kevin from Fat Pizza as they circumnavigate the globe to break the Guinness World Record for the furthest pizza delivery.

SPECIAL PRODUCTION FUND

A total of 39.5 hours of programming commissioned under the Special Production Fund were broadcast on SBS during 2006-07, 16.5 hours of documentary and 23 hours of drama and comedy.

INSIDE AUSTRALIA (½ hour documentaries)

DOCUMENTARY SERIES

**Two of Us** ( 13 x ½ hour)

A documentary series based on the column of the same name in the Good Weekend magazine.

**Short Stories** (4 x ½ hour)

A four-part series that follows the extraordinary and compelling life experiences of four Australians who are all short-statured.

SINGLE DOCUMENTARIES

**Golden Sandals: The Art of Reg Mombassa**

About Reg Mombassa, artist and rock star who has influenced Australian culture for 30 years.

STORYLINE AUSTRALIA (1 hour documentaries)

**Growing Up and Going Home**

Tells the story of three young Ethiopians who were adopted by an extended family in Australia after their parents died.

**Junction House Blues**

This film follows a rock band in crisis.

**Kidnapped!**

The bizarre story of a group of Japanese kidnapped by North Korean spies.

**Our Bush Wedding**

Murder, art, family, politics and love – all on the way to a wedding in Wilcannia.

**Trafficked: The Child Sex Trade**

A former police officer investigates how a young Thai girl was sold as a sex slave to a Sydney brothel.

HALF-HOUR DOCUMENTARY SERIES

**Eco House Challenge** (6 x ½ hour)

Two Australian suburban families find out what life would be like when their energy and water supplies are suddenly turned off, their rubbish bins locked and their vehicles clamped.

ONE HOUR DOCUMENTARIES

**Raul the Terrible**

Documentary about Raul Castells who runs a community kitchen to feed the city’s poor, in the centre of Puerto Madero, the most affluent area in Buenos Aires.

**Vote Yes for Aborigines**

A special documentary celebrating the 1967 referendum in which, with the highest ‘Yes’ vote in Australia’s history.

DRAMA SERIES

**Kick** (13 x ½ hour)

Hope Street, in inner city Melbourne, is home to a myriad of characters who come from everywhere to find each other.

**Knot at Home** (8 x ½ hour)

The result of a series of community projects run by Big Hart, a non-profit organisation.

COMEDY SERIES

**Wilfred** (8 x ½ hour)

One woman, one man and a dog called Wilfred who thinks he is human.

FEATURE FILMS

**Call Me Mum**

A Torres Strait Islander foster son is reunited with his birth mother who is gravely ill in hospital in Brisbane.

**Silent Partner**

Two down and desperate men jump at the chance to train and own a greyhound dog.

**Somersault**

In the winter landscape of rural Australia an adolescent girl discovers the difference between sex and love.

**The Illustrated Family Doctor**

A dark and irreverent comedy about illness, work, death and a young man who learns to survive it all.

**Travelling Light**

Set in the early seventies, it follows the story of two sisters growing up in suburban Adelaide.

INTERSTITIALS

**Blokes and Sheds** (12 x 2 minutes)

Behind the corrugated iron curtains of Australia’s sheds.

**Frocks Off** (12 x 4 minutes)

A documentary series of women’s stories related to the memory of a dress.

**Rustbuckets** (1 x 3 minutes)

An animation about 24th Century misfit robots.

## SBSi-COMMISSIONED PROGRAMS

In 2006-07, SBSi commissioned a total of 273 hours of Australian drama, documentaries and entertainment for SBS Television.

### GENERAL PRODUCTION FUND

From its General Production Fund, SBSi commissioned a total of 182.5 hours of Australian programming: 116 hours of documentaries, 1.5 hours of dramas and 65 hours of entertainment and factual entertainment.

### INSIDE AUSTRALIA (½ hour documentaries)

#### DOCUMENTARY SERIES

##### **Journos** (6 x ½ hour)

Follows the varied and highly unpredictable lives of six Australian journalists reporting from around the world.

##### **Road Trip Nation** (4 x ½ hour)

A group of 20-something adults go on a road trip.

##### **Love's Harvest** (4 x ½ hour)

Farmers connected to the seasons.

#### DOCUMENTARIES

##### **Wedding Sari Showdown** (Episode 2)

Follows on from the original real life Bride and Prejudice documentary. The characters filmed in Episode 1 are expecting their first child.

### STORYLINE AUSTRALIA / OZ DOCS (1 hour documentaries)

#### DOCUMENTARY SERIES

##### **The Rebels** (3 x 1 hour)

The nineteenth century story of how a struggle for democracy became a battle for survival.

##### **The History of Shopping** (2 x 1 hour)

How a nineteenth century Parisian department store created consumer desire.

##### **Darwin's Lost Paradise** (2 x 1 hour)

Darwin's great voyage and the origin of the theory of evolution.

##### **Rebel With a Cause – The Dangerous Life and Times of Wilfred Burchett** (2 x 1 hour)

The legacy and moral conundrums of this controversial journalist.

#### DOCUMENTARIES

##### **Deported 2 Danger**

Where have Australia's deported asylum seekers gone?

##### **Guns, Oil, and Birds of Paradise**

The re-election campaign of the Governor of Papua New Guinea's Eastern Highlands Province.

##### **My America**

My America will try to get to the heart of America in the new millennium.

##### **Passports to Fame – the Fabulous Flag Sisters**

A real boy from Oz who made it big in Italy as one of the three Le Sorelle Bandiera.

##### **The Portrait Painter**

A documentary about a Chinese-Australian painter by a Danish Australian filmmaker.

##### **Two Men and Two Babies**

Australia's first gay male couple to go through commercial surrogacy.

##### **Walk Like a Man**

Two of the best gay rugby teams in the world face each other off.

#### COMPILED DOCUMENTARIES

##### **Global Village** (½ hour weekly episodes)

The people, places and cultures of the world.

##### **Thalassa** (½ hour weekly episodes)

The livelihoods and traditions of those connected to the sea.

#### INTERSTITIALS

##### **Podlove 2** (2 x ½ hour)

The impact of digital communications on relationships.

## DOCUMENTARIES AND FACTUAL ENTERTAINMENT SERIES IN DEVELOPMENT

### FEATURE LENGTH DOCUMENTARIES

#### **Redfern: The Musical**

A musical about Sydney's Redfern district.

#### SERIES

##### **Passports to Fame** (2 x 1 hour)

Two remarkable stories of Australian performers abroad, Albert Whelan and Fearless Nadia.

##### **Cooking the Books** (6 x ½ hour)

Literary classics and ingenious twists on the food featured within their pages.

### FACTUAL ENTERTAINMENT SERIES

##### **Food Safari: Series 2** (13 x ½ hour)

Maeve O'Meara is back again with her hit cooking show.

##### **Here Comes the Neighbourhood: Series 3** (10 x ½ hour)

Pria Viswalingam gives an insider's look at multicultural Australia.

##### **Hotspell** (10 x ½ hour)

A spelling bee for kids.

##### **The Movie Show** (ongoing 10 mins)

A new multi-platform Movie Show format.

##### **Nerds FC: Series 2** (9 x ½ hour)

A new group of nerds are tested in the game of football.

##### **Salam Café** (½ hour pilot episode)

An informal panel show presented by the young Muslim community.

##### **Vasili's Garden** (10 x ½ hour)

Vasili Kanidiadis shows off his gardening tips.

### ENTERTAINMENT SERIES/EVENTS

##### **IF Awards 2006** (1 x 1½ hour)

The people's choice awards for Australian film.

##### **IF Awards 2007** (1 x 1½ hour)

The people's choice awards for Australian film.

##### **Newstopia** (pilot)

Shaun Micallef's topical news comedy show.

##### **Oz Concert 2007** (1 x 1½ hour)

Highlights of the multicultural Australia Day concert.

##### **Rockwiz: Series 4** (13 x 1 hour)

Series four of the rock 'n roll quiz show hosted by Julia Zemiro.

##### **Rockwiz: Series 5** (15 x 1 hour)

Series five of the rock 'n roll quiz show hosted by Julia Zemiro.

## SPECIAL PRODUCTION FUND

The Special Production Fund is an allocation from the Australian Government specifically for the commissioning of programs from the Australian independent production sector.

From its Special Production Fund, SBSi commissioned a total of 90.5 hours of programs: 53 hours of documentary and 37.5 hours of drama.

### INSIDE AUSTRALIA (½ hour documentaries)

#### DOCUMENTARY SERIES

##### **Halal Mate** (4 x ½ hour)

The world of a Halal smallgoods factory.

##### **Inspiring Teachers** (4 x ½ hour)

Teachers as the unsung heroes of our community.

##### **The Passionate Apprentices**

(3 x ½ hour)

Passing on passions to young apprentices.

#### DOCUMENTARIES

##### **A Fighting Chance**

A Bosnian–Australian boxer returns to the ring against his family’s wishes.

#### HALF-HOUR DOCUMENTARIES

##### **Generation Y** (6 x ½ hour)

A cross-state initiative about Generation Y.

### OZ DOCS (one hour documentaries)

#### DOCUMENTARY SERIES

##### **The Liberals** (4 x 1 hour)

The Howard Government and its impact on Australia.

##### **About Men** (3 x 1 hour)

The major life stages experienced by men.

##### **Attack of the Baby Boomers: The story of Global Ageing** (3 x 1 hour)

The issue of ageing global populations.

##### **Bridging the Timor Sea** (2 x 1 hour)

Australia’s relationship with the world’s most populated Muslim nation – Indonesia.

##### **The Glamour Game** (2 x 1 hour)

The changing face and look of Australia.

##### **Making Babies** (2 x 1 hour)

The state of fertility in Australia.

#### SINGLE DOCUMENTARIES

##### **Desperately Keeping Sheila**

Which Aussie bush bachelors from the first series managed to keep their brides?

##### **Embedded with Blackfellas**

A white woman spends a month living with an urban Indigenous Australian male.

##### **Frank and Daz Take on the World**

A man with cerebral palsy runs marathons.

##### **I’ll Call Australia Home**

Follows the lives of refugees that have settled in Australia.

##### **Janet’s Baby**

A filmmaker’s journey into single motherhood.

##### **Kempsey**

Racial history told through inhabitants of a retirement town.

##### **The Lionel Rose Story**

A young Aboriginal boxer became Australia’s first black sporting hero.

##### **The Matildas**

The rise of women’s football in Australia.

##### **My Biggest Fan**

The star of Strictly Ballroom meets her biggest fan.

##### **Race for the Beach**

The making of a Lebanese lifeguard.

##### **Rosa’s Story**

East Timorese widow Rosa Martin’s fight to secure freedom.

##### **The Trouble with Protest**

Is traditional protest still relevant or merely a cliché?

### DOCUMENTARIES FOR DEVELOPMENT

#### DOCUMENTARY SERIES

##### **Burke and Wills** (6 x 1 hour)

The story of the epic journey of Burke and Wills across Australia.

##### **Dead Tired** (3 x 1 hour)

The hidden world of sleep and sleep disorders.

##### **Taxi School** (6 x ½ hour)

New immigrants learn how to drive taxis Australian style.

#### SINGLE DOCUMENTARIES

##### **Embedded with Jihad**

A secular Muslim is embedded in one of Australia’s stricter Muslim communities.

##### **Embedded with Nationalists**

An Australian from a non-English speaking background is embedded with groups whose aim is to instil nationalism.

##### **The Trouble with Black Australia**

Issues of welfare dependency ownership in Indigenous Australia.

##### **The Trouble with Multiculturalism**

Issues of multiculturalism and its controversial currency in Australia

#### DRAMA SERIES

##### **Carla Cametti PD** (6 x 1hr)

A savvy female detective investigates the Melbourne gang warfare.

##### **Salon** (6 x 1 hour)

An Armenian family and their north shore beauty salon.

##### **Saved** (2 x 1 hour)

A love triangle set against the backdrop of refugees and detention.

### DRAMA AND COMEDY SERIES IN DEVELOPMENT

##### **The Circuit: Series 2** (6 x 1hr)

An ambitious city lawyer tackles the legal system of the remote Kimberley region of Western Australia.

##### **Speech Impediment** (8 x ½ hour)

John Safran takes on sponsorship.

##### **Bogan Pride** (7 x ½ hour)

One teenage girl’s quest to save her mother from morbid obesity.

##### **TI Taxi** (6 x ½ hour)

An eccentric family who run the taxi service on Thursday Island in the Torres Strait.

#### ANIMATION

##### **Mary & Max** (1 ½ hour)

Animated feature about the life long correspondence between Mary in Australia and Max in New York.

##### **The Further Voyages of Jasper Morello** (2 x ½ hour)

Two further instalments to this award-winning show.

#### FEATURE FILMS

##### **To Hell and Bourke**

Two blackfellas go on a very colourful road trip across Australia.

##### **Lake Mungo**

How the dead, forever estranged, haunt the living.



# SBS NEWS AND CURRENT AFFAIRS

## WORLD NEWS AUSTRALIA

SBS is an active provider of world news, sending journalists to trouble spots for distinctive original reporting and using overseas affiliates to help provide in-depth coverage and instant analysis of developing issues.

SBS news underwent its most fundamental change in many years in January 2007, when the new hour-long format of World News Australia at 6.30pm was introduced.

The hour-long format enables SBS to give more in-depth coverage of major events and explore the issues behind the news of the day with extended distinctive reporting both from SBS reporters and affiliates. SBS can also add value to breaking stories with live crosses to SBS reporters and interviews with major figures in the news and commentators.

The World News Australia bulletin has two newsreaders sharing the presentation of news items and interviews, as well as a sports news section. The set and graphics were extensively re-designed for the launch of World News Australia.

Even prior to the advent of the news hour SBS demonstrated in-depth coverage of stories by airing extended bulletins when major news events warranted it. These included the August coverage of the London terror suspect arrests, intense fighting between the Israeli army and Hezbollah in Lebanon in July and August and the North Korean nuclear test in October. There was also special three-hour breaking news coverage about the execution of Saddam Hussein in Iraq in December.

Reporters also filed a series of reports from South Africa and Afghanistan and news crews were sent overseas to a range of locations including the Middle East, East Timor and Japan.

## INSIGHT

Now in its twelfth year, Insight, hosted by Jenny Brockie, is the Australian leader in the television forum format. Each show features an hour-long discussion focusing on a single issue with the participation of a studio audience.

Thirty-two editions of the program were broadcast in 2006-07 (Tuesdays, 7.30pm).

Among the diverse topics covered were the granting of native title to the Noongar people of Western Australia, the controversial views of Sheikh Hilaly, sexually transmitted diseases among teenagers and euthanasia.

In February, Insight gathered together all the main players in the David Hicks case – the prosecution, the defence, the Australian Government and Hicks' family – for an exclusive, forensic examination of the evidence to be presented in his trial. Hicks' stepmother, Bev Hicks, spoke publicly about her stepson for the first time in two years.

Participants in this year's forums also included: Minister for Education, Science and Training the Hon Julie Bishop MP, former Deputy Prime Minister, the Hon Tim Fischer, controversial author Helen Demidenko/Darville and rock singer Jimmy Barnes.

## AUSTRALIAN PROGRAMMING

### LIVING BLACK

Produced by SBS's Indigenous Media Unit, Living Black, Australia's only primetime television current affairs program solely devoted to Indigenous issues, broadcast a total of 27 programs during 2006-07 (Mondays, 6pm).

In June 2007 the simmering issue of child sex abuse in Indigenous communities received national attention when the Federal Government announced a major intervention in the Northern Territory to combat the problem. Living Black, responded by producing a half-hour special on the subject to coincide with NAIDOC week.

Other issues dealt with by the Indigenous Media Unit included the ongoing crisis in Alice Springs town camps, the Mulrunji Doomadgee death in custody case, the crisis in the Northern Territory Mutijulu community, the McArthur River Mine river diversions in the Northern Territory, the native title victory of Perth's Noongar people, the return of Aboriginal remains to Tasmanian Aborigines and the Tasmanian Government's offer of compensation to members of the stolen generation.

Living Black continued its popular profiles on Indigenous achievers such as actors Luke Carroll, Lisa Flanagan and Kirk Page, NRL footballers Dean Widders and Jonathon Thurston, Matilda's soccer player Lydia Williams, model Samantha Harris, singer Sharnee Fenwick, surfer Dale Richards, artist Zane Walford, musician Herb Patten, forensic scientist Rebecca Kirk and politician Linda Burney.

The Indigenous Media Unit was also the host broadcaster for the 2006 Deadly Awards, an annual event held at the Sydney Opera House which recognises the valuable contribution Indigenous Australians make in the areas of the arts, sports, entertainment and community. It is fast becoming a highlight on the Indigenous calendar and is recognised as a significant event.

## SBS NEWS AND CURRENT AFFAIRS

### DATELINE

Over the last year the unrest in the Middle East proved a challenge for the video journalists who report for SBS's flagship international current affairs program, Dateline, now in its twenty-second year.

During the year, correspondents were dispatched to Beirut during the conflict between Israel and Hezbollah; Gaza, where unrest was constant; Iraq to report both on Australia's military role and the stories of civilians caught in the carnage and to Iran to gauge public support for controversial President Ahmadinejad.

There were also special investigations into the death of Russian renegade Alexander Litvinenko, into allegations of mass murder against a former UN worker in Rwanda and into the human kidney trade among the impoverished in Pakistan.

Among the global personalities interviewed by presenter George Negus were former Soviet leader Mikhail Gorbachev, former Prime Minister of Pakistan Benazir Bhutto, climate crusader and former Vice President of the United States of America Al Gore and Northern Ireland political leaders Gerry Adams and Ian Paisley.

# SPORT



In the last year SBS has continued its success as a premier sports broadcaster ensuring all Australians can access a range of sports, free-to-air and live where possible.

## Locally Purchased and Produced Programming

	Hours
Toyota World Sports	82.00
<b>FOOTBALL</b>	
The World Game	95.50
UEFA Champions League Highlights	12.00
Football Stars of Tomorrow	8.50
AFC Asian Cup Qualifiers (home matches)	3.00
Champions of the World	2.00
Australia v Paraguay	1.50
Matildas matches	1.50
<b>CYCLING</b>	
Cycling Central	7.50
Cycling Australia	4.00
Melbourne to Warrnambool Cycle Classic	1.00
Goulburn to Sydney Cycle Classic	0.50
<b>MOTOR SPORTS</b>	
Speedweek	96.00
<b>ATHLETICS</b>	
Telstra A-Series	6.00
<b>OTHER</b>	
	7.50
<b>TOTAL</b>	<b>328.50</b>

## FOOTBALL

Following the enormous success of SBS's coverage of the 2006 FIFA World Cup and the subsequent rise in interest in the Socceroos, SBS Sport televised three more live Socceroo home matches. This included a friendly game versus Paraguay played in Brisbane in August 2006 and two Asian Cup Qualifiers (one versus Kuwait and another against Bahrain) both played in Sydney in October 2006.

The final Socceroos match under SBS's agreement with Football Federation Australia (which expired on 31 December 2006), played against Ghana, was broadcast live from London in the early morning of November 15.

To celebrate the success of the Socceroos at the 2006 FIFA World Cup, SBS Sport produced a special two hour program titled *Date with Destiny* which was aired in prime time on Boxing Day featuring a compilation of the best moments from the entire event.

SBS Sport collaborated with SBS Radio in its broadcast of the A-League Grand Final. SBS Sport commentators David Basheer and Craig Foster commentated the match with SBS Radio hosts and special guests. The broadcast was aired on SBS Radio and simultaneously as an audio stream on the SBS website, providing Australians with a greater choice of means to listen to the game.

This year SBS also introduced a new series which aired every Thursday of a match week at 10.30pm called the UEFA Champions League Hour. These one hour programs provided a comprehensive wrap of action and analysis from every game in each round, replacing the previous full match replay program format.

## CYCLING

In addition to the nightly highlights program, SBS again broadcast live coverage of every stage of the Tour de France 2006 nationally and almost doubled the previous year's average audience overall. Michael Tomalaris was on location assisted by Phil Liggett and Paul Sherwen to capture all the action and prepare behind the scenes reports with a focus on the key Australian participants.

## INTERNATIONAL TELEVISION PROGRAMMING

To complement its Australian programming and fulfil its charter obligations, SBS sources the best content from overseas to deliver to its discerning audiences.

### DOCUMENTARIES

SBS broadcast 720 hours of international documentaries in 2006-07. Audiences continued to grow with strong documentaries in the areas of history and, science as well as documentaries about contemporary politics and culture.

During April and May 2007 a six week season called Future Focus featuring documentaries and factual programming was launched across the SBS schedule. Future Focus showcased some of the world's most innovative, big budget and critically acclaimed documentaries about environmental, scientific and social issues. Highlights included the science documentary The Gulf Stream and The Next Ice Age and the Cutting Edge and Hot Doc specials Five Ways to Save the World and The Planet.

The Cutting Edge timeslot (Tuesdays 8.30pm) maintained its reputation for outstanding current affairs documentaries covering global politics and contemporary issues such as the future of the environment and the impact of technology on modern day life. A three part 'green' special in September/October 2006 included Five Disasters Waiting to Happen, Global Warming: Bush's Climate of Fear and Dead in the Water. Audiences were particularly strong for stories that tapped into technology-related issues such as Google: Behind the Screen and Spam. In 2006-07 Cutting Edge also featured three two-part specials: The Secret History of 9/11, Crude Impact and Jihad.

Highlights of the Lost Worlds timeslot (Sundays 7.30pm) included Walking the Bible, Secret Files of the Inquisition and Civilisations.

SBS's popular modern history strand As It Happened moved from Saturday 7.30pm to Friday 8.30pm with a special four part series about Mao launching the new timeslot. Highlights of As It Happened included a six-part series on The SS and the 13-part series Churchill's Bodyguards.

The Saturday 7.30pm timeslot launched with a new series of Tribe, followed by the innovative history special Blizzard which recreated the race to the North Pole.

Audiences on Friday nights 7.30pm were treated to series such as A Royal Family, Tales from the Palaces and Black Coffee.

### ENTERTAINMENT

SBS's popular science strand of programming includes Mythbusters and Top Gear, both of which have high entertainment value.

New episodes and repeats of South Park, an animated comedy series which for more than a decade has tackled major social and political issues through satire, were broadcast on Monday nights during the year.

SBS also broadcast animated comedy series Bro' Town, from New Zealand, and Drawn Together, from the United Kingdom. Bro' Town is a modern day fairytale about five Auckland teenagers. Drawn Together offers an animated take on the 'Big Brother' reality television genre.

Entertaining and adventurous, Iron Chef – a competitive cooking program featuring world class chefs and unconventional ingredients – continued to be a strong component of the Saturday night line up. The food theme was continued in a different way with the broadcast of a five part series Cooking in the Danger Zone, in which food writer Stefan Gates explores some of the most controversial food issues in the world.

### DRAMA

SBS continued to provide high quality international dramas across the schedule including the crime dramas Inspector Rex from Austria, which remains an audience favourite on Thursday at 7.30pm, and the Emmy award winning Danish program The Eagle at 8.30pm on Thursday evenings.

A challenging viewing line up was presented throughout the year on Monday evenings including the award winning dramas Shameless and Oz, as well as the Brazilian series, City of Men.

SBS also launched a new night of drama series, starting with Big Love, on Sundays at 8.30pm. Big Love, a hit series from HBO, explores the life of a modern-day polygamist living in Utah.

### SPECIALS

In May 2006 SBS broadcast the 2006 Eurovision Song Contest, hosted by Helsinki, Finland. This was supported by a weekend of Euro themed programming, including the New Years Day Concert from Vienna.

## FEATURE FILMS

In the last year SBS has built on its reputation as a curator of quality overseas produced films. Changes to the weekend schedule have allowed a better positioning of these films for SBS's audience.

Particular successes include the SBS French Film Festival (The Spanish Apartment, Tais-Toi!) and the Australian season of SBSi-funded, as well as locally acquired titles (Somersault, The Illustrated Family Doctor, The Rage in Placid Lake). Other titles include Infernal Affairs (Hong Kong), Kebab Connection and Goodbye Lenin! (Germany), Talk to Her (Spain), Secret Agents and Bon Voyage (France), Remember Me (Italy) and The Woodsman (US).

The Sunday Showcase timeslot (9.30pm) has included a number of prominent movie seasons. This year big budget miniseries The Accursed Kings, Nero and Augustus as well as a Bollywood season (which included the first Bollywood film shot entirely in Australia) were most popular with SBS audiences.

The Festival Movie slot (Wednesday, 10pm) maintained its reputation for delivering the best of world cinema with a number of seasons dedicated to movie genres, themes and leading international directors. Highlights included a retrospective of the work of American director Jim Jarmusch – Down by Law, Night on Earth, Dead Man, Mystery Train – and Modern Masters, a season of the works of some of the world's most innovative and critically acclaimed international directors including Swimming Pool (Francois Ozon), Zatoichi (Takeshi Kitano) and Bad Education (Pedro Almodóvar). Other Festival Movie titles included City of God (Brazil), Time of the Wolf (France), Balzac and the Little Chinese Seamstress (China), The Navigators (UK) and Head On (Germany/Turkey).

## WORLDWATCH

WorldWatch provides full in-language, news bulletins to various communities in Australia. The WorldWatch services also form part of the many sources available to SBS's nightly World News Australia service as well as providing SBS Radio with material.

The WorldWatch schedule increased by almost 20 per cent from 46 to 55 hours per week during 2006-07. The weekly WorldWatch schedule now includes news bulletins from 21 suppliers in 18 languages.

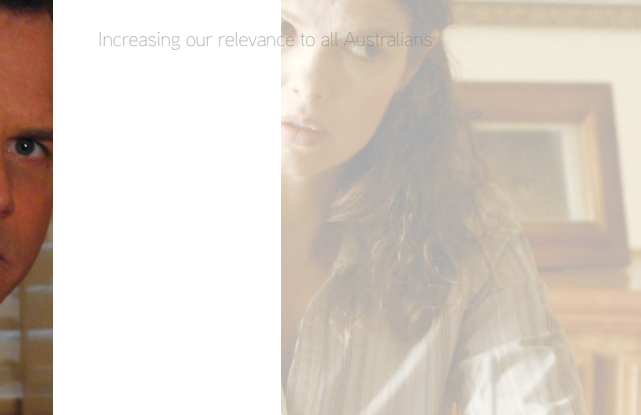
In October 2006 a daily Monday-to-Saturday service from the Philippines (in Tagalog) was introduced, closing a major gap in the WorldWatch line-up.

In February 2007 a weekly news bulletin from the Netherlands was added to the Monday morning schedule. While this service is mainly aimed at Dutch speakers, it is also accessible to immigrants from South Africa whose mother tongue is Afrikaans.

Protracted negotiations with Turkish authorities have resulted in a delay to the planned introduction of a daily Turkish news bulletin from Ankara. It is expected to be launched sometime in 2007-08.

The language breakdown for the WorldWatch schedule is as follows.

Language	Hours	%
Italian	182	8.2%
Greek	312	14.0%
Cantonese	86	3.9%
Arabic	156	7.0%
Mandarin	156	7.0%
Spanish (Spain)	234	10.5%
Spanish (Chile)	26	1.2%
Tagalog	98	4.4%
German	156	7.0%
Korean	26	1.2%
Polish	52	2.3%
French	170	7.7%
Indonesian	156	7.0%
Maltese	26	1.2%
Russian	170	7.7%
Dutch	8	0.4%
Japanese	156	7.0%
Hungarian	26	1.2%
Ukrainian	26	1.2%
<b>Total</b>	<b>2,222</b>	<b>100%</b>



## CONTENT

### WORLD NEWS CHANNEL

The digital World News Channel comprises all WorldWatch bulletins with the exception of the English language services from the American PBS network and Deutsche Welle's English language service. The changes and additions to the WorldWatch schedule also benefited the digital World News Channel, reducing the program gaps which are otherwise filled with the WeatherWatch service.

The World News Channel increased its content by one hour per day during 2006-07 to an average of almost 19 hours, including more than 15 hours of original material.

The language breakdown for the World News Channel schedule is as follows.

Language	Hours	%
Italian	442	6.4%
Greek	624	9.0%
Cantonese	216	3.1%
Arabic	468	6.7%
Mandarin	624	9.0%
Spanish (Spain)	546	7.9%
Spanish (Chile)	130	1.9%
Tagalog	411	5.9%
German	468	6.7%
Korean	130	1.9%
Polish	130	1.9%
French	572	8.2%
Indonesian	468	6.7%
Maltese	130	1.9%
Russian	572	8.2%
Dutch	24	0.4%
Japanese	738	10.6%
Hungarian	130	1.9%
Ukrainian	130	1.9%
<b>Total</b>	<b>6,953</b>	<b>100%</b>

### SBS RADIO

#### LANGUAGE PROGRAMS

SBS Radio's 68 language programs present listeners with a wide range of content covering local, national and international news and current affairs, sport, interviews, features, talkback, community information and music (see Appendix 3).

#### Highlights from 2006-07 include:

The **German language program** dedicated seven programs to the fiftieth birthday of the European Union. Highlights included an interview with Dr Martin Lutz, the German Ambassador to Australia, segments, reports and interviews from all over Europe and a talkback program focusing on listeners' perspectives and experiences with the old and new Europe.

The **Bosnian language program** interviewed Dr Mustafa Efendia Ceric, the Rais Ul-Ulama of Islamic Community in Bosnia and Herzegovina. Dr Ceric talked about interfaith dialogue, the integration of Islam in western countries and the Bosnian Community in the Australian multicultural environment.

The **Slovak language program** interviewed European Union Commissioner for Youth Education and Sport, Jan Figel, who was on an official visit to Australia. He also visited SBS Studios in Melbourne. The Slovak program also interviewed swimmer Martina Moravcova after the World Swimming Championships in Melbourne.

The **Punjabi language program** conducted an outside broadcast at Monash University in April, on the occasion of the twentieth National Sikh Games.

The **Italian language program** was the first to interview Alessandro Bertelotti after he survived the crash of a Garuda airline aeroplane in Indonesia in which Australian journalists and embassy officials were travelling, some of whom were killed or injured.

The **Mandarin language program** interviewed the Dalai Lama during his Sydney visit.

The **Arabic language program** broadcast a documentary titled The Missing Prisoner. The documentary was about



Mohamed Abbas, an Australian citizen for three decades, who disappeared whilst in Egypt in February 1999. This story has been shortlisted for a UN media peace award.

The **Hindi language program** produced and broadcast a documentary titled *Jumping the Fence* about the hybrid culture of the Anglo-Indian community. The documentary was also broadcast as part of the World View program.

#### RADIO NEWS

There were a number of major changes to SBS Radio News operations during 2006-07.

The year was the newsroom's first full year as part of the News and Current Affairs Division of SBS. This resulted in greater cooperation between Radio News, SBS Television and SBS Online.

A key component of the integration and an increasingly national approach to news and current affairs was equipping radio correspondents with video cameras and providing training in their use, as well as the appointment of a Brisbane correspondent.

Another major change was the addition of SBS Radio News bulletins to the World News Australia website. Radio News had long provided national and international news bulletins to each SBS Radio language group. With these bulletins now available online, SBS Radio News now reaches an international English-speaking audience.

Overall, SBS Radio News produced 30,000 stories during 2006-07, which is a slight increase on 2005-06. Feature production remained on par with the previous year with the production of 1200 items. The SBS Radio newsroom's weekly news in review program *Nightwatch* reached a milestone with its 100th program.

#### WORLD VIEW

World View, SBS Radio's English language multicultural affairs program, is broadcast weekdays at 6am on the Sydney, Melbourne, Wollongong and Canberra frequencies. For other locations it can be heard at 6am and 5pm on SBS's National Radio Network. During the year it presented a large number of features on a diverse range of topics.

World View continued to reflect Australia's cultural diversity by broadcasting a combination of long form radio feature reports, interviews and shorter segments looking at issues being discussed in the broader community. Important segments for this year included a series of reports filed from inside North Korea, the conflict between Israel and

Hezbollah, illicit drug use, Australia's response to the global terrorist threat and the impact of gambling on people from non-English speaking backgrounds. World View also continued its coverage of Indigenous issues.

#### SPORT: A-LEAGUE

SBS Radio, in collaboration with SBS Sport and SBS Online, successfully provided live national coverage of the 2007 A-League Grand Final on 18 February. The commentary was simulcast live on *The World Game* and on the SBS Radio website.

Those language programs which were not able to be broadcast because of the A-League broadcast were instead streamed live on the SBS Radio website, a first for SBS Radio as it tests new digital platform opportunities.

#### ALCHEMY

Alchemy continued to provide on air chat and music programming targeted at youth. It provided national coverage of youth affairs and music relevant to multicultural youth.

This year Alchemy launched a series of new programs including *The World Chart Show* which is broadcast on Saturday nights and tracks down the top songs from around the globe. *Oztralia Reprazents*, another new program, sources talented local music performers and related stories from across the country.

Alchemy hosted a Youth Power Forum in conjunction with the SBS Radio Arabic language program's Youth Power Awards. The Forum, which discussed issues affecting young Arab Australians one year on from the December 2005 Cronulla riots was broadcast on Alchemy and podcast on the Alchemy website.

#### DIGITAL CONTENT DEVELOPMENT UNIT (DCDU)

The DCDU continued to develop new and innovative content as part of SBS Radio's preparation for the introduction of digital radio in Australia from 1 January 2009. The unit completed a three-hour pilot of a new channel in English targeting second, third and fourth generation Australians from culturally and linguistically diverse backgrounds. With a strong focus on cross-cultural awareness, the DCDU generated 900 hours of new radio and multimedia content across programming genres, including music, sport and talk.

The Unit also developed a range of new content strategies for SBS Radio's multilingual programs to take advantage of

## ONLINE

### SBS HOMEPAGE REDESIGN

In December, SBS launched a new homepage with the aim of creating a more dynamic presentation of new daily and weekly content including a more streamlined index to all of SBS's online services.

### ONLINE VIDEO PLAYER TRIAL

As part of SBS's online video initiative, a trial player was launched in August to allow central access to all of SBS Online's major video assets. Designed to launch with the new homepage, the player features a large selection of promotional and preview material for daily high profile SBS Television programming, including comedy, documentary, drama and movies. During June 2007, the trial player delivered 267,000 video views.

### NEWS AND CURRENT AFFAIRS PORTAL

SBS Online, in conjunction with the News and Current Affairs Division, commenced a comprehensive redesign and redevelopment of the World News Australia, Dateline, Insight and Living Black websites into a single information portal.

All stories on the new one-hour edition of World News Australia are now streamed on the SBS website. Stories from the flagship current affairs programs Dateline and Insight are also streamed.

The World News Australia website is now a truly cross-platform experience with the introduction of hourly radio news bulletins. SBS Radio News journalists now prepare and present news bulletins, updated hourly between 6am and 6pm for the website.

### TOUR DE FRANCE

In July, SBS hosted the official Australian Tour de France website for the first time, as part of a three-year official rights package negotiated with Tour organiser Amaury Sport Organisation. This included exclusive rights to deliver the event via broadband video and mobile phones in Australia.

The site featured more than three hours per week of daily video highlights, live data feeds throughout each stage, as well as continuous news coverage, photo galleries, interactive maps, expert blogs and a full statistical analysis.

### THE WORLD GAME

Initiatives to consolidate The World Game's loyal audience and increase traffic to The World Game website included building integrated news packages from picture galleries, opinion features and live match text coverage of big matches; the targeting of stories, clubs and identities in football-related web searches and more frequent daily turnover of news stories.

### PEACESONG TAPESTRIES

The SBS Radio DCU partnered with Dr Tom Fitzgerald, a leading Australian contemporary musician and composer with the support of the Australian Government, for a pilot project to create a unique radio and interactive online program called Peacesong Tapestries. The project involves a weekly radio program and a complementary interactive web site which aims to promote community harmony between groups from different cultural, racial and social backgrounds through the collaborative musical creations – peace songs – of children and young adults.

### PROGRAM WEBSITES

The Food Safari website proved to be a highly effective complement to the popular television series. Its extensive compendium of recipes, cooking tips, video demonstrations and information on exotic ingredients is a useful online resource which will continue well beyond the life of the broadcast program.

The Vasil's Garden website was a success for many of the same reasons. It enabled viewers of the television program to find and share detailed, practical knowledge on gardening and extend the information provided in each of the episodes.

The Eco House Challenge website set a new benchmark in the provision of supplementary research and information related to a factual program of this type – encouraging people to be proactive in implementing more sustainable practices in their everyday lives. The site featured 60 problem-solving fact sheets on domestic ecological issues and an educational online game to reinforce the key messages of the series.



## SBS SUBTITLING

SBS Subtitling is world renowned for producing quality subtitles. Subtitles serve not only to remove the language barrier and allow SBS's audience to be informed and entertained through unique and culturally diverse programs, they preserve the integrity of the programs without compromising the viewing experience. SBS subtitled programs continue to be sought after by local and overseas program distributors because of the quality of the subtitling work.

Around 95 per cent of the non-English language programs broadcast with subtitles on SBS television were produced in-house.

SBS subtitles adhere to strict standards. The subject matter of each program being subtitled is thoroughly researched. Translations are done to accurately relate the meaning and the context of the program be it in dramas, comedies, operas, news or documentaries. On-screen presentation of subtitles is also carefully considered to ensure clear viewing.

In addition to news and current affairs, 632 hours of programs were closed captioned for the hearing impaired, bringing the total first run programs captioned, either closed captioned or open captioned (subtitled) to 1744 hours. SBS also produced renarrations for 75 hours of first run programs broadcast in 2006-07.

Through subtitling and renarration, SBS made a further 556 hours of first run non-English language programs accessible to the English-speaking audience in Australia.

SBS Subtitling	Hours
Subtitled	438
Renarrated	117
Closed Captioned	1,305
<b>Total</b>	<b>1,860</b>

**In 2006-07, SBS subtitled 624 hours of first run programs, covering 85 languages, as well as a variety of associated dialects**

Afrikaans	Croatian	Hebrew	Mandarin	Slovak
Albanian	Czech	Hindi	Maori	Slovene
Amharic	Daasanach	Hungarian	Moldovan	Spanish
Ancient Greek	Danish	Icelandic	Ngom	Suri
Arabic	Dinka	Indonesian	Norwegian	Swahili
Armenian	Dutch	Italian	Nyangatom	Swedish
Azerbaijani	Estonian	Japanese	Palauan	Somali
Basque	Farsi	Kazakh	Pashto	Thai
Belarusian	Filipino	Korean	Polish	Tibetan
Bengali	Finnish	Kurdish	Portuguese	Tongan
Bosnian	French	Kyrgyz	Punjabi	Turkish
Bulgarian	French Canadian	Lango	Romani	Tuvin
Cantonese	Fulani	Latvian	Romanian	Urdu
Catalan	Georgian	Lithuanian	Russian	Vietnamese
Chamorro	German	Luxembourgish	Samoan	Wolof
Chechen	Greek	Macedonian	Serbian	Yiddish
Creole (French)	Hamar	Malay	Siswati	Zulu

## AUDIENCE

## SBS TELEVISION

## AUDIENCE SHARE

SBS prime time (6pm-midnight) share of People 16+ was 5.8 per cent in 2006. Most of the 2006 FIFA World Cup coverage fell outside of prime time and therefore did not contribute as much to the overall share compared with the Ashes cricket series in 2005.

**People 16+, 5 Capital Cities, 6pm-midnight**

Year	Audience Share	Significant Events
2004	5.1%	
2005	6.4%	(Ashes)
2006	5.8%	(World Cup)

Source: OzTAM, Share of free-to-air viewing

## AVERAGE WEEKLY REACH

In 2006 SBS reached 5.44 million people on average each week in the 5 capital cities, on par with 2005. Average weekly reach was lifted by coverage of the 2006 FIFA World Cup.

**Total People, Sun-Sat, 24 Hours**

Year	5 Capital Cities (000's)	Regional (000's)
2004	4,930	2,302
2005	5,443	2,713
2006	5,438	2,666

Source: OzTAM, five minute consecutive reach

## AVERAGE WEEKLY REACH BY MARKET

In 2006 SBS extended its reach slightly in Sydney compared to 2005 while Melbourne remained steady. In regional areas SBS reach fell slightly compared to 2005, without the impact of the ashes.

**Total People, Sun-Sat, 24 Hour.**

	2004 (000's)	2005 (000's)	2006 (000's)
<b>5 Capital Cities</b>			
Sydney	1,546	1,660	1,692
Melbourne	1,439	1,628	1,627
Brisbane	832	950	972
Adelaide	506	566	536
Perth	606	641	611
<b>Cities Total</b>	<b>4,930</b>	<b>5,443</b>	<b>5,438</b>
<b>Regional Areas*</b>			
NSW regional	1,214	1,397	1,350
VIC regional	432	532	497
QLD regional	461	583	622
Tasmania	195	201	197
<b>Regional Total</b>	<b>2,302</b>	<b>2,713</b>	<b>2,666</b>

\* 2004 based on SBS local signal only. 2005 and 2006 based on SBS local and spill.

Source: OzTAM: 5 City Metro. RegTAM: Aggregated Markets, Total Individuals including Guests, 5 minute consecutive reach.

## SBS TELEVISION AND ALL FREE-TO-AIR TELEVISION

SBS's average weekly reach in 2006 was on par with its 2005 performance, matching the trend for all free-to-air viewing for which there was only a slight increase in average weekly reach.

### 5 Capital Cities, Sun-Sat, 24 Hours, Total People

Year	SBS (000's)	All FTA (000's)
2004	4,930	12,037
2005	5,443	12,265
2006	5,438	12,404

Source: OzTAM: 5 City Metro, Total Individuals including Guests, 5 minute consecutive reach.

### AVERAGE WEEKLY REACH BY KEY DEMOGRAPHICS

While overall reach remained the same as 2005, the 2006 FIFA World Cup brought an increase in male viewers aged 18-30. Average weekly reach for other demographics remained similar to 2005.

### 5 Capital Cities, Sun-Sat, 24 Hours

	2004 (000's)	2005 (000's)	2006 (000's)
Total People	4,930	5,443	5,438
People 0-39	2,158	2,393	2,373
People 40+	2,772	3,051	3,067
Men 18-39	854	914	945
Men 40-54	658	699	691
Men 55+	781	875	885
Men 18+	2,293	2,487	2,520
Women 18-39	702	789	786
Women 40-54	538	601	610
Women 55+	799	876	882
Women 18+	2,040	2,266	2,277

### Regional areas, Sun-Sat, 24 Hours\*

	2004 (000's)	2005 (000's)	2006 (000's)
Total People	2,302	2,713	2,666
People 0-39	910	1,108	1,059
People 40+	1,392	1,607	1,608
Men 18-39	315	380	371
Men 40-54	298	352	345
Men 55+	424	474	480
Men 18+	1,038	1,206	1,195
Women 18-39	285	337	321
Women 40-54	259	314	301
Women 55+	410	467	482
Women 18+	953	1,117	1,105

\* 2004 based on SBS local signal only. 2005 and 2006 based on SBS local and spill.

Source: OzTAM: 5 City Metro, RegTAM: Aggregated Markets, 5 minute consecutive reach.

## AUDIENCE

### VIEWING BY ETHNICITY

Proportion of population reached by SBS Television in an average week.

#### 5 Capital Cities – 24 hour, Sun–Sat Reach %

	2004	2005	2006
Proportion of people born overseas in a non-English speaking country	54%	50%	53%
Proportion of people born in Australia or in an overseas English speaking country	34%	37%	38%
Total People	36%	38%	39%

#### Regional Areas\* – 24 hour, Sun–Sat Reach %

	2004	2005	2006
Born overseas in a non-English speaking country	na	56%	56%
Born in Australia or in an overseas English speaking country	na	43%	41%
Total People	na	43%	41%

\* Regional data not available prior 2005.

Source: OzTAM: 5 City Metro, RegTAM: Aggregated Markets, Total Individuals including guests. 5 minute consecutive reach.

## SBS RADIO

SBS Radio conducted surveys of the top six language groups during 2006-07. The surveys were redesigned to provide additional information on the SBS Radio audience. The results of the surveys have not yet been finalised.

## SBS ONLINE

### OVERALL AUDIENCE PERFORMANCE

In 2006-07 there were more than half a million page impressions recorded across SBS Online for each month of the financial year.

In July 2006, SBS Online reached 652,000 unique browsers. Excluding the record 1.04 million unique browsers recorded in June 2006 (which can be attributed to the 2006 FIFA World Cup) this is the highest monthly number of unique browsers ever reached by SBS Online.

There was also a significant increase in the volume of audio and video content accessed across SBS Online during 2006-07. 645,000 radio audio podcasts and 211,000 video podcasts were downloaded over this period.

Total audio file accesses, mainly comprising selected SBS Radio language programs, grew by 5 per cent from 3.07 million in 2005-06 to 3.21 million in 2006-07. Of this, 645,000 audio podcast downloads contributed strongly to the total, a fourfold increase on the previous year.

Total video file accesses for both streaming and downloadable media types grew by 53 per cent from 1.66 million views to 2.54 million views. Usage of SBS's new multi-channel, multi-format, video player has been growing steadily since its introduction in August 2006 on a trial basis.



**UNIQUE BROWSERS:** [www.sbs.com.au](http://www.sbs.com.au)

In 2006-07 an average of 469,000 unique browsers visited SBS Online each month, a slight decline from the 2005-06 average of 506,000 – a number boosted by the 2005 Ashes cricket series and 2006 FIFA World Cup traffic.

Year	Average Monthly Unique Browsers	Average Monthly Page Impressions
2004-05	347,000	4,311,000
2005-06	506,000	6,567,000
2006-07	469,000	6,139,000

Source: Nielsen NetRatings SiteCensus

**Audio File Accesses**

Year	2005-06	2006-07
Audio Streams	2,929,000	2,569,000
Podcasting	139,000	645,000
<b>All Audio - Total</b>	<b>3,068,000</b>	<b>3,214,000</b>

Source: Feedburner, Real Player

**Video File Accesses**

Year	2005-06	2006-07
Video stream views	1,516,000	2,331,000
Video Podcast	148,000	211,000
<b>All Video - Total</b>	<b>1,664,000</b>	<b>2,542,000</b>

## FEEDBACK

### SBS TELEVISION Top 50 Programs 2006-07 Financial Year

	<b>Programs</b>	<b>Genre</b>	<b>Total People 000s</b>
1	Mythbusters	Documentary	761
2	2006 FIFA World Cup Final: Italy v France	Sport	726
3	Top Gear	Factual Entertainment	719
4	2007 AFC Asian Cup Qualifier: Australia v Kuwait	Sport	596
5	Australia v Paraguay	Sport	580
6	Trafficked	Documentary	547
7	AFC Asian Cup Qualifier: Australia v Bahrain	Sport	541
8	2006 FIFA World Cup Quarter Final: England v Portugal	Sport	515
9	Walking the Bible	Documentary	508
10	Inspector Rex (Rpt)	Drama	501
11	South Park	Comedy	485
12	Penicillin: The Magic Bullet	Documentary	473
13	The Roman Empire	Documentary	472
14	Hoover's Gold	Documentary	470
15	Thinking XXX	Documentary	454
16	2006 FIFA World Cup Semi Final: Germany v Italy	Sport	451
17	Google: Behind the Screen	Documentary	447
18	Making 10 Canoes	Documentary	444
19	Nuclear Nightmares	Documentary	444
20	2007 Eurovision Song Contest Final	Arts	436
21	In Search of the Perfect Penis (Rpt)	Documentary	429
22	The SS	Documentary	426
23	Battlefield Britain (Rpt)	Documentary	423
24	Suburb for Sale	Documentary	423
25	Outsourced	Documentary	417
26	The Gulf Stream and the Next Ice Age	Documentary	417
27	The Truth About Killer Dinosaurs	Documentary	414
28	Spam	Documentary	409
29	The Movie Show (Rpt)	Factual Entertainment	409
30	Rockwiz	Entertainment	405
31	The Secret History of 9-11 (Part 2)	Documentary	404
32	Return of the Taliban	Documentary	401
33	Jihad (Part 1)	Documentary	398
34	2007 FA Cup Final	Sport	391
35	Robert F Kennedy	Documentary	391
36	Decadence	Entertainment	386
37	Underwater Dream Machine	Documentary	385
38	Saved by the Sun	Documentary	382
39	Drawn Together	Comedy	381
40	Iron Chef	Performance/Variety	381
41	Footy Chicks	Documentary	379
42	Gone to a Good Home	Documentary	379
43	42 Up (Rpt)	Documentary	378
44	Godless in America	Documentary	378
45	Secret Files of the Inquisition	Documentary	377
46	Anti Semitism in the 21st Century	Documentary	372
47	Food Safari	Entertainment	372
48	Elton John	Documentary	370
49	Fairy Tales Exposed: Facts Behind the Fiction	Documentary	370
50	Turn Me On: The History of the Vibrator (Rpt)	Documentary	369

\* Titles are only shown once, with top rating episode from a series shown.

## SBS'S ROLE AND PERCEIVED VALUE

A recently commissioned Newspoll survey found that SBS continues to play an important role in the media landscape and Australian society more broadly.

Almost 90 per cent of all Australians agree that SBS plays an important role in today's culturally diverse society. This belief is even higher (96 per cent) amongst people who perceived themselves as SBS 'users'. Virtually all SBS users with a culturally and linguistically diverse (CALD) background believe that SBS plays an important role in modern Australia.

Virtually all Australians agree that it is important that SBS is available to provide an alternative to the commercial networks. Of those users from a CALD background almost all feel that SBS provides value, with a high proportion believing that SBS provides a lot of value.

SBS is considered to have the types of programs that are not available on other networks, to cover topics that others won't and to provide the widest diversity of views. According to the Newspoll survey these statements emerge as the key points of difference that Australians perceive between the ABC, the commercial free-to-air television networks and SBS. SBS users are even more inclined to agree that these statements describe SBS.

## POPULARITY OF AUSTRALIAN AND SBSi PROGRAMS

### Storyline Australia

Storyline Australia achieved great results in 2006-07, delivering a 73 per cent increase year on year. Trafficked broke the record for the biggest ever Storyline Australia audience with an average of 547,000 viewers. Other top performers included Penicillin: The Magic Bullet with 473,000, Hoover's Gold – 470,000, Making 10 Canoes – 444,000, Suburb for Sale – 423,000 and Outsourced – 417,000.

### Rockwiz

2006-07 was a very successful year for Rockwiz. Series four achieved the biggest audience for a Rockwiz series with an overall average of 326,000 viewers, up 23 per cent on Series 3 in 2006. It also broke the record for the highest rating Rockwiz episode with 405,000 viewers on 21 April 2007. Rockwiz has been growing its audience with each series since 2005.

### Inside Australia: Short Stories

Short Stories attracted an overall average audience of 273,000 viewers, the highest rating series for Inside Australia since Heat in the Kitchen in 2005. In total, approximately 1 million people tuned in to Short Stories. (audience reach 5 minute consecutive viewing)

### Food Safari

Overall, Food Safari averaged 281,000 viewers, just below first run episodes of Food Lovers' Guide to Australia in 2005 (average 296,000). The highest rating episode for the series (372,000) attracted the biggest audience in the Wednesday 7.30pm slot (excluding events) for 2006-07.

### Eco House Challenge

Eco House Challenge attracted an average audience of 279,000 viewers, up 48 per cent on the 2006 average for the Wednesday 7.30pm timeslot. The series had strong appeal for younger viewers, particularly younger men.

### Vasili's Garden

Vasili's Garden attracted an average audience of 275,000 viewers, up 47 per cent on the 2006 average for the Wednesday 7.30pm timeslot. The program performed particularly well in Melbourne. Overall, Melbourne viewers accounted for 41 per cent of the total audience.

### The Movie Show

The new Movie Show launched on 31 May 2007. On Monday nights, the program averaged 374,000 viewers per episode. The program attracted an average weekly reach of approximately 498,000 viewers in 2006-07.

Source: OzTAM, 5 City Metro, Total Individuals including Guests.

# FEEDBACK

## INTERNATIONAL PROGRAMMING: DOCUMENTARIES

		Average Audience (000's)
<b>Science: highest rating programs</b>		
January 2007	Nuclear Nightmares	444,096
April 2007	The Gulf Stream and the Next Ice Age	416,714
May 2007	Underwater Dream Machine	385,267
August 2006	The Elegant Universe (repeat)	359,174
March 2007	The Moon	356,692

Source: OzTAM – 5 City Metro.

		Average Audience (000's)
<b>Hot Docs: highest rating programs</b>		
December 2006	Attack of the Happy People	256,073
November 2006	Do Communists Have Better Sex?	248,801
February 2007	The President Vs David Hicks (Repeat)	233,535
December 2006	The Smashing Machine	209,011
October 2006	How Vietnam Was Lost	202,059

Source: OzTAM – 5 City Metro.

		Average Audience (000's)
<b>Cutting Edge: highest rating programs</b>		
July 2006	Google: Behind the Screen	447,298
December 2006	Spam	409,381
September 2006	The Secret History of 9-11 (Part 2)	403,807
December 2006	Return of the Taliban	400,580
September 2006	The Secret History of 9-11 (Part 1)	400,548

Source: OzTAM – 5 City Metro.

		Average Audience (000's)
<b>Lost Worlds: highest rating programs</b>		
January 2007	Walking the Bible	508,279
June 2006	The Roman Empire	472,251
August 2006	The Truth About Killer Dinosaurs (Part 2)	413,688
August 2006	The Truth About Killer Dinosaurs (Part 1)	394,069
October 2006	Secret Files of the Inquisition	376,718

Source: OzTAM – 5 City Metro.

## SPORT

### Football

The 2006 FIFA World Cup Final between Italy and France in July 2006 was the highest rating sporting event in 2006-07. The match achieved great results outside of prime time. The final averaged 726,000 viewers. In total, approximately 1.4 million people in the 5 capital cities tuned into the final and 464,000 people in regional areas. Excluding the Australian matches, the final was the second highest rating of all the live matches broadcast by SBS, after England versus Paraguay (which was broadcast during prime time at 10.30pm).

Football continued to maintain interest with viewers following the 2006 FIFA World Cup. The Asian Cup Qualifier matches and the Australia against Paraguay friendly delivered some of the highest ratings for Socceroos matches outside of the World Cup tournament. The Asian Cup Qualifier match between Australia and Kuwait rated highest with 596,000 viewers. The friendly against

Paraguay achieved a rating of 580,000 viewers. While the Asian Cup Qualifier against Bahrain achieved a peak of 541,000 viewers.

The final Socceroos match under our agreement with Football Federation Australia against Ghana which was broadcast live from London attracted an average audience of 96,000 viewers and captured an 11.1 per cent share of free-to-air viewing.

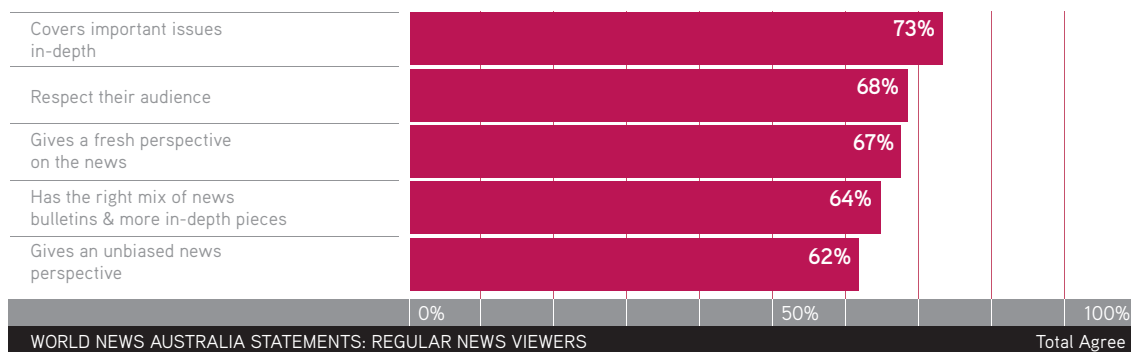
SBS's telecast of the 2006 FA Cup Final achieved the highest ratings ever for an FA Cup Final with an average audience of 391,000 viewers.

### Tour de France

The 2006 Tour de France was watched by a total of 3.72 million people in the five capital cities. This is an impressive result, only slightly down on the total reach of SBS's 2005 coverage (3.98 million) which received a large lift in the final four stages due to the lead in from SBS's telecast of The Ashes cricket series.



# TELEVISION



## NEWS AND CURRENT AFFAIRS

### World News Australia

In January 2007, SBS introduced a new one hour news format for World News Australia. The longer format enables SBS to provide more comprehensive and detailed coverage of domestic and international events.

The one hour news attracted an average audience of 188,000 viewers per episode in the first half of 2007. This is slightly above the same period last year for the one hour timeslot (with an average of 182,000 viewers). While viewer numbers on weekdays have been the same as last year, they have been stronger on weekends, up 15 per cent on the one hour timeslot for the same period last year.

The move to a one hour format has also increased the exposure of the early evening news service. In the first half of 2007, approximately 396,000 people tuned in to the one hour bulletin at some time (audience reach 5 minute consecutive viewing), up 21 per cent on the number of viewers who watched some of the half-hour bulletin.

In June 2007, SBS commissioned research into the new one hour format of World News Australia. This research provided valuable insights into what regular viewers regard as the core strengths of the program. A number of important findings emerged from this research.

### Insight

The most popular program was 'Hard Yakka' which put Australia's new industrial relations rules under the spotlight. Its audience of 332,000 equalled Insight's best ever ratings result. The second most popular program was 'Under the Influence', which discussed whether 24-hour hotel licences are creating more problems with alcohol.

### Dateline

Dateline attracted an average audience of 203,000 viewers during 2006-07, a slight decrease on the previous year's record figures. The highest rating program featured a profile of the man they call The Sun King, the Australian educated multi-millionaire who made his fortune manufacturing solar panels.

### Living Black

Living Black averaged 58,000 viewers per episode over 2006-07. The average audience has doubled since it was moved to a Wednesday 6pm timeslot, from Monday at 5.30pm. Living Black reached approximately 78,000 people per episode in 2006-07.

## FEEDBACK

### TOP 10 WEBSITES 2006-07

The World Game  
SBS Homepage  
The World News  
Tour de France  
SBS Radio  
Top Gear  
Dateline  
Eco House  
The Movie Show  
Insight

## ONLINE

### SBS ONLINE

#### **The World Game**

The World Game website confirmed its status as Australia's premier football site, finishing the year strongly with consistent increases in traffic each month. Throughout the year the site served an average of 4.9 million page impressions a month and reached an average of 200,000 unique users a month. The English Premier League and A-League news and features continued to attract the majority of visitors to the site.

#### **Tour de France**

The Tour website, to complement SBS Television coverage, continued its success in 2006-07. The site featured regular updates, event details, interactive features and event information. Throughout the event the site registered 1.3 million page impressions.

#### **Eco House Challenge**

The Eco House Challenge website attracted 180,000 page impressions over the duration of the television series. Average user session duration was over five minutes indicating users were highly engaged with the site.

#### **The Movie Show**

The new Movie Show website was launched in May 2007 and had already achieved 107,000 page impressions by the end of 2006-07. The website is highly interactive with users able to download podcasts and upload video and written reviews. In June 2007 it ranked as the fourth most popular site across SBS Online.

#### **Food Safari**

The Food Safari site is a successful addition to the popular television program with 1.3 million page impressions to date. The site hosted one of the most successful viewer competitions ever promoted by SBS, attracting more than 65,000 entries.

#### **News and Current Affairs**

Over the past 12 months, News and Current Affairs video has become the most popular on the SBS Online network, making up 45 per cent of all video streams. The World News Australia website enjoyed an overall increase in traffic of 9.3 per cent.



## AWARDS

### SBSi COMMISSIONED

SBSi commissioned programs continued to do well at Festivals and won 42 awards both nationally and internationally including five IF Awards and a record fifteen AFI Awards.

Feature film *Ten Canoes* screened at the Toronto International Film Festival and the Telluride Film Festival, where Rolf de Heer was the first Australian filmmaker to receive the Silver Medallion – an award honouring filmmakers or actors for their outstanding achievement in a film career. *Ten Canoes* won eighteen awards worldwide, including an outstanding six prestigious AFI Awards. *Stranded* won seven prizes Australia-wide.

The landmark Indigenous drama series *RAN* (Remote Area Nurse) was nominated for seven AFI Awards, winning three.

The 2007 Berlin International Film Festival featured *The Home Song Stories* and *Noise* was selected to screen at the 2007 Sundance Film Festival in the World Cinema Dramatic Competition.

SBSi-commissioned *Storyline Australia* documentaries received acclaim. *Welcome 2 My Deaf World*, about two deaf teenagers, screened at nine festivals worldwide. *Making Ten Canoes*, about the making of the celebrated film *Ten Canoes*, won a Film Critics Circle of Australia Award for Best Short Documentary.

### SBS NEWS AND CURRENT AFFAIRS

*World News Australia* had success at the 2006 Walkley Awards. Camera operators Neil Harms and Dave Ollier jointly won the Television News and Current Affairs camera category for their work covering the unrest in East Timor last year. Sydney reporter Brian Thomson won a commendation in the Sports coverage section for his work on the 2006 FIFA World Cup.

*Dateline* once again featured in the annual Walkley Awards for journalistic excellence with Olivia Rousset winning the Television Current Affairs, Feature, Documentary Special for her world-exclusive story on the abuse at Abu Ghraib prison in Iraq.

### SBS SPORT

SBS won the 2007 TV Week Logie Award for Most Outstanding Sports Coverage for its coverage of the 2006 FIFA World Cup. SBS also received the Australian Sports Award for Best Media Coverage for its presentation of the 2006 FIFA World Cup across its Television, Radio and Online services.

### SBS RADIO

The Executive Producer of the Vietnamese language program, Bach Tuyet Nguyen, received a Medal of the Order of Australia, announced on Australia Day 2007 for services to the Vietnamese community as a radio broadcaster, involvement with cultural groups and as a supporter of charitable organisations.

May Hu, from the Mandarin language program, received a Multicultural Victoria Award for excellence in Service Delivery in Arts/Journalism.

### SBS MARKETING

SBS Marketing won two prestigious global awards for its 2006-07 Summer Campaign – promoting SBS as a destination for summertime viewing – at the annual Promax/BDA International Conference held in New York in June 2007. Promax/BDA is the worldwide association of entertainment marketers, promoters and designers.

SBS won the 2007 Promax World Gold Award for Broadcast Networks Branding/Image Campaign Using One or More Media and the 2007 BDA World Gold Award for Outdoor – Static Campaign.



## FEEDBACK

## SBSi AWARDS

# 42 National & International Awards

### INTERNATIONAL AWARDS

#### **Ashland Independent Film Festival 2007 (USA)**

##### **Stranded**

Best Feature Film  
Best Acting Ensemble

#### **Chris Awards 2006 (USA)**

##### **Opera Therapy**

The Chris Award – The Arts

#### **Flanders International Film Festival 2006 (Belgium)**

##### **Ten Canoes**

Grand Prize for Best Film

#### **Flickerfest International Film Festival 2007 (Australia)**

##### **My Brother Vinnie**

National Geographic Channel Award for Best Documentary

#### **Independents' Film Festival 2006 (USA)**

##### **Opera Therapy**

Feature Length Documentary

#### **Melbourne International Film Festival (Australia)**

##### **My Brother Vinnie**

Best Short Documentary

##### **Veiled Ambition**

Palace Films Award for Short Film Promoting  
Human Rights

#### **Telluride Film Festival 2006 (USA)**

##### **Ten Canoes**

Silver Medallion

### NATIONAL AWARDS

#### **Australian Cinematographers' Society National Awards 2007**

##### **Blokes and Sheds "Des"**

Distinction – TV Magazine

##### **Penicillin: The Magic Bullet**

Golden Tripod – Dramatised Documentary

#### **AFI Awards 2006 (Australian Film Institute)**

##### **RAN (Remote Area Nurse)**

Best Telefeature or Mini Series  
Best Screenplay in Television – Episode 5  
Best Lead Actress in a Television Series

##### **Raul the Terrible**

Best Direction in a Documentary  
Best Editing in a Documentary

##### **Stranded**

Best Short Fiction Film  
Best Screenplay in a Short Film  
Outstanding Achievement in Short Film Screen  
Craft – Acting

**Ten Canoes**

Best Film  
 Best Direction  
 Best Original Screenplay  
 Best Cinematography  
 Best Editing  
 Best Sound

**Vietnam Nurses**

Best Sound in a Documentary

**APRA-AGSC Screen Music Awards 2006**  
 (Australasian Performing Right Association –  
 Australian Guild of Screen Composers)

**RAN (Remote Area Nurse)**

Best Soundtrack Album

**Unfolding Florence: The Many Lives of  
 Florence Broadhurst**

Best Music for a Documentary

**ASE Awards 2006 (Australian Screen Editors Guild)**

**Unfolding Florence: The Many Lives of  
 Florence Broadhurst**

Best Achievement in Editing – (Documentary)

**ATOM Awards 2006 (Australian Teachers of Media)**

**Raul the Terrible**

Best Documentary General

**The Safe House**

Best Animation

**Short Stories: Amanda's Story**

Best Documentary Short Form

**Stranded**

Best Short Fiction

**AWGIE Awards 2006 (Australian Writer's Guild)**

**Unfolding Florence: The Many Lives of  
 Florence Broadhurst**

Best Documentary

**The Deadly Awards 2006 (Aboriginal and Torres  
 Strait Islander music, sport, entertainment and  
 community awards)**

**Ten Canoes**

Outstanding Achievement in Film and Television

**Film Critics Circle of Australia Awards 2006**

**Ten Canoes**

Best Film  
 Best Cinematography  
 Best Editing

**Making Ten Canoes**

Best Short Documentary

**Stranded**

Best Short Film

**IF Awards 2006****Ten Canoes**

Best Director  
 Best Actor  
 Best Cinematography

**Stranded**

Best Short Film

**The Prodigal Son**

Best Short Documentary

**ACS NSW & ACT Awards for Cinematography 2006**  
 (Australian Cinematographers' Society)

**Unfolding Florence:****The Many Lives of Florence Broadhurst**

Silver Prize – Dramatised Documentaries

**Jammin' in the Middle E**

High Commendation – Fiction Drama Shorts

**Ten Canoes**

Silver Prize – Features – Cinema

**NSW Premier's Literary Award 2007**

**The Home Song Stories**

Script Award

**NSW Premier's History Awards 2006**

**Ten Canoes**

Audio/Visual Prize

**Queensland Premier's Literary Awards 2006**

**Ten Canoes**

Film Script – Pacific Film and Television Commission Award

**Unfolding Florence: The Many Lives of  
 Florence Broadhurst**

Television Script – QUT Creative Industries Award

**St Kilda Film Festival 2007**

**My Brother Vinnie**

Best Documentary  
 Audience Award

**Sydney Film Festival 2007**

**2 Mums and a Dad**

Best Documentary – Dendy Awards for Australian Short  
 Films

**Growing Up and Going Home**

Rouben Mamoulian Award – Dendy Awards for Australian  
 Short Films

**TV Week Logie Awards 2007**

**RAN (Remote Area Nurse)**

Most Outstanding Actress in a Drama Series

**Stranded**

Graham Kennedy Award for Most Outstanding New Talent

**Victorian Premier's Literary Awards 2006**

**Noise**

Village Roadshow Prize for Screen Writing

## ENGAGEMENT

### NEWS AND CURRENT AFFAIRS

#### World News Australia

In 2006-07 World News Australia introduced a forum for viewer feedback on its website. The weekly Your Say segment invites audience members to give their views on a topical issue. A selection of responses are posted on the Your Say section of the website.

## TELEVISION

#### World News Channel and WorldWatch languages

SBS monitors data in order to ensure that its in-language services maintain their relevance to all Australians. WorldWatch and the World News Channel provide services which respond to the major languages spoken at home in Australia.

#### World News Channel and WorldWatch

Language	WorldWatch			World News Channel	
	2001 Census*	Total Hours	%	Total hours	%
Italian	1	182	8.2	442	6.4
Greek	2	312	14.0	624	9.0
Cantonese	3	86	3.9	216	3.1
Arabic	4	156	7.0	468	6.7
Mandarin	6	156	7.0	624	9.0
Spanish (Spain)	7	234	10.5	546	7.9
Spanish (Chile)	7	26	1.2	130	1.9
Tagalog	8	98	4.4	411	5.9
German	9	156	7.0	468	6.7
Korean	20	26	1.2	130	1.9
Polish	12	52	2.3	130	1.9
French	19	170	7.7	572	8.2
Indonesian	21	156	7.0	468	6.7
Maltese	17	26	1.2	130	1.9
Russian	23	170	7.7	572	8.2
Dutch	18	8	0.4	24	0.4
Japanese	24	156	7.0	738	10.6
Hungarian	26	26	1.2	130	1.9
Ukrainian	37	26	1.2	130	1.9
<b>Total</b>		<b>2,222</b>	<b>100</b>	<b>6,953</b>	<b>100</b>

\* Excluding English.

### SPORT

In May SBS broadcast live coverage of the English FA Cup Final, the European UEFA Champions League Final and the UEFA Cup Final. SBS broadcast the FA Cup Final from the Star City Casino in Sydney, enabling SBS Sports' popular commentators to interact with their fans.

## SBS RADIO

### COMMUNITY CONSULTATION

SBS Radio conducted public meetings in Tasmania, Victoria, Queensland, New South Wales and the Australian Capital Territory during 2007 to gain the views of SBS Radio listeners as well as community representatives. The topics of the consultation process included digital radio, schedules and program content, the role of English language in programming, SBS community involvement and SBS's relevance in modern Australian society. The consultations provided valuable feedback on the issues and challenges facing SBS Radio and will be used to ensure that SBS Radio provides the most relevant and engaging service possible for its listeners.

Community consultations will continue in other areas in 2007-08.

### WORLD VIEW

World View covered a forum, organised by The Justice Project and Australians All, at La Trobe University in Melbourne. The Justice Project is concerned about Australia's treatment of refugees and asylum seekers while Australians All are a group concerned about serious divisions between the West and Islam.

### SUMMER SCHOOL FOR YOUNG CONTRIBUTORS

Ten young people from a number of different language groups attended workshops at SBS in Sydney and Melbourne during January 2007 to learn how to produce material for radio broadcast.

### YOUTH POWER

The Arabic Language Program announced the winners of its Youth Power competition in December 2006 at a function held at SBS. The aim of Youth Power was to showcase the artistic skills of young adults from the Arabic community in Australia. More than 160,000 votes to choose the finalists were cast on the SBS Radio website throughout the competition. The winner received a \$5000 cash account prize provided by Arab Bank of Australia.

In conjunction with the Youth Power Awards competition, Alchemy hosted a Youth Power Forum which was attended by 50 young people of Arab descent. Issues of identity, race, integration, media representation and the generation gap post the Cronulla riots were discussed. The forum was broadcast on Alchemy and was made available as a podcast on the Alchemy website.

### THE ITALIANS IN NSW THROUGH THE VOICES AND EYES OF SBS RADIO EXHIBITION

The Italian language program organised an audiovisual exhibition consisting of photos, segments and interviews selected from 30 years of historical and archival material from the Italian program's archives. The exhibition was hosted by Co.As.It. (Italian Association of Assistance) in Leichhardt.

### PARTLY PORTUGUESE, ALMOST AUSTRALIAN BOOK LAUNCH

The Portuguese language program covered the book launch of Partly Portuguese, Almost Australian at SBS. More than 100 Portuguese guests attended the event.

### DIGITAL CONTENT DEVELOPMENT UNIT

The DCDU trialed a number of user-generated content models during 2006-07, including the successful Hot Seat program, a fan-driven format on the popular A-League Australian football competition.

Through CroFest, a national song competition run by the Croatian community, SBS Radio's Croatian language program used its website as a national digital venue to host the competition with audio and video recordings of all the state finals, live polling and forums that culminated in a live webcast of the grand final which was held in Melbourne.

### RADIOTHONS

The Greek language program conducted a Radiothon for Juvenile Diabetes which raised more than \$18,000.

The Vietnamese language program raised more than \$63,000 at a Radiothon for the completion of a Vietnamese Community and Cultural Centre in Sydney.

The Croatian language program conducted a Radiothon and raised close to \$6,000 for the Croatian Studies Foundation.

### OUTSIDE BROADCASTS

SBS Radio uses OBs to engage with different local communities. SBS Radio in Melbourne and Sydney mounted many OBs during the year mostly utilising the SBS OB vans located in each centre.

SBS Radio supported the opening of the new Canberra transmitter with an OB in Canberra Mall utilising SBS Radio's Spanish, Cantonese, Mandarin, Dutch and Filipino language groups and the Alchemy program.

Other major OBs included: in NSW – the French Festival in Centennial Park, the Indian Festival in Homebush Bay, the Spanish Festival in the Sydney CBD, the Children's Festival in Bankstown, the Sinhalese language program broadcast from a temple in Schofields; and a ceremony for the handover of joint control of Toonumbar Githabul National Park to the Githabul people of northern NSW, in Kyogle; in Victoria – the Chilean Festival at Sandown, Fijian Independence Day in Ashwood, the Chanukah Festival in Caulfield, and Lunar New Year in Richmond; and in Queensland – the Greek Festival in Brisbane.

## ENGAGEMENT

### PROMOTING SBS

During 2006-07 SBS undertook a number of promotions for many big programs and events to enable the Australian public to be more involved in SBS content. The recently created Marketing Division focused on engaging current and new audiences with the slate of programming on SBS Television.

There were many successes. For example, SBS's award winning Summer Campaign reinforced the message that, unlike the other Australian broadcasters, SBS maintains its quality programming over the non-ratings summer period.

To promote *The Circuit* SBS partnered with *The Australian* newspaper to offer a DVD of the program to consumers.

For the relaunch of *World News Australia* SBS's news credentials were promoted across all platforms. This was the first time SBS Radio was used to promote an SBS Television program and the strategy was very successful. This cross promotion was also very effective in drawing SBS Radio audiences to *Vasili's Garden*.

SBS began to reach out to new audiences and different demographics with both *Wilfred* and *Kick*. SBS strengthened its Monday night younger audience through the provision of new Australian content and an effective campaign for the black comedy *Wilfred*. The *Kick* campaign helped to capture a young teen female audience not normally attracted to SBS.

New approaches to marketing content will continue to be explored in 2007-08. Preparatory work was also commenced during 2006-07 for the promotion of a new brand expression for the whole of SBS.

## CORPORATE

### PUBLIC RELATIONS

The SBS switchboard and Public Relations team remain a major source of feedback about programming for the organisation, as well as a means of providing the public with information about SBS programs and product availability. Telephone comments received from members of the public about programming are distributed to SBS staff and management for appropriate response.

SBS Public Relations received a total of 718 letters in 2006-07. Of these 284 were requests for information about various SBS programs, including the availability of video or DVD copies; 18 requested the repeat of a documentary, film or series; 74 were complimentary about SBS programming; 151 made broad comments about SBS programming or the corporation in general; 182 were comments critical of SBS programs or other aspects of SBS and another nine were of a miscellaneous nature.

Around 50 Viewer Enquiry Forms – supplied by SBS and designed to streamline more difficult viewer requests for information – were returned to SBS and answered by the Public Relations Unit.

SBS received a number of complaints regarding the introduction of in-program advertising breaks. SBS endeavoured to respond to as many as possible outlining SBS's reasons for the introduction of in-program breaks. Following an expected initial reaction to the introduction of in-program breaks the number of complaints declined significantly.

### CODES OF PRACTICE AND EDITORIAL GUIDELINES

SBS completed a review of the SBS Codes of Practice and its internal Editorial Guidelines. The purpose of the review process was to update, improve and maintain the relevance of these documents.

In the second half of 2006, comment was sought on the proposed amendments. Several hundred submissions from a variety of individuals and organisations were received and given full consideration by SBS.

The revised Codes of Practice and Editorial Guidelines came into effect in October 2006. As required, the Codes of Practice were notified to the Australian Communications and Media Authority.



## ADVERTISING GUIDELINES

Following the SBS Board's decision in May 2006 to permit in-program advertising breaks, SBS invited public and internal comment on the proposed Guidelines for the Placement of Breaks in SBS Television Programs. The Guidelines were released in September 2006 and were made available on the SBS website.

## IMPACTS: THE SBS STORY

The SBS Impacts Project is the first comprehensive study of SBS in its almost 30-year history. The project investigates how SBS has impacted on Australian cultural democracy and multicultural society. This industry-linkage project is supported by the Australian Research Council and SBS.

Professor Ien Ang of the University of Western Sydney and Associate Professor Gay Hawkins of the University of New South Wales are co-investigators and SBS staff and managers have been involved throughout the life of the project.

The research team is focused on establishing how, and to what extent SBS has acted as a force for democratic change in Australian media, culture and society. Research results will be published in a major research report and a book at the conclusion of the project, to be published by UNSW Press in early 2008.

## CITIZEN JOURNALISM

In July 2006 Queensland University of Technology received Australian Research Council linkage funding, in partnership with SBS, the National Forum and the Brisbane Institute for a project studying the development of citizen journalism in Australia. The project seeks to explore the ways Australian audiences are engaging with news, current affairs and social issues online through participatory platforms.

Part of the study will explore the issues faced by SBS as a public broadcaster in engaging with these new platforms in relation to editorial independence and integrity, quality standards, credibility, and editorial values such as balance and accuracy.

## SBS BOARD – COMMUNITY CONSULTATION

The SBS Board hosted two community functions in 2006-07:

- An SBS Board Reception on 9 November 2006 in Melbourne following the Community Advisory Committee meeting, addressed by the Managing Director, with approximately 65 attendees including representatives of multicultural organisations, ethnic community group leaders and independent film and television producers.
- An SBS Board Reception held on 10 August 2006 in Perth which included a preview of the SBSi commissioned drama series *The Circuit*. The approximately 90 attendees included ethnic community group leaders, independent film and television producers and representatives of the Government of West Australia.

The SBS Managing Director met a range of community representatives throughout 2006-07 to discuss community projects and matters of community concern. The representatives included Ethnic Community Council leaders, cultural community leaders and international ambassadors. The Managing Director also hosted various events at SBS including the joint SBS/FECCA journalism award and the SBS Radio Arabic language program Youth Power Award.

## ENGAGEMENT

### COMMUNITY ADVISORY COMMITTEE

The SBS Community Advisory Committee is appointed by the SBS Board under the SBS Act (section 50).

The function of the Committee is to assist the Board in its duty to be aware of, and responsive to, community needs and opinions on matters relevant to the Charter by advising the Board in those areas, including the needs and opinions of small or newly arrived ethnic groups.

Members of the Community Advisory Committee are appointed on the basis that they have an understanding of Australia's multicultural society and, in particular, have interests relevant to, and an understanding of ethnic, Aboriginal or Torres Strait Islander communities.

#### **Chair (to November 2006): Ms Ayse Alpandinar (Vic)**

Born in Turkey, Ms Alpandinar has a Bachelor of Arts, Diploma in Education, and Diploma in TESOL. She runs her own business in the design and manufacture of table runners and is actively involved in the arts and cultural organisations of the Turkish community.

#### **Chair (from March 2007): Ms Elleni Bereded-Samuel (Vic)**

Ethiopian-born Elleni Bereded-Samuel is the current Chair of the Community Advisory Committee, of which she has been a member since March 2006. She is the Community Engagement Coordinator at Victoria University and also works for Centracare Catholic Services as a marriage counsellor. She is currently completing a Masters Degree in Education at Victoria University.

Elleni is the co-founder and an ongoing member of The Horn of African Communities Network and the Deputy Chair of Immigrant and Refugee Women Coalition. In 2006, Elleni was appointed to the Board of the Royal Women's Hospital and has been a Commissioner for the Victorian Multicultural Commission since 2005. Elleni has received several achievement awards, including the Victoria University Vice-Chancellor's Citations and Award for Outstanding Engagement with CALD Communities, the Victorian Premier's Award for Excellence in Multicultural Affairs and the Prime Minister's International Year of Volunteers Award. Elleni's name has also been included on the Victorian Honour Roll of Women.

## CORPORATE

### **Mr Nicholas Caré (NSW)**

Born in Italy, Mr Caré has more than 20 years' management experience and is Secretary General of the Italian Chamber of Commerce and Industry in Sydney. He has a Degree in Engineering and a Diploma in International Business Management and Trade. Mr Caré maintains close relationships with ethnic communities around Australia, liaises extensively with community welfare and advocacy organisations, and is keenly interested in issues affecting the Italian community's second- and third-generations.

### **Mrs Beryl Mulder (NT)**

Born in the Netherlands, Ms Mulder is a Past President of the Multicultural Council of the Northern Territory and currently the Senior Deputy Chair of the Federation of Ethnic Communities' Councils of Australia. She lived in Surinam (3 years) and Zambia (11 years) before migrating to Australia in 1982. Ms Mulder has worked in multicultural affairs for 25 years, including for the Office of Multicultural Affairs. She completed a BA degree in the Social Sciences as a mature age student and is a founding member of the Association of Non-English Speaking Background Women of Australia (ANESBWA). Beryl was awarded an OAM in 2005 for her advocacy work, as a volunteer, with immigrants and refugees and with women's organisations.

### **Mr Phong Nguyen (Vic)**

Having arrived in Australia in 1979 as a refugee from Vietnam, Mr Nguyen was the first Vietnamese to join the Jesuits in Australia in 1980. He left the Order five years later to study at the University of Melbourne where he obtained his B.A, Grad. Dip and M.A in Linguistics. He has been as passionate advocate and champion of multiculturalism and social justice in Australia since university and was FECCA's Inaugural Ethnic Youth of the Year in 1986. Phong is currently the Director of the Springvale Indo-Chinese Mutual Assistance Association (SICMAA), a not-for-profit community social welfare agency. He volunteers in many other community organizations including: the Ethnic Communities Council of Victoria (Chairperson), Vietnamese Community in Australia (Vice-President), Vietnamese Community in Australia-Victoria Chapter (President), Vietnamese Cultural Heritage Centre - Australia (Chairperson), Leadership Victoria (Alumni member), Myer Foundation's Beyond Australia Committee (Member). Phong is currently involved in a number of Ministerial and community advisory committees. For his commitment and service to Multiculturalism and Australia, Phong was awarded the Centenary Medal in 2001.

**Ms Thao Nguyen (NSW) (to August 2006)**

Born in Vietnam, Ms Nguyen has worked extensively with the Vietnamese community on settlement, inter-generational and youth issues. She is the Youth Chair of the Ethnic Communities' Council of NSW and initiated the establishment of the first Ethnic Youth Leadership Awards in the State. She also directed a State-wide youth conference, Spectrum, and in 2004, she was selected to be the Australian Youth Representative to the United Nations General Assembly in New York.

**Ms Maria Papagrigoriou (NSW) (to August 2006)**

Born in Australia to Greek migrant parents, Ms Papagrigoriou has a Bachelor of Arts/Social Work. She is an advocate for people with disabilities in rural NSW. Ms Papagrigoriou is also actively involved in her local community as secretary of the Canterbury Bankstown Migrant Resource Centre Management Committee.

**Mr John Payne (NSW)**

Australia-born, Mr Payne was formerly the Deputy Principal of Bathurst High School. He has taught in secondary schools in rural NSW, Britain and Canada. His interests include creative and performing arts, multiculturalism, public broadcasting, Indigenous culture and sports. As Chairman of the SBS for Bathurst Committee, he helped bring self-help SBS Television to Bathurst in 1994 and SBS Radio in 2002.

**Mr John Roe (ACT)**

Born in Darwin, John's family extends from Broome, all the way across the top of Australia, to the Torres Strait. John was Centrelink's Indigenous Account Manager and Indigenous Ambassadors' Programme Manager and before that, he worked for Aboriginal Hostels Limited in Canberra.

His career, for the last 16 years, has been in Indigenous policy and service delivery in media, events, and sport. He has worked with, and travelled extensively, to dozens of communities around Australia. He is a previous Indigenous scholarship holder through the Indigenous Sports Program at the Australian Institute of Sport and also a two-time recipient of the Aboriginal and Torres Strait Islander Coach of the Year Award for American Football.

**Dr Joseph Ting (Qld) (to August 2006)**

Born in Malaysia, Dr Ting is a consultant emergency physician involved in the clinical training of junior doctors and medical students. He has a strong commitment to public and multicultural broadcasting as well as the maintenance of literary and ethical standards within the print and web-based media. His other interests include the arts and the environment.

**Mr Paulo Vieira (Qld)**

Born in Zimbabwe of Maltese-Egyptian-Portuguese parentage, Mr Vieira is Director of Studies at the Central Queensland University Language Centre in Rockhampton. A graduate in Political Science, Mr Vieira has held several political advisory positions including Senior Policy Adviser to the NSW Minister for Multicultural and Ethnic Affairs.

## ENGAGEMENT

### **The SBS Community Advisory Committee discussed a range of topics during 2006-07, including:**

- The revised SBS Codes of Practice (which came into effect in October 2006);
- proposed new programs for the SBS Television WorldWatch schedule;
- digital content development for SBS Radio;
- new commissions and upcoming projects by SBSi;
- community consultations: proposed new priorities for SBS Radio;
- strategies for sourcing Indigenous media talent;
- customer relationship management;
- SBS coverage of 50th anniversary of NAIDOC week;
- SBS responses to the impacts of the proposed new citizenship test;
- budget 2007 outcomes for SBS;
- SBS's 2007-2012 Corporate Plan;
- community attitudes to the introduction of in-program breaks.

### **The Community Advisory Committee provided the following advice to the SBS Board.**

- CAC recommended that SBS source new CAC members from under-represented states, regional areas and members of diverse faith communities. The SBS Board took this recommendation into account when it conducted a national recruitment campaign for new CAC members in early 2007. New members from Tasmania and Western Australia as well as two new members from regional areas and six other new members from a range of faith backgrounds were appointed. Their membership will be phased in over the period 2007-08.
- CAC recommended that SBS consider broader community involvement via online engagement. SBS is to pilot online community feedback via a CAC dedicated email for six months in 2008. The feedback received will be able to be considered in the two CAC meetings that will occur during this period.
- CAC recommended that SBS be mindful of community concerns in relation to the introduction of in-program breaks, particularly in movies and news broadcasts. SBS reported to CAC on the new communications strategies around in-program breaks.
- CAC recommended that SBS be conscientious in maintaining links with its grass roots constituency, particularly in relation to consideration and coverage of community events. A calendar of cultural events for SBS staff is in development.

## CORPORATE

- CAC reinforced the need to ensure that editorial independence is maintained. SBS has recently trained all staff in the application of the new SBS Codes of Practice and SBS Editorial Guidelines, which emphasise the importance of editorial independence.
- CAC recommended that SBS consider publishing an accountability statement online detailing where revenue from new in-program breaks is being directed. FAQs information on the SBS website will be updated for this purpose.
- CAC members suggested that SBS seek out Indigenous media talent through relationships with universities, film training schools and vocational sources. An apprenticeship or traineeship model was also recommended. The SBS News and Current Affairs Division will initiate a dedicated Indigenous internship in 2008. SBS Legal has offered traineeships to Indigenous undergraduates since 2001. The traineeship was offered again in 2007.
- CAC requested that SBS investigate the possibility of translating major media releases into community languages. This suggestion was investigated and costed, however it was noted that the resource implications were significant and may run counter to the timeliness required of media releases. Translations may be done for significant public statements by SBS, however a stronger relationship between SBS and other non-English language media was perceived to be the most effective approach for communicating with CALD communities.
- CAC members questioned whether SBS had an explicit strategy for attracting young audiences. The Managing Director noted that an additional \$1 million had been allocated to SBS Online for this purpose.
- CAC members made the suggestion of an SBS Award for staff as an acknowledgement of good work. This is currently being considered by the Board.

## SPONSORSHIPS

### FECCA/SBS Student Journalism Award 2006

SBS continued its involvement with the FECCA/SBS Student Journalism Award. The Award is sponsored by SBS and the Federation of Ethnic Communities' Councils of Australia (FECCA), with SBS contributing a six week traineeship to the winner and FECCA contributing a \$1000 cash prize.

The Award aims to promote an interest in cultural pluralism, humanism, social justice and multicultural values in future journalists and to encourage excellence and fairness in reporting on multiculturalism, in Australia and internationally. The winner of the Award was Victor Pisani for his story Football's multicultural foundations and the long road to acceptance in Australia.

### SBS Radio and Television Youth Orchestra

The SBS Radio and Television Youth Orchestra is a non-profit company which has been supported by SBS since 1988. It is made up of young Australian musicians aged between 12 and 24 from a range of cultural backgrounds.

Broadcasts of the Orchestra's performance are featured regularly on the SBS Television schedule in programs including Masterpiece on Saturday and other music programs.

### Australian Chamber Orchestra

In 2006-07, SBS provided \$100,000 worth of airtime to promote the new subscription season of the Australian Chamber Orchestra. 2006-07 was a successful year for the ACO with significant increased publicity for the director Richard Tognetti who acquired, through donation, a famous \$10 million violin. In exchange for the airtime, SBS received significant exposure across all the concerts in the series in Sydney, Melbourne, Canberra, Adelaide, Perth, Brisbane, Wollongong and Newcastle, as well as tickets to performances throughout the year.

### Sydney Festival

In early 2007, SBS sponsored the Sydney Festival using both radio and television airtime to promote the festival. SBS received exposure through numerous events, including Jazz in the Domain and Symphony in the Domain, both of which attracted an audience of about 100,000.

### Flickerfest

SBS sponsored Flickerfest, the annual short film festival held at Bondi Beach in January. As well as the Sydney event, Flickerfest also toured to more than 14 regional centres in Australia, increasing SBS's exposure to film audiences through brand and promotional trailers for SBS programs such as Wilfred.

### Australian Business Arts Foundation (AbaF)

SBS is an AbaF Awards partner. The AbaF Awards celebrate partnerships between the private sector and the arts.

### Diversity@Work

SBS is a media partner of Diversity@Work. Diversity@Work is an advocate for policy, strategy and education in support of workplace inclusion around human rights and diversity.

## ENGAGEMENT

(Continued)

### Radio Sponsorships

Organisation	Community	Sector	Contribution	Region
Australian of the Year	All	Government	Media Partner	National
Flagfall Film Festival	Alchemy	Film	Media Partner	Victoria
Latin American Film Festival	Portuguese/Spanish	Film	Media Partner	NSW
Harmony Day	All	Government	Media Partner	National
Greek Festival of Sydney	Greek	Film	Media Partner	NSW
National Chinese Eisteddfod	Mandarin/Cantonese	Community	OB	National
Greek Film Festival of Sydney	Greek	Film	Media Partner	NSW, Queensland, Victoria, South Australia
Mexican Film Festival	Spanish	Film	Media Partner	NSW, Vic
Melbourne International Arts Festival	All	Arts	Media Partner	Victoria
Senior of the Year Award	All	Government (Vic)	Media Partner	Victoria
Australian Institute of Interpreters and Translators	All	Industry	Media Partner	Victoria
Greek Film Festival	Greek	Film	Media Partner	National
German Film Festival	German	Film	Media Partner	National
Sydney Latin American Film Festival	Spanish	Arts / Film	Media Partner	NSW
Bairro Portuguese	Portuguese	Community	OB	NSW
RABA Festival	Vietnamese	Community	OB	Victoria
La Mirada Film Festival	Spanish	Arts / Film	Media Partner	Victoria
Sydney Royal Easter Show		Corporate	Media Partner	NSW
National Youth Week	Alchemy / All	Government	Media Partner	National
WOMADelaide	All	Arts / Music	Media Partner and Outside Broadcast	National
Cultural Diversity Week	All	Government (Vic)	Media Partner	Victoria
Paramatta City Council	Chinese	Community	OB	NSW
Norton St Fiesta	Italian	Community	OB	NSW
Art Gallery of NSW	All	Arts / Visual Arts	In-kind advertising	NSW
Italian Film Festival	Italian	Arts / Film	Media Partner	National
Spanish Film Festival	Spanish	Arts / Film	Media Partner	National
Victorian Senior of the Year	All	Government	Media Partner	Victoria
Hannover Fairs-CeBIT	German	Industry	Media Partner	NSW
Townsville Cultural Festival	All	Community	Media Partner and OB	Queensland
Campsie Food Festival	Chinese, Korean, Vietnamese, Italian	Community	Content partnership	NSW
Zijah Sokolovic Tour	Bosnian, Croatian, Slovenian, Macedonian, Serbian	Arts	Media Partner	National

## COMPLAINTS

SBS's formal complaints handling system, managed by SBS's Office of Audience Affairs, has been operating for two years. The system provides for formal complaints, which allege a breach of the SBS Codes of Practice, to be impartially reviewed, independent of the programming division responsible for the content complained about.

During the last year, 160 formal complaints were investigated by the Office of Audience Affairs. Formal complaints were received from all states and territories.

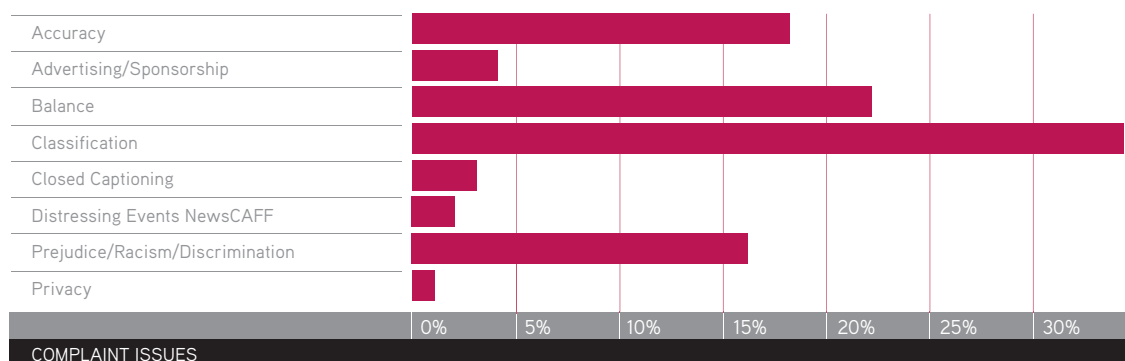
The majority of complainants (59 per cent) were male while 28 per cent were female with the remainder of complaints coming from community groups. Most people lodged their complaint through the formal complaints email address (33 per cent) or by using the online complaints form

(33 per cent) available via the SBS website home page. However, a significant proportion of people still complained by letter (23 per cent).

98 per cent of all complaints were about content on SBS Television and two per cent were about SBS Radio content. Most complaints concerned general programming (55 per cent), while 37 per cent concerned news and current affairs, five per cent were about advertising and sponsorship and three per cent were sport related.

### TYPES OF COMPLAINTS

The following graph shows the SBS Codes of Practice issues which were raised by complainants during 2006-07.



### FINDINGS

The Office of Audience Affairs upheld nine complaints, partially upheld four complaints and dismissed 123 complaints. A total of 23 complaints were referred to the Complaints Committee, which consisted of the Managing Director, the Director of Radio, the Director of News and Current Affairs, the Director of Television and Online Content and the Audience Affairs Manager.

The Complaints Committee upheld two complaints, partially upheld 11 complaints and dismissed 10 complaints. Overall, seven per cent of complaints were upheld, nine per cent were partially upheld and 84 per cent of complaints were dismissed.

### ACMA

During 2006-07 ACMA advised SBS of its decision in relation to six complaints referred to it by complainants who considered SBS's response to be inadequate and who sought external review of SBS's findings.

ACMA determined that in five cases no breaches of the SBS Codes of Practice had occurred and these cases were dismissed. In one case ACMA determined that Code 4 (Classification) of the SBS Codes of Practice had been breached. However, ACMA determined that the action taken by SBS in relation to the complaint had been sufficient.

## COVERAGE

### TRANSMISSION SERVICES

#### SBS Television

SBS Television transmits its programs throughout Australia using analogue and digital services (see Appendix 4).

##### Analogue

- 251 terrestrial transmitters provided by: Broadcast Australia (238), Imparja (11) and Watsons Technical Services (2).
- 355 self-help transmitters.
- Four Optus Aurora satellite services including approximately 60,000 remote direct-to-home receivers.

##### Digital

- 201 digital terrestrial services, provided by Broadcast Australia, which cover all capital cities and major regional centres.
- Four digital multiplexes via the Optus D1 satellite, reaching all of Australia.

SBS Television is also retransmitted on the cable subscription services of OptusVision and Foxtel, and the satellite subscription services of Austar and Foxtel.

#### SBS Radio

SBS Radio transmits its programs to all capital cities and some major regional centres using analogue transmission services (see Appendix 5).

- 15 terrestrial radio transmitters provided by Broadcast Australia.
- 24 self-help transmitters.

SBS Radio broadcasts on two frequencies (AM and FM) in Sydney, Melbourne, Wollongong and Canberra and on one frequency to other areas via the national radio network. SBS radio is also available on SBS's digital television service and can also be accessed through the Foxtel digital satellite subscription service.

### FAULT MANAGEMENT

SBS and Broadcast Australia (SBS's major transmission provider) have developed a real time fault management system to enable both organisations to monitor any faults in the signal going to air. The system ensures that transmission problems are quickly resolved. Any necessary breaks to transmission are planned at a time of least impact for the viewers.

Through transmission anomaly reporting, detailed information is now communicated monthly to key areas of the business, helping to achieve superior product for television and radio broadcasts. The reports allow SBS to review operational procedures, track trends and ultimately ensure faster response times when dealing with disaster recovery scenarios.

### FEEDBACK

SBS logs all viewer calls regarding transmission however, the vast majority of complaints relate to viewer equipment including antenna, cabling and set top boxes.

### RECEPTION ADVICE

SBS launched a new webpage designed to provide television transmission and reception information to viewers of SBS analogue and digital television services. The transmission page also provides information on the status and scheduled timeframes for the SBS digital rollout.

The web page allows users to obtain information about the services operating in their location, with details of service status, channel and frequency. Self-help services are identified, and details of the licence holder and their contact numbers provided.



## REACH

The signal for SBS's television services reaches the vast majority of Australia.

	SBS TV: Analogue*	SBS TV: Digital*
June 2006	96.9%	94.6%
June 2007	96.9%	95.0%

\* Estimate

## AVAILABILITY

	SBS TV: Analogue	SBS TV: Digital	SBS Radio
June 2006	99.77%	99.66%	99.88%
June 2007	99.75%	99.76%	99.82%

The availability of the digital television network has improved considerably in the past 12 months. The signal for SBS's television services reaches the vast majority of Australians. However the total availability in all cases exceeds 99.75 per cent.

## EXTENDING OUR REACH

Services	SBS TV: Digital	SBS TV: Analogue	SBS Radio	Total
June 2006	161	250	14	425
June 2007	201	251	15	467

### Digital services

A total of 40 new digital television services were established in 2006-07 bringing the total number of SBS digital television services operating nationwide to 201.

### Analogue services

As of June, there were a total of 251 analogue television services and 15 radio services operating nationwide. The roll out of analogue television services has now been completed.

### Launch of second Canberra frequency

The new radio service was launched in Canberra allowing audiences access to the same programming as Sydney, Melbourne and Wollongong. The new frequency (1440 kHz), transmitting from Gungahlin ACT was launched by the Minister for Communications, Information Technology and the Arts, Senator the Hon Helen Coonan in Canberra on Monday, 16 October 2006 at Parliament House. The Dutch and Cantonese language programs broadcast the launch live from Parliament House whilst the Mandarin language program crossed to Canberra during the program.

### Census Data

SBS Radio and Transmission Services Branch are currently undertaking a review of the 2006 Census data to determine the areas most in need of SBS Radio.

### Self-help Services

Self-help offers a way for communities that do not receive clear television and radio broadcasts to provide their own equipment to rebroadcast SBS and other television and radio programs in order to obtain improved reception. Services are owned and operated by local communities, mostly in remote regions of Australia.

Fourteen new television self-help services were rolled out this year bringing the estimated number of self-help television transmitters up to 355.

There are 24 radio self-help transmitters in communities across Australia, 19 of which were new this year. The growth of radio self-help has opened the world of SBS radio to various language groups in regional communities across Australia.

To date, the Self-help Subsidy Scheme approved 114 Radio and 71 television services, so our regional coverage will continue to grow.

SBS continues to promote the Self-help Subsidy Scheme to state and local governments. A number of equipment suppliers have also taken on the task of promoting the scheme with considerable success.

SBS Television continues to promote the SBS Self-help Subsidy Scheme to potential SBS Radio users through promotions aired on SBS Television.