



# Elevate Reconciliation Action Plan

Year One Progress Report  
June 2022 – June 2023



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# A message from the RAP Steering Committee Co-Chairs

*SBS acknowledges Custodians of Country as the caretakers and knowledge holders of this vast continent since time immemorial. We acknowledge the storytelling and artistic expression of Aboriginal and Torres Strait Islander peoples, and that First Nations Cultures are the foundation on which all Australian stories are told. SBS would also like to express a depth of gratitude for the enrichment we find in the Lands, Skies and Waterways where we work and live. We are honoured to tell stories steeped in language, heritage, and creativity and to connect peoples across this nation of Nations. We pay tribute to the Songlines of Aboriginal peoples that share culture and communicate messages that transcend time and place, and honour the deep history of Australia's First Peoples.*



SBS recognises and thanks our staff, audiences, and stakeholders for their contributions to and support for the strong progress of the first year of RAP5. As an organisation, we are honoured to have an Elevate RAP and acknowledge the responsibility this bestows on SBS to be a leader in the nation's reconciliation journey. We are striving not for perfection but for an honest and effective RAP that brings positive, tangible impact.

SBS is one of the most trusted news sources in Australia. Transparency, impartiality, and rigour are key to maintaining trust in SBS. Accordingly, we aim for maximum transparency in how we report on progress against the more than 170 deliverables across the life of RAP5.

Overall, RAP5 is **on track** and was reported as such to the SBS Board in May 2023:

- This report refers to Year One of the RAP and FY23 interchangeably to refer to the same reporting period.
- For the full RAP document that sets out every deliverable, click [here](#).
- **Delayed** means initiatives that have not met the delivery deadline of 30 June 2023 but are still being pursued with a revised/later deadline.
- **On track** means initiatives that have a longer lifespan (for example, that are due by the end of the RAP period) and are on track.

- **Achieved** means where there was a specific numerical or material target for FY23, this target was met.
- **Exceeded FY23 targets** means targets for the reporting period were exceeded.

Keya McGeown and David Hua

Keya McGeown is an SBS Lawyer and RAP Steering Committee Co-Chair. She is very proud of her Wakka Wakka and Irish heritage, raised by her families on the lands of the Gadigal, Wangal and Kabi Kabi peoples. Keya now lives and works on Ngunnawal and Ngambri Country.

David Hua is SBS's Director of Audio & Language Content and RAP Steering Committee Co-Chair. As a young refugee, David and his family migrated to Australia from Vietnam and first lived on Wiradjuri land before moving to Darug and Gadigal lands.



Keya McGeown



David Hua

# RAP Performance – Snapshot

- **24m+ hours of Indigenous content** consumed on SBS platforms.
- **First Nations stories** and perspectives on the 6:30pm SBS World News Bulletin **increased by 83% FY22 to FY23.**
- FY23 NITV revenue growth **+12% year on year.**
- **96% of NITV-produced content** has been scheduled across SBS channels.
- The **Uluru Statement From The Heart** is available in 80 languages including Auslan and 21 First Nations languages.
- **37.9 hours** of new Audio Described Indigenous programming.
- **16 News and Current Affairs (NACA) journalists** volunteered to be RAP Editorial Champions for their division.
- **Antiracism training developed by IndigenousX** and SBS run for SBS news and content staff.
- SBS procured from more than **130 First Nations suppliers.**
- Implementation of the ground-breaking **Sorry Business leave policy.**
- Exceeded target for procurement spend from **First Nations suppliers.**



Zaachariaha Fielding at Uluru.  
Credit NITV Wayne Quilliam.

# Transformation Project

**We connect our newest Australians with the Custodians of the oldest living culture on Earth.**

This Commitment includes deliverables that grow how SBS covers First Nations stories in 60+ languages and on all available distribution platforms, and how SBS supports the reconciliation journey for key multilingual stakeholders. This pillar of work also contributes to First Languages preservation and dissemination.

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>A. Embed Indigenous perspectives into daily news broadcasts.</p>	<ul style="list-style-type: none"> <li>• News and Current Affairs (NACA) radio introduced daily Indigenous news updates in the core bulletin.</li> <li>• NITV radio introduced a news bulletin three times per week.</li> <li>• NITV Radio commissioned news theme music for NAIDOC Week 2022 featuring sounds from the Australian cultural landscape such as the yidaki and clapstick. This music is now used across all 60+ SBS Audio programs during milestone First Nations events.</li> <li>• 1151* NACA radio stories across reporting period.</li> <li>• SBS World News primetime commercial news bulletin had an average of 40 First Nations stories, packages &amp; live voiceovers per month (exceeding 30 per month target).</li> <li>• Daily referendum content aggregated and published to dedicated site, available in more than 60 languages from around the world, as well as English.</li> <li>• The NACA planning desk is providing daily radio packages about the Voice to Parliament referendum to Audio and Language Content (ALC) teams.</li> <li>• Arabic and Mandarin TV news bulletins are working with Indigenous News and Current Affairs (INACA) to increase features and are using the First Nations calendar in editorial planning to cover events in language.</li> <li>• ALC language highlights include the podcast <i>Indiginoy</i> (from SBS Filipino) and Tiwi/Dutch feature pieces on First Nations/Dutch connections.</li> </ul>	<p>On track/exceeding FY23 targets</p>

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>A. Embed Indigenous perspectives into daily news broadcasts. (continued)</p>	<p>With regards to defining metrics and targets for this action:</p> <ul style="list-style-type: none"> <li>• SBS launched new diversity tags for its digital Content Management System (CMS).</li> <li>• These tags are specifically designed to take accurate data samples of content topics.</li> <li>• The tagging project launched 1 July 2023.</li> <li>• Once an accurate sample can be established, data will be pulled, and baselines set.</li> <li>• Then, SBS will work with Reconciliation Australia to set and publish targets for growth.</li> </ul>	<p>Delayed</p>
<p>B. Invest in the use of First Languages on SBS platforms and services and contribute to language use, growth, and preservation.</p>	<ul style="list-style-type: none"> <li>• Targets are due FY25 and deliverable complete by FY26.</li> <li>• Tabled initial phase of research findings on Wiradjuri and Torres Strait Islander languages.</li> </ul>	<p>On track</p>
	<ul style="list-style-type: none"> <li>• Published: Two-episode feature starring Aboriginal young people from Mparntwe.</li> <li>• Warlpiri podcast in development for publication.</li> </ul>	<p>On track</p>
	<p>With regards to defining metrics and targets for this action, please refer to RAP Action A.</p>	<p>Delayed</p>
	<ul style="list-style-type: none"> <li>• SBS Learn supported the formal launch of all seven volumes of the Wiradjuri Language Workbooks written by Aunty Diane Riley-McNaboe and Aunty Dr Lynette Riley. Volumes 1 and 2 are available on SBS Learn.</li> </ul>	<p>Achieved</p>
<p>C. Highlight Aboriginal and Torres Strait Islander perspectives, cultures, stories, knowledges, and histories across every language program.</p>	<ul style="list-style-type: none"> <li>• Teams have introduced a First Nations calendar which is used in daily editorial planning across NACA and ALC.</li> <li>• Teams have introduced a shared database of First Nations experts to be used across NACA and ALC.</li> <li>• NACA is sharing content in English with ALC teams to be re-expressed in language. This includes content on 'must-run' topics, including National NAIDOC Week, National Reconciliation Week and the 10th anniversary of the Uluru Statement From The Heart.</li> <li>• NACA Radio from June 2022 – April 2023 = 137 feature stories.</li> </ul>	<p>On track</p>

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
C. Highlight Aboriginal and Torres Strait Islander perspectives, cultures, stories, knowledges, and histories across every language program. (continued)	With regards to defining metrics and targets for this action, please refer to page 5.	Delayed
	<ul style="list-style-type: none"> <li>In-language coverage includes Garma Festival coverage with SBS Mandarin and SBS Arabic producers attending on the ground. In addition, ALC producers covered First Nations stories in languages including French, Spanish and the Arabic and Mandarin news bulletins. including for SBS French, SBS Spanish, NITV Radio, and the LOTE news bulletins. Producers from SBS Mandarin and SBS Hindi will attend Garma 2023.</li> <li>Bertrand Tungandame attended the NITV 10 Years celebration and covered for SBS French and NITV Radio. His coverage was then used (in English) on language programs including Polish and Samoan.</li> <li>For January 26, Italian and Turkish producers attended the attended the NITV Sunset Ceremony and covered in-language.</li> </ul>	On track
D. Connect multilingual teaching and learning with First Nations perspectives.	<ul style="list-style-type: none"> <li>In June 2023, SBS Learn delivered a National NAIDOC Week education resource <i>Living Black – For Our Elders</i> in English as well as two other languages, Arabic and Simplified Chinese.</li> </ul>	Exceeded FY23 targets
	<ul style="list-style-type: none"> <li>Due FY25.</li> </ul>	On track
E. Partner with Reconciliation Australia and support the reach of reconciliation messaging into multilingual communities.	<ul style="list-style-type: none"> <li>SBS and Reconciliation Australia are in discussion about the nature of this partnership.</li> <li>SBS will continue to pursue establishing a partnership that delivers meaningful impact against the Action and will work closely with Reconciliation Australia to achieve this.</li> </ul>	Delayed

\*Source: 30-day data sample manually extracted from Content Management System (CMS) and extrapolated across reporting period.

# Case Study: SBS Mandarin Producer Lucy Chen

Lucy Chen has been a radio producer and presenter for nearly 30 years, in China and in Australia. She is currently a Mandarin Producer in SBS's Audio & Language Content (ALC) division. Her first language is Mandarin, she speaks Cantonese, and is fluent in English.

When she started at SBS, Lucy quickly realised Aboriginal and Torres Strait Islander histories, perspectives and cultures were significant topics covered by the SBS network, and an area she needed to understand more deeply. Lucy says, "I would regularly come across Aboriginal cultural articles to be translated from English into Mandarin. When I was translating them, it was not so smooth – would have to dig into more background information to find out how could I get the real essence of what this is about? I realised I needed to know more".

Lucy nominates covering the 2022 Garma Festival as a career highlight. While the Garma Festival has long been covered in Aboriginal languages, 2022 was the first Festival covered in overseas languages. SBS teams on the ground reported in Mandarin, Cantonese, Arabic and French. Lucy describes attending Garma on Yolngu Country as a turning point in her learning journey about Aboriginal and Torres Strait Islander peoples, describing the event as a "precious opportunity".

At Garma, SBS produced a unique series of 14 articles and podcasts in Mandarin called *Spotlight on the Journey to Reconciliation – reports from Garma Festival*. Lucy interviewed people including Senator Patrick Dodson, co-founder and Managing Director of Black Card, Mundunara Bayles, Festival participants including Mandarin-speaking high school students, and Traditional Owners. She created compelling content with first-hand interviews focused on common threads of the human experience such as family, grief, loss, hope, and creative expression. "We travelled on Country for cultural immersion, where Traditional Owners shared Ceremony and Welcomed us to Country. Being present in person is so different to watching Ceremony on television".

To maximise reach and engagement, this Garma series was published on SBS Mandarin television, SBS Mandarin radio, SBS Cantonese radio, and SBS Chinese Facebook, Twitter, Spotify, WeChat, and Weibo. Lucy hopes her coverage will help the Australian Chinese community advance their knowledge and understanding about reconciliation, Australian history, and the upcoming referendum on a Voice to Parliament. Lucy recognises the role SBS's trusted, impartial and varied coverage in community languages plays in educating Australians. "The Garma content series will help our Chinese community understand and respect diversity and cultural differences and to inspire involvement in national conversation," she states.

Lucy is motivated to continue her own learning journey, including through ALC's commitments in SBS's Elevate RAP5. She especially enjoys producing content that emphasises for audiences, "...we are the same people, we have the same emotions, we miss our family if they are not here anymore. We find common ground through history. We are all human beings".



SBS Mandarin producer Lucy Chen at Garma Festival 2022.

Photo: supplied.



# Commitment One

**We will acknowledge truths, share knowledges, celebrate cultures, and elevate Indigenous authorship and languages.**

This Commitment focuses on embedding First Nations perspectives, peoples and stories into news and editorial coverage, every day and in every available language. It builds on SBS's commitment to cultural preservation, for example through use of Place and Nation names and First Languages. Marking key milestones in the Australian calendar is strengthened with a whole-of-business approach.

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>1. Amplify our content and channels to continuously inspire constructive, national conversations.</p>	<p>SBS held five network-wide activations (above the target of three):</p> <ul style="list-style-type: none"> <li>January 26, National Reconciliation Week, National NAIDOC Week, and the 10th birthday celebration of NITV being a free-to-air channel and part of SBS, and the Road to Referendum project.</li> <li>Editorial highlights for activations include a new season of flagship NITV current affairs program <i>The Point</i> launching during National Reconciliation Week.</li> <li>SBS On Demand curated collections for all events and hosts a content hub for the Road to Referendum.</li> </ul> <p>Publicity value:</p> <ul style="list-style-type: none"> <li>Marketing provided campaign resourcing for January 26, National NAIDOC Week, National Reconciliation Week, 10th birthday of NITV, and the Road to Referendum project; also, campaigns for Mabo Day, 1967 Referendum Anniversary, Garma Festival, Koori Knockout and the Winds of Zenadth Kes festival.</li> <li>January 26 publicity campaign performed above targets for publicity value.</li> <li>Paid marketing campaign for SBS Learn educational resources for NAIDOC Week.</li> </ul>	<p>Exceeded FY23 targets</p>

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>1. Amplify our content and channels to continuously inspire constructive, national conversations. (continued)</p>	<p>Post-activation research:</p> <ul style="list-style-type: none"> <li>• Audience Data &amp; Insights performed post-project fieldwork for January 26 and National NAIDOC Week.</li> <li>• For National Reconciliation Week, surveys have been carried out measuring audience awareness of reconciliation as per RAP Action 16.8.</li> </ul> <p>A sample of multilingual coverage of activations includes:</p> <ul style="list-style-type: none"> <li>• SBS Filipino produced the <i>Indiginoy</i> podcast.</li> <li>• Multiple features on National Reconciliation Week across language programs.</li> <li>• January 26 and NAIDOC Week coverage in 60+ languages.</li> <li>• Referendum coverage in 60+ languages, aggregated and updated each day to the Road to Referendum portal.</li> </ul>	Exceeded FY23 targets
	<p>Staff learning and engagement opportunities:</p> <ul style="list-style-type: none"> <li>• Dedicated project groups and leads for all activations.</li> <li>• Tailored legal advice provided on January 26 and Road to Referendum coverage.</li> <li>• Staff internal events for National NAIDOC Week and National Reconciliation Week.</li> <li>• First Nations staff from other divisions seconded to assist with production for the NITV 10th birthday celebrations at Uluru.</li> <li>• First Nations lawyer from SBS Legal ran a cross-divisional workshop on Acknowledging Country.</li> <li>• SBS Legal attended a divisional offsite with a Ngemba artist discussing First Nations artistic traditions, practices and Cultural knowledges and protections thereof.</li> </ul>	Exceeded FY23 targets
	<p>National NAIDOC Week:</p> <ul style="list-style-type: none"> <li>• NITV simulcast the National NAIDOC Awards with the Australian Broadcasting Corporation (ABC), ensuring the event was shared with as many communities as possible.</li> <li>• Flagship content included <i>Going Places with Ernie Dingo</i> (season 5); and Warwick Thornton's new scripted series <i>Firebite</i>, as well as a NAIDOC content line-up on all channels.</li> </ul>	Achieved

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>1. Amplify our content and channels to continuously inspire constructive, national conversations. (continued)</p>	<ul style="list-style-type: none"> <li>• ALC published Acknowledgments of Country in 40 languages as part of NAIDOC Week.</li> <li>• SBS has now published the <i>Uluru Statement From The Heart</i> in 80 languages.</li> <li>• Australia Explained site for new and migrant Australians hosted articles about the referendum and Acknowledging Country.</li> <li>• SBS On Demand curated a NAIDOC Week collection.</li> <li>• All-staff National NAIDOC Week event was held in Sydney on July 4 2022, hosted by Tanisha Stanton and with a special performance from violinist Eric Avery.</li> <li>• Welcome to Country delivered by Metropolitan Local Aboriginal Land Council at this event.</li> </ul>	<p>Achieved</p>
	<p><b>January 26 <i>Always Was, Always Will Be</i>:</b></p> <ul style="list-style-type: none"> <li>• Developed specific training for all content teams involved in the project including tailored legal advice and training.</li> <li>• FNSAG delivered recommendations and suggestions for editorial planning, location, and First Nations staff well-being supports tailored to January 26. New editorial guidelines published for 2023 based on audience research and feedback. Research resulted in moving the main broadcast event to a Sunset Ceremony on January 25, broadcast in primetime from Gadigal Country. Research also informed guests and format.</li> <li>• NITV worked with SBS's Community Advisory Committee in a workshop engaging members on editorial feedback as well as input on January 26 for multicultural communities.</li> <li>• New editorial strategy and Sunset Ceremony format saw a 73% increase in audience compared to 2022. This live event was the first primetime television show to discuss the referendum in this format.</li> </ul>	<p>Achieved</p>
	<p><b>National Reconciliation Week (NRW):</b></p> <ul style="list-style-type: none"> <li>• The Reconciliation Film Club (run by SBS and Reconciliation Australia) added 10 x 7 min episodes of <i>Kutch's Koorioke</i>; 1 x 90min feature documentary <i>Off Country</i>; 1 x 90min feature documentary <i>Araatika! Rise Up</i>; 6 x 30min episodes <i>Our Law</i>. The total new content added in 2023 = 18 individual clips/episodes across 4 different programs.</li> </ul>	<p>Achieved</p>

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>1. Amplify our content and channels to continuously inspire constructive, national conversations. (continued)</p>	<ul style="list-style-type: none"> <li>Held in Naarm on May 29 and livestreamed to all staff across Australia. SBS's NRW event featured Wiradjuri opera singer Shauntai Sheree singing <i>Acknowledgement of Country</i> by Deborah Cheetham in a celebration of culture, language, and voice. Head of INACA and NITV presenter Natalie Ahmat spoke about her role as Chair of the Indigenous Literacy Foundation.</li> </ul>	Achieved
	<p>News and Current Affairs programming and response programs:</p> <ul style="list-style-type: none"> <li>2022 and 2023: Karla Grant is hosting episodes of flagship current affairs program <i>Dateline</i>.</li> <li>2022: SBS <i>Insight</i> takeover with NITV producing and Karla Grant presenting an episode on Indigenous Identity, which aired in October 2022 and discussed this crucial topic.</li> <li>2023: A NACA/NITV collaboration is in development about the forthcoming referendum and will be a program hosted by Karla Grant.</li> </ul>	Achieved
<p>2. Contribute to Aboriginal and Torres Strait Islander languages and language growth within Australia; and alleviate language and literacy barriers by expanding our offering of First Nations stories in Aboriginal and Torres Strait Islander languages.</p>	<ul style="list-style-type: none"> <li>For National NAIDOC Week, ALC produced 1 x Western Arrente podcast and 1 x Pitjantjinjara &amp; Yunkitjitjara languages podcast.</li> </ul>	Exceeded FY23 targets
	<ul style="list-style-type: none"> <li>A total of 10 hours of content was subtitled in First Languages; five hours of Northern Kriol and five hours of Torres Strait Creole.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>Audio Description (AD) featured First Nations voice talent in every appropriate instance. Also, the AD delivery team engaged First Nations peoples to quality check scripts prior to recording.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>The AD team launched 379 hours of new Audio Described programs.</li> </ul>	Exceeded FY23 targets
	<ul style="list-style-type: none"> <li>Closed captions available on 45.25 hours of new programs and 1495.85 hours of repeated programs = 1541.1 hours.</li> </ul>	On track



RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>3. Acknowledge the unceded sovereignty of Land, and promote, preserve, and protect First Languages. Use our platforms to educate and share First Nations Place and Nations names, histories, cultural protocols, and languages.</p>	<ul style="list-style-type: none"> <li>• Arabic and Mandarin news bulletins have a voiced Acknowledgement before each broadcast. SBS World News Acknowledges Country every night after the bulletin.</li> <li>• <i>Insight</i> and NACA Radio are still assessing the best Acknowledgement placement and evolving this in line with best practice (which is for Acknowledgements to be voiced and occur at the start of broadcast).</li> <li>• On-air Acknowledgements take place on all in-language audio programs and NITV radio.</li> <li>• NITV radio increasing frequency of Acknowledgements and use of Traditional Place and Nation names.</li> <li>• SBS has embedded updated Place, Nation and Languages tags across the whole digital infrastructure within the Content Management System (CMS) to track diversity of reporting, and to enable setting of targets for growth against an accurate baseline.</li> </ul>	<p>On track</p>
	<ul style="list-style-type: none"> <li>• Every SBS and NITV commissioned program includes an Acknowledgement of Country.</li> </ul>	<p>Achieved</p>
	<ul style="list-style-type: none"> <li>• Every in-language audio program begins with an Acknowledgement of Country.</li> </ul>	<p>Achieved</p>
<p>4. Enhance and embed culturally competent practices within SBS and shape the future of the Australian media in the context of the working environment.</p>	<ul style="list-style-type: none"> <li>• This program was established in 2022, and Rhoda Roberts AO appointed SBS's inaugural Elder in Residence.</li> <li>• As Elder in Residence, Aunty Rhoda attended all-staff leadership days, and executive committee offsite event.</li> <li>• The role of the Elder in Residence forms part of the RAP governance framework in a guidance capacity, provides guidance to the SBS executive committee, First Nations staff and leadership, and the FNSAG.</li> </ul>	<p>Achieved</p>
<p>5. Increase Aboriginal and Torres Strait Islander representation across SBS content more broadly, not just on Indigenous issues.</p>	<ul style="list-style-type: none"> <li>• For the review of the number of First Nations experts interviewed for content, extensive security and privacy process undertaken to ensure safe use of experts' data to compile a database.</li> <li>• This database was finalised in June 2023 and released for SBS editorial/news staff use on 1 July 2023.</li> <li>• Targets will be set by teams once the first reliable set of data can be pulled.</li> <li>• While the deadline of 30 June 2023 was not met, the process of privacy review was essential.</li> </ul>	<p>Delayed</p>

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
5. Increase Aboriginal and Torres Strait Islander representation across SBS content more broadly, not just on Indigenous issues. (continued)	<ul style="list-style-type: none"> <li>The role of Indigenous Standards Editor has been challenging to hire in an especially competitive First Nations media talent market currently impacting the sector.</li> <li>This recruitment is being resolved at executive level with a hire expected in FY24.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>News teams in the NACA division are working towards having a First Nations journalist cover two non-Indigenous stories per month.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>SBS Sport was unable to secure First Nations talent for SBS cycling coverage.</li> <li>During National NAIDOC Week live coverage of the Tour de France, Sport included an on-screen design package featuring the NAIDOC graphics and theme "Get Up! Stand Up! Show Up!"</li> <li>The commentary team promoted NAIDOC Week and the related SBS and NITV programming on-air across the network regularly throughout the broadcast.</li> <li>Sport produced content across digital and social channels featuring Aboriginal and Torres Strait Islander talent, including interviews with Indigenous cyclists Bronte and Myles Stewart in September 2022, and a podcast with up-and-coming cyclist Emily Watts in March 2023.</li> <li>Sport published content produced by NITV across the SBS Sport social media channels supporting the Koori Knockout and re-published an SBS World News package on the John Moriarty Indigenous Football Foundation.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>SBS Sport recruited Kyah Simon as key talent as part of our FIFA World Cup 2022 live broadcast. Kyah featured during the Group Stage matches featuring Australia and was on the hosting panel for the FIFA World Cup 2022 grand final match. SBS did not secure the broadcast rights to the FIFA Women's World Cup 2023.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>SBS Marketing filmed one campaign in FY23, with one First Nations person featured.</li> </ul>	Achieved

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>6. Actively reject racism and discrimination of all forms.</p>	<ul style="list-style-type: none"> <li>Using the Diversity Council of Australia anti-racism framework, a draft anti-racism policy framework has been developed for SBS.</li> <li>This draft framework is now subject to broad engagement with different SBS employee groups, staff, and executive, including with the First Nations Staff Advisory Group and SBS Inclusion Council.</li> <li>Additionally, SBS gave free airtime to AHRC antiracism campaign featuring First Nations and multicultural Australians, <i>Racism: It Stops with Me</i>.</li> <li>SBS Executive underwent cultural competence training with Black Card and Indigenous X.</li> <li>Television and Online Content (TVOC), News staff and the Director of News and Current Affairs undertook anti-racism training delivered by Indigenous X.</li> <li>SBS executive addressed all staff regarding racism, particularly as impacts journalists and on-screen talent, and the importance of the well-being of First Nations staff. SBS leaders are assessing social media moderation practices, and cultural load on First Nations staff.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS Legal has given extensive and tailored advice on a range of issues including deaths in custody, criminal proceedings, racism, violence, and activism.</li> <li>Legal has prepared a training program dedicated to covering court proceedings involving First Nations peoples.</li> <li>Lawyers take part in regular project steering committees including the Road to Referendum project and January 26.</li> <li>Legal has run training sessions (formal and informal) and ongoing advice to all news and content teams on managing risk of reporting and coverage. Legal has created an improved database to track advice on First Nations matters.</li> </ul>	On track

\*Correction: In the original RAP5 document published in 2022, Action 2 deliverable 2.2 incorrectly referred to "dub" and "dubbed". This should have been "subtitle" and "subtitled" which has been corrected in this report.

# Case Study: SBS Amharic Executive Producer Kassahun Negewo

Originally from Ethiopia, Kassahun Negewo has had an enriching career in journalism. He started as a reporter, moved to being a news editor and eventually was Editor-In-Chief for an Ethiopian newspaper. In 1997, harsh restrictions on independent journalism forced Kassahun to seek political asylum in Kenya.



Kassahun Negewo.  
© SBS. Photo by Ashley Mar.

The following year, Kassahun arrived in Brisbane as a refugee. Of his early days in Australia, he says, "with a deep passion for journalism, I established the first Amharic Language Community Radio in Australian history at Radio 4EB in Brisbane. As a convenor and broadcaster, I facilitated connections within the Amharic-speaking community, promoted dialogue, and encouraged cultural exchange".

After leaving Brisbane, Kassahun moved to Sydney before settling in Melbourne in 2003. He began his journey with SBS as a university student intern for the Amharic program, was hired as a casual producer, then later became executive producer, a role he still holds in the SBS Audio & Language Content division. Kassahun is dedicated to serving the community by showcasing inspiring multicultural stories, delivering news and current affairs, and amplifying diverse voices. He holds a Bachelor of Arts in International Studies and a Master's in International Relations.

Kassahun has received many awards for his work, including recognition from the Ethiopian Crown Council, Commander of the Left Wing (CLW) and Commander of the Order of the Star of Honour of Ethiopia (CSE) Medals. He has been recognised for excellence in community leadership and human rights advocacy and named one of the 100 most influential African Australians.

Committed to amplifying First Nations perspectives for the Amharic-speaking community in Australia, Kassahun nominates the reconciliation movement and SBS's RAPs as pivotal to how he plans and delivers editorial and news. "I firmly believe in the importance and power of reconciliation in Australia to heal historical wounds, address past injustices with empathy, and create a more inclusive and equitable society," he says.

In the lead up to the 2023 referendum, Kassahun has been producing vox pops with people holding a diverse range of voting intentions. He has conducted interviews and convened panels to present as broad a range of views as possible to the Amharic-speaking audience, increasing visibility and awareness of First Nations perspectives for this audience. Through his work, especially in this referendum year, Kassahun says he is aiming "to contribute to the broader goal of creating a more inclusive and reconciled Australia".

"RAP5 has significantly influenced the way I plan and create content. SBS's clear vision, key commitments for reconciliation, and implementation of cultural protocols...have shaped the framing of my content, ensuring a genuine sense of purpose in multicultural media".



# Commitment Two

We recognise the critically important role of NITV as it supports and strengthens the oldest living culture in the world through the most distinctive content offering in Australia.

This Commitment builds on how the whole organisation supports NITV's centrality to SBS's purpose. This includes increasing investment in NITV, promoting content and initiatives, and ensuring the sustainability of the network.

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>7. Maintain and strengthen the cultural integrity of NITV, its distinctiveness and globally unique role.</p>	<ul style="list-style-type: none"> <li>• 96% of NITV produced or commissioned content aired on SBS channels.</li> <li>• The next phase will be to sustain this metric and improve how content is scheduled in primetime to maximise NITV's access to key primetime slots (an FY24 deliverable).</li> <li>• 63% of NITV content on SBS appeared in primetime, close to the target of 65% which is not due until FY24.</li> <li>• In accordance with the RAP and the Indigenous Content Strategy, commissioned programs <i>True Colours</i>, a new season of <i>Going Places with Ernie Dingo</i>, <i>The Australian Wars</i>, <i>First Inventors</i> and NITV acquisition <i>Firebite</i> received elevated Marketing support. Also supported were Garma Festival and the SBS Road to Referendum project.</li> <li>• The new presentation strategy for Indigenous Content on SBS On Demand is being developed and is on track to meet its FY24 delivery deadline. The Referendum Hub on SBS On Demand went live in FY23.</li> <li>• Audience Data &amp; Insights continues measure and report on success metrics on key commissioned content for NITV, and key events such as National NAIDOC Week.</li> </ul>	<p>On track</p>

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>8. Drive increased revenue for NITV and growth in First Nations media organisations.</p>	<ul style="list-style-type: none"> <li>• Since the initial launch of the Beyond 3% initiative in 2021, NITV revenue has increased by 408%. This initiative has also contributed revenue to First Nations media organisations.</li> <li>• Advertising revenue for NITV has grown 12% YOY, exceeding the 3% target.</li> <li>• The Beyond 3% initiative targets continue to scale up over the life of the RAP.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>• The SBS Media Inclusion training First Nations module has been licensed to 360+ organisations, with more than 260 renewing their license. As of April 2023, there were more than 500,000 trainees licensed to the course.</li> <li>• SBS Media Sales brought six clients to the Garma Festival 2022 for a program of cultural immersion.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>• SBS introduced the Black Card training organisation to the media consortium.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>• SBS Media Sales sponsors the Environmental and Social Governance (ESG) award at the Media Federation of Australia (MFA) awards. This acknowledgement is given to an initiative that demonstrates best practice in diversity, equity and inclusion within the advertising sector.</li> </ul>	Achieved

SBS World News presenter and  
SBS Elder in Residence Rhoda Roberts AO.  
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# Commitment Three

## We value our people and prioritise their success, development, and wellbeing.

Commitment Three centres on First Nations staff at SBS. It seeks to ensure staff have a culturally enriching workplace in all teams and areas of the business, supported by sector-leading policies and practices.

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
9. Provide a culturally enriching workplace environment for First Nations staff.	<ul style="list-style-type: none"> <li>The development of a First Nations staff network is on track to meet its future delivery deadlines, with People &amp; Culture division working closely with the Director of Indigenous Content and the First Nations Staff Advisory Group (FNSAG).</li> <li>Deliverables including running an annual staff conference; conducting remuneration research; sharing the findings of this research; and, developing recommendations for both SBS and other organisations within the RAP network all have future delivery deadlines, and are currently in development phases.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>A new Sorry Business leave policy was developed in close consultation with First Nations staff including the First Nations Staff Advisory Group (FNSAG).</li> <li>This policy recognises the specific and distinct cultural obligations for Aboriginal and Torres Strait Islander peoples to engage in Sorry Business activities and aims to lessen workplace barriers to fulfilling these obligations.</li> <li>It covers varied potential instances of Sorry Business for Aboriginal and Torres Strait Islander peoples and that these instances go beyond bereavement leave.</li> <li>This policy enables greater access to paid leave in recognition of specific cultural and community needs.</li> <li>Under this new policy, Aboriginal and Torres Strait Islander staff now have access to up to three days of paid personal leave for each occasion of Sorry Business.</li> <li>This policy is active and funded.</li> </ul>	Achieved

Action	Deliverable	Status
9. Provide a culturally enriching workplace environment for First Nations staff. (continued)	<ul style="list-style-type: none"> <li>A cultural immersion experience will be delivered in collaboration between the FNSAG and the Director of Indigenous Content in FY24 (circa December 2023).</li> <li>This initiative was deliberately delayed ensuring no additional capacity was drawn from First Nations staff who are working on the Road to Referendum project.</li> <li>All First Nations staff across SBS (in all locations) will be invited to participate.</li> </ul>	Delayed
10. Refine our Indigenous Employment Strategy addressing the strategic recruitment, professional development, career mobility and leadership progression of First Nations staff	<ul style="list-style-type: none"> <li>The 10% target for First Nations representation in professional development has been achieved.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>This has been completed through internal and external training.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>On track for FY24 delivery deadline.</li> <li>On June 30, 2023, representation percentages (excluding casual staff) were:  Exec. 7.7% (4.4% above target of 3.3%)  Senior 16.6% (13.3% above target)  Middle 3.1% (0.2% below target)  Non-mgmt. 4.7% (1.4% above target)</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Divisional target setting for First Nations staffing is currently underway.</li> <li>Accurate baselines will be developed after finalising latest round of data from the annual SBS Diversity &amp; Inclusion staff survey.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Due to an exceptionally competitive hiring market for First Nations media personnel, this target is tracking behind.</li> <li>On June 30, 2023, 64.6% of NITV staff identified as First Nations, 5.4% behind target. This is being actively addressed at director level.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>SBS is continuously evolving measuring representation of First Nations staff in balance with privacy considerations.</li> </ul>	On track

Action	Deliverable	Status
10. Refine our Indigenous Employment Strategy addressing the strategic recruitment, professional development, career mobility and leadership progression of First Nations staff. (continued)	<ul style="list-style-type: none"> <li>SBS staff intranet has been updated with information on what hiring managers are obliged to do during recruitment.</li> <li>All staff are being offered options for feedback and/or exit interviews.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS's Diversity, Equity and Inclusion (DE&amp;I) guidelines commit SBS to on and off-screen targets for representation of First Nations peoples.</li> <li>These targets are tracked as part of the DE&amp;I strategy.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Strategies include building a First Nations talent pool. This has grown to approx. 50 journalists and 120 non-journalists. Largely, this pool has been built through targeted head-hunting.</li> <li>SBS representatives attended community events including Koori Knockout with P&amp;C representative on the ground to speak to community about working at SBS.</li> <li>SBS is listing roles on graduate and intern job noticeboards including via Career Trackers.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Two candidates have completed the Observership board observation program during the reporting period, with another two enrolled for the next iteration.</li> <li>The Managing Director owns this deliverable and collaborates with the Director of Indigenous Content to select candidates.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>First Nations rate of staff turnover: 26.3%</li> <li>Non-Indigenous rate of staff turnover: 18%</li> <li>Difference: -8.3%</li> <li>This difference has been noted at director level and is being actively mitigated by a First Nations employment strategy led by the Directors of P&amp;C and Indigenous Content.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>Exit interviews are offered to 100% departing First Nations staff (via an external provider and/or SBS staff and executive as the staff member prefers).</li> </ul>	On track

Action	Deliverable	Status
10. Refine our Indigenous Employment Strategy addressing the strategic recruitment, professional development, career mobility and leadership progression of First Nations staff. (continued)	<ul style="list-style-type: none"> <li>• Five Career Tracker interns completed placements at SBS (while the full six places were offered, unfortunately, one person had to withdraw from the program).</li> <li>• P&amp;C introducing new initiatives including social and networking opportunities with SBS staff and leaders, including with the Elder in Residence.</li> <li>• P&amp;C is proactively working with SBS divisions place interns about career pathways by working with interns and staff during final year of study.</li> <li>• P&amp;C is also exploring Orientation Week options with several universities.</li> <li>• One First Nations NACA cadet completed their program in 2022, and another in completing their cadetship in 2023. This deliverable has been achieved for the reporting period.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>• Working on Country policy provision has been drafted and is undergoing development. This includes a range of engagement and consultation discussions including with the First Nations Staff Advisory Group (FNSAG) and SBS executive.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>• Draft employment strategy is being developed and will be presented to SBS executive for consultation.</li> <li>• This policy will be developed in close collaboration between the Directors of P&amp;C and Indigenous Content. These directors implemented an interim policy to track First Nations employment metrics within the RAP to best deal with an exceptionally competitive hiring market.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>• The cultural capability review is currently underway via internal and external consultation.</li> <li>• While the deadline of EOFY 2023 was originally in place and will not be achieved, the process is progressing well with the bulk of review on track for completion in the 2023 calendar year.</li> <li>• Engaging Elders and Community will be built into the review process.</li> <li>• Implementation is on track for FY24 delivery deadline.</li> <li>• RAP5 has been included in onboarding on-boarding processes for all new staff.</li> <li>• On 30 June 2023, 46.82% of SBS staff had completed the Black Card training.</li> <li>• The target is for 100% of staff by FY26.</li> </ul>	On track

\*Correction: In the original RAP5 document published in 2022, Action 11 deliverable 11.1 incorrectly set the deadline for delivery as June 2023. This should have been June 2026 (i.e., by the completion of RAP5), which has been corrected in this report.



(L to R) Zipporah, Christine Anu, Dyagula perform at the NITV 10th birthday celebrations.  
© NITV photo by Wayne Quilliam 2022.

# Case Study: SBS Turkish

## Executive Producer Nejat Basar

Nejat Basar has been the Executive Producer of SBS Turkish since 2019. Born in Paddington, Nejat and his family moved to Ankara, Türkiye, when Nejat was a toddler. As he describes, "the Gadigal are the Traditional Custodians of the land where I was born. In Ankara, traditional custodians are Hittites, Celts, Armenians, and Greeks among dozens more". Nejat ponders the parallels of discomfort about national history in both Türkiye and Australia, and if this discomfort can lead to erasures. He states, "One of my most vivid memories at primary school was my teacher collecting our atlases of historical maps and using a Sharpie to cross out the name Armenia."



Nejat believes that in a country like Australia where half of the population has one or more parents born overseas, people of diverse cultural backgrounds can and should contribute to reconciliation. "Understanding of Aboriginal and Torres Strait Islander cultures, peoples and histories helps migrants in Australia to interpret what is happening in their home countries – and the history of their home countries."

Nejat describes his work as a privilege, especially being able to capture the histories, stories, and perspectives of Aboriginal and Torres Strait Islander peoples for Turkish-speaking audiences. "I have been focused on Indigenous cultures and topics since the beginning. I've been privileged to share the strength and generosity of spirit of Indigenous Australians with the Turkish-speaking community".

Nejat is energised by RAP5 and the additional scope to devote resources to Aboriginal and Torres Strait Islander content. He is passionate about the role SBS Audio can play in connecting linguistically diverse, migrant, and new Australians to the oldest continuous culture on Earth. He states SBS Audio has a key role in forging these connections and educating all Australians, in a multitude of languages, about what deep Australian history – and the possibilities of the future.

"Reconciliation instils in all of us a great hope for a wiser, brighter, fairer, and more just future. Having grown up in a country that idolised the past, I believe Australia has the maturity and – importantly – the responsibility to understand past wrongs and make them right".



Nejat Basar.  
© SBS.



## Producer Mert Balkanli

Mert Balkanli is a multi-skilled and multi-lingual musician, producer, media content maker and journalist with a dedication to social justice. He has played and recorded with jazz music legend Daniel Carter, curated the opening event *Turkish Tea Party* for the second biggest Arts Festival in New York, and started the news and cultural information website [turkishaustralian.com](http://turkishaustralian.com).

Since graduating from Eora Collage, Mert has worked with some of the most famous Aboriginal bands as a musician/producer, managed the Kameygal studio at Koori Radio, become a drum teacher at the Redfern Community Centre, worked as a video producer for NAISDA Dance Collage and managed the restoration of the Tribal Warrior, which is the only First Nations Ship that circumnavigated Australia and is the leading ship at Sydney Flotilla. These projects earned Mert the title 'Unofficial Turkish Ambassador to First Nations Peoples' and he has been invited to make speeches on special days including 2023 'Coloured Diggers March' on ANZAC Day at Redfern. Currently, Mert is collaborating with Deadly Award winner and Aboriginal Elder Walangari Karntawarra in Sydney band The Black Turtles, and Green Hand Band with Tim Gray and Troy J.Russell.

Mert's varied and deep experience with Aboriginal peoples has given him a remarkable network of people to draw on for interviews and stories for SBS Turkish. He has covered innumerable important events in the Australian calendar, including being on location to cover the 2023 Sunset Ceremony on January 25. Mert's coverage of the upcoming referendum has included two explainers he authored in English which were then translated by ALC teams.

Mert nominates the support of and collaboration with Executive Producer of SBS Turkish, Nejat Basar, and the commitments set out in SBS's RAP5, as helping to strengthen what he sees as an integral part of his role – educating and informing Turkish Australians about Aboriginal and Torres Strait Islander peoples and stories.



**Mert Balkanli.**  
Photo by Gordon Lassen.



**(L to R) Brooke Blurton, Pastor Raymond Minniecon and Azmeena Hussain at the NITV Sunset Ceremony 2023.**  
Photo by Morgan Tuimaleali'ifano.

# Commitment Four

## We will accelerate growth and investment in the Indigenous production sector, media sector and enterprises.

This pillar of work recognises SBS's role within the First Nations media and production sector, and contributes to a sustainable, thriving, and authentic industry.

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
12. Play a leading role in the Indigenous content pipeline and First Nations media eco-system; and engage genuinely with the communities that we serve and represent.	<ul style="list-style-type: none"> <li>For the Beyond 3% initiative, FY23 revenue targets achieved, and full budget increase invested in NITV.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>The commissioning budget commitment for NITV is on track as an average over the life of RAP5.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>The Finance division consulted with the FNSAG and SBS Legal to develop bespoke guidelines for confirming Indigenous production companies, producers, and content makers.</li> <li>Data is being collected by the relevant teams once content is 'greenlit' to enter the production phase. This measures key metrics as per the Diversity, Equity &amp; Inclusion guidelines.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>It is mandatory as per the SBS Commissioning Equity &amp; Inclusion Guidelines that all productions must follow the SBS Greater Perspective protocol (including the 2016 Supplementary Guidelines). This is also a requirement of the SBS Code of Practice for all SBS content.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>NACA teams were provided with training on court reporting of First Nations matters, facilitated by a First Nations lawyer from SBS Legal.</li> <li>NACA has introduced consultation and workflow procedures for all staff regarding editorial coverage of all First Nations matters, with matters that may be contentious or divisive being escalated and checked appropriately.</li> </ul>	On track

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>12. Play a leading role in the Indigenous content pipeline and First Nations media eco-system; and engage genuinely with the communities that we serve and represent. (continued)</p>	<ul style="list-style-type: none"> <li>NACA has launched a tailored First Nations reporting hub housing essential resources for NACA staff. These resources are frequently updated.</li> <li>NACA consultation and workflow guide was included in the IndigenousX training for all NACA personnel, increasing uptake and awareness of these new editorial procedures.</li> <li>Marketing is running all relevant creative decisions past the NITV creative team.</li> <li>It is mandatory for two out of three creatives on any NITV commission to be First Nations peoples.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Ongoing collaborative relationship between NITV/INACA news and digital First Nations Media Australia (FNMA) organisation, The Koori Mail.</li> <li>FNMA invited to the NITV 10th birthday celebrations in Uluru.</li> <li>FNMA member organisation, BIMA, developing a secondment placement with NITV.</li> <li>NITV's Head of Internal Productions is an FNMA board member.</li> <li>NITV is working with the new FNMA CEO on further, formal opportunities for collaboration and staff secondments.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Formal partnership arrangements are underway across the business, and on track to meet the FY25 RAP5 deadline.</li> <li>Current partnerships include with the Yothu Yindi Foundation; the Winds of Zenadth Festival; and the Koori Knockout.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Staff secondments/reverse secondments have been deliberately delayed allowing time to scope plans to make this an international secondment scheme.</li> <li>For example, Director of Indigenous Content is working with the CEO of Whakaata Māori TV in Aotearoa regarding potential placement of staff in New Zealand and reciprocal arrangements with NITV.</li> <li>This scheme would work with international members of the World Indigenous Television Broadcasters Network (WITBN), of which NITV is a member alongside nations including New Zealand, Taiwan, Hawaii, Canada and others.</li> </ul>	Delayed

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>12. Play a leading role in the Indigenous content pipeline and First Nations media eco-system; and engage genuinely with the communities that we serve and represent. (continued)</p>	<ul style="list-style-type: none"> <li>SBS's Technology division is actively seeking opportunities to run workshops and donate camera equipment and making sure this deliverable meets community needs in a meaningful way. This deliverable is also dependent on donating equipment compatible with recipient, thus far Panasonic P2 cameras available for donation have not been usable by proposed recipients. Work to mitigate this deliverable is ongoing.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>Media training took place in February 2023 to participants in the Indigenous Media Mentoring Program via the Australian Science Media Centre.</li> <li>12 participants took part in a program of workshops and lectures over two days, hosted at SBS's head offices on Cammeraygal Country, Sydney.</li> <li>A Welcome to Country Ceremony took place at SBS at the start of the program.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>Scoping phase for SBS Legal pro bono guidelines has encompassed discussions with counterparts at Australian Broadcasting Corporation (ABC), Australian Government Solicitor, Arts Law Centre, and Australian Pro Bono Legal Centre.</li> <li>A draft pro bono policy has been developed and shared with the SBS General Counsel for review.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS Senior Lawyer was a panelist discussing 'Protecting the Indigenous Voice' at the Intellectual Property Business Congress in November 2022.</li> <li>First Nations SBS lawyers attended the Australian International Documentary Conference (AIDC) and engaged with producers from Australia and overseas to build industry knowledge.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>NITV representatives attended Converge 2022.</li> <li>SBS lawyers invited First Nations conference participants attending the AIDC to participate in a Yarning Circle to share their experiences seeking legal advice in the production sector.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS and NITV roadshow travelled to Brisbane, Darwin, Perth, Adelaide, and Hobart in 2022.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>SBS Legal delivered in-person workshops and online training modules for SBS content producers including First Nations staff on key First Nations events including <i>Always Was, Always Will Be</i> (January 26), and the 2023 Referendum.</li> </ul>	

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
<p>13. Demonstrate best practice in the protection of the Cultural and Intellectual Property rights of Aboriginal and Torres Strait Islander peoples.</p>	<ul style="list-style-type: none"> <li>The SBS Legal review of the Greater Perspective guidelines for making First Nations-related content is underway with an internal consultation phase.</li> <li>All relevant divisions have been engaged as part of this initial phase.</li> <li>SBS has reviewed existing industry protocols published by Screen Australia, and is looking to engage external stakeholders for their input.</li> <li>This project is working to a revised timeline having been delayed by work on the Road to Referendum project.</li> <li>Ensuring the Guidelines are broadly accessible is part of the review process. The current version is available online.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>SBS Legal frequently advises on ICIP including within contracts and partnerships.</li> <li>SBS Legal held a workshop for their division about ICIP and best practice.</li> <li>SBS Legal works across the business to provide advice on best practice and protections for ICIP.</li> <li>This includes through learning opportunities with First Nations artists, who provided training and discussion on ICIP.</li> </ul>	On track
<p>14. Prioritise investment in Indigenous enterprises through procurement.</p>	<ul style="list-style-type: none"> <li>Achieved a 2.6% spend on First Nations suppliers, 0.6% above FY23 target.</li> </ul>	Exceeded FY23 targets
	<ul style="list-style-type: none"> <li>A revised and improved Indigenous procurement strategy is in development.</li> <li>SBS is working with more than double the number of suppliers as per RAP targets.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS staff attended the Supply Nation tradeshow and created tailored databases of suppliers for divisions including Corporate Affairs.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS's Indigenous procurement spend was across 134 businesses, 84 more than the target of 50.</li> </ul>	Exceeded FY23 targets

RAP Action	Performance outcomes (June 2022 – June 2023)	Status
14. Prioritise investment in Indigenous enterprises through procurement. (continued)	<ul style="list-style-type: none"> <li>The eligible spend includes all content spend except for overseas-produced content.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>The SBS Finance team offered mentoring opportunities via the Supply Nation member message board. Several organisations and individuals expressed interest, but so far none have evolved into a formal partnership. This was based on SBS and the interested party assessing what SBS was offering was for organisations of larger scale and scope than required by these First Nations suppliers.</li> <li>SBS Finance and Corporate Affairs will work together to find an organisation to suit this partnership.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>The successful tender for cleaning services was awarded to an Indigenous supplier (Sydney office).</li> </ul>	On track
15. Support and engage with other RAP organisations through shared projects.	<ul style="list-style-type: none"> <li>SBS engaged Indigenous consultancy to lead the procurement policy review.</li> <li>Finance has undertaken extensive consultation, including with the FNSAG, but an outcome on recommended process has not yet been reached. This is a complex area and work continues.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>SBS hosted representatives from Insurance Australia Group Ltd (IAG) for a round table discussion and knowledge-sharing conversation about diversity, inclusion, and RAP initiatives.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>SBS RAP Co-Chairs presented at and participated in a RAP leadership day in Newcastle.</li> <li>RAP Co-Chairs and RAP Ex Officio attended Reconciliation Australia online forums in August 2022 and June 2023.</li> <li>SBS invited guests from Reconciliation Australia to attend the SBS National Reconciliation Week event in Naarm.</li> </ul>	On track

# Case Study: SBS Cadet Journalist Marcellus Enalanga

Marcellus Enalanga is a Western Arrernte, Warlpiri and Pitjantjatjara journalist, presenter, and filmmaker. Currently undergoing his journalism cadetship at SBS, Marcellus also hosts discussion program *Mob Talks* for Channel 44. In 2016, Marcellus was named South Australian Young Achiever of the year.

Born in Mparntwe, Marcellus moved to Port Pirie in South Australia as a child and currently resides in Sydney while undertaking an SBS journalism cadetship. With extensive experience in community engagement, politics, and the public sector, he is relishing his new career in media and journalism.

Marcellus speaks English and three First Languages – Arrernte, Warlpiri, and Pitjantjatjara – and brings his cultures, languages, and deep community connections to SBS and NITV. As he reflects, "one of the central SBS values is *We are audience obsessed*, and my different cultures and languages bring audiences to the table."

Moving between languages has always been central to Marcellus's life and career. He is often called on to translate for colleagues, especially when working with First Nations peoples. Marcellus envisages delivering news in one of the First Languages he speaks. "SBS speaks more than 60 languages. I would like to deliver news in Aboriginal languages; communities want to know about the whole country and the world, but there can be a language barrier".

"SBS is known for being multicultural, multilingual. We celebrate so many cultural events like Eid, Diwali/Deepavali, and National NAIDOC Week". Marcellus believes multilingual, multicultural understanding can be nurtured through non-Indigenous people learning First Languages, by SBS and other networks broadcasting more music in Aboriginal languages, and through increasing the diversity of on-screen talent. "My goal is to put more Black faces on screens. I only saw Uncle Ernie [Dingo AM] as a kid, and now people are seeing me. My community talk about the importance of young Aboriginal people being able to 'walk in two worlds' – now they see me navigating two worlds on the news on TV".



Marcellus Enalanga on SBS World News.  
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# Commitment Five

We hold ourselves accountable. We follow through on our commitments and we review and respond when changes need to be made.

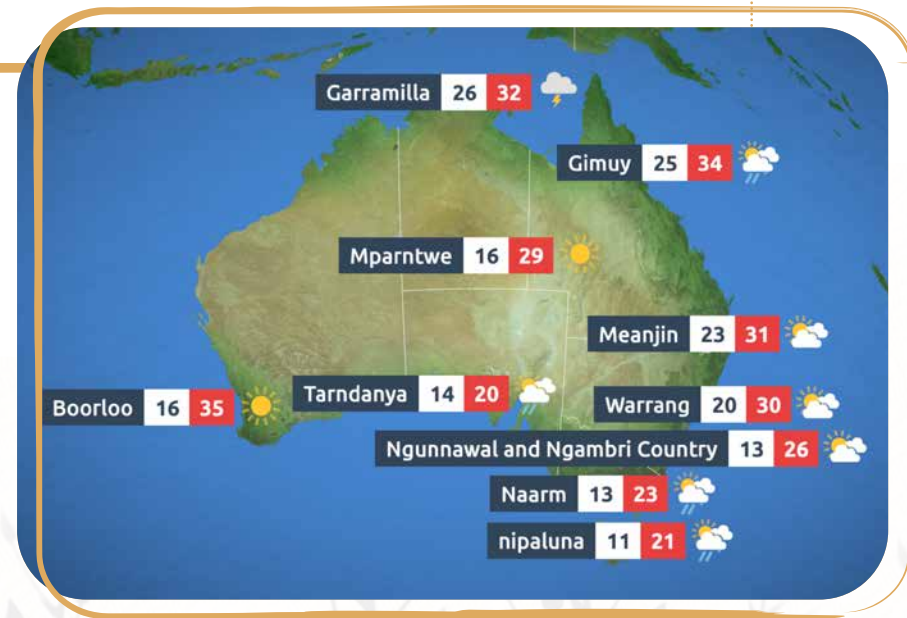
Action	Performance outcomes (June 2022 – June 2023)	Status
16. Set ourselves up for success at every level of the organisation.	<ul style="list-style-type: none"> <li>RAP5 is embedded into reporting for the Corporate Strategy, with the RAP Lead in Corporate Affairs reporting on overall progress each quarter. This draws on detailed divisional reporting collected from the whole business every quarter.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>RAP5 progress updates are a bi-monthly standing item on the Executive Committee meeting agendas.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>RAP5 is subject to multiple layers of reporting via Corporate Strategy, including review from Strategy division, director review, Managing Director review, and annual progress reviews by the SBS board.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>RAP Steer Committee quorum is dependent on First Nations' member representation at any meeting and decision items cannot be determined without quorum.</li> <li>A new First Nations RAP Steering Committee Co-Chair was appointed via an EOI process in May. New Co-Chair, Keya McGeown, is from the SBS Legal division.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>There were five RAP Steer Co meetings in 2022.</li> </ul>	Exceeded FY23 targets
	<ul style="list-style-type: none"> <li>Terms of Reference for the RAP Steering Committee were completed and endorsed in 2022.</li> </ul>	Achieved



Action	Performance outcomes (June 2022 – June 2023)	Status
16. Set ourselves up for success at every level of the organisation. (continued)	<ul style="list-style-type: none"> <li>The First Nations Staff Advisory Group (FNSAG) commenced activities in 2022 and Terms of Reference were formally endorsed by the Executive Committee in 2023.</li> <li>FNSAG activities were temporarily halted from circa April 2023 to help manage staff capacity and cultural load, particularly during the referendum year.</li> <li>Sustaining FNSAG and managing staff capacity are being actively examined by the Indigenous Engagement &amp; Partnerships Manager and the RAP Co-Chair. This may include changes to the Terms of Reference to allow flexibility of membership.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>Initial survey of SBS audience awareness of reconciliation was issued in December 2022.</li> <li>Fieldwork is complete and analysis being drafted. The second round of fieldwork took place the week after National Reconciliation Week, 2023. Results are being compiled.</li> </ul>	On track
17. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	<ul style="list-style-type: none"> <li>SBS published three internal RAP progress reports on the all-staff internet.</li> <li>RAP has been mentioned and progress discussed at all-staff forums, including with a focus on Indigenous employment at the July 2023 forum chaired by the Managing Director.</li> <li>RAP Steering Committee Co-Chairs and the Managing Director spoke at the official National Reconciliation Week staff event.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>The first RAP update item for the SBS board took place on 4 May 2023.</li> <li>Media releases include for the new SBS World News Weather Map launched in February 2023, releases for network-wide initiatives including for SBS's referendum coverage, National NAIDOC Week and January 26, and for NITV content milestones.</li> <li>The RAP and many of the initiatives are featured in the annual report.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>RAP Impact Survey is underway as per Reconciliation Australia timelines.</li> </ul>	On track

Action	Performance outcomes (June 2022 – June 2023)	Status
17. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally. (continued)	<ul style="list-style-type: none"> <li>SBS published three written updates internally, and additional information via meetings and all-staff events including detailed progress updates during the National Reconciliation Week event.</li> <li>The RAP Ex Officio delivered four progress updates to the SBS Executive Committee.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Post-project feedback is underway in collaboration between Audience Data and Insights and the relevant project teams, with post-campaign analysis reported to project groups and executive. SBS Marketing also delivers regular analysis and progress reports on relevant campaigns and programs.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Participation in the RAP Barometer is complete as per the cadence set by Reconciliation Australia.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Limited assurance reporting is an FY26 deliverable.</li> </ul>	On track
18. Continue SBS's reconciliation journey by developing our next RAP.	<ul style="list-style-type: none"> <li>Registering SBS's sixth RAP is an FY26 deliverable.</li> </ul>	On track

\*Correction: In the original RAP5 document published in 2022, Action 17 deliverables 17.1 and 17.2 incorrectly assigned responsibility to the Director of Corporate Strategy.



The new SBS World News Weather Map.  
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# RAP Fundamentals

Action	Performance outcomes (June 2022 – June 2023)	Status
19. Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none"> <li>SBS and NITV have undertaken frequent formal and informal engagement with Elders, including on Country, during production, for editorial and news, and for community engagement initiatives including staff and stakeholder events.</li> <li>The Elder in Residence, Rhoda Roberts AO, also provides guidance on engagement principles.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>The Indigenous Engagement &amp; Partnerships team in Corporate Affairs undertakes regular engagement with communities and Elders to ensure collaboration is tailored to communities and locations.</li> <li>NITV and SBS work with local Elders and communities prior to production.</li> <li>Production companies are required to have a First Nations consultant where relevant. Guidelines for this continue to evolve based on consultation with Corporate Affairs, TVOC and Legal.</li> </ul>	On track
20. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> <li>SBS published information and links to Reconciliation Australia's NRW resources via the SBS staff intranet.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>The RAP Steering Committee Co-Chair and RAP Ex Officio attended one event.</li> <li>100+ guests attended the 2022 NRW launch; guests from Reconciliation Australia attended the 2023 NRW event.</li> </ul>	Delayed
	<ul style="list-style-type: none"> <li>Using the Reconciliation Australia events listing as a guide, SBS published a comprehensive list of events on the all-staff intranet.</li> <li>SBS's NRW event was registered on the Reconciliation Australia website.</li> </ul>	Achieved

Action	Performance outcomes (June 2022 – June 2023)	Status
<p>21. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</p>	<ul style="list-style-type: none"> <li>Indigenous Engagement and Partnerships Manager worked with the RAP Ex Officio to update the Acknowledgement protocols guide for staff, including updating use of Traditional Place and Nation names through in-depth community consultation.</li> <li>SBS Audio updated wording for Acknowledging Country in broadcasts.</li> </ul>	Achieved
	<ul style="list-style-type: none"> <li>SBS hosted Elders and community members who delivered a Welcome on multiple occasions including National Reconciliation Week, National NAIDOC Week, Indigenous Media Mentoring training, World Indigenous TV Broadcasters Network event, NITV 10th Birthday celebrations, January 25 Sunset Ceremony, February all-staff forum.</li> </ul>	Exceeded FY23 targets
	<ul style="list-style-type: none"> <li>Delivering an Acknowledgement at the start of meetings and events is regarded as essential protocol and has become a daily practice. Wording is guided by the updated protocols information available for all staff on the SBS staff intranet.</li> <li>Acknowledgements are often given by staff in different languages (for example, during all-staff forums and internal events such as for Refugee Week in 2023).</li> <li>Acknowledgements in different languages are also published on staff intranet, and for audiences.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>Plaques have been ordered and pending final sign-off from the RAP Steering Committee will be installed in Q2 2023.</li> <li>The Aboriginal and Torres Strait Islander flags have been mounted outside the front entrance to the SBS Sydney offices and are on permanent display alongside the Australian flag.</li> </ul>	On track
<p>22. Engage with Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.</p>	<ul style="list-style-type: none"> <li>Some of the RAP Steering Committee members attended the National NAIDOC Awards.</li> </ul>	On track
	<ul style="list-style-type: none"> <li>This deliverable is currently being reviewed to ensure the People &amp; Culture division understands existing barriers and can address those accordingly.</li> </ul>	On track

Information in this document is correct at time of publication.



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