




Annual Report 2014



"Since its inception, SBS has grown into a world renowned leader in multicultural broadcasting, and the service that SBS provides ensures that millions of Australians from culturally and linguistically diverse backgrounds are actively engaged in Australian society."

– Federation of Ethnic Communities' Councils of Australia, June, 2014.



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About SBS

SBS was established as an independent statutory authority on 1 January 1978 under the *Broadcasting Act 1942*. In 1991 the *Special Broadcasting Service Act 1991* (SBS Act) came into effect and SBS became a corporation.

The Minister responsible is the Honourable Malcolm Turnbull, Minister for Communications.

During 2013-14 there was one other responsible Minister, the Honourable Anthony Albanese, Minister for Broadband, Communication and the Digital Economy (1 July to 18 September 2013).

Charter

The Charter of SBS, which sets out our principal function and duties, is contained in the SBS Act.

- (1) The principal function of SBS is to provide multilingual and multicultural radio, television and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
 - (2) The SBS, in performing its principal function, must:
 - (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities;
 - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society;
 - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people;
 - (d) contribute to the retention and continuing development of language and other cultural skills;
 - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages;
 - (f) make use of Australia's diverse creative resources;
 - (g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
 - (h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.
- A subsidiary function is to carry on, within or outside Australia, any business or other activity incidental to the fulfilment of the Charter.

Letter to the Minister from the Chairman and Managing Director

The Hon Malcolm Turnbull
Minister for Communications
Parliament House
Canberra ACT 2600

Dear Minister

On behalf of the Board we have pleasure in presenting the Annual Report of the Special Broadcasting Service Corporation (SBS) for the year ending 30 June 2014, a period in which SBS continued to experience change in the consumption patterns of audiences and growing multicultural complexities within Australian society, against the backdrop of significant international events which heightened our role in contributing to social cohesion through news and current affairs programming.

This Annual Report was approved by a resolution of directors of the Corporation on 22 August 2014, and has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997* and the *Special Broadcasting Service Act 1991* (SBS Act). It also assesses the Corporation's performance against the goals of the new SBS Strategic Plan 2013-16.

In 2013-14, SBS brought Australians distinctive programs such as the documentary series *Once Upon a Time in Punchbowl*, which explored the history of the Lebanese community in Australia and how it overcame the odds to find its place in our multicultural society, and SBS's first drama in four years, *Better Man*, which attracted broad industry acclaim. These programs exemplify the essence of the SBS Charter and speak to our multicultural society in a way no other broadcaster does. SBS also secured international drama series such as *Borgen*, *The Killing*, *Fargo*, *Vikings* and *The Walking Dead*, demonstrating our talents in tapping into international television trends and making those programs available to local audiences.

SBS delivered the biggest and most multi-platform coverage of a World Cup in our organisation's history, with an integrated sports and entertainment offering across radio, television and online which sought to engage and connect all Australians with the World Cup of a lifetime. SBS's television coverage of the 2014 FIFA World Cup reached 10.8 million Australians¹, and there were 13.8 million video streams viewed online.² Commercial teams achieved World Cup revenues in a tough advertising market and maximised return on investment for SBS.

We were incredibly proud to secure the performance of Jessica Mauboy at the 59th *Eurovision Song Contest* in Copenhagen after a year's negotiations with the European Broadcasting Union and Danish Radio (DR), which culminated in the first ever appearance of an Australian solo artist at *Eurovision*. Jessica's performance was watched by 180 million people globally and was invaluable in showcasing Australia and the talent of our Indigenous artists to the world. This event was an execution of the SBS Charter at its best.

SBS 2 and in particular news program *The Feed*, continued to go from strength to strength, with a steady increase in the number of younger viewers confirming a strategic decision to shift the focus of our second digital channel. *The Feed* earned recognition for its contributions to news and current affairs, with one of its producers winning the Young Australian Journalist of the Year Award at the 2014 Walkley Awards. SBS 2 broadcast the *Sydney Gay and Lesbian Mardi Gras*, bringing it back to free to air television for the first time in 12 years, secured the rights for the world's biggest short film festival *Tropfest*, and as home to the A-League which although faced audience challenges, continued to help grow the game in Australia.

NITV reached over two million Australians each month and in the past year has focused on commissioning a pipeline of content which speaks to its audiences, with football and children's programming drawing industry acclaim and growing audiences. NITV news and current affairs program, *Awaken*, continued to carve out a voice in the mainstream media, demonstrating the channel's unique ability to use its insights and links to Indigenous communities to impact the national conversation, and on a budget far below its first nations' broadcaster counterparts across the world.

Having implemented the first new Radio Schedule in 18 years in April last year, in 2013-14 SBS Radio reviewed its program content, using audience insights and research to ensure programs delivered even more relevant content across all platforms, maximising its impact in aiding Language Other than English (LOTE) speakers to become participative members of the Australian community. SBS's radio news coverage provided vital in-language

Sources 1 OzTAM Metro and RegTAM Regional FTA Database; 5 City Metro + Combined Aggregated Regional Markets inc WA; SBS ONE, SBS 2 and NITV; 13-Jun-2014 to 14-Jul-2014; Sun-Sat 02:00-25:59; Total Individuals Inc Guests; 5 Minute Consecutive Reach; All Events containing 'FIFA World Cup' or 'The Full Brazilian'; Consolidated (Live + As Live + TSV). 2 Adobe Analytics and Google Analytics; 12/06/14 to 14/06/14; sbs.com.au and World Game FIFA World Cup Edition app.

information on national issues and events, such as the 2013 Federal Election and continued to collaborate with other content areas on major commissioned projects, such as the *2014 FIFA World Cup* and the *2014 Eurovision Song Contest*, adding depth and insights that enhanced the experience of Australia's diverse communities.

SBS continued to cement its reputation as an industry leader in the delivery of digital services, becoming the first Australian broadcaster to introduce a suite of fully responsive websites across sbs.com.au, film and food websites. A focus on bringing Australian audiences distinctive content, informed by our Charter, on new media platforms delivered interactive media projects such as *Exit Syria: Diaries from Za'atari*, *The Other 9/11*, *JFK: The Smoking Gun* and *Cronulla Riots: The Day That Shocked the Nation*, which attracted industry acclaim and awards. While SBS is well-placed to leverage investment in digital content, funding of online services without compromising other core parts of the SBS offering remains a key challenge in a tight budgetary environment.

A continued focus on improving workplace culture has resulted in a significant lift in measured employee morale and engagement, translating into improved performance outcomes for the organisation. Additional measures were implemented to build on SBS's already high-performance focus, whilst the organisation participated in various government review processes, including the National Commission of Audit and ABC and SBS Efficiency Study. These reviews were the latest opportunity for SBS to showcase to the government and its stakeholders our lean and agile operating systems and innovative culture which have evolved out of our history of being an underfunded organisation.

SBS is an efficient, responsive and innovative media organisation which has strategically addressed the challenges and opportunities of a converged media market by playing to its strengths in the digital space with content which engages a broader cross-section of the Australian community. Our employees are highly skilled at delivering more with less, but maintaining a meaningful contribution to the Australian community with services that reflect the SBS Charter will be more challenging given the funding uncertainty facing SBS in 2014-15 and beyond.

In March 2014, SBS chair Joseph Skrzynski AO stepped down, having served five years on the SBS Board of Directors. Joe initiated a strategic review of SBS resulting in a revitalised expression of the SBS Charter which led

to a period of transformation of the organisation in an environment of significant changes in our society and in broadcast media. Elleni Bereded-Samuel also concluded a five year term on the Board of Directors, contributing meaningfully towards steering the organisation in that time.

During Joe's chairmanship, there was a major review of the SBS Radio Schedule to reflect Australia's changing migration patterns, extending to 74 the weekly radio in-language programs, the launch of NITV as Australia's first national free-to-air Indigenous television channel, incorporation of subscription channels World Movies and STUDIO and the relaunch of SBS 2 to bring younger Australians to SBS.

Over the past 40 years SBS has helped millions of migrants embrace their new Australian identity, and this challenge is more complex now than ever, with significantly more of Australia's migration coming from countries of non-English speaking backgrounds and of people of different faiths.

Now, more than ever, Australia must intensify its efforts to maintain our internationally envied record of success as a socially cohesive multicultural society and our position as the country of choice for skilled migrants. As such, now is the time at which SBS should be better utilised to reach multicultural communities to communicate important messages which can help prevent the fractured multiculturalism we are witnessing in some European nations.

National efforts to unify Australia's diverse communities go directly to the reason SBS was established. Our unique capabilities in connecting multicultural communities to ensure that all Australians are, and feel included as part of our nation and importantly, understand their rights and responsibilities as Australian citizens mean we are the right tool to effectively shape our nation's multicultural future and to drive the national discourse around what it means to be Australian today.

Yours Sincerely



Dr Bulent Hass Dellal OAM
Acting Chairman



Michael Ebeid
Managing Director

A photograph of two women wearing hijabs and patterned scarves walking barefoot in shallow water. The woman in the foreground is slightly ahead, and the second woman is walking closely behind her, holding her hand. They are both looking down at the water. The background shows a calm sea and a distant shoreline under a clear sky. A large white triangle is positioned on the right side of the image, partially obscuring the background.

SBS: Australia's unique broadcaster

Our Purpose

SBS inspires all Australians to explore, appreciate and celebrate our diverse world and in doing so, contributes to a cohesive society.

Our Goals

Goal 1: Deepen Australians' engagement with content that reflects our Charter

Goal 2: Grow audiences

Image: Andrew Quilty

Our Values

Creativity Collaboration Diversity Respect

Our values are central to everything we do and how we measure our success.

With a background as Australia's multicultural broadcaster, SBS holds a unique place in the Australian media landscape.

As described in our Charter, the principal function of SBS is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians and in doing so, reflect Australia's diverse society.

We carry out these functions through an ever-increasing number of distribution platforms, including free-to-air television channels, subscription television, analogue and digital radio, online and mobile devices and apps.

Our Offering



SBS ONE showcases the very best of SBS content for all Australians. It delivers a unique range of commissioned and acquired shows across news, current affairs, documentaries, drama, sport, movies and entertainment. SBS ONE pushes the boundaries of Australian television to provoke debate, as well as surprising and inspiring its audiences.



SBS 2 is the home of emerging culture for a 16-39 year old Australian audience. It challenges the status quo of content across television and online; has a responsive relationship with its audience; and combines a unique Australian perspective with the best shows showcasing diversity from around the world.



NITV is Australia's national free-to-air Indigenous television channel which brings programming produced predominantly by, for and about Aboriginal and Torres Strait Islander people to all Australians and is contributing to reconciliation in Australia.



SBS Radio is a trusted source of Australian news and information in-language, broadcasting 74 language programs on analogue, digital radio and digital television; and is the most linguistically diverse broadcaster in the world.



SBS Online is SBS's distinctive web portal of online and mobile content which adds depth and context to the SBS television and radio offering through cross-platform programming and exclusive online projects. It is home to the SBS ON DEMAND catch-up viewing service which is available on more platforms and more devices than any other Australian catch-up service. Content is also available via consumer devices, mobile apps, paid services, and social networks.



World Movies showcases the best films from across the world in over 70 languages from more than 45 countries on subscription television and is home to the iconic World Movies Secret Cinema.

STUDIO

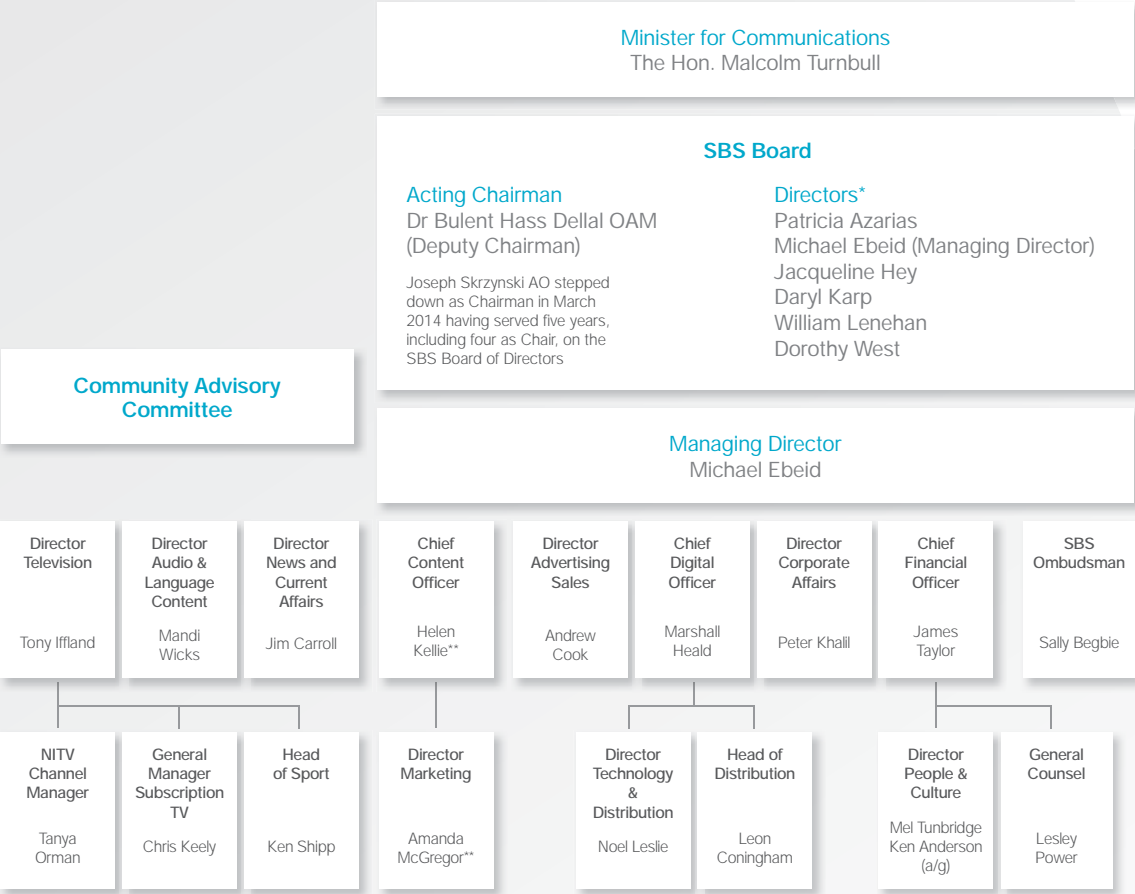
STUDIO is Australia's arts and entertainment channel showcasing the best in local and international culture on subscription television.

Feast

SBS Distribution offers SBS content to audiences through the sale of CDs, DVDs, magazines, books and online products to increase reach, deepen engagement, generate revenue and extend the SBS brand.

Organisational Structure

As at 30 June 2014



* Ms Bereded-Samuel stepped down in March 2014, serving five years on the SBS Board.

** Following the appointment of Helen Kellie to Chief Content Officer in May 2014, Amanda McGregor commenced as Director of Marketing in August 2014.

SBS Board of Directors

The SBS Board of Directors, consisting of the Managing Director and non-executive Directors, is responsible for deciding the objectives, strategies and policies to be followed by SBS in performing its functions. This ensures that SBS performs in a proper, efficient and economical manner, and with the maximum benefit to the people of Australia.

The duties of the Board, as set out in the SBS Act, are to:

- maintain the independence and integrity of SBS;
- develop and publicise SBS's programming policies;
- ensure, by means of SBS's programming policies, that the gathering and presentation by SBS of news and information is accurate and is balanced over time and across the schedule of programs broadcast;
- ensure that SBS does not contravene: this Act or any other Act; or any directions given to, or requirements made in relation to, SBS under this Act or another Act;
- ensure the efficient and cost effective functioning of SBS; ensure that SBS seeks to co-operate closely with the Australian Broadcasting Corporation to maximise the efficiency of the publicly funded sectors of Australian broadcasting;
- be aware of, and responsive to, community needs and opinions on matters relevant to the Charter;
- develop and publicise SBS's policies on the handling of complaints;
- ensure that the pursuit by SBS of its subsidiary functions does not detract from SBS fulfilling its Charter responsibilities;
- develop codes of practice relating to: programming matters; and, if SBS has the function of providing a datacasting service, that service; and to notify those codes to the Australian Communications and Media Authority.

Board meetings and directors' attendance

The Board met six times during 2013-14.

Board Member	Meetings Attended
Joseph Skrzynski AO* (Outgoing Chairman)	4
Dr Bulent Hass Dellal OAM (Deputy Chair and Acting Chair)	5
Michael Ebeid (Managing Director)	6
Patricia Azarias	4
Jacqueline Hey	5
Daryl Karp	6
William Lenehan	6
Dorothy West	5
Elleni Bereded-Samuel**	4

Board Sitting Date	Location
29 August 2013	Sydney
9 October 2013	Alice Springs
12 December 2013	Melbourne
20 February 2014	Sydney
30 April 2014	Sydney
12 June 2014	Sydney

* Joseph Skrzynski's term ended on 26 March 2014. His last Board Meeting was on 20 February 2014.

** Elleni Bereded-Samuel's term ended on 26 March 2014. Her last Board meeting was on 20 February 2014.

SBS Board of Directors



Joseph Skrzynski AO
Chairman to March 2014

Appointed 27 March 2009 for five years, Joe has made a significant contribution to the community, arts and media since 1969. He served as the Chairman of the Sydney Opera House Trust, the Australian Film Television and Radio School, and the Broadcast Council of Australia. He has been the Chief Executive of the Australian Film Commission, and a director of the National Investment Council and The Major Organisations Board of the Australia Council and is currently a director of the United States Studies Centre at the University of Sydney. He has extensive experience in managing private and public companies and strong expertise in financial matters, including his position as Founding Partner, CHAMP Private Equity.

*Joseph Skrzynski stepped down as Chair on 26 March 2014, serving five years on the SBS Board.



Dr Bulent Hass Dellal OAM
Non-executive Director
(Acting Chairman)

Appointed 3 June 2010 for five years, Dr Bulent Hass Dellal OAM has been the Executive Director of the Australian Multicultural Foundation since 1989. In addition to this work, Hass serves on the Boards of a wide

range of multicultural organisations, including as Chairman of the Centre for Multicultural Youth and of the National Centre of Excellence for Islamic Studies Consultative Committee, and Director of the Board of the National Accreditation Authority for Translators and Interpreters Ltd (NAATI). Hass has also held member positions with the Multicultural Arts Advisory Council Victoria, Adult Multicultural Education Services and the Police and Community Multicultural Advisory Committee. He was awarded the Medal of the Order of Australia in 1997 for service to multicultural organisations, the arts and the community.



Michael Ebeid
Managing Director

Michael Ebeid commenced as Managing Director of SBS in June 2011. He has over 25 years experience in senior management and executive roles across the technology, telecommunications and media industries. Under Michael's leadership, SBS has secured the financial stability and launched Australia's first national Indigenous free-to-air channel, NITV. The network has extended its reach into new digital platforms and carried out the first major review in 18 years of the languages on SBS Radio. Within SBS, Michael has embarked on a workplace culture program which has significantly improved measured employee morale and engagement, translating into improved performance outcomes. Prior to SBS, Michael was the Executive Director of Corporate Strategy and Marketing at the ABC and was involved in launching iView,

ABC News 24 and ABC3 for children. Before that Michael was at Optus Communications for ten years in various senior roles, and IBM for nine years where he started his career.



Patricia Azarias
Non-executive Director

Appointed 14 June 2006 and reappointed for another five year term in 2011, Patricia Azarias is an economist and former Director of the Internal Audit Division of the United Nations, the highest ranking Australian staff member in the UN. Her previous positions include Regional General Manager, Business and Private Banking, National Australia Bank; Director, Infrastructure Funding, NSW Department of Transport (2003); Chief Executive, Ministry of Urban Infrastructure Management and Director, Infrastructure Coordination Unit in the NSW Premier's Department (2002-03); and Director, Public Accounts Committee, Parliament of NSW (1991-2001).



Elleni Bereded-Samuel
Non-executive Director

Appointed 27 March 2009 for five years, Elleni Bereded-Samuel is Manager of Engagement and Partnerships at Australian Unity and a Board member of Western

Health. Elleni has made a significant contribution to the community in education, training, health and media, including as a journalist and presenter for Ethiopian Television and as Manager of Community Development with Victoria University. She has previously served on the Australian Social Inclusion Board, the Victorian Multicultural Commission, the Women's Hospital and as past Chair of the SBS Community Advisory Committee. Elleni was made a National Diversity at work Champion for her service with culturally and linguistically diverse communities, and has been named as one of 100 Australian Women of Influence who are helping to change and shape Australia for a vibrant and inclusive future.

*Ms Bereded-Samuel stepped down on 26 March 2014, serving five years on the SBS Board.



Jacqueline Hey
Non-executive Director

Appointed 30 June 2011, Jacqui Hey is also a Non-executive Director on the Boards of Bendigo & Adelaide Bank, Qantas Airways Limited, Australian Foundation Investment Company Limited, Melbourne Business School and of Cricket Australia. She is part of an External Advisory Group for ASIC and Honorary Consul for Sweden in Victoria. Previously, Jacqui was the Managing Director of Ericsson entities in Europe, Australia/New Zealand and in the Middle East and was a member of the Ericsson Global Management Team. Jacqui has a Bachelor of Commerce from the University of Melbourne, a Graduate Certificate in Management from

Southern Cross University and is a Graduate of the Australian Institute of Company Directors.



Daryl Karp
Non-executive Director

Appointed 30 June 2011, Daryl Karp is the Director of the Museum of Australian Democracy. She combines extensive experience in broadcast and digital media with a focus on content, strategy and governance. Her previous positions include CEO and Managing Director, Film Australia, Head of Factual Programs (Television) at the Australian Broadcasting Corporation (ABC), and Head of Science and Documentaries/ Science and Features at the ABC. She is a director of the Australian Children's Television Foundation and Fellow of the Australian Institute of Company Directors.



Dorothy West
Non-executive Director

Appointed 15 November 2012, Dot West has a long media history within the Kimberley and has played a major role in the training and development of Indigenous media nationally. Dot brings to the industry her skills in media, management and facilitation capabilities to assist in the vision of Indigenous media playing an intricate role in communications and

the arts within the region and across the nation. Dot has served as the Inaugural Vice Chairperson of NITV, Screenwest, Australian International Documentary Conference and the National Indigenous Radio Service including her current tenure as a Director of Goolarri Media Enterprises in Broome, Ramu Productions and the Pilbara and Kimberley Aboriginal Media Association. Dot works freelance as a scriptwriter and consultant in Indigenous media.



William Lenehan
Non-executive Director

Appointed on 15 November 2012, Bill Lenehan has 35 years' experience in the television industry in Australia, holding many positions in the Ten Network from management, administration and broadcast operations. He currently runs his own consulting business, Bilinda Pty Ltd, specialising in media, marketing and business administration. Bill has held previous board positions with the National Australia Day Council, Queensland Institute of Medical Research, The Queensland Harness Racing Board and ThoroughVision Pty Ltd.

SBS Executive



Noel Leslie
Director, Technology
& Distribution

Mandi Wicks
Director, Audio &
Language Content

Michael Ebeid
Managing Director
and Chief Executive
Officer

Andrew Cook
Director,
Advertising Sales

Ken Shipp
Director of Sport*

James Taylor
Chief Financial
Officer

* Ken became Director of Sport in August 2014, previously he was Head of Sport.
Absent: Peter Khalil, Director, Corporate Affairs.



Lesley Power
General Counsel

Tony Iffland
Director, Television

Helen Kellie
Chief Content Officer

Marshall Heald
Chief Digital Officer

Jim Carroll
Director, News
and Current Affairs

Our Strategic Objectives

This Annual Report reviews SBS's performance against the SBS Strategic Plan 2013-16, and the Australian Government's Portfolio Budget Statement and Portfolio Additional Estimates Statement for 2013-14.

SBS Purpose

Our purpose is to inspire all Australians to explore, appreciate and celebrate our diverse world and by doing so, contribute to a cohesive society.

The social and technological environment SBS participates in is changing. This in turn influences our strategy, how we operate and how we achieve our purpose.

Our Challenges

Convergence	Media convergence is disrupting established business models, industry structures, organisational frameworks and public policy settings
Digital delivery	Costs associated with digital platform development and content delivery are steadily increasing with consumer demand
Production and acquisition costs	To feed the increasing demand for content by audiences, there are implications for acquisition and commissioning costs
Cultural complexity	There are twice as many Language Other than English (LOTE) speakers than 30 years ago and the number and range of cultures is also greater
The way we work	As technology changes, SBS must continue to review and evolve the way we work and ensure our working environment matches our focus on collaboration and creativity

Our Opportunities

Digital platforms	New digital platforms present opportunities for SBS to deliver tailored content to our audiences and develop strong brand relationships with consumers
Challenging topics and content	Our unique position in the industry allows us to present compelling, distinctive and thought-provoking content for our audiences
In-language services	Our ability to develop and/or repurpose LOTE content presents a number of commercial opportunities
Australian content	Our insights and links to Australia's multicultural and Indigenous communities positions us to commission distinctive Australian content for domestic and international markets



SBS Strategic Plan 2013-16

The SBS Board identified the following strategic priorities for SBS Corporation for the period 2013-16.

Goal 1

To deepen Australians' engagement with content that reflects our Charter

Objectives

To be a catalyst for the national discussion about multiculturalism and social inclusion.

To create more multicultural, multilingual and Indigenous Australian content.

To increase the range and quality of multilingual services across all platforms.

Goal 2

To grow audiences

Objectives

For more Australians to use SBS services.

For Australians who use SBS services to use more of them and more often.

For more Australians of Culturally and Linguistically Diverse (CALD) backgrounds to use and value SBS language services.

The SBS Strategic Plan 2013-16 delivers on its goals and objectives by developing and growing in five key areas:

1 Distinctive content

- Deliver content that drives both audience growth and distinctiveness.
- Lead the national discourse on multicultural and Indigenous issues through Charter inspired commissioned content.
- Create distinctive commissioned content that truly reflects Australia's diverse multicultural and Indigenous society.
- Accelerate our investment in content areas where SBS has strength and distinctiveness.
- Evolve our language offering across all platforms to meet the demands of the largest language groups and those groups with highest needs.
- Continue to invest in content that attracts and retains younger audiences.

2 People

- Develop a high-performance, team-based culture.
- Continue to invest in our leaders to build the skills we need to adapt to the new media landscape.

3 Capabilities

- Continue to develop our ability to deliver SBS content to our audiences as they migrate to new digital platforms.
- Pursue greater integration and simplification of workflows and processes to improve organisational effectiveness and our ability to respond to the changing demands of audiences.
- Create a physical work environment suited to a contemporary, multiplatform, audience-orientated media organisation.

4 Commercial

- Grow our commercial revenue for further investment in content.
- Pursue an expansion of our commercial offering in areas where we can provide partners with a distinctive proposition.

5 Stakeholders

- Advance our stakeholder relationships to encourage effective exchange between SBS and our industry, multicultural and Indigenous community stakeholders.
- Deliver on stakeholder expectations to justify support and adequate funding.

Year at a Glance

Goal 1

Deepen Australians' engagement with content that reflects our Charter

3,200

hours of television programs were subtitled across SBS's free-to-air television channels

↑2.4%

SBS viewers spent an average of 304 minutes viewing SBS programs each month, a 2.4 per cent increase on 2012-13¹

45%

of television content in a language other than English comprised the SBS ONE schedule and 65 per cent of the SBS 2 schedule

3,900

hours of first run local content across television, including news and current affairs and sport on SBS ONE, SBS 2 and NITV

95%

of radio broadcasts were in languages other than English, almost 10 per cent above target

The average number of SBS video views served to audiences each month on SBS and third-party platforms doubled from just under 4 million in 2012-13 to almost 7.6 million³

246

hours of locally commissioned broadcast first run on SBS ONE, SBS 2 and NITV

SBS produced 2014 FIFA World Cup commentary in 15 languages, more than any other broadcaster globally has delivered in World Cup history

↑22.8%

SBS delivered over 450,000 live streams of radio content each month, up 22.8 per cent on 2012-13²

Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA; SBS ONE, SBS 2 and NITV: 01/07/013-30/06/2014 Sun-Sat 02:00-25:59; Total Individuals Inc Guests; Cume ATS View, Consolidated (Live + As Live + TSV). 2 Nielsen SiteCensus Streaming (Jul-2012 to Dec-2013), Adobe Analytics (SBS Production Jan-2014 to Jun-2014), All In Mobile (Jul-2012 to Jun-2014), TuneIn Radio (Mar-2014 to Jun-2014); SBS; Total Live and Catch-Up Audio Streams. 3 MPX Total Requests, Nielsen SiteCensus, On, Xbox Server Logs, Sony Bravia Server Logs, iTunes, Bigpond TV and Fairfax Digital, YouTube; Adobe Analytics, FIFA World Cup MatchCentre and Web app. 4 OzTAM, 5 City Metro; SBS TTL (SBS ONE, SBS 2 and NITV): 01/07/13 to 30/06/14; Sun-Sat 18:00-24:00; Total Individuals; FTA Share: Consolidated (Live + As Live + TSV).

Goal 2

Grow audiences

5.4%

SBS had a metro share of 5.4 per cent in 2013-14⁴

10.8m

Over 700 hours of television coverage of the 2014 FIFA World cup in June and July 2014 reached 10.8 million Australians¹

12.5m

An average of 12.5 million Australians watched SBS television each month¹

+90%

Video on demand downloads increased from an average of 14,500 per month to 27,800 per month, an increase of over 90 per cent on 2012-13

9 in 10

More than 2 million Australians watched NITV each month and nine in 10 Indigenous Australians have watched it⁶

↑17%

SBS.com.au's average monthly unique audience grew to 1.2 million, a 17 per cent increase⁵

↑23%

SBS Radio websites showed an increase of 23 per cent for live audio streams⁸

↑65%

SBS 2's average evening audiences grew by 65 per cent for viewers aged 16-19⁷

SBS became available to an additional 130,000 Australians across regional areas through the biggest expansion of the network since its establishment with the addition of 52 new sites


5 Nielsen Online Ratings – Hybrid: SBS; 01-Jul-2012 to 30-Jun-2014; All People 2+; Average Monthly Unique Audience. 6 McNair Ingenuity Research. Media Consumption Research Amongst Aboriginal & Torres Strait Islander Peoples. May 2014. 7 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2012-30/06/2014, People 0-15, People 16-39 and People 40-54 Inc Guests; SBS 2, Sun-Sat 18:00-23:59, Audience Variation, Consolidated (Live + As Live + TSV). 8 Nielsen SiteCensus Streaming, Adobe Analytics, All In Mobile, Tuneln Radio; Google Feedburner; Average Monthly; Unique Browsers includes sbs.com.au/yourlanguage, /chinese, /popasia, /poparaby, /popdesi, /lunarnewyear, /podcasts, /chill and /radio.



Content that explores and celebrates diversity

In this section

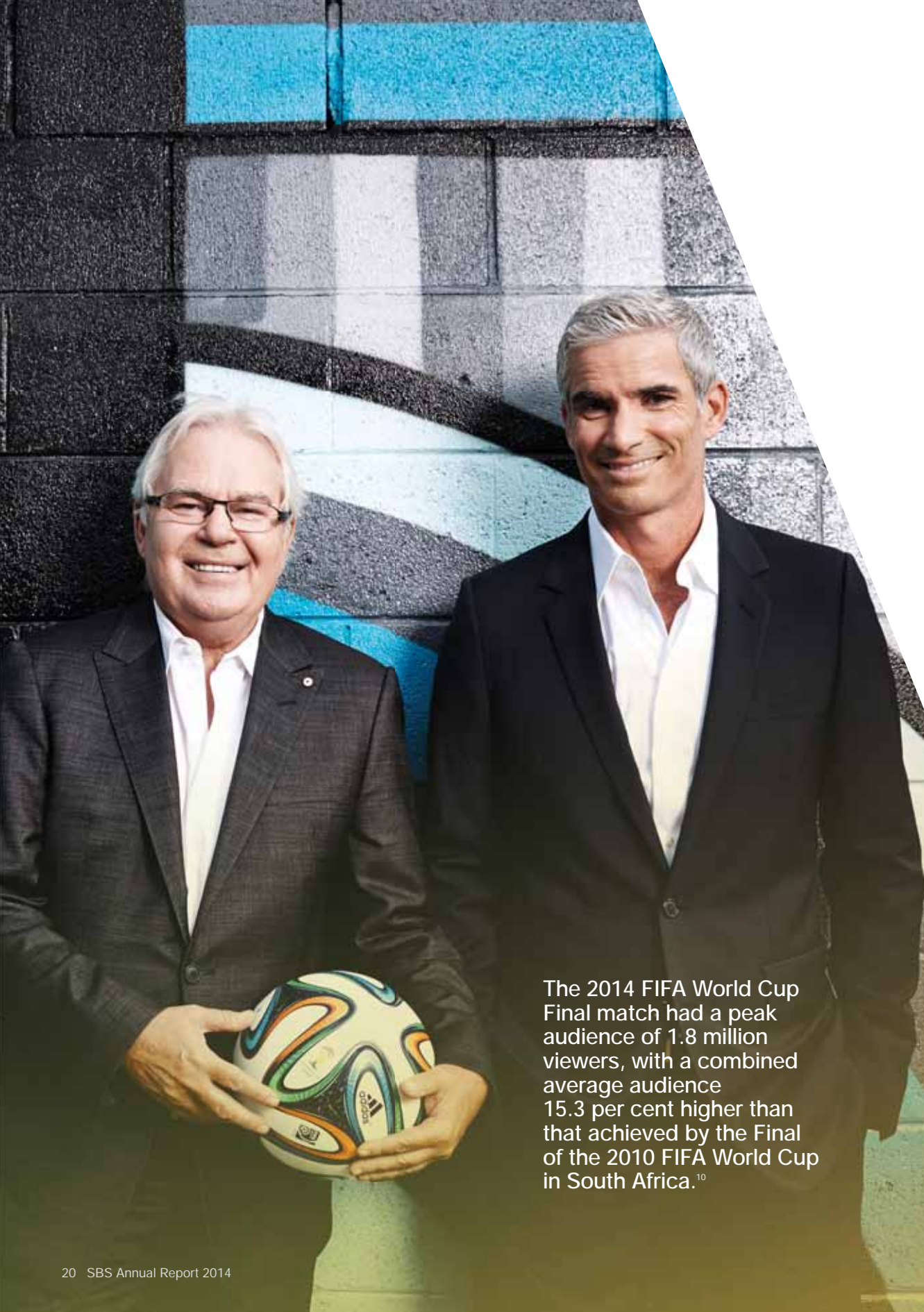
SBS United: 2014 FIFA World Cup	20
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"Australia is the most successful multicultural country in the world... in a large part because of the commitment SBS has made. SBS is part of the glue... that binds our multicultural society together."

– The Hon. Malcolm Turnbull,
Minister for Communications,
November, 2013.



The 2014 FIFA World Cup Final match had a peak audience of 1.8 million viewers, with a combined average audience 15.3 per cent higher than that achieved by the Final of the 2010 FIFA World Cup in South Africa.¹⁰

SBS United: 2014 FIFA World Cup

SBS brought Australians together for the 2014 FIFA World Cup, celebrating football and diversity through the biggest, best and most multi-platform coverage of the world's pinnacle sporting event.

Building on 24 years of World Cup broadcasting, SBS united to deliver a major World Cup offering to Australians, with a full suite of coverage across television, radio, online, mobile, tablet and social media.

The Socceroos vs Chile match outstripped ratings for all previous games from the 2010 FIFA World Cup South Africa, securing an audience average of 2.3 million.¹⁰

SBS aired all 64 matches live across its channels and in High Definition, with the broadcast team delivering over 700 hours of television coverage and reaching 10.8 million Australians across the tournament.¹⁰

SBS Radio offered commentary in 15 languages, the most ever delivered by a broadcaster in World Cup history. There were over 13 million video streams viewed and the SBS World Cup app was downloaded more than 400,000 times.¹¹

The 2014 FIFA World Cup generated extraordinarily high engagement with viewers on social media, with football fans around the world sending 672 million tweets related to the #WorldCup, including 35.6 million tweets for the semi-final match between Brazil and Germany – the most-discussed sports game ever on Twitter.¹²

The *World Cup Show* was presented nightly from Rio de Janeiro by SBS football experts Les Murray and Craig Foster, including cultural aspects of the event presented by new SBS talent Fernanda de Paula.

SBS also broadcast a daily morning news show on SBS ONE, a dedicated Socceroos show each evening, match of the day replays on SBS and NITV, as well as the nightly entertainment show, *The Full Brazilian*, on SBS ONE.

This in-depth football coverage, along with complementary content from SBS food, film and documentary programming, provided Australian audiences with a rich and informative taste of the world's most popular sporting event, whilst allowing SBS to showcase its broader network offering to a large audience.

SBS advertising and In-Language revenue experienced 27 per cent growth year-on-year, largely influenced by the success of the FIFA World Cup and other key football events including the A-League. Television sales increased by 28 per cent, online sales by 34 per cent and radio achieved growth by 20 per cent against 2012-13.

Sources 10 OzTAM Metro and RegTAM Regional Inc WA, SBS ONE, 11/06/2010 to 12/07/2010 and 15/07/2014 Total Individuals Including Guests, AUD, Consolidated (Live + As Live + TSV). 11 Adobe Analytics and Google Analytics; 12-Jun-2014 to 14-Jul-2014; sbs.com.au and World Game FIFA World Cup Edition Mobile app. Downloads Source: iTunes via App Annie, Google Play and Samsung Apps as of 16-Jul-2014. 12 Twitter, June 2014.



"Part travelogue, part cultural diary ... *This is Brazil!* is an entertaining adventure through one of the world's most diverse and delightful countries."

– TV Week.

This is Brazil!

This is Brazil!, a six-part documentary series hosted by Fernanda de Paula, showcased the vibrant colour and cultural diversity of the 12 capital cities in Brazil that played host to the 2014 FIFA World Cup. Fernanda, a Brazilian-born Australian, explored daily life in Brazil, through the eyes of local chefs, musicians, artists and everyday workers – giving Australian audiences a taste of the real Brazil ahead of the World Cup. The series was well-received by audiences and media as a light and colourful accompaniment to SBS's World Cup football programming.

The Full Brazilian

Commissioned by SBS as part of the broader World Cup content offering, *The Full Brazilian* was a nightly prime-time entertainment show, hosted by comedian Jimeoin. Filmed in front of a live studio audience, it presented the lighter side of the World Cup, exploring the latest football headlines through sketches and in-studio challenges, with celebrity interviews and music acts.

SBS Radio

SBS Radio's broadcast of the 2014 FIFA World Cup was a world first, with live commentary and analysis of every match in **15 languages** – more than any other broadcaster in the world – plus comprehensive news coverage across SBS's 74 language programs. The radio team put 360 hours of football to air, increasing audience engagement with SBS Radio through the world's most popular sporting event. Each match was broadcast live and in at least two languages, including English, plus one of the official languages of the competing countries' teams, across analogue and digital radio, online, and the SBS Radio app. SBS Radio also launched a pop-up digital radio channel, SBS PopBrazil, to deliver a cultural and musical offering to a wider audience through modern Brazilian hit music.

SBS Radio also engaged directly with audiences through a dedicated SBS Radio World Cup events team, attending over 30 live match community events in Sydney and Melbourne to promote the network coverage and provide content for other SBS teams including the news team.

Content Outreach

Extending SBS's impact beyond the television screen, the SBS Content Outreach team partnered with Football Federation Australia (FFA) and the Australian Government to produce the Harmony Game Schools Pack. Delivered to every primary school across Australia and available online, the resource teaches children the value of diversity, through the medium of the world game, football. Content Outreach initiatives such as this are a unique element of SBS's network offering and an example of the valuable role SBS plays in contributing to social cohesion, by encouraging Australians to explore and celebrate our diverse world.

Technical Support

Behind the scenes, delivering the 2014 FIFA World Cup from across the globe to a national audience was a huge achievement by SBS's technical team. The broadcast operations team supported extensive on-ground coverage from Brazil and over 300 hours of studio based programming, including live match hosting and a nightly entertainment program. Over 20 major technology systems were also refreshed or replaced in the lead up to the tournament.

Distribution

SBS Distribution delivered a range of products and events to align with World Cup coverage. A World Cup theatrical deal put live games in cinemas across the country and SBS secured a new magazine partnership with Next Media for the *SBS Comprehensive Guide to 2014 FIFA World Cup*.

¹³ Adobe Analytics and Google Analytics; 12-Jun-2014 to 14-Jul-2014; sbs.com.au and World Game FIFA World Cup Mobile app. ¹⁴ Adobe Analytics and Google Analytics, Football Streams, 12-Jun-2014 to 14-Jul-2014, measures sbs.com.au, SBS ON DEMAND and the World Game FIFA World Cup Edition mobile app, All Football Streams, Page and Screen Views. ¹⁵ iTunes via App Annie, Google Play and Samsung Apps.

13.8m

World Cup video
streams were viewed¹³



"I cannot fault SBS at all for the entire duration of the 2014 World Cup. Whether I was watching matches replayed on TV in the office, from under the bedcovers at 5AM on my tablet, or on my phone on the train through a Wi-Fi hotspot, the video coverage was top-notch. No match-breaking glitches, no drop-outs, and adaptive streaming that actually worked. YouTube could learn a thing or two from SBS. Bravo, guys. Bravo." – Gizmodo.

SBS Online

SBS Online developed an innovative and ambitious World Cup offering with the Sport team in 2014. The World Game website, a fully responsive web experience, along with the iOS and Android apps, provided the most interactive multiscreen coverage of any sporting event ever seen in Australia. Features included boosted video bit-rates, goal tracking, Fantasy Football and

Tipping games, and an interactive video player allowing for multi-angle live streaming, full replays and social sharing.

With all matches available through live streaming, SBS experienced record-breaking video traffic and set a new benchmark for sports coverage in this country. There were 13.8 million video streams viewed,¹³ and SBS's audience viewed more than 50 million

pages of World Cup content across its platforms,¹⁴ while the World Game FIFA World Cup Edition Mobile app was downloaded more than 400,000 times.¹⁵

Feedback SBS received for its online coverage has been overwhelmingly positive, with the quality of the offering reflected in the level of audience traffic during the tournament.

"SBS has changed its formats and personnel over the years, but it continues to present an admirably thorough and professional World Cup that puts many more well-resourced channels in other countries to shame."

– The Guardian.



SBS ONE

In 2013-14 SBS ONE showcased the very best of SBS content – informing, educating and entertaining Australians with distinctive programs that are unique to SBS and reflect its special Charter to explore and celebrate diversity.

With a range of commissioned and acquired shows that only SBS can deliver – from daring documentaries and dramas, to in-depth and award-winning news and current affairs, to the biggest sporting events bringing the nation together in celebration – SBS ONE pushed the boundaries of Australian television to provoke debate and inspire its audiences.

Ground-breaking documentaries like *Once Upon a Time in Punchbowl* and *Australia's Secret Heroes*, informed by the SBS Charter, spoke to a diverse Australian audience and brought untold stories to life on screen. Communities deepened their understanding of national and international issues with expert news and current affairs coverage.

The 2014 FIFA World Cup – the biggest in the organisation's history – was the centrepiece of sport on SBS ONE, alongside other standouts including the *Tour de France*. SBS food programming went from strength to strength as the network continued to develop a following in this genre, driven by its point of difference in exploring the cultures behind the cuisines.

SBS ONE cemented its reputation for international movies which reflect the diversity of people and cultures across the world. Comedies such as *Legally Brown* and Logie award-winning *Housos* pushed the boundaries with a unique style of humour, while *Eurovision* offered viewers a true entertainment experience with social media integration on-screen.

In a competitive market the network's reach remained level year-on-year and SBS ONE programs received industry recognition including several nominations at the 2014 TV Week Logie Awards.

Key events and programs across the SBS ONE schedule, including the 2014 FIFA World Cup, also influenced significant growth across all sales platforms, with SBS advertising and In-Language revenue experiencing 27 per cent growth year on year.

Better Man

SBS broadcast its first commissioned drama in four years with *Better Man*, a powerful mini-series depicting the story of Van Nguyen, the last Australian to be executed by a foreign government following his arrest for drug trafficking in Singapore. The series reached 1.4 million viewers¹ and received critical acclaim, including three TV Week Logie Award nominations, with lead actor Remy Hii winning a Graham Kennedy Award for Most Outstanding Newcomer.

Acquired Drama

Drama was successfully integrated into the SBS ONE schedule in 2013-14 with a premium English language drama slot on Thursday nights, including acquired series *Vikings*, *Masters of Sex* and *Fargo*. This complemented major LOTE dramas such as *Borgen*, *The Bridge*, *Prisoners of War* and *Lillehammer*, together generating a great amount of publicity and building on SBS's strong programming reputation.

Vikings, loosely based on real life historical events and starring Australian actors Travis Fimmel and Alyssa Sutherland, was extremely popular with SBS audiences. Season 1 achieved a metro free-to-air share on SBS ONE of 11.6 per cent,² while Season 2 was the most popular series on record for SBS ON DEMAND. The highest reaching months for drama were August 2013, with a reach of almost 4 million, and May 2014, with a reach of 4.1 million – driven by *Vikings* Season 1 and 2 respectively.³

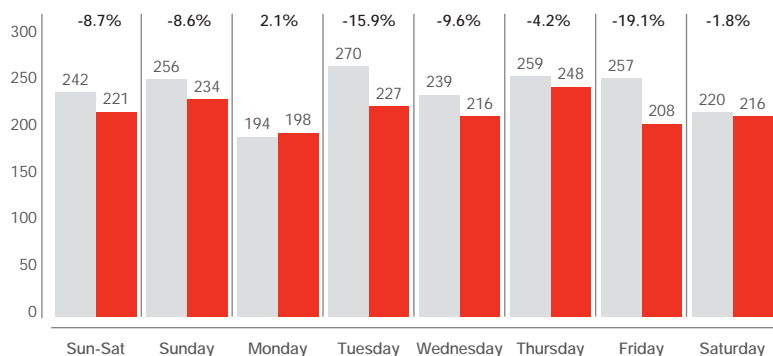
Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 25/07/2013 to 09/02/2014, Total Individuals Inc Guests, SBS ONE, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV). 2 OzTAM Metro Database, 08/08/2013 to 01/10/2013, Total Individuals Inc Guests, SBS ONE, Sun-Sat 02:00-25:59, FTA Share %, Consolidated (Live + As Live + TSV). 3 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2013 to 30/06/2014, Total Individuals Inc Guests, SBS ONE, SBS 2 and NITV, Sun-Sat 02:00-25:59, Monthly Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV). 4 June 2013 = On Demand Events Tracking via SiteCensus + Xbox Server Logs + 3rd party stats supplied by Sony Bravia, Fairfax Digital, YouTube, iTunes and Bigpond TV; June 2014 = Adobe Omniture (SBS Production) + Xbox Server Logs + YouTube + Google Analytics – The World Game and Google Analytics – World Cup app.

27%

year-on-year
growth for SBS
Advertising and
In-Language
revenue

SBS ONE: Average Evening Audience (000s)

By Day of Week – 2012-13 v 2013-14 Combined Metro + Regional



■ FY2012-13 ■ FY2013-14 % Change



Focus on Food

SBS ONE continued to take audiences on an exploration of the world's cultures through food. Commissioned programs such as *Peter Kuruvita's Mexican Fiesta*, *Destination Flavour Japan* hosted by Adam Liaw, and *Luke Nguyen's France* resonated with audiences. This year SBS ONE also had two stand-out acquisitions, *Heston's Fantastical Feasts* and *Little Paris Kitchen*.

News and Current Affairs

SBS ONE continued to deliver high quality, in-depth news and current affairs, across *SBS World News*, *Dateline*, *Insight* and *Living Black*, bringing audiences a greater depth and range of perspectives on key international and domestic issues and events (see pages 35-37). Tuesday nights on SBS ONE featured tent pole programs *Insight* and *Dateline* in prime time, back to back after the early evening *World News* bulletin.

Audiences

SBS ONE continued to face tough competition in 2013-14 in a fragmenting media landscape where convergence and the availability of online and catch-up services on multiple devices have changed audience viewing habits. For SBS ONE, Monday evenings experienced a year-on-year audience increase of 2.1 per cent after the addition of *Mythbusters*, *Vikings* and *RockWiz* to the evening. Other evening ratings showed varying decline, but occurred in conjunction with a record year of growth for SBS on its digital platform, with a surge in online video views which grew from 5 million in June 2013 to over 17 million in June 2014.⁴

Movies

SBS ONE encourages Australians to explore the world of cinema, with its distinctive collection of independent and international movies, and the continuation of the regular film slot on Saturday nights hosted by arts commentator and journalist Sandy George. This was boosted by a number of themed film seasons, including the Aussie Film Season that aired over the summer, and the Kung Fu season which formed part of a multi-channel offering to deepen engagement with audiences.



SBS 2 marked a year since relaunching as a younger channel in April 2013, with the channel continuing to attract younger audiences to SBS.

Broadcasts of the *Sydney Gay and Lesbian Mardi Gras*, *Tropfest* and the A-League's home on the channel delivered audiences above 200,000 for the first time and built on SBS 2's reputation as the destination for younger Australians to access diverse content from across the world.

A focus on international movies and drama also contributed to network growth, with many cult classics featuring on the weekly schedule and attracting a strong following.

Strategic narrative repeats and encore screenings from SBS ONE allowed the network to benefit from the popularity of the main channel and increase awareness of SBS 2.

The A-League

SBS 2 broadcast the domestic A-League – the first time it has been available to Australian audiences on free to air television since the competition's inception. The A-League attracted wider audiences with cross-platform coverage including television, radio, online and mobile (see page 38).

Sydney Gay and Lesbian Mardi Gras

In 2014, SBS 2 brought the *Sydney Gay and Lesbian Mardi Gras* back to free to air television for the first time in 12 years. Hosts Patrick Abboud of SBS 2's *The Feed*, comedian Tom Ballard, and Scottish actor and musician Heather Peace, showcased the best of the parade – from spectacular floats and outrageous costumes, to a variety of feature reports and vignettes giving audiences insightful back stories about the individuals and organisations taking part.

For the first time, 100 SBS employees were given the opportunity to take part in a Mardi Gras float which paid homage to iconic SBS World News presenter Lee Lin Chin and celebrated the role the organisation plays, not only in exploring multiculturalism, but in reflecting and celebrating diversity in all its forms.

SBS 2's coverage of the Mardi Gras reached 580,000 Australians¹ and SBS received praise and recognition from audiences about its coverage.

www.sbs.com.au/sydney-gay-and-lesbian-mardi-gras/

To promote the broadcast of the parade on SBS 2, SBS Online developed a website which attracted 14,000 unique visitors in the week

prior and following the event, including international traffic (approx. 25 per cent) from UK, other parts of Europe and the United States.² The home page included an international live stream (and catch up) of the event, but largely served to sign post people into other parts of the SBS network for great diverse content relevant to the Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) community. SBS Online made use of its social capabilities using 'Mass Relevance' and 'Never No' for the social TV broadcast and featured a gallery, map and support messages on the site.

The Feed

The Feed continues to earn industry recognition for its contributions to news and current affairs in an accessible format, earning multiple industry accolades and driving new media debate. In 2014 the program was extended from 15 minutes to 30 minutes, with an average of 872,000 unique viewers tuning in per month.³



Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 02/03/2014 to 09/03/2014, Total Individuals Inc Guests, SBS 2, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV). 2 Adobe Analytics, 01-Mar-2014 to 31-May-2014. 3 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/10/2013 to 30/06/2014, Total Individuals Inc Guests, SBS 2, Sun-Sat 02:00-25:59, Monthly Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV).



SBS 2 Combined Metro + Regional Evening Average Audience⁵

Viewers aged 0-15	↑ 64.5%
Viewers aged 16-39	↑ 65.2%
Viewers aged 40-54	↑ 11.1%

If You Are The One

A fantastic window into the culture of young Chinese in their home country, *If You Are The One* is China's biggest entertainment show and a new acquisition for SBS 2. The program has now found a regular home at 7.30pm on weekends, continuing to attract a strong loyal audience to set up the evening.

"It is a show that's crazy in that marvellous way TV from Asia achieves effortlessly and western TV so rarely can. The garish spectacle – the lights, the music, the roaring audience, the gleaming silver set. I recommend you flick over to SBS 2 to catch it." – The Age.

If You Are The One has prompted significant social media activity, with fans intrigued by the cultural differences explored through the program, the quirky nature of the show, and the earnestness of the contestants.

'Bite Nite'

The introduction of a Tuesday 'Bite Nite' line-up featuring supernatural and fantasy-based premium dramas has broadened the appeal of SBS 2 and established a dedicated audience for the channel. The line-up included SBS 2's first LOTE drama, the critically acclaimed French

zombie series *The Returned* which ranked seventh in Fairfax's Top 10 Dramas for 2013. It also featured *Orphan Black*, fast-tracked from the United States with a combined television audience of 79,000 and 268,000 online catch up views.⁴

Movie Mayhem

Movies are now a central part of the SBS 2 schedule with Marc Fennell hosting 'Movie Mayhem' nights featuring cult, action, thriller and horror movies from around the world. SBS 2 has also run successful week long mini seasons 'Monster Mayhem' and 'B Movie Mayhem' that have shown great appeal with younger audiences.

Back2Back on SBS 2

In a first for Australian broadcasting, SBS 2 provided Back2Back episode viewing via SBS ON DEMAND. This flexible approach to content delivery allows viewers to watch all the episodes of a series at their own leisure as soon as the first episode is broadcast on television. In 2013-14 greater focus was given to ensuring online stacking rights were secured upfront for key series.



PopAsia

SBS PopAsia television showcased the hottest Asian Pop artists in 2013-14 and leveraged the multi-platform brand's strength in social media by introducing live on-screen tweets and Facebook posts. The program is a flagship for Asian pop-culture on SBS 2 and is recognised as one of the top 10 Australian Radio brands on social media.

⁴ OzTAM Metro and RegTAM Inc WA, SBS 2: 29/04/2014 to 24/06/2014, Sun-Sat 18:00-23:59, Total Individuals Inc Guests, Cume Reach (5 mins cons) and Metro FTA Share, Consolidated (Live + As Live + TSV). Source: Nielsen SiteCensus and Adobe Analytics: 1-Jul-2013 to 30-Jun-2014. ⁵ OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2012-30/06/2014, People 0-15, People 16-39 and People 40-54 Inc Guests; SBS 2, Sun-Sat 18:00-23:59, Audience Variation, Consolidated (Live + As Live + TSV).

NITV grows on free to air television

NITV continued to grow and evolve as a free to air channel following its successful transition to SBS in 2012 and free to air launch.

In 2013-14 NITV focused on commissioning content valued by its audiences, reaching an average of over 2 million Australians each month.¹ Research shows that 95 per cent of Indigenous audiences regard NITV as a trusted source of news about Indigenous issues, while 97 per cent agree that NITV makes them feel proud of their Aboriginal and Torres Strait Islander cultures.²

NITV maintains editorial responsibility within SBS and channel content is primarily commissioned or acquired from the Indigenous production sector. News and current affairs, sport, documentaries, entertainment programs and dedicated children's shows feature on the weekly schedule.

96 per cent of Indigenous Australians over 18 are aware of NITV and nine in ten have watched it.³

News and Current Affairs

NITV presents news stories through a unique Indigenous lens with live *NITV News* every weekday, *News in Review* on weekends and flagship current affairs program *Awaken*. SBS has benefited from a strong relationship with the channel with cross-programming ensuring key Indigenous content achieved broader audience reach.

NITV News

Broadcasting live from both the SBS studio and the heart of Indigenous communities, NITV News demonstrated its unique access and insights into the stories of Indigenous Australians, securing a number of national exclusives followed by other media outlets.

Awaken

Hosted by renowned journalist Stan Grant, *Awaken* presented a range of informed perspectives and debates including a forum on Constitutional Recognition.

Documentary

NITV continued to showcase quality documentaries, including *From the Western Frontier*, *Colour Theory* and *The Tipping Points*, which highlighted the rich history, art and culture of Indigenous peoples and analysed Indigenous rights and environmental issues around the world.

From the Western Frontier was a new partnership between NITV and ScreenWest and provided Indigenous Western Australian filmmakers an opportunity to showcase extraordinary home-grown documentaries about defining moments in history on national television which aired during Reconciliation Week 2014 programming.

Children's Content

NITV broadcasts approximately seven hours of children's programming daily and remains a content priority. Programs supported the development of literacy, languages and numeracy skills while fostering the cultural identity of Aboriginal and Torres Strait Islander children and young people.

Jarjums is NITV's dedicated children's program slot, featuring fun and educational Indigenous and First Peoples' content from Australia and around the world. The *Jarjums* timeslot includes a line-up of Indigenous shows for young children through to teenagers, with well-known NITV commissions *Waabiny Time*, *Yarramundi Kids*, *Cool Schools Antarctica*, and the Deadly Award-winning and Logie-nominated dance-based fitness show *Move It Mob Style*.

Film

NITV showcased Australian and international Indigenous film through programming seasons 'The BlackList' and 'Africa Season', including *Walkabout*, *Blackfellas* and *Ten Canoes*. The curated film seasons boosted NITV's varied weekly schedule to deliver a record monthly reach for the channel with a peak of over 2.5 million in May and June 2014.¹

International

The NITV acquisitions team continued efforts to build and maintain key networks with producers and distributors globally to bring Australians insights into Indigenous content from across the world which delivered some of NITV's highest ratings.

Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/04/2013 to 30/06/2014, Total Individuals Inc Guests, NITV, Sun-Sat 02:00-25:59, Monthly Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV). 2 McNair Ingenuity Research. Media Consumption Research Amongst Aboriginal & Torres Strait Islander Peoples. May 2014. 3 McNair Ingenuity Research. Media Consumption Research Amongst Aboriginal & Torres Strait Islander Peoples. May 2014.

Sport

NITV has a longstanding commitment to championing grassroots sports and brings audiences events that have never before aired on Australian television. In 2013-14 sport on NITV took its audiences into the heart of Indigenous communities to promote physical education, sport and recreation, which play a key role in developing children's intellectual, social, emotional and physical skills.

NITV commissioned *The Marngrook Footy Show*, the channel's flagship sport program consistently delivered strong audiences. NITV brought audiences its most extensive coverage of the *NSW Koori Knockout Rugby League Carnival* with record viewers tuning into the finals.

NITV also delivered special broadcasts of basketball, cricket, netball, touch football and rugby union.

Commissioned Content

NITV commissions showcased Indigenous Australian food, dance, art, documentary and entertainment programming. In a first for Kriol cuisine, *Kriol Kitchen* celebrated the influences of Asian food, culture and history on local Broome cuisine across a 10-part series.

NITV paid tribute to the military efforts of the Indigenous peoples of Australia with a special commissioned series, *ANZAC: Remembering Our Heroes*, which aired during ANZAC Week. The series of home-grown documentaries highlighted 10 Indigenous stories from across the land through touching personal accounts and family memories.

Supporting the Indigenous Production Sector

NITV invests almost three quarters of its budget into content production, working with more than 100 Indigenous productions throughout the year to provide editorial guidance, support and funding to the Indigenous production sector.

The *Regional, Remote and Emerging Initiative* remains a key part of NITV's programming strategy and delivered significant content from regional and remote Australia.

Our Stories, Our Way Every Day is a landmark mini documentary series supported by State Screen Agencies and training institutions to produce a series of digital stories from Indigenous communities.

Around the Traps, hosted by acclaimed journalist Allan Clarke and broadcaster Mayrah Sonter, is a monthly arts and entertainment show featuring regional and remote reporters who feed in stories from the heart of their communities.

Audiences feel at home on SBS Radio

SBS Radio is the world's most linguistically diverse radio network, broadcasting 74 language programs and four dedicated digital music channels in 2013-14.

With Australia now home to four million people who speak a language other than English (LOTE) at home,¹ SBS Radio remains a vital and trusted source for Australian news and information in-language.

SBS Radio language programs are available on analogue and digital radio, digital television, online and through the SBS Radio mobile app.

Audio & Language Content (ALC) Review

Following the launch of the new SBS Radio Schedule in 2013, SBS reviewed its radio program content throughout 2013-14 to deepen engagement and grow audiences by delivering more tailored content. Using data from the 2011 Census, commissioned audience research and direct community feedback, audience profiles were created to explore each language community's characteristics and media usage.

Support of SBS Hero Commissions Football

SBS Radio's dedicated A-league team provided detailed match commentary and analysis for every Friday night match of the 2013-14 A-League season, including live stadium broadcasts of the final series. Each match was broadcast on digital radio, online and via the SBS Radio app.

SBS's language programs provided comprehensive coverage of the 2014 FIFA World Cup, with live commentary of all 64 matches in two languages and 28 Outside Broadcasts at community screenings (see Appendix 20). The SBS Radio language website broke all records with over 1.1 million stream requests for ALC live and on demand content in June.²

2014 Eurovision Song Contest

Pop-up station SBS Eurovision Radio offered audiences a non-stop soundtrack to the celebration and was used to cross promote SBS's multi-platform *Eurovision* programming. Interviews were conducted in over 33 languages to engage listeners with the latest *Eurovision* events while SBS Eurovision Radio simulcast all four of the semi-finals and final broadcasts.

2013 Federal Election and the SBS Election Exchange

SBS Radio's coverage of the 2013 Federal Election campaign focussed on marginal seats with a high proportion of people who speak a language other than English at home. Complementing the 380 news stories in SBS Radio's news bulletins, were approximately 110 audio features produced on party policy, leader and features dedicated to teaching listeners the basics of Australia's electoral system.

SBS Radio hosted seven bilingual Election Exchange voter forums in Sydney and Melbourne with the six largest language programs (Arabic, Cantonese, Greek, Italian, Mandarin and Vietnamese). The forums brought constituents, local members and candidates together for a positive discussion about election issues.

SBS PopAsia and new content initiatives

SBS PopAsia commissioned two new weekly radio shows. A new Friday night K-Pop entertainment show, hosted by 'Eat your Kimchi', launched in May to give fans an insight into Korean pop culture. The Canadian duo based in Seoul, South Korea, have more than 500,000 subscribers to their weekly YouTube channel.³ A second new commission launched in June featuring Australian born artist 'Rome', of K-Pop boy band C-Clown, talking about his life as a K-Pop star.

Overall, SBS PopAsia registered large growth during 2013-14, in its pursuit to satisfy the needs of younger audiences who are hungry for new and engaging content. YouTube saw record numbers for SBS PopAsia with 477,000 views in June, taking SBS PopAsia's lifetime views to over 5 million, up 185 per cent during 2013-14.⁴

Sources 1 Australian Bureau of Statistics, Census of Population and Housing, 2011. 2 Adobe Analytics (SBS Production), All In Media, TuneIn Radio, Total Audio Streams, Jun-2014. 3 YouTube as of 30-Jun-2014. 4 YouTube Analytics, Financial Year 2013/14 vs Financial Year 2012/13, channel=sbspopasia.



The Enemy Within was honoured in the Best Special Report category at the prestigious 2014 New York Radio Awards, nominated for a 2013 Walkley Award and received a 2013 United Nations Association of Australia Media Award for Increasing Awareness and Understanding of Women's Rights and Issues.

Award-Winning Content

SBS Radio provides broadcasters with the opportunity to pitch for additional resources to develop distinctive content. The process continued to inspire success this year, with commissioned projects reaping awards and recognition.

The Enemy Within was a compelling radio documentary exploring family violence in the Australian Indian community, through the voices of victims, experts, police and the court system. Many of the stereotypes around Indian culture, victims and perpetrators of family abuse are challenged through the stories of six victims of family abuse residing in Melbourne and Sydney.

The Other 9/11 was a radio and online documentary exploring Australia's involvement in the 1973 *coup d'état* led by General Augusto Pinochet which overthrew the socialist democracy of Salvador Allende. *The Other 9/11* was awarded Best Investigative Story of the Year at the NSW Premier's Multicultural Media Awards 2014.

Community Engagement & Research

SBS Radio is conducting more radio research than ever before:

- Audience Measurement Surveys in 11 languages conducted by McNair Ingenuity
- Audience Feedback Surveys in eight languages conducted online via the 'SBS Exchange'
- ALC Online Tracking Statistics, including social media activity
- Community Engagement meetings and events providing invaluable feedback

SBS Radio implemented an extensive Community Engagement program to deepen engagement with communities and improve the quality and relevance of content to drive audience growth. SBS Radio participated in a range of national and cultural festivals, art and film festivals, industry events and forums, client and government sponsored events and SBS stakeholder events (see Appendix 20).

SBS Radio Online and SBS Radio app

Record audiences engaged with SBS Radio online and via the SBS Radio app:

- ALC audio streams (average monthly) – up 22.8 per cent
- ALC podcast downloads (average monthly) – up 24.2 per cent
- ALC unique browsers (average monthly) – up 117.3 per cent⁵

SBS Radio language program websites grew to a record high of 734,000 unique browsers in June 2014,⁶ driven by new and emerging language programs such as Tigrinya and Dinka.

A new SBS Radio homepage launched in April 2014, as the first step in upgrading all in-language sites. The dynamic new site fits to mobile, tablet or browser windows, allowing greater usability and an improved radio player. The SBS Your Language app was also relaunched in June 2014 as the SBS Radio app.

⁵ Nielsen SiteCensus Streaming, Adobe Analytics, All In Mobile, TuneIn Radio; Google Feedburner; Unique Browsers includes sbs.com.au/yourlanguage/, /chinese, /popasia, /poparaby, /popdesi, /lunarnewyear, /podcasts, /chill and /radio. ⁶ Adobe Analytics, sites with URL sbs.com.au/yourlanguage/, /chinese, /popasia, /poparaby, /popdesi, and /radio, Jun-2014.

Online delivers record growth

A slate of exclusive multimedia projects connected SBS with Australians through its digital platforms, driving an unprecedented 17 per cent growth in unique audiences¹ in 2013-14.

Online video views grew to an average of more than 7 million per month,² backed by the strengthening of the program offer on catch-up service, SBS ON DEMAND and streams served via 3rd party sites such as YouTube.

Migration of the legacy network onto a new content management system (CMS) and a suite of fully responsive SBS websites marked a new digital era and sharpened the Online team's output, setting the foundations for ongoing innovation on this platform. New social media strategies shaped a cross-platform offering for key content.

***Exit Syria* received a nomination as a finalist in the Political Blog category in the 2014 Webby Awards, a prestigious international reward that recognises the best of the web from around the world.**

Launch of Network 2.0 Sites

SBS Food was the first of a suite of Network 2.0 sites launched from August 2013, utilising the facets of the new CMS and was the first broadcaster in Australia to implement a fully responsive website across all platforms and digital devices, from desktop, to tablet, to mobile. SBS rolled out 10 sites in quick succession using efficiencies leveraged from the common platform.

Online exclusive distinctive multimedia projects

The Other 9/11 – September 2013

A feature interactive project that told the story of how Australia was involved in the violent *coup* that overthrew the Chilean government in 1973, developed in two weeks with new agile systems.

Vote for Uncle Sam – September 2013

A campaign site to support 'Uncle Sam' from the *Legally Brown* series aligned with Uncle Sam's do-it-yourself attitude and housed regular blog updates and video messages in the lead up to the series.

Exit Syria: Diaries from Za'atari – November 2013

A real-time immersive documentary set in the heart of one of the world's harshest refugee camps at the Syria-Jordan border which documented the lives of refugees in the Za'atari refugee camp.

JFK The Smoking Gun – November 2013

A mini interactive released to coincide with the groundbreaking documentary purporting to show what happened on the day that JFK was shot.

China to Australia – January 2014

To complement SBS's coverage of the 2014 Lunar New Year, Online launched *China to Australia* – an interactive website that used cutting-edge 360 degree 3D video technology to take audiences into the heart of Sydney's Lunar New Year Twilight Parade and share stories of Chinese-Australians.

Secret Cross Dresser Society – March 2014

In partnership with *The Feed*, this mini documentary and interactive site followed a group of men who dress up as women in the secret *Seahorse Society*.

Cronulla Riots – The Day That Shocked the Nation – April 2014

This flagship and exclusive, interactive documentary explored the events of December 2005, told through a series of testimonials from predominantly Lebanese-Australians who were affected by the events. *Cronulla Riots* won three prestigious AIMIA awards.

After 6/4 – May 2014

To coincide with the 25th anniversary of the events of Tiananmen Square, SBS Online launched an interactive project which made use of archival content from both Chinese and other international media and included six short-form documentaries, telling stories Chinese-Australians.

Operation Rimau/Australia's Secret Heroes – June 2014

Told the gripping story of a secret Australia WW2 mission, with an interactive design adding further depth to the second episode of the SBS commissioned television series, *Australia's Secret Heroes*.

Sources 1 Nielsen Online Ratings – Hybrid, SBS (Special Broadcasting Service) (Parent), Financial Year 2013/14 vs Financial Year 2012/13, Average Monthly Unique Audience. 2 SiteCensus, Xbox & Sony Bravia Server Logs, Fairfax, YouTube, iTunes and Bigpond TV, Adobe Analytics, and Google Analytics. 3 SiteCensus, Xbox & Sony Bravia Server Logs, Fairfax, YouTube, iTunes and Bigpond TV, Adobe Analytics, and Google Analytics. 4 Adobe Analytics. (SBS Production, April 2014–July 2014).



Interactive online documentary *Cronulla Riots – The Day That Shocked the Nation* won three prestigious AIMIA Awards.

“Innovation in the digital space is key to the future of delivering uniquely SBS content for all Australians, and adding SBS ON DEMAND to HbbTV-enabled televisions continues our commitment to bringing content to audiences when they want, and where they want it.”

– Chief Digital Officer Marshall Heald.

Ongoing Development and Growth of SBS ON DEMAND

Ongoing development and growth of SBS ON DEMAND catch-up viewing continued, with the app on 18 platforms at June 2014 and retaining its position as Australia's number one Video on Demand (VOD) platform in terms of platform coverage. Its growth was boosted by emerging platforms, particularly tablets and smartphones. SBS ON DEMAND launched on the Google Play store, Hisence Google TV sets and HbbTV. The app was launched on Xbox ONE and selected Kindle devices, and updated on the Samsung App store and devices.

SBS launches first with HbbTV in Australia

SBS's beta launch of Hybrid Broadcast Broadband television (HbbTV) in June 2014 led SBS to be the first free to air broadcaster nationally to embrace the technology.

Video views grew from 5 million in June 2013 to over 17 million in June 2014, driven by views of videos on 3rd party sites, in particular on YouTube which accounted for over 1.6 million views in June 2014.³

Fargo set a new record for the most streamed drama ever on SBS ON DEMAND, with 10 episodes serving 1.4 million video views.⁴

Awards

AIMIA Award Winners

SBS.com.au (Homepage)
Best Publisher

Cronulla Riots: The Day that Shocked the Nation
Best Cultural or Lifestyle
Best Use of Video
Most Innovative Digital Product or Service – Content Innovation

AIMIA

Award Nomination

SBS ON DEMAND
Best of Tablet – Entertainment

Webby Nominations

Exit Syria: Diaries from Za'atari
Finalist in the Political Blog Category

Cronulla Riots: The Day that Shocked the Nation
Honouree for Best Visual Design – Function
Honouree for Best Use of Video or Moving Image

FWA Nominations

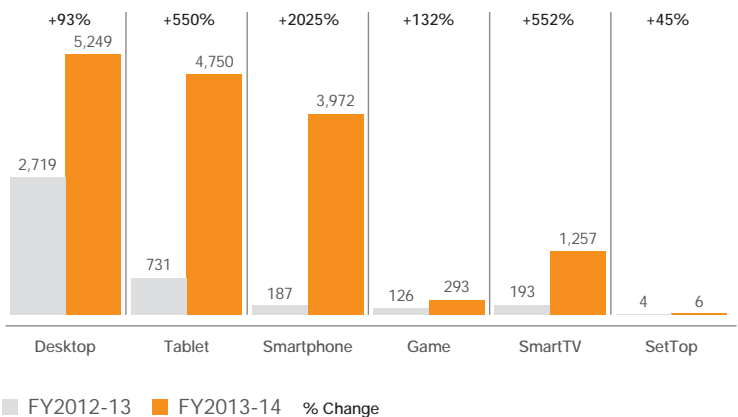
After 6/4

Online delivers record growth

Launch of new Comedy site

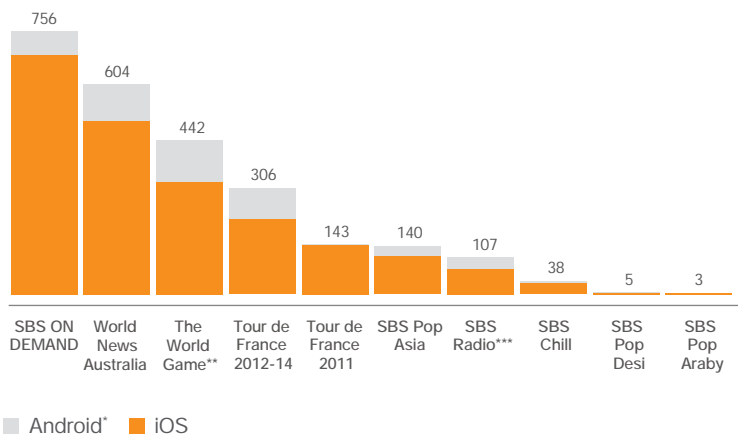
The new comedy site launched in March 2014 with a mission to introduce Australian audiences to new comedy from across the world, featuring a wide range of local and international content. The comedy community responded well to SBS's *Comedy Runway* initiative where SBS partnered with state screen agencies to select and produce a comedy web pilot each month. In its first round \$260,000 worth of funding is being issued to emerging film makers and comedians, with over 550 applications received.

Total Stream Views⁶ (000s)
By Platform – 2012-13 v 2013-14



SBS iOS and Android apps were downloaded 1 million times in 2013-14. In total, SBS apps have been downloaded 2.5 million times since the first app was launched in May 2011. SBS ON DEMAND became the network's most downloaded app.⁵

SBS app Downloads and Installs⁷ (000s)
May 2011 to June 2014



Sources 5 iTunes via App Annie, Google Play, Samsung Apps. 6 June 2013 = On Demand Events Tracking via SiteCensus; June 2014 = Adobe Analytics + Google Analytics – The World Game and Google Analytics – World Cup app. 7 iTunes via App Annie, Google Play, Samsung Apps. * Android figures include apps installed via Samsung Apps. ** The World Game includes The World Game Match Tracker and The World Game FIFA World Cup Edition. *** SBS Radio was previously known as SBS Your Language

News and Current Affairs becomes One Newsroom

SBS News and Current Affairs reached an average of 5.5 million Australians each month. The highest reaching month of the year was June with a reach of 6.1 million viewers.¹

One Newsroom

The implementation of an integrated, cross-platform newsroom in May 2014 brought together SBS's television, radio and online news teams.

With a centralised news desk and improvements in the commissioning and story development process, SBS has reduced duplication of resources on stories. This allows the newsroom to deliver a greater volume of higher quality, in-depth news and analysis, publishing across all platforms.

The One Newsroom model has also built stronger ties between *SBS World News*, *Dateline*, *Insight*, *The Feed*, *NITV News* and *Living Black*, with more opportunities to complement coverage and offer a range of perspectives.

World News – Television

World News Australia was renamed *SBS World News* in February 2014, reflecting audience recognition and perceptions of SBS's news bulletins.

The early evening bulletin performed strongly in the face of significant industry challenges, including the Australian Government retune and the expansion of Nine and Seven Network news bulletins to an hour.

Distinctive content with a multicultural perspective

The quality and depth of international coverage remained paramount, with extensive reports which brought stories closer to home and highlighted the relevance for communities in Australia.

SBS World News retained its commitment to coverage of multicultural issues and events, producing more content for Australia's diverse communities on education, small business, investment and the cost of living.

With increased collaboration with *NITV News*, *SBS World News* continued to report on issues relating to Indigenous Australians, exploring employment policy, the Indigenous vote in the Federal Election, and profiles on Indigenous candidates. SBS also took on three aspiring young journalists in 2014 under the SBS cadetship program, including one of Indigenous heritage.

An average of 2.5 million viewers tuned in per month to watch *SBS World News* Monday to Friday.¹ *SBS World News* was among the biggest growth areas online with the 6:30pm bulletin generating 426,000 online video views per month.²

2013 Federal Election and Federal Politics

Extensive coverage of the Federal Election was a core priority for *SBS World News*. Alongside standout interviews with party leaders Tony Abbott and Kevin Rudd, news teams focused on issues in large multicultural communities, explored the views of non-English speaking voters and provided coverage of SBS Radio's public forums. News teams brought a diversity of perspectives to audiences with ongoing and in-depth coverage of national issues including immigration policy, the carbon tax, education funding, and the Federal Budget.

Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2013 to 30/06/2014, Total Individuals Inc Guests, SBS ONE, SBS 2 and NITV, Sun-Sat 02:00-25:59, Monthly Cume Reach (5 mins cons, Consolidated (Live + As Live + TSV). 2 SiteCensus and Adobe Analytics, Jul-2013 to Jun-2014, Program = 'World News Australia' or 'SBS World News'.

News and Current Affairs becomes One Newsroom

World News – Radio

The Radio News team continued to support Audio and Language Content (ALC), providing news and feature stories for language groups. Radio output has benefited from the integrated workflows of the One Newsroom, with a wider variety of stories available for SBS's radio language programs.

The team was recognised with a number of awards. *The Enemy Within*, a collaboration between Punjabi Language Program Executive Producer Manpreet Singh and NACA Radio's Sacha Payne, won a Silver Radio Award at the New York Festival's International Radio Program Awards.

World News – Online

The News and Current Affairs (NACA) Online team produced multiplatform content for SBS's news programs, and continued to build on its distinctive content offering, expanding its comment and analysis section which has been instrumental to online audience growth.

Key thought leaders, newsmakers and policy debaters regularly contribute feature pieces. A boosted focus on 'digital first' storytelling with an emphasis on social media and infographics has allowed SBS to communicate stories clearly and effectively in new and engaging ways to keep pace with audience habits.

Between August 2013 and July 2014, social media delivered 25 percent of total news site sessions.³



Insight

Insight celebrated its 10th year in a forum format, and with host Jenny Brockie at the helm, it again set the standard for discussion and debate on Australia's key social, economic and political issues, reaching 1.6 million unique viewers per month.⁴

Jenny Brockie was recognised with a 2013 Walkley Award for All Media Interview for the 'Young Mob' special episode focusing on Indigenous teens in Alice Springs. *Insight* also received a 2013 UN Association of Australia Media Award for Promotion of Positive Images of the Older Person, for the episode 'Good Old Sex.'

Insight continued to engage with its audience online, with Jenny Brockie and program guests live tweeting during broadcast. In June 2014, *Insight* had over 57,000 Facebook 'likes' and 48,000 Twitter followers, while Jenny Brockie had over 24,000 Twitter followers.⁵

1.2m

Dateline viewers each month

Dateline

Dateline lead media coverage of key international news events, attracting 1.2 million viewers each month.⁴ Key stories were the Cairo trail of Australian journalist Peter Greste, unrest at Manus Island, the effects of Typhoon Haiyan in the Philippines, and the violent uprising in Ukraine.

Research into perceptions of *Dateline* has been used to broaden viewership by targeting audience interest areas and covering more breaking news events. A new partnership between SBS and Qantas is bringing *Dateline* episodes to passengers on international and domestic flights.

The Feed

The Feed developed substantially over the year and was recommissioned in 2014 with an extended half hour format.

The Feed was recognised with a 2013 Walkley nomination in the multimedia story telling category for Patrick Abboud's report 'Tagging the Taliban', and reporter Joel Tozer received a 2014 Walkley Young Journalist of the Year Award for his reports 'Inside Providence: The secretive Korean church led by a Convicted Rapist'; 'Carmen's Story: Living through the Pain of Abuse'; and 'Cotton Wool Kid'.

The Feed also partnered with the Sydney Opera House's *Festival of Dangerous Ideas* to collaborate on *The Feed's* content for the festival, which raised awareness for both *The Feed* and SBS 2.

Sources 3 Google Analytics, 01/08/2013 to 21/07/2014. 4 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2013 to 30/06/2014, Total Individuals Inc Guests, SBS ONE, Sun-Sat 02:00-25:59, Monthly Cume Reach (5 mins cons), AUD: Metro and Regional FTA Share %, Consolidated (Live + As Live + TSV).

5 Facebook Insights, June 2014. Twitter, June 2014. 6 Essential Media Communications, 'The Essential Report', August 2014.



Research by Essential Media shows that SBS TV news and current affairs is the second most trusted media across all platforms including print, radio, television and online. SBS TV news is trusted by 65 per cent of respondents, second only to the ABC at 67 per cent.⁶

WorldWatch

SBS's *WorldWatch* international television news bulletins are transmitted on SBS ONE and SBS 2, with news from 29 of the world's broadcasters in 24 languages other than English. This unique service caters for the language and cultural needs of Australia's increasingly diverse multicultural communities seeking news from their home countries.

WorldWatch was enhanced with two hours of live news in English broadcast overnight from five different broadcasters, including NHK Tokyo, CCTV Beijing, Russia Today (RT) Moscow, Deutsche Welle (DW) Berlin, and France 24 (F24) Paris.

WorldWatch news bulletins available on SBS ON DEMAND were increased from 12 to 22 bulletins, and are also available via SBS's language websites.



Living Black

In its 11th year on SBS, *Living Black* returned in October 2013 with a fresh format series *Living Black Conversations*. Hosted by Karla Grant, it features interviews with prominent Australians to examine the impact of their work on the lives of Aboriginal and Torres Strait Islander people. Guests have included AFL star and Australian of the Year Adam Goodes, businessman and mining magnate Andrew Forrest, and Australia's first Indigenous surgeon Dr Kelvin Kong.

Video journalists reported from some of the most remote areas of Australia, including Wadeye in the Northern Territory and Yarrabah in far north Queensland, uncovering stories rarely covered by mainstream media. Key stories covered proposed changes to the *Racial Discrimination Act 1975*, the Noongar Native Title deal and Indigenous disadvantage. An ANZAC DAY special profiled Indigenous Australians serving in the armed forces.

Sport on SBS brings Australians together

Sport brought an exhilarating range and depth of sports coverage to audiences across the country, with the network continuing to grow its core pillars of football and cycling.

As the home of international football, the 2014 FIFA World Cup in Brazil was an extraordinary event that brought audiences together and challenged the network to deliver an outstanding multiplatform experience for viewers.

Cycling took centre stage in mid-2013 with the 100th edition of the *Tour de France*, while new additions to SBS, domestic A-League football and Australian Netball, solidified their place with SBS.

2014 FIFA World Cup

SBS has broadcast the FIFA World Cup since 1990, and in 2014 SBS brought Australians the best World Cup yet with a full suite of exclusive multiplatform coverage across television, radio, online, mobile, tablet and social media.

SBS aired and streamed all 64 matches live across its television, radio and online platforms, with highlights and match replays available through SBS ON DEMAND.

For a full account of the 2014 FIFA World Cup see pages 20-23.

1.1m
total viewers per
month tuned in to
watch A-League
content on SBS.¹

A-League

The A-League continued to find its home on SBS, averaging a combined metro and regional audience of 123,000 for the Friday night live matches² and offering online, mobile and radio broadcasts. While this performance was below SBS's expectations, the subscription television games also experienced decline. For SBS, the A-League Grand Final achieved an average audience of 360,000, making it the highest rated broadcast on SBS 2 since the channel relaunched.³

SBS is continuing to work with Football Federation Australia (FFA) to improve ratings for the next season, through a partnership to grow the game including shifting it to SBS ONE.

Football presenter and journalist, Lucy Zelic, joined the network as a key member of SBS's A-League on-air team for weekly highlight show, *Thursday FC*, with Matt Okine and David Zdrilic. The program was a new offering for Australian audiences but did not attract a strong enough viewership and the network refocused resources on building on the Friday night A-League following.

A new magazine deal was secured between the *The World Game* and *FourFourTwo* magazine for a monthly co-branded edition, commencing with the A-League season in October 2013.

Other football

SBS also broadcast live coverage of many other football competitions, including the FIFA Under-20 World Cup semi-finals and final, the FIFA Confederations Cup Final, the UEFA Super Cup, the Football Association (FA) Cup Final, and the Under-17 Women's World Cup semi-finals and final.

Sources 1 OzTAM Metro and RegTAM Regional FTA Database Inc WA, 01/10/2013 to 31/05/2014, Total Individuals Inc Guests, SBS 2, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV). 2 OzTAM Metro and RegTAM Regional FTA Database Inc WA, 11/10/2013 to 16/04/2014, Total Individuals Inc Guests, SBS 2, Friday 18:00-23:59, AUD, Consolidated (Live + As Live + TSV). 3 OzTAM Metro and RegTAM Regional FTA Inc WA, 11/10/2013 to 16/04/2014, Total Individuals Inc Guests, SBS 2, Friday 18:00-23:59, AUD, Consolidated (Live + As Live + TSV).



SBS football reached an average of 2.2 million Australians each month, peaking in June with a reach of 8.9 million viewers driven by SBS coverage of the 2014 FIFA World Cup.⁶

Cycling

SBS broadcast its 23rd consecutive coverage of the *Tour de France* in 2013 including new panel review shows on rest days and late stages and longer highlights on SBS 2. The *Tour de France* attracted 5.3 million Australians across three weeks of competition, peaking for the Live Stage 8 event which had a combined audience of 523,000 across Australia.⁴

Over the 23 days of the *Tour de France*, the Cycling Central website attracted 2 million user sessions, up 5.3 per cent on the 2012 event.⁵

SBS's *Tour De France* Tour Tracker iOS and Android apps were downloaded by 65,000 new users in 2013-14, bringing the total downloads to 306,000 since its launch in 2012.

Other cycling

SBS broadened its popular cycling offering in 2014 by broadcasting all stages of the *Giro d'Italia*, the first of cycling's three Grand Tours, live for the first time. The race is a lead-in to the *Tour de France* and built on SBS's cycling pedigree ahead of its *Tour* broadcast.

The *Giro d'Italia* reached 2.4 million Australians and the live stages averaged 107,000 viewers, an 81 per cent increase on 2013. The live coverage of the event had a metro free to air share of 8 per cent on SBS ONE and attracted over 295,000 catch-up chapter views online.⁷

Live coverage of the *Cycling Australia National Road Championships* from Ballarat was shown on SBS ONE in January 2014 and live coverage of the *Cycling UCI World Road Championship* from Florence, Italy was broadcast on SBS 2 in September 2013.

Netball

SBS was proud to broadcast the ANZ Netball Championships, bringing women's sports to free to air television. The ANZ Netball Championships Final between Melbourne Vixens v Queensland Firebirds wrapped up the season with a 107,000 combined metro and regional audience and a metro free to air share of 4.7 per cent.⁸



⁴ OzTAM Metro and RegTAM Regional FTA Inc WA, 06/07/2013, Total Individuals Inc Guests, SBS ONE, 02:00-25:59, Consolidated (Live + As Live + TSV). ⁵ Nielsen SiteCensus, Weeks 26-30 (Mon 24-Jun-2013 to Sun 28-Jul-2013) vs Same Time Last Year, includes all URLs containing /cyclingcentral, /cyclingcentral/tourtracker, cyclingcentral.social.sbs.com.au/. ⁶ OzTAM Metro and RegTAM Regional FTA Inc WA, SBS Network TTL, 01/07/2013 -30/07/2014, 02:00-02:00, Cume Reach (5 Cons Minutes), Total People, Consolidated (Live+As Live+TSV). ⁷ OzTAM Metro and RegTAM Regional FTA Inc WA, 10/05/2014 -01/06/2014, Total Individuals Inc Guests, SBS ONE, 02:00-25:59, Cume Reach (5 mins cons) and Metro FTA Share %, Consolidated (Live +As Live + TSV). ⁸ OzTAM Metro and RegTAM Regional FTA Inc WA, 02/03/2014-17/06/2014, Total Individuals Inc Guests, SBS 2, AUD and Metro FTA Share %, Consolidated (Live+As Live+TSV).

Every night is food night

SBS is a destination for food programming with a cultural difference.

In 2013-14 SBS built on its food reputation with a daily 30 minute food programming strip in the evenings and an emphasis on building Thursday food nights as unique culinary and cultural journeys.

Inspired by the SBS Charter, programs such as *Peter Kuruvita's Mexican Fiesta*, *Destination Flavour Japan* hosted by Adam Liaw, and *Luke Nguyen's France* explored culture through food and travel, winning broad industry acclaim.

As part of the Thursday night strategy, SBS optimised its return on investment for its food commissions by offering new audiences the opportunity to discover well established brands with the 7:30pm timeslot showing repeats of two of SBS's most popular food brands, *Italian Food Safari* and *Gourmet Farmer*. These were complemented with re-runs of the acquired program *Two Greedy Italians*.

"Mexican Fiesta [offers] real insight not just into local cuisine but a great snapshot of historical and contemporary society."

– Herald Sun.

SBS's food acquisitions strategy complemented the Australian commissioned offering and identified overseas talent who fit into the SBS line-up. Two strong stand-out successes for acquired food content were *Heston's Fantastical Feasts*, with chef Heston Blumenthal familiar to SBS audiences, and brand new discovery Rachel Khoo with *Little Paris Kitchen*. Both identities have new programs coming into the SBS ONE schedule next year.

SBS Food

SBS Food is also one of SBS's most popular online destinations, with thousands of recipes, videos and exclusive online-only content from SBS food programs. The launch of a new, visually rich and responsive website now allows audiences to easily search and share recipes with friends. Food theme months on the site are integrating major programming events like the *World Cup*, *Eurovision* and *Tour de France*. The site also offers food columns, presenter profiles and interviews with top celebrity chefs.

Mexican Fiesta

2 million unique viewers tuned in to SBS ONE to watch *Mexican Fiesta* with *Peter Kuruvita* as he explored the vibrancy and heart of Mexican cuisine, with a combined metro and regional average audience of 349,000 and a 5.3 per cent metro free to air share.¹

The *Mexican Fiesta* Facebook page delivered over 700,000 impressions and a reach of over 560,000, including 11,000 clicks to the SBS Food page.²

Destination Flavour Japan

Destination Flavour Japan reached 2 million unique viewers on air, as Adam Liaw embarked on a solo adventure drawing on his seven years in Tokyo, with a combined average audience of 348,000 tuning in to SBS ONE and a 5.5 per cent metro free to air share.³

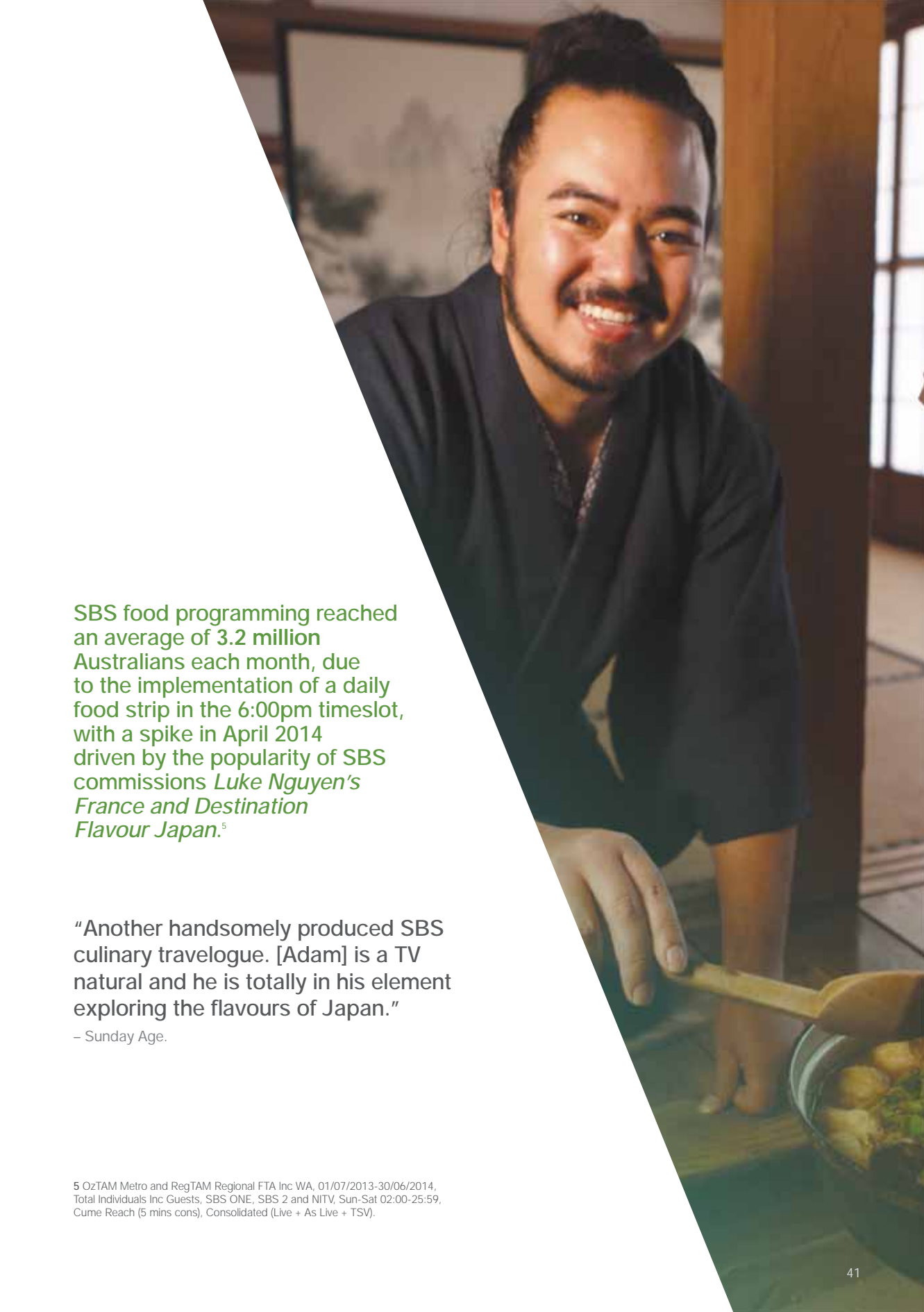
There was an overwhelmingly positive response from viewers to the show via SBS's audience feedback panel, The Exchange, who loved Adam's unassuming but knowledgeable nature with 97 per cent agreeing the program was a "good fit with SBS".



Luke Nguyen's France

In Luke Nguyen's latest show for SBS, his passion for food led him to the culinary wonderland of France where he explored the rich history of the country and the influence France has had on Vietnam's culinary scene. The program had a combined average audience of 453,000, a 7 per cent metro free to air share and 2 million unique viewers tuning in across the season.⁴

Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 13/02/2014 to 17/04/2014; Total Individuals Inc Guests, SBS ONE, Sun-Sat 18:00-23:59, Cume Reach (5 mins cons), AUD and Metro FTA Share, Consolidated (Live + As Live + TSV). 2 Facebook Insights, March 2014. 3 OzTAM Metro and RegTAM Regional FTA Inc WA, 19/06/2013 to 23/11/2013, Total Individuals Inc Guests, SBS ONE, Sun-Sat 18:00-23:59, Cume Reach (5 mins cons), AUD and Metro FTA Share, Consolidated (Live + As Live + TSV). 4 OzTAM Metro and RegTAM Regional FTA Inc WA, 14/04/2014 to 12/06/2014, Total Individuals Inc Guests, SBS ONE, Sun-Sat 18:00-23:59, Cume Reach (5 mins cons), AUD and Metro FTA Share, Consolidated (Live + As Live + TSV).



SBS food programming reached an average of 3.2 million Australians each month, due to the implementation of a daily food strip in the 6:00pm timeslot, with a spike in April 2014 driven by the popularity of SBS commissions *Luke Nguyen's France* and *Destination Flavour Japan*.⁵

"Another handsomely produced SBS culinary travelogue. [Adam] is a TV natural and he is totally in his element exploring the flavours of Japan."

– Sunday Age.

5 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2013-30/06/2014, Total Individuals Inc Guests, SBS ONE, SBS 2 and NITV, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV).

Documentaries remain a Charter pillar

SBS delivered three key documentaries over the summer period that engaged Australians with their unique offering and attracted a broader audience to SBS.

Australian Documentary Season

The SBS commissioning team delivered three one-off documentaries which were scheduled over three consecutive weeks in the Insight timeslot, a great match for these issues based titles, *Change My Race*, *Surgery Ship*, *The Network*.

Sunday December Line Up

SBS ONE had great success on Sunday evenings with the 'Lost World' programming strand. The network took a similar approach to Food and created a second slot at 8:30pm of strong repeat programming from the strand to flow audiences into a second hour of viewing. This five week season optimised stock usage delivering a strong return on the investment as well as setting up the slot for the Drama season which started 8:30pm Sundays from the first week of the calendar year.

Wild Saturdays

Saturday nights continued to be a focus for the network, and over summer there was strong audience performance, driven by the 'Wild Season' of blue chip nature documentaries which were promoted to the audience as such and delivered an audience upswing for the period.

Once Upon a Time in Punchbowl

Following on from the national award-winning and critically acclaimed series *Once Upon a Time in Cabramatta* which aired in 2012, *Once Upon A Time in Punchbowl* premiered in June 2014, telling the untold story of how the Lebanese community overcame the odds and found its place in multicultural Australia. *Punchbowl* reached 1.5 million Australians¹ across the four-part series, hearing from community leaders, police, families and individuals, as they tell the compelling and dramatic story of a proud and resilient community under intense pressure. The series was complemented by an interactive SBS Online documentary, *Cronulla Riots – The Day that Shocked the Nation* which earned industry acclaim, as well as a major exhibition *The Heart of Punchbowl* which captured the vibrancy of Lebanese Australians living in Punchbowl through portraits and conversation extracts put together by photographer Andrew Quilty and journalist Jackie Dent.

JFK Documentary Season

The JFK Documentary Season brought 3 million Australians to SBS One in November 2013. '*JFK: The Smoking Gun*' was the most popular program on SBS ONE in 2013-14, excluding World Cup matches, and achieved a metro free to air share of 13.5 per cent.² SBS also aired the four-part acquired biography, *JFK*, and the documentary *One PM Central Standard Time*. This was a great example of SBS commissioning a one-off landmark documentary and then curating a cohesive season across different program slots to build a strong viewing thread for the audience.

Persons of Interest

Persons of Interest, a four-part societal documentary series, aired on SBS ONE in January 2014. Each week, a 'person of interest' was given their previously secret ASIO file and asked to respond to its contents, including theories, some true and some absurd. The series aired during the Tuesday night timeslot and attracted 1.2 million viewers across four weeks, with the first episode achieving 330,000 combined metro and regional viewers.³

Australia's Secret Heroes

Australia's Secret Heroes, a three-part documentary series, told the story of an elite group of Australian soldiers who took part in undercover operations in Asia during World War II. The series follows six of their descendants who recreate their forefathers training in explosives, camouflage, killing and enduring torture. Combining archival footage, declassified manuals and interviews, the series offered a deep and engaging reflection on the war and its effects. The series aired in June 2014 on SBS ONE and attracted 1.1 million metro and regional viewers.

SBS continued its **Multicultural Television Production Traineeship Scheme**, providing short-term work placements for participants from culturally and linguistically diverse (CALD) and Indigenous backgrounds to work on SBS commissioned productions. In 2013-14 trainees worked on *Gourmet Farmer* and *Once Upon A Time In Punchbowl*, as well as programs in production for 2014-15.

Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 19/06/2014 to 10/07/2014, Total Individuals Inc Guests, SBS ONE, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV). 2 OzTAM Metro and RegTAM Regional FTA Inc WA, 03/11/2013 to 22/11/2013, Total Individuals Inc Guests, SBS ONE, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons) and Metro FTA Share, Consolidated (Live + As Live + TSV). 3 OzTAM Metro and RegTAM Regional FTA Inc WA, 07/01/2014 – 04/03/2014, Total Individuals Inc Guests, SBS ONE, 18:00 – 24:00, Cume Reach (5 mins cons), Consolidated (Live + As Live + TSV).

Documentary was the most reached genre for SBS, with an average of 8.2 million viewers each month.⁴

Top Documentaries⁴

Program	Combined Audience
Sunday nights	
JFK: The Smoking Gun	879,000
Rome: What Lies Beneath	585,000
Richard III: The King In The Car Park	578,000
Pompeii: Cellar of Skeletons (rpt)	577,000
Machu Picchu Decoded (rpt)	557,000
Monday nights	
Pain, Pus and Poison	537,000
Countdown To A Catastrophe	535,000
Fat vs Sugar	518,000
The Truth About Fat (rpt)	516,000
Swallowed By A Black Hole	416,000
Wednesday nights	
Australia With Simon Reeve	590,000
Richard Hammond's Miracles Of Nature	544,000
Walking Through History	540,000
Aliens Of The Deep Sea (rpt)	513,000
24 Hours In Emergency	500,000
Saturday nights	
Pilgrimage With Simon Reeve	612,000
Wild Croatia	456,000
Walking Through History	446,000
Nordic Wild	441,000
Wild Amazon	425,000

"If knowledge and understanding are the antidote to prejudice and bigotry, *Once Upon a Time in Punchbowl* should go a long way to healing some still-open wounds in Australian society."

– The Age Green Guide.

⁴ OzTAM Metro and RegTAM Regional, 5 City Metro and Combined Regional Agg (Inc W.A), Network SBS TTL, July 2013 – June 2014, 02:00-02:00, Cume Reach (5 Cons Minutes) and Cume ATS View, AUD & FTA Share % Total People,, Consolidated (Live+As Live+TSV).

Charter inspires unique comedy and entertainment

SBS delivered brave and bold comedy and entertainment programs in 2013-14, connecting with Australia's diverse audiences with a truly distinctive line-up.

The *Sydney Gay and Lesbian Mardi Gras* was broadcast free-to-air for the first time in 12 years, with a dedicated SBS float included in the parade to celebrate diversity in all its forms (see page 26).

Established favourites the *Eurovision Song Contest*, *Rockwiz* and *Housos* continued to appeal to audiences, while innovative new commissions like *Legally Brown* and acquired gems such as *If You Are the One* brought audiences more of the distinctive television they have come to expect and love.

SBS's first drama commissioned in four years, *Better Man*, along with a stream of acquired international drama hit series including *Vikings*, *Fargo*, and *Masters of Sex*, had their first run in Australia to record audiences.

Entertainment

Entertainment on SBS channels reached an average of 3.5 million unique viewers each month. The highest reaching month was June 2014 with 5.6 million. This was driven by *Rockwiz*, *A Pang for Brasil* and *The Full Brazilian*.¹

2014 Eurovision Song Contest

In 2014 SBS was again home to the iconic annual *Eurovision Song Contest*, with the 59th celebration of the event held in Copenhagen, Denmark and hosted by popular SBS personalities Julia Zemiro and Sam Pang. SBS delivered unprecedented multiplatform coverage with an enhanced social television experience including on-screen integration of tweets and interactive voting.

SBS attracted 3.2 million unique viewers with its Eurovision coverage.²

SBS was proud to secure the opportunity for ARIA Award winning singer Jessica Mauboy to represent Australia with a performance during Semi Final 2. This was the first time an Australian solo artist had taken to the *Eurovision* stage as a guest, with 180 million viewers tuning in across Europe.

SBS's *Eurovision* offering was expanded to a full week, with a new five part quiz show, *The Eurovision Quiz Contest*, broadcast on SBS 2. On SBS ONE a special documentary, *Jessica Mauboy's Road to Eurovision*, followed the star on her journey to the biggest song contest in Europe.

SBS Radio brought audiences a month of non-stop *Eurovision* hits in the lead-up to the song contest through the SBS *Eurovision* pop-up radio channel. The channel simulcast the

Semi Finals and Grand Final, along with exclusive news bulletins direct and live from Copenhagen.

Eurovision continued to be a huge driver of online audience growth, with the SBS *Eurovision* site receiving 217,000 visits, up 32 per cent on 2012-13. The site also attracted 160,000 unique browsers, up 45 per cent year on year and 101,000 *Eurovision* video views were served across sbs.com.au and SBS ON DEMAND applications, 2.7 times as many as last year.³

Over the *Eurovision* finals weekend #SBSEurovision received over 161,174 tweets and trended worldwide at number one across all three nights, with a peak of approximately 1,000 tweets per minute during the broadcasts.⁴



"SBS is on a roll, and it's not only because of the Eurovision Song Contest or the approach of the World Cup soccer. Its documentaries and dramas are soaring this year, and its three channels now attract 7 per cent of the prime-time free-to-air audience." – Sydney Morning Herald May 12, 2014.

Sources 1 OzTAM Metro, OzTAM National STV & RegTAM Regional FTA Database Inc WA and National STV Homes, 01/07/2013 to 30/06/2013, 18:00-23:59, Total People Inc Guests: SBS ONE, AUD, Cume Reach (5 mins cons), FTA Share%, Average Time Spent Viewing, Consolidated (Live + As Live + TSV). 2 OzTAM Metro and RegTAM Regional FTA Inc WA, 09/05/2014 to 11/05/2014, Total Individuals Inc Guests, SBS ONE, Sun-Sat 02:00-25:59, Cume Reach (5 mins cons) and AUD, Consolidated (Live + As Live + TSV). 3 Adobe Analytics: 06-May-2014 to 10-May-2014; measures sbs.com.au Eurovision site and related content, and SBS ON DEMAND applications. 4 Twitter, May 2014.



RocKwiz

RocKwiz returned in March 2014 for Season 12, launching with a special episode saluting Australian songwriters Harry Vanda and George Young, focusing on an important slice of Australia's musical history. With Julia Zemiro at the helm and charismatic showman Brian Nankervis in support, the series hosted dozens of Australia's biggest names in music, including Gotye, Tina Arena, Billy Bragg, Steve Kilbey, and Indigenous star Dan Sultan. Two special episodes were recorded at Australia's premier blues and roots festival, the 25th Byron Bay Bluesfest. This was SBS's fourth run of *RocKwiz* shows at Bluesfest, with an exciting cast of Australian and international acts.

If You Are The One

If You Are The One, the biggest entertainment show in China, proved to be very popular as a light entertainment option for early evening audiences on SBS 2. The cult dating game show attracts a strong and loyal audience while generating dynamic social media activity from fans who love its quirky appeal.

Mythbusters

Mythbusters continued to be a strong audience driver for SBS ONE, with series 1 attracting an average audience of 354,000 and

a 4 per cent share of metro free to air share.¹ Series 2 brought the science duo to Australia, kicking off in Melbourne with 2.3 million unique viewers tuning in for the premier episode.¹

The Full Brazilian

As part of SBS's broader content offering around the 2014 FIFA World Cup, SBS commissioned *The Full Brazilian*, a daily prime-time entertainment show hosted by comedian and football fan, Jimeoin, shot in front of a live studio audience. The show gave a light-hearted take on the World Cup, with issues of the day and headlines explored through sketches and in-studio challenges, featuring musical acts, celebrities, and sportspeople. It also included daily catch-ups with SBS football presenters Les Murray and Craig Foster live from Brazil, as well as segments with Nazeem Hussain (*Legally Brown*), exploring the beauty and chaos of Brazil during the World Cup of a lifetime.

A Pang for Brasil

Also forming part of SBS's extensive 2014 FIFA World Cup content offering was a two-part commissioned series, *A Pang for Brasil*, hosted by SBS personality Sam Pang. The program followed Sam on a journey into the heart of Brazil's culture – from picturesque Rio de

Janeiro to the mega metropolis Sao Paulo, to vibrant party town Salvador – introducing Australian audiences to a colourful cast of local characters along the way.

The Observer Effect

The Observer Effect aired from June to October 2013 on SBS ONE. Hosted by acclaimed journalist Ellen Fanning, the program offered audiences a series of long-form interviews with high profile Australians, using news from the week to draw out their views and spark debate around key issues shaping the national conversation. The series featured a light and entertaining format, attracting a range of guests across diverse industries, including former Premier of NSW Bob Carr, Coles CEO Ian McLeod, actor Dan Aykroyd, singer and musician Seal, and journalist and television presenter Ray Martin. Amongst the most popular episodes were those featuring political guests Clive Palmer, Barnaby Joyce and Malcolm Turnbull, which drew strong audiences in the three months leading up to the Federal Election.

Charter inspires unique comedy and entertainment

Comedy

Comedy on SBS brought laughs to an average of 2.4 million unique viewers each month, driven by established favourite *Housos* and newcomer *Legally Brown*.¹

Housos

Comic actor Paul Fenech returned to Australian television screens with the second series of the polarising comedy hit, *Housos*. Created and directed by Fenech, *Housos* invited audiences back into the fictional housing commission block in Sunnyvale, following the riotous day-to-day adventures of its residents. The second season of *Housos* attracted a combined average audience of 406,000 on SBS ONE, with a total of 2.9 million unique viewers tuning in across SBS ONE and SBS 2.¹ *Housos* was awarded Most Outstanding Light Entertainment Program at the 2014 TV Week Logie Awards.

"*Housos*, a whole new sort of wrong, but oh-so-right, taps like few others into the unique strain of Aussie humour."

– The Sunday Times.



Legally Brown

Building on SBS's proud history of provocative comedy, SBS commissioned a new and daring 10-part comedy series, *Legally Brown*, hosted and co-written by emerging talent Nazeem Hussain. The weekly series taps into Australians' broad sense of humour, parodying many aspects of Australian culture, including race relations, local and international politics and pop culture.

The show features Nazeem performing stand-up comedy in front of a studio audience, as well as a succession of topical, socially relevant sketches and pre-recorded interviews. *Legally Brown* attracted 2.2 million Australians across the season on SBS ONE and SBS 2.¹

"*Legally Brown* is at once sharp, funny and often uncomfortable – everything decent comedy should be."

– The Age.

Drama

SBS built on its reputation for bringing Australians diverse dramas from across the world in both English and LOTE. The strategy attracted major audiences for the network and reaffirmed the organisation's insights into world television viewing trends, with SBS drama content reaching an average of 3.3 million Australians each month.¹

Better Man

SBS broadcast its first commissioned drama in four years with *Better Man*, the story of the last Australian to be executed in South East Asia, for drug trafficking in Singapore.

The powerful mini-series reached 1.4 million unique viewers, with 7 per cent metro free to air share¹ and 230,000 online video chapter views.⁵ It received critical acclaim, including two 2014 TV Week Logie Award nominations, with lead actor Remy Hii winning a Graham Kennedy Award for Most Outstanding Newcomer.

Vikings¹

Vikings, a Canadian-Irish historical drama hit series starring Australian actors Travis Fimmel and Alyssa Sutherland, was one of SBS's most popular acquisitions with 3.1 million unique viewers tuning in to watch season 1 across SBS ONE and SBS 2. The series achieved an 11.6 per cent metro free to air share on SBS ONE.

Vikings season 2 was the most popular series on record for SBS ON DEMAND with 1.2 million video chapter views across 10 episodes, a 58 per cent increase on season 1.⁶

⁵ On Demand Stream Tracking Via SiteCensus, 22/07/2013 to 11/08/2013. ⁶ Video Chapter Views SBS Stream Tracking via SiteCensus and Adobe Analytics (SBS Production); 1-Jul-2013 to 30-Jun-2014.



"Better Man is a uniquely Australian story and one that only SBS would tell. It is a moving and important story ... and reflects issues that affect our communities."

– Tony Ifland, SBS Director of Television.

"It is almost impossible to match the grand scale and magic of worldwide phenomenon of *Game of Thrones*, but this impressive Canadian/French drama can stand proudly with its sword in the air. With only a fraction of the budget of *GOT*, *Vikings* has created a scintillating and addictive drama that basks in its stunning Irish and Norwegian backdrops. And there's no need to pay for this addictive costume drama, folks."

– News Ltd.

Orphan Black

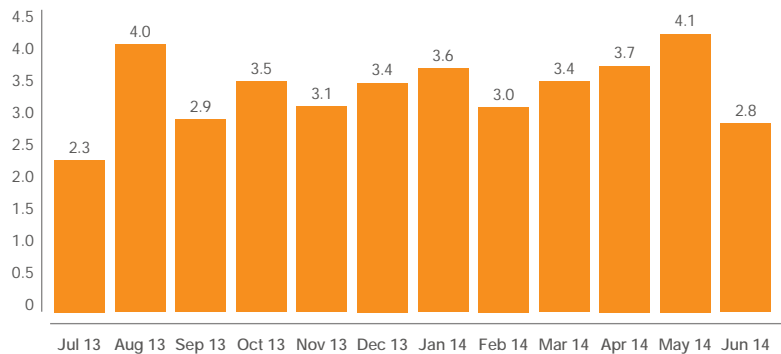
SBS 2 had its first fast-tracked series from the United States, *Orphan Black* season 2. With series 1 having debuted on SBS 2 as part of the 'Bite Nite' strategy on Tuesday evenings, fast tracking again tapped into the interests of the younger demographic on the channel, delivering audiences the highly-anticipated second season return in the same week as the US. Season 2 reached 360,000 unique viewers on SBS 2, and had 268,000 chapter views via SBS ON DEMAND.

Fargo

The American dark comedy crime drama series *Fargo*, inspired by the 1996 film of the same name, reached a total of 1.9 million unique viewers and had an 8.2 per cent metro free to air share.

DRAMA: Reach¹ (millions)

By Month – 2013-14 Financial Year (Combined Metro + Regional)



The Walking Dead

1.1 million unique viewers were reached on SBS 2 for American post-apocalyptic horror drama television series *The Walking Dead*. The second season reached a total of 557,000 Australians.

Masters of Sex

The American drama series *Masters of Sex* reached a total of 3.6 million unique viewers on SBS ONE and had 8.8 per cent metro free to air share. The series was also popular on catch-up with 917,000 video chapter views.

The Escape Artist

847,000 unique viewers watched British drama thriller *The Escape Artist*, with a 5.6 per cent free to air metro share.

Lillehammer

The Norwegian series *Lillehammer* reached a total of 954,000 unique viewers on SBS ONE.

Borgen

The second installment of the Danish political drama reached a total of 1.2 million unique viewers and had a 5.3 per cent metro free to air share.

The Bridge

A total of 1.1 million unique viewers were reached by the second season of the Scandinavian crime drama with the program achieving a 4.7 per cent metro free to air share.

The best movies from across the world

SBS champions international cinema in Australia and continues to attract strong audiences with its renowned offering of independent and international feature films.

2.3m

viewers tuned in to SBS ONE to watch a film during the special Aussie Film Season over the summer.⁷²

Regular film slots built on a strong audience following, with arts commentator and journalist Sandy George hosting Saturday nights on SBS ONE, and Wednesday nights on SBS 2 hosted by Marc Fennell.

Movies reached an average of 4.1 million unique viewers each month, with the highest reaching month in December 2013, attracting 5.6 million viewers. This was boosted by the special Aussie Film Season over the summer, with 2.3 million viewers tuning in to SBS ONE to watch a film.¹

Movies have become a big part of the SBS 2 schedule, with Marc Fennell hosting 'Movie Mayhem' on Wednesday evenings – a dedicated, prime time destination for popular movies from across the world.

SBS Online engaged audiences with *Tropfest*, showing all short films ON DEMAND and running a social television event during broadcast for the first time in the event's history. *Tropfest* trended #1 Australia-wide on Twitter, extending SBS's social media reach to over **7 million** Australians.²

Tropfest

In December 2013, SBS 2 broadcast the world's biggest short film festival, *Tropfest*, from the live event in Centennial Park, Sydney – the second time the network has delivered the event to a free to air audience. Hosted by Marc Fennell, along with Adam Spencer and Yumi Stynes, the broadcast featured the 16 finalist films, black carpet arrivals, and interviews with celebrity judges and filmmakers. The Sunday broadcast had a combined average audience of 130,000, with 47 per cent of viewers aged under 40, highlighting the fit with the SBS 2 channel strategy.

Over half the metro audience was in Sydney, which illustrates the challenge of broadening the event to resonate with a national audience.³

Film Festival of 100 Clicks and overnight film

A festival of films replaced the long-running *WeatherWatch* in the early hours of the morning on SBS ONE and SBS 2, increasing the amount of in-language content on SBS, broadening its movie offering, and lifting overnight viewing. Launched in conjunction with the online stunt, *The Film Festival of 100 Clicks*, and the relaunch of the SBS Movies website, the new schedule also encouraged catch-up viewing online.

The Film Festival of 100 Clicks was the network's first ever virtual film festival, grouped around themes and genres to make it accessible for audiences. It offered Australians the chance to watch 100 films for free via SBS ON DEMAND, across 15 platforms, within 30 days. This was the first time a free to air Australian broadcaster had delivered an offering of this many titles online and for free.

The festival program attracted 824,000 total video views for the month, and received overwhelmingly positive comments from audiences.⁴

Kung Fu Film Season

SBS deepened audience engagement with the first SBS ONE and SBS 2 joint film season in January 2014, as part of the network's broader Lunar New Year campaign. The Kung Fu Film Season showcased a selection of Chinese movies tailored to suit each channels' different audiences, forming a cohesive offering across the networks and online.

Sources 1 OzTAM Metro and RegTAM Regional FTA Inc WA, 01/07/2013 to 30/06/2014, Total Individuals Inc Guests, SBS ONE, SBS 2 and NITV, Sun-Sat 02:00-25:59, AUD, Profile and Cume Reach (5 mins cons) Consolidated (Live + As Live + TSV). 2 Twitter, December 2013. 3 OzTAM Metro and RegTAM Regional FTA Inc WA, 02/12/2013 to 15/12/2013; Total Individuals Inc Guests, SBS 2, Sun-Sat 18:00-23:59, AUD and AUD Profile, Consolidated (Live + As Live + TSV). 4 Adobe Site Catalyst / SBS Production; Date range: 1-31 March 2014.

Subscription Television

SBS operates World Movies and STUDIO on the subscription platform through Foxtel, with revenue generated invested back into developing Australian content for SBS.

Awards

STUDIO and World Movies received six Global Promax BDA Awards:

General Image Campaign
– *Create STUDIO (GOLD)*;

Stunt Promotion Package using Multiple Media
– *World Movies Secret Cinema Holy Motors (GOLD)*;

Consumer Tie-in/ Brand Integrated Campaign using Multiple Media
– *STUDIO Mini-Paceman (GOLD)*;

Art Direction & Design: Press Kit
– *The Returned, STUDIO (SILVER)*;

Holiday/Seasonal/Special Event Program Campaign using Multiple Media
– *World Movies, Summer of Sin (SILVER)*;

Dramatic Program Campaign Using Multiple Media
– *The Returned, STUDIO (BRONZE)*.

STUDIO

From ballet to street art, STUDIO showcases the best of the world's creativity and culture, including performance, documentary and drama series in languages other than English.

STUDIO, Foxtel and external contributors including Screen Australia and Screen NSW invested over \$3.5 million in more than 40 hours of world premiere content. One major project, funded by the Foxtel Production Fund, was the three part series *Taking On The Chocolate Frog*, which challenged ex-criminals to perform the award winning Australian play 'The Chocolate Frog', and followed the process from rehearsals to the final performance in front of a live audience.

Partnerships

STUDIO partnered with Screen Producers Australia (SPA) to present the Kickstart initiative, which worked in conjunction with the Ones to Watch mentor program, supporting early career producers. Selected participants were offered the exclusive opportunity to pitch a television series to STUDIO and receive an investment of \$300,000. The competition not only gave STUDIO exposure with SPA's network and the broader arts industry, but also engaged audiences and positioned the channel as a genuine supporter of new talent and original content.

STUDIO again partnered with creative network The Loop to present the Create STUDIO competition. This involved a nationwide call-out for creatives to pitch their ideas for new, innovative STUDIO channel ident. Four artists were mentored by the STUDIO team and their final pieces of work were featured on the

channel for a year. In June 2014, this project earned STUDIO a prestigious Global Promax BDA Award for the most outstanding 'General Image Campaign'.

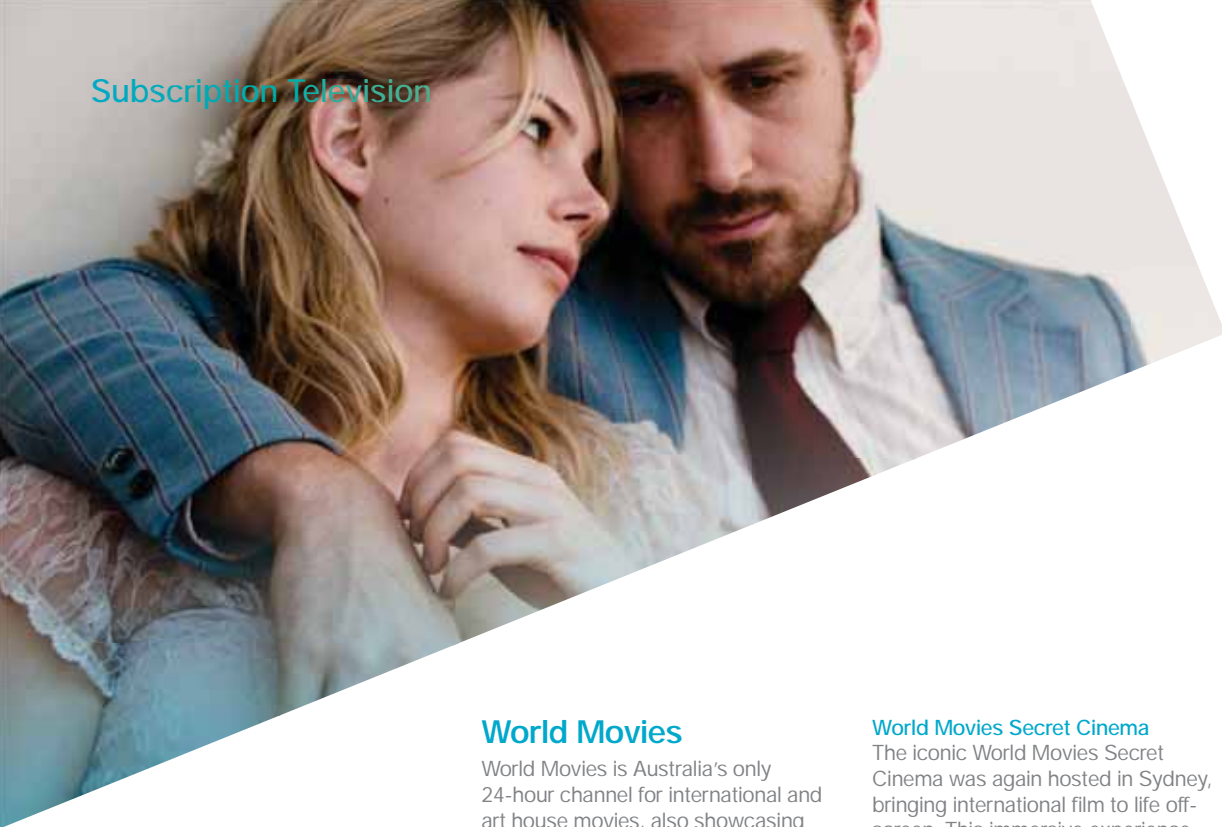
STUDIO partnered with Vivid Sydney and as part of Vivid Ideas 2014, supported the Pozible event 'Stand Up, Stand Out', a one night only live pitching session that gave project creators the opportunity to bring their idea to life. STUDIO provided a \$3,000 prize to the winner.

Through these and many other partnerships with leading arts organisations, STUDIO was able to access diverse and discerning audiences, encourage deeper engagement, and develop positive associations for the STUDIO channel brand.



STUDIO had an average monthly reach of 811,000, an increase of 8 per cent on 2012-13.¹

Sources 1 OzTAM National STV, STUDIO, 01/07/2012 to 30/06/2014, Sun-Sat 02:00-02:00, Monthly Cume Reach (5 mins Cons) and Total Individuals including guests, Consolidated (Live+As Live+TSV). 2 OzTAM National STV, World Movies, 01/07/2012 to 30/06/2014, Sun-Sat 02:00-02:00, Monthly Cume Reach (5 mins Cons), Total Individuals including guests, Consolidated (Live+As Live+TSV).



World Movies

World Movies is Australia's only 24-hour channel for international and art house movies, also showcasing indie and cult features, documentaries and behind-the-scenes exclusives.

The channel screened movies from 47 countries in 52 languages, broadcasting 230 Australian television premiere films – nearly doubling the total agreed with Foxtel.

World Movies built upon existing relationships with film festivals across the country, and forged new ones, extending its reach and impact on Australian audiences. World Movies supported headline events including Sydney Film Festival and Melbourne International Film Festival. It also engaged with smaller cultural events such as the Alliance Française Film Festival, the Italian Film Festival, and the Arab Film Festival, boosting their reach with airtime and targeting specific communities through editorial opportunities.



World Movies had an average monthly reach of 821,000, an 8.3 per cent increase on 2012-13.²

World Movies Secret Cinema

The iconic World Movies Secret Cinema was again hosted in Sydney, bringing international film to life off-screen. This immersive experience involved over 400 participants visiting a secret location to view a movie revealed on the night, with themed entertainment and catering. The core objectives were to increase awareness and understanding of the World Movies brand and reach a new, younger audience. In 2014 World Movies was awarded Gold at the Global Promax BDA Awards, in the category for Stunt Promotion Package using Multiple Media, for the work on this campaign.

World Movies' evening average audience saw an overall increase of 12.1 per cent year-on-year. Thursday increased by 32 per cent, the biggest increase in evening audience.

World Movies experienced significant uplifts in online and social media interactions in the last year, with the World Movies website weekly traffic up over 70 per cent year-on-year,³ while its Facebook audience increased 25 per cent.⁴

Sources 3 Google Analytics, Page Views, July 2013-June 2014 v July 2012-June 2013. 4 Facebook Insights, July 2013 versus July 2014.

Engaging our Audiences

SBS Brand Tracker

SBS monitors performance of the SBS brand relative to the marketplace.

SBS Brand Tracker research is conducted twice a year to enable the organisation to gain a big picture view on media consumption, explore perceptions of the SBS network as a whole and of specific channels. SBS uses this research to better understand the appeal and engagement of different types of content to inform delivery of content across different platforms and to provide a competitive comparison of SBS relative to other networks.

Who Do We Think We Are? In search of ourselves: Understanding the Australian identity.

Who Do We Think We Are? was a study commissioned by SBS in 2013 and conducted by Pollinate. It asked Australians from across the country key questions about how they believe the nation has changed in the past 20 years, what it means to be Australian today, and considers future implications for businesses and brands.

The study drew on data from a nationally representative sample of over 1000 across age, gender, location and language spoken at home to help decision makers position their brands to cater for a changing and increasingly diverse Australia, to ensure they stay relevant and maximise future opportunities in an increasingly diverse Australia.

The 2014 FIFA World Cup

Market research company Sweeney was commissioned to conduct an online research project to assist SBS in development of the new The World Game website, providing insights into the content needs of existing users and strategies to acquire new users. The World Game website relaunched in May 2014, and won Website of the Year in the 2014 Football Fans Downunder Awards.

Audience feedback

The SBS Audience Relations team coordinates audience feedback and provides the public with information about SBS programs and services.

SBS Audience Relations handled on average 185 calls per day, 80 email communications per day, 15 letters per week, and responded to social media enquires (including ongoing monitoring of social media pages).

While enquiries vary considerably, the main themes over 2013-14 included viewers seeking assistance with the Digital Retune and feedback around SBS's significant programming events such as the *2014 FIFA World Cup* and the *Tour de France*.

SBS Audience Relations also received enquiries relating to general transmissions, positive feedback on several LOTE drama series including *Borgen*, changes to the *WorldWatch* schedule, SBS product releases, requests for programs and repeats, and informal complaints about SBS content or programming.

Formal complaints alleging breaches to the SBS Codes of Practice are forwarded to the SBS Ombudsman (see Ombudsman's report on page 67). To ensure SBS platforms remain in tune with their audiences, all audience feedback is collated in a daily report by the Audience Relations team and sent to internal stakeholders.

Subtitling

In order to provide multilingual and multicultural television services that inform, educate and entertain all Australians, SBS broadcasts English language programming as well as English-language subtitled non-English programming.

Programs in a language other than English (other than SBS's *WorldWatch* schedule) are made accessible to a wider Australian audience through English subtitles. Subtitles enables audience, regardless of their cultural provenance to access programs in-language.

SBS predominantly uses subtitles, rather than voice over (or dubbing) as subtitling retains the linguistic and cultural integrity of the original programs and allows for effective cross-cultural communications.

In 2013-14:

- *Once Upon A Time in Punchbowl* was subtitled into Arabic and the Arabic version shown simultaneously on SBS ON DEMAND.
- Online real-time interactive online documentary called *Exit Syria – Diaries from Za'atari* which was subtitled from Arabic into English overnight.

SBS ONE

- 1,368 hours of subtitling
- 82 hours of re-narration
- 4,340 hours of closed captions

SBS 2

- 1,421 hours of subtitling
- 753 hours of closed captions

NITV

- 424 hours of subtitles

Online

- 22 hours of subtitles

Awards

The SBS Subtitling Unit won the Australian Institute of Interpreters and Translators (AUSIT) Excellence Award for Outstanding Contribution to the Industry for its LOTE subtitling work and for SBS's ground-breaking use of LOTE subtitles in English programs to deliver on the SBS Charter with content that speaks directly to multiple generations of multilingual Australians.

Organisation

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Technology and Distribution

Technology and Distribution is designing innovative service solutions that enable SBS to deliver content on whatever platform audiences choose.

2014 World Cup Technical Support

SBS's technical team was instrumental in delivering the 2014 FIFA World Cup from across the globe to a national audience. Over 20 major technology systems were refreshed or replaced in the lead up to the tournament to ensure audiences were able to watch all 64 matches live and in High Definition. During the event the broadcast operations team supported extensive on-ground coverage from Brazil and over 300 hours of studio programming from the SBS studios in Sydney, including live match hosting and the nightly entertainment program *The Full Brazilian*.

Advanced Sports Graphics

Football fans are enjoying a new level of game analysis during A-League and World Cup coverage through SBS's new advanced sports graphics system. The new technology presents a detailed visual analysis of gameplay to work alongside expert commentary from the Sports team.

Digitisation Project

To protect historically and culturally important SBS content against loss and preserve it for future reuse, approximately 17,000 hours of obsolete and deteriorating videotape has been digitised and catalogued through the SBS Digitisation Project. For the first time unique collections that had been previously inaccessible, such as the entire news archive of SBS's Indigenous broadcaster NITV, are available catalogued and digitised. SBS's rich history of commissioned documentaries and programs of national interest have also been captured. More unique content is set to be digitised over the coming year, including SBS's diverse radio content and *SBS World News* archive.

Business Intelligence System

SBS integrated a new Business Intelligence platform across all internal systems to enable close analysis of programming and sales performance across ratings and revenue. The enhanced analysis will guide future program and sales to refine the offering to audiences.

Engineering Test Lab

The SBS Broadcast engineering team commissioned an operational test broadcast lab on the SBS premises which allows changes in the broadcast stream or head-end systems to be thoroughly tested prior to live broadcast. This will result in further stability and reliability for audiences receiving the SBS signal.

Workflow

SBS's internal workflow unit was established to assess work productivity challenges, measure performance and drive efficiencies across the organisation. The project has already resulted in significant cost savings for SBS through several initiatives aimed at increasing collaboration, visibility and accountability within and across teams. SBS Content, Marketing, Online, Technology and Distribution and News divisions are now operating more efficiently as a broader unit with a focus on high-quality content delivery. The valuable insights gained from the workflow project are now being used to inform other processes across SBS and NITV.



Transmission

SBS Television Services

SBS Television phased out analogue services in 2013 and now transmits throughout Australia using only digital terrestrial and satellite services. SBS is also retransmitted on the cable subscription services of OptusVision and Foxtel, and the satellite subscription services of Foxtel.

- 324 digital terrestrial transmitters provided by Broadcast Australia;
- 125 retransmission services provided by Regional Broadcasters Australia (RBA), Transmitters Australia (TXA) and Government;
- 84 self-help transmitters; and
- Viewer Access Satellite Television (VAST) direct-to-home satellite services provided via Optus C1/D3 satellites.

SBS Radio Services

SBS Radio transmits throughout Australia using analogue, digital and satellite services.

Analogue

SBS Radio broadcasts two analogue services each in Sydney, Melbourne, Wollongong and Canberra and one service to other capital cities and Newcastle (see Appendix 13).

- 15 terrestrial radio transmitters provided by Broadcast Australia; and
- 153 self-help transmitters.

Digital

SBS provides a simulcast of SBS Radio's local analogue services, plus SBS Radio 3, SBS Radio 4 for special events, and four digital only music channels: SBS Chill, SBS PopAsia, SBS PopAraby and SBS PopDesi.

- 5 metro terrestrial transmitters provided by Broadcast Australia; and
- 1 trial service in Canberra.

Digital Switchover and Equalisation

SBS assisted audiences to transition from analogue to digital television throughout the final stages of the digital switchover. Information campaigns targeted each switch-off area and SBS operated a Reception Advice Line (RAL) for viewers experiencing difficulties.

As part of the Government's equalisation scheme, new digital services were added to areas where no SBS digital signal was previously available. SBS has added 60 new sites under the scheme, with another 20 due by June 2015.

Following the switchover, communities in remote or poor reception areas are increasingly taking up VAST. There are now over 224,000 households with VAST receivers, providing them access to the full suite of free-to-air digital radio and television channels.

SBS has assumed control of 12 self-help retransmission services, which are now being operated at no cost to their communities. There are 88 SBS self-help digital television and 153 self-help-radio transmitters licensed to provide SBS services.

Digital Retune

The Australian Government's retune project involved channel changes to around 1,400 services and 426 sites nationwide. As channel frequencies change, audiences are required to retune their digital receivers to continue receiving the SBS signal.

SBS moved from the UHF band to the VHF band in Perth, Adelaide, Melbourne, Sydney and Brisbane during 2013-14 as part of the plan to keep broadcasts in the same area close together in frequency.

In markets where several free to air broadcasters were affected by the digital retune, audience numbers recovered quickly. However, the retune had a negative impact on audiences and revenue in markets where SBS was the only broadcaster retuning, particularly Melbourne and Brisbane.

SBS is working closely with the Australian Communications and Media Authority (ACMA), Broadcast Australia and the Australian Government to ensure the impact on SBS audiences is minimised and bolstered the government retune communication campaign to ensure it specifically targeted SBS audiences.

Transmission Feedback

SBS's Reception Advice Line (RAL) logged and responded to over 4,600 support requests on a range of technical issues including the digital retune, transmission problems, faulty devices, synchronisation and recording issues, EPG data problems, and closed caption faults.

The retune generated the largest amount of calls, particularly from Melbourne, as viewers sought to restore SBS reception. The RAL team was able to provide assistance and solutions to viewers via phone and escalate issues where necessary. No calls were logged regarding SBS radio (analogue or digital) transmission in 2013-14.



Fault management system

SBS has a complex fault management system for all key suppliers. Each supplier is required to log, manage and report on matters that will affect an SBS transmission, including planned outages for maintenance or project work, as well as respond quickly and efficiently to faults.

In addition to the fault management services provided by our suppliers, the SBS transmission team keeps records of issues and faults in order to appropriately manage contractors. SBS also monitors service outages, and supports our audience via our Reception Advice Line.

Reach

		June 2013	June 2014
Television	Analogue	70%	0%*
	Digital	96%	97%
Radio	Analogue	63%	63%
	Digital	63%	52%**

* The figure of 0% reflects that from December 2013 to June 2014 there were no analogue television services operating as a result of the digital retune. ** Figure readjusted from previous years based on revised data source. Includes Canberra (trial).

Service availability

The service availability of SBS's television and radio services measures the proportion of time each transmitter is on air during the year.

		June 2013	June 2014
Television	Analogue	99.8%	99.9%
	Digital	99.8%	99.8%
Radio	Analogue	99.8%	99.9%
	Digital	99.9%	99.9%

Farewell to Joe Skrzynski AO

SBS Chair Joseph Skrzynski AO stepped down when his term ended on March 26, 2014, having served five years on the SBS Board of Directors.

"I firmly believe the services SBS provides are more relevant today, than at any other point in its near 40-year history.

"It would be a terrible mistake for Australia to rest on its laurels, rather than intensifying our efforts to maintain our internationally envied record of success as a socially cohesive multicultural society and our position as country of choice for skilled migrants. SBS has a vital role in this complex task."

– Joe Skrzynski AO, March 2014.



Joe, a Polish refugee whose family arrived in Australia in 1950, provided a unique perspective on our Charter obligations and strong understanding of Australia's multicultural communities.

Joe initiated a strategic review of SBS resulting in a revitalised expression of the SBS Charter, which then led to a period of transformation of the organisation in an environment of significant changes in Australian society and in broadcast media.

Under Joe's Chairmanship SBS delivered distinguished ground-breaking national and international award-winning Australian programs like *Go Back to Where You Came From* 1 and 2; *Immigration Nation*, *East West 101* and *Better Man*, undertook a major review of the SBS Radio Schedule to reflect Australia's changing migration patterns, launched NITV as Australia's first national free-to-air Indigenous television channel, incorporated subscription channels World Movies and STUDIO and relaunched SBS 2 to bring younger Australians to SBS.

Joe Skrzynski was appointed to the SBS Board in March, 2009 and elevated to Chair in December, 2009. He was the first Chair to be appointed under the Australian Government's merit-based process for government board appointments.

"Joe Skrzynski has been an outstanding chairman of SBS, a role in which he brought together his years of business experience, his deep and lived experience of multiculturalism and his passionate commitment to Australian arts and culture. SBS is a stronger organisation for his leadership and on behalf of the Government I thank him for his service in this important role." – Minister for Communications Malcolm Turnbull.

"Joe's commitment to delivering on SBS's role of contributing to successful multiculturalism, coupled with his passion for the media and astute business mind, have guided the reshaping of our strategic direction when SBS was at a crossroads. His push to include an explicit statement on our role in aiding social cohesion in Australia and the exploitation of new technologies to do this, are now reflected in the organisation's mission and drive its focus on programming priorities." – SBS Managing Director Michael Ebeid.



Building an agile and innovative workplace

One Newsroom

SBS's television, radio and online news teams commenced work from a newly refurbished integrated newsroom in May 2014. The One Newsroom project provides a physical space to support improved workflows across SBS platforms which are facilitating content sharing and cross-promotion.

The key component of the new space has been the creation of a central news desk which serves as the focal point for the coordination of news gathering activities. Journalists are now able to publish cross-platform content with greater ease and audiences are benefiting from the increased coverage.

As part of the redevelopment the studio area has also been upgraded with new technology and a new set providing for greater production flexibility and a refresh of SBS's on-air look.

Agile Workplace

SBS employees working in the commercial sales and distribution divisions of the Artarmon premises successfully completed their transition into an innovative agile work space in October 2013. Teams have enjoyed the flexible seating arrangements supported by better technology and collaborative spaces.

The building works were completed following several feedback sessions to inform minor changes and adjustments to the space, technologies and behaviours. SBS has also greatly benefited from the creation of a new 'content hub' and unique shared meeting spaces in the atrium. These developments have transformed the Artarmon site into a state-of-the-art presentation space for a wide range of SBS internal and external events. The area has also been used as a backdrop for a number of SBS and NITV internal television productions.

Open Plan Model

SBS implemented the final stages of its mid-term accommodation strategy in 2013-14 by moving the remaining business divisions into an open plan environment.

The three year accommodation strategy has transformed all major parts of the existing Artarmon site into an open plan workplace and increased the number of collaboration and meeting spaces across the building.

The workplace model has absorbed significant business growth within the existing building capacity and provides a physical platform to enhance collaboration and support the SBS One Team culture.

The following refurbishments were carried out last year:

- One Newsroom
- Technology and Distributions Solutions & Subtitling
- Finance
- Agile Workplace Pilot

People and Culture

SBS Organisational Culture

SBS continues to invest in building a positive team culture that nurtures collaboration and high performance in the organisation, ensuring the business remains dynamic and successful in a changing and challenging media environment.

In 2013-14 the People & Culture team rolled out the second series of workshops to almost 1,000 employees across Melbourne, Sydney and Canberra. Employees had the opportunity to gain practical skills and further their understanding of the behaviours underpinning the SBS values of Diversity, Creativity, Respect and Collaboration.

As part of SBS's investment in leadership, 2013-14 saw the release and implementation of cultural and behavioural standards for those in both senior leadership and management roles. These standards are now included in performance discussions and assessments.

SBS conducted an employee survey to track the progress of its culture initiatives and to establish a Culture & Engagement Index to be used in setting targets for 2014-15. SBS also began benchmarking the survey results against the Australian norm provided through our survey partner.



Career Development

Throughout February 2014 People & Culture hosted the inaugural SBS Career & Development Month. During the month a range of career planning and development tools were introduced via the Learning & Development website. Employees also had the opportunity to attend career coaching and management workshops, hear guest speakers and shadow a colleague.

As part of Career Development Month, employees were invited to submit entries to a competition to spend a week in a media organisation of their choice. After an extensive review of over sixty entries, Virginia Melrose from SBS Archiving won a secondment to CNN in Atlanta, Georgia in the USA to learn about CNN's operating model and develop valuable networks.

MyCareer@SBS

In 2013-14 employees were able to actively participate in their individual goal setting and performance review process through the MyCareer online system. MyCareer supports employees to set clear work expectations, record achievements and improve development and career opportunities throughout the course of the performance cycle. Following the end of the cycle, improvements were made to the My Career system to streamline the review process and enhance the user platform.

Leadership Development

SBS launched its first leadership development program, 'Leadership Essentials'. The program is aimed at those making the transition from individual contributors to first line leaders and builds skills in core people management areas of goal setting, performance feedback and conflict resolution, critical to the performance outcomes of the organisation.

Health & Wellbeing

SBS continues to offer a wide range of Health & Wellbeing initiatives to its employees. In addition to a comprehensive Employee Assistance Program, staff have access to subsidised gym memberships, onsite physiotherapy, free health and fitness assessments, health education seminars, quit smoking and weight loss programs.

Enterprise Agreement

The SBS Enterprise Agreement expires in December 2014. Employee and manager consultations commenced in April 2014 in preparation for negotiations. SBS, the Community and Public Sector Union, the Media, Entertainment and Arts Alliance, and employee representatives commenced negotiations for a new agreement in June 2014.

Workforce Overview

SBS recruits employees and trainees from diverse language and cultural backgrounds. Employees are encouraged to provide diversity statistical information upon commencement of employment.

As at 30 June 2014: 34 per cent of employees are from a non-English speaking background; 46 per cent were born overseas; 49 per cent of staff are female; 33 per cent of the executive staff are female; 44 per cent of manager/supervisor staff are female; 4 per cent of non-language specific staff are Aboriginal or Torres Strait Islander; and 2 per cent of recruited staff have a permanent disability.

Equal Employment Opportunity (EEO)

SBS believes in developing a diverse workforce and this is reflected in its recruitment processes, leadership development, culture programs and employee opinion surveys.

These processes ensure that appropriate action is taken to eliminate discrimination against, and promote equal opportunity for women, Aboriginal and Torres Strait Islander peoples, people from non-English speaking

backgrounds, and people who have a permanent disability, in relation to employment matters in accordance with the *Equal Employment Opportunity (Commonwealth Authorities) Act 1987*.

In 2013-14, thirty employees completed the 'Leadership Essentials' development program, with 44 per cent female participation. Of the thirty senior managers who commenced the 'Leading the Business' program, 40 per cent were female.

Results from the May 2014 employee survey showed a high number of female staff agreeing that they would recommend SBS as a great place to work (78.6 per cent), indicating that SBS's workplace diversity measures are having an impact.

SBS Workplace Diversity Statistical Report

	Number of employees		Percentage of Total Workforce (%)	
	2012-2013	2013-2014	2012-2013	2013-2014
Language Spoken at Home				
English	635	704	65%	54%
Language other than English	315	441	32%	34%
Not Stated	28	156	3%	12%
Total	978	1301	100%	100%
Place of Birth				
Australia	541	688	55%	53%
Overseas	429	604	44%	46%
Not Stated	8	9	1%	1%
Total	978	1301	100%	100%
Gender				
Female	487	631	50%	49%
Male	491	670	50%	51%
Total	978	1301	100%	100%
Aboriginal or Torres Strait islander	42	47	4%	4%
Permanent Disability	21	22	2%	2%

Corporate Social Responsibility

Corporate Social Responsibility (CSR) reflects SBS's values and strategic planning processes.

As a multicultural and multilingual broadcaster, SBS is committed to setting a positive example as an organisation that upholds principles of integrity, respect, sustainability and social inclusion. SBS pursues responsible business practices through the SBS Foundation, the SBS Reconciliation Action Plan, community engagement and training programs.

Reconciliation Action Plan

The SBS Reconciliation Action Plan (RAP) takes a long term approach to embed reconciliation actions into the organisation under three overarching objectives:

- (1) To be a reconciliation leader in the media industry by nurturing relationships and actively promoting business opportunities for Aboriginal and Torres Strait Islander organisations and communities.
- (2) To build cultural awareness of Aboriginal and Torres Strait Islander peoples through adapted business systems that support RAP principles in order to promote recognition and respect for Indigenous cultures.
- (3) To provide a consistent volume and quality of broadcasts about Aboriginal and Torres Strait Islander communities, including carrying an acknowledgement of country on SBS productions and SBS commissioned content where relevant.

RAP activities are complemented by a sustained program of Indigenous community and stakeholder engagement supported by the SBS Board, Executive, Corporate Affairs, RAP Committee and other divisions across SBS and NITV.

Indigenous community engagement

Indigenous community engagement is a valuable avenue to gain insight into and inform the ongoing work of SBS and NITV to ensure the organisation maximises the public benefit of its services and remains relevant amongst the communities it was established to serve.

SBS and NITV built on their strong relationships with Indigenous communities and stakeholders through dialogue and consultation, development programs and partnerships.

SBS Board visits Alice Springs

In a highlight for the year with lasting benefits for NITV, the SBS Board visited Alice Springs where they held the October Board Meeting, attended the Remote Indigenous Media Festival in Ntaria (Hermannsburg), hosted a function at the Mbantua Festival site and met with key NITV stakeholders.

Information Sessions

NITV and SBS met with Indigenous leaders and community representatives across the country at information sessions convened in Sydney, Perth and Alice Springs, building on previous sessions in Broome, Darwin, Yarrabah, Melbourne, Adelaide and Brisbane.



Employee Engagement

The RAP Committee marked significant events on the calendar through employee engagement activities during National Sorry Day, Reconciliation Week and NAIDOC week. In June 2014 all employees were encouraged to participate in an Acknowledgement of Country project.

Jawun placement

SBS was invited to join the Jawun Indigenous Corporate Partnership Group, which uses corporate, government and philanthropic involvement to build the capabilities of Indigenous people and organisations. In October 2013, a trial was conducted in the South Sydney Indigenous Community where an SBS employee helped a community youth group develop film and media materials.

CQ: Who Should Tell Indigenous Stories?

SBS CQ was a program produced in-house by SBS staff and broadcast on SBS 2. In the final episode of the series, Stan Grant hosted a forum-based debate exploring the portrayal

of Indigenous stories in the media, including how media practice shapes social attitudes and affects public policy. The program was a finalist in the 2013 Walkley Foundation Awards and is available as an online resource to educate tertiary journalism students about reporting on Indigenous issues.

Songlines on Screen – Screen Australia

Songlines on Screen engaged 11 producers from across Australia to create short documentaries about the songlines of Indigenous people. The series was an initiative of the Indigenous Department of Screen Australia in association with NITV, and footage is being archived to ensure ongoing access and control by the songline's custodians, developing screen production skills in Aboriginal and Torres Strait Islander communities through their participation in recording their own stories.

Linking with Indigenous Media

SBS remains an active member of the Media Reconciliation Industry Network Group (RING), actively working to develop Indigenous employment opportunities. Meetings are held quarterly and demonstrate industry co-operation with a shared objective to encourage respect and recognition of Indigenous Cultures. All Media RING meetings are reported back to the SBS RAP Committee.

NITV has also developed strong relationships with Indigenous media organisations including the Indigenous Remote Communications Association and the Australian Indigenous Communications Association. These linkages have resulted in valuable joint projects and content collaboration.

In developing the NITV Strategic planning framework, research from

the World Indigenous Television Broadcasters Network has been instructive.

SBS continues its membership with Supply Nation which provides access to a database of Indigenous business suppliers for procurement opportunities. Through this membership, SBS contributes to ensuring small to medium Indigenous businesses have the opportunity to be integrated into the supply chains of Australian companies and Government agencies.

Training and Development

The Macquarie University SBS NITV Media Mentorship program, established in 2013, continued to play a key role in assisting Indigenous media students to gain a better understanding of the media sector and enhancing the reputation of NITV and SBS as desirable places to work.

In 2013 four Indigenous media students from Macquarie University completed work experience programs at SBS and NITV, including the opportunity to travel to Darwin to cover the Indigenous Music Awards 2013. In 2014, six students will be placed in the program and will form part of the production crew for broadcasts.

SBS continued its successful Legal Indigenous Cadet program in 2013-14 with its sixth law undergraduate gaining experience in the media law industry while working part-time with SBS Legal.

Funding accessed through the Media RING allowed one Indigenous cadet to complete a journalism cadetship with Living Black in 2013 and three other cadets are currently employed in the program.

SBS Foundation

SBS supports a range of Australian charities with an alignment with the SBS Charter through the SBS Foundation. Since its launch in 2009, the program has partnered with over 100 charities and non-profit organisations spanning the arts, health, sport, environment, multicultural, Indigenous and regional sectors.

In 2013-14, the SBS Foundation supported 13 national and regional charities alongside four long term partnerships with Amy Gillett, Australia for UNHCR, Reconciliation Australia and the Johnny Warren Football Foundation.

Foundations Partners for 2013-2014

National Partners

All together now
Alpha Autism
Endeavour Foundation
Landcare Australia
Moving Forward Together
Sir David Martin Foundation
Support Act
The Australian Literacy & Numeracy Foundation
The Malpa Project
Welcome to Australia
Youngcare

Regional Partners

Holyoake (WA)
Leveda Inc. (SA)

SBS Community Advisory Committee

The SBS Community Advisory Committee (CAC) assists SBS to fulfil its duty to be aware of, and responsive to, community matters relevant to the Charter, by advising the Board on community needs and opinions, including those of small or newly arrived ethnic groups.

In determining appointments to the Committee and its overall membership, the SBS Board takes into account the diversity of backgrounds of the members, geographical representation and specialised skills and knowledge, including their ability to reflect the needs and interests of women, youth, the aged and people with disabilities.

Members are selected 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 and Aboriginal and Torres Strait Islander communities.

During 2013-14, SBS Board members Hass Dellal and Elleni Bereded-Samuel attended CAC meetings to participate in discussions and establish a channel of communication between the CAC and the SBS Board. In April 2014, Ms Bereded-Samuel was appointed as a new CAC member following the end of her term on the SBS Board.

The SBS Community Advisory Committee provided input and held discussions on a range of topics during 2013-14. The outcomes of these discussions were shared with the SBS Board, including:

- SBS Codes of Practice Review
- 2014 SBS Community Engagement Plan
- SBS Radio Schedule Review
- Strategies for engaging young people
- Indigenous people in the multicultural space
- CALD access to disability services
- Employment issues affecting CALD youth
- FECCA Women's Network and possible collaborations
- Strategies for SBS in the Asian Century
- Save Our SBS survey and report
- SBS codes complaints system
- Proposals for CAC hosted initiatives
- SBS Content Outreach initiatives
- SBS Media Mentorships
- Review of Social Cohesion Research in Australia
- Stakeholder & community engagement

Recommendations requiring a response from the SBS Board:

The CAC referred a survey and report it received from Save Our SBS to the SBS Board. The SBS Board determined that the SBS Executive should respond to Save Our SBS as appropriate.

The CAC recommended holding regional community focus group consultations in Queensland. The SBS Board agreed to support the measure.

Biographies

Cedric Manen

Cedric is CEO of the Migrant Resource Centre (South Tasmania) Inc., working with refugees and migrants in the areas of settlement, aged care, employment, youth and community development. He has represented Australia at the United Nations High Commission for Refugees Annual Tripartite Consultation on Resettlement for the last three years.

Eugenia Grammatikakis

Eugenia is Social Policy and Program Coordinator with Monash City Council and Senior Deputy Chair of the Federation of Ethnic Communities Councils of Australia (FECCA). She has an extensive career working on issues of multiculturalism, social justice and the empowerment of women.

Jihad Dib

Jihad is Principal of Punchbowl Boys' High School, a board member of the Australia Day Council of NSW and sits on the NSW Police Commissioner's Multicultural Advisory Panel. He has a strong commitment to improving educational and social outcomes for multicultural youth.



Community Advisory Committee Members 2013-14

Above from left to right: Professor Andrew Markus, Dr John Lee, Mr Jihad Dib, Mr Hass Dellal (Acting Chair), Mr Cedric Manen, Mr Sam Almaliki, Ms Catherine Scarth, Ms Gail Ker, Ms Elleni Bereded-Samuel, Mr Eugenia Grammatikakis, Mr Mick Gooda (Absent)

Mick Gooda

Mick is a descendent of the Gangulu people of central Queensland and is the Aboriginal and Torres Strait Islander Social Justice Commissioner for the Australian Human Rights Commission. He has over 25 years' experience in advocacy to deliver sustainable results in remote, rural and urban environments.

Dr John Lee

John is an Associate Professor and Michael Hintze Fellow at the Centre for International Security Studies, University of Sydney. A political-economist and international relations expert, he believes that successful multiculturalism requires understanding, goodwill and engagement by both existing Australians and newly arrived migrants.

Catherine Scarth

Catherine is General Manager of Community and Policy at AMES where she has driven partnerships with employers, government and the community sector. She has over 20 years' experience in designing, implementing and evaluating a

wide range of innovative social programs and enterprises in Australia and Great Britain.

Professor Andrew Markus

Andrew is the Pratt Foundation Research Professor of Jewish Civilisation at Monash University and a Fellow of the Academy of the Social Sciences in Australia. He heads the Scanlon Foundation social cohesion research program and has published extensively on Australian immigration and race relations.

Sam Almaliki

Sam is Community Engagement and Secretary of the Australian Cricket Diversity Council at Cricket Australia and serves on the Board of the Australia India Business Council – Victoria Chapter. He is a Refugee Week 2014 Ambassador and considers sport and the arts to be valuable avenues for connecting with multicultural communities.

Gail Ker

Gail is CEO at Access Community Services Ltd, a not-for-profit multicultural organisation which provides specialised settlement and support services. She has worked extensively in multicultural affairs positions and is on the board of the Ethnic Communities Council of Queensland.

Elleni Bereded-Samuel*

Elleni is Director of Western Health Board and Chair of their Cultural Diversity and Community Advisory Committee. She served for five years on the SBS Board and is recognised as one of the hundred most influential African Australians and named a 'Living Legend 2012' for her work in inspiring migrant and refugee communities to find rewarding careers.

* Appointed in April 2014

Community and Industry Engagement

SBS deepened its engagement with culturally and linguistically diverse (CALD) communities and industry bodies throughout 2013-14 and continued to support a variety of cultural events.

Community

SBS Community Engagement activities are aimed at building relationships that support and strengthen SBS by connecting with communities on issues of relevance to the SBS Charter.

SBS on air personalities are working alongside SBS divisions to support creative partnerships and key cultural events which establish stronger connections and engagement between SBS content and the communities we serve.

In August 2013, SBS partnered with the Affinity Intercultural Foundation to host the SBS Eid Dinner in Sydney, celebrating the end of the month of Ramadan by encouraging cross-cultural and interfaith understanding.

SBS was a main sponsor of the 2013 FECCA Conference: *Breaking Down the Barriers – A Strength Based Approach for a Just Society*. SBS Managing Director Michael Ebeid delivered a keynote address on the role of SBS in promoting social cohesion in Australia.

To acknowledge the 25th Anniversary of NSW Service for the Treatment and Rehabilitation of Torture and Trauma Survivors (STARTTS), SBS news presenter Anton Enus hosted the December 2013 anniversary function in Granville attended by some 750 supporters.

On Australia Day 2014 SBS news presenter Sarah Abo co-hosted 'Tidal Rhythms at the Bowl' at Sydney Myer Music Bowl in Melbourne, a production by Multicultural Arts Victoria in association with Arts Centre Melbourne.

Advance Australia Forum and Awards

The Advance Australia Forum and Awards in March 2014 at the Sydney Opera House provided an opportunity to reward and celebrate the journey and achievements of successful Australians. As a media partner SBS shared the stories of these inspiring Australians, building diverse networks, exchanging knowledge and generating ideas.

40th anniversary of the Sydney Opera House

SBS played a central role in the 40th anniversary of the opening of the Sydney Opera House in October 2013, which was marked by a series of joint Danish-Australian celebrations and performances. As part of the celebrations, SBS partnered with the Bikuben Foundation and Danish broadcaster DR to present the Crown Prince Couple's Awards from the Sydney Opera House, with Crown Prince Frederik and Princess Mary presenting the awards.

Community Engagement through Football

Football remains the cornerstone of SBS community engagement and the organisation works with Government, education, not-for-profit and community stakeholders to support football initiatives, including through the *Harmony Game School's Pack* (see page 22).

The FIFA World Cup was a huge part of SBS community engagement activities, with SBS Radio teams delivering Outside Broadcasts (OBs) of the matches from 28 community screenings throughout the month (see Appendix 20).

Football events have also included a partnership with the NSW Police Force to host an eight team soccer tournament on Coogee beach with international students and an annual "Harmony Game" at Parliament House where SBS talent took the football pitch against Australia's politicians to promote harmony and diversity through sport.

Community Leader Lunches

SBS community leader lunches provide a forum for communities to share insights, interests and concerns. The two-way conversations offer opportunities for relationship-building with CALD, Indigenous and Interfaith communities and the potential to cultivate partnerships, activities, research and consultations.

SBS Media Mentorships

The SBS Media Mentorship program continued in 2013-14 with partnerships in Sydney and Melbourne. Thirteen students from CALD backgrounds participated in the program through Macquarie University, supported by the Ethnic Communities' Council of NSW. The



SBS was a media partner at the **Africultures Festival** in March 2014 and worked with Auburn City Council to engage all countries from the African continent. It was the first SBS community engagement event to bring all SBS Radio African language programs together in celebration of their communities.

Macquarie University SBS NITV Media Mentorship program also continued with six new Indigenous students.

In Melbourne, four students from CALD backgrounds took part through Deakin University, supported by the Ethnic Communities' Council of Victoria. Students have the opportunity to attend media training, workshops, information sessions and events at SBS.

Industry

Freeview

SBS, together with Australia's free-to-air broadcasters, is a shareholder in Freeview Australia Ltd and is represented on the Freeview Board. The Freeview Board meets every two months to identify opportunities in the industry to ensure free-to-air viewers are provided with informative, entertaining and accessible content.

International Broadcasting Associations

SBS is a member of a number of international public media broadcasting associations, including the Asia-Pacific Broadcasting Union (ABU), European Broadcasting

Union (EBU) and the Commonwealth Broadcasting Association (CBA) and works with fellow members to advance the interests of public media and to promote their indispensable contribution to modern society.

International Public Media Organisations

SBS executives have dialogue with public media organisations from North America, Asia and Europe to strengthen strategic partnerships, content sharing arrangements and compare approaches to the adoption of broadcasting technology.

Screen Agencies

SBS and NITV held workshops with Screen Australia and the State Screen Agencies to develop efficient pathways for the creation and funding of screen content. The workshops provide a platform for ongoing dialogue between SBS, NITV and Screen Agencies to tackle the challenges facing the sector.

Australian Research Council

SBS, together with Screen Australia, the Australian Broadcasting Corporation (ABC) and the Australian Children's Television Foundation, has partnered with Queensland University of Technology's (QUT) Centre of Excellence for Creative Industries and Innovation (CCI), to undertake an Australian Research Council Linkage Project. The project is examining the current and potential uses of Australian screen content in primary, secondary and tertiary education.

SBS Sponsorships and Partnerships

SBS supports industry and community events and initiatives that are relevant to its programs and services through a number of sponsorships and media partnerships (see Appendix 19).

SBS Radio engages with local communities at community events and festivals through outside radio broadcasts (OBs) using our OB units, promotional trailer and marquees (see Appendix 20).

SBS Media and SBS Distribution

SBS Media

SBS Media performed strongly within a highly competitive market over 2013-14, with year-on-year growth across all sales platforms.

SBS Media commissioned Pollinate to conduct a major research study on what it means to be Australian today and the implications for brands and marketers. The study 'Who Do We Think We Are?' was released in May as part of the Vivid Sydney Festival (see page 51).

The findings have been presented to key agencies and clients and have been received with great interest. The findings position SBS Media as a unique provider in the multicultural space.

Advertising Revenue

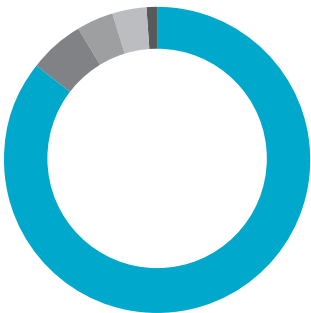
SBS advertising and In-Language revenue experienced 27 per cent growth year on year. This was largely influenced by the successful launch of the Hyundai A-League free-to-air as well as the 2014 FIFA World Cup in June 2014.

SBS's key football events provided additional sponsorship opportunities and multi-platform offerings.

TV sales increased by 28 per cent, online by 34 per cent and radio achieved a 20 per cent growth compared to 2012-13.

This was a great achievement for SBS Media, particularly in a year with major sporting events broadcast on other networks.

SBS Media Revenue
2013-14



TV	86.4%*
Online	5.7%
Radio	4%
In-Language	3.5%
Other (Production)	0.4%

* Includes World Cup revenues.

SBS Distribution

SBS Distribution delivers consumer products, content and events that align with SBS programming and activities to increase reach, deepen engagement, generate revenue and extend the SBS brand.

Products include SBS DVDs, CDs, video and music downloads, books and eBooks, magazines and apps developed with several distribution partners including Madman Entertainment, Hardie Grant, Universal Music Australia, iTunes, Pacific Magazines and Next Media.

SBS products are made available through Australian retailers including national retail partners Dymocks and ABC Shops, SBS's online platforms, and digital content providers including iTunes and Google Play.

SBS Distribution experienced a 7.3 per cent increase on total revenue on 2012-13. This has largely been driven by a surge in digital sales which have risen by over 150 per cent from over 300,000 paid downloads.

SBS International Program Sales grew revenue by 46 per cent due to an enhanced content offering and expansion into new territories. SBS commissioned content was represented at MIPTV and MIPCOM markets in France.

The Luke Nguyen franchise has performed particularly well and has now been sold in 147 territories worldwide. *Feast* magazine sold in excess of 340,000 units during 2013-14, on par with 2012-13 despite a substantial decline in the overall category.

SBS Distribution commenced a new film theatrical partnership with Madman Entertainment to generate revenue from ticket sales and extend the SBS brand into cinemas across Australia. A new partnership with NextMedia has allowed co-branding of the *FourFourTwo* magazine.

SBS Ombudsman

The SBS Ombudsman received 568 contacts during 2013-14. Of these, 220 were assessed as formal code complaints and were investigated by the SBS Ombudsman.

The remaining 348 were assessed as general complaints and actioned either by response or by referral to the relevant SBS division, or both. Many of these general complaints required a response from the Office of the SBS Ombudsman which sent 99 such responses over the year.

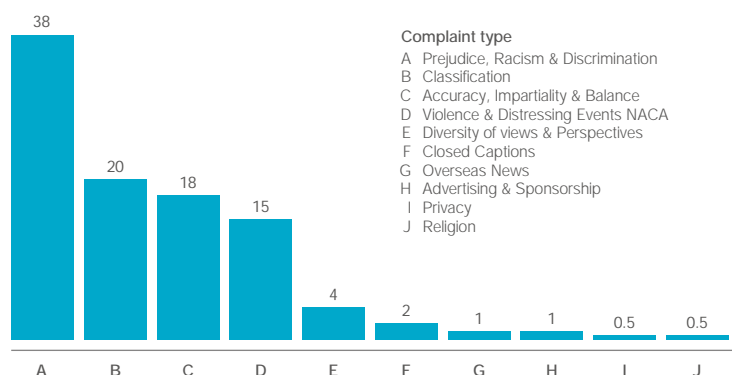
During 2013-14, there was an 83 per cent increase in code complaints received (100 additional complaints) compared to the previous year. This level of code complaints is not dissimilar to other recent years. All of these complaints alleged a breach of the SBS Codes of Practice in relation to content broadcast or published by SBS.

Code complaints were formally investigated by the SBS Ombudsman, who is independent of SBS content producing divisions. Complainants who are dissatisfied with the outcome of the SBS Ombudsman's investigation may refer their complaint to the Australian Communications and Media Authority (the ACMA) for external review.

During 2013-14, 145 code complaints concerned television content broadcast on SBS ONE, 57 concerned content broadcast on SBS 2, 10 concerned SBS Radio content, six concerned SBS online content, and two concerned NITV content.

There were 216 code complaints from individuals and four from community groups. Most complaints (93 per cent) were received electronically either via email or online complaint form.

Code of Practice Issues – Formal Complaints (%)



Types of Code Complaints

The inset graph shows the Codes of Practice issues raised in code complaints during 2013-14.

The most commonly raised code issue was prejudice, racism and discrimination, with a total of 84 complaints received about this issue. Of these, 48 complaints concerned the comedy series *Legally Brown*. The complaints about *Legally Brown* were of a similar nature and principally alleged that the comedy mocked caucasian Australians to the extent that it was prejudiced against them.

There were 76 complaints about news and current affairs content. Forty of these involved the accuracy, impartiality and balance provisions of the news and current affairs code. There were also 33 complaints about distressing news and current affairs coverage, and three complaints about overseas news programs.

There were 43 complaints about the classification of programs and nine complaints about diversity of views and perspectives in general programming. A number of other

code issues were raised occasionally in complaints: closed captioning (4), advertising and sponsorship (2), privacy (1) and religions (1).

Findings

During 2013-14, investigations into 222 code complaints were completed. The SBS Ombudsman upheld 31 complaints and dismissed 191 complaints. All 48 of the *Legally Brown* complaints were dismissed and the series was found not to have breached the SBS Codes.

Overall the SBS Ombudsman upheld 14 per cent of code complaints, a decrease on the figure for the previous year. No complaints were referred to the Complaints Committee during 2013-14.

Australian Communications and Media Authority (ACMA)

During the 2013-14, year the ACMA commenced five new investigations of SBS content. Three of the investigations were completed this year and in all cases the ACMA found no breach of the SBS Codes of Practice.

SBS Corporate

Portfolio Budget and Additional Estimates Statements 2013-14

Outcome	
Provide multilingual and multicultural services that inform, educate and entertain all Australians and in doing so reflect Australia's multicultural society.	
Total price of the outcome for the year: \$379.403 million.	
Program 1.1 Television	
Objective: Delivering multilingual and multicultural television services that reflect Australia's multicultural society.	
Deliverables <ul style="list-style-type: none"> – Programs aligned with Australia's multicultural society and perspective (pages 18-51; Appendices 1– 6). – Broadcasting in languages other than English (Appendices 1, 3, 9, 10). 	Key performance indicators <ul style="list-style-type: none"> – Accessibility of programs to all Australians (pages 51, 54, 55; Appendices 1, 3, 9, 10, 12). – Population reach analogue/digital terrestrial transmission sites: Target – 96 per cent; Actual – 97 per cent. – Number of hours of subtitled programs: Target – 3,076 hours; Actual: 3,216 hours. (SBS ONE, SBS 2 and NITV - page 51; Appendix 10). – Number of hours locally commissioned programs broadcast (first run): Target – 100 hours; Actual – 246 hours (SBS ONE, SBS 2 and NITV - Appendix 5).
Total price of program for the year: \$247.528 million.	
Program 1.2 Radio	
Objective: Delivering multilingual and multicultural radio services that reflect Australia's multicultural society.	
Deliverables <ul style="list-style-type: none"> – Programs aligned with Australia's multicultural society and perspective (pages 30-31). – Broadcasting in languages other than English (Appendices 1, 7, 8). 	Key performance indicators <ul style="list-style-type: none"> – Listener and community feedback (pages 51, 67). – Audience surveys (pages 31, 51). – Percentage of broadcasts in languages other than English: Target – 86 per cent; Actual – 95 per cent (Appendices 1, 7, 8).
Total price of program for the year: \$46.573 million.	
Program 1.3 Analogue Transmission and Distribution	
Objective: To make SBS analogue television and radio available to all Australians.	
Deliverables <ul style="list-style-type: none"> – Maintain availability of analogue signal in line with analogue switch-off timetable (pages 54-55). 	Key performance indicators <ul style="list-style-type: none"> – Measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power): (page 55). – Logging and response to viewer calls regarding transmission: (page 55). – Aggregate performance measured by availability of analogue service: Target – 99 per cent; Actual – 99.92 per cent – Television population reach for terrestrial services (of remaining analogue service areas): Target – 65 per cent; Actual – N/A. Analogue services were provided to the remaining analogue service areas until digital switchover.
Price of program for the year: \$3.287 million.	

Program 1.4 Digital Television Transmission and Distribution

Objective: To make SBS Digital Television available to all Australians.

Deliverables

- Maintaining and improving the availability of SBS's digital transmissions (pages 54-55).
- Extending the reach of SBS's digital network (pages 54-55).

Key performance indicators

- Measure of fault-free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power): (page 55).
- Logging and response to viewer calls regarding transmission: (page 55).
- Availability of digital television transmission services (fully managed services): Target – 99.82 per cent; Actual: 99.94 per cent.
- Population reach for terrestrial services (excluding Satellite): Target – 96 per cent; Actual – 97 per cent.

Price of program for the year \$80.300 million.

Program 1.5 Digital Radio Transmission and Distribution

Objective: To make SBS Digital Radio available to all Australians.

Deliverables

- To implement Digital Audio Broadcast of SBS radio services (coverage in the five mainland capital cities) (pages 54-55).

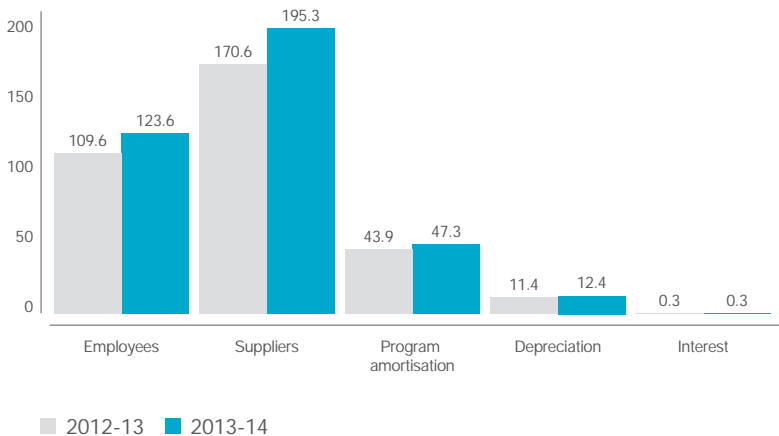
Key performance indicators

- Measure of fault-free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power): (page 55).
- Logging and response to viewer calls regarding transmission: (page 55).
- Percentage of Australian population reached by digital radio: Target – 60 per cent; Actual – 51 per cent*.
- Aggregate performance measured by availability of digital radio signal: Target – 99.98 per cent; Actual – 100 per cent.
- Number of services for digital radio: Target – 5; Actual – 5.

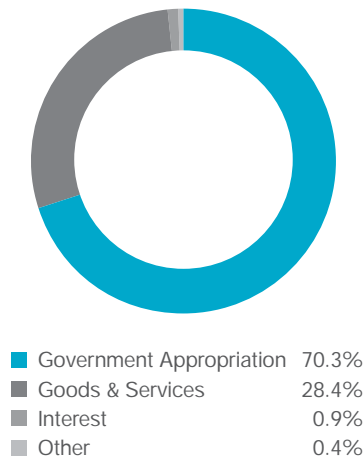
Price of program for the year: \$1.715 million.

* Figure readjusted from previous years based on revised data source.

Expenditure
By Classification (\$m)



Operating Revenue



Financial Results

The Corporation and its controlled entities, ended the 2013-14 financial year with a surplus of \$0.43 million.

The Corporation's total assets increased during the financial year from \$256.801 million to \$281.31 million.

The level of contributed equity by Government has decreased to \$110.406 million.

SBS generated 28.4 per cent of its total operating revenue from the sale of goods and services in 2013-14.

Government Revenue

In 2013-14 SBS received a total appropriation of \$267.005 million from the Australian Government. In 2014-15 SBS will receive a total of \$287.074 million from the Australian Government.

Major Investing and Financing Activities

SBS actively manages its finances. This involves preparation of estimates for appropriation and equity injection funding taking into account movements in the inflation parameter applicable to SBS. Cash holdings

are monitored throughout the year and where funds are not immediately required for operational activities, investments are made.

All investments have been made in accordance with the investing requirements of the Special Broadcasting Service Act 1991 and the Commonwealth Authorities and Companies Act 1997.

On 1 June 2009, SBS entered into a fully amortising loan with the Commonwealth. The amount of \$15 million had a loan period of 5 years and the final payment of \$3.129 million was made in 2013-14.

On 6 May 2014, SBS entered into a fully amortising loan with the Commonwealth to meet short-term cash requirements in relation to the 2014 World Cup. The amount of \$20 million has a loan period of 87 days.

Level of Overhead

SBS regularly conducts benchmarking exercises to ensure it is meeting or exceeding industry standards in regard to expenditure on corporate overheads. In 2013-14 the

percentage of SBS's total budget spent on administrative overheads was 8.0 per cent, maintaining the low level of the previous year.

This reflects the concerted effort by SBS to improve efficiencies in this area to deliver more funds to content creation. Of total funding from commercial revenue and government appropriation, 47 per cent went towards local and imported content in 2013-14, an increase on the 46 per cent in 2012-13.

SBS Business

In October 2009 SBS formed, with the ABC, the National DAB Licence Company Ltd. The company was formed in order to obtain a category 3 digital radio multiplex transmitter licence as provided for by section 102E of the *Radiocommunications Act 1992*. SBS and the ABC are the only shareholders in the company.

Related Entity Transactions

SBS has procedures in place to identify and report on any related party transactions. These are set out in note 15 to the SBS Financial Statements that follow.

SBS Board Sub-Committees

The SBS Board has three standing sub-committees for considering a wide range of detailed issues and making recommendations for consideration by the Board.

Audit and Risk Sub-Committee

The SBS Audit and Risk Sub-committee met three times during the year and considered the findings and recommendations of audits conducted by both the ANAO and the internal auditors, Ernst & Young.

The Audit and Risk Committee also considered and gave direction on a wide range of issues including approval of the annual internal audit program, investment and financing activities, risk management and strategy for the financial statements audit.

Codes Review Sub-committee

The Codes Review Sub-committee considers proposed amendments and other issues relating to the SBS Codes of Practice and SBS's internal Editorial Guidelines. Six meetings were held during the year.

Remuneration Sub-committee

The Remuneration Sub-committee decides the SBS policies for remuneration of the Managing Director and the SBS Executive. The Sub-committee met once during the year.

Audit and Risk Sub-Committee

Member	Position	Meetings Attended
Patricia Azarias	Chair	3
Jacqueline Hey	Director	3
Daryl Karp*	Director	1

* Daryl Karp was appointed to the committee in May 2014 and attended first meeting on 12 June 2014.

Codes Review Sub-Committee

Member	Position	Meetings Attended*
Daryl Karp	Chair	6
William Lenehan	Member	5
Dorothy West	Member	5

*Includes circulars.

Remuneration Sub-Committee

Member	Position	Meetings Attended*
Bulent Hass Dellal	Chair	1
Michael Ebeid	Managing Director	1
Jacqueline Hey	Director	1
William Lenehan	Director	1

SBS Governance

Statement of Governance

SBS business practices are governed by clear delegations of authority; project (program) management; policies for statutory compliance; codes of conduct and ethics; review processes; budget information linked to all planning processes; and regular monitoring and reporting to the SBS Board and its sub-committees.

Good corporate governance at SBS is also based on an acceptance by all staff that the highest standards of integrity and ethical behaviour are expected of them, as well as transparency and consistency in all their actions.

SBS Codes of Practice Review

SBS revised the SBS Codes of Practice in 2013-14. The Codes of Practice set out the principles and policies SBS uses in fulfilling its Charter obligations.

The revisions took into account developments within SBS and changes in the media landscape and industry practice. The revised Codes of Practice were approved by the SBS Board, and notified to the Australian Communications and Media Authority. The 2014 SBS Codes of Practice came into effect on 3 March 2014.

The main change was to the Television Classification code. SBS brought forward the time zone for programs classified MA15+ from 9:00pm to 8:30pm. This enhances SBS's ability to support the viewing preferences of its audiences through greater flexibility in the scheduling of key programs, and is in response to the changing media consumption of audiences and widespread availability of parental controls in the transition to digital television.

SBS Accounting Manual

SBS's financial policies and procedures are contained in the SBS Accounting Manual which is available to all staff on the SBS Intranet. Updates occur frequently throughout the year.

SBS Risk Management Plan

The SBS Risk Management Plan and risk assessment identifies and addresses the major risks and opportunities associated with SBS activities. The SBS Risk Management Plan is regularly revised and in 2013-14 SBS processes were subject to an independent external review by Deloitte to ensure SBS is meeting better practice. The goals behind risk management at SBS are to:

- provide an assurance that SBS has identified its highest-risk exposures and has taken steps to properly manage these;
- ensure that SBS's business planning processes include a focus on areas where risk management is needed;
- ensure the integration of the various and many risk control measures that SBS already has in place;
- be comprehensive and effective.

The SBS Audit and Risk Committee receives regular reports on the management of identified 'highest risks' facing SBS, with identification of risks allowing for the redirection/refocus of resources to address key issues.

SBS Disaster Recovery Plan and Business Continuity Plan

During 2013-14 SBS updated its Business Continuity Plan (BCP) to ensure it reflects current technology and resources capability. A BCP maintenance plan is in place to ensure that is tested and updated periodically to ensure full business recovery in the event of a full or partial loss to the SBS premises. SBS also has a Disaster Recovery Plan and a Disaster Recovery site located offsite, to enable continued operations in the event of a disaster impacting on its broadcasting capability from its Sydney headquarters.

SBS Fraud Control Plan

The SBS Fraud Control Plan is based on a fraud risk assessment (conducted using the methodology outlined in the International Standard for Risk Management, AS/NZS/ISO 31000). In 2013-14, the SBS Fraud Control Plan was subject to an independent external review by Deloitte to ensure SBS is meeting better practice. The Board is satisfied that SBS has in place appropriate fraud prevention, detection, investigation, reporting and data collection procedures and processes and that these comply with the Commonwealth Fraud Control Guidelines.

External and Internal Audit

The audit of SBS's financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unqualified opinion on the 2013-14 financial statements of SBS. During the year, SBS participated in a benchmarking study conducted by Comcover (an agency of the Department of Finance and Deregulation) on Risk Management Practices and achieved an excellent overall performance rating.

The Internal Audit program was conducted by Ernst & Young on a contract basis. Ernst & Young performed audits in accordance with the audit plan approved by the SBS Audit and Risk Committee. In all cases, the results were satisfactory. Where applicable, recommendations for improvements to the control environment were brought to management's attention and have been addressed.

Audits conducted in 2013-14 were: Charter Obligations Management and Corporate Governance; Strategic Planning; Project Management; Online Management; World Cup Risk Management; Television Program Inventory Management; Payroll; Advertising Sales and Delegations.

Indemnities and Insurance Premiums for Officers

As part of its general insurance protection, SBS has a Directors and Officers Liability Insurance Policy in place. The cost of this policy for 2013-14 was \$35,309 (GST excluded).

Ministerial Directions and Notifications

SBS has been notified that the following general policies of the Australian Government apply to SBS: Competitive Neutrality Arrangements; Cost Recovery by Government Agencies; Guidelines for the Management of Foreign Exchange Risk and Commonwealth Fraud Control Guidelines. These are all notifications continuing from previous financial years.

In 2006-07, the Finance Minister issued a Ministerial Direction under section 16(1)(c) of the Commonwealth Authorities and Companies Act requiring SBS (and all other authorities in the general government sector) to provide a Compliance Report on legislative compliance and financial sustainability. No ministerial directions were issued under the SBS Act.

Work Health and Safety Act 2011 (WHS Act)

SBS is committed to fostering a positive safety and wellbeing culture, and to ensuring the health and safety of all employees, contractors, and members of the public who may be affected by our work.

As part of SBS's proactive approach to the safety governance framework, a comprehensive WHS analysis was undertaken in 2013-14 to assess SBS against legislative compliance and to ensure the continuous improvement of SBS safety systems.

This forward strategy has seen SBS's injury frequency and claims costs fall this year, relative both to the previous year and comparable agencies.

Health and Safety Committees (HSCs)

SBS's HSCs provide a forum for co-operative engagement between employees and management to effectively address health and safety matters. The Sydney and Melbourne HSCs meet on a quarterly basis and contribute to the development of WHS procedures, assist with risk identification measures and promote safety awareness throughout SBS.

Work Groups / Health and Safety Representatives (HSRs)

SBS has seven Work Groups. Each Work Group has an elected/selected Health and Safety Representative (HSR) who assists the Work Group in hazard identification and represents the Work Group on the Health and Safety Committee.

Incident notification to Comcare

There were no (0) incidents resulting in a serious injury which required notification to Comcare.

Investigations

SBS has not been investigated under the WHS Act, nor received any notices given under Part 10 of the WHS Act.

Environmental Protection and Biodiversity Conservation Act 1999

SBS seeks to mitigate the adverse environmental impacts of its business activities through a number of sustainability initiatives including recycling waste, energy efficiency and water conservation measures and the purchase of products made from recycled materials. Energy efficient lighting systems installed as part of the agile workplace project in Sydney while the upgrade of central rack room air conditioning enabled the installation of new air conditioning equipment that allows free cooling when external ambient conditions permit.

Commissioning of the new Building Management System to CIBSIE standards continued throughout the year. The system is designed to minimise energy use by maximising the operational efficiency of building plant and has also allowed much greater use of the free cooling system.

These initiatives have seen energy consumption across SBS's Sydney and Melbourne premises decline by up to 7.4 per cent over the last five years despite an increase in demand on the facility. In 2013-14 the general office recycling program recycled a total of 107.8 tonnes of general waste, 9.8 tonnes of paper and 13.3 tonnes of cardboard. Approximately 82 per cent of all waste generated by SBS was recovered, diverted from landfill or re-used.

In addition 6,040 kg of steel, 199 kg of aluminium and 3,803 kg of e-waste were recycled and separate programs to recycle toner cartridges, mobile phones and phone batteries, redundant electrical and data cabling, fluorescent lighting tubes and building waste generated through building refurbishment work continued.

Sustainability

SBS continues to purchase recycled paper for printing, photocopying, hand towels and toilet paper and continues to purchase products made from recycled materials for pin boards, acoustic panelling and furniture.



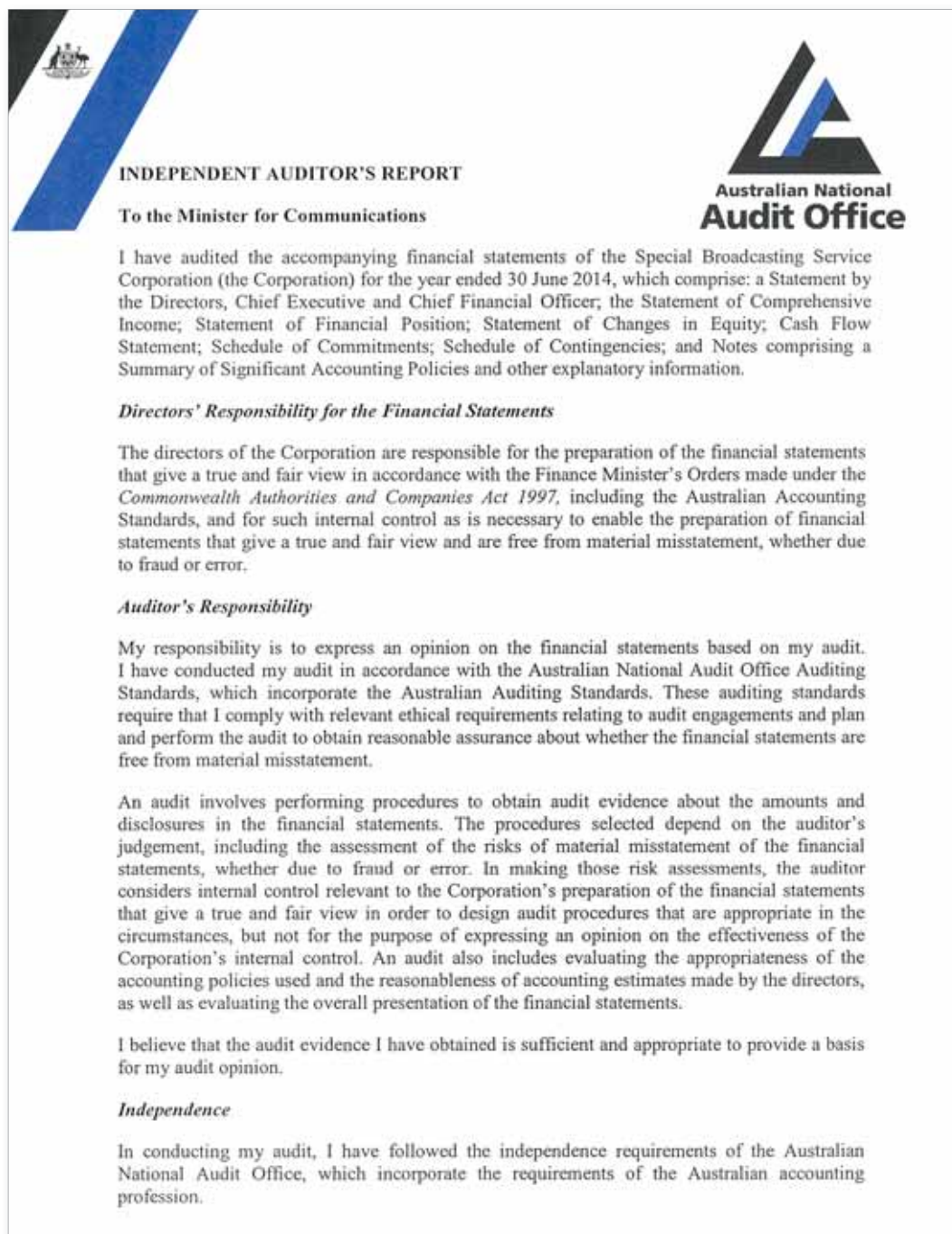
Financial Statements



2

MOBILE ROOM



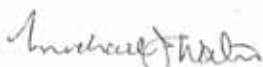


Opinion

In my opinion, the financial statements of the Special Broadcasting Service Corporation:

- (a) have been prepared in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards; and
- (b) give a true and fair view of the matters required by the Finance Minister's Orders including the Corporation's financial position as at 30 June 2014 and its financial performance and cash flows for the year then ended.

Australian National Audit Office



Michael J. Watson

Group Executive Director

Delegate of the Auditor-General

Canberra

22 August 2014

Statement by the Directors, Chief Executive and Chief Financial Officer

In our opinion, the attached financial statements for the year ended 30 June 2014 are based on properly maintained financial records and give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, as amended.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Corporation will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the directors.



Dr Bulent Hass Dellal OAM
Acting Chairman



Michael Ebeid
Managing Director



James Taylor
Chief Financial Officer

22 August 2014

Statement of Comprehensive Income

for the period ended 30 June 2014

	Notes	2014 \$'000	2013 \$'000
Net cost of services			
Expenses			
Employee benefits	3(a)	123,578	109,588
Suppliers	3(b)	195,301	170,562
Program inventory amortisation	3(c)	47,267	43,884
Depreciation and amortisation	3(d)	12,421	11,448
Finance costs	3(e)	288	304
Write-down and impairment of assets	3(f)	548	75
Foreign exchange losses	3(g)	–	35
Total expenses		379,403	335,896
Less:			
Own-source income			
Own-source revenue			
Sale of goods and rendering of services	4(a)	102,269	77,147
Interest	4(b)	3,472	4,331
Rental income	4(c)	1,045	1,071
Royalties	4(d)	4,451	4,046
Other revenue	4(e)	1,545	2,892
Total own-source revenue		112,782	89,487
Gains			
Gains from sale of assets	4(f)	–	1
Foreign exchange gains	4(g)	46	–
Total gains		46	1
Total own-source income		112,828	89,488
Net cost of services		266,575	246,408
Revenue from Government	5	267,005	246,943
Surplus (Deficit) before income tax on continuing operations		430	535
Income tax benefit (expense)		–	–
Surplus (Deficit) after income tax on continuing operations		430	535
Surplus (Deficit) after income tax		430	535
Surplus (Deficit) attributable to the Australian Government		430	535

The above statement should be read in conjunction with the accompanying notes.

Statement of Comprehensive Income (continued) for the period ended 30 June 2014

	Notes	2014 \$'000	2013 \$'000
Other Comprehensive Income			
Items not subject to subsequent reclassification to net cost of services			
Changes in asset revaluation surplus		11,514	–
Total other comprehensive income before income tax		11,514	–
Income tax expense – other comprehensive income		–	–
Total other comprehensive income after income tax		11,514	–
Total comprehensive income		11,944	535

The above statement should be read in conjunction with the accompanying notes.

Statement of Financial Position as at 30 June 2014

	Notes	2014 \$'000	2013 \$'000
Assets			
Financial assets			
Cash and cash equivalents	7(a)	12,048	19,127
Trade and other receivables	7(b)	28,306	18,233
Investments accounted for using the equity method	7(c)	–	–
Other investments	7(d)	21,190	23,333
Total financial assets		61,544	60,693
Non-financial assets			
Land and buildings	8(a)	73,695	64,691
Plant and equipment	8(b)	30,989	32,076
Intangibles	8(d)	19,227	16,428
Inventories	8(f)	75,360	63,935
Other non-financial assets	8(g)	20,495	18,978
Total non-financial assets		219,766	196,108
Total assets		281,310	256,801
Liabilities			
Payables			
Suppliers	9(a)	21,856	22,080
Other payables	9(b)	17,047	21,578
Total payables		38,903	43,658
Interest bearing liabilities			
Loans	10(a)	20,105	3,011
Leases	10(b)	554	707
Total interest bearing liabilities		20,659	3,718
Provisions			
Employee provisions	11(a)	22,087	21,074
Other provisions	11(b)	1,120	1,138
Total provisions		23,207	22,212
Total liabilities		82,769	69,588
Net assets		198,541	187,213
Equity			
Contributed equity		110,406	111,022
Reserves		60,390	48,876
Retained surplus		27,745	27,315
Total equity		198,541	187,213

The above statement should be read in conjunction with the accompanying notes.

Statement of Changes in Equity for the period ended 30 June 2014

		Retained earnings		Asset revaluation surplus		Contributed equity/capital		Total equity	
	Notes	2014 \$'000	2013 \$'000	2014 \$'000	2013 \$'000	2014 \$'000	2013 \$'000	2014 \$'000	2013 \$'000
Opening balance									
Balance carried forward from previous period		27,315	26,780	48,876	48,876	111,022	108,122	187,213	183,778
Comprehensive income									
Surplus (Deficit) for the period		430	535	–	–	–	–	430	535
Other comprehensive income – Asset Revaluation		–	–	11,514	–	–	–	11,514	–
<i>Total comprehensive income</i>		430	535	11,514	–	–	–	11,944	535
Total comprehensive income attributable to the Australian Government		430	535	11,514	–	–	–	11,944	535
Transactions with owners									
Distributions to owners									
Returns of Capital	(i)	–	–	–	–	(616)	–	(616)	–
Contributions by owners									
Equity injection		–	–	–	–	–	2,900	–	2,900
<i>Total transactions with owners</i>		–	–	–	–	(616)	2,900	(616)	2,900
Closing balance as at 30 June		27,745	27,315	60,390	48,876	110,406	111,022	198,541	187,213
Closing balance attributable to the Australian Government		27,745	27,315	60,390	48,876	110,406	111,022	198,541	187,213

- (i) An amount of \$0.616m was returned to Government in 2014 for unutilised digital restack funding. This amount was received and recognised as Appropriation Revenue in 2013. The amount returned in 2014 has therefore been recognised as a Return of Capital. The return of this amount was made in line with Government policy to fund only amounts required for the conversion to digital transmission.

The above statement should be read in conjunction with the accompanying notes.

Cash Flow Statement

for the period ended 30 June 2014

	Notes	2014 \$'000	2013 \$'000
Operating Activities			
Cash received			
Receipts from Government		269,772	248,476
Sale of goods and rendering of services		91,294	82,678
Interest		3,741	5,066
Net GST received		12,438	11,030
Income tax received		–	79
Total cash received		377,245	347,329
Cash used			
Employees		(121,887)	(109,506)
Suppliers		(266,793)	(227,846)
Borrowing costs		(164)	(289)
Refund of Government funding		(1,612)	(539)
Total cash used		(390,456)	(338,180)
Net cash from (used by) operating activities	12	(13,211)	9,149
Investing Activities			
Cash received			
Proceeds from sales of property, plant and equipment		–	6
Investments		178,391	160,926
Total cash received		178,391	160,932
Cash used			
Purchase of property, plant and equipment		(12,162)	(7,146)
Investments		(176,328)	(162,323)
Total cash used		(188,490)	(169,469)
Net cash used by investing activities		(10,099)	(8,537)

The above statement should be read in conjunction with the accompanying notes.

Cash Flow Statement (continued)

for the period ended 30 June 2014

	Notes	2014 \$'000	2013 \$'000
Financing Activities			
Cash received			
Proceeds from borrowings	10(a)	20,000	–
Contributed equity		–	2,900
Total cash received		20,000	2,900
Cash used			
Repayment of borrowings		(3,000)	(3,000)
Other – Return of Capital (Contributed Equity)		(616)	–
Finance lease payments		(153)	(107)
Total cash used		(3,769)	(3,107)
Net cash from (used by) financing activities		16,231	(207)
Net increase (decrease) in cash held		(7,079)	405
Cash and cash equivalents at the beginning of the reporting period		19,127	18,722
Cash and cash equivalents at the end of the reporting period	7(a)	12,048	19,127

The above statement should be read in conjunction with the accompanying notes.

Schedule of Commitments as at 30 June 2014

	Notes	2014 \$'000	2013 \$'000
By Type			
Commitments receivable			
Transmission facilities	(ii)	463,378	463,910
Lease rental income	(iii)	2,305	3,399
Advertising and sponsorship		17,937	12,673
Net GST recoverable on commitments		52,107	51,213
Other commitments	(iv)	3,304	4,538
Total commitments receivable		539,031	535,733
Commitments payable			
Capital commitments			
Land and buildings	(i)	(26)	(208)
Property, plant and equipment	(i)	(854)	(915)
Total capital commitments		(880)	(1,123)
Other commitments			
Transmission facilities	(ii)	(528,816)	(517,253)
Operating leases	(iii)	(6,930)	(9,093)
Other commitments	(iv)	(164,225)	(138,272)
Total other commitments		(699,971)	(664,618)
Total commitments payable		(700,851)	(665,741)
Net commitments by type		(161,820)	(130,008)
By Maturity			
Commitments receivable			
Operating lease income			
Within 1 year		1,181	1,131
Between 1 to 5 years		1,124	2,268
More than 5 years		–	–
Total operating lease income		2,305	3,399
Other commitments receivable			
Within 1 year		112,629	96,396
Between 1 to 5 years		291,181	265,894
More than 5 years		132,916	170,044
Total other commitments receivable		536,726	532,334
Total commitments receivable		539,031	535,733

The above schedule should be read in conjunction with the accompanying notes.

Schedule of Commitments (continued)

as at 30 June 2014

	Notes	2014 \$'000	2013 \$'000
Commitments payable			
Capital commitments			
Within 1 year		(880)	(1,123)
Between 1 to 5 years		–	–
More than 5 years		–	–
Total capital commitments		(880)	(1,123)
Operating lease commitments			
Within 1 year		(2,616)	(2,646)
Between 1 to 5 years		(4,313)	(6,447)
More than 5 years		–	–
Total operating lease commitments		(6,929)	(9,093)
Other commitments			
Within 1 year		(158,129)	(131,437)
Between 1 to 5 years		(358,005)	(319,628)
More than 5 years		(176,908)	(204,460)
Total other commitments		(693,042)	(655,525)
Total commitments payable		(700,851)	(665,741)
Net commitments by maturity		(161,820)	(130,008)

Nature of Capital Commitments

Note: Commitments are GST inclusive where relevant.

- (i) Capital commitments consists of amounts in respect of television and radio broadcasting equipment, and building improvements.
- (ii) Transmission facilities commitments include future expenditure and amounts receivable for digital transmission services.
- (iii) Nature of lease

<ul style="list-style-type: none"> – Leases for office accommodation: – Leases of computer equipment: – Leases of motor vehicles: 	General description of leasing arrangement: Lease payments are subject to annual increases in line with the Consumer Price Index or Market Value. The leases are renewable. The leases for computer equipment are for a period of three or four years. Options to extend leased terms are available at discounted prices. No contingent rentals exist, and no renewal or purchase options are available.
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- (iv) Other commitments consist of amounts in respect of program, production, operational costs, and net GST recoverable from the taxation authority, which relate to these commitments.

The above schedule should be read in conjunction with the accompanying notes.

Schedule of Contingencies

as at 30 June 2014

	2014 \$'000	2013 \$'000
Contingent assets		
Claims for damages or costs	-	-
<i>Total contingent assets</i>	-	-
Contingent liabilities		
Claims for damages or costs	-	2
<i>Total contingent liabilities</i>	-	2
Net contingent liabilities	-	2

Details of each class of contingent liabilities and contingent assets listed above are disclosed in Note 13, along with information on significant remote contingencies that cannot be quantified.

The above schedule should be read in conjunction with the accompanying notes.

Notes to the Financial Statements

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1. Summary of significant accounting policies

The financial statements are those of the Special Broadcasting Service Corporation (the "Corporation").

(a) Objectives of the Special Broadcasting Service Corporation

The Corporation is an Australian Government controlled entity established under the *Special Broadcasting Service Act 1991*. It is a not-for-profit entity. It is structured to meet the following outcome:

"Provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's diverse society".

The continued existence of the Corporation in its present form and with its present programs is dependent on Government policy and on continuing funding by Parliament for the Corporation's administration and programs.

(b) Basis of preparation of the financial statements

The financial statements are general purpose financial statements and are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997* (CAC Act).

The financial statements have been prepared in accordance with the Finance Minister's Orders (FMOs) for the reporting periods ending on or after 1 July 2011, Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB), that apply for the reporting period.

The financial statements have been prepared on an accrual basis, and in accordance with the historical cost convention, except for certain assets and liabilities at fair value. Except where stated, no allowance is made for the effect of changing prices on the results or the financial position.

The financial statements are presented in Australian dollars, which is the Corporation's functional currency, and values are rounded to the nearest thousand dollars unless otherwise specified. Where applicable, comparative figures are restated to reflect the current year presentation of the financial statements.

Unless an alternative treatment is specifically required by an accounting standard or the FMOs, assets and liabilities are recognised in the statement of financial position when and only when it is probable that future economic benefits will flow to the Corporation or a future sacrifice of economic benefits will be required and the amounts of the assets or liabilities can be reliably measured. However, assets and liabilities arising under executory contracts are not recognised unless required by an accounting standard. Liabilities and assets that are unrecognised in the balance sheet are reported in the schedule of commitments or the schedule of contingencies.

Unless an alternative treatment is specifically required by an accounting standard, income and expenses are recognised in the Statement of Comprehensive Income when and only when the flow, consumption or loss of economic benefits has occurred and can be reliably measured.

(c) Business combinations and principles of consolidation

Business combinations

Acquisitions of businesses are accounted for in line with AASB 3 "*Business Combinations*", and consolidated in line with AASB 127 "*Consolidated and Separate Financial Statements*" from the date of acquisition. The effect of all transactions within the economic entities and inter-entity balances are eliminated in full. The excess of purchase consideration for the acquisition of controlled entities or business over the fair value of their net identifiable assets on acquisition is recognised as goodwill – see Note 8(d).

Acquisitions involving entities under common control

A business combination which involves entities or businesses which are ultimately controlled by the same party are considered "common control" transactions which are accounted for at book value. This is done on the basis that the assets and liabilities are being moved from one part of the Group to another.

On 1 July 2012 the Corporation acquired its wholly owned subsidiary, SBS Subscription TV Ltd, which was accounted for as an acquisition involving an entity under common control. SBS Subscription TV Ltd was voluntarily liquidated on 21 January 2014. The financial statements are those of the Corporation only.

Notes to the Financial Statements (continued)

(d) Significant accounting judgements and estimates

In the process of applying the accounting policies listed in this note, the Corporation has made the following judgements that have the most significant impact on the amounts recorded in the financial statements:

- Valuation of land, buildings, plant and equipment as detailed in note 1(v).
- Program amortisation as detailed in note 1(z).
- Long service leave as detailed in note 1(j).
- Redundancy provision as detailed in note 1(j).

No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next reporting period.

(e) New Australian Accounting Standards

Adoption of new Australian Accounting Standard requirements

No accounting standard has been adopted earlier than the application date stated in the standard.

The following adopted requirements have affected the amounts reported in the current or prior periods or are estimated to have a financial effect in future reporting periods.

AASB 13 Fair Value Measurement. AASB 13 has been issued to ensure consistency of fair value measurement and disclosure. It provides a single set of rules for how to measure fair value but does not specify when fair value should be applied as specified in the relevant Standard and the FMOs. The fair value hierarchy included within *AASB 139 Financial Instruments: Recognition and Measurement* is extended to all measures of fair value. This requires entities to classify fair value measurements into three levels of the fair value hierarchy. AASB 13 requires a number of significant new detailed disclosures for assets and liabilities carried at fair value. Comparatives are not required for the year ended 30 June 2014.

AASB 2011-4 Amendments to Australian Accounting Standards to Remove Individual Key Management Personnel Disclosure Requirements. This removes the requirements to include individual key management personnel disclosures in the notes to the financial statements. The Corporation is governed by the disclosure requirements as set in the FMOs, hence its disclosure requirements will be governed accordingly.

AASB 2012-2 Amendments to Australian Accounting Standards Disclosures – Offsetting Financial Assets and Financial Liabilities (June 2012). AASB 7 is amended to increase the disclosures about offset positions, including the gross position and the nature of the arrangements.

AASB 119 Employee Benefits. AASB 119 (reissued) introduces a single approach for the recognition and measurement of defined benefit plans although this change is not applicable to the Corporation. Of greater significance to the Corporation are the amended definitions of short-term and other long-term employee benefits. The change in definition shifts the focus to when the benefit is expected to be wholly settled rather than when it is due to be settled. This has implications for measurement of the annual leave benefit, on a discounted basis. It also changes the presentation of employee benefit amounts for key management personnel. While measurement of the liability may change, presentation of annual leave as a current liability will not.

AASB 2011-8 Amendments to Australian Accounting Standards arising from AASB 13. This Standard amends existing fair value definitions, measurement requirements, disclosures and guidance located in other standards to ensure consistency with AASB 13.

AASB 2011-10 Amendments to Australian Accounting Standards arising from AASB 119 (September 2011). This Standard makes consequential amendments to other standards arising from the reissued AASB 119.

AASB 2012-7 Amendments to Australian Accounting Standards arising from Reduced Disclosure Requirements. The objective of this Standard is to make amendments to: AASB 7 Financial Instruments: Disclosures; AASB 12 Disclosure of Interests in Other Entities; AASB 101 Presentation of Financial Statements; and AASB 127 Separate Financial Statements. Only minor impacts are expected.

AASB 2012-10 Amendments to Australian Accounting Standards – Transition Guidance and Other Amendments. The objective of this Standard is to make amendments to: AASB 1 First-time Adoption of Australian Accounting Standards; AASB 5 Non-current Assets Held for Sale and Discontinued Operations; AASB 7 Financial Instruments: Disclosures; AASB 8 Operating Segments; AASB 10 Consolidated Financial Statements; AASB 11 Joint Arrangements; AASB 12 Disclosure of Interests in Other Entities; AASB 13 Fair Value Measurement; AASB 101 Presentation of Financial Statements; and AASB 102 Inventories. This change takes effect for reporting periods ending on or after 1 January 2013. The major impact on the Corporation, being a not-for-profit organisation is to defer the implementation of AASBs 10, 11 and 12 until 1 January 2014.

Other new, revised or amending standards or interpretations that are applicable to the current reporting period did not have a material financial impact, and are not expected to have a future financial impact on the Corporation.

Future Australian Accounting Standard Requirements

The following new standards, amendments to standards or interpretations have been issued by the AASB but are effective for future reporting periods. The impact of adopting these pronouncements, when effective, will not have a material financial impact on the Corporation's financial statements.

AASB 10 Consolidated Financial Statements. AASB 10 introduces a new approach to determining which investees should be consolidated. An investor controls an investee when the investor is exposed, or has rights, to variable returns from its involvement with the investee and has the ability to affect those returns through its power over the investee. It is expected to have minimal impact on the Corporation. This takes effect for not-for-profit entities for reporting periods beginning on or after 1 January 2014.

AASB 11 Joint Arrangements. This standard defines a joint arrangement as one where two or more parties are in a contractual agreement which binds them and gives them joint control over the joint arrangement. The standard distinguishes between joint operations whereby the controlling parties have contractual rights and obligations to individual assets and liabilities and joint ventures whereby the controlling parties have rights to the net assets of the arrangement. This takes effect for not-for-profit entities for reporting periods beginning on or after 1 January 2014.

AASB 12 Disclosure of Interests in Other Entities. AASB 12 contains the disclosure requirements for entities that have interests in subsidiaries, joint arrangements, associates and/or unconsolidated structured entities. This takes effect for not-for-profit entities for reporting periods beginning on or after 1 January 2014.

AASB 128 Investments in Associates and Joint Ventures (2011). Limited amendments have been made, including the application of *AASB 5 Non-current Assets Held for Sale and Discontinued Operations* to interests in associates and joint ventures and how to account for changes in interests and joint ventures. This takes effect for not-for-profit entities for reporting periods beginning on or after 1 January 2014.

AASB 2011-7 Amendments to Australian Accounting Standards arising from the Consolidation and Joint Venture Standards. This standard gives effect to many consequential changes to a number of standards arising from the new consolidation and joint arrangements standards. This takes effect for not-for-profit entities for reporting periods beginning on or after 1 January 2014.

AASB 2012-3 Amendments to Australian Accounting Standards – Offsetting Financial Assets and Financial Liabilities (June 2012). The amendments to AASB 132 clarify when an entity has a legally enforceable right to set off financial liabilities permitting entities to present balances net on the balance sheet. This takes effect for reporting periods beginning on or after 1 January 2014.

AASB 1055 Budgetary Reporting. This standard requires reporting of budgetary information by not-for-profit entities within the General Government Sector (however, comparative information is not required). In particular the original budget presented to Parliament, variance of actuals from budget; and explanations of significant variances are required. For-profit entities are excluded, as are Public Financial Corporations, Public Non-Financial Corporations and universities. This takes effect for reporting periods beginning on or after 1 July 2014.

AASB 9 Financial Instruments. AASB 9 incorporates the classification and measurement requirements for financial liabilities, and the recognition and derecognition requirements for financial instruments, in addition to the classification and measurement requirements for financial assets (representing the first phase of a three phase project to replace AASB 139). This takes effect for reporting periods beginning on or after 1 January 2015.

AASB 2010-7 Amendments to Australian Accounting Standards arising from AASB (December 2010). This adds the requirements in AASB 139 in relation to the derecognition of financial assets and financial liabilities to AASB 9. AASB 9 retains but simplifies the mixed measurement model and establishes two primary measurement categories for financial assets; amortised cost and fair value. The basis of classification depends on the entity's business model and the contractual cash flow characteristics of the financial asset. The Standard applies to reporting periods beginning on or after 1 January 2015.

Other new, revised or amending standards or interpretations that were issued and are applicable to future reporting periods are not expected to have a material financial impact on the Corporation in future reporting periods.

Notes to the Financial Statements (continued)

(f) Revenues

Revenue from the sale of goods is recognised when:

- the risks and rewards of ownership have been transferred to the buyer;
- the Corporation retains no managerial involvement or effective control over the goods;
- the revenue and transaction costs incurred can be reliably measured; and
- it is probable that the economic benefits associated with the transaction will flow to the Corporation.

Revenue from rendering of services is recognised by reference to the stage of completion of contracts at the reporting date. The revenue is recognised when:

- the amount of revenue, stage of completion and transaction costs incurred can be reliably measured; and
- the probable economic benefits associated with the transaction will flow to the Corporation.

The stage of completion of contracts at the reporting date is determined by reference to the proportion that costs incurred to date bear to the estimated total costs of the transaction.

Receivables for goods and services, which generally have 30 or 45 day terms are recognised at the nominal amounts due, less any impairment allowance account. Collectability of debts is reviewed at the end of the reporting period. Allowances are made when collectability is no longer probable.

Interest revenue is recognised using the effective interest method in line with *AASB 139 "Financial Instruments: Recognition and Measurement"*.

Revenues from Government

Amounts appropriated for departmental appropriations for the year (adjusted for any formal additions and reductions) are recognised as Revenue from Government when the entity gains control of the appropriation, except for certain amounts that relate to activities that are reciprocal in nature, in which case revenue is recognised only when it has been earned. Appropriations receivable are recognised at their nominal amounts.

Funding received or receivable from the Department of Communications (appropriated to the agency as a CAC Act body payment item for payment to the Corporation) is recognised as Revenue from Government by the CAC Act body unless the funding is in the nature of an equity injection or a loan.

Parental Leave Payments Scheme

Amounts received under the Parental Leave Payments Scheme by the Corporation not yet paid to employees were presented gross as cash and a liability (payable). The total amount received under the scheme was \$0.202m (2013: \$0.171m).

(g) Gains

Gains from the disposal of assets are recognised when control of the asset has passed to the buyer.

(h) Transactions with the Government as owner

Equity Injections

Amounts appropriated by Parliament which are designated as 'equity injections' for a year are recognised directly in contributed equity in that year.

Other Distributions to Owners

The FMOs require that distributions to owners be debited to contributed equity unless it is in the nature of a dividend.

(i) Other transactions with Government

Some special purpose funding from Government is recognised as revenue only when the related expenditure is incurred.

This includes funds received from Government's TV fund in 2000 and subsequent years for analogue extensions to regional areas, and for the Commonwealth's Television Black Spots – Alternative Technical Solutions Program.

The amounts received, including interest accrued on these amounts, are recognised as revenue when related expenditure is incurred or when the program of work has been completed. Refer to Note 4(a) and 4(e).

(j) Employee benefits

Liabilities for 'short-term employee benefits' (as defined in AASB 119 "*Employee Benefits*") and termination benefits expected to be wholly settled within twelve months of the end of reporting period are measured at their nominal amounts.

The nominal amount is calculated with regard to the rates expected to be paid on settlement of the liability.

(i) Leave

The liability for employee benefits includes provision for annual leave and long service leave. No provision has been made for sick leave as all sick leaves is non-vesting and the average sick leave taken in future years by employees of the entity is estimated to be less than the annual entitlement for sick leave.

The leave liabilities are calculated on the basis of employees' remuneration at the estimated salary rates that will be applied at the time the leave is taken, including the entity's employer superannuation contribution rates to the extent that the leave is likely to be taken during service rather than paid out on termination.

The liability for long service leave has been determined by reference to the work of an actuary as at 30 June 2012. The estimate of the present value of the liability takes into account attrition rates and pay increases through promotion and inflation.

(ii) Separation and Redundancy

Provision is made for separation and redundancy benefit payments. The Corporation recognises a provision for termination when it can no longer withdraw the offer of those benefits, or it has developed a detailed formal plan for the terminations and has informed those employees affected that it will carry out the terminations.

(iii) Superannuation

The Corporation's staff are members of the Commonwealth Superannuation Scheme (CSS), the Public Sector Superannuation Scheme (PSS), the PSS accumulation plan (PSSap), or a complying superannuation fund of their choice (under the superannuation guarantee legislation). The Corporation also contributes superannuation in respect of contract staff engaged under Section 44 of the Special Broadcasting Service Act 1991, in accordance with the superannuation guarantee legislation. The contributions are included in the cost of contract.

The CSS and PSS are defined benefit schemes for the Australian Government. The PSSap is a defined contribution scheme.

The liability for defined benefits is recognised in the financial statements of the Australian Government and is settled by the Australian Government in due course. This liability is reported in the Department of Finance's administered schedules and notes.

The entity makes employer contributions to the employees' superannuation scheme at rates determined by an actuary to be sufficient to meet the current cost to the Government. The entity accounts for the contributions as if they were contributions to defined contribution plans.

The liability for superannuation recognised as at 30 June represents outstanding contributions for the final fortnight of the year.

(k) Leases

A distinction is made between finance leases and operating leases. Finance leases effectively transfer from the lessor to the lessee substantially all the risks and rewards incidental to ownership of leased assets. An operating lease is a lease that is not a finance lease. In operating leases, the lessor effectively retains substantially all such risks and benefits.

Where an asset is acquired by means of a finance lease, the asset is capitalised at either the fair value of the lease property or, if lower, the present value of minimum lease payments at the inception of the contract. A liability is recognised at the same time and for the same amount.

The discount rate used is the interest rate implicit in the lease. Leased assets are amortised over the period of the lease. Lease payments are allocated between the principal component and the interest expense.

Operating lease payments are expensed on a straight-line basis which is representative of the pattern of benefits derived from the leased assets.

Provision for make good

A provision for make good exists when the Corporation has an obligation to "make good" leased properties at the end of the lease term. The provision is initially measured based on the estimated average cost to make good the site, and then subsequently revalued – see Note 1(v).

Notes to the Financial Statements (continued)

(l) Borrowing costs

All borrowing costs are expensed as incurred.

(m) Foreign currency

Transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction. Exchange gains and losses are reported in profit or loss.

(n) Fair value measurement

The Corporation measures the fair value of assets and liabilities in line with AASB 13 *Fair Value Measurement*.

(o) Cash and cash equivalents

Cash and cash equivalents comprise cash on hand, at bank, or on short-term deposits with a maturity of 3 months or less that are readily convertible to known amounts of cash and are subject to insignificant risk of changes in value. It excludes amounts on long-term deposits that are not immediately required for operational expenditure. Cash and cash equivalents are recognised at their nominal amounts.

(p) Financial assets

In line with AASB 139 "*Financial Instruments: Recognition and Measurement*", the Corporation classifies its financial assets in the following categories:

- a) financial assets at fair value through profit or loss;
- b) held-to-maturity investments;
- c) available-for-sale financial assets; and
- d) loans and receivables.

The classification depends on the nature and purpose of the financial assets and is determined at the time of initial recognition. Financial assets are recognised and derecognised upon trade date.

Effective Interest Method

The effective interest method is a method of calculating the amortised cost of a financial asset and of allocating interest income over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset, or, where appropriate, a shorter period.

Income is recognised on an effective interest rate basis except for financial assets that are recognised at fair value through profit or loss.

Financial Assets at Fair Value Through Profit or Loss

Financial assets are classified as financial assets at fair value through profit or loss where the financial assets: a) have been acquired principally for the purpose of selling in the near future; b) are derivatives that are not designated and effective as a hedging instrument; or c) are a part of an identified portfolio of financial instruments that the Corporation manages together and has a recent actual pattern of short-term profit-taking.

Available-for-Sale Financial Assets

Available-for-sale financial assets are non-derivatives that are either designated in this category or not classified in any of the other categories.

Held-to-Maturity Investments

Non-derivative financial assets with fixed or determinable payments and fixed maturity dates that the Corporation has the positive intent and ability to hold to maturity are classified as held-to-maturity investments. Held-to-maturity investments are recorded at amortised cost using the effective interest method (see above) less impairment, with revenue recognised on an effective yield basis.

The Corporation has a series of investments with banks and other financial institutions for funds not immediately required for operational expenditure. They are held-to-maturity investments (term deposits) which are measured at amortised cost using the effective interest method – see Note 18.

Loans and Receivables

Trade receivables, loans and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as 'loans and receivables'. Loans and receivables are measured at amortised cost using the effective interest method less impairment. Interest is recognised by applying the effective interest rate.

Impairment of Financial Assets

Financial assets are assessed for impairment at the end of each reporting period.

Financial assets held at amortised cost – if there is objective evidence that an impairment loss has been incurred for loans and receivables or held-to-maturity investments held at amortised cost, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the asset's original effective interest rate. The carrying amount is reduced by way of an allowance account. The loss is recognised in the Statement of Comprehensive Income.

Available-for-sale financial assets – if there is objective evidence that an impairment loss on an available-for-sale financial asset has been incurred, the amount of the difference between its cost, less principal repayments and amortisation, and its current fair value, less any impairment loss previously recognised in expenses, is transferred from equity to the Statement of Comprehensive Income.

Financial assets carried at cost – if there is objective evidence that an impairment loss has been incurred, the amount of the impairment loss is the difference between the carrying amount of the asset and the present value of the estimated future cash flows discounted at the current market rate for similar assets.

(q) Investment in associates

The entity's investment in its associates is accounted for using the equity method.

Under the equity method, investments in the associates are carried in the Corporation's Statement of Financial Position at cost as adjusted for post-acquisition charges in the Corporation's share of net assets of the associates. Goodwill relating to an associate is included in the carrying amount of the investment. After the application of the equity method, the Corporation determines whether it is necessary to recognise any impairment loss with respect to the net investment in associates.

Further details relating to its associate company, Freeview Australia Ltd, are provided in Note 7(c)(ii).

(r) Jointly controlled entities

Interests in jointly controlled entities in which the entity is a venturer (and so has joint control) are accounted for using the equity method.

Further details relating to the Corporation's joint venture with the Australian Broadcasting Corporation (National DAB Licence Company Ltd) are provided in Note 7(c)(i).

(s) Financial liabilities

Financial liabilities are classified as either financial liabilities 'at fair value through profit or loss' or other financial liabilities. Financial liabilities are recognised and derecognised upon 'trade date'.

Financial Liabilities at Fair Value Through Profit or Loss

Financial liabilities at fair value through profit or loss are initially measured at fair value. Subsequent fair value adjustments are recognised in profit or loss. The net gain or loss recognised in profit or loss incorporates any interest paid on the financial liability.

Other financial liabilities

Other financial liabilities, including borrowings, are initially measured at fair value, net of transaction costs. These liabilities are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective yield basis.

The effective interest method is a method of calculating the amortised cost of a financial liability and of allocating interest expense over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash payments through the expected life of the financial liability, or, where appropriate, a shorter period.

Supplier and other payables are recognised at amortised cost. Liabilities are recognised to the extent that the goods or services have been received (and irrespective of having been invoiced).

(t) Contingent Assets and Liabilities

Contingent assets and liabilities are not recognised in the Statement of Financial Position but are reported in the relevant schedule and Note 13: Contingent Assets and Liabilities. They may arise from uncertainty as to the existence of an liability or asset or represent an asset or liability in respect of which the amount cannot be reliably measured.

Contingent assets are disclosed when settlement is probable but not virtually certain and contingent liabilities are disclosed when settlement is greater than remote.

(u) Acquisition of assets

Assets are recorded at cost on acquisition except as stated below. The cost of acquisition includes the fair value of assets transferred in exchange and liabilities undertaken. Financial assets are initially measured at their fair value plus transaction costs where appropriate.

Assets acquired at no cost, or for nominal consideration, are initially recognised as assets and income at their fair value at the date of acquisition, unless acquired as a consequence of restructuring of administrative arrangements. In the latter case, assets are initially recognised as contributions by owners at the amounts at which they were recognised in the transferor's accounts immediately prior to the restructuring.

Notes to the Financial Statements (continued)

(v) Property, plant and equipment

Asset recognition threshold

Purchases of property, plant and equipment are recognised initially at cost in the Statement of Financial Position, except for purchases costing less than \$2,000 which are expensed in the year of acquisition except where they form part of a project or group of similar items, which are significant in total.

The initial cost of an asset includes an estimate of the cost of dismantling and removing the item and restoring the site on which it is located. This is particularly relevant to 'make good' provisions in property leases taken up by the Corporation where there exists an obligation to restore the property to its original condition. These costs are included in the value of the Corporation's leasehold improvements with a corresponding provision for the 'make good' recognised at net present value. The increase in the net present value through the passage of time, or "unwinding of the discounted value", is recognised as a finance cost – see Note 3(e)(i).

Revaluations

Following initial recognition at cost, property, plant and equipment are carried at fair value less subsequent accumulated depreciation and accumulated impairment losses. Valuations are conducted with sufficient frequency to ensure that the carrying amounts of assets do not differ materially from the assets' fair values as at the reporting date. The regularity of independent valuations depends upon the volatility of movements in market values for the relevant assets.

Revaluation adjustments are made on a class basis. Any revaluation increment is credited to equity under the heading of asset revaluation reserve except to the extent that it reverses a previous revaluation decrement of the same asset class that was previously recognised in the surplus/deficit. Revaluation decrements for a class of assets are recognised directly in the surplus/deficit except to the extent that they reverse previous revaluation increments for that class.

Any accumulated depreciation as at the revaluation date is restated proportionately with the change in the gross carrying amount of the asset so that the carrying amount of the asset after revaluation equals its revalued amount.

"Make good" under revaluation model

Changes in "make good" provisions under the revaluation model are the reverse of revaluations of the related asset, the only difference being the account affected (asset or provision). A decrease in the provision for "make good" (similar to a revaluation increase of the related asset) is credited to asset revaluation reserve unless it reverses a previous increase which was recognised in profit and loss.

Fair values for each class of asset are determined as shown below:

Asset Class	Fair value measured at
Land	Market selling price
Buildings excl. leasehold improvements	Income approach
Leasehold improvements	Depreciated replacement cost
Plant and equipment	Market selling price or depreciated replacement cost

(w) Depreciation and amortisation

Property, plant and equipment, other than freehold land, is depreciated up to their estimated residual values, over their estimated useful lives to the Corporation using the straight line method of depreciation.

Depreciation rates (useful lives), residual values and methods are reviewed at each reporting date and necessary adjustments are recognised in the current, or future reporting periods, as appropriate.

Depreciation and amortisation rates applied to each class of depreciable asset are based on the following useful lives:

Class of non-financial asset	2013-2014		2012-2013	
		Avg		Avg
Buildings	40 years	40	40 years	40
Leasehold improvements	Lease term	15	Lease term	15
Plant and equipment	3 to 20 years	7	3 to 20 years	7
Intangibles (excluding goodwill and trademark)	5 to 7 years	6	5 to 7 years	6

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in Note 3(d).

Leasehold improvements are amortised on a straight line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

Intangible assets (software licences and contract rights) are amortised on a straight line basis over their estimated useful lives.

Goodwill and trademark are not amortised, but tested for impairment.

(x) Impairment of non-current assets

All assets were assessed for impairment at 30 June 2014. Where indications of impairment exist (e.g. goodwill), the asset's recoverable amount is estimated and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount.

The recoverable amount of an asset is the higher of its fair value less costs of disposal and its value in use. Value in use is the present value of the future cash flows expected to be derived from the asset. Where the future economic benefit of an asset is not primarily dependent on the asset's ability to generate future cash flows, and the asset would be replaced if the Corporation were deprived of the asset, its value in use is taken to be its depreciated replacement cost. For the purposes of goodwill impairment testing, a "cash-generating unit" (CGU), comprising the smallest group of assets to which goodwill can be allocated, is identified and tested for impairment as a group – see Note 8(d).

(y) Intangibles

The Corporation's intangibles comprise of software licences acquired, goodwill, contract rights and trademark.

Goodwill

Goodwill is recognised on purchase of a business unit in accordance with AASB 3 "Business Combinations" – see Note 8(d). Goodwill is tested for impairment annually.

Contract rights and trademark

Contract rights are amortised over their anticipated useful lives (6 years). Trademark is not amortised as it has an indefinite useful life, but is tested for impairment.

Software

Software comprises of purchased and internally developed software for internal use. Software is initially recognised at cost and amortised on a straight-line basis over anticipated useful lives. These assets are assessed for indications of impairment as at 30 June 2014.

Notes to the Financial Statements (continued)

(z) Program inventory

Program costs are capitalised as inventory and amortised over time to reflect their expected usage:

Program acquisitions

Program acquisitions are amortised on a straight line basis over the shorter of three years or licence period (for movies), or over the shorter period of two years or licence period (for documentaries and other overseas purchased programs).

Commissioned programs

Commissioned programs are valued at cost, and amortised on a straight line basis over the shorter of four years or licence period.

Some programs are fully amortised in the current period. All internally produced news and current affairs programs, as well as sports events, are expensed immediately at the time of broadcast.

An annual review of all programs is undertaken at the end of the reporting period. Programs which are not expected to provide future benefits are written down.

(aa) Taxation

The Corporation is exempt from all forms of taxation except fringe benefits tax (FBT) and goods and services tax (GST).

Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- (i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or
- (ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST receivable from the ATO is included as a financial asset in the balance sheet while any net amount of GST payable to the ATO is included as a liability in the balance sheet.

In the cash flow statement, the GST components arising from investing and financing activities which are recoverable from or payable to the ATO are classified as operating cash flows.

2. Events after the reporting period

No known event has occurred after the reporting period which could have a significant and adverse financial impact on the Corporation.

3. Expenses

	Notes	2014 \$'000	2013 \$'000
3(a) Employee benefits			
Wages and salaries		96,535	85,747
Superannuation (Defined Contribution Plans)		13,802	12,495
Leave and other entitlements		12,568	11,040
Separations and redundancies		673	306
Total employee benefits		123,578	109,588
3(b) Suppliers			
Goods			
Materials and minor items		7,816	6,246
Office supplies		1,583	1,302
Other program purchases		28,216	16,563
Sub-total goods		37,615	24,111
Services			
Broadcasting		90,352	82,115
Administrative expenses		41,969	40,101
Analogue extensions		115	1,783
Contract staff		17,785	16,135
Production services		2,861	2,669
Audit fees	17	119	116
Sub-total services		153,201	142,919
Total goods and services		190,816	167,030
Goods supplied in connection with			
Related parties		2	408
External parties		37,613	23,703
Total goods supplied		37,615	24,111
Services rendered in connection with			
Related parties		1,888	1,840
External parties		151,313	141,079
Total services rendered		153,201	142,919
Total goods and services supplied or rendered		190,816	167,030
Other supplier expenses			
Operating lease rentals, minimum lease payments		3,263	2,885
Workers' compensation premiums		1,222	647
Total other supplier expenses		4,485	3,532
Total supplier expenses		195,301	170,562

Notes to the Financial Statements (continued)

	Notes	2014 \$'000	2013 \$'000
3(c) Program inventory amortisation			
Amortisation of program acquisitions		23,166	18,848
Amortisation of commissioned programs		24,101	25,036
Total program inventory amortisation		47,267	43,884
3(d) Depreciation and amortisation			
Depreciation			
Plant and equipment		8,521	7,794
Buildings		2,487	2,486
Total depreciation		11,008	10,280
Amortisation			
Intangibles – contract rights		39	39
Intangibles – computer software		1,374	1,129
Total amortisation		1,413	1,168
Total depreciation and amortisation		12,421	11,448
3(e) Finance costs			
Loans from Government		223	247
Finance lease		36	29
Unwinding of discount	(i)	29	28
Total finance costs		288	304
(i) The “unwinding of discount” relates to the increase in provision for restoration costs (“make good” leasehold improvements at Federation Square, at the end of the lease term), as the discounted net present value increases, through the passage of time.			
3(f) Write-down and impairment of assets			
Asset write-downs and impairments from:			
Impairment on financial instruments	(i)	56	25
Impairment of plant and equipment		472	35
Impairment on intangible assets		20	15
Total write-down and impairment of assets		548	75
(i) Impairment on financial instruments relates to the write-off of receivables during the period.			
3(g) Foreign exchange losses			
Non-speculative		–	35
Total foreign exchange losses		–	35

4. Own-source income

	Notes	2014 \$'000	2013 \$'000
4(a) Sale of goods and rendering of services			
Sale of programs and merchandise		3,136	2,497
Rendering of services		99,133	74,650
Total sales of goods and services		102,269	77,147
Rendering of services			
Advertising and sponsorship		73,394	58,033
Pay TV subscription revenue		10,953	11,619
Broadcasting	9(b)(iii)	10,694	–
Production services		4,092	4,998
Total rendering of services		99,133	74,650
Sale of goods in connection with			
Related parties		–	79
External parties		3,136	2,418
Total sales of goods		3,136	2,497
Rendering of services in connection with			
Related parties		1,262	654
External parties		97,871	73,996
Total rendering of services		99,133	74,650
Total sales of goods and rendering of services		102,269	77,147
4(b) Interest			
Deposits		3,472	4,331
Total interest		3,472	4,331
4(c) Rental Income			
Operating Lease			
Other		1,045	1,071
Total rental income		1,045	1,071

Notes to the Financial Statements (continued)

	Notes	2014 \$'000	2013 \$'000
4(d) Royalties			
Program rights		4,451	4,046
Total royalties		4,451	4,046
4(e) Other revenue			
Revenue from Television Black Spots		115	1,783
Miscellaneous revenue		1,430	1,109
Total other revenue		1,545	2,892
Gains			
4(f) Net gains from sale of assets			
Plant and equipment			
Proceeds from sale		–	(6)
Carrying value of assets sold		–	5
Total gains from sale of assets		–	(1)
4(g) Foreign exchange gains			
Non-speculative		46	–
Total foreign exchange gains		46	–

5. Revenue from Government

	Notes	2014 \$'000	2013 \$'000
Department of Communications			
CAC Act body payment item		267,005	246,943
Total revenue from Government		267,005	246,943
Reconciliation of actual receipts from Government with reported revenue from Government in the statement of comprehensive income			
Receipts from Government		269,772	248,554
Less: Unearned revenue from Government	9(b)(i)	(2,767)	(1,611)
Total revenue from Government		267,005	246,943

6. Fair value measurements

The following tables provide an analysis of assets and liabilities that are measured at fair value.

The different levels of the fair value hierarchy are defined below.

Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities that the entity can access at measurement date.

Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly.

Level 3: Unobservable inputs for the asset or liability.

As at 30 June 2014, the Corporation's held investments (held-to-maturity) and loans payable to the Commonwealth for which fair values have been calculated, and disclosed in this note (as Level 2 financial instruments). The fair values of the held-to-maturity investments and the Commonwealth loans are calculated on the basis of discounted cash flows using current interest rates (at 30 June 2014) for investments and liabilities with similar market and credit risk profiles. The fair values of cash, receivables for goods and services, and trade creditors approximate their carrying amounts.

No change in fair value disclosed in this note has been, nor is required to be, recognised in profit and loss. They are held-to-maturity, and are not held for sale. There are no unrecognised financial assets or liabilities.

6(a) Fair value measurement

Fair value measurements at the end of the reporting period by hierarchy for assets and liabilities in 2013-14

	Fair value \$'000	Fair value measurements at the end of the reporting period using		
		Level 1 inputs \$'000	Level 2 inputs \$'000	Level 3 inputs \$'000
Financial assets				
Cash and cash equivalents	12,048	12,048	–	–
Receivables for goods and services (net)	28,306	–	28,306	–
Total financial assets	40,354	12,048	28,306	–
Non-financial assets				
Land	32,590	–	6,590	26,000
Buildings on freehold land	38,500	–	–	38,500
Leasehold improvements	2,605	–	–	2,605
Other plant and equipment	30,989	–	7,499	23,490
Total non-financial assets	104,684	–	14,089	90,595
Total fair value measurements of assets in the statement of financial position	145,038	12,048	42,395	90,595
Assets not measured at fair value in the statement of financial position				
Investments	21,207	–	21,207	–
Total assets not measured at fair value in the statement of financial position	21,207	–	21,207	–

Notes to the Financial Statements (continued)

	Fair value \$'000	Fair value measurements at the end of the reporting period using		
		Level 1 inputs \$'000	Level 2 inputs \$'000	Level 3 inputs \$'000
Financial liabilities				
Finance lease liabilities	554	–	554	–
Suppliers – Trade Creditors	21,856	–	21,856	–
Payable to Government	3,151	–	3,151	–
Other payables (salaries and superannuation)	6,452	–	6,452	–
Total financial liabilities	32,013	–	32,013	–
Total fair value measurements of liabilities in the statement financial position	32,013	–	32,013	–
Liabilities not measured at fair value in the statement of financial position				
Loans from Government	20,125	–	20,125	–
Total liabilities not measured at fair value in the statement of financial position	20,125	–	20,125	–

The Corporation did not measure any non-financial assets or liabilities at fair value on a non-recurring basis as at 30 June 2014.

Fair value measurements – highest and best use

The existing use of the Corporation's land holding in Craigieburn as a transmission site is not considered to be equivalent to its highest and best use. However its fair value measurement has been assessed at the asset's highest and best use for residential purposes.

The current use of all controlled assets is considered their highest and best use.

6(b) Level 1 and Level 2 transfers for recurring fair value measurements

Recurring fair value measurements transferred between Level 1 and Level 2 for assets and liabilities

	Transferred from	
	Level 1 to Level 2 2014 \$'000	Level 2 to Level 1 2014 \$'000
Non-financial assets		
Land and buildings	–	–
Leasehold improvements	–	–
Property, plant and equipment	–	–
Total non-financial assets	–	–

There have been no transfers between levels of the hierarchy during the year.

The Corporation's policy for determining when transfers between levels are deemed to have occurred can be found in Note 1.

6(c) Valuation technique and inputs for Level 2 and Level 3 fair value measurements

Level 2 and 3 fair value measurements – valuation technique and the inputs used for assets and liabilities in 2013-14

	Category (Level 2 or Level 3)	Fair value \$'000	Valuation techniques ¹	Inputs used	Range (weighted average) ²
Non-financial assets					
Land (Craigieburn)	2	6,590	Market Approach	Price per hectare	\$1,000,000 – \$1,200,000 (\$1,150,000)
Land (Sydney)	3	26,000	Market Approach	Price per square metre	\$1,100 – \$1,350 (\$1,300)
Buildings on freehold land	3	38,500	Income Approach	Rental price per square metre	\$220 – \$250 (\$245)
				Capitalisation rate	7.8% – 8.5% (8.05%)
Leasehold improvements	3	2,346	Depreciated Replacement Cost (DRC)	Replacement Cost New (price per square metre)	
				Consumed economic benefit/Obsolescence of asset	10.1% – 10.0% (10.1%) per annum
Restoration costs ("make good")	3	259	Net Present Value	Current obligation costs (price per square metre)	\$250 – \$350 (\$392)
				Discount rate	3.75% – 4.24% (4.02%)
				Indexation rates	2.2% – 3.7% (2.65%)
Other plant and equipment	2	7,499	Market Approach	Adjusted market transactions	
Other plant and equipment	3	23,490	Depreciated Replacement Cost (DRC)	Replacement Cost New	
				Consumed economic benefit/Obsolescence of asset	20.0% – 3.6% (10.7%) per annum
Financial assets not measured at fair value in the statement of financial position					
Investments	2	21,207	Market Approach	Interest rate	2.5% – 3.5%
Financial liabilities not measured at fair value in the statement of financial position					
Loans from Government	2	20,125	Market Approach	Interest rate	2.66%

Notes:

1. There has been no changes to valuation techniques.

2. Significant unobservable inputs only. Not applicable for assets or liabilities in the Level 2 category.

There were no significant inter-relationships between unobservable inputs that materially affect fair value.

Notes to the Financial Statements (continued)

6(c) Valuation technique and inputs for Level 2 and Level 3 fair value measurements (Continued)

Recurring and non-recurring Level 3 fair value measurements – valuation processes

The Corporation procured the service of the Australian Valuation Office (AVO) to undertake a comprehensive valuation of all plant and equipment at 30 June 2012. The Corporation tests the procedures of the valuation model as an internal management review at least once every 12 months (with a formal revaluation undertaken once every three years). If a particular asset class experiences significant and volatile changes in fair value (i.e. where indicators suggest that the value of the class has changed materially since the previous reporting period), that class is subject to specific valuation in the reporting period, where practicable, regardless of the timing of the last specific valuation. The Corporation has engaged Australian Valuation Solutions (AVS) to provide written assurance that the model developed is in compliance with AASB 13 "Fair Value Measurement".

There is no change in the valuation technique since the prior year.

Significant Level 2 and 3 inputs utilised by the entity are derived and evaluated as follows:

Land and Buildings

Land – Price per square metre/per hectare

The Artarmon and Craigieburn land assets have been measured using the market approach by reference to similar transactions within the surrounding locality. The adopted price per square metre has been determined based on professional judgement regarding the comparability of transactions to the subject asset. The existing use of the property at Artarmon is currently considered to be its highest and best use.

The land asset at Craigieburn is not currently used at its highest and best use. The Corporation has valued the land at its highest and best use (i.e. an en-globo residential subdivision) as at 30 June 2014. The asset is subject to an encumbrance (lease) until 2023, which is a restriction that would pass to a market participant. The fair value measurement has therefore considered this restriction by subtracting the present value of the lease rent and estimated relocation costs of the lessee as at the reporting date.

Buildings – Market Rental and Capitalisation Rate

The income capitalisation approach has been adopted to determine the fair value of the buildings asset class. Under the income capitalisation approach the net market rental is capitalised at an appropriate yield as determined from comparable sales transactions. The analysis and selection of an appropriate market rental and yield from evidence with varying degrees of comparability to the subject property is determined based on professional judgement.

Leasehold Improvements – Consumed economic benefit/Obsolescence of asset

Assets that do not transact with enough frequency or transparency to develop objective opinions of value from observable market evidence have been measured utilising the cost (Depreciated Replacement Cost or DRC) approach. Under the DRC approach the estimated cost to replace the asset is calculated and then adjusted to take into account its consumed economic benefit/asset obsolescence (accumulated depreciation). Consumed economic benefit/asset obsolescence has been determined based on professional judgment regarding physical, economic and external obsolescence factors relevant to the asset under consideration.

The weighted average is determined by assessing the fair value measurement as a proportion of the total fair value for the class against the total useful life of each asset.

Property, Plant and Equipment – Consumed economic benefit/Obsolescence of asset

Assets that do not transact with enough frequency or transparency to develop objective opinions of value from observable market evidence have been measured utilising the cost (Depreciated Replacement Cost or DRC) approach. Under the DRC approach the estimated cost to replace the asset is calculated and then adjusted to take into account its consumed economic benefit/asset obsolescence (accumulated depreciation). Consumed economic benefit/asset obsolescence has been determined based on professional judgment regarding physical, economic and external obsolescence factors relevant to the asset under consideration.

Recurring Level 3 fair value measurements – sensitivity of inputs

Leasehold Improvements & Property, Plant and Equipment – Consumed economic benefit/Obsolescence of asset

The significant unobservable inputs used in the fair value measurement of the Corporation's leasehold improvements and property, plant and equipment asset classes relate to the consumed economic benefit/asset obsolescence. A significant increase/(decrease) in this input would result in a significantly lower/(higher) fair value measurement.

Land – Price per square metre/hectare

The significant unobservable inputs used in the fair value measurement of the Corporation's land asset class relate to the price per square metre/hectare. A significant increase/(decrease) in this input would result in a significantly higher/(lower) fair value measurement.

Buildings – Market Rental and Capitalisation Rate

The significant unobservable inputs used in the fair value measurement of the Corporation's building asset classes relate to the potential market rental and market capitalisation rate. A significant increase/(decrease) in the market rental would result in a significantly higher/(lower) fair value measurement. A significant increase/(decrease) in the market capitalisation rate would result in a significantly lower/(higher) fair value measurement.

6(d) Reconciliation for recurring Level 3 fair value measurements

Recurring Level 3 fair value measurements – reconciliation for assets

	Notes	Non-financial assets			
		Land and Buildings 2014 \$'000	Leasehold Improvements 2014 \$'000	Property, Plant and Equipment 2014 \$'000	Total 2014 \$'000
Opening balance	1	60,286	3,161	21,987	85,434
Accumulated depreciation		(1,663)	(771)	(3,419)	(5,853)
Purchases				4,922	4,922
Sales		–	–	–	–
Total gains/(losses) in valuation	2	5,877	215		6,092
Issues		–	–	–	–
Settlements		–	–	–	–
Transfers into Level 3	3	–	–	–	–
Transfers out of Level 3	3	–	–	–	–
Closing balance		64,500	2,605	23,490	90,595
Changes in unrealised gains/(losses) recognised	4	–	–	–	–

1. Opening balance as determined in accordance with AASB 13 "Fair Value Measurement".
2. These gains/(losses) are presented in the Statement of Comprehensive Income under changes in asset revaluation surplus.
3. There have been no transfers between levels of hierarchy during the year.
4. There are no unrealised gains/(losses) presented in the Statement of Comprehensive Income.

The Corporation's policy for determining when transfers between levels are deemed to have occurred can be found in Note 1.

Notes to the Financial Statements (continued)

7. Financial assets

	Notes	2014 \$'000	2013 \$'000
7(a) Cash and cash equivalents			
Cash on hand or on deposit		12,048	19,127
Total cash and cash equivalents		12,048	19,127
7(b) Trade and other receivables			
Goods and services receivables in connection with			
Related parties		363	231
External parties	(i)	26,533	15,916
Total goods and services receivables		26,896	16,147
Department of Communications			
Receivables		78	78
Other receivables			
Net GST receivable from the Australian Taxation Office		1,349	2,030
Interest		61	8
Total trade and other receivables (gross)		28,384	18,263
Less impairment allowance			
Goods and services		(78)	(30)
Total trade and other receivables (net)		28,306	18,233
(i) The majority of goods and services receivables relate to advertising agencies and to pay TV subscription fees.			
Trade and other receivables (net) expected to be recovered:			
No more than 12 months		28,306	18,155
More than 12 months		–	78
Total trade and other receivables (net)		28,306	18,233
Trade and other receivables (gross) aged as follows:			
Not overdue		26,777	16,715
Overdue by:			
0 to 30 days		538	730
30 to 60 days		835	129
61 to 90 days		8	82
more than 90 days		226	607
		1,607	1,548
Total trade and other receivables (gross)		28,384	18,263
The impairment allowance aged as follows:			
Overdue by:			
more than 90 days		78	30
Total impairment allowance account		78	30
Total trade and other receivables (net)		28,306	18,233

	Notes	2014 \$'000	2013 \$'000
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Credit terms were 45 days for advertising (2013: 45 days) and 30 days for goods and services (2013: 30 days).

Reconciliation of the impairment allowance

Movements in relation to the financial period (goods and services)

Opening Balance		30	30
Amounts written off		(8)	–
Increase recognised in net cost of services		56	–
Closing Balance		78	30

7(c) Investments accounted for using the equity method

Investments in jointly controlled entities

National DAB Licence Company Ltd	(i)	–	–
Freeview Australia	(ii)	–	–

Investments accounted for using the equity method expected to be recovered

No more than 12 months	–	–
More than 12 months	–	–

Total investments accounted for using the equity method	–	–
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Name of entity	Principal activity	Ownership	
		2014	2013
National DAB Licence Company Ltd	Manage digital radio transmitter licence	50.0%	50.0%
Freeview Australia	Promote free-to-air digital television	17.6%	17.6%

(i) National DAB Licence Company Ltd

In 2009, the Corporation and the Australian Broadcasting Corporation (ABC) formed a joint venture company with 50% interest each, "National DAB Licence Company Ltd" (National DAB) to purchase and manage the "category 3" Digital Radio multiplex transmitter licence for digital radio broadcasting.

The Corporation's two nominated Directors (one of whom was Chairman in 2013 and 2014) receive no benefit or remuneration from National DAB.

Contracts for digital radio transmission and distribution are entered into by the Corporation in its own name. These commitments are included in the schedule of commitments. At 30 June 2014 National DAB had not made, nor is expected to make, any material profit/(loss). The owners make a contribution each year in proportion to their shareholdings. These costs do not constitute a contribution of capital and have been expensed in the Corporation's Statement of Comprehensive Income. A summary of National DAB's results as at 30 June 2014 is disclosed below.

(ii) Freeview Australia Ltd

The Corporation also contributes towards the operational costs of Freeview Australia Ltd (Freeview) in proportion to its shareholding. The Corporation holds 160 \$1 shares in Freeview. As a result of a buy-back of shares by the company, the Corporation's interest is 17.6% in 2014 (2013: 17.6%). No material income is expected from these contributions. These costs do not constitute a contribution of capital and have been expensed in the Corporation's statement of comprehensive income.

Notes to the Financial Statements (continued)

The Corporation's two nominated Directors receive no benefit or remuneration from Freeview. A summary of Freeview's results as at 30 June is disclosed below:

Summarised financial information of jointly controlled entities

	National DAB 2014 \$'000	Freeview 2014 \$'000	National DAB 2013 \$'000	Freeview 2013 \$'000
Statement of Financial Position				
Current assets	1	435	7	279
Non-current assets	–	–	–	24
Current liabilities	–	286	6	95
Non-current liabilities	–	140	–	200
Statement of Comprehensive Income				
Income	6	2,975	6	1,972
Expense	(6)	(2,974)	(6)	(1,972)
Net surplus	–	1	–	–
Share of jointly controlled entities' net surplus				
Share of net surplus before tax	–	–	–	–
Income tax expense	–	–	–	–
<i>Share of jointly controlled entities' net surplus after tax</i>	–	–	–	–

	2014 \$'000	2013 \$'000
7(d) Other Investments		
Deposits	21,190	23,333
Total other investments	21,190	23,333

The Corporation has a series of investments with banks and other financial institutions. The investments are made under s18 of the CAC Act.

The economic entity's investments have Standard & Poor's credit ratings of A+ or better, and are not deemed to be impaired.

Other investments expected to be recovered:

No more than 12 months	20,859	22,589
More than 12 months	331	744
Total other investments	21,190	23,333

8. Non-financial assets

	Notes	2014 \$'000	2013 \$'000
8(a) Land and buildings			
Freehold land			
Freehold land (at fair value)	8(c)	32,590	27,215
Total freehold land		32,590	27,215
Buildings on freehold land			
Buildings (at fair value)		38,500	36,029
Accumulated depreciation		–	(1,714)
Total buildings on freehold land		38,500	34,315
Leasehold improvements			
Leasehold improvements (at fair value)		10,608	10,386
Accumulated amortisation		(8,003)	(7,225)
Total leasehold improvements		2,605	3,161
Total land and buildings (non-current)	8(c)	73,695	64,691
No indicators of impairment were found for land and buildings. No land and buildings are expected to be sold or disposed of within the next 12 months.			
8(b) Plant and equipment			
Plant and equipment (at fair value)	8(c)	74,515	70,863
Accumulated depreciation		(43,526)	(38,787)
Total plant and equipment (non-current)		30,989	32,076

Revaluations of non-financial assets

All non-current assets of the Corporation are at independent valuation except for intangible assets. In accordance with AASB 138 Intangible Assets, intangibles are carried at cost if no active market exists for the Corporation's intangible assets.

In 2014, an independent revaluation of leasehold improvements at Federation Square and Parliament House resulted in an asset revaluation increment of \$0.215m. The asset revaluation reserve was increased by \$0.047m for the increase in the provision for "make good" – see note 1(v).

In 2014, the Corporation's land and buildings were revalued by independent valuers resulting in an asset revaluation reserve increment of \$11.467m.

The useful economic life of "Buildings on Freehold Land" was revised upwards from 40 years to 50 years as at 30 June 2014.

The revaluations have been implemented as follows:

- Leasehold improvements were revalued as at 30 June 2014;
- Freehold land was revalued as at 30 June 2014; and
- Buildings on freehold land were revalued as at 30 June 2014.
- Plant and equipment were revalued at 30 June 2012;

Notes to the Financial Statements (continued)

The revaluations for land and buildings were completed by independent valuers at fair value:

- T. Noble, AAPI, Australian Valuation Solutions – Craigieburn, Victoria (land), Federation Square, VIC (leasehold improvements), Parliament House, ACT (leasehold improvements), and Artarmon, NSW (land and building).

The revaluation for plant and equipment was made at fair value by an independent valuer T. Noble, AAPI, Australian Valuation Office.

An annual assessment is also made each year to ensure that the carrying amount of assets is not materially different from fair valuation as at balance date. There were no indicators of impairment for any property, plant and equipment in 2014.

8(c) Reconciliation of the opening and closing balances of property, plant and equipment (2013-14)

	Land \$'000	Buildings \$'000	Total Land and Buildings \$'000	Plant and Equipment \$'000	Total \$'000
As at 1 July 2013					
Gross book value	27,215	46,415	73,630	70,863	144,493
Accumulated depreciation and impairment	–	(8,939)	(8,939)	(38,787)	(47,726)
Total as at 1 July 2013	27,215	37,476	64,691	32,076	96,767
Additions:					
– purchase	–	24	24	7,906	7,930
– finance lease	–	–	–	–	–
Revaluations and impairments recognised in other comprehensive income (equity)	5,375	6,092	11,467	–	11,467
Revaluations recognised in net cost of services	–	–	–	–	–
Depreciation	–	(2,487)	(2,487)	(8,521)	(11,008)
Disposals:					
– other	–	–	–	(472)	(472)
Total as at 30 June 2014	32,590	41,105	73,695	30,989	104,684
Total as at 30 June 2014 represented by:					
Gross book value	32,590	49,108	81,698	74,515	156,213
Accumulated depreciation and impairment	–	(8,003)	(8,003)	(43,526)	(51,529)
Total as at 30 June 2014	32,590	41,105	73,695	30,989	104,684

8(c) Reconciliation of the opening and closing balances of property, plant and equipment (2012-13)

	Land \$'000	Buildings \$'000	Total Land and Buildings \$'000	Plant and Equipment \$'000	Total \$'000
As at 1 July 2012					
Gross book value	27,215	46,386	73,601	66,290	139,891
Accumulated depreciation and impairment	–	(6,453)	(6,453)	(32,120)	(38,573)
Total as at 1 July 2012	27,215	39,933	67,148	34,170	101,318
Additions:					
– purchase	–	29	29	4,925	4,954
– finance lease	–	–	–	815	815
Revaluations and impairments recognised in other comprehensive income (equity)	–	–	–	–	–
Revaluations recognised in net cost of services	–	–	–	–	–
Depreciation	–	(2,486)	(2,486)	(7,794)	(10,280)
Disposals:					
– other	–	–	–	(40)	(40)
Total as at 30 June 2013	27,215	37,476	64,691	32,076	96,767
Total as at 30 June 2013 represented by:					
Gross book value	27,215	46,415	73,630	70,863	144,493
Accumulated depreciation and impairment	–	(8,939)	(8,939)	(38,787)	(47,726)
Total as at 30 June 2013	27,215	37,476	64,691	32,076	96,767

Notes to the Financial Statements (continued)

8(d) Intangibles

	Notes	2014 \$'000	2013 \$'000
Goodwill	(i)	11,497	11,497
Trademark (at fair value)	(ii)	112	112
Contract rights			
Contract rights (at fair value)	(ii)	241	241
Accumulated amortisation		(182)	(143)
Total contract rights		59	98
Computer software	(iii)		
Purchased		13,207	11,489
Internally developed – in progress		198	845
Internally developed – in use		3,296	286
Accumulated amortisation		(9,142)	(7,899)
Total computer software		7,559	4,721
Total intangibles (non-current)		19,227	16,428

(i) In 2009, the Corporation recognised goodwill of \$9.243m following the restructure of the media representation function of the Corporation (previously outsourced) and the resulting acquisition of a business. In line with AASB 3 “*Business Combinations*”, goodwill was recognised as the difference between the consideration paid and the fair value of identifiable net assets which was Nil.

In 2010, the economic entity recognised additional goodwill of \$2.254m following the purchase by SBS Subscription TV Ltd of the remaining 60% issued capital of PAN TV (to become its sole shareholder). Both companies have now merged with the Corporation.

(ii) An independent valuer also valued the identifiable assets of PAN TV on its full acquisition as \$0.353m (\$0.112m for trademark, and \$0.241m for contract rights for the World Movies channel). Trademark is not amortised as it has an indefinite useful life, but is assessed annually for impairment.

Goodwill is also not amortised, but is assessed annually for impairment (based on its “value in use” calculated as the net present value of estimated future net cash inflows of the cash-generating unit (CGU) to which it has been allocated). In 2014, the amount of goodwill recognised was reviewed, using estimated cash inflows assuming a risk adjusted pre-tax discount rate of 11% (2013: 11%), and growth rate of 1% in perpetuity (2013: 1%). On that basis, goodwill was assessed as not impaired.

(iii) There were no indicators of impairment for all other intangible assets (computer software) in 2014.

(iv) No intangible assets are expected to be sold or disposed of within the next 12 months.

8(e) Reconciliation of the opening and closing balances of intangibles (2013-14)

	Goodwill \$'000	Trademark \$'000	Contract Rights \$'000	Computer Software Purchased \$'000	Computer Software Internally Developed \$'000	Total \$'000
As at 1 July 2013						
Gross book value	11,497	112	241	11,489	1,131	24,470
Accumulated amortisation	–	–	(143)	(7,873)	(26)	(8,042)
Total as at 1 July 2013	11,497	112	98	3,616	1,105	16,428
Additions:						
– purchase or internally developed	–	–	–	1,869	2,363	4,232
Revaluations recognised in other comprehensive income (equity)	–	–	–	–	–	–
Reclassification of assets	–	–	–	–	–	–
Amortisation	–	–	(39)	(1,057)	(317)	(1,413)
Disposals:						
– other	–	–	–	(20)	–	(20)
Total as at 30 June 2014	11,497	112	59	4,408	3,151	19,227
Total as at 30 June 2014 represented by:						
Gross book value	11,497	112	241	13,207	3,494	28,551
Accumulated amortisation and impairment	–	–	(182)	(8,799)	(343)	(9,324)
Total as at 30 June 2014	11,497	112	59	4,408	3,151	19,227

Notes to the Financial Statements (continued)

8(e) Reconciliation of the opening and closing balances of intangibles (2012-13)

	Goodwill \$'000	Trademark \$'000	Contract Rights \$'000	Computer Software Purchased \$'000	Computer Software Internally Developed \$'000	Total \$'000
As at 1 July 2012						
Gross book value	11,497	112	241	10,428	35	22,313
Accumulated amortisation	–	–	(104)	(6,789)	(2)	(6,895)
Total as at 1 July 2012	11,497	112	137	3,639	33	15,418
Additions:						
– purchase or internally developed	–	–	–	1,097	1,096	2,193
Revaluations recognised in other comprehensive income (equity)	–	–	–	–	–	–
Reclassification of assets	–	–	–	–	–	–
Amortisation	–	–	(39)	(1,105)	(24)	(1,168)
Disposals:						
– other	–	–	–	(15)	–	(15)
Total as at 30 June 2013	11,497	112	98	3,616	1,105	16,428
Total as at 30 June 2013 represented by:						
Gross book value	11,497	112	241	11,489	1,131	24,470
Accumulated amortisation and impairment	–	–	(143)	(7,873)	(26)	(8,042)
Total as at 30 June 2013	11,497	112	98	3,616	1,105	16,428

8(f) Inventories

	Notes	2014 \$'000	2013 \$'000
All inventories are current assets			
Inventories held for distribution			
Purchased program rights – at cost		59,332	48,811
Accumulated amortisation		(36,706)	(28,284)
		22,626	20,527
Commissioned programs (completed) – at cost		76,595	87,933
Accumulated amortisation		(44,561)	(61,520)
		32,034	26,413
Commissioned programs – in progress		20,700	16,995
Total inventories	(i)	75,360	63,935

(i) All programs are amortised and expensed in accordance with the policy outlined in Note 1(z). A review of programs and amortisation is undertaken annually, which resulted in an additional amount of \$6.205m to be written down in 2014 (2013: \$7.236m).

8(g) Other non-financial assets

	Notes	2014 \$'000	2013 \$'000
Prepayments		20,495	18,978
Total other non-financial assets		20,495	18,978
Other non-financial assets expected to be recovered:			
No more than 12 months		17,237	15,856
More than 12 months		3,258	3,122
Total other non-financial assets		20,495	18,978

Notes to the Financial Statements (continued)

9. Payables

	Notes	2014 \$'000	2013 \$'000
9(a) Suppliers			
Trade creditors and accruals		21,856	22,080
Total suppliers		21,856	22,080
Suppliers expected to be settled:			
No more than 12 months		21,856	22,080
More than 12 months		–	–
Total suppliers		21,856	22,080
Suppliers in connection with:			
Related parties		22	9
External parties		21,834	22,071
Total suppliers		21,856	22,080
Settlement was usually made within 30 days.			
9(b) Other payables			
Salaries		6,182	3,798
Superannuation		270	554
Separations and redundancies		–	–
Prepayments received		3,672	1,389
STV Production fund advance		900	395
Unearned revenue from Government	(i)	2,767	1,611
Payable to Government	(ii)	3,151	–
Other deferred revenue	(iii)	105	13,831
Total other payables		17,047	21,578
(i) The unspent portion of revenue from Government received in 2014 to fund the Corporation's conversion to digital transmission is \$2.767m (2013: \$1.611m). In line with Government policy (to fund only the amounts required for the conversion to digital) the unused funds have been recorded as a payable to Government.			
(ii) The Corporation received funds from Government for providing broadcasting. An amount is payable to the Government for program work which has come to an end.			
(iii) Funds received from Government for providing broadcasting, including the Commonwealth's Television Black Spots – Alternative Technical Solutions Program are recognised as revenue when related expenditure is incurred or when the program of work is completed.			
Analogue services ceased in December 2013; the unused funds to provide this service has been recognised as revenue.			
Other payables expected to be settled:			
No more than 12 months		16,971	20,835
More than 12 months		76	743
Total other payables		17,047	21,578

10. Interest bearing liabilities

	Notes	2014 \$'000	2013 \$'000
10(a) Loans			
Loan from Government	(i)	20,105	3,011
Total loans		20,105	3,011

(i) In 2014 the Corporation received a short term loan of \$20m to offset the cash flow impact of advance payments required to support the coverage of the 2014 FIFA World Cup. This is to be fully repaid by 31 July 2014. The interest rate on this loan is fixed at 3.9%.

In 2009 the Corporation received a loan of \$15m to meet prepayments of licences (as required by the contracts) for the broadcast of some major sports events and to upgrade its premises at Artarmon. This was fully repaid in 2014.

Loans expected to be settled:

Within 1 year		20,105	3,011
Between 1 to 5 years		–	–
Total loans		20,105	3,011

10(b) Leases

Finance lease	(i)	554	707
Total leases		554	707

Leases expected to be settled:

Within 1 year:

Minimum lease payments		184	187
Future finance charges		(27)	(36)

Between 1 to 5 years

Minimum lease payments		421	606
Future finance charges		(24)	(50)

Total leases		554	707
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(i) The Corporation entered into a finance lease agreement in 2013 for equipment to upgrade its storage area network. The non-cancellable lease is for a fixed term of five years. The interest rate implicit in the lease is 5.90%, with the residual value guaranteed at \$1 at the end of the lease term. No finance lease was entered into in 2014.

Notes to the Financial Statements (continued)

11. Provisions

	Notes	2014 \$'000	2013 \$'000
11(a) Employee provisions			
Leave		21,503	20,192
Separations and redundancies		584	882
Total employee provisions		22,087	21,074
Employee provisions expected to be settled:			
No more than 12 months		13,012	12,240
More than 12 months		9,075	8,834
Total employee provisions		22,087	21,074
11(b) Other provisions			
Provision for "make good"	(i)	1,120	1,138
Total other provisions		1,120	1,138
Other provisions expected to be settled:			
No more than 12 months		–	–
More than 12 months		1,120	1,138
Total other provisions		1,120	1,138
Movement in other provision			
As at 1 July 2013		1,138	1,110
Adjustment to provisions on revaluation of leasehold improvements		(47)	–
Unwinding of discount or change in discount rate		29	28
Total as at 30 June 2014		1,120	1,138

- (i) The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("make good") leasehold improvements at the end of the lease term. The provision is assessed as the present value of estimated restoration costs upon expiry of the lease in 2017.

12. Cash flow reconciliation

	2014 \$'000	2013 \$'000
Reconciliation of cash and cash equivalents as per statement of financial position to cash flow statement		
Cash and cash equivalents as per:		
Cash flow statement	12,048	19,127
Statement of financial position	12,048	19,127
Discrepancy	–	–
Reconciliation of net cost of services to net cash from operating activities		
Net (cost of) services	(266,575)	(246,408)
Revenue from Government	267,005	246,943
Operating result	430	535
Adjustments for non-cash items		
Depreciation and amortisation of property, plant and equipment	12,421	11,448
Net write-down of non-financial assets	492	49
Loss/(gain) on disposal of property, plant and equipment	–	(1)
Increase/(decrease) in allowance for doubtful debts	48	–
Increase/(decrease) in interest payable (capitalised against loan)	95	(10)
Decrease/(increase) in “make good” provisions on revaluation (against equity)	47	–
Increase in deferred interest	312	730
(Increase) in revenue from broadcasting	(10,808)	(1,783)
Changes in assets and liabilities:		
Assets		
Decrease/(increase) in net receivables	(10,121)	(1,414)
Decrease/(increase) in inventories	(11,425)	(6,192)
Decrease/(increase) in prepayments	(1,516)	(475)
Liabilities		
Increase/(decrease) in other prepayments received	2,788	74
Increase/(decrease) in employee provisions	1,014	(1,510)
Increase/(decrease) in suppliers payables	(225)	5,266
Increase/(decrease) in other payables	2,100	1,592
Increase/(decrease) in other provisions	(18)	28
Increase/(decrease) in tax liability	–	79
Increase/(decrease) in deferred tax liability	–	(339)
Increase/(decrease) in provision for return of appropriation	1,155	1,072
Net cash from (used by) operating activities	(13,211)	9,149

Notes to the Financial Statements (continued)

13. Contingent Assets and Liabilities

	Guarantees		Indemnities		Claims for damages or costs		Total	
	2014 \$'000	2013 \$'000	2014 \$'000	2013 \$'000	2014 \$'000	2013 \$'000	2014 \$'000	2013 \$'000
Contingent assets								
Balance from previous period	-	-	-	-	-	-	-	-
New contingent assets recognised	-	-	-	-	-	-	-	-
Re-measurement	-	-	-	-	-	-	-	-
Assets realised	-	-	-	-	-	-	-	-
Rights expired	-	-	-	-	-	-	-	-
Total contingent assets	-	-	-	-	-	-	-	-
Contingent liabilities								
Balance from previous period	-	-	-	-	2	83	2	83
New contingent liabilities recognised	-	-	-	-	-	2	-	2
Re-measurement	-	-	-	-	-	-	-	-
Liabilities realised	-	-	-	-	-	-	-	-
Obligations expired	-	-	-	-	(2)	(83)	(2)	(83)
Total contingent liabilities	-	-	-	-	-	2	-	2
Net contingent liabilities	-	-	-	-	-	2	-	2

Quantifiable contingencies

The Corporation's quantifiable net contingent liabilities were Nil as at 30 June 2014 (2013: \$0.002m).

Unquantifiable contingencies

The Corporation has no unquantifiable contingencies as at 30 June 2014 (2013: Nil).

Significant remote contingencies

The Corporation has no significant remote contingencies as at 30 June 2014 (2013: Nil).

14. Directors remuneration

Non-executive directors remuneration

	Directors	
	2014 Number	2013 Number
\$0 – \$29,999	2	6
\$30,000 – \$59,999	5	1
\$60,000 – \$89,999	1	1
Total number of non-executive directors	8	8

The total remuneration received or due and receivable by non-executive directors of the Corporation for 2014 is \$280,085 (2013: \$267,193).

Remuneration of executive directors is included in Note 16: Senior Executive Remuneration.

15. Related party disclosures

Transactions with associate companies, joint ventures, and other Commonwealth owned agencies and authorities

Joint venture companies are disclosed in Note 7(c)(ii). Other related party transactions with Commonwealth owned agencies are disclosed in the relevant notes. Unless otherwise stated, transactions between related parties are on normal commercial terms and conditions, which are no more favourable than those available to other parties.

Other transactions with directors or director-related entities

During the year the Corporation has entered into an agreement with a director-related entity, Racing Pulse Productions Pty Ltd, for the production of a specific program. The entity is related to Mr Joseph Skrzynski. The services were provided at arm's length for \$10,000.

There were no other transactions with director or director-related entities, except for the remuneration of Directors as disclosed in note 14.

Notes to the Financial Statements (continued)

16. Senior executive remuneration

16(a) Senior executive remuneration expenses for the reporting period

"Senior executives" are persons engaged by the Corporation who are concerned in, or take part in, the management of the Corporation.

	2014 \$	2013 \$
Short-term employee benefits:		
Salary	\$2,708,004	\$2,238,008
Performance bonus	\$520,081	\$421,301
Other short-term allowances	\$74,852	\$49,741
<i>Total short-term employee benefits</i>	\$3,302,937	\$2,709,050
Post-employment benefits		
Superannuation	\$242,170	\$292,376
<i>Total post-employment benefits</i>	\$242,170	\$292,376
Other long-term employee benefits		
Annual leave accrued	\$190,759	\$179,413
Long service leave	\$106,347	\$26,419
<i>Total other long-term employee benefits</i>	\$297,106	\$205,832
Termination benefits	–	–
Total senior executive remuneration expenses	\$3,842,213	\$3,207,258

Notes:

1. Note 16(a) is prepared on an accrual basis, (therefore the performance bonus expenses disclosed above may differ from the cash 'Bonus paid' in Note 16(b)). In some instances performance bonuses may relate to more than one financial year, as the senior executive's performance bonus was determined in the same year.
2. Note 16(a) excludes acting arrangements and part-year service where total remuneration expensed for a senior executive was less than \$195,000.
3. The increase in remuneration in 2014 is attributable to the settlement of accrued entitlements.

16(b) Average annual reportable remuneration paid to “substantive” senior executives during the reporting period

2013–14

Average annual reportable remuneration ¹	Substantive senior executives Number	Reportable salary ² \$	Contributed superannuation ³ \$	Reportable allowances ⁴ \$	Bonus paid ⁵ \$	Total reportable remuneration \$
Total reportable remuneration (including part-time arrangements)						
\$195,000 – \$224,999	1	205,454	18,556	901	–	224,911
\$225,000 – \$254,999	–	–	–	–	–	–
\$255,000 – \$284,999	1	198,245	2,124	364	68,427	269,160
\$285,000 – \$314,999	2	252,774	22,220	–	29,689	304,683
\$315,000 – \$344,999	–	–	–	–	–	–
\$345,000 – \$374,999	2	289,009	24,006	192	54,484	367,691
\$375,000 – \$404,999	1	301,831	23,962	1,151	53,793	380,737
\$405,000 – \$434,999	2	324,898	24,863	888	71,047	421,696
\$525,000 – \$554,999	–	–	–	–	–	–
\$555,000 – \$584,999	1	454,258	23,974	1,256	92,654	572,142
Total number of substantive senior executives	10					

2012–13

Average annual reportable remuneration ¹	Substantive senior executives Number	Reportable salary ² \$	Contributed superannuation ³ \$	Reportable allowances ⁴ \$	Bonus paid ⁵ \$	Total reportable remuneration \$
Total reportable remuneration (including part-time arrangements)						
\$195,000 – \$224,999	–	–	–	–	–	–
\$225,000 – \$254,999	1	222,321	19,756	325	–	242,402
\$255,000 – \$284,999	1	219,456	19,737	–	19,541	258,734
\$285,000 – \$314,999	1	278,059	25,000	–	–	303,059
\$315,000 – \$344,999	1	314,047	27,884	–	–	341,931
\$345,000 – \$374,999	–	–	–	–	–	–
\$375,000 – \$404,999	1	273,627	49,298	–	59,765	382,690
\$405,000 – \$434,999	2	321,600	38,374	220	66,124	426,318
\$525,000 – \$554,999	1	436,918	24,999	–	89,953	551,870
\$555,000 – \$584,999	–	–	–	–	–	–
Total number of substantive senior executives	8					

Notes to the Financial Statements (continued)

Notes:

1. This table reports substantive senior executives who received remuneration during the reporting period, and is reported on a cash basis. Each row is an averaged figure based on headcount for individuals in the band.
2. 'Reportable salary' includes the following:
a) gross payments (less any bonuses paid, which are separated out and disclosed in the 'bonus paid' column);
b) reportable fringe benefits (at the net amount prior to 'grossing up' to account for tax purposes); c) reportable employer superannuation contributions; d) exempt foreign employment income.
3. The 'contributed superannuation' amount is the average cost to the entity for the provision of superannuation benefits to substantive senior executives in that reportable remuneration band during the reporting period.
4. 'Reportable allowances' are the average actual allowances paid as per the 'total allowances' line on individuals' payment summaries.
5. 'Bonus paid' represents average actual bonuses paid during the reporting period in that reportable remuneration band. The 'bonus paid' within a particular band may vary between financial years due to various factors such as individuals commencing with or leaving the entity during the financial year, or the timing of the determination of the amount.
6. The increase in remuneration in 2014 is attributable to the settlement of accrued entitlements.

16(c) Average annual reportable remuneration paid to other highly paid staff during the reporting period

2013–14

Average annual reportable remuneration ¹	Other highly paid staff Number	Reportable salary ² \$	Contributed superannuation ³ \$	Reportable allowances ⁴ \$	Bonus paid ⁵ \$	Total reportable remuneration \$
Total reportable remuneration (including part-time arrangements)						
\$195,000 – \$224,999	16	176,371	22,401	–	10,382	209,154
\$225,000 – \$254,999	10	196,706	22,181	43	18,644	237,574
\$255,000 – \$284,999	1	205,326	16,811	–	43,147	265,284
\$285,000 – \$314,999	3	246,184	25,671	–	18,517	290,372
\$315,000 – \$344,999	4	258,007	35,789	2,085	31,003	326,884
\$345,000 – \$374,999	1	253,995	22,586	252	81,750	358,583
\$375,000 – \$404,999	–	–	–	–	–	–
\$405,000 – \$434,999	2	331,564	39,615	–	48,750	419,929
Total number of other highly paid staff	37					

2012-13

Average annual reportable remuneration ¹	Other highly paid staff Number	Reportable salary ² \$	Contributed superannuation ³ \$	Reportable allowances ⁴ \$	Bonus paid ⁵ \$	Total reportable remuneration \$
Total reportable remuneration (including part-time arrangements)						
\$195,000 – \$224,999	16	177,827	22,795	19	8,901	209,542
\$225,000 – \$254,999	10	207,156	21,874	256	9,781	239,067
\$255,000 – \$284,999	2	218,020	36,011	–	11,700	265,731
\$285,000 – \$314,999	2	254,410	18,294	–	24,875	297,579
\$315,000 – \$344,999	3	296,333	32,976	–	6,230	335,539
\$345,000 – \$374,999	–	–	–	–	–	–
\$375,000 – \$404,999	1	338,914	55,760	–	–	394,674
\$405,000 – \$434,999	–	–	–	–	–	–
Total number of other highly paid staff	34					

Notes:

1. This table reports staff: a) who were employed by the entity during the reporting period, and is reported on a cash basis; b) whose reportable remuneration was \$195,000 or more for the financial period; and c) were not required to be disclosed in Tables 16(b) or director disclosures. Each row is an averaged figure based on headcount for individuals in the band.
2. 'Reportable salary' includes the following:
 - a) gross payments (less any bonuses paid, which are separated out and disclosed in the 'bonus paid' column);
 - b) reportable fringe benefits (at the net amount prior to 'grossing up' to account for tax purposes); c) reportable employer superannuation contributions; d) exempt foreign employment income.
3. The 'contributed superannuation' amount is the average cost to the entity for the provision of superannuation benefits to other highly paid staff in that reportable remuneration band during the reporting period.
4. 'Reportable allowances' are the average actual allowances paid as per the 'total allowances' line on individuals' payment summaries.
5. 'Bonus paid' represents average actual bonuses paid during the reporting period in that reportable remuneration band. The 'bonus paid' within a particular band may vary between financial years due to various factors such as individuals commencing with or leaving the entity during the financial year, or the timing of the determination of the amount.
6. Other highly paid staff includes remuneration paid to talent.

Notes to the Financial Statements (continued)

17. Remuneration of auditors

	2014 \$'000	2013 \$'000
Fair value of the services received		
Financial statement audit services	119	116
Other services	30	–
Total fair value of the services received	149	116

KPMG has been contracted by the Auditor-General (Australian National Audit Office) to provide audit services to the Corporation on their behalf. In 2014 KPMG received fees of \$0.030m (2013: Nil) from the Corporation for accounting advice.

18. Financial instruments

18(a) Categories of financial instruments

	Notes	2014 \$'000	2013 \$'000
Financial assets			
Held-to-maturity investments			
Term Deposits	7(d)	21,190	23,333
Loans and receivables			
Cash and cash equivalents	7(a)	12,048	19,127
Trade and other receivables	7(b)	28,306	18,233
		40,354	37,360
Total financial assets		61,544	60,693
Financial liabilities			
At amortised cost			
Loans from Government	10(a)	20,105	3,011
Finance lease	10(b)	554	707
Suppliers – trade creditors	9(a)	21,856	22,080
Payable to Government	9(b)	3,151	–
Other payables (salaries and superannuation)	9(b)	6,452	4,352
Total financial liabilities		52,118	30,150

	Notes	2014 \$'000	2013 \$'000
18(b) Net gains or losses on financial assets			
Held-to-maturity investments			
Interest revenue	4(b)	3,472	4,331
Net gain/(loss) on held-to-maturity investments		3,472	4,331
Receivables			
Exchange gains/(losses)		32	27
Net gains/(losses) on receivables		32	27
Net gains/(losses) on financial assets (not at fair value through profit and loss)	(i)	3,504	4,358

(i) There were no other gains or losses arising from financial assets other than interest revenue and exchange rate gains or losses.

18(c) Net gains or losses on financial liabilities

Financial liabilities measured at amortised cost

Interest expense	3(e)	(288)	(304)
Exchange gains/(losses)		14	(62)
Net gains/(losses) on financial liabilities measured at amortised cost		(274)	(366)
Net gain/(loss) on financial liabilities (not at fair value through profit and loss)	(i)	(274)	(366)

(i) There were no other gains or losses arising from financial liabilities other than interest paid and exchange rate gains or losses.

18(d) Fair values of financial instruments

	Notes	Carrying Amount 2014 \$'000	Fair Value 2014 \$'000	Carrying Amount 2013 \$'000	Fair Value 2013 \$'000
Financial assets					
	(ii)				
Cash and cash equivalents	7(a)	12,048	12,048	19,127	19,127
Receivables for goods and services (net)	7(b)	28,306	28,306	18,233	18,233
Investments	7(d)	21,190	21,207	23,333	23,363
Total financial assets		61,544	61,561	60,693	60,723
Financial liabilities					
Loans from Government	10(a)	20,105	20,125	3,011	3,059
Finance lease liabilities	10(b)	554	554	707	707
Suppliers – Trade Creditors	9(a)	21,856	21,856	22,080	22,080
Payable to Government	9(b)	3,151	3,151	–	–
Other payables (salaries and superannuation)	9(b)	6,452	6,452	4,352	4,352
Total financial liabilities		52,118	52,138	30,150	30,198

(ii) The Corporation has no financial assets at fair value through profit and loss as at 30 June 2014 (2013: Nil).

Notes to the Financial Statements (continued)

18(e) Credit risk

The Corporation's maximum exposures to credit risk at reporting date are the carrying amount of receivables for goods and services and its investments (term deposits) with various banks, as reported in the balance sheet.

Credit terms for receivables for goods and services are net 45 days for television advertising debtors and 30 days for other debtors. The Corporation has adopted a policy of rating the creditworthiness of entities before transacting with them, using information supplied by independent rating agencies where available or appropriate.

Trade receivables for the Corporation consist mainly of accredited advertising agencies and clients spread across diverse industries and geographical areas.

Maximum exposure to credit risk (excluding any collateral or credit enhancements)	2014 \$'000	2013 \$'000
Financial assets carried at amount not best representing maximum exposure to credit risk		
Receivables for goods and services (net)	28,306	18,233
Investments	21,190	23,333
<i>Total financial assets carried at amount not best representing maximum exposure to credit risk</i>	49,496	41,566

		Not past due nor impaired 2014 \$'000	Not past due nor impaired 2013 \$'000	Past due or impaired 2014 \$'000	Past due or impaired 2013 \$'000
Credit quality of financial assets not past due or individually determined as impaired	Notes				
Receivables for goods and services (net)	7(b)	26,777	16,715	1,529	1,518
Investments	7(d)	21,190	23,333	–	–
Total		47,967	40,048	1,529	1,518

Ageing of financial assets that were past due but not impaired for 2014	0 to 30 days \$'000	31 to 60 days \$'000	61 to 90 days \$'000	90+ days \$'000	Total \$'000
Receivables for goods and services (net)	538	835	8	148	1,529
Total	538	835	8	148	1,529
Ageing of financial assets that were past due but not impaired for 2013	0 to 30 days \$'000	31 to 60 days \$'000	61 to 90 days \$'000	90+ days \$'000	Total \$'000
Receivables for goods and services (net)	730	129	82	577	1,518
Total	730	129	82	577	1,518

An impairment allowance for doubtful debts is made for receivables assessed individually as impaired.

18(f) Liquidity risk

Liquidity risk is the risk that the Corporation will encounter difficulty in meeting obligations associated with financial liabilities.

The Corporation is an appropriated entity, which also relies on the sale of goods and services (mainly advertising and Pay TV subscription fees) to fund its operations.

The Corporation had an unsecured loan from Government in 2014. This was for a loan of \$20.000m received in 2014 to offset the cash flow impact of advance payments required to support the coverage of the 2014 FIFA World Cup.

To manage its liquidity risk, the Corporation continuously monitors actual cash flows against forecast, reviewing and matching the maturity profiles of financial assets and liabilities, and reforecasting revenues from independent sources (mainly advertising and Pay TV subscription fees).

The following consolidated table for the Corporation illustrates the Corporation's exposure to credit risk.

Maturities for non-derivative financial liabilities 2014	Notes	On demand \$'000	Within 1 year \$'000	1 to 2 years \$'000	2 to 5 years \$'000	More than 5 years \$'000	Total \$'000
Loans from Government	10(a), (i)	–	20,105	–	–	–	20,105
Finance lease liabilities	10(b)	–	157	170	227	–	554
Suppliers (trade creditors)	9(a)	–	21,856	–	–	–	21,856
Payable to Government	9(b)	–	3,151	–	–	–	3,151
Other payables (salaries and super)	9(b)	–	6,452	–	–	–	6,452
Total		–	51,721	170	227	–	52,118
Maturities for non-derivative financial liabilities 2013	Notes	On demand \$'000	Within 1 year \$'000	1 to 2 years \$'000	2 to 5 years \$'000	More than 5 years \$'000	Total \$'000
Loans from Government	10(a),(ii)	–	3,011	–	–	–	3,011
Finance lease liabilities	10(b)	–	151	160	396	–	707
Suppliers (trade creditors)	9(a)	–	22,080	–	–	–	22,080
Payable to Government	9(b)	–	–	–	–	–	–
Other payables (salaries and super)	9(b)	–	4,352	–	–	–	4,352
Total		–	29,594	160	396	–	30,150

- (i) In 2014 the Corporation received a short term loan of \$20.000m to offset the cash flow impact of advance payments required to support the coverage of the 2014 FIFA World Cup. This is to be fully repaid by 31 July 2014. The interest on this two month loan is 3.9% pa.
- (ii) In 2009 the Corporation received a loan of \$15.000m to meet prepayments of licences (as required by the contracts) for the broadcast of some major events and to upgrade its premises at Artarmon. This was fully repaid in 2014.

Notes to the Financial Statements (continued)

18(g) Market risk

Market risks of the Corporation comprise mainly of interest and foreign currency risk.

Foreign currency risk

Foreign currency risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Corporation is exposed to foreign currency risk through undertaking certain transactions denominated in foreign currency and is limited to some major sports events where contracts are entered into in foreign currencies. The majority of contracts, however, including overseas program purchases, are entered into in Australian dollars. Under current Government regulations, the Corporation cannot enter into any specific foreign exchange hedge contracts.

Interest rate risk

Interest rate risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Corporation is exposed to interest rate risk from its investments in term deposits. The Corporation's investments have Standard & Poor's credit ratings of A+ or better.

Interest rate risks are managed by maintaining an appropriate mix between fixed and floating rates, with various banks, for the Corporation's investments. The loan of \$20.000m from Government is fixed at 3.90% (see Note 18(f)).

Interest rate and foreign currency sensitivity analysis is provided in the following table:

Sensitivity analysis of the risk that the entity is exposed to for 2013-14	Notes	Risk variable	Change in risk variable %	Effect on net cost of services \$'000	Effect on Equity \$'000
Currency risk (mainly in Swiss CHF, American USD and European EUR)	(i)				
Increase		Exposed Currency	+11.5%	10,541	–
Decrease		Exposed Currency	–11.5%	(10,541)	–
Interest rate risk – operational investments					
Increase		Interest	+0.6%	49	–
Decrease		Interest	–0.6%	(49)	–
Sensitivity Analysis of the risk that the entity is exposed to for 2012-13	Notes	Risk variable	Change in risk variable %	Effect on net cost of services \$'000	Effect on Equity \$'000
Currency risk (mainly in Swiss CHF and American USD)	(i)				
Increase		Exposed Currency	+15.7%	10,807	–
Decrease		Exposed Currency	–15.7%	(10,807)	–
Interest rate risk – operational investments					
Increase		Interest	+1.20%	496	–
Decrease		Interest	–1.20%	(496)	–

(i) Foreign currency gains and losses are recognised in profit or loss at the time the transaction is paid.

19. Financial assets reconciliation

	2014 \$'000	2013 \$'000
Total financial assets as per statement of financial position	61,544	60,693
Less non-financial instrument components	–	–
Total financial assets as per financial instrument note 18(d)	61,544	60,693

20. Reporting of outcomes

The Corporation is structured to meet one outcome: Provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's diverse society.

Net cost of outcome delivery

	Outcome 1	
	2014 \$'000	2013 \$'000
Expenses	379,403	335,896
Other own-source income	112,828	89,488
Net cost/(contribution) of outcome delivery	266,575	246,408

Appendices

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Appendix 1

Multilingual Programming

Summary

	SBS Television ¹			SBS Radio ²
	SBS ONE	SBS 2	NITV	
Languages ³	50	41	31	74
LOTE (Hrs) ⁴	3638 (45%)	5116 (65%)	425 (5%)	247 (95%)
English (Hrs)	4454 (55%)	2803 (35%)	8329 (95%)	14 (5%)
No Dialogue	66 (1%)	2 (0%)	–	–

1 24 hour schedule (excluding WeatherWatch overnight).
2 See Appendices 7-8.
3 SBS Television – number for which more than one hour of programming was broadcast (see Appendix 3); SBS Radio – number of language programs (see Appendix 7).
4 Languages other than English.

SBS Television

SBS ONE (24 Hours)				
	2012-13		2013-14	
	Hrs	%	Hrs	%
LOTE (Hrs) ¹	3769	48	3638	45
English (Hrs)	3952	50	4454	55
No Dialogue	140	2	66	1
Total	7861	100	8158	100
SBS 2 (24 Hours)				
LOTE (Hrs) ¹	5682	76	5116	65
English (Hrs)	1825	24	2803	35
No Dialogue	6	–	2	–
Total	7513	100	7921	100
NITV (24 Hours)				
LOTE (Hrs) ¹	212	3	425	5
English (Hrs)	7414	97	8329	95
No Dialogue	–	–	–	–
Total	7626	100	8754	100

1 Languages other than English.

SBS Radio¹

Analogue and digital networks ²								
	SBS Radio 1		SBS Radio 2		SBS Radio 3		NRN	
	Hrs	%	Hrs	%	Hrs	%	Hrs	%
LOTE (Hrs) ¹	106	89	119	100	22	96	113	95
English (Hrs)	13	11	–	–	1	4	6	5
Total	119	100	119	100	23	100	119	100

1 The current SBS Radio schedule came into effect on 29 April 2013. The schedule did not change in 2013-14.
2 See Appendix 8. SBS Radio also broadcasts four digital only music channels (SBS Chill; SBS PopAraby; SBS PopAsia; SBS PopDes) and special event radio.

Appendix 2

SBS Television: Programming broadcast hours¹ by genre, run² and source

SBS ONE

SBS ONE – 24 Hrs										
Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Comedy	13:10	20:10	33:20	1.6	21:00	3:10	24:10	0.4	57:30	0.7
Drama	4:00	26:50	30:50	1.5	180:18	99:35	279:53	4.6	310:43	3.8
Entertainment ³	82:15	66:40	148:55	7.3	113:00	101:45	214:45	3.5	363:40	4.5
Factual	35:05	88:15	123:20	6.1	641:42	596:06	1237:48	20.2	1361:08	16.7
Film	13:15	6:50	20:05	1.0	300:35	481:28	782:03	12.8	802:08	9.8
Food	26:50	96:08	122:58	6.0	55:06	45:35	100:41	1.6	223:39	2.7
News / Current Affairs	603:56	103:21	707:17	34.8	3246:25	0:00	3246:25	53.0	3953:42	48.5
Short Films / Fillers	12:35	7:36	20:12	1.0	17:55	6:06	24:01	0.4	44:13	0.5
Sport ⁴	640:04	146:10	786:14	38.6	184:50	29:15	214:05	3.5	1000:19	12.3
Other ⁵	41:18	0:00	41:18	2.0	0:00	0:00	0:00	0.0	41:18	0.5
Total	1472:28	562:00	2034:29	100	4760:52	1363:00	6123:52	100	8158:22	100

SBS ONE – 6pm-midnight										
Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Comedy	13:10	16:30	29:40	2.9	19:30	3:10	22:40	1.9	52:20	2.4
Drama	4:00	7:45	11:45	1.2	146:48	23:45	170:33	14.6	182:18	8.3
Entertainment ³	71:00	7:25	78:25	7.7	11:05	0:00	11:05	0.9	89:30	4.1
Factual	34:05	26:05	60:10	5.9	499:17	204:15	703:32	60.0	763:42	34.9
Film	11:15	1:15	12:30	1.2	109:55	79:50	189:45	16.2	202:15	9.2
Food	25:55	57:48	83:43	8.2	36:21	20:50	57:11	4.9	140:54	6.4
News / Current Affairs	580:21	4:11	584:32	57.4	0:00	0:00	0:00	0.0	584:32	26.7
Short Films / Fillers	1:16	0:10	1:26	0.1	1:36	0:10	1:46	0.2	3:12	0.1
Sport ⁴	121:24	35:10	156:34	15.4	9:25	6:00	15:25	1.3	171:59	7.9
Other ⁵	0:00	0:00	0:00	0.0	0:00	0:00	0:00	0.0	0:00	0.0
Total	862:26	156:19	1018:45	100	833:57	338:00	1171:57	100	2190:42	100

SBS 2

SBS 2 – 24 Hrs

Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Comedy	31:30	28:35	60:05	5.3	258:35	87:35	346:10	5.1	406:15	5.1
Drama	0:00	0:00	0:00	0.0	146:45	92:40	239:25	3.5	239:25	3.0
Entertainment ³	136:22	157:33	293:55	25.9	334:45	412:30	747:15	11.0	1041:10	13.1
Factual	4:45	1:00	5:45	0.5	290:05	356:20	646:25	9.5	652:10	8.2
Film	0:00	0:00	0:00	0.0	173:30	411:35	585:05	8.6	585:05	7.4
Food	0:00	0:00	0:00	0.0	8:20	45:25	53:45	0.8	53:45	0.7
News / Current Affairs	77:35	72:55	150:30	13.3	4060:49	0:00	4060:49	59.8	4211:19	53.2
Short Films / Fillers	10:53	0:26	11:20	1.0	20:32	7:01	27:34	0.4	38:54	0.5
Sport ⁴	325:40	178:30	504:10	44.4	62:50	17:00	79:50	1.2	584:00	7.4
Other ⁵	109:24	0:00	109:24	9.6	0:00	0:00	0:00	0.0	109:24	1.4
Total	696:09	438:59	1135:09	100	5356:11	1430:06	6786:18	100	7921:27	100

SBS 2 – 6pm-midnight

Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Comedy	31:30	28:30	60:00	10.7	210:00	59:45	269:45	16.4	329:45	14.9
Drama	0:00	0:00	0:00	0.0	141:25	54:55	196:20	11.9	196:20	8.9
Entertainment ³	40:12	32:48	73:00	13.0	267:05	261:20	528:25	32.1	601:25	27.3
Factual	4:45	1:00	5:45	1.0	199:45	112:25	312:10	19.0	317:55	14.4
Film	0:00	0:00	0:00	0.0	130:00	138:15	268:15	16.3	268:15	12.2
Food	0:00	0:00	0:00	0.0	8:20	1:30	9:50	0.6	9:50	0.4
News/Current Affairs	77:35	56:45	134:20	23.9	0:00	0:00	0:00	0.0	134:20	6.1
Short Films/Fillers	6:22	0:10	6:32	1.2	12:45	4:52	17:37	1.1	24:10	1.1
Sport ⁴	226:55	54:25	281:20	50.2	26:05	17:00	43:05	2.6	324:25	14.7
Other ⁵	0:00	0:00	0:00	0.0	0:00	0:00	0:00	0.0	0:00	0.0
Total	387:19	173:38	560:57	100	995:25	650:02	1645:27	100	2206:25	100

Appendix 2

SBS Television: Programming broadcast hours¹ by genre, run² and source (continued)

NITV

NITV – 24 Hrs										
Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Children's	0:00	126:30	126:30	1.8	0:00	0:00	0:00	0.0	126:30	1.4
Comedy	1:30	1:30	3:00	0.0	24:00	71:55	95:55	5.0	98:55	1.1
Drama	22:15	75:12	97:27	1.4	37:30	78:25	115:55	6.0	213:22	2.4
Education	35:51	1086:25	1122:16	16.4	14:00	349:00	363:00	18.9	1485:16	17.0
Entertainment ³	44:00	2521:25	2565:25	37.5	3:30	362:30	366:00	19.1	2931:25	33.5
Factual	528:38	655:39	1184:17	17.3	97:45	545:45	643:30	33.6	1827:47	20.9
Film	4:30	50:45	55:15	0.8	29:40	58:55	88:35	4.6	143:50	1.6
Food	6:53	18:37	25:30	0.4	0:00	84:30	84:30	4.4	110:00	1.3
News/Current Affairs	195:30	523:30	719:00	10.5	70:00	61:30	131:30	6.9	850:30	9.7
Short Films/Fillers	2:53	63:25	66:18	1.0	0:30	0:30	1:00	0.1	67:18	0.8
Sport ⁴	193:10	679:50	873:00	12.8	14:30	12:00	26:30	1.4	899:30	10.3
Total	1035:10	5802:49	6837:59	100	291:25	1625:00	1916:25	100	8754:24	100

NITV – 6pm-midnight										
Genre	Local				Imported				Total	
	First Run	Repeat	Total	%	First Run	Repeat	Total	%	Total	%
Children's	0:00	0:00	0:00	0.0	0:00	0:00	0:00	9.1	0:00	0.0
Comedy	1:30	0:00	1:30	0.1	24:00	41:55	65:55	12.7	67:25	3.1
Drama	22:15	51:03	73:18	5.0	37:30	54:25	91:55	4.3	165:13	7.5
Education	4:02	27:00	31:02	2.1	1:00	30:00	31:00	2.9	62:02	2.8
Entertainment ³	40:00	155:20	195:20	13.3	3:30	17:20	20:50	44.5	216:10	9.9
Factual	369:06	220:52	589:59	40.1	95:45	226:00	321:45	11.0	911:44	41.6
Film	4:30	45:15	49:45	3.4	29:40	50:10	79:50	5.5	129:35	5.9
Food	6:53	9:07	16:00	1.1	0:00	40:00	40:00	8.8	56:00	2.6
News / Current Affairs	40:00	319:30	359:30	24.4	50:00	13:30	63:30	0.1	423:00	19.3
Short Films / Fillers	1:09	13:55	15:04	1.0	0:30	0:15	0:45	1.0	15:49	0.7
Sport ⁴	92:50	47:10	140:00	9.5	0:30	6:30	7:00	9.1	147:00	6.7
Total	582:16	889:12	1471:29	100	242:25	480:05	722:30	100	2193:59	100

1 Hours and minutes.

2 First run refers to first run on the channel.

3 Entertainment includes art, entertainment series, and special events.

4 Local sport includes SBS coverage of international sports events where SBS has produced and broadcast material in relation to the event, the content is tailored for an Australian audience (including SBS studio content, commentary team, journalistic input) and the program is presented as produced or co-produced by SBS.

5 Other includes WeatherWatch and Music (from 5am) and WeatherWatch filler used in the event a program (usually WorldWatch news bulletins) cannot be broadcast as scheduled. WeatherWatch overnight is not included. The WeatherWatch service is not broadcast on NITV.

Appendix 3

SBS Television: Languages broadcast

SBS ONE

Language	HH:MM ¹	% LOTE ²	% Total
Amharic	2:42	0.07	0.03
Arabic	191:03	5.25	2.34
Aramaic	2:20	0.06	0.03
Bengali	4:10	0.11	0.05
Bosnian	2:25	0.07	0.03
Bulgarian	2:42	0.07	0.03
Cantonese	125:20	3.45	1.54
Catalan	3:44	0.10	0.05
Croatian	1:44	0.05	0.02
Czech	13:39	0.38	0.17
Danish	78:14	2.15	0.96
Dari	2:53	0.08	0.04
Dutch	16:54	0.46	0.21
Estonian	1:20	0.04	0.02
Farsi	10:37	0.29	0.13
Filipino	180:39	4.97	2.21
Finnish	5:00	0.14	0.06
Flemish	2:05	0.06	0.03
French	495:31	13.62	6.07
Gaelic	2:09	0.06	0.03
German	253:43	6.98	3.11
Greek	322:21	8.86	3.95
Hebrew	35:32	0.98	0.44
Hindi	134:43	3.70	1.65
Hungarian	6:22	0.18	0.08
Indonesian	5:20	0.15	0.07
Irish	2:34	0.07	0.03
Italian	354:48	9.75	4.35

Language	HH:MM ¹	% LOTE ²	% Total
Japanese	208:13	5.72	2.55
Korean	220:00	6.05	2.70
Kurdish	1:20	0.04	0.02
Kyrgyz	1:31	0.04	0.02
Latin	2:31	0.07	0.03
Mandarin	174:30	4.80	2.14
Norwegian	11:48	0.32	0.14
Pashto	2:16	0.06	0.03
Polish	10:10	0.28	0.12
Portuguese	18:30	0.51	0.23
Punjabi	1:25	0.04	0.02
Romanian	9:06	0.25	0.11
Russian	23:57	0.66	0.29
Serbian	5:07	0.14	0.06
Sinhalese	1:10	0.03	0.01
Slovene	1:30	0.04	0.02
Spanish	430:42	11.84	5.28
Swedish	51:46	1.42	0.63
Thai	3:55	0.11	0.05
Turkish	173:50	4.78	2.13
Urdu	1:06	0.03	0.01
Vietnamese	5:31	0.15	0.07
LOTE < 1 Hr (74)	16:50	0.46	0.21
Total LOTE	3637:39	100	44.59
Total English	4454:36		54.60
Total No Dialogue	66:05		0.81
Total	8158:22		100

Appendix 3

SBS Television: Languages broadcast (continued)

SBS 2

Language	HH:MM ¹	% LOTE ²	% Total
Afrikaans	1:02	0.02	0.01
Albanian	2:00	0.04	0.03
Arabic	72:07	1.41	0.91
Guarani	0:55	0.02	0.01
Bengali	1:52	0.04	0.02
Cantonese	212:01	4.14	2.68
Catalan	1:46	0.03	0.02
Croatian	208:01	4.07	2.63
Czech	5:30	0.11	0.07
Danish	12:49	0.25	0.16
Dutch	182:33	3.57	2.30
Filipino	80:04	1.56	1.01
Finnish	7:55	0.15	0.10
Flemish	7:04	0.14	0.09
French	429:56	8.40	5.43
German	204:03	3.99	2.58
Greek	249:16	4.87	3.15
Hebrew	10:21	0.20	0.13
Hindi	45:11	0.88	0.57
Hungarian	31:00	0.61	0.39
Icelandic	4:00	0.08	0.05
Indonesian	228:40	4.47	2.89
Italian	192:32	3.76	2.43

NITV

Language	HH:MM ¹	% LOTE ²	% Total
Afrikaans	3:15	0.76	0.04
Arrernte	29:20	6.90	0.34
Djinba	1:50	0.43	0.02
French	11:34	2.73	0.13
Gaelic	5:22	1.27	0.06
Inuktitut	4:00	0.94	0.05
Inuktitut (Eastern Canadian)	3:03	0.72	0.03
Irish	4:00	0.94	0.05
Kalaallisut	1:28	0.35	0.02
Kalaw Kawaw Ya	5:30	1.29	0.06
Maori	258:20	60.80	2.95
Martu Wangka	6:15	1.47	0.07
Masai	2:00	0.47	0.02
Navajo	1:30	0.35	0.02
Ngarluma	5:30	1.29	0.06
Norwegian	2:30	0.59	0.03
Nunggubuyu	1:33	0.37	0.02
Pidgin	1:00	0.24	0.01

Language	HH:MM ¹	% LOTE ²	% Total
Japanese	470:59	9.21	5.95
Kinyarwanda	1:28	0.03	0.02
Korean	240:02	4.69	3.03
Macedonian	196:44	3.85	2.48
Maltese	48:30	0.95	0.61
Mandarin	361:26	7.06	4.56
Norwegian	32:12	0.63	0.41
Polish	175:40	3.43	2.22
Portuguese	311:42	6.09	3.93
Russian	172:38	3.37	2.18
Serbian	233:12	4.56	2.94
Spanish	363:51	7.11	4.59
Swedish	43:05	0.84	0.54
Taiwanese	1:00	0.02	0.01
Thai	11:22	0.22	0.14
Tsotsitaal	1:40	0.03	0.02
Turkish	75:31	1.48	0.95
Urdu	179:30	3.51	2.27
LOTE < 1 Hr (32)	4:52	0.10	0.06
Total LOTE	5116:19	100	64.59
Total English	2802:54		35.38
Total No Dialogue	2:14		0.03
Total	7921:27		100

Language	HH:MM ¹	% LOTE ²	% Total
Pitjantjatjara	5:15	1.24	0.06
Russian	7:30	1.77	0.09
Sami	8:52	2.09	0.10
Samoan	2:00	0.47	0.02
Sepedi	1:58	0.47	0.02
Spanish	24:01	5.65	0.27
Swahili	1:30	0.35	0.02
Swedish	1:30	0.35	0.02
Taiwanese	2:15	0.53	0.03
Tok Pisin	1:25	0.33	0.02
Warlpiri	3:00	0.71	0.03
Worrorra	1:30	0.35	0.02
Yolgnu Matha	11:05	2.61	0.13
LOTE < 1 hr (15)	4:58	1.17	0.06
Total LOTE	424:53	100	4.85
Total English	8329:31		95.15
Total	8754:24		100

1 Hours and minutes.
2 Languages other than English.

Appendix 4

SBS Television: Cultures broadcast

SBS ONE

Afghan	Chilean	Georgian	Laotian	Omani	Sudanese
African American	Chinese	German	Latvian	Pakistani	Swedish
Albanian	Colombian	Greek	Lebanese	Palestinian	Swiss
Argentine	Congolese	Greenlandic	Liberian	Panamanian	Syrian
Armenian	Costa Rican	Guatemalan	Lithuanian	Papua New Guinean	Tahitian
Australian	Croatian	Guinean	Malagasy	Peruvian	Taiwanese
Australian Indigenous	Cuban	Haitian	Malawian	Polish	Tajik
Austrian	Cypriot	Hong Kong	Malaysian	Polynesian	Tanzanian
Azerbaijani	Czech	Hungarian	Malian	Portuguese	Thai
Bangladeshi	Danish	Icelandic	Maltese	Puerto Rican	Tibetan
Barbadian	Djiboutian	Indian	Maori	Romanian	Tongan
Belgian	Dominican	Indonesian	Mauritanian	Romany	Trinidadian
Belizean	Republican	Inuit	Mauritian	Russian	Turkish
Bengali	Dutch	Iranian	Melanesian	Samoa	Ugandan
Beninese	East Timorese	Iraqi	Mexican	Saudi Arabian	Ukrainian
Bolivian	Ecuadorian	Irish	Micronesia	Scottish	Uruguayan
Bosnian	Egyptian	Israeli	Mongolian	Serbian	Uzbekistani
Brazilian	Emirati	Italian	Montenegrin	Sierra Leonean	Venezuelan
British	English	Jamaican	Moroccan	Singaporean	Vietnamese
Bulgarian	Eritrean	Japanese	Mozambican	Slovak	Welsh
Burmese	Estonian	Jordanian	Namibian	Slovenian	Yemeni
Cambodian	Ethiopian	Kazakhstani	Nepalese	Solomon	Zambian
Canadian	Fijian	Kenyan	New Zealand	Islander	
Catalan	Filipino	Korean	Nicaraguan	Somali	
Chadian	Finnish	Kurdish	Nigerian	South African	
Chechen	Flemish	Kuwaiti	Nigerien	Spanish	
	French	Kyrgyz	Norwegian	Sri Lankan	

SBS 2

Afghan	Cameroonian	Ethiopian	Jamaican	Moroccan	Slovak
Albanian	Canadian	Filipino	Japanese	Mozambican	Slovenian
Algerian	Central African	Finnish	Korean	New Zealand	South African
American	Chilean	Flemish	Kosovan	Norwegian	Spanish
Argentine	Chinese	French	Kurdish	Pakistani	Sri Lankan
Australian	Colombian	German	Latvian	Palestinian	Swedish
Australian Indigenous	Congolese	Ghanaian	Lebanese	Papua New Guinean	Swiss
Austrian	Corsican	Greek	Lithuanian	Peruvian	Taiwanese
Azerbaijani	Costa Rican	Hong Kong	Luxembourg	Polish	Thai
Bangladeshi	Croatian	Hungarian	Macedonian	Polynesian	Turkish
Belgian	Cuban	Icelandic	Malagasy	Portuguese	Ugandan
Bolivian	Cypriot	Indian	Malaysian	Russian	Ukrainian
Bosnian	Czech	Indonesian	Maltese	Samoan	Uruguayan
Brazilian	Danish	Iranian	Maori	Saudi Arabian	Venezuelan
British	Dutch	Iraqi	Mauritanian	Scottish	Vietnamese
Bulgarian	Egyptian	Irish	Mexican	Serbian	Welsh
Cambodian	Emirati	Israeli	Moldovan	Singaporean	
	English	Italian	Montenegrin		

NITV

American	Costa Rican	Indian	Maori	Polish	Syrian
American Indian	Danish	Indonesian	Mexican	Rwandan	Taiwanese
Argentine	Dominican	Inuit	Namibian	Sami	Tibetan
Australian	Republican	Irish	New Zealand	Samoa	Timorese
Australian Indigenous	English	Italian	Ni-Vanuatu	Scottish	Ugandan
Beninese	Fijian	Japanese	Pacific Islands	Senegalese	Welsh
Canadian	French	Jordanian	Papua New Guinean	South African	
Chinese	Greenlandic	Kenyan	Peruvian	Spanish	
	Hong Kong	Liberian		Swedish	

Appendix 5

SBS Television: SBS commissioned programs first run

SBS ONE and SBS 2 Commissioned TV Programs First Run

Genre/Title	Episodes	Hours
Entertainment		
Behind the Front Door	6	3:00
Ethnic Business Awards 2013	1	2:00
The Crown Prince Couple's Awards	1	1:45
The Eurovision Quiz Contest 2014	5	2:30
The Full Brazilian	18	18:00
The Observer Effect	15	15:00
A Pang for Brasil	2	2:00
RockWiz (Series 11)	9	9:00
RockWiz (Series 12)	14	14:00
RockWiz Backstage at the Bluesfest	1	1:00
SBS 2 Film Presenter Series 2013	1	0:10
Sydney Gay & Lesbian Mardi Gras 2014	1	1:30
Tropfest 2013	1	2:50
Tropfest TV 2013	13	6:25
Tropfest TV 2013 Snacks	18	1:27
Sub-total hours		80:37
Factual		
Australia's Secret Heroes	3	3:00
Change My Race	1	1:00
Jess Mauboy's Road To Eurovision	1	1:00
JFK: The Smoking Gun	1	1:35
Life On Us	2	2:00
My America	1	1:00
The Network	1	1:00
Once Upon A Time In Punchbowl	2	2:00
Persons of Interest (Series 1)	4	4:00
The President Vs The Pirates	1	1:00
Surgery Ship	1	1:00
Tales of the Unexpected	3	3:00
Sub-total hours		21:35

Genre/Title	Episodes	Hours
Food		
Destination Flavour Japan	10	5:00
Luke Nguyen's France (Series 1)	8	4:00
Luke Nguyen's Memories Of The Mekong (Series 1)	2	2:00
Mexican Fiesta with Peter Kuruvita (Series 1)	10	5:00
Shane Delia's Spice Journey (Series 1)	1	0:30
This Is Brazil! (Series 1)	6	6:00
Sub-total hours		22:30
Comedy		
Housos (Series 2)	9	4:35
Legally Brown (Series 1)	10	5:00
Stand Up @ Bella Union (Series 1)	10	5:00
The Cradle of Comedy (Series 1)	1	1:00
Sub-total hours		15:35
Drama		
Better Man	2	4:00
Sub-Total hours		4:00
Total hours		140:17

NITV Commissioned TV Programs
First Run

Genre/Title	Episodes	Hours
Youth Programs		
Move It Mob Style (Series 3)	20	10:00
Sub-total hours		10:00
Drama		
Hard Rock Medical	13	6:30
Sub-total hours		6:30
Regional, Remote & Emerging Initiative: Our Stories Our Way, Everyday		
Our Stories Our Way, Everyday	112	28:00
Remembering Our Heroes: Anzac Specials	10	2:00
Sub-total hours		30:00
Factual		
Tipping Points	6	6:00
Characters of Broome	2	1:00
Colour Theory 2	4	2:00
From the Western Frontier	3	1:30
Sub-total hours		10:30
Food		
Kriol Kitchen (Series 1)	10	5:00
Sub-total hours		5:00
Entertainment		
The Marngrook Footy Show 2013	13	19:30
The Marngrook Footy Show 2014	16	24:00
Sub-total hours		43:30
Total hours		105:30

Appendix 6

SBS Television: Programs commissioned

SBS ONE and SBS 2 programs commissioned in 2013-14

Genre/Title	Episodes	Hours ¹
Comedy		
Stand Up @ Bella Union (Series 1)	10	10:00
Sub-total hours		10:00
Entertainment		
31 Nights in Brazil	31	1:02
A Pang For Brasil	2	2:00
Crown Prince Couple's Awards	1	1:30
Eurovision MCA Event 2013	1	0:10
Eurovision Quiz Contest 2014	5	2:30
Eurovision Song Contest 2014	3	9:00
Eurovision Song Contest Junior 2013	1	1:00
Legally Brown (Series 2)	10	5:00
19 Reasons To Love If You Are The One	1	1:00
Rockwiz Backstage At Bluesfest	1	1:00
Rockwiz (Series 12)	14	14:00
SBS 2 Film Presenter Series 2014	51	1:42
SBS ONE Film Presenter Series 2014	53	1:46
Sydney Gay and Lesbian Mardi Gras 2014	1	1:20
Taste Le Tour With Gabriel Gate (Series 10)	21	1:45
Jessica Mauboy Eurovision Act 2014	1	0:05
The Full Brazilian (Series 1)	26	26:00
Tropfest 2013	1	2:00
Tropfest 2014	1	2:00
Tropfest TV 2013	13	6:30
Sub-total hours		81:20
Factual		
After The Wave	1	1:00
Angry Mile, The	3	3:00
DNA Nation	3	3:00
Expendables – Vietnam	3	3:00
Go Back To Where You Came From (Series 3)	3	3:00
Harry	1	1:00
Inside The Inferno	2	2:00
Jess Mauboy's Road To Eurovision	1	1:00
Living With The Enemy	6	6:00
Shaun Micallef Gets Religion	1	1:00
Struggle Street	3	3:00
Uranium	3	3:00
Who Do You Think You Are? (Series 7)	8	8:00
Sub-total hours		38:00

Genre/Title	Episodes	Hours ¹
Food		
A Christmas Feast With Peter Kuruvita	1	1:00
Destination Flavour – Adam's Best Bites	1	0:30
Destination Flavour Japan	10	5:00
Destination Flavour Christmas	1	1:30
Destination Flavour Down Under Best Bites	1	1:00
Destination Flavour Down Under	10	5:00
Destination Flavour Japan – Best Bites	1	1:00
Gourmet Farmer Afloat	6	6:00
Luke Nguyen's Memories Of The Mekong	2	2:00
Luke Nguyen's UK	10	5:00
Made In Italy With Silvia Colloca	10	5:00
Poh & Co	6	6:00
Shane Delia's Spice Journey – Turkey	10	5:00
The Best Of My Sri Lanka With Peter Kuruvita	1	1:00
Sub-total hours		45:00
Total hours		174:20

1 Scheduled hours.

**NITV programs
commissioned in 2013-14**

Genre/Title	Episodes	Hours ²
Youth Programs		
Move It Mob Style (Series 3)	20	10:00
Move It Mob Style (Series 4)	20	10:00
Sub-total hours		20:00
Drama		
Hard Rock Medical	13	6:30
Sub-total hours		6:30
Regional, Remote & Emerging Initiative: Our Stories Our Way, Everyday		
Our Stories Our Way, Everyday (Series 1)	137	34:15
Our Stories Our Way, Everyday (Series 2)	128	32:00
Remembering Our Heroes: Anzac Specials	11	2:15
Songlines to Screen	10	1:40
Sub-total hours		70:10
Interstitials and Development		
My Country	15	0:45
JM Healthy Tips	10	0:30
Cash Money	10	0:30
Sub-total hours		1:45
Food		
Kriol Kitchen (Series 1)	10	5:00
Kriol Kitchen (Series 2)	10	5:00
Sub-total hours		10:00

Genre/Title	Episodes	Hours ²
Factual		
Tipping Points	6	6:00
Characters of Broome	2	1:00
Milpirri – Winds of Change	1	1:00
Colour Theory 2	4	2:00
Innocence Betrayed	1	1:00
Over The Edge	1	1:00
Protecting Manawangku	1	0:30
Tribal Scent	1	1:00
Storytime	20	3:00
Childrens Language Segment	20	5:00
From the Western Frontier	3	1:30
NITV Spirit Award	1	0:30
Kings Seal	1	1:00
Our Spirit to C Gen	1	0:30
I Heart My People	3	1:30
Putaparri	1	1:00
First School at Middle Beach	1	0:30
Sub-total hours		28:00
Entertainment		
The Marngrook Footy Show 2014	29	43:30
Sub-total hours		43:30
Total hours		179:55

2 Scheduled hours.

Appendix 7

SBS Radio: Language programs broadcast

Language Program	Analog / Digital		Digital	Analog	Online ⁵	Mobile ⁶	Digital TV
	SBS Radio 1 ¹	SBS Radio 2 ²	SBS Radio 3 ³	NRN ⁴			
Albanian	2	–	–	1	✓	✓	✓
Amharic	2	–	–	1	✓	✓	✓
Arabic	–	14	–	7	✓	✓	✓
Armenian	–	–	1	–	✓	✓	✓
Assyrian	–	2	–	1	✓	✓	✓
Bangla	–	2	–	1	✓	✓	✓
Bosnian	2	–	–	1	✓	✓	✓
Bulgarian	–	–	1	–	✓	✓	✓
Burmese	–	2	–	1	✓	✓	✓
Cantonese	14	–	–	7	✓	✓	✓
Cook Islander Maori	–	–	1	–	✓	✓	✓
Croatian	5	–	–	2	✓	✓	✓
Czech	–	–	1	–	✓	✓	✓
Danish	–	–	1	–	✓	✓	✓
Dari	–	2	–	–	✓	✓	✓
Dinka	2	–	–	1	✓	✓	✓
Dutch	–	2	–	1	✓	✓	✓
Estonian	–	–	1	–	✓	✓	✓
Fijian	–	–	1	–	✓	✓	✓
Filipino	–	7	–	5	✓	✓	✓
Finnish	–	–	1	–	✓	✓	✓
French	4	–	–	2	✓	✓	✓
German	–	7	–	4	✓	✓	✓
Greek	14	–	–	7	✓	✓	✓
Gujarati	–	2	–	1	✓	✓	✓
Hebrew/Yiddish	2	–	–	2	✓	✓	✓
Hindi	–	7	–	5	✓	✓	✓
Hmong	–	2	–	1	✓	✓	✓
Hungarian	2	–	–	1	✓	✓	✓
Indonesian	–	4	–	2	✓	✓	✓
Italian	–	14	–	7	✓	✓	✓
Japanese	3	–	–	1	✓	✓	✓
Kannada	–	–	1	–	✓	✓	✓
Khmer	2	–	–	1	✓	✓	✓
Korean	7	–	–	4	✓	✓	✓
Kurdish	–	2	–	1	✓	✓	✓
Lao	–	2	–	–	✓	✓	✓
Latvian	–	–	1	–	✓	✓	✓
Lithuanian	–	–	1	–	✓	✓	✓
Macedonian	5	–	–	2	✓	✓	✓
Malay	–	–	1	–	✓	✓	✓
Malayalam	–	2	–	1	✓	✓	✓
Maltese	–	2	2	–	✓	✓	✓
Mandarin	14	–	–	7	✓	✓	✓
Maori	–	–	1	–	✓	✓	✓
Nepali	–	2	–	1	✓	✓	✓

Language Program	Analog / Digital		Digital	Analog	Online ⁵	Mobile ⁶	Digital TV
	SBS Radio 1 ¹	SBS Radio 2 ²	SBS Radio 3 ³	NRN ⁴			
Norwegian	–	–	1	–	✓	✓	✓
Pashto	–	2	–	1	✓	✓	✓
Persian	–	2	–	1	✓	✓	✓
Polish	4	–	–	2	✓	✓	✓
Portuguese	–	2	–	1	✓	✓	✓
Punjabi	–	5	–	2	✓	✓	✓
Romanian	–	–	1	–	✓	✓	✓
Russian	–	3	–	1	✓	✓	✓
Samoan	2	–	–	1	✓	✓	✓
Serbian	4	–	–	2	✓	✓	✓
Sinhalese	–	4	–	2	✓	✓	✓
Slovak	–	–	1	–	✓	✓	✓
Slovenian	–	–	1	–	✓	✓	✓
Somali	–	2	–	1	✓	✓	✓
Spanish	–	7	–	5	✓	✓	✓
Swahili	–	2	–	1	✓	✓	✓
Swedish	–	–	1	–	✓	✓	✓
Tamil	–	4	–	2	✓	✓	✓
Tigrinya	2	–	–	1	✓	✓	✓
Thai	–	2	–	1	✓	✓	✓
Tongan	–	–	1	–	✓	✓	✓
Turkish	–	5	–	2	✓	✓	✓
Ukrainian	–	–	1	–	✓	✓	✓
Urdu	–	2	–	1	✓	✓	✓
Vietnamese	14	–	–	7	✓	✓	✓
Total LOTE	106 (89%)	119 (100%)	22 (96%)	113 (95%)	–	–	–
African	–	–	1	–	✓	✓	✓
Living Black (Aboriginal)	3	–	–	1	✓	✓	✓
SBS World News	10	–	–	5	✓	✓	✓
Total English	13 (11%)	–	1 (4%)	6 (5%)			
Total	119 (100%)	119 (100%)	23 (100%)	119 (100%)			

1 Analog – Sydney, Melbourne, Canberra and Wollongong AM; Digital – Adelaide, Brisbane, Melbourne, Perth, Sydney and Canberra (trial).

2 Analog – Sydney, Melbourne and Canberra FM; Digital – Adelaide, Brisbane, Melbourne, Perth, Sydney and Canberra (trial).

3 Digital only – Adelaide, Brisbane, Melbourne, Perth, Sydney and Canberra (trial). SBS Chill (repeat) also broadcast on SBS Radio 3.

4 Analog only – AM and FM frequencies in major centres around Australia (see Appendix X).

5 sbs.com.au/radio

6 SBS Your Language app.

Appendix 8

SBS Radio Schedules

SBS Radio 1¹

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	SBS World News	SBS World News	SBS World News	SBS World News	SBS World News	Tigrinya	Dinka
7am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
8am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
9am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
10am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
11am	Croatian	Croatian	Croatian	Croatian	Croatian	Dinka	Hebrew/Yiddish
12pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Khmer	Hebrew/Yiddish
1pm	Living Black	French	Living Black	French	Living Black	French	French
2pm	Polish	Hungarian	Polish	Tigrinya	Polish	Hungarian	Polish
3pm	Serbian	Serbian	Khmer	Serbian	Bosnian	Serbian	Bosnian
4pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
5pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
6pm	SBS World News	SBS World News	SBS World News	SBS World News	SBS World News	Albanian	Albanian
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
8pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
9pm	Korean	Korean	Korean	Korean	Korean	Korean	Korean
10pm	Amharic	Japanese	Samoan	Japanese	Amharic	Japanese	Samoan
11pm	Overnight Programming ²						

1 Sydney, Canberra and Wollongong, and Melbourne AM; digital radio; online – [sbs.com.au/radio](https://www.sbs.com.au/radio); digital TV; and SBS Your Language mobile app.
2 Overnight programming: BBC World Service (in language).

SBS Radio 2¹

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
10am	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino	Filipino
11am	Sinhalese	Sinhalese	Dutch	Sinhalese	Sinhalese	Dutch	Hmong
12pm	Russian	Pashto	Portuguese	Russian	Maltese	Russian	Portuguese
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish
2pm	Turkish	Turkish	Turkish	Turkish	Turkish	Maltese	Kurdish
3pm	Indonesian	Persian	Indonesian	Pashto	Indonesian	Persian	Indonesian
4pm	Lao	Dari	Gujarati	Dari	Gujarati	Nepali	Nepali
5pm	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi	Hindi
6pm	Bangla	Swahili	Urdu	Hmong	Kurdish	Bangla	Urdu
7pm	German	German	German	German	German	German	German
8pm	Tamil	Assyrian	Tamil	Malayalam	Tamil	Assyrian	Tamil
9pm	Punjabi	Punjabi	Punjabi	Punjabi	Punjabi	Lao	Malayalam
10pm	Thai	Burmese	Somali	Thai	Somali	Burmese	Swahili
11pm	Overnight Programming ²						

¹ Sydney, Canberra and Melbourne FM; digital radio; online – sbs.com.au/radio; digital TV; and SBS Your Language mobile app.

² Overnight programming: BBC World Service Vernacular (in language).

Appendix 8

SBS Radio Schedules (continued)

National Radio Network¹

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic
7am	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin	Mandarin
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian
9am	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese	Cantonese
10am	Filipino	Filipino	Filipino	Filipino	Filipino	Tigrinya	Hmong
11am	Croatian	Sinhalese	Dutch	Croatian	Sinhalese	Dinka	Hebrew/Yiddish
12pm	Macedonian	Pashto	Portuguese	Macedonian	Living Black	Russian	Hebrew/Yiddish
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	French	French
2pm	Polish	Turkish	Polish	Turkish	Gujarati	Hungarian	Kurdish
3pm	Indonesian	Serbian	Khmer	Serbian	Indonesian	Persian	Bosnian
4pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek
5pm	Hindi	Hindi	Hindi	Hindi	Hindi	Bangla	Nepali
6pm	SBS World News	SBS World News	SBS World News	SBS World News	SBS World News	Albanian	Urdu
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese
8pm	German	German	Tamil	German	German	Assyrian	Tamil
9pm	Korean	Punjabi	Korean	Punjabi	Korean	Korean	Malayalam
10pm	Amharic	Japanese	Samoa	Thai	Somali	Burmese	Swahili
11pm	Overnight Programming ²						

1 An amalgamation of SBS Radio 1 and SBS Radio 2 programming; available on AM and FM frequencies in major centres around Australia (see Appendix 13).
2 BBC World Service Vernacular (In language).

SBS Radio 3¹

SBS Radio 3 features regular programming in 22 languages (see table), and SBS Chill.

	Tuesday	Wednesday	Thursday	Friday
12pm	Maltese	Tongan	Maltese	
1pm	African English	Fijian	Finnish	Estonian
2pm	Romanian	Cook Island Maori	Swedish	Lithuanian
3pm	Kannada	Maori ²	Norwegian	Slovak
4pm	Ukrainian	Malay ²	Danish	Bulgarian
5pm	Armenian ³	Latvian	Czech	Slovenian

1 Digital radio; digital TV; and mobile apps.
2 Programs in recess.
3 The Armenian program is also repeated once on SBS Radio 3.

Digital Channels

- SBS Radio 1
- SBS Radio 2
- SBS Radio 3
- SBS Radio 4 – special event radio including Eurovision programming, SBS PopBrazil, FIFA World Cup programming and A-League programming
- SBS Chill
- SBS PopAraby
- SBS PopAsia
- SBS PopDesi

Appendix 9

WorldWatch: Languages broadcast and source broadcasters

Languages Broadcast

SBS ONE				
Language	Country	Hours ¹	% LOTE ²	% Total
Arabic	UAE	182:00	6	5
Cantonese	Hong Kong	121:20	4	3
Filipino	Philippines	212:20	6	6
French	France	303:20	8	9
German	Germany	182:00	6	5
Greek	Greece	364:00	10	10
Hindi	India	151:40	6	4
Italian	Italy	242:40	6	7
Japanese	Japan	212:20	7	6
Korean	Korea	212:20	7	6
Mandarin	China	182:00	6	5
Spanish (Spain)	Spain	364:00	8	10
Turkish	Turkey	182:00	6	5
Total LOTE		2912:00	100	82
English (DW)	Germany	130:00		4
English (PBS)	USA	260:00		7
English (Al Jazeera)	Qatar	156:00		4
English (France 24)	France	75:00		2
Total English		621:00		18
Total		3533:00		100

1 Scheduled hours as at 30.06.13. Hours may vary due to special event coverage or non-delivery of bulletin.
2 Languages other than English.

SBS TWO				
Language	Country	Hours	% LOTE	% Total
Cantonese	Hong Kong	104:00	3.1	3
Croatian	Croatia	212:20	6.3	5
Dutch	Netherlands	156:00	4.6	4
French	France	260:00	7.7	6
German	Germany	130:00	3.8	3
Greek	Greece	238:20	7.0	6
Hungarian	Hungary	26:00	0.8	1
Indonesian	Indonesia	242:40	7.2	6
Italian	Italy	173:20	5.1	4
Japanese	Japan	182:00	5.4	4
Korean	Korea	130:00	3.8	3
Macedonian	Macedonia	212:20	6.3	5
Maltese	Malta	52:00	1.5	1
Mandarin	China	156:00	4.6	4
Polish	Poland	182:00	5.4	4
Portuguese	Portugal	182:00	5.4	4
Russian	Russia	182:00	5.4	4
Serbian	Serbia	182:00	5.4	4
Spanish (Chile)	Chile	26:00	0.8	1
Spanish (Spain)	Spain	173:20	5.1	4
Urdu	Pakistan	182:00	5.4	4
Total		3384:20	100	82
English (CCTV NEWS)	China	208:00		5
English (DW)	Germany	104:00		3
English (France 24)	France	104:00		3
English (NHK World)	France	208:00		5
English (RT)	Russia	104:00		3
Total English		728:00		18
Total		4112:20		100

Appendix 9

WorldWatch: Languages broadcast and source broadcasters (continued)

WorldWatch: Sources

Country	Language	Broadcaster	
Chile	Spanish	TVN	Televisión Nacional de Chile
China	Mandarin	CCTV 4	China Central Television
China	English	CCTV News	China Central Television
Croatia	Croatian	HRT	Hrvatska radiotelevizija
France	French	FT2	France Télévisions SA
France	English	F24	Audiovisuel Extérieur de la France
Germany	German	DW	Deutsche Welle
Germany	English	DW	Deutsche Welle
Greece	Greek	ERT	Hellenic Broadcasting Corporation
Hong Kong	Cantonese	TVB	Television Broadcasts Limited
Hungary	Hungarian	DTV	Duna Televízió
India	Hindi	NDTV	New Delhi Television Limited
Indonesia	Indonesian	TVRI	Televisi Republik Indonesia
Italy	Italian	RAI	RAI International / Raitalia
Japan	Japanese	NHK Premium	Nippon Hōsō Kyōkai
Japan	English	NHK World	Nippon Hōsō Kyōkai
Korea	Korean	YTN	Yonhap Television News
Macedonia	Macedonian	MRT	Makedonska radio-televizija
Malta	Maltese	PBS	Public Broadcasting Service of Malta
Netherlands	Dutch	NOS	Nederlandse Omroep Stichting
Pakistan	Urdu	PTV	Pakistan Television Corporation
Philippines	Filipino	ABS-CBN	Alto Broadcasting System – Chronicle Broadcasting Network
Poland	Polish	Polsat	Telewizja Polsat S.A.
Portugal	Portuguese	RTP	Rádio e Televisão de Portugal, S.A.
Qatar	English	ALJ	Al Jazeera Satellite Network
Russia	Russian	NTV	Телекомпания НТВ
Russia	English	RT	Russia Today
Serbia	Serbian	RTS	Radio-televizija Srbije
Spain	Spanish	RTVE	Radiotelevisión Española
Turkey	Turkish	TRT	Türkiye Radyo Televizyon Kurumu
UAE	Arabic	DTV	Dubai Television
USA	English	PBS	Public Broadcasting Service

Appendix 10

SBS Television: Languages and dialects subtitled

SBS ONE

Afar	Bulgarian	French Canadian	Konso	Norwegian	Sudanese
Afrikaans	Burmese	Fulani	Korean	Nyanja	Susu
Aja	Cantonese	Gaelic	Kurdish	Pashto	Swedish
Albanian	Catalan	Georgian	Kyrgyz	Pijin	Swiss German
Amharic	Corsican	German	Lala-Bisa	Polish	Tajiki
Arabic	Creole (French)	Greek	Lao	Portuguese	Tamil
Arabic (Algerian)	Croatian	Hebrew	Latin	Punjabi	Thai
Arabic (Chadian)	Czech	Hindi	Lithuanian	Quechua	Tigrinya
Arabic (Moroccan)	Danish	Hungarian	Lowa	Romani	Turkish
Aramaic	Dari	Indonesian	Lun Bawang	Romanian	Ukrainian
Armenian	Dinka	Ingush	Maasai	Russian	Urdu
Arrernte	Dutch	Inuktitut	Malay	Serbian	Venda
Assamese	Estonian	(Eastern Canadian)	Mandaeen	Sesotho	Vietnamese
Auslan	Farsi	Irish	Mandarin	Sinhalese	Yanomami
Bambara	Fijian	Italian	Mende	Slovak	Yoruba
Basque	Filipino	Japanese	Mishmi	Slovene	Zulu
Bemba	Finnish	Jingpho	Mongolian	Somali	
Bengali	Flemish	Kalaallisut	Nama	South American	
Bislama	Fon	Kazakh	Nepali	Indigenous	
Bosnian	French	Khmer	Newari	Spanish	

SBS 2

Afrikaans	Croatian	German	Kayabi	Pashto	Taiwanese
Albanian	Czech	Ghomala	Kinyarwanda	Polish	Thai
Arabic	Danish	Greek	Korean	Portuguese	Tsotsitaal
Arabic (Algerian)	Dari	Guarani	Korubo	Punjabi	Turkish
Arabic (Moroccan)	Dutch	Hebrew	Kurdish	Romanian	Urdu
Batanga	Farsi	Hindi	Maasai	Russian	Vietnamese
Bengali	Filipino	Hungarian	Mandarin	Serbian	Wolof
Bulgarian	Finnish	Icelandic	Marathi	Setswana	Xhosa
Cantonese	Flemish	Indonesian	North American	Shipibo	Yiddish
Catalan	French	Italian	Indigenous	Spanish	Zulu
Chhattisgarhi	French Canadian	Japanese	Norwegian	Swedish	

NITV

Afrikaans	Gaelic	Kalaallisut	Ngarluma	Sami	Worrorra
Arabic	German	Kalaw Kawaw Ya	North American	Samoan	Yolgnu Matha
Arrernte	Gumatj	Kriol	Indigenous	Sepedi	
Cree	Indonesian	Lakota	Norwegian	Spanish	
Danish	Inuktitut	Maori	Nungubuyu	Swahili	
Djinba	(Eastern Canadian)	Martu Wangka	Pidgin	Swedish	
Dutch	Irish	Masai	Pitjantjatjara	Taiwanese	
Dyirbal	Kala Lagaw Ya	Navaho	Quechua	Tok Pisin	
French		Navajo	Russian	Wartpiri	

ONLINE¹

Arabic	Chinese	Italian	Mandarin	Vietnamese
Cantonese	French	Japanese	Spanish	

¹ Online only content. Subtitled content broadcasts on SBS ONE, SBS 2 and NITV is also available on SBS ON DEMAND.

Appendix 11

SBS Television: Audience share, reach and demographics

Audience share¹

SBS Total People 16+ Metro Free-to-Air Share

Financial Year	Share	Major Events
2009/10	6.5%	Ashes/World Cup 2010
2010/11	5.9%	World Cup 2010
2011/12	5.9%	
2012/13	6.0%	
2013/14	5.7%	World Cup 2014

Source: OzTAM: 5 City Metro: Network SBS TTL (SBS ONE + SBS 2 + NITV); 1-Jul-2009 to 30-Jun-2014, People 16+ (including guests); Share of Metro FTA %, Sun-Sat 18:00-23:59; Consolidated (Live + As Live + Time Shifted).

SBS Total Individuals Metro Free-to-Air Share

Financial Year	Share	Major Events
2009/10	6.2%	Ashes/World Cup 2010
2010/11	5.6%	World Cup 2010
2011/12	5.6%	
2012/13	5.6%	
2013/14	5.4%	World Cup 2014

Source: OzTAM: 5 City Metro: Network SBS TTL (SBS ONE + SBS 2 + NITV); 1-Jul-2009 to 30-Jun-2013, Total Individuals (including guests); Share of Metro FTA %, Sun-Sat 18:00-23:59; Consolidated (Live + As Live + Time Shifted).

SBS Total People Average Weekly Cumulative Reach By Market¹

	2009-10 000's	2010-11 000's	2011-12 000's	2012-13 000's	2013-14 000's
5 Capital Cities					
Sydney	1,603	1,533	1,540	1,464	1,562
Melbourne	1,612	1,686	1,648	1,623	1,592
Brisbane	1,009	972	937	883	893
Adelaide	539	534	506	495	486
Perth	647	675	649	596	590
5 City Metro Total	5,410	5,400	5,279	5,061	5,123

Aggregated Regional Areas

Queensland	630	519	470	476	473
Northern NSW	744	516	511	531	528
Southern NSW	508	548	522	485	494
Victoria	458	466	450	428	432
Western Australia	n/a	n/a	190	176	164
Tasmania	213	201	191	192	197
Aggregated Regional Total	2,553	2,425	2,334	2,287	2,288

Source: OzTAM 5 City Metro and RegTAM Aggregated Regional Markets: Network SBS TTL (SBS ONE + SBS 2 + NITV); 29-Jun-2009 to 30-Jun-2014. Total Individuals (including guests), Average Weekly Cumulative Reach (5 mins Consecutive); Sun-Sat 02:00-25:59, Consolidated (Live + As Live + Time Shifted).

- 1 SBS ONE, SBS 2 (from June 2009) and NITV (from December 2012).
- 2 Western Australia included from 2012.

Audience reach

SBS Total Individuals Metro and Regional Average Weekly Cumulative Reach¹

Financial Year	5 Capital Cities 000's	Aggregated Regional ² 000's
2009/10	5,410	2,553
2010/11	5,400	2,425
2011/12	5,279	2,334
2012/13	5,061	2,287
2013/14	5,123	2,288

Source: OzTAM 5 City Metro and RegTAM Aggregated Regional Markets: Network SBS TTL (SBS ONE + SBS 2 + NITV); 1-Jul-2009 to 30-Jun-2014. Total Individuals (including guests); Average Weekly Cumulative Reach (5 mins Consecutive). Sun-Sat 02:00-25:59; Consolidated (Live + As Live + Time Shifted);

- 1 SBS ONE, SBS 2 (from June 2009) and NITV (from December 2012).
- 2 Western Australia included from 2012.

SBS Total People Average Weekly Cumulative Reach By Demographic¹

	2009-10 000's	2010-11 000's	2011-12 000's	2012-13 000's	2013-14 000's
5 Capital Cities					
Total Individuals	5,410	5,400	5,279	5,061	5,123
People 0-17	600	573	549	507	555
Men 18-39	880	841	731	646	666
Men 40-54	738	735	740	703	697
Men 55+	954	961	1,000	973	992
Men 18+	2,572	2,537	2,470	2,321	2,354
Women 18-39	710	720	665	632	623
Women 40-54	619	609	598	596	613
Women 55+	910	962	997	1,006	979
Women 18+	2,239	2,290	2,260	2,233	2,215

Aggregated Regional²

Total Individuals	2,553	2,425	2,334	2,287	2,288
People 0-17	293	286	242	234	228
Men 18-39	320	292	262	243	236
Men 40-54	341	324	305	307	307
Men 55+	505	485	504	502	513
Men 18+	1,165	1,100	1,070	1,052	1,056
Women 18-39	287	263	251	233	228
Women 40-54	295	288	279	276	270
Women 55+	515	488	491	493	506
Women 18+	1,096	1,039	1,022	1,002	1,004

Source: OzTAM 5 City Metro and RegTAM Aggregated Regional Markets (Inc WA); SBS TTL (SBS ONE, SBS 2 + NITV); 29 Jun 2009 to 30 June 2014; Total Individuals (including guests); Average Weekly Cumulative Reach (5 mins Consecutive). Sun-Sat 02:00-25:59. Consolidated (Live + As Live + Time Shifted).

1 SBS ONE, SBS 2 (from June 2009) and NITV (from December 2012).

2 Western Australia included from 2012.

Viewing by ethnicity

Calendar Years	2008	2009	2010	2011	2012	2013
5 Capital Cities						
Born overseas in a non-English speaking country	50%	47%	47%	45%	42%	41%
Born in Australia or in an overseas English speaking country	37%	36%	33%	32%	29%	27%
Total people	38%	37%	35%	33%	30%	29%

Aggregated Regional

Born overseas in a non-English speaking country	59%	54%	52%	53%	50%	47%
Born in Australia or in an overseas English speaking country	39%	38%	35%	34%	32%	29%
Total people	40%	39%	36%	35%	32%	30%

Source: OzTAM: 5 City Metro and RegTAM: Regional Aggregated Markets (Inc WA); SBS TTL (SBS ONE, SBS 2 + NITV), 30-Dec-2007 to 31-Dec-2013; Total Individuals (including guests). Born Overseas in LOTE Country (Sum Of Weights), Born in Australia or in English Speaking Country (Sum Of Weights).

Appendix 12

SBS Digital Television services: Areas served¹

Area Served	Channel	Area Served	Channel	Area Served	Channel	Area Served	Channel
Australian Capital Territory		Elizabeth Beach*	60	Peak Hill*	51	Tindal*	48
Canberra	30	Eugowra*	67	Picton**	32	Yulara†	47
Conder*	35	Forster*	40	Port Stephens	31	Queensland	
Tuggeranong	57	Glen Innes	65	Portland/ Wallerawang	67	Agnes Water*	66
Weston Creek/ Woden	57	Gloucester	31	Richmond/Tweed	40	Airlie Beach	34
New South Wales		Gosford	34	Smiths Lake*	40	Airlie Cove (Resort and Van Park)*	29
Adelong	34	Goulburn	59	Stanwell Park	49	Alpha†	46
Albury North	29	Grafton/Kempsey	39	Stroud*	60	Anakie†	40
Anna Bay*	49	Grenfell*	53	SW Slopes/E Riverina	48	Aramac†	47
Armidale	34	Gundagai*	49	Sydney	7	Atherton	55
Armidale North*	61	Gunning*	67	Sydney North West**	32	Augathella†	46
Ashford	65	Harden*	55	Sydney South West**	40	Ayr	56
Batemans Bay/ Moruya	40	Hay	40	Talbingo	40	Babinda	52
Bathurst	9	Hillston*	40	Tamworth	51	Bancroft†	33
Batlow*	40	Holbrook (Holbrook Motor Village)†	28	Tenterfield	55	Barcaldine	44
Bega	32	Illawarra	54	Thredbo	30	Bedourie†	46
Belmont North*	31	Inverell	65	Tumbarumba*	40	Bell	52
Bermagui*	40	Jerilderie	60	Tumut	56	Birdsville†	46
Boambee/Sawtell*	50	Jindabyne	53	Ulladulla	31	Blackall	34
Bombala	46	Junee*	34	Upper Hunter	64	Blackwater	42
Bouddi	34	Kandos†	57	Upper Namoi	36	Boonah	40
Bourke Town	46	Kings Cross	32	Uralla*	46	Bowen Town	34
Bowral/Mittagong	49	Kotara	38	Vacy	30	Boyne Island	53
Braidwood	53	Laurieton	57	Wagga Wagga	54	Boyne Island	53
Brewarrina	45	Lightning Ridge	51	Walgett	42	Brisbane	7
Broken Hill	12	Lithgow	28	Walwa/Jingellic*	59	Brisbane North West**	69
Bungendore*	46	Lithgow East	67	Warialda*	64	Brisbane South East**	33
Byron Bay*	41	Maclean/Ashby*	46	Warners Bay*	31	Burketown†	46
Central Tablelands	42	Manly/Mosman	32	Wellington*	51	Cairns	29
Central Western Slopes	44	Manning River	9A	West Wyalong*	56	Cairns East	52
Cobar	11	Merewether	38	Wilcannia	34	Cairns North	52
Coffs Harbour	41	Merimbula*	39	Wollongong	44	Canungra**	33
Coffs Harbour North*	52	Merriwa	41	Woolgoolga*	51	Capella	28
Condobolin	55	Mount Kembla*	50	Woronora**	40	Carmila†	46
Coolah	52	Mudgee	67	Wyong	38	Charleville	12
Cooma Town	67	Mudgee Town*	51	Young	57	Charters Towers	51
Cooma/Monaro	28	Murrumbidgee Irrigation Area	33	Northern Territory		Chillagoe†	46
Cootamundra*	56	Murrurundi	34	Alice Springs	6	Clairview†	40
Cowra	59	Narooma	53	Batchelor	40	Clermont	57
Dalmeny*	53	Narrandera*	34	Bayu-Undan†	40	Cloncurry	34
Deniliquin	50	Newcastle	38	Darwin	29	Collinsville	53
Dubbo	55	North Haven (Beachfront CP)†	30	Darwin City	40	Cooktown	34
Dungog	61	Nowra North	63	Jabiru	28	Cooloola Cove*	57
Eastgrove*	28	Oberon*	54	Katherine	6	Cow Bay†	46
Eden	68	Ocean Shores	46	Nhulunbuy	6		
				Tennant Creek	11		

Area Served	Channel
Crows Nest*	56
Cunnamulla	34
Curumbin	36
Daintree Village†	40
Darling Downs	49
Dimbulah	40
Dysart	61
Eidsvold†	53
Emerald	57
Emu Park (Bell Caravan Park)†	46
Eromanga†	46
Esk	51
Flametree/Jubilee Pocket*	66
Gladstone East	30
Gladstone West	46
Gold Coast	36
Gold Coast Southern Hinterland	36
Goldsborough Valley*	35
Goondiwindi	60
Gordonvale	52
Gympie	40
Gympie Town	50
Herberton	55
Hervey Bay	53
Hughenden	34
Jericho†	47
Jundah†	47
Karumba†	46
Kooralbyn**	33
Longreach	11
Mackay	29
Mareeba	52
Maroon†	46
Middlemount	49
Mission Beach	50
Mitchell	37
Monto	50
Moonford†	46
Moranbah	50
Moranbah Town	66
Morven†	47
Mossman	38
Mossman South†	56
Mount Alford**	67
Mount Isa	9A

Area Served	Channel
Mount Morgan*	68
Moura*	46
Mudjimba (Mudjimba Beach HP)*	35
Mundubbera*	57
Murwillumbah	40
Muttaborra†	46
Nambour	40
Nanango*	68
Nebo	66
Noosa/Tewantin	40
Noosaville (Noosa River HP)†	35
Normanton†	47
Peregian Beach*	33
Point Arkwright*	33
Port Douglas	66
Proserpine	55
Quilpie†	46
Rainbow Beach*	57
Rathdowney**	33
Ravenshoe	52
Redlynch	58
Rockhampton	37
Rockhampton East	54
Roma	9A
Sapphire/Rubyvale†	46
Sarina Beaches*	45
Shute Harbour	53
Southern Downs	48
Speewah†	58
Springsure	54
St George	10
St Lawrence†	40
Stonehenge†	46
Stuart	51
Sunshine Coast North	50
Sunshine Coast South	35
Tambo†	34
Texas	60
Thursday Island	34
Tieri	57
Tin Can Bay*	57
Toowoomba	67
Toowoomba East*	67
Toowoomba South*	67

Area Served	Channel
Townsville	37
Townsville North	51
Tully	50
Warwick	53
Weipa	34
Wide Bay	28
Willows†	46
Windorah†	46
Winton	34
Wonga Beach*	68
Yarraman*	67
Yeppoon	54
South Australia	
Adelaide	7
Adelaide Foothills	34
Angaston**	55
Bordertown	41
Burra	34
Cape Jervis**	41
Caralue Bluff	57
Carrickalinga**	50
Ceduna/Smoky Bay	40
Clare	46
Coffin Bay	45
Cooper Pedy	34
Cowell	61
Craigmore/Hillbank	34
Eudunda**	69
Gumeracha**	50
Kingston SE/Robe	35
Lameroo	41
Lyndoch**	53
Maitland**	50
Mannum**	41
Morgan*	41
Myponga**	41
Naracoorte	41
Normanville**	39
Orroroo*	47
Pinnaroo	35
Port Lincoln	53
Quorn†	46
Renmark/Loxton	40
Roxby Downs	34
South East	28
Spencer Gulf North	41
Strathalbyn**	41

Area Served	Channel
Swan Reach**	69
Tumby Bay	43
Victor Harbor	34
Waikerie	46
Woomera††	35
Yankalilla**	41
Tasmania	
Acton Road	35
Barrington Valley	31
Bicheno	35
Binalong Bay	38
Burnie	66
Currie†	34
Cygnnet	41
Derby (Tas)	46
Dover	55
Dover South	40
East Devonport	39
Forth*	44
Geeveston	55
Hillwood	46
Hobart	9A
Hobart NE Suburbs	64
King Island	51
Launceston	34
Lileah	9A
Lilydale	46
Maydena	43
Meander	47
NE Tasmania	44
Neika/Leslie Vale*	46
New Norfolk	34
Orford	40
Penguin	60
Queenstown/Zeehan	46
Rosebery	28
Smithton	37
St Helens	28
St Marys	51
Strahan†	40
Swansea	46
Taroona	42
Ulverstone	39
Waratah	39
Wynyard	29

Appendix 12

SBS Digital Television services: Areas served¹ (continued)

Area Served	Channel	Area Served	Channel	Area Served	Channel	Area Served	Channel
Victoria		Melbourne Inner Suburbs**	57	Cocos Islands Home Island ^{††}	42	Perth Coastal**	50
Alexandra	67	Mildura/Sunraysia	28	Coolgardie [†]	40	Port Hedland	6
Alexandra Environs	42	Mitta Mitta [†]	46	Dampier	30	Roebourne	8
Anglesea/Aireys Inlet**	28	Monbulk**	53	Denham [†]	34	Roleystone	40
Apollo Bay*	69	Mt Cowley IBL*	69	Derby	7	Southern Agricultural	29
Bairnsdale	52	Murray Valley	59	Esperance	9	Southern Cross Town	28
Ballarat	43	Myrtleford	58	Exmouth	9	Tom Price	11
Ballarat East*	55	Newborough*	40	Fitzroy Crossing	40	Toodyay	46
Bendigo	28	Nhill	67	Geraldton	42	Two Rocks**	28
Birchip*	69	Ouyen*	51	Halls Creek	9A	Wagin	28
Bonnie Doon	29	Portland	68	Jurien [†]	38	Warburton [†]	46
Boolarra*	51	Robinvale*	51	Kalbarri	10	Wongan Hills [†]	46
Bright	28	Rosebud	57	Kalgoorlie	7	Wyndham	11
Broadford [†]	46	Safety Beach	57	Kambalda	41	External Territories	
Bruthen	46	Selby	50	Karratha	65	Christmas Island Drumsite ^{††}	7
Cann River	46	Seymour	66	Katanning	44	Christmas Island Phosphate Hill ^{††}	35
Charlton*	69	South Yarra	57	Kojonup	48	Christmas Island Rocky Point ^{††}	41
Churchill	51	Tanybryn IBL*	69	Koorda [†]	46	Cocos Islands ^{††}	7
Cobden	68	Tawonga South [†]	28	Kununurra	10		
Cohuna*	59	Terang*	43	Kununurra East	41		
Colac	49	Timboon*	66	Lancelin**	40		
Corryong	35	Trafalgar/Yarragon*	40	Laverton [†]	46		
Eildon	37	Underbool*	69	Leonora [†]	41		
Eildon Town	42	Upper Murray	7	Mandurah/Waroona	40		
Falls Creek [†]	40	Upwey	50	Manjimup	55		
Ferntree Gully	50	Warburton	34	Margaret River	43		
Foster	59	Warracknabeal*	67	Meekatharra	9A		
Geelong**	53	Warrnambool	53	Menzies [†]	41		
Genoa	35	Warrnambool City	68	Merredin	48		
Goulburn Valley	36	Waubra [†]	57	Mingenew	47		
Harrietville [†]	46	Western Victoria	7	Moora	39		
Healesville**	34	Wycheproof*	69	Morawa	33		
Hopetoun	31	Wye River**	34	Mount Magnet	9A		
Horsham	49	Yea	37	Mullewa	47		
Howqua*	28	Western Australia		Nannup	28		
Inverloch*	59	Albany	41	Narrogin	55		
Jeeralang/Yinnar South*	51	Augusta	47	Newman	11		
Kiewa	40	Blackstone [†]	46	Ningaloo Lighthouse Resort [†]	48		
Koondrook/Barham*	69	Bridgetown	43	Norseman	47		
Lakes Entrance	58	Broome	9A	Northam	54		
Latrobe Valley	30	Bruce Rock	48	Northampton	47		
Learmonth [†]	57	Bunbury	34	Pannawonica	10		
Lorne*	69	Carnamah	47	Paraburdoo	12		
Mansfield	67	Carnarvon	11	Pemberton	28		
Marysville	34	Central Agricultural	43	Perth	7		
Melbourne	7	Cervantes [†]	48	Perth City**	50		

* Regional Broadcast Australia (RBA) owned transmission site

** TX Australia (TXA) owned transmission site

† self-help retransmission site

†† Government owned retransmission site

1 Channels as at 30 June 2014. SBS's analogue services ceased at the end of 2013 when the Government's digital switchover was completed.

Source

Retransmission data is sourced from the ACMA database of Broadcast Transmitter Licences.

Appendix 13

SBS Analogue Radio services: Areas served

Area Served	Channel
Australian Capital Territory	
Canberra	105.5*
Canberra	105.5
New South Wales	
Balranald†	96.3
Bathurst†	88.9
Batlow†	92.5
Boggabilla†	107.9
Boorowa†	107.3
Brewarrina†	89.7
Broken Hill†	98.1
Cobar†	105.3
Coolamon†	103.1
Cooma (town)†	106.5
Coonabarabran†	92.5
Coonamble†	90.3
Cootamundra†	102.9
Corowa†	90.9
Cowra†	95.9
Culcairn†	91.1
Deniliquin†	107.3
Dubbo (City)†	100.5
Gilgandra†	103.7
Glen Innes†	89.1
Griffith†	92.7
Gulgambone†	93.9
Gulgong†	104.7
Gundagai†	95.1
Gunnedah Town†	103.9
Holbrook†	93.7
Ivanhoe†	102.9
Jerilderie†	91.7
Junee†	98.7
Lightning Ridge†	94.5
Lismore†	98.9
Lithgow†	106.3
Long Flat†	107.9
Menindee†	105.7
Merriwa†	104.3
Moama†	99.7
Mudgee Town†	89.9
Mungindi†	102.3
Murrin Bridge†	104.7
Murrurundi†	100.1
Muswellbrook†	107.7
Narrabri†	92.1
Narrandera†	93.5
Narromine†	101.5

Area Served	Channel
Nimbin†	106.3
Nyngan†	103.9
Oberon†	107.1
Orange†	100.5
Parkes†	101.3
Peak Hill†	100.9
Port Macquarie†	107.7
Quirindi†	96.3
Sydney*	97.7
Sydney	97.7
Tumbarumba†	100.5
Tumut†	94.7
Walcha†	107.7
Walgett†	98.7
White Cliffs†	105.1
Wilcannia†	106.3
Wyalong†	96.1
Young†	98.7
Northern Territory	
Darwin	100.9
Nhulunbuy†	99.7
Queensland	
Airlie Beach†	89.1
Alpha†	102.3
Aramac†	99.7
Ayr†	96.1
Badu Island†	96.9
Bedourie†	102.9
Birdsville†	104.5
Blackall†	103.1
Bollon†	96.3
Boonah†	91.1
Boulia†	101.3
Brisbane	93.3
Cairns (Mt Yarrabah)†	90.5
Canungra†	104.9
Carmila†	89.7
Charleville†	98.5
Clairview†	90.1
Clermont†	103.7
Cloncurry†	106.1
Cow Bay†	99.1
Cunnamulla†	104.5
Daintree†	90.5
Dajarra†	96.5
Dingo Beach†	94.5
Dirranbandi†	95.3
Eidsvold†	104.3

Area Served	Channel
Emerald†	93.1
Eromanga†	89.3
Eulo†	104.9
Glenden†	94.1
Hughenden†	104.3
Hungerford†	104.5
Injune†	102.7
Jericho†	101.7
Kooralbyn†	104.9
Longreach†	101.3
Meandarra†	97.9
Monto†	107.3
Moonford†	90.7
Moranbah†	92.9
Mossman†	95.1
Murray Island Group†	97.7
Muttaborra†	100.5
Nebo†	94.7
Newcastle*	94.7
Port Douglas†	105.5
Proserpine†	90.3
Quilpie†	98.1
Rathdowney†	104.1
Richmond†	106.1
Sapphire†	103.5
Shute Harbour†	106.9
Speewah†	94.3
Springsure†	99.3
St Lawrence†	97.3
Tambo†	103.5
Tara†	90.3
Taroom†	97.3
Thallon†	92.5
Thargomindah†	102.9
Theodore†	102.7
Willows†	99.7
Winton†	103.1
Wondai†	98.9
Wyandra†	92.3
Yowah†	102.5
South Australia	
Adelaide	106.3
Adelaide Foothills	95.1
Coober Pedy†	93.3
Maluku Kuru†	106.5
Naracoorte†	88.7
Renmark†	99.1
Roxby Downs†	92.3

Area Served	Channel
Woomera†	104.9
Wudinna†	100.5
Tasmania	
Hobart	105.7
Queenstown†	93.7
Rosebery†	91.1
Strahan†	94.7
Victoria	
Ballarat (Warrenheip)†	95.9
Bendigo (City)†	95.7
Hamilton†	100.5
Maryborough (Vic)†	104.5
Melbourne*	93.1
Melbourne	93.1
Mildura†	98.7
Morwell†	90.9
Myrtleford†	97.3
Wodonga†	89.5
Wollongong*	89.5
Western Australia	
Bridgetown†	97.3
Broome†	91.7
Coorow†	107.1
Denmark†	106.9
Exmouth†	98.9
Green Head†	100.1
Hopetoun (WA)†	95.7
Merredin†	102.7
Moora†	103.5
Morawa†	93.5
Newman Mining Area C†	103.3
Perth	96.9
Pingelly†	93.9
Ravensthorpe†	94.7
Wandering†	93.7
Westonia†	101.9
Wongan Hills†	106.3

* AM Service

† self-help retransmission

1 Channels as at 30 June 2014.

Source

Retransmission data is sourced from the ACMA database of Broadcast Transmitter Licences.

Appendix 14
SBS Digital Radio services: Areas served

Sydney
Melbourne
Adelaide
Brisbane
Perth
Canberra (trial)

Appendix 15

SBS Television: Advertisers

SBS ONE and SBS 2

20th Century Fox	Bank of Queensland	Carlton United Breweries	Ekornes
99bikes	Bankmecu	Carpet Choice	Elite Appliances
AAMI	Barry Paterson Media	Cartell Music	Eltham Valley Pantry
AB Foods	Bayer Australia	CauseForce	Empire Touring
Actron Air	Beaumont Tiles (Adelaide)	CGU	Energex
Adelaide Central Market	Beaumont Tiles (Brisbane)	Chemist Warehouse	English For Work
Adelaide Fringe Festival	Beaumont Tiles (Melbourne)	Chevron	Enjo
Adidas	Beaumont Tiles (NSW)	Chisholm Institute of TAFE	Ergon Energy
Advanced Hair Studio	Beaumont Tiles (QLD)	Choosi	Essential Ingredient
Age, The	Beaumont Tiles (SA)	Chris O'Brien Lifehouse	Etiihad Airways
AKA	Beaumont Tiles (Sydney)	Christadelphian Gospel	Ettason
Alby Turner & Son Kitchens	Beaumont Tiles (Tasmania)	Proclamation Association	Euro Solar
ALDI	Beaumont Tiles (VIC)	Chrysler	Eventscorp
Alinta Energy	Belgamba Eco Tourism Retreat	Chugg Entertainment	Evergreen Cactus Australia
Alzheimer's Australia	Bellissimo Services	Citibank	Expedia
Amber Tiles	Bendigo Bank	Citroen	Express Solar
Ambition Entertainment	Bet365	City Perth Legal	Ezyline Events
American Express	Betfair	Clarke Security	Falun Dafa Association of
AMP	Bevilles Jewellers	Clive Palmer United	Australia (Vic) Inc
Ancestry.com	Beyond Blue	Australia Party	Falun Dafa Association of
Andrew Jones Travel	Bicycle Express	Clubs NSW	NSW Inc
Animals Australia	Bike Exchange	CMI	Falun Dafa Association of
ANZ Bank	Bing Lee	Coles Express	QLD Inc
APG	Bingle	Coles Financial Services	Falun Dafa Association of
Apple	Birch Carroll and Coyle Limited	Coles Gift Cards	VIC Inc
Apple Computer	Bishops Solicitors	Coles Insurance	Fantastic Furniture
APT Touring	Black Knight Erotica	Coles Orion	Fasham Johnson
ArborCrest	Blue Star Electric	Coles Supermarkets	Federal – Australia Post
Arla Foods	Bluesfest Touring	Collins Food Group	Federal – Australian
Arnotts	BMW Australia	Colonial First State	Electoral Commission
Arrow Energy	Bob Brown Foundation, The	Commonwealth Bank	Federal – Australian
Art Gallery of Western Australia	Bob Jane	Conci Furniture	Taxation Office
Ashley & Martin	Boehringer	Continnence Foundation	Federal – DBCDE
Asia Travel Communications	Bond University	of Australia	Federal – DEEWR
Asics	Borg Brothers Funerals	CPA Australia	Federal – Dept
ASPIA	Boystown	Crazy Domains	of Communications
AstraZeneca	Breville	Crown	Federal – Dept of Defence
ATA	Britz N Pieces	Crown Perth	Federal – Dept of Foreign
Audi	Broadway Homes	CUA	Affairs & Trade
Aurora Energy	Brookland Valley	Curtin University	Federal – Dept of Health &
Austral Piano World	Brown Forman	Customer Owned	Aged Care
Australian Cancer	Brutale Restaurant	Banking Association	Federal – Dept of Immigration
Research Foundation	BT Financial	Dainty Consolidated	& Citizenship
Australian Football League	Buderim Ginger Retail	Entertainment	Federal – Dept of Justice &
Australian Greens, The	Budget Direct	Dave Potter Honda	Attorney General
Australian Health Management	Bulla	Dealmax	Federal – DIICSRTE
Australian Labor Party	Bunnings Warehouse	Defence Bank	Federal – FaHCSIA
Australian Meat &	Bupa Australia Health	Delphi Bank	Federal – National Preventative
Livestock Corporation	Calypso Mangoes	Demir Leather	Health Agency
Australian	Camera House	Destination NSW	First National Real Estate Borg
Pensioners Insurance	Cancer Council WA	Diageo	& Associates
Australian	Cappo Seafood	District Aborigines Co-Op	FKP Properties
Philharmonic Orchestra	Capricorn Motors	Diversified Exhibitions	Flight Centre
Australian Piano Fair	Captain Choice Tours	Dr Oetker	Flutes
Australian Scholarship Group	Caravan & Camping Industries	Dreamland	Fonterra
Australian Solar Council	Association of SA	Duo Glass	Ford
Aztec	Caravan Trade Industry	Dyson Appliances	Ford Dealers
International Entertainment	Association Victoria	Ebay	Forest & Wood
Babylove	Care Super	Eftpos	Products Australia
Bamboozle		eHarmony	Foxtel
			Fred Hollows Foundation

Appendix 15

SBS Television: Advertisers (continued)

Fridge & Washer City	Infiniti	Lucky Lotteries	NSW Dept of Health
Friedman Lurie Singh & D'Angelo	ING Direct	Mannix Air	NSW Fire & Rescue NSW
Frontier Touring Company, The	Innovative Hair Loss Solutions	Mars	NSW Lotteries
Garvan Institute	Instant Response Marketing	Massel	NSW National Disability Service
Gavin Ross & Co	Instant Scratch-Its	Mastercard	NSW Nurses Association
GE	Institute of Urban Indigenous Health	Masterfoods	NSW Taronga Zoo
General Mills	InsuranceLine	Mattel	NSW Transport For NSW
General Store	Intrepid Travel	Mazda	NTEU
Get Up	Invocare	McDonalds	Officeworks
Gift Abroad QLD	Ivusu Mu-X	McLernons	Officeworks Orion
GlaxoSmithKline	iVoisys	Meals On Wheels SA	Open Training Institute
GMF Health	J Farren Price	Médecins Sans Frontières	Open Universities
Gold Coast International	Jackwelg	Medibank	Opera Australia
Marine Expo	Jag Kitchens	Melbourne Hot Rod Show	Optical Superstore, The
Golden Casket	Jalna Dairy Foods	Melbourne Museum	Optus
Goldfields Cyclclassic	James Cook University	Melbourne Rebels	Origin Energy
Good Guys, The	Jarvis Ford	Melbourne Star	P&O
Google	Jarvis Subaru	Melbourne Symphony Orchestra	Pacific Brands
Gourmet Gardens	Jemena Gas Works	Mentally Healthy WA	Palamino Plastic Products
Grant Burge	Jetset Travel Group	Mercedes Benz	Paramount Pictures
Gravia Media	Jetstar	Mercedes Benz Adelaide	Parmalat
GraysOnline	Juicy Isle	Mercedes Benz Melbourne	People's Choice Credit Union
Great Southern Railway	Jura	Mercy Ships	Pepsico
Greater Building Society	Just Car Insurance	Metcash	Persian Palace
Greenpeace	K.M. Smith	Metro Tiles	Personalised Plates Queensland
Greens WA, The	Kathmandu	Microsoft	Perth Racing
Griffith University	Kellogg's	Miele Australia	Peugeot
H&R Block	Kelly Country Factory	Millmaine Entertainment	Pfizer
Harris Scarfe	Kerala Tourism	Mint Kitchens	Pfizer
Harvey Norman	Kia Motors Australia	Mitre 10	Pharmacare
HBF	Kimberly Clark	Mitsubishi Electric	Pizza Hut
Health World Ltd	Kincardine Holdings	Mitsubishi Motors	Plan Australia
Heart Foundation WA	King Furniture	MLC	Plush
Helen Wong's Tours	Kitchen Craftsmen	Mondelez	Police & Nurses
Heritage Bank	Kmart	Motorsports NT	Potato Marketing Corporation WA
Hi Life	Kmart Orion	Mountain Engineering	Powerball
Highgrove Bathrooms	Korean Tourism	MS Society of SA & NT	Precious Metals Sydney
Hitachi	Kraft Foods	MSF	Pregnancy, Babies & Child Expo
Hi-Tec Oils	La Trobe University	Mt Buller	Princess Pictures
Holden	Ladbroses	Murdoch University	Procter & Gamble
Holy Spirit	Land Rover Australia	National Australia Bank	Progressive Direct Insurance
Home Timber & Hardware	Leal Technology	National Gallery Victoria	Property Wizards
Honda	Legacy	Natuzzi	Puig
Hopscotch Films	Leimo	Natuzzi Adelaide	Puma Media
Hostplus	Lexus	Nestle	Punch Media
Hotels Combined	Lexus of Adelaide	New Generation College	Qantas
Hotels.com	LFB Australia	New Town Toyota	QBE
Hungry Jacks	Liberal Party Victoria	Newcastle Permanent	QLD Dept of Communities
Huon Aquaculture Group	Lilydale	News Corporation	QLD Dept of Education Training Association
Hyundai	Lindt	Nike	QLD Dept of Environment & Heritage Protection, National Parks, Recreation, Sport & Racing
IAG	Lion	Nine Live	QLD Dept of Health
Icon Films	Lion Nathan	Nissan	QLD Dept of Premier & Cabinet
Iconic, The	Liqui Moly	Nitro Circus	QLD Dept of Treasury & Trade
IGA	Live Nation Global	No Odd Socks	QLD Performing Arts Centre
iGlobe	Liverpool City Council	Northern Territory Tourism Commission	QLD Police
iiNet	Local Government Association	NRMA	
Ikea	Local Government Association of QLD	NRMA Motoring & Services	
ILVE	L'Oreal	NSW Art Gallery of NSW	
Impressions Furniture	Lotterywest	NSW Cancer Institute of NSW	
InDepth Cases	Lovehoney	NSW Compensation Lawyers	
Industry Super Funds			

QLD Theatre Company
 QLD Transport
 QM Properties
 Qualify Me
 Queensland Treasury
 Queensland University
 of Technology
 Quit Tasmania
 RAA
 Rabobank
 RAC (WA)
 RACQ
 RACQ Club Membership
 RACQ Insurance
 Radio Rentals
 Rams Home Loans
 Raw Pearls
 Real Insurance
 Rebel Sport
 Recognition
 Red Cross
 Regency Beach Club
 Regency Real Estate
 Renault
 Rentlo
 Retail Food Group
 Ride Bellerive
 Ride To Conquer Cancer
 Rinnai
 Rise Up Australia Party
 Rise Waterfront
 River 2 Reef Ride
 Royal Academy of the Arts
 Rugs A Million
 Rundle Mall
 Management Authority
 Russell Morris
 SA Adelaide Festival Centre
 SA Adelaide Film Festival
 SA Country Fire Service
 SA Dept of Premier & Cabinet
 SA HomeStart Finance
 SA Lotteries Commission
 SA Motor
 Accident Commission
 SA Motor Sport Board
 SA Quality
 Home Improvements

SA Safe Work
 SA State Electoral Office
 SA Tourism Commission
 Salvation Army Sydney
 Salvo Property
 Samsung
 San Remo
 Sanofi
 Save the Children
 Scenic Tours
 Scoot
 Senior's Choice, The
 Sequoia
 Shannons Insurance
 Shaver Shop
 Shell
 Shock Entertainment
 Simplot
 Skoda
 Smith Family
 Smiths
 Snooze
 Sofa Shop, The
 Sony Music
 Sony Picture Releases
 Sony Playstation
 Sound Centre
 Southbank Institute
 of Technology
 Specialty Fashion Group –
 Millers
 Specsavers
 Sportingbet
 St Vincent de Paul
 State Opera South
 Australia, The
 Steadfast
 Stop & Pose
 Straight Smile Centre
 Stratco
 Stuart Alexander
 StudioCanal
 Subaru
 Subway
 Sun Rice
 Suncorp
 Suncorp Direct Life Insurance
 Sunnybank Community &

Sport Club
 Sunsuper
 Super A-Mart
 Supercell
 Supercycle
 SureSafe
 Swisse Vitamins
 Sydney Opera House
 Sydney Symphony Orchestra
 SydneySide Media Furniture
 TAB
 TAB Sportsbet
 Target
 Target Orion
 TAS Dept of Premier & Cabinet
 Tatts
 Telstra
 Thule Australia
 Titan Sheds
 TJM Equipped
 Tobin Brothers
 TomWaterhouse.com.au
 Tourism Events QLD
 Tourism Tasmania
 Tourism Victoria
 Toyota
 TPG
 Transmission Films
 TREAC
 TRG
 Trivago GmbH
 TT Line
 Tuff Trucks
 Underground Opera, The
 UNHCR
 Universal Music
 University of Adelaide
 University of Queensland
 University of
 Southern Queensland
 University of Tasmania
 VIC Dept of Education & Early
 Childhood Development
 VIC Dept of Health
 VIC Dept of Human Services
 VIC Dept of Innovation,
 Industry &
 Regional Development

VIC Dept of Justice
 VIC Dept of Premier & Cabinet
 VIC Dept of State
 Development, Business &
 Innovation
 VIC Dept of Sustainability
 VIC Dept of Transport
 VIC Dept of Treasury & Finance
 Victoria's Basement
 Village Roadshow
 Virgin Money
 Visa International
 Vodafone
 Volkswagen Australia
 Volvo
 WA Office of Road Safety
 WA Tourism Commission
 WA Water Corporation
 Walt Disney
 Home Entertainment
 Walt Disney Motion Pictures
 Warner Music
 Warner Village Theme Parks
 Weber Australia
 Webjet
 Western Power
 Westnet
 Westpac
 Wiggle
 Windsor Smith
 Womad
 Woolworths Insurance
 Woolworths Supermarkets
 World Property
 World Vision
 World Wildlife Fund
 Wrigley's
 WSPA
 Yakult
 Yalumba
 Yamaha
 Yellow Pages
 Zinmoto
 Zuji

NITV

Alzheimer's Australia
 Arthur Beetson Foundation
 Australian
 Electoral Commission
 Black Money Enterprises
 Bunurong Healthy
 Lifestyle Team
 Deakin University
 East Journey
 Federal – Dept of Defence
 Federal – Dept of
 Education, Employment &
 Workplace Relations

Federal – Dept of Families,
 Housing, Community
 Services & Indigenous Affairs
 Federal – Dept of Health &
 Aged Care
 Federal – Dept of Industry,
 Innovation, Climate Change,
 Science, Research &
 Tertiary Education
 Federal – Dept of Prime
 Minister & Cabinet
 Indigenous Business Australia
 Melbourne Museum

National Australia Bank
 National Congress
 No Smokes
 NSW Cancer Institute
 NSW Transport for NSW
 QLD Dept of Health
 QLD Dept of Treasury & Trade
 QLD Performing Arts Centre
 Recognition
 Southern Cross University
 St Teresas College
 University of Queensland

VIC Dept of Justice
 VIC Responsible
 Gambling Foundation

Appendix 16

SBS Television: Program sponsors

Program Sponsors: SBS ONE and SBS 2

Program	Sponsors
ADbc	District Aborigines Co-Op
Adriana Lecouvreur	Melbourne Symphony Orchestra
Angelic Voices	Melbourne Symphony Orchestra
Anselm Kiefer: Works and Process	Melbourne Symphony Orchestra
Anthony Bourdain: No Reservations (Series 4)	Massel
Anton Corbijn: Inside Out	Melbourne Symphony Orchestra
Art of Survival, The (Series 1)	NSW Art Gallery of NSW
Art of the Night	Melbourne Symphony Orchestra
Athletics: IAAF World Championships 2013 Highlights	Asics
Australia with Simon Reeve	Great Southern Railway
Bach: A Passionate Life	Melbourne Symphony Orchestra
Barenboim on Beethoven	Melbourne Symphony Orchestra
Batteur Du Bolero, Le	Melbourne Symphony Orchestra
BB King: The Life of Riley	Melbourne Symphony Orchestra
Bears of The Last Frontier	Subaru
Beauty of Maps, The	Melbourne Symphony Orchestra
Becoming Traviata	Melbourne Symphony Orchestra
Better Man Compilation	Ancestry.com
Black Book	Vic Dept of Treasury and Finance
Bloody Daughter	Melbourne Symphony Orchestra
Britten: The Final Chapter	Melbourne Symphony Orchestra
Bronzino: Restoring Genius	Melbourne Symphony Orchestra
Bureau 06	Defence Bank
Caroline Quentin: A Passage Through India	Ancestry.com Subaru
Cendrillon	Melbourne Symphony Orchestra
Chopin Piano Music: 48 Etudes and Preludes	Melbourne Symphony Orchestra
Chopper	Walt Disney Motion Pictures
Chroma	Vic Dept of Premier and Cabinet
Churchill's Desert War Compilation	Defence Bank
Classical Destinations (Series 3)	Scenic Tours
Coast Modern	Melbourne Symphony Orchestra
Colouring Light: Brian Clarke an Artist Apart	Vic Dept of Premier and Cabinet
Comedy Bang! Bang!	Betfair
Concert Schonbrunn 2014	Melbourne Symphony Orchestra
Contact	Melbourne Symphony Orchestra
Cycling Central 2013	QBE Skoda Swisse Vitamins

Program	Sponsors
Cycling Central 2014	Chris O'Brien Lifehouse Skoda
Cycling: Amstel Gold 2014	QBE Skoda
Cycling: Criterium Du Dauphine 2014	Skoda
Cycling: Cycling Australia Events 2013	Subaru
Cycling: Cycling Australia Events 2014	Subaru
Cycling: Fleche-Wallonne 2014	Skoda
Cycling: Giro Di Lombardia 2013	Skoda
Cycling: Giro D'Italia 2014 Daily Highlights	QBE Skoda
Cycling: Giro D'Italia 2014 Live Stages	QBE Skoda
Cycling: Jayco Herald Sun Tour 2014	Subaru
Cycling: La Vuelta 2013 Highlights	QBE Skoda
Cycling: La Vuelta 2013 Live Stages	QBE Skoda
Cycling: Launceston Cycling Classic 2013	District Aborigines Co-Op
Cycling: Liege-Bastogne-Liege 2014	QBE Skoda
Cycling: Milan-San Remo 2014	Skoda
Cycling: Paris-Roubaix 2014	QBE Skoda
Cycling: Paris-Tours 2013	Skoda
Cycling: Subaru National Road Series 2014	Subaru
Cycling: The Spin (Series 2)	Subaru
Cycling: Tour Of Beijing 2013	Skoda
Cycling: Tour Of California 2014	Skoda
Cycling: Tour Of Flanders 2014	QBE Skoda
Cycling: UCI MTB World Cup 2014	Subaru
Cycling: UCI Road World Championships 2013	Skoda
Cycling: UCI Track World Championships 2014	Skoda
Cycling: World Ports Classic 2014	Skoda
Dame Aux Camelias, La	Melbourne Symphony Orchestra
Dance on Screen	Melbourne Symphony Orchestra
Daphnis and Chloe	Vic Dept of Premier and Cabinet
Deadlys 2013, The	Melbourne Symphony Orchestra

Program	Sponsors
Derren Brown 2012 (Series 1)	GraysOnline Vic Dept of Premier and Cabinet
Derren Brown an Evening of Wonders	Vic Dept of Premier and Cabinet
Derren Brown Enigma	Vic Dept of Premier and Cabinet
Derren Brown: The Experiments	GraysOnline
Destination Flavour – Japan	Jetstar
Destination Flavour	Gourmet Gardens
Diving Bell and the Butterfly, The	Citroen
Door, The	GraysOnline
Doors: Mr Mojo Risin', The	Melbourne Symphony Orchestra
Eames: The Architect and the Painter	Melbourne Symphony Orchestra
Elvis Costello	Melbourne Symphony Orchestra
Emperor's Secret Garden, The	Melbourne Symphony Orchestra
Ethnic Business Awards 2013	National Australia Bank
Eurovision Quiz Contest 2014, The	Hostplus Renault
Eurovision Song Contest 2014	Hostplus Renault
Eurovision Song Contest Junior 2013	GraysOnline Ride to Conquer Cancer Skoda
Everything and Nothing	Vic Dept of Treasury and Finance
Expedition Wolf	Ancestry.com
Eye Over Prague	Melbourne Symphony Orchestra
Fairytale Castles of King Ludwig II, The	Melbourne Symphony Orchestra
FIFA World Cup 2006: Two Weeks in June	Kia Motors Australia
FIFA World Cup 2014: Best of	Fed Dept of Defence Kia Motors Australia
FIFA World Cup 2014: Daily Highlights	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
FIFA World Cup 2014: FIFA Preview and Review Show	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
FIFA World Cup 2014: Match Focus	Kia Motors Australia
FIFA World Cup 2014: Match of the Day Highlights	Hyundai Kia Motors Australia
FIFA World Cup 2014: Match Replays	Fed Dept of Defence Hyundai Kia Motors Australia Samsung

Program	Sponsors
FIFA World Cup 2014: Matches	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
FIFA World Cup 2014: Morning News	Hyundai Kia Motors Australia Samsung
FIFA World Cup 2014: Opening Ceremony	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
FIFA World Cup 2014: Socceroos Show	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
FIFA World Cup 2014: World Cup Show	Fed Dept of Defence Kia Motors Australia Samsung
FIFA World Cup Classic Matches	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
Finance Segment	Chevron
Food Factory: Supersized	Gourmet Gardens
Food Investigators	Massel
Food Lovers' Guide To Australia	Massel
Food Safari	Gourmet Gardens
Food Safari (Series 2)	Gourmet Gardens
Football 2013-2014: A-League Highlights Show	Hyundai IAG McDonalds NRMA TAB Vic Dept of Treasury and Finance
Football 2013-2014: A-League Live Matches	Ashley & Martin Hyundai IAG McDonalds NRMA TAB TAB Sportsbet Vic Dept of Treasury and Finance
Football 2013-2014: Thursday FC	Hyundai IAG McDonalds NRMA TAB Vic Dept of Treasury and Finance
French Food Safari	VIC Dept of Transport
Freud's Naked Truths	Melbourne Symphony Orchestra

Appendix 16

SBS Television: Program sponsors (continued)

Program	Sponsors
Full Brazilian, The	Fed Dept of Defence Hyundai Kia Motors Australia Samsung
G * Wars (Series 1)	Ride To Conquer Cancer Skoda
Gerhard Richter: Painting	Melbourne Symphony Orchestra
Girl Rising	World Vision
Go Back To Where You Came From (Series 2)	World Vision
Good Son, The	Village Roadshow
Gourmet Farmer (Series 2)	Pharmacare
Gourmet Farmer (Series 3)	Miele Australia
Grand Tours of Scotland (Series 1-3)	Subaru
Gregory Crewdson: Brief Encounters	Vic Dept of Premier and Cabinet Melbourne Symphony Orchestra
Head-On	GraysOnline
Heston's Fantastical Food	Brookland Valley Coles Supermarkets Harvey Norman
Heston's Feasts (Series 2)	Ancestry.com ILVE Simplot Subaru
Hidden Life of Masterpieces – Rembrandt, The	Vic Dept of Premier and Cabinet
History of Ancient Britain: Orkney's Stone Age Temple	Ancestry.com
Hugh Laurie : Copper Bottom Blues	Melbourne Symphony Orchestra
Hunting and Gathering	Citroen
I Bought a Rainforest	Vic Dept of Treasury and Finance
I.M. Pei: Building China Modern	Melbourne Symphony Orchestra
Ice Music: The Sound of the North	Melbourne Symphony Orchestra
Idris Elba: King of Speed	South Australian Tourism Commission
Il Trittico	Melbourne Symphony Orchestra
In Search of Haydn	Melbourne Symphony Orchestra
Iron Chef, The	Breville
Italian Food Safari	Harvey Norman Pharmacare
Italy Unpacked	Carlton United Breweries
James Rhodes: Piano Man	Melbourne Symphony Orchestra
Jane Austen: The Unseen Portrait?	Melbourne Symphony Orchestra
Jean-Michel Basquiat	Melbourne Symphony Orchestra
Jerome Robbins' NY Export: Opus Jazz	Melbourne Symphony Orchestra
Jeselnik Offensive, The	Betfair

Program	Sponsors
Jess Mauboy's Road to Eurovision	Hostplus Renault
JFK	Ancestry.com Village Roadshow
Jonathan Phang's Gourmet Express	Glaxo Smithkline VIC Dept off Transport
Kathleen Ferrier	Vic Dept of Premier and Cabinet
Katia Kabanova	Melbourne Symphony Orchestra
Lang Lang: Liszt Now	Melbourne Symphony Orchestra
Lang Lang: The Art of Being a Virtuoso	Melbourne Symphony Orchestra Vic Dept of Premier and Cabinet
Lantana	Walt Disney Motion Pictures
Legally Brown	Betfair
Lenny Henry: Finding Shakespeare	Melbourne Symphony Orchestra
Lily Cole's Art Matters	Melbourne Symphony Orchestra
Looking for Picasso	Melbourne Symphony Orchestra
Luke Nguyen's France	APT Touring Harvey Norman Volvo
Luke Nguyen's Greater Mekong	Harvey Norman ILVE Simplot Subaru
Luke Nguyen's Memories of the Mekong	APT Touring
Luke Nguyen's Vietnam (Series 2)	Gourmet Gardens
Made in Hollywood	Melbourne Symphony Orchestra
Madhur Jaffrey's Curry Nation	Simplot
Magical Mystery Tour Documentary	Vic Dept of Premier and Cabinet
Mahler 9: Lucerne Festival Orchestra	Melbourne Symphony Orchestra Vic Dept of Premier and Cabinet
Make Me ...	Subaru
Man Who Shot Beautiful Women, The	Melbourne Symphony Orchestra
Maurizio Pollini: A Musical Profile	Melbourne Symphony Orchestra
Mel Brooks: Make a Noise	Melbourne Symphony Orchestra
Mexican Fiesta with Peter Kuruvita	Melbourne Museum Volvo
Microtopia	Melbourne Symphony Orchestra
Milos Forman Taking Off In America	Melbourne Symphony Orchestra
Motor Sport: Dakar Rally 2014	Isuzu Mu-X Yamaha
Munch 150	Melbourne Symphony Orchestra
Music in the Air	Vic Dept of Premier and Cabinet
My Afternoons with Margueritte	Citroen
My Family Feast	Gourmet Gardens

Program	Sponsors
My Father and the Man in Black	Melbourne Symphony Orchestra
My Sri Lanka with Peter Kuruvita	Gourmet Gardens
Mythbusters (Series 7)	Dainty Consolidated Entertainment Hostplus Subaru
Neighbour, The	Vic Dept of Premier and Cabinet
Netball: ANZ Championship 2013	San Remo
Netball: Test Matches 2013	San Remo
New Year's Day Concert 2013	Vic Dept of Premier and Cabinet
New York: 20,000 Trees Under the Skyline	Melbourne Symphony Orchestra
Nina Conti: A Ventriloquist's Story	Melbourne Symphony Orchestra Vic Dept of Premier and Cabinet
Notre Dame De Paris	Melbourne Symphony Orchestra
Observer Effect, The	Ancestry.com Subaru
Oldboy	GraysOnline
One for the Road	Citroen
Opera Stories	Melbourne Symphony Orchestra Vic Dept of Premier and Cabinet
Otello	Melbourne Symphony Orchestra
Passione: A Musical Adventure	Melbourne Symphony Orchestra
Patience After Sebald	Melbourne Symphony Orchestra
Photo	Vic Dept of Premier and Cabinet
Piaf's Secret Story	Melbourne Symphony Orchestra
Piano Notes	Melbourne Symphony Orchestra
Piet Mondrian	Melbourne Symphony Orchestra
PopAsia TV 2013 (2 hr)	Korean Tourism
PopAsia TV 2013 (30 min/60 min)	Korean Tourism Mt Buller
PopAsia TV 2014 (2 hr)	Mercedes Benz Melbourne Mt Buller
Produced by George Martin	Melbourne Symphony Orchestra
Rabbit Proof Fence	Walt Disney Motion Pictures
Real Inglorious Bastards, The	Defence Bank
Rectify	BMW Australia
Rendez-Vous, Le	Melbourne Symphony Orchestra
Rise and Fall Of Versailles, The	Subaru
Rockwiz (Series 11)	Subaru
Rolling Stones: Sweet Summer Sun Hyde Park Live	Melbourne Symphony Orchestra
Rubinstein by the Rubinsteins	Melbourne Symphony Orchestra
Russia: A Journey with Jonathan Dimbleby	Ancestry.com
Salome	Melbourne Symphony Orchestra
San Remo Song Festival 2014	Melbourne Symphony Orchestra

Program	Sponsors
Scheherazade	Melbourne Symphony Orchestra
Season at the Juilliard School New York	Melbourne Symphony Orchestra
Secret History Of Our Streets	Ancestry.com
Secret of the Violin, The	Melbourne Symphony Orchestra
Sensation: The Story of the Who's Tommy	Melbourne Symphony Orchestra
Sex, Party and Lies	GraysOnline
Shine	Walt Disney Motion Pictures
Simon Schama: Shakespeare and Us	Vic Dept of Premier and Cabinet
Speedweek 2013	High Tec Oils
Speedweek 2014	High Tec Oils Liqui Moly Parmalat
Sphinx	Citroen
SPL	GraysOnline
Springsteen and I	Shock Entertainment
State of the Game: Ange Postecoglou	Bet365
Steve Schapiro, An Eye on American Icons	Melbourne Symphony Orchestra
Strip the City (Series 2)	South Australian Tourism Commission
Sutra	Melbourne Symphony Orchestra
Sydney Gay and Lesbian Mardi Gras 2014	Beyond Blue Procter & Gamble
Tadao Ando: From Emptiness to Infinity	Melbourne Symphony Orchestra
To Paint or Make Love	Citroen
Too Young to Die	Melbourne Symphony Orchestra
Toughest Place To Be A ... (Series 2)	Subaru
Tour De France 2013 Daily Highlights	Colonial First State QBE Skoda Swisse Vitamins
Tour De France 2013 Daily Updates	Colonial First State QBE Skoda Swisse Vitamins
Tour De France 2013 Extended Highlights	Colonial First State QBE Skoda Swisse Vitamins
Tour De France 2013 Live Stages	Ancestry.com Colonial First State QBE Skoda Swisse Vitamins
Tree of Life, The	Vic Dept of Treasury and Finance
Tropfest Australia 2013	Volkswagen Australia

Appendix 16

SBS Television: Program sponsors (continued)

Program	Sponsors
Tropfest TV 2013	GraysOnline
Turn of the Screw	Melbourne Symphony Orchestra
Twiggy: The Face of the 60s	Melbourne Symphony Orchestra
Two Greedy Italians	Carlton United Breweries
Two Greedy Italians (Series 2)	Carlton United Breweries
Tyson	Village Roadshow
UEFA Champions League 2013-2014 Highlights	Bet365
UEFA Champions League 2013-2014 Live Matches	Bet365
UEFA Champions League 2013-2014 Magazine	Bet365
UEFA Europa League 2013-2014 Live Matches	Bet365
UEFA Super Cup 2013	Bet365
Ugly Beauty	Melbourne Symphony Orchestra
Up to the Sky (Series 2)	Melbourne Symphony Orchestra
Venice 24 / 7	Subaru
Verdi Requiem	Melbourne Symphony Orchestra
Vikings (Series 2)	Dainty Consolidated Entertainment Volvo
Visual Language of Herbert Matter, The	Melbourne Symphony Orchestra

Program	Sponsors
Walking Dead, The	Steadfast
Warhorse: The Real Story	Defence Bank
What Is Beauty?	Melbourne Symphony Orchestra
Who Do You Think You Are? (Series 1)	Ancestry.com
Who Do You Think You Are? (Series 5)	Ancestry.com
Who Do You Think You Are? (Series 5.2)	Ancestry.com
Who Do You Think You Are? (Series 8)	Ancestry.com NRMA Subaru
Who Do You Think You Are? (Series 9)	Ancestry.com
William S. Burroughs: A Man Within	Melbourne Symphony Orchestra
Woman Who Wasn't There, The	Village Roadshow
Woodmans, The	Melbourne Symphony Orchestra
World After Stonehenge, The (Series 1)	Ancestry.com
World War 2: The Last Heroes (Series1)	Defence Bank
World's Top Paintings with Tim Marlow, The	Melbourne Symphony Orchestra Vic Dept of Premier and Cabinet

Program Sponsors: NITV

Program	Sponsors
Festival of Indigenous Rugby League 2014	Department of Prime Minister & Cabinet Transport for NSW
Koori Knockout 2013	Transport for NSW
The Marngrook Footy Show 2013	Australian Football League (AFL) Beyond Blue Limited

Appendix 17

SBS Online: Advertisers

20th Century Fox	Federal – Dept of Education, Employment & Workplace Relations	Mercer	Symingtons
Abbotts	Federal – Dept of Foreign Affairs & Trade	Mercy Ships	TAB
Actegy Health	Federal Government	Michelin Australia	Telstra
Adap.TV	Ferrero Australia	Mitsubishi Electric	Thai Airways International
AKA	Ferrero Rocher	Momentum Energy	Thule Australia
American Express	FetchTV	MS Society of SA & NT	Tour Down Under
Amy Gillett Foundation	Fisher & Paykel	Mt Buller	Tourism Events QLD
Amyson	Forestry & Wood Products Australia	Multicultural Communication Service NSW	Tourism Queensland
Animals Australia	Foxtel	Multyflex	Tourism WA
ANZ Bank	Fred Hollows Foundation	NAPWA	Transmission Films
APT Touring	GE Corporate	Natuzzi	Travel4Football
Art Centre Melbourne	Global Multimedia LLC	Nespresso	Tube Mogul
Art Gallery of NSW	Google AdSense	Nestle	UNHCR
Ashley & Martin	Google Ireland	Nike	Uni High
Austral Piano World	Grant Burge	Nissan	Universal Music
Australia Gold & Silver Exchange	Hachette	NRMA	Universal Sony
Australian Brandenburg Orchestra	HBFB	NSW Multicultural Health Communication Service	University of Queensland
Australian National University	Heineken	NT Tourism	Victorian Government
Aztec International Entertainment	Heritage Bank	Oakley	Videology
Bank of Queensland	Hesta	O'Brien	Village Cinemas
Bicycle Network Victoria	Hi Gloss Entertainment	Optus	Vintage Cellars
Bicycle Victoria	Holden	Palace Cinemas	Vitaco
Bing Lee	Hopscotch Films	Palace Entertainment	Vodafone
BMW Australia	Host Plus	Parramasala	Volvo
Bosch	Hotels.Com	Paramount Pictures	WA Opera
Brookland Valley	Hyundai	PennyTel	Walt Disney Motion Pictures
Burberry	IAG	Pfizzner Furniture (Nercoba)	Warner Bros
Cadreon	Icon Films	Pinnacle Films	Western Union
Camera House	Infiniti	Prada	Westpac
Cancer Council NSW	ISF	Public Transport Victoria	Wiggle
Cancer Council SA	ISN	Puig	Woolworths
Cancer Council WA	Isuzu Mu-X	Puma Media	Wotif Group
Care Super	iVoisys	Qantas	Yamaha
Centro Property Management	Johnnie Walker	QBE	
Chemmart Pharmacy	JTG Intrepid	Queensland Government	
Chugg Entertainment	Kia Motors Australia	Renault	
Citroen	Kikkoman	Retail Food Group	
CMC Markets	King Furniture	Rise Waterfront	
Coles	La Trobe University	Roadshow Films	
Colonial First State	Land Rover Australia	Rubicon	
Connoisseur	Lion	SA HomeStart Finance	
Conquer Cancer	Lion Nathan	SA State Opera	
CUA	Lite n' Easy	SA Tourism Commission	
Curious Distribution	Madman Entertainment	Samsung	
Curtin University	Magellan	Scotts	
Danone	McCain	Skoda	
Devondale	McDonalds	Smartraveller	
Direct Flights International	Me Bank	Sony Australia	
Dr Oetker	Medibank	Sony Music	
Dyson Appliances	Melbourne Museum	Spalding	
eBay	Melbourne Symphony Orchestra	Sun Rice	
Eftpos	Menarini	Suncorp	
Ekornes	Menarini's Rejuvenail	Sunnybank Community & Sport Club	
Eros	Mercedes Benz	Sunsuper	
Essential Ingredient		Swisse Vitamins	
Federal – Australian Electoral Commission		Sydney Theatre Company	
		SydneySide Media Furniture	

Appendix 18

SBS Radio: Advertisers

5 Star Coffee And Nuts	Duracell	Japanese Welfare Association of Victoria	Sanford Legal
Alevi Community Council of Australia Inc	Dutch Shop, The	Jasmine Lodge	Save & Deliver Pharmacy Liverpool
All World Travel	DutchCare	Kaah Money Transfer	SBS In House
Ambassador Coffee	Energy & Water Ombudsman NSW	Korean Tourism	Scoot
American Superstars Entertainment	Etihad Airways	Lalisse	Selective Scholar
Amyson	Excellent Coaches	Lebara	SGMC International
Anatolia Cultural Centre	Fed – Australian Tax Office	Lee Pharmacy	Sheila Baxter Training Centre
Anatolian Arts	Fed – Australian Electoral Commission	Life Saving	ShineTown Telecom
Arts Centre Melbourne	Fed – Australian Securities Investment Commission	Live Nation Global	Singapore Airlines
Art Gallery of NSW	Fed – Dept of Broadband, Communications & the Digital Economy	Liverpool Night Market	Slavic Baptist Church
Asian Aid Organisation	Fed – Dept of Defence	Lucky Asian	So Good Trading
Aussia Australia	Fed – Dept of Education, Employment & Workplace Relations	Master Creations Denture Clinic	St George Bank
Aussia Pharmaceuticals	Fed – Dept of Families, Housing, Community Services & Indigenous Affairs	Masterton Homes	St George Migrant Resource Centre
Austral Piano World	Fed – Dept of Foreign Affairs & Trade	Mercy Ships	Studylink International
Australia DL Corporate	Fed – Dept of Health & Aged Care	MN Compensation Lawyers	Stunning Beauty & Nails
Australian Football League	Fed – Dept of Immigration & Citizenship	Mobile Link	Sydney Opera House
Australian Indian Innovations Inc	Fed – Dept of Industry, Innovation & Climate Change	MoneyGram	Synergy & Taikoz
Australian Labor Party	Federal Election Candidate – Andrew Nguyen	MTC Australia	Tattslotto
Avesta Migration Services	Federal Election Candidate – Chris Bowen	Myer	Telstra
AV Jennings Properties	Federal Election Candidate – Jason Clare MP	National Disability Services	Thanh Nga
B&B Gowell	Financial Ombudsman Service	Navitas Professional	Thanh Tung Nguyen
Bank of Valletta	First National Real Estate Borg & Associates	Nestle	Thao Nguyen Pharmacy Footscray
Beijing Tong Ren Tang Australia	First One Australia	Nhan International Export & Import	Theng's Pharmacy
Better Value Pharmacy	Freedom Hearing	Novosti Australia	TilesLinks
Betty Baltna Grocery	Gadallah & Co	NRMA	Top Tours & Travel
Beville	Galaxy Entertainers Pty Ltd	NSW Department of Health	TVB Australia
Beyond Blue	Galaxy Import & Export Co	NSW Environmental Protection Authority	United Vietnamese Buddhist Congregation of Canberra, The
Blue Star Air Conditioning	Gallop Import & Export	NSW Multicultural Health Communication Service	UPC College
Boris Cherkasski	Gift Abroad QLD	NSW Rural Fire Service	V N International Trading
Bravo Events	Global Ensemble	NSW Transport for NSW	VBN Finance
BreastScreen Victoria	Grand Pearl Chinese Seafood Restaurant	NSW Transport Roads & Maritime Services	VeeTel
Brimbank City Council	Green Engineering	NSW Trustee & Guardian	VIC Dept of Education & Early Childhood Development
Cancer Council Victoria	Grosvenor Private Wealth	Oasis Griffiths Coffee	VIC Dept of Justice
Cancer Institute NSW	Harvey Norman	Oceanlink Transport Services	VIC Dept of Premier & Cabinet
Cam Fat Trading Co	Healthdirect Australia	OKNetTV	VIC Dept of State Development, Business & Innovation
Centro Property Management	Hoa Hung Tofu	Orbis Express	VIC Dept of Sustainability
Centro Property Management Victoria	Hoa Mai Association in Australia Incorporated	Oriental Merchant	VIC Dept of Transport, Planning & Local Infrastructure
Ceylon Exchange	Hoa Thuan Pty Ltd	Oz2China	VIC Environment Protection Authority
Chau Pharmacy	Home Plus Finance	Palliative Care Australia	VIC Essential Services Commission
Chinmaya Mission	Home789	Parker Brent	VIC Linking Melbourne Authority
City Recital Hall	Hua Kien-Fat Trading	ParkTrent	VIC Responsible Gambling Foundation
City West Water	Human Appeal International	Parmalat	VicRoads
Concord International Trading	Icontact Optometrist	Parramasala	VIC Transport Accident Commission
Cong Thanh Noodles	Illawarra Shoalhaven LHD	Pendle Hill Travel	Vietnamese Movie Imperial Marketing
Cong Thanh Money Transfer	Indofood	Perisher	Vodafone
Connect TV	Instant Scratchies	Peter Warren Automotive	Western Union
Continence Foundation of Australia	Ironfish	Peter Warren Peugeot	Winho Trading Co
Crickets Australia	iVoisys	Pho House	Woolworths
Crown Casino	Ivy Real Estate	Pinnacle Health Clinic	Zoos Victoria
Crystal Fountain Chinese Restaurant		Q&N	
Cultural Perspectives		Qantas	
Deakin University		Quang Duc Buddhist Monastery	
Destination NSW		Queenie Group Home Loans	
Diabetes Australia Victoria		Ravenswick Antiques	
Digicel Pacific Resources		Rebel Sport	
Direct Flights International		Regency Real Estate	
District Aborigines Co-Op		Rinnai	
Diverse Communications		Rockman (Australia)	
Dragon Home Loans		Royal Melbourne Show	

Appendix 19
SBS Sponsorships

Corporate
Antenna Documentary Film Festival
Australian Ballet
Australian Directors Guild
Australian Writers' Guild
Bangarra Dance Theatre
Doc Week
M.S. Sydney to the Gong Ride
SBS Youth Orchestra
Screen Producers Association of Australia
Sydney Opera House
Walkley Awards for Excellence in Journalism
SBS Food
Melbourne Food and Wine Festival

SBS Film
French Film Festival
Indian Film Festival
Japanese Film Festival
Openair Cinemas
Spanish Film Festival
SBS Radio
Australian of the Year Awards
Cabramatta Moon Festival
Chand Raat
Chinese New Year 2013 (Sydney)
Chinese New Year 2013 (Hurstville)
Diwali (Melbourne)
Diwali (Sydney)
Haldon Street Festival (Sydney)
India Australia Friendship Fair (Sydney)
Shahrukh Khan
Viva Victoria

Appendix 20

SBS Radio: Outside broadcasts

SBS Radio

Date	Event	Main Language Communities
25 July 2013	German Day Out	German
10 August 2013	Chand Raat Eid Festival	Punjabi, Hindi, Urdu, Pashto
17 August 2013	Election Exchange – Vietnamese	Vietnamese
18 August 2013	Multicultural Eid Festival	Arabic, Urdu
24 August 2013	Haldon Street Festival Election Exchange – Arabic	Arabic
25 August 2013	India Australia Friendship Fair	Indian Languages
30 August 2013	Election Exchange – Cantonese	Cantonese
10-11 September 2013	Indonesian Festival	Indonesian
15 September 2013	Cabramatta Moon Festival	Vietnamese
15 September 2013	Brazilian Ritmo Festival	Portuguese
21-22 September 2013	Chilean & Latin American Festival	Spanish
21 September 2013	Mid-Autumn Moon Festival	Cantonese, Mandarin
15 September 2013	Mexican Festival	Spanish
28 September 2013	Indonesian Festival	Indonesian
17 October 2013	Deepavali @ Martin Place	Indian Languages
26 October 2013	Deepavali Festival	Indian Languages
27 October 2013	Norton Street Italian Festa	Italian
26 October 2013	Diwali Festival of Lights	Punjabi, Hindi
27 October 2013	Diwali Fair	Punjabi, Hindi
3 November 2013	Egyptian Festival	Arabic
16 November 2013	Pacific Unity Festival	Samoan, Fijian, Indigenous Languages
16 November 2013	West African Festival	African, Swahili
17 November 2013	Polish Christmas @ Federation Square	Polish
1 December 2013	Polish Christmas Festival	Polish
7 December 2013	African Football Tournament	Swahili, Somali, Dinka, Other African Languages
17 January 2014	A-League: Melbourne Heart v Newcastle Jets	General
18 January 2014	Chinese New Year Festival	Mandarin, Cantonese
19 January 2014	Tet Festival	Vietnamese
24 January 2014	City of Sydney Chinese New Year Launch	Cantonese, Mandarin

Date	Event	Main Language Communities
24 January 2014	Chinese New Year Markets	Cantonese, Mandarin
25 January 2014	Lunar New Year Festival	Vietnamese
31 January 2014	A-League: Melbourne Heart v Sydney FC	General
1 February 2014	Lunar New Year Festival	Cantonese, Mandarin, Vietnamese
1 February 2014	Chinese New Year Festival	Cantonese, Mandarin
1 February 2014	Slavic Pancake Festival	Russian
2 February 2014	Chinese New Year Festival	Mandarin, Cantonese
2 February 2014	Tet Festival	Vietnamese
2 February 2014	Lunar New Year Twilight Parade	Cantonese, Mandarin
7 February 2014	Tet Festival	Vietnamese
8 February 2014	Tet Festival	Vietnamese
8 February 2014	Antipodes Festival	Greek
8 February 2014	Lunar New Year Festival	Mandarin, Cantonese
9 February 2014	Greek Glendi	Greek
15 February 2014	Chinese New Year Festival	Cantonese, Mandarin
21 February 2014	A-League: Central Coast Mariners v Wellington Phoenix	General
22-23 February 2014	Sydney Greek Festival	Greek
9 February 2014	Lunar New Year Dragon Boat Races	Cantonese, Mandarin
26 February 2014	Asian Cup 2015: Western Sydney Wanderers v Ulsan Hyundai	General
1 March 2014	Anatolian Turkish Festival	Turkish
2 March 2014	Russian Festival	Russian, Other Balkan Languages
8 March 2014	Moomba	General
14 March 2014	A-League: Sydney FC v Brisbane Roar	General
14 March 2014	Farsi/Persian Fair	Farsi, Persian
15 March 2014	Africultures Festival	Amharic, Other African Languages
16 March 2014	Thai Festival	Thai, Lao, Hmong
15 March 2014	Ventana Fiesta Festival	Spanish
16 March 2014	Antipodes Festival	Greek
16 March 2014	Carnival of Cultures	General

Appendix 20

SBS Radio: Outside broadcasts (continued)

Date	Event	Main Language Communities
16 March 2014	Bairro Portuguese Food & Wine Fair	Portuguese
17 March 2014	Mandarin Great Debate	Mandarin
19 March 2014	Asian Cup 2015: Western Sydney Wanderers v Kawasaki Frontale	General
22 March 2014	Afro Latino Festival	Spanish, Portuguese, Amharic, Somali, Swahili
23 March 2014	Passar Turkish Festival	Turkish
23 March 2014	Viva Victoria Multicultural Festival	General
31 March 2014	Farsi/Persian New Year's Day	Farsi, Persian
11 April 2014	A-League: Newcastle Jets v Adelaide United	General
6 April 2014	Swiss Festival	German, Swiss
13 April 2014	Chithirai Thirunaal (Tamil New Year)	Tamil
26 April 2014	Boishakhi Mela (Bengali New Year)	Bangla
17 May 2014	Korean Festival	Korean
31 May 2014	Streets Alive & Parade Day (including Africa Day)	African languages
1 June 2014	Campsie Food Festival	Korean
13 June 2014	Supanova	General

SBS Radio – FIFA World Cup Events

Date	Competing Countries		Broadcast Language	Venue
26 May 2014	Australia	South Africa	English	Sydney Olympic Park
13 June 2014	Brazil	Croatia	Portuguese	Margaritaville, Darling Harbour
14 June 2014	Chile	Australia	Spanish	Margaritaville, Darling Harbour
15 June 2014	Colombia	Greece	Greek	Nugas Club, Hawthorn
15 June 2014	Colombia	Greece	Greek	The Enmore Theatre
15 June 2014	England	Italy	Italian	Italian Forum, Leichhardt
15 June 2014	Colombia	Greece	Greek	Vanilla Bar, Oakleigh
17 June 2014	Germany	Portugal	German	Hofbräuhaus, Melbourne
18 June 2014	Russia	Korea	Korean	Hyundai Fan Park
18 June 2014	Russia	Korea	Korean	Tosuga Restaurant, Homebush
20 June 2014	Japan	Greece	Greek	Vanilla Bar, Oakleigh
21 June 2014	Italy	Costa Rica	Italian	The Fraternity Club, Fairy Meadow
21 June 2014	Honduras	Ecuador	Spanish	Hyundai Fan Park
21 June 2014	Italy	Costa Rica	Italian	Italian Chef, South Yarra
22 June 2014	Argentina	Iran	Spanish	The Roxy, Parramatta
22 June 2014	Argentina	Iran	Spanish	Cheers Bar, Sydney
23 June 2014	Korea	Algeria	Korean	Hyundai Fan Park
23 June 2014	USA	Portugal	Portuguese	Canterbury Hurlstone Park RSL
24 June 2014	Australia	Spain	Spanish	Margaritaville, Darling Harbour
24 June 2014	Croatia	Mexico	Croatian	King Tom Club, Sydney
27 June 2014	Portugal	Ghana	Portuguese	Copacabana International, Fitzroy
27 June 2014	USA	Germany	German	Löwenbräu Keller, Sydney
27 June 2014	Korea	Belgium	Korean	Hyundai Fan Park
28 June 2014	Brazil	Chile	Spanish	Margaritaville, Darling Harbour
28 June 2014	Colombia	Uruguay	Spanish	Margaritaville, Darling Harbour
29 June 2014	Netherlands	Mexico	Dutch	Pyrmont Bridge Hotel
30 June 2014	Mexico	Holland	Dutch	Portland Hotel, Melbourne
30 June 2014	Greece	Costa Rica	Greek	Portland Hotel, Melbourne

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This index is to assist readers locate the information required by the Commonwealth Authorities and Companies Act 1997 (CAC Act), the Special Broadcasting Service Act 1991 and other applicable legislation.

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Andrew Quilty (pages 6, 33, 43)
 Sam Whiteside - Voena (pages 31, 64)
 Giles Park (page 12)
 Francesca Rizzoli (page 63)
 Nicole England – Hassell (pages 52, 55, 57, 74)



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