

Jim Carroll

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Is this data an accurate reflection of your on-air presentation?

We're pleased the report reinforces SBS's leading role in including and representing the diversity of Australia across our news and current affairs. SBS is unique in the Australian media, reflecting the diversity of Australia through the people presenting and telling stories, as well as through the stories we cover.

National Indigenous Television (NITV) – part of the SBS network - was not included in the report but plays a critical role in ensuring First Nations people are front and centre of coverage exploring issues with an Indigenous lens, and bringing those stories to a wider audience.

Currently, all hosts of SBS and NITV news programs are culturally diverse or Indigenous.

Do you collect your own data for on-air cultural diversity?

We have an understanding of the cultural background of our on-air talent, but we do not collect detailed data to profile these staff in this way.

Do you have any goals, targets or quotas to improve cultural diversity?

We are always cognisant of reflecting the diversity of Australia through our coverage. We do not have quotas or targets driving this.

Internally, SBS is focused on ensuring it is an inclusive workplace for all, throughout the organisation, and we have a comprehensive set of goals and initiatives designed to support ongoing improvement.

Is any priority put on cultural diversity in the recruitment of new staff?

Priority is placed on ensuring there are no barriers to candidates from any background throughout the recruitment process. We seek people with an understanding of the broad range of communities we serve, SBS's Charter and unique role, and our editorial approach, which is focused on sharing diverse perspectives.

There are certain positions across SBS which have a specific requirement relating to someone's background or ability, such as language proficiency for an SBS Radio program, or where we have an Indigenous-identified position such as through our news cadetship program.

Is any priority put on cultural diversity in skills development and promotion opportunity?

We have a track record for developing diverse news talent, on and off screen, and play a key role in supporting greater diversity across the sector. We do this in a range of ways, with a strong focus on training and promoting internally.

Do you believe cultural diversity is important in the selection of stories and the way they are reported and presented?

This is at the core of what we do at SBS. We reflect the diversity of Australia on-air and through the stories we cover. Our approach to national and international news is to explore stories from a multicultural and Indigenous angle, connecting with local communities, and sharing those perspectives with all Australians.

Are networks failing audiences by presenting news in a way that doesn't reflect the cultural diversity of Australia?

We're focused on providing news and current affairs that is inclusive of contemporary Australia, that understands and reflects the nuances that make up our nation's diversity, and in doing so, providing all Australians with distinctive and trusted news and current affairs, in service of our Charter.