



ANNUAL REPORT
2004-2005

THE CHARTER OF SBS

The Charter of SBS is contained in section 6 of the *Special Broadcasting Services Act 1991*.

- 6 (1) The principal function of SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
- (2) 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; and
 - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
 - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
 - (d) contribute to the retention and continuing development of language and other cultural skills; and
 - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and
 - (f) make use of Australia's diverse creative resources; and
 - (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.

SBS – Enabling Legislation

SBS was established as an independent statutory authority on 1 January 1978 under the Broadcasting Act 1942. The *Special Broadcasting Service Act 1991* (Cwlth) came into effect on 23 December 1991 and established SBS as a corporation. The Minister responsible is the Minister for Communications, Information Technology and the Arts, Senator, the Honourable Helen Coonan.

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OVERVIEW

The Special Broadcasting Service (SBS) is Australia's multicultural and multilingual national public broadcaster.

With television, radio and online services in English and more than 60 other languages, SBS is the world's only multicultural and multilingual public broadcaster.

SBS Television broadcasts in more than 60 languages, providing the best of world television and innovative local programs that celebrate Australia's diversity. It is watched by more than 7.5 million Australians each week.

SBS Radio is the world's most linguistically diverse radio network, broadcasting in 68 languages to a potential audience of about three million Australians who speak a language other than English in their homes.

SBS Online extends and enhances SBS Television and Radio programming with original content and comprehensive text, video and audio services, including audio streaming in 68 languages.

The radio network began in 1975 with two small radio stations – 2EA in Sydney and 3EA in Melbourne – broadcasting four hours a day in seven and eight languages respectively. The service began as a three-month experiment in multilingual broadcasting confined to Australia's two largest cities. Today, SBS Radio's 13 transmitters broadcast 24 hours a day, seven days a week, on AM and FM frequencies in Sydney and Melbourne and Australia-wide on a national signal that reaches all capital cities and many regional centres.

SBS VISION

Communicating Australia's Living Diversity

SBS Television began in 1980, first in Melbourne and Sydney, and in the following years it was progressively extended throughout the nation. SBS Television's analogue service is delivered via 231 terrestrial transmitters, 234 self-help transmitters and four satellite services. SBS's digital television service, which began in 2001, is delivered via 127 digital transmitters. It includes standard definition and high definition digital services, two SBS digital radio services, the World News Channel, and SBS Essential, an electronic program, news and information guide.

Half of all SBS Television programming is in languages other than English. These programs are accessible to all Australians through SBS produced English language subtitles. With more than 400 international and local program sources, SBS Television draws upon the largest range of source material of any television network in the world.

SBS Online, which began in 1997, continues to build its content and expand its audience. The website, which records about six million page impressions each month, includes on air programming – television and radio – specialist news and sports sites in text, audio and video, as well as original digital content. Audio streaming in 68 languages makes it the most linguistically diverse website in the world. The authoritative World News site and the comprehensive World Game site are among Australia's most visited websites.

CHAIRMAN'S LETTER TO THE MINISTER

Senator, the Honourable Helen Coonan
Minister for Communications, Information Technology and the Arts
Parliament House
CANBERRA ACT 2600

Dear Minister,

This is a milestone year for SBS. Thirty years ago, SBS Radio began broadcasts out of small rented studios in Sydney and Melbourne, and twenty-five years ago these same two cities were the first to receive the inaugural signals of SBS Television. Today, our radio service is listened to by almost a million Australians nationwide and more than 7.5 million people watch SBS Television each week.

Since those start-up years, SBS has grown into a unique and vital service that explores and reflects the true worth of our nation's cultural diversity. The digital age has transformed SBS's operations, just as the Internet has expanded our Online services to reach new audiences.

This Annual Report details some of the programming and corporate achievements of the past year.

In the second year of the 2004-06 *Corporate Plan*, SBS remains on target to achieve the three specific goals: to increase our relevance to all Australians; to grow the resources available for SBS content and services; and to increase our capacity to perform as an agile and creative organisation.

This Report shows continued audience appreciation of SBS's television, radio and online services, underpinned by a growing share of Australia's television audience and a record number of visitors to SBS Online. Operating efficiencies have been achieved with a restructure of our technical and engineering operations, and advertising revenue has increased.

This Report has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997 (CAC)* and the *Special Broadcasting Service Act 1991*. In addition, it assesses the Corporation's performance against the goals of the *SBS Corporate Plan 2004-06*.

This Annual Report details the programming, content and services provided by SBS Television, Radio and Online. It also reports on SBS's relations with Government, the community and other stakeholders, and the way in which SBS manages its human, financial and technical resources as well as its transmission services. There were no relevant judicial decisions and reviews by outside bodies and no ministerial directions under the CAC Act.

I have the pleasure of presenting to you this Annual Report of the Special Broadcasting Service Corporation for the year ended 30 June 2005.

Yours sincerely,



Carla Zampatti
Chairman

BOARD OF DIRECTORS

Carla Zampatti AM – Chairman

Appointed 17 December 1999 for five years and reappointed for a further five years in December 2004. Ms Zampatti is Executive Chairman of the Carla Zampatti Group and holds directorships with Westfield Holdings Limited and McDonald's Australia Limited. She is also a Trustee of the Sydney Theatre Company Foundation Trust; a Member of the Development Committee of the Sydney Theatre Company; and a Member of the Board of the Australian Multicultural Foundation.

Gerald Stone – Non-executive Director and Deputy Chairman

Appointed 1 December 2000 for five years, Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former editor-in-chief of *The Bulletin* magazine and was founding executive producer of 60 Minutes on the Nine Network. He has also served as a senior current affairs executive with both the Seven Network and the Fox Network in New York. Born in the USA, Mr Stone migrated to Australia in 1962.

Jillian Broadbent AO – Non-executive Director

Appointed 16 May 2002 for four years, Ms Broadbent is a member of the Board of the Reserve Bank of Australia and a Director of Woodside Petroleum Ltd and Coca-Cola Amatil Ltd. She is Vice Chairman of the Art Gallery of NSW Foundation and has extensive experience in the banking and finance industry and a long-term involvement with the arts.

Peter Carroll – Non-executive Director

First appointed 20 December 1996 for three years and twice re-appointed (December 1999 and December 2002) for successive three-year terms, Mr Carroll is a graduate of Sydney and NSW universities and of the Central School of Speech and Drama in London. He has an Honorary Doctorate of Creative Arts from the University of Wollongong. He was Head of Voice and Speech at the National Institute of Dramatic Art from 1970-73 and then began an extensive performing career as a company member of Sydney's Nimrod Theatre. He has worked in film and television and with all State and commercial theatre managements.

Bob Cronin – Non-executive Director

Appointed 16 May 2002 for four years, Mr Cronin is a Perth-based media consultant. He was editor-in-chief of West Australian Newspapers (1987-1996), editor of *The Sun* in Melbourne (1985-86), deputy editor of *The Courier-Mail* (1984) and editor of the *Border Mail* in Albury (1974-1982). He was a member of the Australian Press Council from 1987-96 and a founding director of Information Radio in Perth in 1991. He is a former Chairman of Oz Concert Inc and a member of the council of Celebrate WA since 1999.

Carla Zampatti



Gerald Stone



Jillian Broadbent



Peter Carroll



Bob Cronin



Joseph Elu – Non-executive Director

Appointed 30 May 2001 for five years, Mr Elu is Chairman of Indigenous Business Australia (formerly CDC), a position he has held since December 1996. He is also Chairman of Seisia Council in Cape York; a member of the Torres Strait Regional Authority; Co-Chairman of the Indigenous Community Volunteers Foundation; and a member of the National Indigenous Council.

Ted Gregory – Non-executive Director

Appointed 15 April 1999 for four years and re-appointed for a further five years in April 2003. Mr Gregory has extensive experience in the film, television, radio and home entertainment industries. He provides consultancy services to the DVD manufacturing, digital post production and new media industries. He is a member of the Curriculum Advisory Board of the Film and Television School, Victorian College of the Arts, and in 2005 was awarded Life Membership of the Screen Producers Association of Australia in recognition of his service and contribution to the Australian film and television industries.

Christopher Pearson – Non-executive Director

Appointed 21 October 2003 for four years, Mr Pearson was founding editor of the *Adelaide Review* and the *Sydney Review*. He was also the first publisher of the privatised Wakefield Press, when it was sold by the South Australian Government following the Sesqui-Centenary of Settlement. Mr Pearson also worked as an ABC Radio broadcaster and as a weekly columnist in the national press since 1994. He served for two terms as a Director of the Australia Council and is currently serving a second term as a Director of the National Museum of Australia.

Nigel Milan – Managing Director

Appointed 2 February 1998 for five years, re-appointed for a further two years in February 2003, and extended (in March 2004) for a further year until February 2006. Mr Milan has a long association with broadcasting – public and commercial – and marketing. He was formerly Chief Executive of Australian Radio Network Ltd, one of Australia's largest commercial radio networks, and before that Chief Executive of Radio New Zealand. Mr Milan was previously Chief Executive of the Nine Network's Radio Division and Deputy General Manager of the Macquarie Network. He is Chairman of the Fred Hollows Foundation; a Director of the Australian Chamber Orchestra; a Councillor of the Australian Business Arts Foundation; a past member of the Advisory Board of the Walkley Awards; and former President of the Federation of Australian Radio Broadcasters (now Commercial Radio Australia).

Board Dates and Attendances

The SBS Board met 11 times during the year, including two extraordinary meetings by teleconference: 1 July 2004, 13 August 2004, 14 September 2004, 19 October 2004, 1 November 2004, 5 November 2004, 10 December 2004, 3 February 2005, 18 March 2005, 29 April 2005 and 9 June 2005. Carla Zampatti, Ted Gregory and Bob Cronin attended all 11 meetings. Gerald Stone, Peter Carroll, Christopher Pearson, Jillian Broadbent and Nigel Milan attended 10 meetings. Joseph Elu attended 5 meetings.

Joseph Elu



Ted Gregory



Christopher Pearson



Nigel Milan



CELEBRATING SBS

30 years of Radio

25 years of Television

The overriding achievement of SBS is that it exists at all. Its origins were humble, its resources meagre and its mandate ambitious. There was nothing like it then, and there is nothing like it now.

No other public broadcaster looks or sounds like SBS. None broadcasts in as many languages or depicts as many cultures, because no other broadcaster is designated to deliver multilingual and multicultural programming to a national audience.

Thirty years ago, SBS Radio began as a good idea; a multi-lingual experiment in community radio. From borrowed studios – 2EA in Sydney and 3EA in Melbourne – volunteer broadcasters explained the new Medibank scheme to city listeners in seven and eight languages respectively.

The three-month community education scheme was so popular that the project was extended, and extended again until, in 1978, SBS Radio was officially born. It would be another 16 years before the national network was launched. Today, SBS Radio can be heard on two frequencies in Sydney and Melbourne and in every capital city in Australia as well as key regional centres. It is also streamed onto the Internet, where it can be downloaded on demand from the SBS website, and can be heard on two digital audio channels on SBS Television's digital platform.

SBS Radio's growth from 1975 to 2005 has been exponential. From a total of eight languages, SBS Radio now broadcasts in 68; where there were once two full-time staff and 100 volunteers, there are now 230 full and part-time staff; the budget has increased from a meagre \$49,000 to about \$20 million; transmitter numbers have grown from two to 13; and the number of original program hours produced each week has jumped from 30 to 260.

Twenty-five years ago, on United Nations Day, SBS Television was launched in Sydney and Melbourne with a documentary, 'Who are We', about Australian migration. History had been made, and that year's

Annual Report trumpeted the moment: "Australia has...pioneered a form of media service unique in the world."

Those first signals, from rented studios in Sydney, reached no further than the outskirts of Australia's two biggest cities and there were immediate difficulties; Sydney reported serious reception problems and Melbourne complained of poor transmission facilities.

Three years later, in October 1983, Channel 0/28 (as it was then known) began transmissions in Canberra, Goulburn and Cooma. SBS Television was officially proclaimed in February 1985 and the first regular daytime transmissions began. Four months later SBS Television transmissions were extended to Brisbane, Adelaide, Newcastle, Wollongong and the Gold Coast. Finally, in March 1986, the capital city connection was completed with transmissions to Perth and Hobart.

The journey from television novice to broadcast institution has been rapid and remarkable. From 700,00 Sydney and Melbourne viewers in 1980, SBS Television is now watched by 7.5 million viewers nationwide each week; broadcast hours have jumped from 1,350 (October 1980 to June 1981) to 6,826; and instead of four transmitters covering two cities, there are now 460 transmitters right across Australia. The new digital era has expanded that reach even further. With 127 transmitters, SBS digital television is now available to more than 90% of all Australians.

SBS has been there to witness and record the sometimes dramatic, often times subtle changes in Australia's embrace of multiculturalism. SBS Television looks the way it looks, and SBS Radio sounds the way it sounds because, like Australia itself, SBS has grown, changed and evolved over the years.



Nigel Milan, Managing Director, SBS

SBS ORGANISATION CHART

2004-05

MINISTER FOR COMMUNICATIONS, INFORMATION TECHNOLOGY AND THE ARTS

Senator the Hon. Helen Coonan

BOARD OF DIRECTORS

CHAIRMAN

Carla Zampatti

DIRECTORS

Gerald Stone (Deputy Chairman), Jillian Broadbent, Peter Carroll, Bob Cronin, Joseph Elu, Ted Gregory, Nigel Milan, Christopher Pearson

COMMUNITY ADVISORY COMMITTEE

MANAGING DIRECTOR

Nigel Milan

HEAD OF TELEVISION	HEAD OF RADIO	CHIEF TECHNOLOGY OFFICER	HEAD OF SALES	CORPORATE
Shaun Brown	Tuong Quang Luu	Will Berryman	Pat Quirke-Parry	
<p>NETWORK PROGRAMMER Matt Campbell</p> <p>MANAGER PROGRAMMING Jenny Allen</p> <p>DIRECTOR NEWS & CURRENT AFFAIRS PROGRAMS Paul Cutler</p> <p>GENERAL MANAGER SBS INDEPENDENT Glenys Rowe</p> <p>LOCAL PRODUCTION EXECUTIVE Margaret Murphy</p> <p>MANAGER SPORT Les Murray</p> <p>COMMUNITY RELATIONS EXECUTIVE Olya Booyar</p> <p>MANAGER TV MARKETING Julie Gillam</p> <p>DEPUTY TV MARKETING MANAGER Michael Field</p> <p>MANAGER OPERATIONS John Scarratt*</p> <p>TV BUSINESS MANAGER Tim Burke</p> <p>MANAGER SUBTITLING AND CAPTIONING Gilbert Sant</p> <p>* Acting</p>	<p>NATIONAL EDITOR Diane Willman</p> <p>MANAGER NATIONAL RADIO SERVICES David Ingram</p> <p>PUBLICITY & MEDIA LIAISON MANAGER Marcus Cammack*</p> <p>STATION MANAGER, SYDNEY (vacant)</p> <p>PROGRAM MANAGERS, SYDNEY Irena Veksler, Anna Schinella*</p> <p>OPERATIONS MANAGER, SYDNEY David Wynter</p> <p>STATION MANAGER, MELBOURNE Mike Zafropoulos</p> <p>PROGRAM MANAGERS, MELBOURNE Wang Yi, Christoph Wimmer-Kleikamp*</p> <p>FACILITIES AND SERVICES MANAGER, MELBOURNE Connie Collins</p> <p>* Acting</p>	<p>DIRECTOR OF OPERATIONS & RESOURCES Alex Surplice</p> <p>CHIEF OF STAFF Emma Harcourt</p> <p>BUSINESS DEVELOPMENT & ITV MANAGER Paul Vincent</p> <p>MANAGER INFORMATION RESOURCES David Lane</p> <p>MANAGER INFORMATION SYSTEMS Greg Koen</p> <p>MANAGER COMMUNICATIONS & PLANNING Hugh James</p> <p>EXECUTIVE PRODUCER DIGITAL MEDIA Carl Hammerschmidt</p> <p>LEAD WEB DEVELOPER Rebecca Smith</p> <p>MANAGER TRANSMISSION NETWORK DEVELOPMENT & OPERATIONS Dominic McKay</p> <p>CHIEF ENGINEER RADIO Yuan Chan</p> <p>CHIEF ENGINEER TELEVISION Paul Broderick</p>	<p>DIRECTOR TV AIRTIME SALES Graham Butler</p> <p>MERCHANDISING MANAGER John Derry</p> <p>MANAGER PROGRAM RIGHTS & SALES Erica Honey</p> <p>LANGUAGE SERVICES Robert Brennan</p> <p>NATIONAL MANAGER RADIO SALES & MARKETING Thang Ngo</p> <p>SALES & MARKETING MANAGER, SYDNEY Benseon Apple</p> <p>SALES & MARKETING MANAGER, MELBOURNE Mike Smith</p>	<p>CHIEF FINANCIAL OFFICER Jon Torpy</p> <p>MANAGER CORPORATE SERVICES David Mapstone</p> <p>HEAD OF POLICY Julie Eisenberg</p> <p>MANAGER HUMAN RESOURCES Helen Mayne</p> <p>CORPORATE COUNSEL Lesley Power</p> <p>MANAGER CORPORATE COMMUNICATIONS Keith Dalton</p> <p>AUDIENCE AFFAIRS MANAGER Sally Begbie</p>