

SBS Web Page

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Special Broadcasting Service - <http://www.sbs.com.au>

Excerpts

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SBS - Broadcasting to Australia

SBS is a national multicultural and multilingual broadcaster unique in the world. Our television service reaches almost 16 million Australians and our radio service is broadcast to millions of Australians of diverse cultural background.

What began in 1975 as fledgling radio stations 2EA in Sydney and 3EA in Melbourne, broadcasting four hours a day in eight languages, has grown into SBS Radio, broadcasting 650 hours of programming each week in 68 languages. We broadcast on both the AM and FM bands in Melbourne and Sydney, and on either AM or FM frequencies in all the capital cities as well as major centres around the country. No other radio station in the world broadcasts in as many languages.

SBS Television began in 1980 and it too started first in Sydney and Melbourne. Gradually other cities and rural centres joined the network and it is now viewed by 4.6 million Australians each week. SBS policy is that half of scheduled programming will be in languages other than English, which requires hundreds of hours of

subtitling. Drawing on 600 international and local program sources, the number of languages broadcast on SBS Television has this year risen to 60.

Mission Statement

SBS's mission is to contribute to a more cohesive, equitable and harmonious Australian society through the provision of multilingual and multicultural radio and television services.

Operating Vision

The world is an amazing place... SBS seeks to provide a constantly fresh perspective on the cultural diversity of Australia and the world.

SBS Corporate Plan (extract)

A full version of the current SBS Corporate Plan is available on request

A wide range of activities is involved in the delivery of SBS programs and services. We have identified five specific key areas where results must be achieved during the life of this Plan, ie from 1 September 1996 to 31 August 1999.

The five key result areas are:

1. Programs and Audiences

SBS will meet its Charter responsibilities by continuing to broadcast distinctive, quality, culturally and linguistically diverse programming which appeals across the broad spectrum of Australian society. It will do this with innovative programming strategies which build on existing strengths and cater for emerging audience demands.

2. Community, Government and Corporate Relations

SBS's high reputation as a broadcaster will be maintained by building productive relationships with community, corporate and government organisations in Australia and overseas.

3. Operating Productively and Efficiently

SBS will value its people and make full use of its finite resources by using systems which encourage professionalism, efficiency, accountability, commitment and personal development.

4. Changing Technologies and New Services

SBS will ensure the Corporation is keeping pace with and taking full advantage of changing technologies, including the rapid development of new broadcasting and related services.

5. Business Activities

SBS will enhance its ability to provide programs and services and will extend its impact by further developing its business activities and other revenue raising initiatives. SBS will make full commercial use of SBS's strengths and its reputation for credibility, quality and sensitivity to diversity while maintaining its integrity and independence.

Any Questions, Comments or Suggestions about the SBS site? Send them [here](#)

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