SBS

MEDIA RELEASE

SBS invites audiences and communities to help shape the future of its language services

Tuesday, 6 October 2026

SBS is inviting people across Australia to help shape the future of its language services, with public consultation on the draft Selection Criteria for the SBS Language Services Review 2026/27 now open until Friday 13 November 2026.

The Review is conducted every five years in line with the national Census, helping ensure SBS's language services continue to reflect and meet the needs of Australia's rapidly changing and increasingly diverse society. This comprehensive process gives audiences, communities and organisations an opportunity to have their say and provide feedback.

Zaini Ahmad, Executive Producer of SBS Malay, one of the programs introduced following the 2021/22 Language Services Review.

The draft Selection Criteria set out how SBS proposes to assess community needs when determining which languages to service – focusing on large and high needs language groups, as well as those with particular social cohesion needs. Factors include community size, English-language proficiency, recentness of arrival to Australia, experiences of racial discrimination and humanitarian needs.

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The Review will also assess how content will be scheduled and delivered across radio, podcasting, digital TV and online platforms to meet changing audience consumption habits.

SBS Acting Director of Audio and Language Content, Pamela Cook, said the five-yearly Review is vital to ensuring SBS continues to deliver meaningful and accessible services for multilingual Australians.

“For more than 50 years, SBS has delivered trusted multilingual media services for communities across Australia. Through locally produced news, information and original storytelling in more than 60 languages, we help people understand the issues shaping their lives, connect with their communities and participate fully in Australian life. This content reflects the experiences, needs and perspectives of Australia’s diverse communities.

“As Australia’s population continues to change, we need to regularly review and evolve our language offering to ensure our services remain relevant and responsive to community needs. This includes balancing the needs of large and established language communities with those of emerging and high-needs communities.

“Community feedback is an important part of the SBS Language Services Review. We encourage people across Australia to review the draft Selection Criteria and share their views on how SBS should assess the nation’s multilingual media needs into the future.”

SBS currently produces original, locally relevant audio content in more than 60 languages. The final Selection Criteria will be published in May 2027, ahead of the release of the 2026 Australian Census data. The criteria will then be applied to the Census data alongside other considerations, with revised SBS language services to be introduced from December 2027.

Public consultation is open from Monday 5 October to Friday 13 November 2026. To read the draft Selection Criteria, view an Easy English guide and provide feedback, visit **sbs.com.au/languageservicesreview**.

For further information and interview requests please contact:
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