



Migrant Settlement Outcomes SBS response to Inquiry by the Joint Standing Committee on Migration February 2017

Key Points

- Assisting migrants to settle in Australia is at the heart of what SBS does, and is central to fulfilling SBS's Charter obligations and purpose of inspiring greater understanding between diverse communities and contributing to the health of our vibrant and cohesive multicultural society.
- SBS provides a broad range of programs and services to support migrant settlement in Australia, including through its many in-language radio programs, and particularly its practical in-language Settlement Guides.
- SBS provides access to international and national news and current affairs on television and online in English as well as 35 other languages, helping migrants keep in touch with news directly from their country of origin.
- SBS engages directly with migrant communities through partnerships with organisations and projects for young people, and is constantly looking for ways to strengthen these relationships.
- SBS stands ready to play an even greater role in migrant settlement should funding permit – for example, by expanding the number of languages in which Settlement Guides are provided, and by further integrating our services with Government settlement programs.

Introduction

SBS welcomes the opportunity to submit to the Inquiry by the Joint Standing Committee on Migration into Migrant Settlement Outcomes (the **Inquiry**).

SBS is unique in the Australian media environment. Its function 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 multicultural society.

In carrying out its function, SBS is strongly supportive of, and provides services, to migrants coming to Australia, with the aim of encouraging participation in Australian civic and economic life. This is both an immediate and a long-term need: migrants need immediate assistance in establishing a life in Australia, while also requiring long-term support in language development and maintenance, cultural understanding and cohesion, and links to their home country.

Australians who have been here for longer periods similarly need to be supported to feel at ease with, and in many cases to embrace, the diversity that comes with Australia's multicultural experience. Achieving this balance means that all Australians can enjoy a multicultural and socially cohesive society.

SBS appreciates that its services must support migrants throughout the settlement process, because, as noted in the Scanlon Foundation's 2016 report, *Australians Today*:

All new arrivals face problems in the initial stage of settlement; for many who are adults on arrival, problems of integration may never be fully resolved. In the words of one participant, immigration is a 'long journey'.¹

SBS welcomes any initiative to strengthen settlement services to support new migrants to Australia, and continues to look for opportunities to partner with Government and community organisations to achieve this aim. SBS's services and activities in this area are outlined below and are set out by reference to the Inquiry's key terms of reference (TOR).

The mix, coordination and extent of settlement services available and the effectiveness of these services in promoting better settlement outcomes for migrants (TOR 1)

SBS Settlement Guides

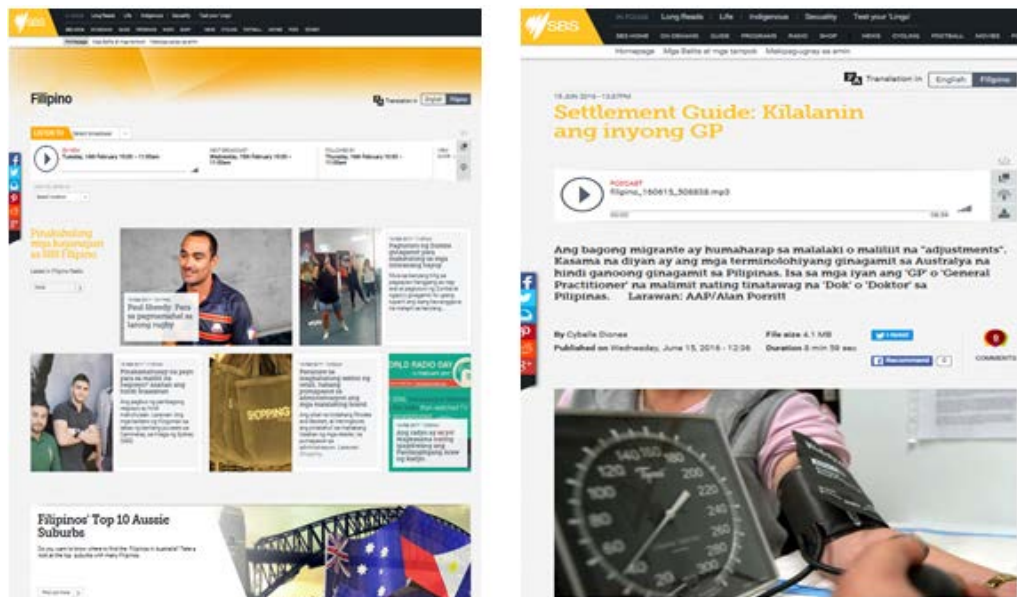
Building on SBS Radio's long history of providing balanced and impartial news and information to migrants, SBS Settlement Guides were launched in 2016, with 30 SBS radio language programs broadcasting settlement features.

These features include 'need-to-know' facts about settling in Australia, including information about facets of daily life, local culture, history, and government services — such as voting or accessing medical services. Each Settlement Guide is produced in-house as an audio feature for radio, a text article for online and a 'listicle' for sharing on social media.

¹ Scanlon Foundation, *Australians Today – The Australia @2015 Survey*, 2016, page 26 – available at <http://scanlonfoundation.org.au/wp-content/uploads/2016/08/Australians-Today.pdf>.

Settlement Guides relate directly to SBS's purpose of informing, educating and inspiring all Australians, and by so doing encouraging social cohesion. They are available online, on radio and on mobile in Bangla, Filipino, Gujarati, Hindi, Indonesia, Korean, Malayalam, Nepali, Punjabi, Sinhalese, Tamil, Urdu, Arabic, Cantonese, Mandarin, Vietnamese, Kurdish, Spanish, Amharic, Dari, Dinka, Persian, Khmer, Pashto, Swahili, Thai, Tigrinya, Turkish, Hmong and Somali.

The following example shows the online Settlement Guide in Filipino and an article about visiting the GP. These articles are available in both Filipino and English.



More than a million unique visitors have engaged with the Settlement Guide on our website. SBS regularly displays postcards promoting the Settlement Guide at events and these are also distributed to key stakeholders.

The importance of English language ability on a migrant's, or prospective migrant's, settlement outcome (TOR 3)

SBS appreciates the importance of English language ability in improving a migrant's settlement outcome, while also supporting the provision of services in a migrant's own language as being vital to settlement.

SBS Radio Programs

SBS Radio is the world's most linguistically diverse broadcaster, bringing over 70 language programs and dedicated digital music channels to the close to five million Australians who speak a language other than English at home. Migrants entering Australia through the Humanitarian program receive information about SBS services in their welcome packs. Postcards in each language promote the relevant SBS radio service and how to access the content.

The Department of Immigration and Border Protection's 2016 report, *Australia's Migration Trends 2014-15*, states that the second most common language for which an

interpreter was requested during the settlement process, was Arabic.² In March 2016, SBS launched SBS Arabic24 for Australia's Arabic-speaking community – a new 24/7 multi-platform service on mobile, online and digital radio. SBS Arabic24 offers Arabic-speaking Australians a balanced and impartial destination focusing on life in Australia and a touchpoint to the rest of the Arabic-speaking world.

SBS Arabic24 features Australian-produced content and offers audiences a selection of the best programming from SBS partner BBC Arabic, broadcast live from the BBC's Dubai news centre. Within its first week, SBS Arabic24 became SBS's second most listened to radio station (after SBS Radio 1) via the SBS Radio app and is the most listened to SBS news and information station online. The number of visitors to the SBS Arabic24 website in January 2017 was up more than 1,000% on January 2016. The trial of Arabic24 has been extended until the end of 2017.

SBS is currently carrying out a review of its radio services.³ During the review, SBS will need to consider the future of language services within its limited funding envelope. Furthermore, subject to funding, SBS will determine when and how its radio language services will be delivered (for example, via AM/FM, digital radio, digital television, online and/or podcast). In this regard, it is relevant that, increasingly, migrants are engaging with SBS online (through its webpages, social media and on-demand television and radio broadcasts).

Other related matters (TOR 5)

SBS creates content, produces news and current affairs, and engages with migrant communities to support the migrant experience and settlement in Australia. The need to promote national harmony has never been more critical as Australians are confronted by growing global concerns over political, religious and other conflicts which have resulted in large-scale terrorist acts and the most significant levels of forced migration since the Second World War. Some examples of these activities are below.

SBS Content

SBS Radio's *Dear Homeland*⁴, launched in late 2015, was a series of short video and audio features which explored the emotional journey that many migrants experience after arriving in Australia, seeking safety and a better future. This programming aimed to bolster all Australians' understanding of different migration experiences by providing an insight into the lives of people settling in Australia. It featured new arrivals from Syria, Somalia, Iraq and Italy.

Recognising the importance of the wider Australian community understanding the experiences of migrants, SBS also broadcast the third season of *Go Back to Where You Came From* in 2015, provoking national debate about how Australia responds to refugees and asylum seekers. Six Australians retraced the steps of those seeking asylum to some

² Department of Immigration and Border Protection, *Australia's Migration Trends 2014-15*, 2016, page 98 – available at <https://www.border.gov.au/ReportsandPublications/Documents/statistics/migration-trends-14-15-full.pdf>.

³ More information about SBS's Radio Services Review is available at <http://www.sbs.com.au/radio/consultation>.

⁴ Available at <http://www.sbs.com.au/yourlanguage/arabic/en/content/dear-homeland>.

of the most dangerous places in the world – including Indonesia, Iraq, Burma, Thailand, Bangladesh, Cambodia and Syria.

News and Current Affairs

In February 2017, AMES Australia, a national settlement provider for migrants and refugees, published a report on migrants' media consumption. It found that "eighty-eight per cent, or 123 respondents, said their news and information came from Australian sources while 12 per cent said it was from their home countries," with SBS (as well as the ABC) being the most frequently used sources of broadcast news and information.⁵

SBS has long held a well-earned reputation for quality news and analysis on global events and stories and issues from across multicultural Australia. SBS News and Current Affairs has correspondents in the UK, China and India, ensuring direct access to the most important stories from many migrants' home countries, as well as access to news contacts in many countries through staff working on our more than 70 radio language programs.

Wherever a story breaks in the world, our broadcasters can access, in language, the real stories from real people on the ground – and bring those stories to Australia, where we can also translate them into English to share with all Australians.

SBS World News has also produced features such as the *First Day Stories*⁶ which told of the initial memories of migrants and refugees arriving on these shores, while features on identity have revealed how cultural heritage has influenced the lives of some of our best known as well as lesser known citizens.

SBS broadcasts international news bulletins under the WorldWatch banner in 35 languages other than English (**LOTE**). The bulletins are also available on SBS On Demand. SBS also broadcasts international English language news bulletins, presenting a diverse daily news perspective from five of the world's leading broadcasters: Al Jazeera, France 24, Deutsche Welle, NHK and CCTV. SBS News and Current Affairs maintains significant program and content supply relationships with overseas broadcasters for its WorldWatch news services.

Commercial services

SBS also offers translation of television and radio advertisements into over 70 languages. SBS has access to the most diverse pool of multicultural voice talent in Australia, and provides the cultural authenticity, tone and accuracy of the translated audio, specific to each language.

⁵ The study, available at <https://amesnews.com.au/latest-articles/migrants-media-consumption-mostly-domestic>, found that 67 per cent of respondents accessed SBS programs.

⁶ Available at <http://www.sbs.com.au/topics/first-day-stories>.

A similar service is provided to Government departments and agencies, translating government messaging by accredited, local professionals. Messages are voiced by professional, native speaking voice talent in our SBS broadcast facilities. SBS has produced in-language federal campaigns for the Australian Tax Office, Department of Human Services, and the Bureau of Statistics through to more localised announcements relating to bushfire alerts, specific health events and elections.

Engagement with migrant communities

SBS is committed to engaging with multicultural communities to foster connections and understanding between SBS decision makers, leaders and on-air personalities and those communities so important to fostering social cohesion in contemporary multicultural Australia today.

SBS partners with community organisations to support events and projects with multicultural communities, such as Harmony Day, Refugee Week, Queensland Multicultural Month, and various forums including the Conference of the Settlement Council of Australia, the Federation Ethnic Communities' Council Australia, and Settlement Services International Multicultural Women's Conference.

In March 2017, SBS will be media partner to the NSW Service for Treatment and Rehabilitation of Torture and Trauma Survivors (**STARTTS**) Australia and New Zealand 'Refugee Trauma Recovery in Resettlement Conference', the first of its kind.

SBS, through its Outreach program⁷, also works closely with young migrants to provide opportunities for them to share their stories of the settlement process. Some recent examples of this include:

- In partnership with the Australian Government Department of Social Services and aMBUSH Gallery, SBS has developed the *Harmony Art Collective*, which engages young Australians aged 15–24 years, in particular young migrants, in positive discussion around identity and belonging. This nationwide campaign was delivered through a series of eight workshops from renowned street artists. The project will culminate in a large scale exhibition in Sydney on during March and April 2017. Supporting the project will be an online hub promoting youth engagement through multimedia articles and teacher packs.
- In 2016, in partnership with The Foundation for Young Australians (**FYA**), SBS offered five students from a migrant or at-risk community the opportunity to produce a short film, which was broadcast across SBS's platforms. Through the creation of these films, these young people were offered the opportunity to share their own experiences of culture and nationhood. Audiences were then exposed to issues rarely seen on our screens through the eyes of young people, such as gender-dysphoria, autism, migrant stereotypes, child soldiers, and religion. Coinciding with the film campaign, SBS created a learning resource for teachers to educate and inform students on the issues of diversity and youth identities in

⁷ <http://www.sbs.com.au/learn>.

Australia. The initiative is being held again in 2017, with the support of the Department of Social Services

- SBS Learn has partnered with the NSW Department of Education to produce a schools resource linked to the 2017 'Face Up to Racism Week' on SBS. Jan Fran, from SBS's youth-focused news and current affairs program *The Feed*, meets up with the talented Sukhjit Kaur Khalsa to learn how to face up to racism through the art of spoken word poetry. High school students can join in by watching clips from the series and online video tutorials before sharing their own poems with SBS. The resources are linked to the English and Arts curriculums.

Finally, it is noted that in 2016 SBS held a highly successful National Languages Competition in conjunction with Community Languages Australia, where school students were asked what learning a language means to them. With nearly 20,000 entries received, representing 37 languages – and with six winners awarded – this competition showed how much students, including recent migrants and children of migrants, truly value the benefits of bilingualism.

While showing that bilingualism can break down barriers, encourage social cohesion and provide career opportunities, the competition also importantly revealed how language maintenance also assists with maintaining connection with family members – especially relevant to those who have recently migrated and who may speak little or no English, and may be in the process of developing English language proficiency. In this way, SBS community initiatives like the language competition clearly assist the migrant settlement process. Given its success, SBS plans to run the competition again later in 2017.

Future opportunities

SBS is a strong supporter of programs to assist migrants and refugees to settle successfully in Australia. While SBS has never been funded specifically to support its activities in this area, we would welcome opportunities to be more active in settlement services should additional funding be available. For example:

- Extend the languages in which the Settlement Guides are available
- Broaden the range of issues covered by the Settlement Guides
- Expand SBS's online, in-language web pages

SBS would also be interested in exploring partnerships with other government agencies and departments to ensure that SBS services are included in all settlement programs for migrants and refugees.

SBS looks forward to further engagement and consultation as the Inquiry moves forward.