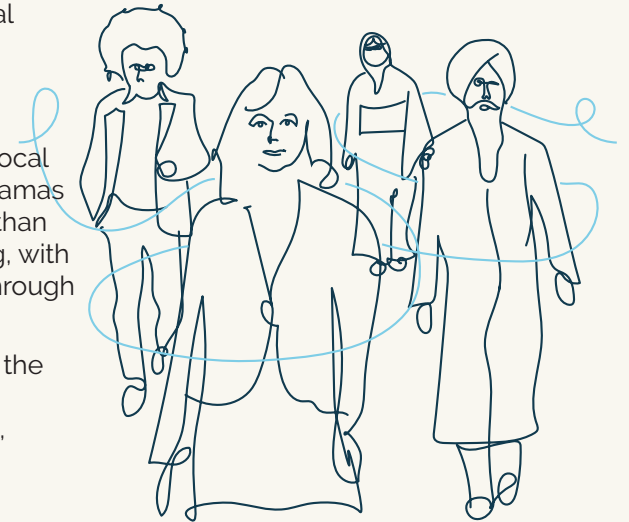


# About the **SBS CODE** of **PRACTICE**

SBS is an independent national public television, radio and digital media service with responsibilities to the Australian community as set out in **our Charter**. We are funded by the Australian government and commercial revenue such as advertising.

Across our network we share distinctive Australian storytelling, local and international news and current affairs, sport, international dramas and documentaries, food, film, and local radio services in more than 60 languages. We are also the home of First Nations storytelling, with National Indigenous Television (NITV) providing programming through an Indigenous lens.

To ensure our content meets community expectations, we have the SBS Code of Practice, which sets out rules and standards for all SBS content no matter where you access it – on television, radio, online, or on social media.



## The Code of Practice covers important matters like...



### **TRUST**

**How we provide trustworthy and relevant content**

- We make independent decisions about our content.
- Our news and current affairs content is accurate, balanced and impartial, and in the public interest.
- We embrace a comprehensive range of views and perspectives – our content can be innovative and challenging as well as controversial and provocative.



### **TRANSPARENCY**

**How we help guide your content choices**

- We provide information so that you can choose the content that's right for you, and any children and young people in your care.
- We make sure that advertising is distinct from our content and set rules about placement for certain types of advertising.
- For potentially distressing content, we consider the likely audience, exercise sensitivity, provide warnings where appropriate, and only show that material if it is editorially relevant.



### **RESPECT**

**How we practice and promote respect**

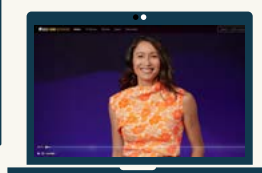
- We avoid content that promotes prejudice and discrimination including the unjustified use of stereotypes, taking context into account.
- We provide content in languages other than English and encourage the expression of a wide range of views.
- We are sensitive to the presentation of Indigenous issues and observe the cultural protocols of Aboriginal and Torres Strait Islander peoples.
- We respect people's privacy, which we balance against our reporting responsibilities.



### **ACCOUNTABILITY**

**How we are accountable**

- We provide you with ways to give feedback about our content and services, whether complimentary or critical.
- We have an independent process for complaints under the Code of Practice, which are investigated by the SBS Ombudsman.



Find out more

[sbs.com.au/aboutus/sbs-code-of-practice](https://sbs.com.au/aboutus/sbs-code-of-practice)