

Given the experience and core purpose of the SBS in providing media to culturally diverse groups, the SBS should be given an expanded role to present an Australian viewpoint to the world. Looking at similar countries to Australia such as the UK, Germany, France and The Netherlands, a significant part of their world standing is related to the high quality, independent media services they send out to the world. Australia should see its international media as a major foreign affairs objective and aim to match the services provided by other Western powers, but concentrating on the Asia-Pacific region. The SBS is the obvious organisation to lead this push.