

# Who Gets to Tell Australian Stories? 2.0

IN PARTNERSHIP WITH THE UNIVERSITY OF SYDNEY AND UTS JUMBUNNA INSTITUTE FOR INDIGENOUS EDUCATION AND RESEARCH, MEDIA DIVERSITY AUSTRALIA HAS RELEASED A 'REPORT CARD' ON INDIGENEITY AND CULTURAL DIVERSITY IN TELEVISION NEWS, WITH INSIGHTS INTO WHAT HAS CHANGED, WHAT HAS STAYED THE SAME AND OPPORTUNITIES TO LEAD THE CHARGE TOWARD GREATER CULTURAL DIVERSITY.

Who appears on our screens is more Anglo-Celtic, however there are pockets of progress



The **Anglo-Celtic** category remained vastly **over-represented** on TV, across all states and territories

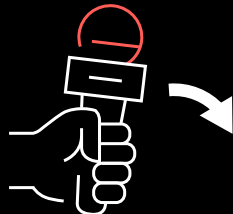
There was a **slight increase** of **Anglo-Celtic TV presenters** from 2019 to 2022



Appearances by TV presenters of **Indigenous background** improved overall but was **inconsistent** across networks



Appearances of TV presenters with **European** cultural backgrounds **declined**



The **non-European** category remained the most **severely under-represented**, particularly on commercial networks. The population is at least 19 times greater than what was shown on screen (1.3% share) on Seven Network, Nine and Network 10.



Network 10 has seen a **decline in European and non-European** on-air talent but a strong **increase in Indigenous** representation.



Nine is the only network to **decrease its portion of Anglo-Celtic** on-air talent



**No Indigenous** presenters or reporters identified at the Seven Network which has the **least on-air cultural diversity**



ABC is the only network to show an **increase in non-European** on-air talent



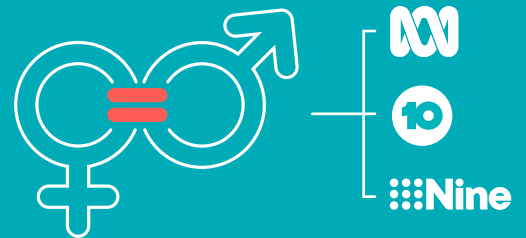
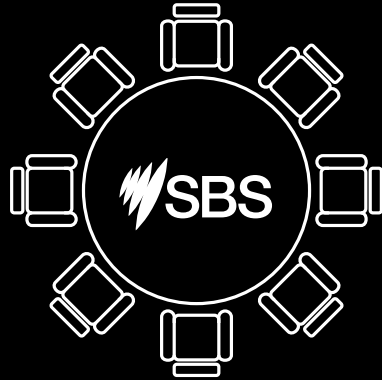
SBS continued to have by far the **strongest representation of non-European** on-air talent (71%)



For NITV, **Indigenous** reporters and presenters are **very strongly represented**

# Indigeneity and cultural diversity among TV leadership remains poor, with Anglo-Celtic representation at levels well above the general Australian population

**SBS** remains the **only network board** to have representation of Indigenous, Anglo-Celtic, European and non-European members. **Its board now has two Indigenous members**, up from one in 2020



There is a **greater gender balance** on the boards of the ABC, Network 10 and Nine

2020



2022



In **2020**, there were **no women** at national TV news director or head of news level; in **2022** there were **three** (SBS, NITV and Network 10)



**Indigenous representation** and **cultural diversity** among senior television news leadership teams is **even worse** than the board profiles



**Nine** and **ABC** have **Anglo-Celtic-only** senior television news leadership teams



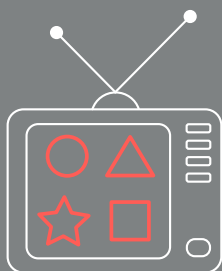
WHO FRAMES, PRESENTS AND PRODUCES STORIES IN AUSTRALIAN TELEVISION NEWS AND CURRENT AFFAIRS CONTINUES TO BE **LED AND STAFFED BY A LARGELY HOMOGENOUS GROUP OF INDIVIDUALS WHO DO NOT REPRESENT THE DIVERSITY OF THEIR AUDIENCE**. A LIKELY CONSEQUENCE OF THIS IS THAT THE STORIES TOLD ARE LIMITED. **EVIDENTLY, INDIGENOUS AND CULTURALLY DIVERSE INDIVIDUALS ARE LESS SEEN AND HEARD IN THE MEDIA SECTOR.**

# Non-European Australian audiences have least trust in news and are most concerned about representation

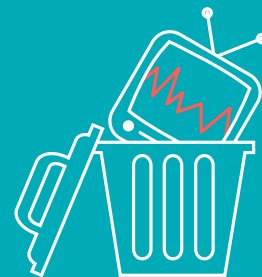


A majority of respondents agreed that Australia's **Indigeneity and cultural diversity is well-represented** in news and current affairs

However, a clear majority of **Non-European background respondents** said they would like to see a greater **representation of Indigeneity and more cultural diversity**



A higher proportion of respondents with **non-European backgrounds have stopped using a news source** because they thought it was biased

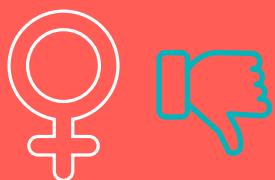


## Newsroom staff more positive about industry's attitude to diversity



Encouragingly, there has been a **more positive response** by staff to the **perceived representation of Indigeneity and cultural diversity** in the media industry overall from 2020 to 2022

**PLEASE STAND BY**



**Female respondents** were **more negative** in their perceptions of the barriers to career progression than their male counterparts



There has been an **increase** in perceived **barriers** to career progression for **Indigenous and culturally diverse staff** behind the camera

OUR FINDINGS SHOW THAT **THERE IS SOME WAY TO GO,** WITH A SERIOUS NEED FOR MEDIA LEADERS TO SUPPORT MEANINGFUL AND INFORMED ADJUSTMENTS, AND STRATEGIC INTERVENTIONS TO **BUILD A MORE REPRESENTATIVE INDUSTRY.**