SBS and DFAT multicultural Australia roundtable

On 23 November 2018, SBS and the Department of Foreign Affairs and Trade partnered to host a multicultural Australia roundtable as part of the Government’s Soft Power Review. The conversation examined ways in which Australia can have an impact internationally through communicating the power of Australian culture and ideas.

The event brought together guests from organisations representing settlement services, youth advocacy, mentorship and the arts, and drew on diverse Australian perspectives from a broad cross-section of the community, including multicultural leaders who build Australia’s soft power every day. The discussion, co-chaired by SBS Director of Audio and Language Services, Mandi Wicks, and DFAT Assistant Secretary, Damien Miller, will help in the identification of Australia’s soft power objectives, assets and challenges, and shape policy options for maximising Australia’s reputation and prosperity in the future.

SBS inspires all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to a cohesive society. Our strong track record in presenting news and information in a balanced and impartial way, and in telling local stories, and engaging with diverse communities in Australia, demonstrates that SBS is an effective soft power asset. Australia’s reputation is strengthened when these audiences share the information, entertainment and education they have gained from SBS with the world.

The Government is conducting a review of Australia’s soft power, a commitment of the 2017 Foreign Policy White Paper, to ensure that Australia continues to build soft power and exercise influence effectively.