SBS hosts inaugural Media Pride event

In partnership with Pride in Diversity and Screen Diversity Inclusion Network

On Wednesday, 8 August 2018, SBS hosted the very first Media Pride event, in partnership with Pride in Diversity and Screen Diversity Inclusion Network at The Beresford, Sydney.

Media Pride is an initiative generated by the SBS Pride and Allies employee affinity group, with the aim of bringing the Australian media together for the first time to focus on LGBTIQ+ diversity and inclusion.

Panellists at the inaugural event, presided by SBS VICELAND The Feed presenters Patrick Abboud and Jan Fran, included SBS’s CEO and Managing Director, Michael Ebeid AM, who spoke about his personal experience, the significance of the recent marriage equality campaign and the importance of creating an inclusive and respectful culture for a diverse workforce, an area that he has personally championed at SBS.

Ebeid was joined on stage by industry leaders including Brian Walsh (Foxtel), Bevan Lee (Seven Network), Darren Dale (Blackfella Films), Fiona Cameron (ACMA), and Tea Uglow (Google Creative Labs).

Chris Keely, Chair of the SBS Pride & Allies Committee said, “I’m thrilled that so many Australian media could join this important launch of Media Pride.

“Last year’s campaign for marriage equality propelled LGBTIQ+ diversity and inclusion to the forefront of the media conversation but what’s next?

“The answer is that there is no room for complacency. The work building diversity and inclusion for LGBTIQ+ communities has only just begun, and that there is still much work to be done, particularly for the marginalised.”

The key aims of Media Pride are:

- Focus on the unique responsibility of media in shaping community opinions of LGBTIQ+ individuals, communities, and their issues
- Highlight LGBTIQ+ media executives and talent, and their challenges and achievements
- Promote cultural change and diversity and inclusion for LGBTIQ+ Australians
• Send the message that all Australian media workspaces should provide an inclusive place of work which includes LGBTIQ+ communities, based on mutual respect, understanding and support of all LGBTIQ+ individuals.

Media Pride was generously sponsored by PWC, L.E.K. and Deloitte, and attended by a broad range of Australian media including representatives from the production industry.

Anyone interested in attending future events can join the Media Pride Australia LinkedIn page.

Ends

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