



SBS PROTOCOL: ACKNOWLEDGEMENT OF COUNTRY

Purpose

As a pioneering broadcaster that explores and connects diverse cultures and perspectives that make up the worlds that we live in SBS recognises and respects the culture and traditions of Indigenous Australians. There are a number of ways we can show our respect for Aboriginal and Torres Strait Islander culture and heritage, and we are developing a protocol to help us do so.

As a first step, all Board members and Executive are strongly encouraged to perform an Acknowledgement of Country at official SBS events and at the beginning of speeches they make at other events where they are representing SBS.

All staff, where they are representing SBS, are likewise encouraged to perform an Acknowledgement of Country.

An Acknowledgement of Country is being performed at all induction courses and in the Purpose and Values Training.

What is Acknowledgement of Country?

"Acknowledgement of Country" is a way that the wider community can demonstrate respect for Aboriginal protocol and can be performed by any party that is participating in an occasion of any kind.

"Acknowledgement of Country" can be performed by both Aboriginal and non-Aboriginal peoples. It is a demonstration of respect dedicated to the Traditional Custodians of the Land and or Sea where the gathering of participants is being conducted.

"Acknowledgement of Country" is a respectful and yet not difficult practice to engage in.

Acknowledgement of Country is a respectful means of Acknowledging that the event, meeting etc. is taking place on the Country of the Traditional Custodians.

(Source: Welcome to Country & Acknowledgement of Country: Guidelines and Protocols for NSW Public Schools and TAFE NSW Institutes, NSW Aboriginal Education Consultative Group Incorporated, May 2004, p.14.)

How to perform an Acknowledgement of Country

The following wording is recommended, depending on whether the traditional custodians of the land are known.

The traditional custodians of the land on which SBS's Sydney and Melbourne offices and the Canberra bureau are located have been identified.

SBS Sydney office

Before I/we start, I would like to acknowledge the **Cammeraygal** [kamma-RAY-g'l] people of the **Guringai** [goo-RING-gy] Nation who are the traditional custodians of the land we meet on today. I would also like to pay respect to the Elders, both past and present, of the **Guringai** Nation.

SBS Melbourne office

Before I/we start, I would like to acknowledge the **Boonerwung** [boo-na-rong] and **Wurundjeri** [wuh-RUN-juh-ree] people of the **Kulin** [koo-lin] Nation who are the traditional custodians of the land we meet on today. I would also like to pay respect to the Elders, both past and present, of the **Kulin** Nation.

SBS Canberra bureau

Before I/we start, I would like to acknowledge the **Ngunnawal** [NUN-a-wall] people of the **Ngunnawal** Nation who are the traditional custodians of the land we meet on today. I would also like to pay respect to the Elders, both past and present, of the **Ngunnawal** Nation.

Where the traditional custodians of the land are known

Before I/we start, I would like to acknowledge the [_____] people of the [_____] Nation who are the traditional custodians of the land we meet on today. I would also like to pay respect to the Elders, both past and present, of the [_____] Nation

Where the traditional custodians of the land are unknown

Before I/we start, I would like to acknowledge the traditional custodians of the land we meet on today, and pay my respect to their Elders, both past and present