

## **SBS announces winner of the Diversity Works Challenge**

### **Surf Life Saving Australia recognised for its campaign concept reflecting Australia's diversity**

SBS is proud to announce Surf Life Saving Australia as the winner of the 2017 Diversity Works Challenge, with their campaign concept developed by KWP! in Adelaide. Opening earlier this year, the initiative called on brands and agencies to develop an advertising campaign that demonstrates the diversity of today's Australia.

SBS Managing Director, Michael Ebeid, said: "SBS has been championing diversity for more than 41 years and the Diversity Works Challenge is another way of us delivering on this unique purpose. We're thrilled to see the representation of diverse Australian communities, people and cultures throughout the advertising campaigns submitted as part of this initiative and look forward to seeing the winning entry on air later this year."

Surf Life Saving Australia will receive \$1 million of advertising space across SBS TV and digital assets and their campaign is set to premiere on SBS in the second half of 2017.

The campaign showcases the diversity of Surf Life Saving Australia as an organisation, as well as the many Australians who enjoy the beach. The creative draws attention to the indiscriminate nature of the dangers of the ocean and prompts people regardless of colour, language, religious beliefs, sexual orientation or cultural differences, to think carefully about how and where they enjoy beaches and waterways.

SBS Media Director of Sales, Andrew Cook, said: "Despite the very high calibre of entries, the judging panel was unanimous in its decision to award the prize to Surf Life Saving Australia. The concept integrates the diversity of Australia into the fabric of the campaign and delivers a simple and focused creative strategy that will assist Surf Life Saving Australia to deliver their objective of saving lives.

"It's been encouraging to see the number of major Australian brands who have taken part in the inaugural Diversity Works Challenge, further demonstrating that thinking with diversity works".

Surf Life Saving Australia Chief Executive, Melissa King, said, "We're thrilled to have been judged the winner of the challenge and excited to have the opportunity to bring our creative concept developed by KWP! to life. The challenge will have a significant impact on Surf Life



Saving across the country, and assist us in our mission to keep our beaches safe. It will also call out to our wonderfully diverse communities around Australia to think about joining our movement. ”

The Diversity Works Challenge expert judging panel included Executive Director of the Australian Multicultural Foundation and Chairman of SBS **Dr Bulent Hass Dellal AO**, Founding Member and former Co-chair of the *MEAA Equity Diversity Committee* and Director of *Pearly Productions* **Pearl Tan**, Founder and Content Director of *Mumbrella* and creator and curator of the annual Mumbrella360 conference **Tim Burrowes**, Founder of research company *Pollinate*, Director of advocacy agency *Social Soup* and Non-executive Director for *Planet Ark* **Howard Parry-Husbands**, Chief Executive Officer of the Sydney Gay and Lesbian Mardi Gras **Terese Casu**, NITV Channel Manager **Tanya Orman** and SBS Director of Media Sales **Andrew Cook**.

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