



Mayoral Message

Dear Resident

I have no doubt that our City is the perfect location for the SBS headquarters.

From the early days where most households struggled to get any reception, to the digital transformation of today, the SBS has told the stories of diverse communities from across Australia.

And as our country's most diverse, multilingual, multiplatform media organisation, it just makes sense that it be situated in the multicultural heartland of Australia.

It's no secret that our City boasts one of the most diverse populations in the state. According to the latest Census data, we're home to more than 371,000 people, with 268 different ancestries and 176 languages spoken.

That's why I'm doubling down on calls for the SBS to be shifted from its long-term home in Artarmon.

Let's not forget that SBS was established in Artarmon because it needed to be located near the other networks such as Channel 9 and ABC, which have since moved elsewhere. And thirty years on, it's time for SBS to once again evolve and plant its roots into a diverse, multicultural community which aligns with its charter and values.

The Federal Government is undertaking a feasibility study to examine the merits of moving SBS to Western Sydney.

In 2018, we presented a proposal to the Federal Minister for Communications to create an exciting and ambitious cultural and media hub in the heart of Campsie.

I have a vision of a media zone called 'Campsie Cultural and Creative Centre' – a purpose built \$120 million hub in Campsie. This is about breathing new life into our City. It's a partnership that will showcase our vibrant multicultural community, create hundreds of jobs and attract major investment.

But a lot has changed since that proposal and it's time to review and update our decisions. At the last Council Meeting, I called for Council to update the proposal to give us the best possible chance of securing SBS in our City. We will be identifying other suitable sites to house the media giant and any major City partners which may have something to offer our bid.

In the last week, we've seen the ABC shift 300 staff to the Parramatta CBD. We don't want to see the same thing happen here. I will fight to ensure we do not miss this opportunity.

It's time to bring SBS to where diverse communities have made their home!

Yours sincerely,



Clr Khal Asfour

MAYOR