

# How will you go Beyond 3%



[www.beyondthreepercent.com.au](http://www.beyondthreepercent.com.au)

Beyond 3% is an initiative led by SBS Media and NITV designed to inspire, educate and encourage a long-term shift in investment by agencies and brands in Australia's Indigenous media platforms.

## Why should you support?

Aboriginal and Torres Strait Islander peoples represent 3.3% of the Australian population<sup>1</sup> however, the media that exists to serve these communities are not often considered as part of advertising campaign planning. NITV is proudly one of many across Australia providing a voice for Aboriginal and Torres Strait Islander peoples, and a place for their stories to be shared, explored and celebrated, but it's estimated that less than 0.3% of advertising in Australia invested in media is dedicated to reaching these audiences<sup>2</sup>.

**Beyond 3%** seeks to engage media agencies to begin to address this gap by learning more about the role and value of First Nations media in Australia today, doing more to be inclusive as an individual or an organisation in this sector, and re-thinking media spend by committing to increasing investment in Indigenous media platforms to at least a 3 per cent target.

Course correcting the current gap in investment in the Indigenous media sector has a direct impact in improving the diversity of stories and perspectives in our media landscape. Your investment is a vital contribution to the strength of First Nations media around the country, supporting opportunities for the next generation of talent, and empowering Aboriginal and Torres Strait Islander voices, peoples and communities.

## What can you do to go Beyond 3%?

Participants who choose to take part in the Beyond 3% initiative can contribute in two ways: education and investment.

### LEARN MORE

Individuals and organisations can personally commit to learning more about Aboriginal and Torres Strait Islander cultures through a range of SBS-run education and immersion sessions or by reaching out to qualified Indigenous-owned organisations. Learning more helps to shift long-held views and behaviours that can create barriers for growth and opportunity.

### INVEST

Engage Indigenous media platforms and environments with the aim of moving towards a minimum of 3% of your media investment against all people being in this space. Investing in Indigenous media contributes towards creating more content for and by Aboriginal and Torres Strait Islander peoples. This in turn drives further employment in the sector and has a positive impact of representation on and off the screen.

<sup>1</sup> Australian Bureau of Statistics, 2016

<sup>2</sup> Based on Standard Media Index (SMI) data available for media compared to total SMI figures

If you are an advertiser, marketer or content creator, head to [www.beyondthreepercent.com.au](http://www.beyondthreepercent.com.au) or email us at [beyondthreepercent@sbs.com.au](mailto:beyondthreepercent@sbs.com.au) to find out more.

