

Lou Petrolo

Special Broadcasting Service
Strategy and Community Engagement Manager,
SBS Audio and Language Content



Lou has an extensive background in multicultural communications. His passion for multi-lingual communications and community engagement has developed over 10 years of working across a range of public and private sectors, including technology, health, Government and financial services as the Director of cross-cultural communications agency, LOUD Multicultural.

In 2010 he was appointed Chairman of the Communication Council of Australia's Multicultural Forum. In this capacity, he was a regular spokesperson for the industry, promoting the benefits of effectively engaging CALD and Indigenous audiences effectively to both Government and commercial organisations.

Lou joined SBS in 2013, and has played a significant role in promoting SBS Radio's new program schedule to stakeholders and audiences nationally. His primary focus is to grow ALC audiences by deepening their engagement with the language programs and SBS content across all technology platforms.

Can the Media Shift Public Opinion on Social Cohesion Issues?

The Special Broadcasting Service (SBS) was founded on the belief that all Australians, regardless of geography, age, cultural or social background or language skills should have access to high quality, independent, culturally-relevant media across SBS Television, Online and Radio. There is no other public broadcaster like SBS. Initially set up in 1975 by the Federal Government to inform new migrants, in their language, about the introduction of Australia's first national healthcare scheme – then known as Medibank and later of course, Medicare. In 1987 SBS was enshrined in legislation and given a specific function as Australia's multicultural broadcaster as defined in the SBS Charter. Fast forward to current day experience where media continues to change our perception of social cohesion, diversity, tolerance and respect. SBS has become even more relevant engaging with Culturally and Linguistically Diverse (CALD), Indigenous and broader communities to tackle religious, cultural, social and policy issues. Broadcasting in 74 languages ensures CALD communities can be active participants in Australia's democratic society.

