The Advisory Group will be chaired by Ms Dorothy West OAM. Ms West is a Noongar woman from the south west of Western Australia. Ms West was a member of the SBS Board from 2012 to 2022 and has worked in the media industry since 1987 in various capacities. She has also served on numerous other boards, including as the Inaugural Vice Chairperson of NITV, Screenwest, and as Chair of First Nations Media Australia.

Ms West will be joined by a number of eminent First Nations Australians as Advisory Group members.

- Associate Professor Lyndon Ormond-Parker, an expert in First Nations digital inclusion, cultural heritage and on-country learning.
- Professor Bronwyn Carlson, an expert in First Nations social media use and online safety.
- Ms Talei Elu, a community advocate for digital inclusion and member of the Queensland Government First Nations Consultative Committee.
- **Ms Naomi Moran**, the Chair of First Nations Media Australia (FNMA) and General Manager of the Koori Mail newspaper.