

# **The Walkley Foundation's Submission to the Australian Senate Select Committee on the Future of Public Interest Journalism**

**August 1, 2017**



## Introduction

The Walkley Foundation is at the heart of the Australian media. We recognise and promote excellence in our craft. We advocate for great journalism. And we have led the industry conversation about how to adapt to the challenges posed by digital disruption.

Australians need journalism. It records, explains and shares our stories, holds the powerful to account, protects the vulnerable, and points to solutions to our biggest problems. We believe it is the government's responsibility to ensure quality public interest journalism is sustainable and accessible to all Australians. That means government funding for innovation, as for other industries, and creating a climate where the best new ideas and models can succeed.

The starting point should be understanding the impact journalism has on Australian society, politics and culture.

### Public interest journalism's impact

Quality public interest journalism is expensive to produce, because it requires research, expertise and specialised skills. It has long been a loss leader for media organisations. Yet it is essential that public interest journalism survive this crisis, as the following examples from the Walkley Award archives illustrate.

• **Joanne McCarthy's Catholic sex abuse stories.** The *Newcastle Herald* reporter won the Gold Walkley in 2013 after years of campaigning reporting. She spoke to hundreds of victims in the course of her reporting. Her work is in part a testament to the need for strong local news organisations that can afford to give reporters the time required to gain sources' trust and keep digging. "I am a regional person, and I think only a regional paper could have done this," [she said after winning the Walkley](#)<sup>1</sup>. "The truth is the truth. It doesn't matter where it appears. You just have to keep banging away."

---

<sup>1</sup> Walkley Foundation winner profile of Joanne McCarthy, 2013:  
[http://www.walkleys.com/walkleys-winners/2013\\_gold\\_walkley\\_joanne\\_mccarthy/](http://www.walkleys.com/walkleys-winners/2013_gold_walkley_joanne_mccarthy/)

- **Crime reporter Dan Box** and his team at *The Australian* used the innovative format of a podcast to bring attention to a cold murder case in *Bowraville*. Their reporting led to an independent review, new charges in the unsolved murder case of three Aboriginal children, and prompted a public apology by the NSW Police Commissioner to the families of the victims.
- For years, **Fairfax journalist Adele Ferguson** has used her journalistic voice to campaign to hold Australia's banks and insurers accountable, and she has the Gold Walkley to prove it. She's an outspoken advocate for whistleblower protections, having seen firsthand the toll that speaking out against waste, fraud, abuse, corruption or injustice can take on ordinary Australians.
- The **Newcastle Herald** again scooped a Walkley in 2016 with "The Foam and the Fury". A team of six spent more than a year pursuing the NSW and federal government for answers after revealing that toxic chemicals from the Williamstown RAAF Base had for years been spreading onto neighbouring properties and waterways. Two of the youngest journalists were named 2017 Walkley Young Australian Community/Regional Journalists of the Year.
- The 2016 Young Australian Journalist of the Year, Elly Bradfield, produced an intimate investigation for **ABC Radio** in regional Queensland into ice addiction in her hometown — gutsy journalism that put her personal relationships to the test.

It would be simplistic to define journalism's public impact only with reports that change laws or prompt royal commissions, as important as those are. We do not have easy ways to measure the impact of **Andrew Quilty's** photograph of an Afghan man killed on an operating table, surrounded by the detritus of an explosion at the Medecins Sans Frontiers hospital in Kunduz, Afghanistan. Quilty went on to track down the man's family and document his life: the bicycle he rode to work, their small mud-brick home, his daughter at his graveside. His work opened our eyes to the suffering of those caught in a conflict and reminded us that Afghans, though a world away, are people just like us — a prerequisite for making good decisions in the area.

We must ensure that the Australian journalism industry is strong enough that such stories can continue to be reported.

### **The Walkley Foundation is ideally positioned to help the industry**

In 2008, the Walkley Foundation and the Media Entertainment & Arts Alliance (MEAA) launched the Future of Journalism Project with the first summit of Australian editors and publishers to discuss the emerging issues. This discussion was bolstered by a mission to the United States and western Europe, and a major report: [\*Life in the Clickstream: The Future of Journalism\*](#). “We’ll have to reinvent journalism,” Phillip Meyer, a longtime editor, professor and pioneer of journalistic methods, told the conference. Emily Bell, then *Guardian* digital director, predicted, “We are on the brink of two years of carnage for western media.” This was prescient, though two years have now become nine.

Since those discussions, the Walkleys have continued to deepen and inform the industry’s conversation about its future. Today, we have a flagship innovation program — the [\*Walkley Incubator and Innovation Fund\*](#) — where we identify the most promising new journalistic startups and projects, and help them thrive with training, mentorship and funding. This year we selected 110 projects to take part in our three-month online incubator; 28 of these for intensive bootcamps in Sydney and Melbourne; and we’ve funded five projects from our innovation fund. Along the way we’re creating a vibrant ecosystem to help support the experimentation and creation of new media ventures and tools.

It is the only such program in Australia, and we hope to grow it to do much more.

Since 1956, the foundation has celebrated and enabled excellence in journalism — which is the basis for an informed society. We are a nonprofit company limited by guarantee, on the Register of Cultural Organisations, and best known for the Walkley Awards for Excellence in Journalism, Australia’s most prestigious journalism awards. Through the Walkley Awards, we benchmark journalistic excellence. We also have a central role in guiding the industry through change, through our innovation program (detailed on page 15) as well as through Storyology, an annual journalism conference that is the only one of its kind in Australia. We train journalists, share best practices, spark public discussion on

the value of journalism, raise funds to support press freedom, and promote Australian journalism.

Furthermore, the Walkleys enjoy support from Australian journalists and media organisations of all stripes; our directors have included many of Australia's most respected journalists, such as Angelos Frangopoulos, Quentin Dempster AM, Laurie Oakes and Fran Kelly (see the **Appendix**). Each year more than 100 senior journalists donate their time as Walkley Award judges. At the same time, our supporters include an unusually broad swath of Australian companies that value media's vital role in society. Indeed, partnerships contribute 75 per cent of our revenue. The foundation is also closely aligned with other key institutions, particularly MEAA and universities nationwide. We are the umbrella organisation that has long worked with everyone, and we have recently brought new international and digital players into that work. In doing so, we help them find their role in the media ecosystem and understand the importance of giving back.

## **Australian journalism faces existential challenges.**

Journalism, the media and Australian democracy are facing three giant existential challenges that are fundamentally reshaping the way we all work. And it's not over yet.

### **1. The traditional business model has collapsed.**

Australian journalists have been living this collapse in real time. It can feel like an apocalypse at times, as the number of redundancies climbs. MEAA's submission (the best detailed analysis of the crisis) estimates that perhaps 3,000 journalists have lost their jobs or left the industry since 2011. Even winning a Walkley does not guarantee job security.

This Australian trend aligns with global ones. In the US, for example, there are now about half as many journalists working in traditional media as there were early this century.

We lack good Australia-wide data on the net change in employment. None of the major companies report on key indicators, such as how many journalists are working or how

much journalism is being done here. But that doesn't blind us to the general picture: Newsrooms are under great stress as journalists have to produce more stories, in less time, on more platforms than ever before.

Few journalists have the luxury to chase tips or Freedom of Information requests that may not produce information immediately. A handful of news organisations that have continued to invest in large investigative journalism teams have dominated relevant Walkley categories. Although the freelance sector is growing, few independent journalists produce substantive investigative reports — in part because the risk of lawsuits is too high for anyone lacking a legal team.

But the greatest impact has not been at what we might call the haute cuisine end of the industry. It's been at the meat and potatoes end.

There has been a real loss in institutional knowledge across rounds of coverage. This is particularly true at the local level and in “journal of record” functions.

The mainstream media have reduced the scope of their own ambitions, with the loss of detailed coverage such as local government, courts and other public institutions. No media can claim any longer to being a “journal of record”. There is less coverage of state governments, while at the federal level coverage has contracted to the parliament and the senior levels of government and opposition. Other key areas, such as health, education, or social affairs get significantly less mainstream coverage than a decade ago.

While conducting research for our 2017 review of our Young Australian Journalist of the Year Awards, we heard repeatedly that young journalists are less likely to get the mentoring that was once considered fundamental to their professional development — a problem that's compounded by the overall disappearance of cadetship and traineeship programs.

At the heart of this problem is the loss of advertising that largely supported traditional media in the past. It's a long-term trend: As new advertising opportunities emerge, the dollars come out of the old media (particularly newspapers) and into the new. There's no

natural correlation between advertising and news. It's just that through most of the 20th century newspapers were the most effective platform for advertisers to reach consumers.

From about the mid-noughts of this century, advertising revenues in Australian newspapers started to decline by between 5 and 10 per cent a year. About 18 months ago, this started to accelerate to about 15 per cent. This year, some companies are reporting a 25 per cent year-on-year decline in print revenues. Digital revenues have grown but have not come close to filling the gap.

For a lot of advertisers — particularly the so-called “rivers of gold” that were classified ads — the internet is simply a more effective tool for connecting buyers and sellers. Some advertising — display, brand promotion, travel — is still effectively delivered through traditional media, but this is also under pressure, targeted by the giant platforms for their own future growth.

We can't assume that the industry has hit rock bottom. Print has borne most of the losses over the past decade and has further to fall. However, we are now seeing the effect of the shake-out in free-to-air television, where the impact of live-streaming services has reduced audiences and accelerated advertising's shift to digital.

As traditional media's revenues continue to slide, companies will continue to cut expenditures.

The challenge for all news organisations, in whatever medium, is to achieve what Newsonomics commentator Ken Doctor has called the “crossover point”, at which a media organisation receives more reader revenues (whether from subscriptions, sales or elsewhere) than advertising revenues.

The *Washington Post* this year claimed more than US\$100 million in digital ad revenue and a Trump-fuelled spike in subscribers, according to the *New York Times*, which quoted a media analyst<sup>2</sup> saying the Post, the Times and News Corp's *Wall Street Journal* are

---

<sup>2</sup> Stewart, James B. “Washington Post, Breaking News, Is Also Breaking New Ground,” *New York Times*, May 19, 2017. <https://www.nytimes.com/2017/05/19/business/washington-post-digital-news.html>

successfully transitioning to a digital revenue model. A few Australian news outlets have seen modest successes in building subscriptions, though nothing close to reaching crossover at a level that can sustain their business at the scale Australian democracy demands.

The business model of the large US media outlets cannot easily be replicated by smaller-scale organisations. A business model is still illusory for most, even in the much healthier US market. Here in Australia, we must fund broad experimentation to see what will work, but our media organisations have been too focused on survival to do so alone.

## **2. The digital revolution offers great opportunities — but embracing them requires training.**

While the business model has tanked, the internet and other networked communications technologies have revolutionised the way journalists can tell stories and get them to news consumers. Indeed, these technologies are changing how we understand journalism.

To reap the benefits, though, journalists and news organisations need access to training, development and opportunities to experiment. The competition for attention in a media-saturated world has become intense. Journalists no longer have sure ways to find their audiences. The tools for producing and publishing every kind of journalism are changing at breakneck pace. Just as the media start to get their bearings in the mobile world, in march Alexa/Google Home, virtual reality and wearables.

The Walkleys is helping to future-proof the industry. We build skills and understanding through our Storyology program, and our innovation and incubation work is creating an empowered journalism innovation community.

## **3. Disinformation and a deterioration of trust in media pose significant risks.**



We've seen a surge in fake news: stories deliberately created to mislead people, whether for profit or political motive. Fake news, of course, is just one kind of disinformation. Globally, we must all take note of the ease with which entrepreneurs from Colorado to Macedonia created fake U.S. political news that sometimes went more viral than the real news and helped propel Donald Trump to the US presidency. It can happen anywhere, and has, from the Philippines to Russia.

Canadian commentator Phil Smith has talked about a tsunami of digital misinformation and disinformation that is polluting the internet. We've only really woken up to the problem in the past 12 months, in the wake of the apparent weaponised intervention into the US election campaign. And the problem is getting worse.

There's been a debate over whether the term "fake news" has itself been polluted by its misuse by some politicians, who characterise as "fake news" any story they dislike, disagree with or are embarrassed by. And fake news itself is only a subset of digital disinformation.

It's used here to describe a falsity presented in the style of a news report, often from a bogus news organisation. For example, the wholly fabricated 2016 news report "FBI Agent Suspected in Hillary Email Links Found Dead in Apparent Murder-Suicide" was attributed to the equally specious *Denver Guardian*. (It was shared a half-million times on Facebook.)

Fake news and other digital disinformation are not marginal problems. Nor are they easily resolved at a national level, because the factors that drive their reach are global. First, fake news is successful precisely because it plays to the strengths of the global web. The internet is open and easy to access by design. The accelerated use of bots and AI in the social web allows for mass production of fake news, and amplifies its effects.

Second, the political economy of the web supports fake news. Programmatic advertising — like Google's AdSense — doesn't necessarily distinguish the fake from the real. Once the fake is amplified through bots or purchased accounts — made easier in some countries by a lack of regulation — it attracts more ad revenue, not less.

Sometimes it feels like the business model of fake news is stronger than the model for actual news.

The global nature of the online gig economy that sustains so much internet content, means there are hundreds of thousands of low-wage workers worldwide available to create fake news.

Third, fake news is simply easier to make. Shaping a fake story with enough truthiness in it takes less time than digging out true stories. In fact, it's so simple, and our desires are so easily played upon, that bots are producing it. This means that the sheer volume of manufactured news overwhelms true news.

Fourth, politically aligned philanthropists, corporations, foreign governments and non-state actors, including terrorists, all use fake news and deliberate disinformation. Right now, groups aligned to the Russian government are the focus of attention. But they are merely one example of a sort of all-against-all cyberwar. Debates from climate change to religious extremism have been polluted by fake news and deliberate disinformation. Elon Musk has warned that contrary to the *Terminator* scenario, AI will use its understanding of disinformation flows to take control — and we may never know it's happening.

Finally, fake news is deliberately crafted to sound as though it should be true. That's why there's a growing business in identifying personality types or psychographics from social media activity, as discussed in both [The Monthly](https://www.themonthly.com.au/issue/2017/july/1498831200/nick-feik/killing-our-media)<sup>3</sup> and the [Good Weekend](http://www.smh.com.au/good-weekend/what-that-facebook-quiz-is-doing-to-your-privacy-20170706-gx5zvj.html)<sup>4</sup> in July. We are all useful idiots in the fake news war. Moreover, fooling the general public may become even easier soon, with the emergence of technologies that allow people to fabricate speech and actions for real people in audio and video, as the science podcast *Radiolab* recently reported. Imagine a world in which video editors can put any words they want in the mouths of our politicians, and imagine the speed at which the result could travel.


---

<sup>3</sup> Feik, Nick. "Killing Our Media: The impact of Facebook and the tech giants," *The Monthly*, July 2017 <https://www.themonthly.com.au/issue/2017/july/1498831200/nick-feik/killing-our-media>

<sup>4</sup> Wood, Stephanie. "What that Facebook quiz is doing to your privacy," *Good Weekend*, July 21, 2017. <http://www.smh.com.au/good-weekend/what-that-facebook-quiz-is-doing-to-your-privacy-20170706-gx5zvj.html>

The Wikimedia group recently released a report on what these trends should lead us to expect that included the following table. It maps how developing technology and corporations or governments (along with other non-state political actors) pushing a political agenda are affecting both content and access to that content:

MISINFORMATION TRENDS		
INFLUENCE	CONTENT	ACCESS
TECHNOLOGY	Information created via new means, such as AI, bots, big data, virtual reality, media format manipulation	New means of content delivery, such as wearables, immersive experiences, voice-activated digital assistants
GOVERNMENT & POLITICS	Rise in misinformation, threats to press or academic freedom	Censoring/blocking Wikimedia platform or other sources, blocking online access altogether, monitoring/surveilling online access
COMMERCE	Sponsored research, advertorials, paid promotional advocates, clickbait content	"Filter bubbles", proprietary devices and platforms

 **WIKIMEDIA**  
FOUNDATION

Fake news doesn't arrive into a vacuum. It arrives in a climate of widespread distrust of journalism and of the media. When a mainstream media report is attacked as "fake news" — however unfairly — it is accepted as par for the course by a community that is already distrusting of the media.

## How we need to respond

The three challenges of changing business models, changing technologies and disinformation require a multi-faceted approach from all players. This approach needs to

be led by journalists themselves and demands active commitment from government, public institutions, and media organisations.

Through our own efforts, we've come to appreciate where the greatest needs are and what some of the most promising new models may be, and we have big plans to beef up our innovation program.

This government has repeatedly stated that encouraging Australian innovation is a primary goal. Journalism should be specifically earmarked in federal innovation funding and programs, in recognition of the industry's vital importance to society and dire need.

The Walkley Incubator and Innovation Fund already has had marked success in distributing this kind of funding. Annual funding to the program (from partners Google, iSentia, and, previously, the Copyright Agency's Cultural Fund) has averaged around \$70,000 year since its inception. This funding has been distributed each year to several Australian media projects. Entries shot up in 2017 to 160 from 100 the year before, and the quality of entries has risen, too. We are now seeing entries from more viable projects than we have the resources to support financially and with all the tools, training and expertise they need to launch. In 2017, we leveraged our contacts in the startup community and beefed up the training in the incubator, thus quintupling the number of beneficiaries to a longlist of 110<sup>5</sup>. We cultivated a vibrant online community of innovators that has continued to share what they've learned with each other long past the official Walkley-run events. It's exciting, and we see great potential.

With fake news, as with the business model and other digital disruption problems, we need to try everything. Fact-checkers, overall, are playing whack-a-mole with fake news. It travels faster across our feeds than it can be discredited, and the discrediting is often only a partial success in changing people's beliefs. We need more verification and fact-checking. And we need to bolster trustworthy media, and trust in media. Some problem-solvers are creating technological solutions, like the News Quality Scoring Project, Frederic Filloux's project to rank the quality of news. Or entirely new platforms,

---

<sup>5</sup> 2017 longlist: <http://bit.ly/2017longlist>; shortlist: <http://bit.ly/2017shortlist>; funded projects: <http://bit.ly/2017innovationfunding>. See also <https://walkleys.com/innovation>.

like the open-source Wikitribune led by Wikipedia founder Jimmy Wales. Some are looking to harness blockchain, and some the wisdom of the crowd. Some are updating their journalistic techniques to use research on how people acquire information and change their beliefs. For a review of what's happening in this space, start with the online board compiled by the [Trust Project](#)<sup>6</sup>, a May 2016 summit of journalists convened at Santa Clara University's Markkula Center for Applied Ethics. It shows user needs, indicators of high-quality news, and proposed or existing tools.

The Walkleys drive conversations about these vital issues and how to move forward across our innovation program, the Walkley Media Incubator and Innovation Fund; our professional development for journalists; and public talks. This year, around 30 per cent of innovation projects in the Walkley incubator addressed fake news. Storyology 2017 includes several speakers expert in the field, including Filloux, editor of The Monday Note; Craig Silverman, BuzzFeed's Canada-based disinformation expert who has led coverage of the topic; Maria Ressa, head of Rappler.com, which has fought state-issued disinformation in the Philippines; and Australians Russell Skelton and Gordon Farrar of RMIT ABC Fact Check.

### **Nonprofit news holds promise, but needs help**

In the United States, a nonprofit news ecosystem began to emerge in 2008 to fill a gap in public service journalism left by years of decline in the industry — between 1990 and 2015, the number of professional journalists in the U.S. dropped from 56,900 to 32,900, [according to the American Society of News Editors](#)<sup>7</sup>. Today, mission-driven journalism is flourishing. The nonprofit [Institute for Nonprofit News](#)<sup>8</sup> (INN) — formerly the Investigative News Network — began as a coalition of similar mission-driven investigative news nonprofits and now has more than [120 member organisations](#)<sup>9</sup>. As Bill Birnbauer wrote in his submission to this committee, these organisations complement rather than compete with legacy news organisations, they have come to be a mainstream part of the news landscape, and they have now won every major American award for journalism. They

---

<sup>6</sup> The Trust Project: <http://bbcnewslabs.co.uk/projects/trust-project-challenge/>

<sup>7</sup> Doctor, Ken. "Newsonomics: The halving of America's daily newsrooms," NiemanLab, July 28, 2015. <http://www.niemanlab.org/2015/07/newsonomics-the-halving-of-americas-daily-newsrooms/>

<sup>8</sup> About the Institute for Nonprofit News: <https://inn.org/about>

<sup>9</sup> INN members: <https://inn.org/members/>

have made a particular impact on the quality of local news, because although there are a few larger, nationally and internationally focused nonprofits like ProPublica or the Center for Public Integrity, most are small and focused on cities, states or regions. Many also shine a light into specific issues like climate or justice. These small nonprofits are often highly audience-focused and nimble, experimenting with everything — how stories are gathered or told, distributed or discovered, and where the money comes from. Indeed, this ecosystem has birthed such a dizzying amount of innovation in part because so many of the nonprofits collaborate and share their lessons through INN and related networks.

We are inspired by this revitalisation of public service journalism as well as the business-model experimentation, and we seek to encourage a homegrown Australian nonprofit news ecosystem.

But US philanthropic investment in that country's nonprofit journalism is in the hundreds of millions of dollars — several orders of magnitude greater than our modest fund. While we are proud of our achievements thus far, the Australian news ecosystem needs a massive injection of investment for innovation to truly thrive.

Governments can help the nonprofit ecosystem by:

- Making donations to nonprofit journalism tax-deductible, perhaps under the framework of the Register of Cultural Organisations.
- Building structures that enable existing for-profit media to transition to not-for-profit status. (Several US companies have transitioned and survived this way.)
- Funding not-for-profits and the production of high-quality, independent journalism. This should be done at arm's length as, for example, currently occurs with literary magazines through the Australia Council. In the next section, we expand on our role in this space.

### **How the government can fund independent journalism**

We're seeking to expand the Walkley Incubator and Innovation Fund and need philanthropic, governmental and sponsorship support to strengthen the fund as the mechanism for arm's-length funding.

First, inspired by the few successful media funds and accelerators in the US and Germany, and INN, we hope to cultivate a robust, collaborative community of journalistic innovators, especially those focused on mission-driven or local coverage; provide training, particularly across digital, data, investigations and business skills; be a hub for best practices and lessons learned; encourage joint fundraising; and establish common standards for ethical journalism. Second, we aim to send a handful of journalistic startups — both nonprofits and for-profits — through an intensive accelerator launchpad program with design reviews and pitches to venture capitalists or other funding sources to maximise their sustainability.

We have proposed that the government fund public-interest and investigative journalism through a third-party mechanism that is built to maintain the editorial independence of the journalism. In fact, the Walkley Foundation is already in the process of creating such a fund — the Walkley Fund for Independent Journalism. We note that several other submissions have suggested such a fund.

In the process of creating and running the fund:

- The Walkleys will appoint a diverse and independent panel of respected journalists that will provide the mechanism for approving grants on a rolling basis to journalists for independent investigations and reporting.
- Selection criteria for stories will include the story's potential impact and value to the Australian public, the need and credibility of the story, and the journalist's demonstrated ability.
- Journalist recipients will also receive mentoring through Walkley networks, with a focus on matching young journalists with more experienced journalists to help mentor and guide them through the reporting process.
- In designing and executing the program, we will apply the neutrality, breadth of contacts, and understanding of journalistic excellence that has served us for decades in managing the Walkley Awards.
- The fund will be transparent, adapting guidelines set out by the US-based Institute for Nonprofit News: All donors to the fund will be listed online, and journalists will be required to disclose the fund's role when publishing their stories. Donors may fund

broad topics but not specific stories, and an editorial firewall will be of primary importance.

### **Make changes that affect all news organisations (and consumers)**

First, all Australian citizens have a civic need and a responsibility to know what is happening in society. News is a critical input to civic engagement. With this in mind, the government could help media organisations transition to reader revenues by providing a general tax deduction for news subscriptions. The government should also maintain and increase support for public and community broadcasters.

Second, as the major platforms have become the key vector for news — both fake and real — governments need to consider how they are appropriately regulated. At the same time, their deliberate structuring to direct revenues to low-tax jurisdictions provides a major income challenge for governments.

Regulation of the platforms is being shaped globally, through interactions between the EU's regulatory focus and the US's more hands-off approach. At the same time, authoritarian governments — particularly China — are applying a carrot-and-stick approach to the platforms, promising access in exchange for restrictions. The platforms are also at the centre of the global discussions over corporate tax minimisation through national tax shelters.

The platforms along with both new media and global media voices are increasingly seeing Australia as a useful laboratory to test their global ambitions. In traditional media, both the *Guardian* and the *New York Times* have expanded to Australia. BuzzFeed and Mashable have both used Australia to test non-US ideas.

All of this means that Australia has an opportunity to punch above its weight in the debate over platform regulation, particularly if it could create a regional regulatory negotiating bloc with other democracies.



MEAA has proposed a levy on platform revenues to fund independent journalism. The Walkleys are talking directly with the platforms to encourage their contribution to such a fund.

Both Google and Facebook are attempting to respond and are open to discussions. In Australia, the Walkleys has been at the centre of those talks and has active partnership with both organisations. The government and parliament could help by recognising the Walkleys as a key media partner in these discussions.

Australian journalism is too foundational to our society to let it implode through neglect. The stronger it is, the stronger we all are. Establishing this committee is a hopeful first step in bolstering the industry, and we are happy to provide advice and consultation on next steps.

**Jacqui Park**

CEO, Walkley Foundation

## APPENDIX

### Walkley Leadership: Trustees and Advisory Board

**Walkley Trustees:** The management board of the Walkley Foundation.

#### Current Trustees

Quentin Dempster, chair  
Angelos Frangopoulos, deputy chair  
Michael Janda  
Marcus Strom (MEAA National Media  
Section president)  
Karen Percy (MEAA National Media Section)

#### Past Trustees (since 2013)

Quentin Dempster AM  
Kate McClymont  
Stuart Washington  
Gina McColl  
Michael Janda  
Laurence Oakes  
Christopher Warren  
Philippa McDonald

**Walkley Advisory Board:** These senior journalists judge the overall winners of the Walkley Awards and advise the Foundation on matters relating to the awards.

#### Current Walkley Advisory Board

Angelos Frangopoulos, chair  
Lenore Taylor, deputy chair  
Michael Amendolia  
Michael Beach  
Simon Crerar  
Claire Harvey  
Fran Kelly  
Dennis Atkins  
Jonathan Richards  
John Stanley  
Sandra Sully  
Lisa Wilkinson

#### Past Advisory Board members (since 2013)

Jill Baker  
Anne Davies  
Helen Dalley  
Quentin Dempster  
Marina Go  
Colleen Egan  
Narelle Hooper  
Liz Jackson  
James Kirby  
Peter Meakin  
Kate McClymont  
Nick Moir  
Laurie Oakes  
Cameron Stewart  
Hedley Thomas