

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Wednesday, 1 February 2023 3:34 PM
To: DLO Rowland
Subject: MS22-005120 [SEC=OFFICIAL]
Attachments: 20230201142928942.pdf

OFFICIAL

Hi DLOs

Please find attached signed Min Sub for News MAP PIJI Funding: MS23-005120.

Regards

s22(1)(
a)(ii)

s22(1)(a)(ii)

Senior Adviser • Minister for Communications Office of the Hon Michelle Rowland MP • Member for Greenway
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Bligh Street Sydney NSW 2000 Suite M1.41, Parliament House, Canberra ACT 2600

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MS22-005120




Australian Government

**Department of Infrastructure, Transport,
Regional Development, Communications and the Arts**

To: The Hon Michelle Rowland MP, Minister for Communications (for decision)

Subject: News Media Assistance Program Funding for the Public Interest Journalism Initiative

Critical Date: 25 January 2023 to enable grant guidelines and approvals to be progressed and advice to PIJI on outcomes asap

Recommendation:	
1. That you note the outcomes of the department's discussions with the Public Interest Journalism Initiative (PIJI) regarding funding to support delivery of its research program in 2023.	Noted / Please Discuss
2. That you agree that the First Assistant Secretary, Online Safety, Media and Platforms Division, exercise all financial and administrative approvals relating to the provision of an ad-hoc grant of up to \$900,000 to PIJI.	Agreed / Not Agreed
 1/2/23	
The Hon Michelle Rowland MP Date:	
Comments:	
Please liaise with MO re media ops.	

Key Points:

1. PIJI is a non-partisan research organisation focused on sustainability in the news media sector and public interest journalism. PIJI maintains a number of datasets relating to public interest journalism and availability of local news in Australia which are valued by industry stakeholders.
2. You previously agreed (MS22-002324 refers) to the department working with PIJI on a funding proposal to support them to transition stewardship of their work to another institution over 12-18 months.
3. Following discussions with representatives from PIJI, the department recommends that PIJI be provided with a one-off grant of up to \$900,000 to fund delivery of their work program through 2023.
 - a. The grant would constitute an early initiative under the News Media Assistance Program (News MAP).

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MS22-005120

- b. It would contribute to the News MAP's objectives by securing continued availability of and updates to industry tracking data produced by PIJI that is well regarded by industry while the News MAP policy framework, and related evidentiary needs, are being settled.
- c. It would also directly contribute to the Australian Communications and Media Authority's (ACMA's) work to develop a news measurement framework. In particular, ACMA stated in its 18 January 2023 consultation paper that data collected by PIJI could assist in populating its final framework and reduce the need for new, ad-hoc measurement activities to be undertaken by ACMA. PIJI projects closely align with projects originally proposed by ACMA in 2020 to support its measurement framework, such as the development of a local news database, an online map and a local news assessment.
- d. PIJI's draft work program and associated budget are at **Attachment A**. A final work program and budget, consistent with the proposed funding envelope of \$900,000, would be agreed as part of the grant approval process.

s47C

5. We anticipate that this one-off grant opportunity will be administered by the Department of Social Services Community Grants Hub on behalf of the department, once onboarding of the department onto the hub's grants platform is completed. Subject to your agreement, and consistent with grant administrative arrangements, the First Assistant Secretary of the Online Safety, Media and Platforms Division will be responsible for all financial approvals relating to the grant to PIJI. This includes issuing grant guidelines, financial approvals, and executing the grant agreement.

s47C

Legal/Legislative impacts: N/A

Stakeholder Implications:

s47C

9. The department expects that a number of public and private sector organisations will benefit from the continued availability of PIJI data, including news media businesses, academic institutions and ACMA.

Consultation:

10. PIJI, ACMA

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MS22-005120

Attachments:

Attachment A – PIJI proposal and work program

Media Opportunities: N/A

Cleared By: Pauline Sullivan
Position: First Assistant Secretary
Division: Online Safety, Media and Platforms
Ph: (02) s22(1)(a)(ii)
Mob: s22(1)(a)(ii)
Cleared Date:

Contact Officer: Andrew Hyles
Position: Assistant Secretary
Branch: Platforms and News
Ph: (02) s22(1)(a)(ii)
Mob: s22(1)(a)(ii)

Instructions for MPS: Nil.

Responsible Adviser: s22(1)(a)(ii)

PDMS Distribution List: Jim Betts, Richard Windeyer, Pauline Sullivan, Andrew Hyles, s22(1)(a)(ii)
s22(1)(a)(ii)

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s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Friday, 24 February 2023 5:12 PM
To: Media; Hyles, Andrew; s22(1)(a)(ii)
Cc: s22(1)(a)(ii) DLO Rowland; s22(1)(a)(ii) CHARLES Susan
Subject: RE: PIJl funding announcement [SEC=OFFICIAL]

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Hi Media

On s22(1)(a)(ii) behalf – shall do, thanks.

Regards

s22(1)(a)(ii)

s22(1)(a)(ii)

Senior Adviser • Minister for Communications
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From: Media <media@communications.gov.au>
Sent: Friday, 24 February 2023 4:30 PM
To: Media <media@communications.gov.au>; Hyles, Andrew <andrew.hyles@communications.gov.au>; s22(1)(a)(ii) @MO.communications.gov.au; s22(1)(a)(ii) @MO.communications.gov.au
Cc: s22(1)(a)(ii) @COMMUNICATIONS.gov.au; s22(1)(a)(ii) @infrastructure.gov.au; DLO Rowland <dlo.rowland@MO.communications.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au; CHARLES Susan <susan.charles@infrastructure.gov.au>
Subject: RE: PIJl funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi Rowland MO team,

s47F from PIJl has emailed just now (see attached but also copied below) querying the status of the media release, what is being planned, advising that their CEO will need to see before it goes out, etc. Are you able to touch base with s47F to finalise?

s22(1)(a)(ii)

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s22(1)(a)(ii)



Thanks,

s47F

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From: Media <media@communications.gov.au>
Sent: Friday, 24 February 2023 3:49 PM
To: Hyles, Andrew <andrew.hyles@communications.gov.au>; s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@MO.communications.gov.au](mailto:s22(1)(a)(ii)@MO.communications.gov.au)>; s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@MO.communications.gov.au](mailto:s22(1)(a)(ii)@MO.communications.gov.au)>
Cc: s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@COMMUNICATIONS.gov.au](mailto:s22(1)(a)(ii)@COMMUNICATIONS.gov.au)>; s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)>; DLO Rowland <dlo.rowland@MO.communications.gov.au>; Media <media@communications.gov.au>
Subject: RE: PIJI funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi,

Can I check if there's any preference at the MO end for a joint release with PIJI (media release currently includes quotes from the CEO) or if it will be Minister standalone only? So we can advise PIJI either way (and they can prepare accordingly).

Thanks,

s22(1)(a)(ii)

s22(1)(a)(ii)

Media Manager - Communications • Media Services • Communication, Ministerial and Parliamentary Services
 s22(1)(a)(ii) [@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)
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Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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 I recognise and respect their continuing connection to the land, waters and communities.
 I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

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Note to media: unless otherwise agreed, the information contained in this email is for background only and is not for attribution.

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From: Hyles, Andrew <andrew.hyles@communications.gov.au>
Sent: Friday, 24 February 2023 3:46 PM
To: s22(1)(a)(ii) <[REDACTED]> <[\[REDACTED\]@MO.communications.gov.au](mailto:[REDACTED]@MO.communications.gov.au)>; s22(1)(a)(ii) <[REDACTED]> <[\[REDACTED\]@MO.communications.gov.au](mailto:[REDACTED]@MO.communications.gov.au)>
Cc: s22(1)(a)(ii) <[REDACTED]> <[\[REDACTED\]@COMMUNICATIONS.gov.au](mailto:[REDACTED]@COMMUNICATIONS.gov.au)>; s22(1)(a)(ii) <[REDACTED]> <[\[REDACTED\]@infrastructure.gov.au](mailto:[REDACTED]@infrastructure.gov.au)>; DLO Rowland <dlo.rowland@MO.communications.gov.au>; Media <media@communications.gov.au>
Subject: RE: PIJl funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi All

I can confirm that the PIJl funding agreement has now been executed so the PR is good to go out once s22(1)(a)(ii) changes she just flagged with me over the phone are added.

Thanks

s22(1)(a)(ii)

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media & Platforms

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Cc: s22(1)(a)(ii) <[REDACTED]> <[\[REDACTED\]@COMMUNICATIONS.gov.au](mailto:[REDACTED]@COMMUNICATIONS.gov.au)>; s22(1)(a)(ii) <[REDACTED]> <[\[REDACTED\]@infrastructure.gov.au](mailto:[REDACTED]@infrastructure.gov.au)>; DLO Rowland <dlo.rowland@MO.communications.gov.au>; Media <media@communications.gov.au>
Subject: RE: PIJl funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

Per our conversation, I have tweaked the PIJl Press Release to note the funding amount and that it's one off. The other text is a combination of the objective of the funding listed in the Grant Guidelines as well as the text from PIJl's web site I mentioned to you on the phone

Hope this helps

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media & Platforms

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From: Media <media@communications.gov.au>**Sent:** Friday, 24 February 2023 10:52 AM**To:** s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@MO.communications.gov.au](mailto:s22(1)(a)(ii)@MO.communications.gov.au)>; s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@MO.communications.gov.au](mailto:s22(1)(a)(ii)@MO.communications.gov.au)>**Cc:** Media <media@communications.gov.au>; s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@COMMUNICATIONS.gov.au](mailto:s22(1)(a)(ii)@COMMUNICATIONS.gov.au)>; s22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)>; DLO Rowland <dlo.rowland@MO.communications.gov.au>; Hyles, Andrew <andrew.hyles@communications.gov.au>**Subject:** RE: PIJL funding announcement [SEC=OFFICIAL]

OFFICIAL

Good morning s22(1)(a)(ii)

Attached is the draft release for the PIJL funding announcement.

Please note there are approved quotes by s47F CEO of PIJL at the bottom of the release.

Feel free to delete them if you don't want to use them but would you mind letting us know which version you plan to issue?

If you prefer a standalone with just the Minister we can advise PIJL to do their own media release and once we know what you're planning we can coordinate timing with them.

Thanks very much,

s22(1)(a)(ii)

s22(1)(a)(ii)

Media Officer

media@communications.gov.au

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I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

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From: Hyles, Andrew <andrew.hyles@communications.gov.au>**Sent:** Friday, 24 February 2023 9:08 AM

To: s22(1)(a)(ii) @MO.communications.gov.au>; s22(1)(a)(ii) @MO.communications.gov.au>
Cc: Media <media@communications.gov.au>; s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; DLO Rowland <dlo.rowland@MO.communications.gov.au>
Subject: RE: PIJI funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

Revised draft is going back to media team now so should hopefully be with you shortly. I'm due to sit down with Pauline at 9:30 so hopefully she can sign off on the Funding Agreement this morning.

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media & Platforms

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Cc: Media <media@communications.gov.au>; s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; DLO Rowland <dlo.rowland@MO.communications.gov.au>
Subject: RE: PIJI funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi Andrew,

Firstly, I apologies for heckling. I'm wondering if there's any progress on this. If we're to give it to media on Sunday, it needs to go s47C for approvals.

Thanks,
s22(1)(a)(ii)

OFFICIAL

From: Hyles, Andrew <andrew.hyles@communications.gov.au>
Sent: Wednesday, 22 February 2023 9:21 AM
To: s22(1)(a)(ii) @MO.communications.gov.au>; s22(1)(a)(ii) @MO.communications.gov.au>
Cc: Media <media@communications.gov.au>; s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; DLO Rowland <dlo.rowland@MO.communications.gov.au>
Subject: RE: PIJI funding announcement [SEC=OFFICIAL]

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No problem at all ^{s22(1)(a)(ii)}, that timing isn't an issue (assuming the logistics of executing the funding agreement all fall into place this week of course). We'll keep you posted

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media & Platforms

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Sent: Wednesday, 22 February 2023 6:56 AM

To: Hyles, Andrew <andrew.hyles@communications.gov.au>; ^{s22(1)(a)(ii)}

[@MO.communications.gov.au](mailto: @MO.communications.gov.au)>

Cc: Media <media@communications.gov.au>; ^{s22(1)(a)(ii)} [@COMMUNICATIONS.gov.au](mailto: @COMMUNICATIONS.gov.au)>; ^{s22(1)(a)(ii)}

[@infrastructure.gov.au](mailto: @infrastructure.gov.au)>; DLO Rowland <dlo.rowland@MO.communications.gov.au>

Subject: RE: PIJL funding announcement [SEC=OFFICIAL]

OFFICIAL

Thanks so much, Andrew. It would be excellent if we could aim to have this ready for me to give to journalists on Sunday for Monday's media pages.

Let me know if I'm pushing the friendship.

Kind regards,

^{s22(1)(a)(ii)}

^{s22(1)(a)(ii)}

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From: Hyles, Andrew <andrew.hyles@communications.gov.au>

Sent: Tuesday, 21 February 2023 4:52 PM

To: ^{s22(1)(a)(ii)} [@MO.communications.gov.au](mailto: @MO.communications.gov.au)>

Cc: ^{s22(1)(a)(ii)} [@MO.communications.gov.au](mailto: @MO.communications.gov.au)>; Media <media@communications.gov.au>; ^{s22(1)(a)(ii)}

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<dlo.rowland@MO.communications.gov.au>

Subject: RE: PIJL funding announcement [SEC=OFFICIAL]

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No problem ^{s22(1)(a)(ii)}, we will get on this and get you a draft in the next couple of days

Thanks

Andrew

Andrew Hyles

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Cc: s22(1)(a)(ii) <[REDACTED]@MO.communications.gov.au>; Media <media@communications.gov.au>; s22(1)(a)(ii) <[REDACTED]@COMMUNICATIONS.gov.au>; s22(1)(a)(ii) <[REDACTED]@infrastructure.gov.au>; DLO Rowland <dlo.rowland@MO.communications.gov.au>
Subject: RE: PIJI funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi Andrew

Great to hear and yes please to a media release that clearly situates the PIJI contract as part of Government's implementation of News MAP.

Regards

s22(1)(a)(ii)

s22(1)(a)(ii)

Senior Adviser • Minister for Communications

Office of the Hon Michelle Rowland MP • Member for Greenway

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Sent: Tuesday, 21 February 2023 12:41 PM
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Cc: s22(1)(a)(ii) <[REDACTED]@MO.communications.gov.au>; Media <media@communications.gov.au>; s22(1)(a)(ii) <[REDACTED]@COMMUNICATIONS.gov.au>; s22(1)(a)(ii) <[REDACTED]@infrastructure.gov.au>; DLO Rowland <dlo.rowland@MO.communications.gov.au>
Subject: PIJI funding announcement [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

We are looking to hopefully be in a position to execute the \$900,000 funding agreement with PIJI under the News MAP initial funding either later this week or early next week.

PIJI are keen to put out something in the media about this so I just wanted to check if the Minister would like to put out a PR about executing the funding agreement. If so, we can work with PIJI and the Media team to craft something up.

^{s22(1)(a)} for your benefit in case you've not come across them, the Public Interest Journalism Initiative (PIJI) is a non-partisan, specialist think tank focused on the sustainability of public interest journalism in Australia. PIJI aims to ensure sustainable financial support and investment for public interest journalism across the country.

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media and Platforms

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s22(1)(a)(ii)

From: Hyles, Andrew
Sent: Tuesday, 28 March 2023 4:13 PM
To: s22(1)(a)(ii)
Cc: Gannon, Bridget; Windeyer, Richard; s22(1)(a)(ii); DLO Rowland
Subject: News MAP Discussion Paper [~~SEC - PROTECTED, CAVEAT - SH:CABINET~~]
Attachments: MS23-003230 - NMAP Consultation - Covering Brief.docx; NMAP consultation paper - 28-03 clean.docx

Importance: High

~~PROTECTED, SH:CABINET~~

Hi s22(1)(a)(ii)

Please find attached a draft of the News MAP consultation Paper and cover brief. It should be fairly self-explanatory and happy to discuss once you have had a chance to review it.

Note that the Discussion Paper is missing a couple of diagrams and the attachment which are being worked on now but these are fairly straight forward so didn't want to hold getting it up while we work on these. We will also do a thorough check of the document style/layout and QA the document once the approach is agreed.

We have suggested in the brief consideration by the Minister prior to her LINA Summit appearance on Friday but this is not drop dead as release can happen after her speech as we discussed.

The brief will come up in the PDMS system shortly as well.

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media and Platforms

Andrew.Hyles@communications.gov.au

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From: Hyles, Andrew
Sent: Wednesday, 29 March 2023 3:33 PM
To: s22(1)(a)(ii)
Cc: Rafizadeh, Shervin; Windeyer, Richard; Gannon, Bridget; s22(1)(a)(ii)
Subject: Re: Words for LINA speech re \$1.5 million being set aside for LINA [SEC=OFFICIAL]

OFFICIAL

Noted thanks s22(1)(a)(ii)

Andrew

Andrew Hyles
s22(1)(a)(ii)

OFFICIAL

From: s22(1)(a)(ii) <[redacted]@MO.communications.gov.au>
Date: Wednesday, 29 March 2023 at 3:02:29 pm
To: "Hyles, Andrew" <andrew.hyles@communications.gov.au>
Cc: "Rafizadeh, Shervin" <Shervin.Rafizadeh@MO.communications.gov.au>, "Windeyer, Richard" <Richard.Windeyer@communications.gov.au>, "Gannon, Bridget" <Bridget.Gannon@infrastructure.gov.au>, s22(1)(a)(ii) <[redacted]@infrastructure.gov.au>, s22(1)(a)(ii) <[redacted]@MO.communications.gov.au>
Subject: RE: Words for LINA speech re \$1.5 million being set aside for LINA [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Hi Andrew

Thanks very much for this.

We will have the Minister consider the MinSub as soon as practicable.

In the meantime, I have incorporated the text into the speech and will highlight it / mark it as not for editing. The final draft of the speech will be put before the Department for clearance also.

Regards

s22(1)(a)(ii)

s22(1)(a)(ii)

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 Office of the Hon Michelle Rowland MP • Member for Greenway
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Sent: Wednesday, 29 March 2023 2:32 PM
To: s22(1)(a)(ii) <[redacted]@MO.communications.gov.au>
Cc: Rafizadeh, Shervin <Shervin.Rafizadeh@MO.communications.gov.au>; Windeyer, Richard

<Richard.Windeyer@communications.gov.au>; Gannon, Bridget <Bridget.Gannon@infrastructure.gov.au>; s22(1)(a)(ii)@infrastructure.gov.au; s22(1)(a)(ii)@MO.communications.gov.au

Subject: Words for LINA speech re \$1.5 million being set aside for LINA [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Hi s22(1)(a)(ii)

As discussed, attached is a short min sub that contains some words that could be included in the Minister's LINA speech to convey her recent decision to set aside up to \$1.5 million in funding to LINA under the News MAP. s4 7C

[Redacted]

Very happy to discuss this with you further if needed including where in the final speech it could go.

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media and Platforms

Andrew.Hyles@communications.gov.au

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s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Thursday, 30 March 2023 3:29 PM
To: Hyles, Andrew
Subject: FW: News MAP excerpt [SEC=OFFICIAL]
Attachments: Rowland - Speech - Local and Independent News Association MO - News MAP text.docx

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s22(1)(a)(ii)

Senior Adviser • Minister for Communications
 Office of the Hon Michelle Rowland MP • Member for Greenway
 s22(1)(a)(ii) @MO.communications.gov.au • +61 s22(1)(a)(ii)
 Commonwealth Parliament Offices, Level 21, 1 Bligh Street Sydney NSW 2000
 Suite M1.41, Parliament House, Canberra ACT 2600

OFFICIAL

From: s22(1)(a)(ii)
Sent: Thursday, 30 March 2023 3:28 PM
To: s22(1)(a)(ii) @MO.communications.gov.au; s22(1)(a)(ii) @MO.communications.gov.au
Cc: Rafizadeh, Shervin <Shervin.Rafizadeh@MO.communications.gov.au>
Subject: News MAP excerpt [SEC=OFFICIAL]

OFFICIAL

Attached please find new News MAP text in speech – highlighted in yellow (and set out below) – s47C

Government’s role in news and journalism is inherently complex; the News MAP framework will help navigate this complexity to inform effective policy.

It will achieve this in two phases: firstly, through a principles-based policy framework that builds on past reviews and inquiries and sets out clear principles and objectives for the role of Government.

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What I will share with you now are some of the core principles that we are designing News MAP framework around – starting with **accessibility**, because everyone should have access to quality news media.

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The final principle is about **enabling**. Everyone needs the skills to critically engage with news and information. A key enabler is media literacy, which I spoke about last week at the Australian Media Literacy Summit.

Research shows that strong media literacy promotes meaningful participation, connection and mental wellbeing. Our Government is supporting a number of measures to promote media literacy, beginning at school.

More practically, the News MAP will provide a framework to guide the application of measures to support the news media sector.

There have been a number and range of measures recommended in the many and varied reviews and inquiries into public interest journalism and media diversity over recent years.

But implementation of a number of these measures has been poorly conceived, ad hoc or short term, and hasn't always hit the mark.

What is needed is a framework to guide the implementation of measures, as part of a coherent program of work focussed on supporting the news media sector.

The News MAP won't replace normal government decision-making processes, nor will it constrain the ability of government to act where necessary.

But it will bring structure and provide a tool to assist with implementation of practical measures on the ground, in a manner consistent with our democratic values.

Take direct funding, for example, which has been recommended as a measure to support news publishers.

The News MAP will to guide decisions around the purpose for which direct funding should be applied, which segments of the industry should be eligible for direct funding, and who should approve grants, for example.

News MAP's guiding principles are a starting point, but as I said, good policy making is principled, evidence-based and consultative.

This is why we are seeking feedback - from stakeholders like you - through a consultation process that will commence in the near future, and continue over the coming months.

I encourage all interested parties - to have their say.

OFFICIAL

The Hon Michelle Rowland MP
Minister for Communications

– SPEECH COVERSHEET –

Event

Local and Independent News Association (LINA)
Friday 31 March, 2023
Canva Spaces – Ground Floor, 2 Lacey Street, Surry Hills

Departmental Contact Officer

s22(1)(a)(ii)

Assistant Director
Platforms and News
s22(1)(a)(ii)

Clearance

Bridget Gannon
a/g First Assistant Secretary
Online Safety, Media and Platforms Division
s22(1)(a)(ii)

Speechwriter

s22(1)(a)(ii)

s22(1)(a)(ii)

EDITORIAL NOTE

First Nations cadetships round of the Journalist Fund page 6

Assessment of applications from organisations is underway. Advice on naming of these organisations will be provided by the Department in the event brief MB23-001509.

Local and Independent News Association SUMMIT

Acknowledgement of country

Let me begin by acknowledging the Gadigal people of the Eora Nation - the traditional owners of the lands on which we meet.¹

I pay my respects to Elders past and present and to any First Nations people joining today.

I would also like to acknowledge the important voice of First Nations' media outlets around Australia: Your media matters.

And, in this year of the Voice, I am proud that my Government is committed to the Uluru Statement from the heart, in full.

Introduction

Thank you (MC name here²) for your introduction, and to the Local and Independent News Association – LINA – for inviting me to speak here today at your inaugural Summit.

¹ [Organising a Welcome to Country - City of Sydney \(nsw.gov.au\)](https://www.nsw.gov.au/organising-a-welcome-to-country-city-of-sydney)

² Department to include in Event Brief MB23-001509

Let me also thank your members – many of whom are here – for providing vital news services.

From Cygnet in Tasmania, to Yanchep in Western Australia. From Naracoorte in South Australia to Tenant Creek in the Northern Territory – these communities are among the hundreds that are served by hyperlocal news outlets like yours.³

Created by locals for locals, your coverage connects people around the issues that interest, and impact, them.

You promote participation, improve local governance, and fill gaps in local news coverage.

To this end, I want to acknowledge the important work LINA does to support and boost independent local news.

LINA is one, relatively recent, example of a mechanism to help sustain the news media ecosystem in Australia – the ecosystem we each seek to foster in a range of ways.

³ [Members - LINA](#) LINA estimates around 350 hyperlocal publishers serving communities across Australia.

Which is why I am here today: To update you on what the Government is doing to support the news media sector, including with the development of the News Media Assistance Program – or News MAP.

But before I do that, I would like to reflect on the role of Government in the changing media landscape.

Role of government in a changing media landscape

Smart phones, hyper-connectivity and social media have transformed the way news media is made, distributed and consumed.

While our appetite for news and media content grows, digital disruption, declining revenues, the global pandemic and skills shortages have forced newsrooms around the country to contract and close.

Many more are at risk, particularly in regional, rural and remote areas.

It is clear that government has a role to play in supporting Australia's democratic infrastructure, systems and processes, including with respect to the news media.

The need to modernise Australia's news media policy settings and recalibrate the role of government in news and journalism is well understood.

While safeguarding our democratic processes is essential, any intervention by government risks endangering the public interests that it seeks to protect and promote.

Consequently, government has historically sought to minimise this risk by limiting its interventions.

Government funding for the national broadcasters is balanced by statutory charters that guarantee the independence of the ABC and SBS, for example.

To date, significant Government support has been provided for news and journalism under a variety of guises but this has largely been in response to external shocks.

There is also a role for government to consider transitional media policy, giving effect to media reform that straddles both new and traditional media, as our media markets continues to evolve.

But there has been another shift that is worthy of consideration, and that is the role of government in relation to commercial media, particularly where taxpayer funds are provided.

During the last term of Parliament, the Coalition Government announced the Regional and Small Publishers Innovation Fund, pursuant to an eleventh-hour

crossbench deal to secure the passage through Parliament of changes to media law in 2017.

This fund was administered by the ACMA but largely went unspent, the vast majority of funds never reaching the intended recipients – as a result of deficiencies in design.

This funding was eventually repackaged and re-announced in 2020 as the Public Interest News Gathering program – or PING – and was administered by the Minister of the day, in what essentially became a COVID relief payment.

Against this backdrop, a range of other measures that had been recommended to support the media sector went undelivered or unaddressed.

Meanwhile, there were calls for a judicial inquiry or a royal commission into media diversity.

This is despite the fact that, over the last decade, there have been multiple reviews and inquiries into the media and public interest journalism – in addition the Senate Committee inquiry there has also been the House of Representatives Standing Committee on Communications and the Arts inquiry into Regional Newspapers (2022) and the Australian Competition and Consumer

Commission's Digital Platforms Inquiry (2019). Dating back to 2012, there was also the Finkelstein Inquiry and the Convergence Review.

Another judicial inquiry or a royal commission is unlikely to provide new insights.

By the time of the federal election, last year, it was clear that there was the need for a much more coherent and considered approach to the implementation of measures, including application of direct funding, to support the news media sector.

Labor considers that government intervention to support public interest journalism should be done within a principles-based and evidence-informed framework, formulated and implemented with adherence to best practice.

That is why we committed to develop a News Media Assistance Program to secure the evidence base needed to inform news media policy interventions and formulate measures to support public interest journalism and media diversity.

Government support for news media sector

The Government is committed to systemic reform to modernise media regulations.

Since being sworn in as Communications Minister I have been clear about my commitment to support for public interest journalism and media diversity as well as regulatory harmonisation in relation to media reform.

And I have wasted no time getting this work underway.

The Government will develop, test and implement new regulatory arrangements that are fit for the digital age. This involves a number of work streams, with extensive opportunity for those interested to contribute to these processes.

I have initiated the development of measures to better connect, inform and empower Australians. In the immediate term, the focus is on three areas:

- The implementation of a legislative framework to support the prominence of local television services on smart TVs.
- The review of the anti-siphoning scheme and list and – pending the outcomes of the review – the implementation of any related reforms.
- The introduction of Australian content obligations for streaming services – in line with *Revive* – Australia’s new National Cultural Policy, announced by the Minister for the Arts.

Work on these immediate priorities is well underway and is being informed by a range of recently completed or current consultation processes

In the October 2022 Budget, the Government made further funding commitments to support the media sector, including:

- Better funding for the ABC and SBS with 5-year funding terms and \$83.7 million to the ABC to reinstate funding cut by the previous Government.
- A \$15 million lifeline for over 200 regional and local independent newspaper publishers across the country, including First Nations and multicultural publishers, under the Regional and Local Newspaper Publishers Program.
- An additional \$4 million per year of ongoing funding for the Community Broadcasting Program from 2023-24, taking annual funding for the program to over \$20 million per year.

The funding for Community Broadcasting was complemented also by legislative amendments to provide greater regulatory clarity for the sector, as well as a review into the sustainability of the sector, that is underway.

In addition, the Government maintained existing programs to support the media sector, including:

- A Journalist Fund to support the provision of public interest journalism in the regions.
- The extension of transitional support to relevant regional broadcasters for two additional years.

- The Television Research and Policy Development Program to provide the Government and industry with the information needed to make choices about the future of free-to-air television services in Australia.

Drawing from lessons learned

The **Journalist Fund** is supporting regional news outlets to hire cadets.

And I'm pleased to say that the government's delivery of this fund draws upon lessons learned from previous media grant programs.

It's implementation is being informed by a best-practice approach and an independent evaluation of two previous support programs: The Regional and Small Publishers Jobs and Innovation Package and the Public Interest News Gathering program.

Finalised in November last year, the evaluation by ACIL Allen found Government support for an industry that provides public goods, in this case public interest journalism, is sound.

Today I am pleased to announce the outcomes of the Journalist Fund.

Up to 56 new cadet journalists are hitting the beat in 38 regional newsrooms across the nation, after being awarded grants through the first round of the fund.

The funding is being provided in partnership with selected regional news organisations to employ new journalists under a co-contribution arrangement, with a 2-year package of up to \$150,000 per cadet.

We are providing a more generous funding package per cadet and paying more to grantees earlier, so they are set up to succeed.

Consultation is also key. We have engaged early and strategically with our stakeholders to ensure rigorous program design.

I also delegated decision making to the Department, to enable it to assess applications, make decisions and deliver funding as soon as possible to affected newspapers.

As I mentioned in my opening, First Nations regional news outlets form a vital part of the Australian media landscape.

We have conducted consultations to ensure a targeted round of the Journalist Fund meets their needs.

We have allocated half a million dollars to fund five (5) First Nations cadetships in First Nations regional media organisations, and we are currently consulting with Indigenous Community Television, Koori Mail, National Indigenous Times and Torres News to implement these.

This commitment is in addition the 34 regional news outlets – across every state and territory – that we are funding to hire cadets. To date, 56 cadet journalists have been engaged.

The News Media Assistance Program (News MAP)

These measures are part of our broad media reform agenda to support a strong, sustainable and diverse media sector.

This is vital for our democracy.

To get there, we need to better understand the state of public-interest news and journalism.

That is why, in parallel, we are developing a News Media Assistance Program, or 'News MAP'. This is a program of work that will lay the foundations for principled, targeted and evidence-based intervention to support the news media sector.

With our focus on the News MAP, we will build the evidence base for measures to support public interest journalism and media diversity and, as appropriate, take steps to enhance the sustainability of our news media sector.

The News MAP will lay the foundations for a targeted, evidence-based framework for future policy and funding interventions in the news media sector.

In the October Budget, the Government announced \$4 million to get initial work going on the News MAP.

We are wasting no time in putting this funding to work.

Last month, I announced \$900,000 for the **Public Interest Journalism Initiative** to continue tracking the health of news services around Australia.

PIJI is an independent non-profit company that produces the Australian News Data Report which assesses media diversity and plurality. The Government's one-off commitment of \$900,000 will support PIJI in continuing to collect, analyse, visualise and maintain Australian public interest news and journalism data.

This grant is an important step toward securing the evidence base required to inform news media policy and will help maintain datasets and evidence on changes in the state of public interest journalism and news media production in

Australia over time.

s47C

Today I am pleased to announce that the Albanese Government has set aside up to \$1.5 million in funding under the News MAP for LINA as well. This will underpin your important work supporting digital, hyper-local and independent news publishers.

It is critically important that Australia's media environment retains local, independent and diverse news services that 'give a voice to the voiceless' and represent the interests of otherwise underrepresented communities.

I have tasked my department to work with LINA and to assess their proposal under the Government's News Media Assistance Program (News MAP) and ensure it will deliver value to taxpayers.

The opportunity to support the work of LINA is consistent with the Government's pledge to support local news, community media and jobs and will inform work to develop a principles-based, evidence-informed and sustainable framework to support public interest journalism and media diversity in Australia.

Government's role in news and journalism is inherently complex; the News MAP framework will help navigate this complexity to inform effective policy.

It will achieve this in two phases: firstly, through a principles-based policy framework that builds on past reviews and inquiries and sets out clear principles and objectives for the role of Government.

Secondly, News MAP will develop a robust evidence-base to inform policy development in-line with the principles and objectives.

News MAP is a substantial undertaking, one that will be developed through a process that actively engages with stakeholders.

Good policy making is, after all, principled, evidence-based and consultative.

Colleagues from my Department will cover the process in more detail with you during this Summit. Including how and why you should get involved.

What I will share with you now are some of the core principles that we are designing News MAP framework around – starting with **accessibility**, because everyone should have access to quality news media.

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The final principle is about **enabling**. Everyone needs the skills to critically engage with news and information. A key enabler is media literacy, which I spoke about last week at the Australian Media Literacy Summit.

Research shows that strong media literacy promotes meaningful participation, connection and mental wellbeing. Our Government is supporting a number of measures to promote media literacy, beginning at school.

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There have been a number and range of measures recommended in the many and varied reviews and inquiries into public interest journalism and media diversity over recent years.

But implementation of a number of these measures has been poorly conceived, ad hoc or short term, and hasn't always hit the mark.

What is needed is a framework to guide the implementation of measures, as part of a coherent program of work focussed on supporting the news media sector.

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But it will bring structure and provide a tool to assist with implementation of practical measures on the ground, in a manner consistent with our democratic values.

Take direct funding, for example, which has been recommended as a measure to support news publishers.

The News MAP will to guide decisions around the purpose for which direct funding should be applied, which segments of the industry should be eligible for direct funding, and who should approve grants, for example.

News MAP's guiding principles are a starting point, but as I said, good policy making is principled, evidence-based and consultative.

This is why we are seeking feedback - from stakeholders like you - through a consultation process that will commence in the near future, and continue over the coming months.

I encourage all interested parties to have their say.

Securing the evidence-base - *ACMA measurement framework*

The way that we measure and regulate media diversity in Australia is based on outdated rules set out in the Broadcasting Services Act of 1992.

News consumption and the platforms through which news is delivered have evolved since then.

For example, we are seeing more community-led independent news services emerging to fill local news voids. This is a good news story.

We need a new framework to measure, quantify and better understand media diversity and localism in the digital era.

The Australian Communications and Media Authority (ACMA) has recently concluded a consultation process on a draft measurement framework, and I want to acknowledge LINA for engaging in this process.

ACMA is considering the feedback with a view to providing me with advice on the final framework and its potential implementation later in 2023.

Importantly, ACMA's work will support the News Media Assistance Program by highlighting how we are tracking against News MAP's core principles.

ABC, SBS and Community Broadcasting

A strong and vibrant media sector is not possible without digital, hyperlocal and independent news.

It is also not possible without our national and community broadcasters.

For more than 90 years, the ABC has delivered trusted, independent news, entertainment, education, sport and culture for all Australians.

We have delivered on our election commitment to reinstate more than \$83 million worth of funding cuts made to the ABC.

And from July, both the ABC and SBS will commence five-year funding terms to better safeguard them against political interference.

This increased stability will also help our national broadcasters to innovate and plan high-quality, accessible and diverse programming for all.

I welcome the ABC's plan to invest in local content, educational services and emergency broadcasting.

And to further increase its regional workforce - already one of the largest rural-reporting workforces in the world.

Hyperlocal news outlets – many of which are members of LINA - complement and enhance the coverage of our national broadcasters.

Community broadcasting is diverse, representative and extremely local.

Every week, more than five million listeners tune-in to more than 450 community radio stations around the country.

This includes 1.4 million from non-English speaking backgrounds, listening to broadcasts in more than 100 languages.

In 2021, more than 18,000 volunteers supported community stations around Australia.

Put simply, locals trust community radio and the volunteers who run them.

And during times of crisis and emergency, they rely on them with their lives.

My Government has set aside an additional \$4 million per year for community broadcasting, taking the sector's annual baseline funding to over \$20 million.

Closing

This morning, I have outlined a number of measures that our Government is undertaking to progress our media reform agenda.

And let me say, LINA and its members have an important role to play.

Run by locals, for locals, hyperlocal news informs, empowers and connects people and places.

Thank you for inviting me to be part of your Summit.

I look forward to many more, and working together to ensure that hyperlocal media thrives.

[ENDS]

Approx. 1650 words = 14 minutes

s22(1)(a)(ii)

From: Hyles, Andrew
Sent: Thursday, 30 March 2023 3:51 PM
To: s22(1)(a)(ii)
Cc: s22(1)(a)(ii)
Subject: RE: News MAP excerpt [SEC=OFFICIAL]

OFFICIAL

Thanks s22(1)(a)(ii)

Generally looks ok but suggest the following change s47C

s47C

Hope this helps

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media & Platforms

andrew.hyles@communications.gov.au

P +61 2 s22(1)(a)(ii) • M +61 s22(1)(a)(ii)

OFFICIAL

From: s22(1)(a)(ii)@MO.communications.gov.au>
Sent: Thursday, 30 March 2023 3:29 PM
To: Hyles, Andrew <andrew.hyles@communications.gov.au>
Subject: FW: News MAP excerpt [SEC=OFFICIAL]

OFFICIAL

Released under FOI Act 1982 by Minister for Communications

s22(1)(a)(ii)

Senior Adviser • Minister for Communications

Office of the Hon Michelle Rowland MP • Member for Greenway

s22(1)(a)(ii) [@MO.communications.gov.au](mailto:) • +61 s22(1)(a)(ii)

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Sent: Thursday, 30 March 2023 3:28 PM

To: s22(1)(a)(ii) [@MO.communications.gov.au](mailto:); s22(1)(a)(ii)

[@MO.communications.gov.au](mailto:)>

Cc: Rafizadeh, Shervin <Shervin.Rafizadeh@MO.communications.gov.au>

Subject: News MAP excerpt [SEC=OFFICIAL]

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OFFICIAL

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Monday, 3 April 2023 4:50 PM
To: DLO Rowland
Subject: MS23-003230 News MAP [SEC=OFFICIAL]
Attachments: 20230403170519087.pdf

OFFICIAL

Dear DLOs

Attached please find signed MinSub MS23-003230 on News MAP.

Regards

s22(1)(a)(ii)

s22(1)(a)(ii)


Senior Adviser • Minister for Communications Office of the Hon Michelle Rowland MP • Member for Greenway
 s22(1)(a)(ii)@MO.communications.gov.au • +61 s22(1)(a)(ii) Commonwealth Parliament Offices, Level 21, 1
 Bligh Street Sydney NSW 2000 Suite M1.41, Parliament House, Canberra ACT 2600

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MS23-003230

	<p>Australian Government</p> <hr/> <p>Department of Infrastructure, Transport, Regional Development, Communications and the Arts</p>
---	--

To: The Hon Michelle Rowland MP, Minister for Communications (for decision)

Subject: News Media Assistance Program – Discussion Paper Consultation

Critical Date: Please action by 30 March 2023. You are presenting to the Local and Independent News Association (LINA) Summit 2023 on 31 March, where you intend to announce consultation on the News Media Assistance Program.

Recommendations:	
1. That, pending any changes proposed by your office, you agree that the department publish the News MAP Discussion Paper at Attachment A on 31 March 2023 (on in the weeks thereafter), and to the department promoting the release of the paper with stakeholders.	
	Agreed / <u>Not Agreed</u>
 The Hon Michelle Rowland MP	Date: 3/4/23
Comments: Pls redraft in consult ⁿ w/ MO, esp. WRT consultat ⁿ on <u>measures</u> .	

Key Points:

1. This submission seeks your agreement to the department proceeding with public consultation on the News Media Assistance Program (News MAP), on the basis of details set out below and in the Discussion Paper at **Attachment A**.
2. The Discussion Paper provides an overview of the News MAP and its objectives, and solicits stakeholder perspectives on: the public interests arising from news and journalism, a definition of Public Interest Journalism, an approach to balancing the competing demands on government, and policy objectives government could adopt.

s47C



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MS23-003230

s47C

5. To commence the consultation process, the department recommends releasing the Discussion Paper on or about 31 March to coincide with your presentation to the LINA Summit 2023 in Sydney on Friday 31 March.

6. We recommend stakeholders be provided with approximately eight weeks to submit written responses. This accords with best practice as set out by the Office of Impact Analysis,^{s47C}

s47C

Stakeholder Implications:

9. There have been a number of reviews and inquiries that have been undertaken in the past on these matters. ^{s47C}

10. ^{s47C}

Consultation:

11. Australian Communications and Media Authority.

Media Opportunities:

12. You are presenting to the LINA Summit Sydney 2023 on 31 March 2023. Event briefing will be provided (MB23-001509 refers).

Attachments:

Attachment A: Discussion Paper

Cleared By: Andrew Hyles
Position: Assistant Secretary
Branch: Platforms, Platforms and News
Ph: (02) ^{s22(1)(a)(ii)}
Mob: ^{s22(1)(a)(ii)}

Contact Officer: ^{s22(1)(a)(ii)}
Branch: Platforms and News
Ph: (02) ^{s22(1)(a)(ii)}
Mob: ^{s22(1)(a)(ii)}

Cleared Date:

Instructions for MPS: Nil.

~~PROTECTED - CABINET~~

~~PROTECTED - CABINET~~

MS23-003230

Responsible Adviser: s22(1)(a)(ii)

PDMS Distribution List: Jim Betts, Richard Windeyer, Pauline Sullivan, Bridget Gannon, Andrew Hyles,
s22(1)(a)(ii)

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s22(1)(a)(ii)

From: Hyles, Andrew
Sent: Tuesday, 4 April 2023 8:54 AM
To: s22(1)(a)(ii)
Cc: s22(1)(a)(ii)
Subject: Catch up meeting [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

Just wondering if you are available for a catch up meeting this afternoon after 2:30 (ideal times would be 3 to 3:30 or 4:30 to 5pm). Would be good to discuss your thoughts on the News MAP consultation document.

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Platforms & News • Online Safety, Media and Platforms

Andrew.Hyles@communications.gov.au

P +61 2 s22(1)(a)(i) • M +61 s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au



I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities.

OFFICIAL

Released under FOI Act 1982 by Minister for Communications

s22(1)(a)(ii)

Subject: News MAP discussion [SEC=OFFICIAL]
Location: Skype Meeting

Start: Thu 6/04/2023 1:30 PM
End: Thu 6/04/2023 2:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Hyles, Andrew
Required Attendees: s22(1)(a)(ii)

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Using a video conferencing endpoint (H.323 or SIP)? Dial: <Conference ID>@vc.communications.gov.au

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