



Celebrating and supporting
great Australian journalism

Investing in Journalism 2019



Who we are

The Walkley Foundation is at the heart of the Australian media. In addition to celebrating and promoting the most skilful, impactful and captivating Australian stories, our role is to foster resilience and growth in the industry in practical, measurable ways.

The Walkley Awards were founded by Sir William Gaston Walkley in 1956. Now the annual Walkley Awards are the pinnacle of achievement for every Australian journalist. Peer-judged and renowned for integrity, they recognise the impact of journalism and build public trust in good reporting.

In these times when journalism is challenged and trust is so important, we see it as our mission to tell Australia that award-winning journalism matters, and it does make a difference.

The Walkley Foundation is supporting the next generation of journalists through mentorship and development;

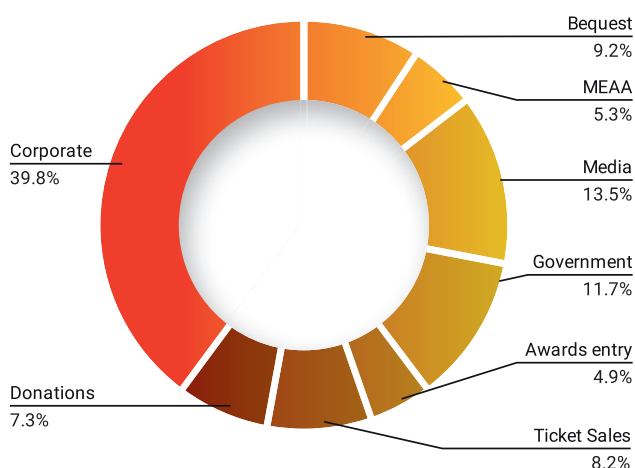


increasing accessibility to careers in the media with scholarships; providing grants to freelance journalists to produce public interest journalism; and will launch a public awareness campaign to emphasise the value of journalism.

We want to continue this important work, and do even more. But we can't do it alone.

The Walkley Foundation is in a unique position of working with all media organisations. We reach and influence journalists across Australia and New Zealand. We partner with corporations, publishers, non-profit organisations, governments and government agencies. We work closely with many universities, institutions and academics to ensure the brightest new talent from a diverse range of backgrounds are developed and recognised.

How we are funded



The Walkley Foundation is independently funded and listed on the Register of Cultural Organisations with the Australian Charities and Not-For-Profit Commission as a Deductible Gift Recipient (DGR), all donations are tax deductible.

Walkley Foundation leadership

Chief Executive

Louisa Graham

Walkley Directors

Kerry O'Brien, Chair
Marina Go
Michael Janda
Karen Percy
Marcus Strom
Lenore Taylor

Walkley Judging Board

Lenore Taylor, Chair
Guardian Australia
Claire Harvey, Deputy Chair
The Sunday Telegraph
Natalie Ahmat, NITV
Dennis Atkins, *The Courier Mail*
Michael Bachelard, *The Age*
Patricia Karvelas, ABC
Mags King, Fairfax Media
Deborah Knight, Nine News
Stella Lauri, WIN Television
John Lehmann, *The Australian*
Mark Mallabone, *The West Australian*
Heidi Murphy, 3AW693, Macquarie Media
Tory Shephard, *The Advertiser*
Sandra Sully, Network Ten

Our community

 **6,500**
NEWSLETTER SUBSCRIBERS

 **20,900**
 **5,100**

 **1,140**
 **780**

How you can be involved

Here's how you can invest and show your support as we build a strong future for Australian journalism.

OUR VALUES	ENGAGEMENT
ENCOURAGING EXCELLENCE <ul style="list-style-type: none"> • Walkley Awards for Excellence in Journalism • Mid Year Celebration 	<ul style="list-style-type: none"> • Sponsor a category • Give a prize • Lower entry fees • Buy a table • Media relations
SUPPORTING THE NEXT GENERATION <ul style="list-style-type: none"> • Scholarships • Young Journalist Awards • Mentorships 	<ul style="list-style-type: none"> • Career pathways • Align with media organisations • Paid scholarships and fellowships
INVESTING IN JOURNALISM <ul style="list-style-type: none"> • Grants • Digital archive • Media literacy • Professional development • Industry collaboration 	<ul style="list-style-type: none"> • Preserving 60 years of Walkley-winning journalism • Educational resources • Connecting with schools • Training • Fellowships • Encouraging diverse voices • Sustainable newsrooms • Connecting thought-leaders
VALUING JOURNALISM <ul style="list-style-type: none"> • Public program and events • Public awareness campaign • Podcasts • Public interest journalism • Building a community 	<ul style="list-style-type: none"> • Industry networking • Raising awareness of quality journalism • Community outreach • Advocacy • Promoting the impact of quality journalism • Civic reporting and society • Building communities

How we are making an impact

- **Amplifying 2018 Walkley Award-winners** featured on a dedicated channel on Apple News, reaching 250k views from 165k unique viewers within days.
- **Digitising the Walkley archive** with funding from Google and assistance from Deakin University, sharing 60 years of stories as a searchable online resource for journalists, academics, students and the public.
- **Public awareness campaign** "What Price Would You Pay?" developed with Naked Communications.
- **Championing Walkley-winners through public events** such as the Walkley Fund for Journalism dinner, our State Library public talks, festivals and social media.
- **Paid scholarships and fellowships** provide training, professional development, support for newsrooms and recruitment opportunities.
- **Mentorship programs** for the next generation.
- **Walkley grants** to support freelance journalists to produce public interest journalism.
- **Building journalists' skills**, like managing the Google News Initiative's training network in Australia and New Zealand.

Testimonials

“The Walkleys has been promoting excellence in journalism since its foundation. There is no more important time to encourage individuals to provide material that is informative, accurate and relevant. Support for the Walkleys is rewarding and essential.”

JOHN B. FAIRFAX AO, CHAIRMAN, JIBB FOUNDATION

“Google has been a supporter and partner of the Walkley Foundation for years, and we know that they have a strong track record in delivering training and innovation in journalism—we couldn’t think of a better organisation to partner with.”

NIC HOPKINS, NEWS LAB LEAD, GOOGLE AUSTRALIA & NEW ZEALAND

“The Walkleys mentoring program has been a fantastic opportunity to learn more about investigative reporting. Learning from a mentor like Kate McClymont has been invaluable.”

PAUL FARRELL, 2017 YOUNG AUSTRALIAN JOURNALIST OF THE YEAR

“When I had the idea to establish the Jacoby Scholarship in memory of my father Phillip, the Walkley Foundation was the first choice to make this a reality. The scholarship’s success demonstrates how the Foundation and philanthropists can effectively work together to foster and support young journalists. Our scholarship winners really are the shining lights of journalism in the future.”

ANITA JACOBY, SENIOR TV PRODUCER AND PHILANTHROPIC FUNDER,
JACOBY-WALKLEY SCHOLARSHIP



“Investing in the Walkley Foundation doesn’t just support Australian journalism; it makes our democracy stronger, our society fairer and our lives richer.”

KERRY O’BRIEN, WALKLEY FOUNDATION CHAIR

Thank you to our partners*

None of what we do would be possible without the tremendous support from our many partners who believe in the value of journalism. Underpinning this is the contribution from media organisations who come together collaboratively to support the Walkley Foundation.

PLATINUM



GOLD



SILVER MEDIA



SILVER



MEDIA



INSTITUTIONS



PHILANTHROPY



IN-KIND



MEAA HAS BEEN THE PROUD TRUSTEE OF THE WALKLEY AWARDS FOR OVER 40 YEARS

*Partners current as of March 2019

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