

WALKLEY FOUNDATION STRATEGIC DIRECTION 2018 - 2020



OUR MISSION

The Walkley Foundation has been celebrating and supporting great Australian journalism since the first Walkley Awards were handed out in 1956.

WHO WE ARE

The Walkley Foundation is a independently-funded company limited by guarantee with tax-deductible status.

Our objectives are to:

- 1** Benchmark the best in Australian journalism and engage both media and the public in valuing and supporting journalism.
- 2** Invest in programs that support journalism.

WHAT DO WE DO

We encourage journalism that enriches our communities through:

- Managing the Walkley Awards for Excellence in Journalism
- Promoting the public value of journalism and press freedom
- Fostering innovation in news gathering and storytelling
- Working collaboratively with all media
- Funding and facilitating grants, mentorships and scholarships
- Independence and good governance

WORKING TOWARDS 2020

OBJECTIVES

ENCOURAGE EXCELLENCE

- Continue to recognise the best in Australian journalism through our awards program
- Uphold the journalism code of ethics
- Involve all media and reflect the way the industry works
- Maintain the integrity of the awards

THE NEXT GENERATION

- Continue to build a young journalist award program encouraging rising stars
- Work with universities
- Offer scholarships and fellowships with industry partners
- Build mentorship programs

VALUING JOURNALISM

- Promote the best in journalism to build trust in the craft
- Demonstrate the social impact of good journalism
- Continue to showcase Walkley winners at events through public institutions
- Build philanthropic support for journalism
- Continue to build a community of supporters including media companies, business, government and community

INVESTING IN JOURNALISM

- Offer grants that support innovation in the industry and encourage storytelling
- Manage projects to promote media literacy and trust in journalism
- Build a funding base for the work of the Foundation

ORGANISATIONAL EFFECTIVENESS

- Good governance
- Financially sound business model
- Engaged, highly performing team
- Effective work practices