



Celebrating and supporting
great Australian journalism

Investing in Journalism 2020



Who we are

The Walkley Foundation is at the heart of the Australian media. We celebrate and promote the most skillful, impactful and captivating Australian stories, fostering resilience and growth in journalism in practical, measurable ways.

In 2020, we will celebrate the 65th year of the Walkley Awards since they were founded by Sir William Gaston Walkley in 1956. Now they 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.

With the 2020 Walkley Awards in Tamworth, this year we're celebrating the vital work journalists do in our regions to serve their local communities.

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



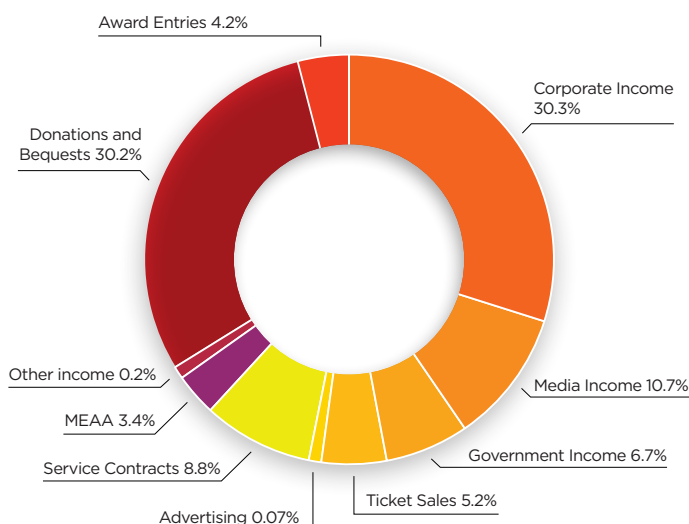
development; increasing accessibility to careers in the media with scholarships; providing grants to freelance journalists to produce public interest journalism; and promoting a public awareness program to emphasise the value of journalism.

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

Sector by revenue percentage



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

Chair: Marina Go, Non-Executive Director
 Michael Janda, ABC
 Karen Percy, ABC News Melbourne
 Marcus Strom, University of Sydney
 Lenore Taylor, Guardian Australia

Walkley Public Fund committee

Kate Haddock, Banki Haddock Fiora
 Kate Julius, PWC
 Jim Nolan, barrister
 Alan Sunderland, journalist
 Pamela Williams, journalist

Walkley Judging Board

Chair: Lenore Taylor, *Guardian Australia*
 Deputy Chair: Claire Harvey, *The Sunday Telegraph*
 Natalie Ahmat, *NITV News*
 Michael Bachelard, *The Age*
 Michael Brissenden, ABC
 Patricia Karvelas, ABC RN Drive
 Mags King, *The Sydney Morning Herald*, *The Age* and *The Australian Financial Review*
 Deborah Knight, Nine
 Stella Lauri, WIN Television
 John Lehmann, *The Australian*
 Hamish Macdonald, ABC / Network 10
 Mark Mallabone, *The West Australian*
 Heidi Murphy, *Mornings with Neil Mitchell*, 3AW693
 Bhakthi Puvanenthiran, *ABC Life*
 Tory Shepherd, *The Advertiser*

Our community

 **5,500**
NEWSLETTER SUBSCRIBERS

 **22,000**
 **5,900**

 **1,530**
 **1,070**

How you can be involved

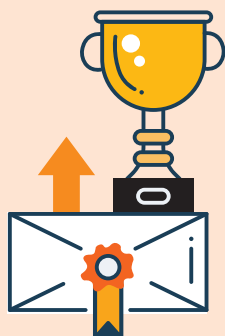
Here's how you can invest and show your support as we build a strong future for Australian journalism.

ENCOURAGING EXCELLENCE

- Walkley Awards for Excellence in Journalism
- June Andrews Awards

YOU CAN:

- Sponsor an Award category
- Give a prize
- Support an event
- Build media relations



INVESTING IN JOURNALISM

- Fund original public interest journalism
- Preserve 60 years of Walkley-winning journalism & sharing it through educational resources
- Sustainable newsrooms
- Professional development
- Industry collaboration

YOU CAN:

- Fund a reporting grant
- Support our digital archive project
- Host or support training
- Host or support a fellowship or leadership program
- Support a roundtable discussion to connect industry thought-leaders



SUPPORTING THE NEXT GENERATION

- Facilitate career pathways
- Recognise emerging talent
- Encourage diversity
- Capacity building

YOU CAN:

- Sponsor a Young Journalist Awards category or prize
- Support a paid scholarship or fellowship
- Support a mentorship program
- Become a mentor



VALUING JOURNALISM

- Champion ethical best practice journalism
- Educate through public program & events
- Amplify public awareness campaign
- Fund public interest journalism

YOU CAN:

- Facilitate industry networking
- Support a public event
- Fund reporting or a podcast
- Promote the impact of quality journalism
- Fund regional events



How we are making an impact

- **Bringing the industry together around best practice journalism:** The gold standard of industry awards.
- **Preserving our history:** Presenting 60 years of Walkley-winning journalism in a digital archive.
- **Generating discussion and support in order to sustain journalism:** More than 20 media outlets and platforms ran the *What Price Would You Pay?* campaign.
- **Building journalists' skills:** 4000 journalists trained in Australia & New Zealand in 2019.
- **A voice for journalism in the halls of power:** Contributing to industry and government inquiries.
- **Opening pathways that lead to employment:** 5x increase in scholarship and fellowship programs, eight young journalists employed over the course of the program.
- **Funding stories that wouldn't otherwise be told:** Projects funded under grants have been published in *The Sydney Morning Herald*, *The Guardian*, *The Saturday Paper*, *News.com.au* and more.
- **Encouraging innovation in newsrooms:** 11 newsrooms funded \$100K each in Facebook Local News Accelerator program. Three journalists developed as leaders in Google News Initiative Newsroom Leadership Program at Columbia Journalism School.
- **Providing a platform for journalists to talk publicly about the craft:** Showcasing journalism through public institutions, festivals and podcasts.
- **Encouraging collaboration through industry roundtables:** Attended by senior editors and newsroom leaders.

Testimonials



"I feel like it's made me a better journalist. It has really inspired me to set goals and challenge myself. I want to keep pushing to be the best reporter I can be, and having someone like Hugh (Riminton) to offer guidance and advice has really been inestimable."

SAMARA GARDNER, 2018 YOUNG JOURNO WINNER AND MENTEE

"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

"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



"I learnt not only what it means to make engaging content for television, but also how to be a well-rounded journalist. I will always value the the mentorship I received throughout my time at Seven and know that the skills I developed will set me up well for a future career in journalism."

AMY CLEMENTS, INAUGURAL RECIPIENT OF THE MEDIA SUPER SCHOLARSHIP WITH SEVEN

"After writing an opinion piece about school fundraising for ABC Online in mid-2018, I knew there was more to the story. I also knew that, as a freelancer, I was unlikely to be the one to tell it. That was before the new Walkley Grants for Freelance Journalism. By funding a level of background research that is hard to justify when you're being paid on a per-word (or per article) basis, it fitted perfectly."

VIVienne PEARSON, 2019 WALKLEY GRANT FOR FREELANCE JOURNALISM RECIPIENT



With the 2020 Walkley Awards in Tamworth, this year we're celebrating the vital work journalists in our regions and suburbs do to serve their local communities.

**It's an area that
needs support.
Across Australia
there are now 21 local
government areas
without coverage
from a single local
newspaper in either
print or online.**

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



INSTITUTIONS



PHILANTHROPY



IN-KIND




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

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*Partners current as of February 2020