

Media Impact Partnership Prospectus



Who we are

The Walkley Foundation is a custodian of quality Australian journalism. As a charitable foundation steeped in the craft of journalistic excellence, we work independently with all media organisations and selected partners to encourage and support journalism of the highest standard. The annual Walkley Awards, first presented in 1956, are a national high watermark for excellence and ethical practice.

Today truth, accountability, and public service journalism are under threat from misinformation, disinformation and fake news, powered by the rapid development of artificial intelligence (AI). As news media confronts new challenges such as the ramifications of AI, the Walkley Foundation is committed to ensuring we make a difference in our active support for journalistic excellence within the Australian media sector.

In 2025, the Walkley Foundation will deliver our 70th Walkley Awards and celebrate this important industry milestone. Throughout the calendar year we will deliver our suite of programs to reflect on our achievements and to look ahead as we seek to equip and inspire the next generation of journalists.

Supporting the Walkley Foundation ensures that journalists gain access to training, insights, professional development and recognition in an ever-evolving media landscape. Excellence in journalism ensures the Australian public benefits from stories and media that offers scrutiny, accountability, truth and best practice.



Our impact

The Australian media sector

The Walkley Foundation upholds the highest standard in best practice journalism. We provide the gold standard in Australian journalism awards.

We are committed to uniting and supporting journalists as they tell important stories that speak truth to power by highlighting the decisions and actions of those in authority that have a direct impact on trade, confidence, public policy, safety, and community wellbeing.

Next generation of journalists and media professionals

We partner with leading industry experts to train and equip the next generation of journalists and media professionals to ensure their work remains relevant and reflective of today's Australia. Each year, new work placements and employment pathways are made possible through our Scholarship and Fellowship programs.

The Australian public

Our work championing Walkley-winning journalism, and the journalists who produce it, is made publicly accessible each year via our community photojournalism activations at libraries, galleries and public spaces. In addition, we provide news stories via our website and social media, and through our campaigns, events and accessible Digital Archive.

Strategic Partnerships

To achieve our goals, the Walkley Foundation partners with like-minded corporations, businesses, individuals, community organisations and governments to foster resilience, innovation, and growth to support best-practice journalism, and to inspire the journalists of the future. Our leading grant providers ensure we can equip and enable journalists nationwide to publish important stories that otherwise wouldn't be told.

Funding and In-kind support

Our multi-platform funding is received via generous contributions from private donors, corporate partners, media partners, bequests, award entries, ticket sales, service agreements, grants, asset management and advertising. We also partner with leading community organisations and Local Councils to engage the public in our work and mission. The Walkley Foundation is listed on the Register of Cultural Organisations with the Australian Charities and Not-For-Profit Commission as a Deductible Gift Recipient (DGR) to ensure donations are tax deductible.

Our mission

The Walkley Foundation is at the heart of the Australian media. We celebrate and promote the nation's most skilful, impactful, and captivating stories.

Our mission extends to:

1. providing a national benchmark - being the industry standard of excellence in Australian journalism;
2. being a leading, independent advocate promoting best practice in ethical reporting and practice; and
3. being an active proponent for the future of public interest journalism.

Walkley Foundation Leadership

Chief Executive

Shona Martyn

Walkley Directors

Chair: Adele Ferguson, ABC

Deputy Chair: Karen Percy, National Media Section, MEAA

Sally Neighbour, senior independent journalist & chair of Walkley Judging Board

Erin Delahunty, freelance journalist and National Media Section, MEAA

Victoria Laurie, freelance writer

Leigh Tonkin, ABC News and National Media Section, MEAA

Walkley Public Fund Committee

Kate Haddock, Banki Haddock Fiora

Kate Julius, PwC

Jim Nolan, former barrister

Alan Sunderland, journalist and author

Pamela Williams, journalist and author

Walkley Judging Board

Chair: Sally Neighbour, senior independent journalist

Deputy Chair: Cameron Stewart, *The Australian*

Sarah Abo: Nine, *60 Minutes*

Suzanne Dredge: Head of Indigenous News, ABC

Anton Enus: Co-host of SBS World News

Rashell Habib: Head of Digital News & Strategy, *10 News First*

Gabrielle Jackson: Associate Editor, *Guardian Australia*

Kate Kyriacou: Crime and Courts Editor, *The Courier-Mail*

Dean Lewins: AAP photographer

Hamish Macdonald: co-host, *The Project*

Karen Middleton: Chief Political Correspondent, *The Saturday Paper*

Donna Page: *The Newcastle Herald*

Mark Riley, Political Editor, Seven News

Kathryn Wicks: Associate Editor, *The Sydney Morning Herald*

Our audience

The Walkley Foundation partners with select organisations, groups and individuals that seek to progress the social and community benefits of quality Australian public service journalism.

Our key audiences include:

- current and emerging journalists,
- those who work for and with media organisations,
- Walkley Award and Mid-Year Celebration of Journalism entrants;
- volunteer Judges and Board members,
- sponsors, donors and partners;
- the Education sector including Universities, Schools, TAFE's, and Colleges, particularly those providing Media, Journalism and Communications studies;
- all levels of Government seeking to support the future of a vibrant, diverse, and ethical media sector,
- commercial sector and community groups who are committed to propelling public service journalism, and
- individual donors and media consumers who are seeking to partner with us to support the media's role in strengthening our democracy.

Daily reach



9,985
NEWSLETTER
SUBSCRIBERS



23.9k
TWITTER
FOLLOWERS



6.6k
FACEBOOK
FOLLOWERS



2.6k
INSTAGRAM
FOLLOWERS



3k
LINKEDIN
FOLLOWERS



5.4k
MEDIUM
FOLLOWERS



Our global reach

The Walkley Foundation sustains journalism that enriches our communities by:

- managing the national standard in excellence in journalism with independence, integrity and good governance;
- promoting the public value and impact of journalism and media freedom;
- building the public's trust in good reporting;
- fostering innovation in news gathering and storytelling;
- providing a platform for leading journalists to give back to the sector and equip the next generation;
- supports early career journalists through showcasing their talent and industry impact; and
- working collaboratively with all media.



Eddie Jim, 2023 Nikon-Walkley
Portrait Prize winner

The Walkley community

**Journalists • Photographers • Cartoonists • Artists • Writers • Filmmakers •
Professional communicators • Media orgs • Trade orgs • Publishers • Universities •
Students • Government • Corporations • Readers and watchers**



**Through cultural exchanges for journalists, foreign book and film festivals,
foreign correspondence and the international speakers we bring
to Australia, we're a vital link to journalism worldwide.**

Our work

The Walkley Foundation provides:

- Annual Walkley Awards celebrating national journalistic excellence across and media, documentaries, and photography recognising the outstanding annual Gold Walkley winner
- Annual Mid-Year Celebration of Journalism showcasing emerging journalists, social impact and recognising the Young Australian Journalist of the Year
- Administering the State Media Awards on behalf of MEAA recognising significant state contributions
- Scholarships and Fellowships
- Professional and Leadership Development
- Training and Mentoring
- National public and industry awareness campaigns
- Regional support and industry advocacy
- Targeted industry events, masterclasses, retreats, and public art exhibitions
- Code of Ethics sector contributions
- Digital Archive, and
- Quality sector engagement and community building.

Your impact

Your partnership with the Walkley Foundation will help ensure journalists are supported to continue to work to the highest ethical standard.

One of the vital roles of the media is to inform the public on important matters that impact them, such as safety precautions during times of natural disaster. We also rely upon journalists to be our eyes and ears, keeping our political, commercial and community leaders accountable to ensure a better future for all, not just a select powerful few.

Your generous support for the Walkley Foundation ensures journalists can continue to provide leading commentary to help shape a fair Australia and inspire the next generation of journalists and media professionals.



Tailored sponsorship package options

By better understanding your priorities for community and industry impact, we are able to create a tailored partnership that will deliver mutual benefit today, and well into the future.

The following partnership options are a guide to available packages.

1. Awards Partner
2. Events Partner
3. Professional Development Partner
4. Training Partner
5. Program Partner
6. Grant Partner
7. In-Kind Partner



Become a Walkley Foundation Awards Partner

Award Sponsorship options

Platinum recognition

Platinum sponsors enable the successful delivery of the national Awards programs and provide individual category and program support. Platinum partnerships are highly valued and can be customised to suit your goals.

Gold recognition

Gold sponsors ensure the successful delivery of the Gold Award categories at the Walkley Awards. The Gold partnership is highly valued and can be customised to suit your goals.

Silver recognition

Silver sponsors enable the successful delivery of designated award categories at the Walkley Awards and supporting programs.

Media – for Media partners only.

Media sponsors enable the successful delivery of designated award category support.

Institution – for the Education sector only.

Education sponsors and in-kind partners enable the successful delivery of award category support, programs and exhibitions.

Youth and Impact Awards at the Mid-Year Celebration of Journalism

These Mid-Year partners enable the successful delivery of annual national Impact Award categories.

In-Kind Contributions

Required for essential service delivery of Awards and programs. Confirmation of outstanding services required are available upon request.

Become a Walkley Foundation Events Partner

Contributing Events Sponsorship and Delivery options

Tailored Award Category Events, Exhibitions and Public Talks

The sponsor receives a custom event or public exhibition to provide greater engagement, awareness and community building with their Award category entrants and the Foundation's network. We are keen to explore your ideas.

Finalists' Announcement for Awards

The sponsor is acknowledged as the event partner as we join with all entrants to announce the year's Award finalists.

Judges and Sponsors Annual Luncheon

The sponsor is acknowledged as the event partner as we join with all judges and partners to thank those who have given of their time to ensure the annual Awards program retains its integrity and success.

Partners Annual Launch Event

The sponsor is acknowledged as the event partner as we join with all sponsors, partners and supporters to celebrate the year ahead.

Become a Walkley Foundation Professional Development Partner

Professional Development options

Sponsorship provision of a Walkley Scholarship program

The sponsor will be acknowledged as a Scholarship Program Partner.

In-house placement of a Scholarship student and training services

In-Kind

Discover how you can host a Scholarship recipient.

Sponsorship provision of a Walkley Fellowship program

The sponsor will be acknowledged as a Fellowship Program Partner.

In-house placement of a Fellowship student and training services

In-Kind

Discover how you can host a Fellowship recipient.

Sponsorship provision of the annual Walkley Mentoring program

The sponsor will be acknowledged as a Mentoring Program Partner.

Become a Walkley Foundation Leadership Training Partner

Leadership Development options

Sponsorship provision of the Walkley Leadership program

The sponsor will be acknowledged as a Leadership Program Partner providing training for ten emerging journalists. This program will be delivered in partnership with a leading education provider.

Sponsorship provision of the Walkley Regional Journalism Summit

The sponsor will be acknowledged as a Regional Summit Program Partner. Online and face to face delivery options available.

Sponsorship provision of the national Walkley Masterclass program

The sponsor will be acknowledged as a Masterclass Program Partner.

Sponsorship provision of a Walkley Webinar

The sponsor will be acknowledged as a Webinar Partner. Discounts are available for multiple webinars delivered in the same calendar year.

Sponsorship provision of a Walkley Training Event

The sponsor will be acknowledged as a Training Event Partner. Discounts are available for multiple training events delivered in the same calendar year.

Sponsorship provision of the Walkley Podcast program

The sponsor will be acknowledged as an annual Podcast Partner.

Become a Walkley Foundation Program Partner

Digital Archive

Sponsorship provision of the Walkley Digital Records service

The sponsor will be acknowledged as a Digital Resources Program Partner. Since 2018, the Foundation has been collating and digitising an impressive catalogue of award-winning work.

Education Campaigns and Advocacy

The sponsor will be acknowledged as a Campaign Partner for equipping the Walkley Foundation to deliver our annual awareness campaigns to propel best practice in Australian journalism.

Tailored sponsorship package options

Reporting Grants

Allow the Walkley Foundation to deliver your media grants programs. Having partnered with leading providers such as Google and Meta, we have years of industry experience in administering public service journalism grants nationwide that meet your criteria.

Valued Volunteers

The work of the Walkley Foundation would not be made possible without the dedication of our valued volunteers. Enquire today regarding the range of ways you and your team can volunteer to advance quality Australian journalism.



Partnership Benefits

Your tailored partnership agreement will include the benefits that best suit your community impact goals.

Partnership benefits include:

- Executive Media engagement and networking
 - Reputation building, brand awareness and storytelling
 - Strategic networking with decision makers and media influencers
 - Event images with winners
 - Engaging future leaders and emerging journalists
 - Participation via onstage Awards presentation
 - Logo presence via Partnership page on website and Award entries
 - Thanks from stage and logo recognition
 - Tailored workshops and webinar promotions
 - eDM inclusion
 - Social media recognition
 - Joint media releases
 - Multiple media event invitations
- Featured Walkley Yearbook inclusion
 - Corporate responsibility content for inclusion
 - Social media content for sharing
 - Social impact annual report content for inclusion
 - Political engagement
 - Charitable sector engagement
 - Media sector engagement
 - Education sector engagement
 - Social impact engagement
 - In-Kind recognition
 - Community awareness and engagement
 - Event speeches (where appropriate)
 - Skilled volunteering opportunities for staff
 - Campaign support and recognition
 - Media summary reports
 - Guest speaker support
 - Dedicated account management support
 - Other - let us know what you need



Our partners

The Walkley Foundation plays a key role in celebrating and encouraging the strong, brave and high-quality journalism a healthy democracy requires. The ABC is pleased to support this important work.

ABC

Sydney Airport has been a partner of the Walkley Foundation since 2019 and is proud to support great Australian journalism, and the journalists who produce it.

Sydney Airport

Our partnership with the Walkley Foundation aligns us with the highest standards in the industry and means we can support their unwavering commitment to best practice ethical journalism while showcasing our dedication to supporting the future of the media.

University of Sydney

The WIN News Walkley Scholarship empowers young journalists, giving them every opportunity to learn the craft of storytelling, while fostering a new era of truth and excellence in reporting across regional Australia.

WIN News

Thomson Geer is proud to support the Walkley Foundation and its mission to promote the highest standards of journalism and the role quality reporting plays in a strong democracy.

Thomson Geer

Your partnership – win, win, win

We invite you to consider how you would like to partner with us to benefit your organisation while actively supporting the development of best-practice journalism across Australia.

Together with our partners, we represent the highest standard of best practice journalism across Australia to uphold our democratic freedoms and way of life.

Tara Cheesman
National Sponsorship and Partner Manager

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