



REGIONAL AND SMALL PUBLISHERS CADETSHIP PROGRAM

As part of the landmark reforms being made to Australia's media laws, the Turnbull Government will provide much needed support to regional and small publishers through the \$60 million *Regional and Small Publishers Jobs and Innovation Package*. This Package includes:

- > The \$50 million Regional and Small Publishers Innovation Fund;
- > The **Regional and Small Publishers Cadetship Program**, which will support 200 cadetships; and
- > 60 regional journalism scholarships.

Why do we need these programs?

The Government recognises that the media industry is in significant transition and that this poses great challenges for small publishers and small regional newspapers in particular. The business models that have traditionally supported journalism—particularly those funded by advertising revenue—are being challenged, and the need to adapt successful subscriber and revenue models is proving especially demanding for smaller publications. The provision of quality journalism is under pressure.

- > Quality journalism is an important underpinning of our democracy, and access to locally relevant factual journalism is important to developing and maintaining strong regional communities.
- > Effective journalism also plays a vital role in holding our institutions to account and creates a framework in which complex issues can be understood, offering the public reliable information to support decisions in political, economic and social life.

The *Regional and Small Publishers Jobs and Innovation Package* will assist small publishers to adapt to the challenges of the contemporary media environment, create employment opportunities for cadet journalists, and support regional students to study journalism.

What is the Regional and Small Publishers Cadetship Program?

To assist the creation of employment opportunities in regional media and ensure that journalists continue to provide informative and compelling regional news, the Government will support 200 cadetships over two years through the Regional and Small Publishers Cadetship Program. Of the 100 cadetships available each year, between 80 and 90 will be for attachments to regional publications. The Program will increase journalism resources, rather than replace existing jobs.

How will the Program work?

Cadetships would be supported via a wage subsidy, with eligible organisations able to apply for a subsidy or grant of up to \$40,000 (GST inclusive) per journalism cadet. There will be an expectation of matched funding from employing organisations.

Small metropolitan publishers will be eligible to participate in the program if they meet criteria including:

- > a primary purpose test (of producing civic and public journalism with an Australian perspective);
- > an Australian residence test (being incorporated under Australian law and having their central management and control in Australia);
- > an independence test (not affiliated with a political party, union, superannuation fund, financial institution, non-government organisation or policy lobby group);
- > control test (being an entity that is majority controlled by Australian residents);
- > being a member of the Australian Press Council or having a robust and transparent complaints process; and
- > and having in place editorial guidelines, a code of conduct or similar framework relating to the provision of quality journalism.

Regional media organisations must meet the same tests, other than the control test. Regional media organisations will include publishers, commercial television and radio broadcasters and online news media outlets, provided they are located and operating in a regional area. The program will be flexible to accommodate different structures that may be

used to support cadet placements. However, it is anticipated that the cadetships will be offered for a duration of twelve months. They will offer recent graduates the opportunity to undertake a comprehensive training program in multi-platform reporting, as well as workplace-based learning from experienced, practising journalists. Cadets will also be expected to receive mentoring.

How will the Program be administered?

The Program will be administered by the Department of Communications and the Arts. The Department will ensure transparency in relation to its processes in administering the Program and in decision making regarding selection and placement of cadets. The Australian Communications and Media Authority (ACMA) and the Department of Communications and the Arts will work cooperatively to assess demand for the program funds and allocate additional cadetships as needed within the funding envelope of the *Regional and Small Publishers Jobs and Innovation Package*.

When will the cadetships be available?

It is expected that the first 100 cadetships will be made available in 2018-19.

How can I find out more?

The cadetship program will be further designed over the coming months, and more information on the application process (including relevant guidelines) will be available through the Department's website in early 2018.