

ACMA news media bargaining code eligibility assessment report

News business name: Australian Property Journal

News business ID: ACMA-NBC-2745XKSC10

News sources: Australian Property Journal

Date submitted: 5/03/2021

Link to CRM entry: [Click here to open the CRM record in a new window](#)

Assessor: Lachlan Habgood

QA assessor: Elizabeth Press

Officer recommendation: Eligible

Revenue test

Initial assessment: Pass

The Applicant also provided a statutory declaration signed by the company Chief Financial Officer stating that Australian Property Media Publications Pty Ltd records are true and accurate.

The applicant has met this eligibility criterion.

Professional standards test

Initial assessment: Pass

The Applicant has claimed membership of the Australian Press Council (APC). The applicant's news source also makes this claim (<https://www.australianpropertyjournal.com.au/premiummember/login>).

A review of the current APC membership list (June 2019) and updated APC constituent bodies list as at 28/1/2021 confirms that the Applicant, Australian Property Journal is a member of the APC.

The applicant meets this eligibility criterion.

Content test

Initial assessment: Pass

The applicant nominated its news source as 'A website or part of a website' and submitted <https://www.australianpropertyjournal.com.au/> as the link where the content for the News source is published.

A review of this website was conducted on 18/3/2021. Broadly, it contains reporting on property related matters, including residential, retail, industry, office, hotel and tourism. Planning and legal aspects related to the property markets and industry are also covered.

The website link resolves to a main page with broad focus stories covering a variety of subjects, with the focus being on their relationship to the property sector. For example: a story on the Corona virus, a story about a planned redevelopment of a resort owned by Clive Palmer, a story about a new business district in Brisbane, a story about anticipated increase in retail spending with the opening of Australian borders.

On 19/3/2021 I reviewed a story titled 'Double Office Towers for Sydney Precinct' (<https://www.australianpropertyjournal.com.au/2021/03/18/double-office-towers-for-sydney-tech-precinct/>). This was a journalistic article about a developer's plan for 2 new office towers in the Sydney CBD. It contained information about the building plans, the location and how the development would integrate with other existing development plans in the precinct.

Another article 'JLL swipes right with uTenant' (<https://www.australianpropertyjournal.com.au/2021/03/18/jll-swipes-right-with-utenant/>) details a major investment opportunity that was recently secured by property development company uTenant. It contained an interview with the managing Director about the project and background on the company. There were multiple other news stories of a similar nature on the website.

The news source website has links at the top of the page that go to specialised content sections. These include links to Commercial Content, Residential Property, Research, Rural and Agribusiness and Social Infrastructure. A review of the content on these pages could not be conducted because they require the use of a registered account to login.

The content reviewed appears to be reasonable representation of the content provided by the website. This content demonstrates that the primary purpose of the nominated news source is to create core news content as content reports, investigates and explains: 'current issues or events of public significance at a local, regional or national level.'

On consideration of the content available to be reviewed on the website:

- The News source creates a large amount of core news content for the website. It is by far the most prominent feature of the news source.
- This core news material is created and published on a regular basis. For example, the content reviewed is credited on the website as being uploaded on the day of staff review. In addition, the core news appears to be created by the News provider itself, based on an assessment of the by-lines of the

authors and the lack of attribution to other sources for the core news content;

- The core news content is given primary prominence for the news source and it is clear from the available evidence that the intent of the website is to provide core news to the reader over other content (such as advertising or sponsored material).

The applicant meets this eligibility criterion.

Australian audiences test

Initial assessment: Pass

1. Does the news source operate predominantly in Australia.

The applicant provided the address of the primary operations of the news source as being in Docklands, Melbourne, Victoria. The applicant provided no other location for operations, indicating all content is generated through this location. The news source therefore appears to primarily operate in Australia.

2. Does the news source have the dominant purpose of serving Australian audiences?

As noted in the review of the news source website under the Content test, the primary content is core news. The articles reviewed overwhelmingly focus on Australian based property issues. For example, the news source presents stories about property related matters in Adelaide, Brisbane and regional areas of Australia such as SE Queensland.

The Applicant provided a document titled 'Google analytics' (dated 3/3/2021) as supporting material. It does not provide the period of time the analysis covers. It states that of the 141,470 total users who accessed the site, 94,342 were located in Australia. It also states that of the 273,391 'sessions' recorded, 219,714 sessions were listed for Australia locations. No other supporting documentation was provided.

The applicant meets this eligibility criterion. The content is generated at an Australian based location and it is focused on Australian (property related) matters of interest, has an Australian perspective and is relevant to an Australian audience with an interest in this content.

Connection requirements

Initial assessment: Pass

A review of the Australian Property Media Publications Pty Ltd Australian Business Number confirms that it is registered as an appropriate corporation (an Australian private company) and that its registration status is active (at the time of this assessment).

The Applicant submitted a Statutory Declaration stating that the Designated Authorised contact 'Nelson Sousa Yap', a Company Director, is the sole owner and director of 'Australian Property Media Publications Pty Ltd', the publisher of 'Australian Property Journal'.

The applicant meets this eligibility criterion

Final decision

Decision maker: Elizabeth Press

Date of final decision: 11 May 2021

Final decision: Pass

Comments from decision maker

The Applicant is eligible and should be registered

1. The application appears to have been completed correctly.
2. The applicant's information on the Revenue test was clarified and it passed this test.
3. The news business/source is a member of the APC and appears in the APC constituent bodies list. The applicant not solely owned or controlled by a political party, union, or a political lobby or advocacy group or controlled by a party that has a commercial interest in the coverage being produced.
4. There is one news source with content meeting the definition of core news. The source passes the content test because it produces core news and features content that can be considered either relevant in engaging Australians in public debate or informing Australians about current issues or events of public significance on a national level.
5. The news source passes the Australian audience test as it operates in Australia for the purposes of Australian audiences.
6. The Applicant's further information show it passes the connection requirement.



Signature of delegated officer:

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Name: Elizabeth Press

Date: 11 May 2021