

ACMA news media bargaining code eligibility assessment report

News business name: CMMA Digital & Print Pty Ltd

News business ID: ACMA-NBC-2020JFJJ48

News sources: www.australiangolfdigest.com.au | Australian Golf Digest Magazine

Date submitted: 5/05/2021

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

Initial assessor: Lachlan Habgood (APS 6)

QA assessor: Elizabeth Press (EL2)

Officer recommendation: More Information Required

Revenue test

Assessment: Pass

The applicant submitted CMMA Digital & Print Pty Ltd annual reports (including profit and loss statements for each) for the years ended 20 June 2017, 2018, and 2019. In each of the submitted financial statement the applicant exceeded the revenue threshold. Accordingly, the applicant meets this part of the criterion as it provided 3 financial statement from the last 3 years that meets the financial revenue test.

However, the applicant did not provide a statutory declaration. A request for the document will be made to the applicant.

On 26 May 2021, the applicant submitted a statutory declaration relating to the Revenue test. The statutory declaration is from Rick Jirsch Chartered accountant and partner in the accountancy firm Jirsch Reilly Tang Pty Ltd. He affirms that the submitted financial accounts were prepared in accordance with generally accepted accounting principles.

The application now meets this criterion.

Connection requirements

Initial assessment: Pass

A search of the applicants submitted ABN 48 162 202 459 was conducted on 24/5/2021 and confirms that the reveals that the applicant entity is CMMA DIGITAL & PRINT PTY LTD, a registered private company. One of the business names registered to the entity is Australian Golf Digest

The applicant submitted a statutory declaration from the Authorised contact, Nicholas Cuttler, Managing Director stating that the news business operates and controls the news sources that make up the news business.

The applicant meets this criterion.

Professional standards test

Initial assessment: Pass.

The applicant stated in the application that it is subject to the APC standards. However, the Applicant Corporation Media & Media Group Pty Ltd does not appear on the APC membership list 25/6/2019 or the APC Constituent Bodies list 28/1/2021 provided by the APC.

Response to preliminary view

On 16 June 2021, the applicant provided links to the Editorial Guidelines (at <https://www.australiangolfdigest.com.au/editorial-guidelines/>) and complaints handling policy (at <https://www.australiangolfdigest.com.au/complaints-handling-policy/>). Both pages are accessible via links on the news source page (checked 17/06/2021 and 22/06/2021). The applicant claimed the 2 links had always been available. The applicant explained they had launched a new site in May 2021 and they did not appear on the Australian Golf Digest website home page.

The Editorial Guidelines provide policies relating to the accuracy and impartiality of factual material, along with policies related to attribution, corrections, discriminations, privacy, fairness and balance and integrity and transparency. They are based on the APC standards.

The complaints handling provisions also meet the test. The Complaints Handling Policy contains an email address and an invitation for users to make complaints. The page commits to responding to complaints within 3 days. This pages also contains a commitment to confidentiality, and procedures on how a complaint will be reviewed and resolved. Overall, it is considered that the complaints process meets the professional standards test (as set out in the Applicant Guidelines) as it provides a mechanism for accepting, adjudicating and notifying complainants of the outcome of a complaint about editorial content.

The applicant declares it is not owned or controlled by a party with political or commercial interest. The applicant meets this criterion.

Content test

Initial assessment: Fail

The applicant submitted <https://www.australiangolfdigest.com.au> as the primary link to both news sources.

A review of this website's main page reveals no content that would meet the definition of core news content, ie news content that could be defined as articles and stories that report on issues or events that are relevant in engaging Australians in public debate and in informing democratic decision making and current issues or events of public significance at a local, regional or national level.

The content is focused on articles about golf, golf players, golf tour coverage and golf industry information and news. The news link focuses on golf news such as the addition of Australian players to the next US open field, a story on an Australian Golf

coach, reviews of past tournaments, a story about a player's problem with gallery behaviour at a recent tournament. Other information includes reviews of golf clubs and equipment, instructional articles on golf technique and information about golf courses in Australia and world-wide.

Both news sources included secondary links on Facebook. Additionally the news source for Australian Golf Digest Magazine (magazine) included links to content on Twitter and Instagram.

In each link, no core news content could be located. While it is possible any of the submitted news source links may include some core news content from time to time, none was viewed in the assessment and the conclusion is that the primary purpose of the news sources is not to create core news content.

The application fails this criterion.

Response to preliminary view

In response to the preliminary view, the applicant provided a submission via email on 16 June 2021. The applicant stated the content on the site meets the definition of core news due to the popularity of golf in Australia. The applicant stated that golf is the 10th most participated physical activity in Australia (statistics sourced from the SportAus website April 2019 see <https://www.sportaus.gov.au/media-centre/news/australias-top-20-sports-and-physical-activities-revealed>). The applicant stated golf is played by both men and women, is an Olympic sport and has increased in participation since the COVID epidemic. The applicant stated that its popularity is demonstrated by the fact that the biggest Australian newspaper website, <https://www.dailytelegraph.com.au/sport/golf> and the biggest news website <https://www.news.com.au/sport/golf> has sections dedicated to golf. The applicant also noted television news broadcasts on channels 7,9,10 ABC, SBS, SKY News and sports broadcasters Foxsports and Kay regularly lead their sport with a golf related story when Australians do well or when the Australian Open is being played.

The applicant provided links to specific stories and articles on the news source website as examples of core news, such as an article titled AGIC releases slow TV feature film that promotes mental health benefits of golf (20 September 2020). This is a story about a film, described as a 'golf mindfulness experience that packages some of Australia's most breathtaking courses into an 18-hole experience that accentuates the natural ambiances encountered on the fairway. Another article submitted is titled Adam Scott opts out of Tokyo Olympic Games, (23 April 2021). The article explains the news and the reasons for his decision. Another article submitted is 'A Battle For Survival' (28 March 2019) about golf courses on Australia's east coast that are in a battle for survival from government, developers and rival sporting codes. Another article, titled Golf digs deep for bushfire victims, (30 July 2020) details how golf clubs in Australia's worst bushfire affected regions received a funding from the golf community around the world.

The applicant provided numerous links to other articles. These can be described as player articles, news about golf clubs or community events, reviews of golf courses etc. The links submitted are from articles published over a wide time frame, with one article published in March 2019). It is acknowledged that some of the content submitted by the applicant may meet the definition of core news. However, the content submitted does not serve to change the view that this news source is

focused on special interest reporting of golf, golf players, golf tour coverage and golf industry information.

The Applicant's submission that the golf content automatically meets the definition of core news on the basis of popularity is not supported. A thorough review of the content on the website reveals that little of the content found on the website, or included in response to the preliminary view, could be described as content that reports, investigates, or explains:

issues or events that are relevant in engaging Australians in public debate and in informing democratic decision making; or

> current issues or events of public significance at a local, regional or national level.

Where there is content that may be considered as reporting on current issues or events of public significance on the website, it is limited and infrequently published (the articles described above were published over a considerable period of time, March 2019, June and September 2020 and April 2021) and are not the prominent on the site.

For this reason, the preliminary view that the primary purposed of the news source is not to create core news content is unchanged.

Australian audiences test

Initial assessment: Pass

The content from the submitted news sources website primary link provides (on the Contact page) an address in Merriweather NSW as the base of operations. Much of the content is targeted at audiences in Australia. Much of the other content would be of interest and relevance to Australian audiences.

The applicant meets this criterion.

Recommendation for further information (if applicable)

Decision maker: (include level)

Comments from decision maker

The applicant did not submit a statutory declaration for the revenue test. The applicant will be approached to request this document before the final decision is made.

Statutory declaration submitted 26 May 2021. Applicant meets the Revenue test.

Recommendation Preliminary Decision

Decision maker: Elizabeth Press (EL2)

Comments from decision maker

The request for additional information on the revenue test has been requested with a response date of 1 June 2021.

Once received, or if not received by this date, advice about the Application failing the content test and the professional standards test can be sent indicating the preliminary decision.

Australian
Communications
and Media Authority

www.acma.gov.au

Final decision

Decision-maker: Elizabeth Press (EL2)

Date of final decision: 23 June 2021

Final decision: Fail

Comments from decision maker

Following the response of the applicant to the preliminary view the News Business is not eligible for registration. While the applicant passes 4 of the registration criteria, the news source assessed does not meet the content test as it is narrowly focused on golf, golfers, golf courses and other golf related news rather than core news. The source fails the content test because core news creation is not the primary purpose of the news source.



Signature of delegated officer:

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Name: Elizabeth Press

Date: 23 June 2021