

Elizabeth Press

From: bargainingcode
Sent: Wednesday, 23 June 2021 4:09 PM
To: nick@mma.com.au
Cc: bargainingcode
Subject: Final outcome of assessment of application for registration under the News Bargaining Code - CMMA Digital & Print Pty Ltd [SEC=OFFICIAL]

Dear Mr Cutler,

News Media Bargaining Code Application (ACMA-NBC-2020JFJJ48)

I refer to the application by CMMA Digital & Print Pty Ltd to register a news business under the News Media Bargaining Code (the Code). The Australian Communications and Media Authority (ACMA) has finalised its assessment of your application.

Thank you for the information you provided on 16 June 2021. The ACMA has reviewed it and made a final decision that the application to register the news sources. The Australian Golf Digest Magazine and www.australiangolfdigest.com.au have been found ineligible because they do not meet the content test. However, the additional information in relation to the professional standards test (links to editorial guidelines and complaints handling policy) was found to be sufficient to meet this eligibility criterion.

We note you can apply to be registered again in the future but you are advised to consider the reasons for your ineligibility as described below.

Why are you ineligible?

Our requirements for the Content Test

Applicants must demonstrate the primary purpose of their nominated news sources is to create core news content.

Core news is defined 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. In determining the primary purpose of the news source, the ACMA considers the amount of core news content created by the news source, the frequency with which the news source creates core news content and the prominence of the core news created by the news source compared to other content produced by the news source.

As previously advised, you submitted <https://www.australiangolfdigest.com.au> as the primary link to both news sources. Our assessment of this URL main page found no content that would meet the definition of core news content. The content focused entirely specialist content related to golf, such as articles about golf players, golf tour coverage and golf industry information and news. The news link on the main page 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. The news source for Australian Golf Digest Magazine (magazine) included links to content on Twitter and Instagram. Each of these links was reviewed and no core news content could be located. While it is possible that the submitted news source links may include core news content from time to time, the ACMA considers that the primary purpose of the news sources is not to create core news content.

In response to the ACMA's preliminary view, you submitted additional claims that the news sources met the content test due to the popularity of golf in Australia. You also included links to stories and articles you considered as meeting the content test. The ACMA does not agree that the popularity of the sport (or other subject matter) automatically means that content on the news source meets the definition of core news. As explained above, for the news source to meet this test, its primary purpose must be the creation of core news. The ACMA reviewed the additional content submitted and consider that some articles met the core news definition but this content was limited and infrequently published (publication dates included March 2019, June and September 2020 and April 2021). I also note that this

content was not the prominent material on the site and while we acknowledge that some content may meet the core news definition from time to time, it is clear the primary purpose of the news source is not the creation of core news content.

The News Media Bargaining Code Eligibility Guidelines (the Guidelines) provide detailed information on the content test and examples of core news content (see pages 7-8 and 13-14 of that document).

Where the ACMA finds that a news source is ineligible it will not be registered. Applicants may reapply by submitting a new application via the ACMA's online application portal. You can also contact the ACMA on bargainingcode@acma.gov.au to discuss why their application was unsuccessful if you wish to do so.

Please call me if you have any questions about this matter.

Yours sincerely

Lachlan Habgood
Compliance and Regulatory Advisor
News Media Bargaining Section

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