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Australian
Communications
and Media Authority

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Elizabeth Press

From: bargainingcode
Sent: Wednesday, 19 May 2021 12:22 PM
To: 'Stephen Green'
Cc: bargainingcode
Subject: Outcome of assessment of application for registration under the News Bargaining Code
-SGC Media Pty Ltd [SEC=OFFICIAL]

Dear Mr Green,

Thank you for your email below. This ACMA has now concluded its assessment of the application from SGC Media Pty Ltd. On 18 May 2021, the ACMA determined that the application (received 18 March 2021) is ineligible for registration under the News Media Bargaining Code (the Code) because:

1. The news source Countrytown failed to meet the Professional Standards Test (no final decision was made on this criterion for Purple Sneakers) and
2. The news sources Countrytown and Purple Sneakers failed to meet the Content Test.

Please note, SGC Media Pty Ltd may reapply for registration under the Code by submitting a new application, with changes addressing the areas where the application was found ineligible, via the ACMA's online application portal. You can also resubmit your application with a different set of news sources to make up the news business.

I note that in your telephone discussion with Elizabeth Press yesterday, she mentioned that the Code will be reviewed in approximately 12 months' time. You may wish to make a submission to the review at that time.

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

Yours sincerely

Lachlan Habgood
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News Media Bargaining Section

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