

# ACMA news media bargaining code eligibility assessment report

**News business name:** Aspermont Limited

**News business ID:** ACMA-NBC-2871YBZW48

**News sources:**

1. Australia's Mining Monthly (A magazine)
2. Australia's Mining Monthly (A website or part of a website)
3. EnergyNewsBulletin.net (A website or part of a website)
4. EnergyNewsBulletin.net (A magazine)
5. Farming Ahead (A website or part of a website)
6. Farming Ahead (A magazine)
7. MiningNews.net (A website or part of a website)

**Date submitted:** 19/03/2021

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

**Initial assessor:** Lachlan Habgood APS6

**QA assessor:** Elizabeth Press EL2

**Officer recommendation:** Ineligible

## Revenue test

**Assessment:** Pass

The applicant provided an audited financial statement (an annual report) for Aspermont Ltd (ABN 66 000 375 049), for the financial year ended 30 September 2020. The annual report contains an independent auditor's report which notes that the document was prepared in accordance with obligations under the *Corporations Act 2001*. As the applicant provided audited financial statement it was not required to submit a statutory declaration.

The annual report states that the revenue for the news corporation was in excess of \$15,000,000.00 for that financial year which exceeds the financial threshold for this criterion.

The applicant meets this criterion.

## Connection requirements

**Initial assessment:** Pass

The submitted Applicant Corporation name is Aspermont Limited (ABN 66 000 375 048).

The ABN lookup search (conducted 27/04/2021) confirms the name of the corporation matches the registered ABN and that it is a registered Australian Public Company.

Australian  
Communications  
and Media Authority  
[www.acma.gov.au](http://www.acma.gov.au)

A statutory declaration was submitted with the application, signed by Mr Timothy John Edwards, Company Secretary. It declares that Aspermont Limited ultimately operates and controls the news sources that are part of the application, as follows:

- MiningNews.net
- Australia's Mining Monthly
- EnergyNewsBulletin
- Farming Ahead).

The applicant meets this criterion.

# 1. Australia's Mining Monthly (A magazine)

## Professional standards test

Initial assessment: Fail

### Editorial policy

The applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at [https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 10/05/2021).

This editorial policy contains an explanation of its approach to publishing and sections concerning Accuracy, updating and errors; copyright, plagiarism and false statements; disclosures and transparency; use of images; social media; and compliance. The editorial policy does not refer to other areas usually included in robust editorial policies such as impartiality, privacy, conflicts of interest and discrimination, and complaints handling processes.

A review of the website and link to the editorial policy <https://www.aspermont.com/> occurred on 22/4/2021. It could not be located on this website. A review of the website link submitted by the applicant, namely, (<https://www.miningmonthly.com/>) was also conducted. On the Contacts page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. The link resolves to a page at <https://www.miningmonthly.com/static/aspermont.com/static/corporate-governance>. However, this page only states 'Sorry – the page you are trying to access does not exist'.

### Complaints handling

The applicant submitted the link <https://www.miningmonthly.com/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:

- the editorial policy does not contain a standard related to impartiality;
- the applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).
- The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.

## Content test

Initial assessment: Fail

The applicant provided 2 links to content:

<https://www.miningmonthly.com/> (Primary link) and  
<https://www.miningmonthly.com/category/emagazine/issues>

A review of <https://www.miningmonthly.com/> was conducted on 11/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on mining industry news and information news and information in Australia. The top of the page has a cluster of linked stories relating to the Australian Mining industry, eg Wenco Picks Up Smartcap, Controversy abounds over export plan, Cat robots hit 3Bt mark.

Below the main page is broken up into titled sections related to a specific aspect of the mining industry. Each section contains 5 to 6 stories related to a specific mining industry area, eg Surface Mining, Underground Mining, Processing, Asset Management, Infrastructure, Future of Mining, etc. The displayed articles each have a date of publication, usually within 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the <https://www.miningmonthly.com/> that displays a larger version of the photo image from the main page, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.

Based on the title and initial sentence view when accessing the initial photo link, no news articles displayed on the home page addressed matters of broader public interest beyond the mining industry. This news source appears to be entirely focused on Australian mining industry news, information and trade reporting. As such, it is a source of specialist reporting targeted directly to those with an interest in the Australian mining industry. The primary purpose of the website is not the publication of core news.

This assessment is supported by the About Page at <https://www.miningmonthly.com/static/about-mining-monthly> which states:

Australia's Mining Monthly (AMM) is the premier mining publication for those working in the operational side of mining.  
Each edition carries detailed coverage and extensive information on the equipment, people, technology and services driving Australia's mining industry. AMM is essential reading for those wanting to make better decisions in their mining business and career with the right information on-hand.

The Applicant provided a secondary link at <https://www.miningmonthly.com/category/emagazine/issues>

A review was conducted on 12/05/2021. This website contains photos of the covers of the current and past issues of the published 'Australia's Mining Monthly' magazine. Clicking on the image of the May 2021 magazine covers resolves to a page containing the same magazine cover image, and the text saying 'This page allows you to read Australia's Mining Monthly as an eMagazine - an edition you can access in your web browser.' To read articles from this site, a user must log in or subscribe. No reporting or other stories was available on this website, but the page did contain links back to the previously assessed <https://www.miningmonthly.com/> site. The Applicant does not meet this criterion.



## Australian audiences test

Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number. The news source is that is the subject of this assessment is a website or part of a website and a review of the titles and brief descriptions available from the accessing the stories supports the view that the news source operates predominately in Australia for the dominant purpose of service Australia Audiences.  
The Applicant meets this criterion.

## 2. Australia's Mining Monthly (A website or part of a website)

## Professional standards test

Initial assessment: Fail

### Editorial policy

The Applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at [https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 12/05/2021).

This is the same editorial policy reviewed for Australia's Mining Monthly (magazine). It contains an explanation of its approach to publishing and sections concerning Accuracy, updating and errors; copyright, plagiarism and false statements; disclosures and transparency; use of images; social media; and compliance. The editorial policy does not refer to other areas usually included in robust editorial policies such as impartiality, privacy, conflicts of interest and discrimination, and complaints handling processes.

A review of the website editorial policy (<https://www.aspermont.com/>) was conducted (13/05/2021). It could not be located on this website. A review of the website link submitted by the Applicant for the content that is the subject of this news source application (<https://www.miningmonthly.com/>) was also conducted. On the Contact Us page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. Clicking the link resolves to a page at <https://www.miningmonthly.com/static/aspermont.com/static/corporate-governance>. However, this page only states 'Sorry – the page you are trying to access does not exist'.

### Complaints handling

The Applicant submitted the link <https://www.miningmonthly.com/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The Applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:

- the editorial policy does not contain a standard related to impartiality;
- the Applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).

The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.

## Content test

Initial assessment: Fail

The Applicant submitted <https://www.miningmonthly.com/> as the location where the content is published.

A review of this site was conducted on 13/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on mining industry news and information news and information in Australia. The top of the page has a cluster of linked stories relating to the Australian Mining industry, eg Wenco Picks Up Smartcap, Epiroc, OZ helping create the modern miner, Coronado to face charges over Rabbitt fatality.

Below the main page is broken up into titled sections related to a specific aspect of the mining industry. Each section contains 5 to 6 stories related to a specific mining industry area, eg Surface Mining, Underground Mining, Processing, Asset Management, Infrastructure, Future of Mining, etc. The displayed articles each have a date of publication, usually within 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the <https://www.miningmonthly.com/> that displays a larger version of the photo image from the main page, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.

Based on the title and initial sentence view when accessing the initial photo link, no news articles displayed on the home page addressed matters of broader public interest beyond the mining industry. This news source appears to be entirely focused on Australian mining industry news, information and trade reporting. As such, it is a source of specialist reporting targeted directly to those with an interest in the Australian mining industry. The primary purpose of the website is not the publication of core news.

This assessment is supported by the About Page at <https://www.miningmonthly.com/static/about-mining-monthly> which states:

Australia's Mining Monthly (AMM) is the premier mining publication for those working in the operational side of mining.  
Each edition carries detailed coverage and extensive information on the equipment, people, technology and services driving Australia's mining industry.  
AMM is essential reading for those wanting to make better decisions in their mining business and career with the right information on-hand.

The Applicant does not meet this criterion.

## Australian audiences test

### Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number. The news source is that is the subject of this assessment is a website or part of a website and a review of the titles and brief descriptions available from the accessing the stories supports the view that the news source operates predominately in Australia for the dominant purpose of serving Australia Audiences.

The Applicant meets this criterion.

### 3. EnergyNewsBulletin.net (A website or part of a website)

#### Professional standards test

Initial assessment: Fail

##### **Editorial policy**

The Applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at [https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 13/05/2021).

This is the same editorial policy reviewed for Australia's Mining Monthly (magazine). It contains an explanation of its approach to publishing and sections concerning Accuracy, updating and errors; copyright, plagiarism and false statements; disclosures and transparency; use of images; social media; and compliance. The editorial policy does not refer to other areas usually included in robust editorial policies such as impartiality, privacy, conflicts of interest and discrimination, and complaints handling processes.

A review of the website where the link to the editorial policy is sourced (<https://www.aspermont.com/>) was conducted (13/05/2021). It could not be located on this website. A review of the website link submitted by the Applicant for the content that is the subject of this news source application (<https://www.energynewsbulletin.net/>) was also conducted. On the Contact Us page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. Clicking the link resolves to a page at <https://www.energynewsbulletin.net/static/aspermont.com/static/corporate-governance>. However, this page only states 'Sorry – the page you are trying to access does not exist'.

##### **Complaints handling**

The Applicant submitted <https://www.energynewsbulletin.net/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The Applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:

- the editorial policy does not contain a standard related to impartiality;
- the Applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).

The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.



## Content test

### Initial assessment: Fail

The Applicant submitted <https://www.energynewsbulletin.net/> as the location where the content is published. A review of this site was conducted on 13/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on energy industry (eg oil, natural gas, renewable energy production, development and distribution etc).

The top of the page has a cluster of linked stories relating to the energy industry issues, eg

- Buru Canning spud a month away. This article links contains the subtitle 'Return to WA' and 'Exploration'.
- ACCC grants Vali partners joint gas marketing approval. This article contains the subtitle 'Finance and Legal'.
- Cue receives extension for permit beside Ironbark (subtitle 'Exploration').

Below the main page is broken up into titled sections related to a specific aspect of the energy industry. Each section contains 5 to 6 stories related to that area, eg Future of energy, Operations, Focus Feature, Markets Insight and Strategy. The displayed articles on the main page have a date of publication usually 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the website that displays a larger version of the photo image from the article link, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.

Based on the title and initial sentence viewed when accessing the photo link, no news articles displayed on the home page addressed matters of broader public interest beyond the energy industry. This news source appears to be entirely focused on energy industry news, information and trade reporting. As such, it is a source of specialist reporting targeted directly to those with an interest in the industry sector. The primary purpose of the website is not the publication of core news.

This assessment is supported by the About Page at <https://www.energynewsbulletin.net/static/about-us>

EnergyNewsBulletin.net is Asia-Pacific's most comprehensive source of daily energy news, providing unparalleled insight into the energy value chain sector through breaking news, expert commentary and researched features.

This leading news service has built an enviable reputation for its coverage relating to the operations, supply, investment and development of energy assets across both the oil & gas and more recently the emerging renewables sector.

Subscribing to EnergyNewsBulletin.net will ensure your business has access to the information it needs to stay one step ahead and to be able to make better decisions.

The Applicant does not meet this criterion.

## Australian audiences test

Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number. The news source is that is the subject of this assessment is a website or part of a website and a review of the titles and brief descriptions available from the accessing the stories supports the view that the news source operates predominately in Australia for the dominant purpose of serving Australia Audiences.

The Applicant meets this criterion.

## 4. EnergyNewsBulletin.net (A magazine)

### Professional standards test

Initial assessment: Fail

#### Editorial policy

The Applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at [https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 13/05/2021).

This is the same editorial policy reviewed for Australia's Mining Monthly (magazine). It contains an explanation of its approach to publishing and sections concerning Accuracy, updating and errors; copyright, plagiarism and false statements; disclosures and transparency; use of images; social media; and compliance. The editorial policy does not refer to other areas usually included in robust editorial policies such as impartiality, privacy, conflicts of interest and discrimination, and complaints handling processes.

A review of the website where the link to the editorial policy is sourced (<https://www.aspermont.com/>) was conducted (13/05/2021). It could not be located on this website. A review of the website link submitted by the Applicant for the content that is the subject of this news source application (<https://www.energynewsbulletin.net/>) was also conducted. On the Contact Us page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. Clicking the link resolves to a page at <https://www.energynewsbulletin.net/static/aspermont.com/static/corporate-governance>. However, this page only states 'Sorry – the page you are trying to access does not exist'.

#### Complaints handling

The Applicant submitted <https://www.energynewsbulletin.net/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The Applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:

- the editorial policy does not contain a standard related to impartiality;
- the Applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).

The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.

## Content test

Initial assessment: Fail

The Applicant submitted

<https://www.energynewsbulletin.net/category/emagazine/issues> as the secondary link.

A review was conducted on 14/05/2021. This website contains photos of the covers of the current and past issues of the published 'Energy News Bulletin eMagazine'. Clicking on the image of the March 2021 eMagazine covers resolves to a page containing the same magazine cover image, and the text saying, 'This page allows you to read Australia's Mining Monthly as an eMagazine - an edition you can access in your web browser.'

This page is enabled with a page turn function so that the full eMagazine is readable. The reviewed content is presented as a digital version of a published magazine (this assessment concerns the magazine version of the news source). The inside cover contains a contents page listing a number of articles, 'ENB CEO survey on 2021' an article containing interviews with Energy industry CEOs about how 2020 changed the energy space and their views on the future; 'Sun Cable set to transform Top End' (page 11), an article on expected growth in the Northern Territory following the completion of a development deal with Sun Cable; 'Vietnam's staggering solar rush' (page 16), an article exploring the diverse energy sector in Vietnam. The remaining articles in this issue also focus on energy sector issues.

No other eMagazine issue was able to be accessed for review.

The Applicant submitted <https://www.energynewsbulletin.net/> as the location where the content is published. A review of this site was conducted on 13/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on energy industry (eg oil, natural gas, renewable energy production, development and distribution etc).

The top of the page has a cluster of linked stories relating to the energy industry issues, eg

- Buru Canning spud a month away. This article links contains the subtitle 'Return to WA' and 'Exploration'.
- ACCC grants Vali partners joint gas marketing approval. This article contains the subtitle 'Finance and Legal'.
- Cue receives extension for permit beside Ironbark (subtitle 'Exploration').

Below the main page is broken up into titled sections related to a specific aspect of the energy industry. Each section contains 5 to 6 stories related to that area, eg Future of energy, Operations, Focus Feature, Markets Insight and Strategy. The displayed articles on the main page have a date of publication usually 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the website that displays a larger version of the photo image from the article link, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.



The About Page at <https://www.energynewsbulletin.net/static/about-us> states:

EnergyNewsBulletin.net is Asia-Pacific's most comprehensive source of daily energy news, providing unparalleled insight into the energy value chain sector through breaking news, expert commentary and researched features.

This leading news service has built an enviable reputation for its coverage relating to the operations, supply, investment and development of energy assets across both the oil & gas and more recently the emerging renewables sector.

Subscribing to EnergyNewsBulletin.net will ensure your business has access to the information it needs to stay one step ahead and to be able to make better decisions.

Based on the assessment of the eMagazine, and content available on the submitted website, the news source appears to be entirely focused on energy industry news, information and trade reporting. As such, it is a source of specialist reporting targeted directly to those with an interest in the industry sector. The primary purpose of the website is not the publication of core news.

The Applicant does not meet this criterion.

## Australian audiences test

Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number. The news source is that is the subject of this assessment is a magazine and it is noted that the March 2021 eMagazine version reviewed on the secondary link submitted by the Applicant displays a Perth Western Australia address.

A review of the content on the submitted news source links supports the view that the news source operates predominately in Australia for the dominant purpose of serving Australia Audiences.

The Applicant meets this criterion.

## 5. Farming Ahead (A website or part of a website)

### Professional standards test

Initial assessment: Fail

#### Editorial policy

The Applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at [https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 17/05/2021).

This is the same editorial policy reviewed for Australia's Mining Monthly (magazine). It contains an explanation of its approach to publishing and sections concerning Accuracy, updating and errors; copyright, plagiarism and false statements; disclosures and transparency; use of images; social media; and compliance. The editorial policy does not refer to other areas usually included in robust editorial policies such as impartiality, privacy, conflicts of interest and discrimination, and complaints handling processes.

A review of the website where the link to the editorial policy is sourced (<https://www.aspermont.com/>) was conducted (17/05/2021). It could not be located on this website. A review of the website link submitted by the Applicant for the content that is the subject of this news source application (<https://www.farmingahead.com.au/>) was also conducted.

On the Contact Us page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. Clicking the link resolves to a page at <https://www.farmingahead.com.au/static/aspermont.com/static/corporate-governance>. However, this page only states 'Sorry – the page you are trying to access does not exist'.

#### Complaints handling

The Applicant submitted <https://www.farmingahead.com.au/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The Applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:

- the editorial policy does not contain a standard related to impartiality;
- the Applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).

The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.

## Content test

Initial assessment: Fail

The Applicant submitted <https://www.farmingahead.com.au/>

as the location where the content is published. A review of this site was conducted on 17/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on the farming sector (eg cropping, livestock, machinery, farming technology, agribusiness etc).

The top of the page has a cluster of linked stories relating to the energy industry issues, eg

- Support package rolled out to help combat mouse plague. This article concerns a funding package from the NSW Government to provide free-of-charge grain treatment.
- Price of Australian farmland continues to grow. The sub-heading on the article states 'the median price per hectare of Australian farmland increased by 12.9 per cent in 2020, being the seventh consecutive year of growth, according to Rural Bank's Australian Farmland Values 2021 report.
- Self-propelled sprayer testing under way in WA. The sub-heading states 'KONDININ Group's research team was busy this week conducting boom stability testing in Western Australia'.

Below the main page is broken up into titled sections related to a specific aspect of the farming industry. Each section contains 5 to 6 stories related to that area, eg cropping, livestock, machinery, farming technology, agribusiness. The displayed articles on the main page have a date of publication usually 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the website that displays a larger version of the photo image from the article link, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.

Based on the title and initial sentence viewed when accessing the photo link, no news articles displayed on the home page addressed matters of broader public interest beyond the energy industry. This news source appears to be entirely focused on farming reporting, information and related issues. As such, it is a source of specialist reporting targeted directly to those with an interest in this industry sector. The primary purpose of the website is not the publication of core news.

This assessment is supported by the Farming Ahead page at <https://www.farmingahead.com.au/static/about-farming-ahead>

Kondinin Group's flagship publication Farming Ahead has set the tone for the agricultural industry for over 60 years by delivering high value research findings, industry news, equipment reviews and agricultural information on best farming practices to its members.

Kondinin Group prides itself on its commitment to being an integral part of the farming community and is widely regarded as a trusted partner in running Australia's rural businesses.

The Applicant does not meet this criterion.

## Australian audiences test

Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number.

A review of the content on the submitted news source links supports the view that the news source operates predominately in Australia for the dominant purpose of serving Australia Audiences.

The Applicant meets this criterion.

## 6. Farming Ahead (A magazine)

### Professional standards test

Initial assessment: Fail

#### **Editorial policy**

The Applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at

[https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 17/05/2021).

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A review of the website where the link to the editorial policy is sourced (<https://www.aspermont.com/>) was conducted (17/05/2021). It could not be located on this website. A review of the website link submitted by the Applicant for the content that is the subject of this news source application (<https://www.farmingahead.com.au/>) was also conducted. On the Contact Us page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. Clicking the link resolves to a page at <https://www.farmingahead.com.au/static/aspermont.com/static/corporate-governance>. However, this page only states 'Sorry – the page you are trying to access does not exist'.

#### **Complaints handling**

The Applicant submitted <https://www.farmingahead.com.au/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The Applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:



- the editorial policy does not contain a standard related to impartiality;
  - the Applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).
- The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.

## Content test

### Initial assessment: Fail

The Applicant submitted <https://www.farmingahead.com.au/> as the primary link to the content of the news source and <https://www.farmingahead.com.au/category/emagazine/issues> as the secondary link.

as the location where the content is published. A review of this site was conducted on 17/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on the farming sector (eg cropping, livestock, machinery, farming technology, agribusiness etc).

The top of the page has a cluster of linked stories relating to the energy industry issues, eg

- Support package rolled out to help combat mouse plague. This article concerns a funding package from the NSW Government to provide free-of-charge grain treatment.
- Price of Australian farmland continues to grow. The sub-heading on the article states 'the median price per hectare of Australian farmland increased by 12.9 per cent in 2020, being the seventh consecutive year of growth, according to Rural Bank's Australian Farmland Values 2021 report.
- Self-propelled sprayer testing under way in WA. The sub-heading states 'KONDININ Group's research team was busy this week conducting boom stability testing in Western Australia'.

Below the main page is broken up into titled sections related to a specific aspect of the farming industry. Each section contains 5 to 6 stories related to that area, eg cropping, livestock, machinery, farming technology, agribusiness. The displayed articles on the main page have a date of publication usually 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the website that displays a larger version of the photo image from the article link, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.

Based on the title and initial sentence viewed when accessing the photo link, no news articles displayed on the home page addressed matters of broader public interest beyond the energy industry. This news source appears to be entirely focused on farming reporting, information and related issues. As such, it is a source of specialist reporting targeted directly to those with an interest in this industry sector. The primary purpose of the website is not the publication of core news.

This assessment is supported by the Farming Ahead page at <https://www.farmingahead.com.au/static/about-farming-ahead>

Kondinin Group's flagship publication Farming Ahead has set the tone for the agricultural industry for over 60 years by delivering high value research findings, industry news, equipment reviews and agricultural information on best farming practices to its members.

Kondinin Group prides itself on its commitment to being an integral part of the farming community and is widely regarded as a trusted partner in running Australia's rural businesses.

The Applicant provided a secondary link at

<https://www.farmingahead.com.au/category/emagazine/issues>

A review was conducted on 17/05/2021. This website contains photos of the covers of the current and past issues of the published 'Kondin Group's Farming Ahead, independent information for agriculture'. Clicking on the image of the May 2021 magazine covers resolves to a page containing the same magazine cover image, and the text saying 'This page allows you to read Farming Ahead an eMagazine - an edition you can access in your web browser.' To read articles from this site, a user must log in or subscribe. No reporting or other stories was available on this website.

The Applicant does not meet this criterion.

## Australian audiences test

Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number.

A review of the content on the submitted news source links supports the view that the news source operates predominately in Australia for the dominant purpose of serving Australia Audiences.

The Applicant meets this criterion.

## 7. MiningNews.net (A website or part of a website)

### Professional standards test

Initial assessment: Fail

#### Editorial policy

The Applicant states they are subject to internal standards and provided a link to a pdf of the 'Aspermont Group Editorial Policy' at [https://www.aspermont.com/digital\\_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf](https://www.aspermont.com/digital_assets/cfa01549-f0e9-4fd2-9dd7-cb62c8aff197/Aspermont,-Group-Editorial-Policy-2020.pdf) (link accessed 17/05/2021).

This is the same editorial policy reviewed for Australia's Mining Monthly (magazine). It contains an explanation of its approach to publishing and sections concerning Accuracy, updating and errors; copyright, plagiarism and false statements; disclosures and transparency; use of images; social media; and compliance. The editorial policy does not refer to other areas usually included in robust editorial policies such as impartiality, privacy, conflicts of interest and discrimination, and complaints handling processes.

A review of the website where the link to the editorial policy is sourced (<https://www.aspermont.com/>) was conducted (17/05/2021). It could not be located on this website. A review of the website link submitted by the Applicant for the content that is the subject of this news source application (<https://www.miningnews.net/>) was also conducted. On the Contact Us page is the text 'View Aspermont Limited's group editorial policy here'. The word 'here' has a link imbedded. Clicking the link resolves to a page at <https://www.miningnews.net/static/aspermont.com/static/corporate-governance>. However, this page states 'Sorry – the page you are trying to access does not exist'.

#### Complaints handling

The Applicant submitted <https://www.miningnews.net/static/contact-us> as the link where complaints can be made. This page is located on the nominated News Source website. The page invites complaints about editorial matters via email. There is no information that explains the complaints process on this page.

The Applicant declared it is not owned or controlled by a party with political or commercial interest.

The Applicant fails to meet the professional standards test because:

- the editorial policy does not contain a standard related to impartiality;
- the Applicant has not demonstrated that the submitted news sources are subject to this professional standard (as they are not made available to users).

The mechanism for accepting complaints does not include information for users about how a complaint will be adjudicated and does not explain how complainants will be notified of the outcome of their complaint.

## Content test

Initial assessment: Fail

The Applicant submitted <https://www.miningnews.net/> as the location where the content is published. A review of this site was conducted on 17/05/2021. This site contains links (comprising a title and photo image) to articles on the front page that appear to be exclusively focused on mining industry news and information news and information in Australia. The top of the page has a cluster of linked stories relating to the Australian Mining industry and mining industry financial related matters eg:

- Dryblower on gold's return as top dog of the commodity world. A story on the performance of gold in the commodity market.
- Gale gets top job at Resolute as new COO also appointed. A story on the appointment of RESOLUTE Mining permanent managing director and CEO.
- Doppelganger resources companies – true or false? (Strictly boardroom section) (no precis provided).

Below the main page is broken up into titled sections related to a specific aspect of the mining/commodities sector. Each section contains 5 to 6 stories related to that area, eg Exploration/Development, Finance, Commodities, Viewpoint, METS investor, Mine risk management. The displayed articles on the main page have a date of publication usually 1 to 5 days old.

An assessment of the content on the main page was not able to be fully conducted. When accessed, the user is located to a page on the website that displays a larger version of the photo image from the article link, the title, and the first sentence of the article. Below this is an invitation to login or subscribe. Additional information about subscription rates is provided.

Based on the title and initial sentence viewed when accessing the photo link, no news articles displayed on the home page addressed matters of broader public interest beyond the energy industry. This news source appears to be entirely focused on mining/commodities reporting, information and related issues. As such, it is a source of specialist reporting targeted directly to those with an interest in this industry sector. The primary purpose of the website is not the publication of core news.

This assessment is supported by the About page at <https://www.miningnews.net/static/about-mining-news:>

MiningNews.net is a daily capital market focused news service that tracks the price sensitive activities of predominantly Australian Securities Exchange-listed exploration and mining companies as well as providing coverage of global commodity price movements and trends.

The publication has a dedicated, award-winning staff of editors and journalists, who write and produce three daily newsletters to keep stakeholders and investors up to date on relevant market activity for the day.

The applicant does not meet this criterion.

## Australian audiences test

Initial assessment: Pass

The Contact US page of the website provides a street address in Perth, Western Australia and displays an Australian telephone number. A review of the content on



the submitted news source links supports the view that the news source operates predominately in Australia for the dominant purpose of serving Australia Audiences.

The applicant meets this criterion.

## Preliminary Recommendation

Decision maker: EL2

### Comments from decision maker

On 20 May the applicant was advised of the preliminary decision that the application should be found ineligible for registration under the Code because the seven news sources:

- Failed to meet the Professional Standards Test; and
- Failed to meet the Content Test.

The applicants were able to respond on this preliminary finding but advised on 3 June 2021 that the new sources would not necessarily be changing their content in the future so understood that a final decision would be made that they were be eligible for registration.

## Final decision

Decision-maker: Elizabeth Press

Date of final decision: 3 June 2021

Final decision: Fail

### Comments from decision maker

On 3 June 2021, the ACMA advised the applicants that we would proceed to finalise its assessment of the application and a final finding of ineligibility would be made.

The final decision on the application is that it should be found ineligible for registration under the Code because the seven news sources:

- Failed to meet the Professional Standards Test; and
- Failed to meet the Content Test.



Signature of delegated officer:

Name: Elizabeth Press

Date: 3 June 2021