

Elizabeth Press

From: Lachlan Habgood
Sent: Thursday, 3 June 2021 9:48 AM
To: Wendychuang@icloud.com
Cc: bargainingcode; Daniel
Subject: FW: Final outcome of assessment of application for registration under the News Bargaining Code - Media and Media Group Pty Ltd [SEC=OFFICIAL]

Follow Up Flag: Follow up
Flag Status: Completed

Dear Ms Huang,

News Media Bargaining Code Application (ACMA-NBC-2121QSL039)

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

Thank you for the information you provided on 27 May 2021. The ACMA has reviewed this but have made a final decision that the application is not eligible for registration. While the additional material was intended to meet the Editorial Standards requirement, this additional material was not adequate to meet this test.

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?

As we previously advised, a review of the Australian Press Council membership (provided to the ACMA by the APC) confirmed your news business corporation, news business and news source are not on the APC membership list. For the purposes of the Professional Standards test, if an applicant claims membership of the APC and is not, it fails to meet this test.

On 27 May 2021, you provided the following link <https://m.1688.com.au/standards.html> where internal Editorial Standards were located. To be considered analogous and eligible, internal editorial standards should include, at a minimum:

- > a mechanism for accepting, adjudicating and notifying complainants of the outcome of complaints about news content
- > standards relating to the accuracy and impartiality of news content.

The ACMA conducted a review of this link. The page contains editorial standards, including provisions related to accuracy, fairness, balance (ie impartiality), privacy, avoidance of harm, integrity and transparency. It includes an email address and Australian phone number with the invitation that users can contact the publisher and complain if they think there is a possible violation of the editorial standards. Overall, it meets some the requirements however, the page does not provide information to explain:

- how a complaint will be considered, or
- how or if the complaint will be notified of the outcome of their complaint within a timeframe.

Your complaints system does not pass the eligibility requirements because you do not have a mechanism for adjudicating and notifying complainants of the outcome of the complaints about news content.

Lastly, the ACMA was not able to locate a link, or other reference, allowing users to find your internal editorial standards from the News Source URL (www.1688.com.au), or the URL <https://m.1688.com.au/>. The search function on each webpage was also used, in both English and Chinese language, and no link or reference to the professional standards was returned. When a news source is eligible its complaints processes and internal editorial standards can be easily found by readers. While the internal editorial standards are hosted on the respective URLs, the application fails the Professional Standards test as the internal editorial standards are not able to be accessed by users.

As required by the News Media Bargaining Code Eligibility Guidelines (the Guidelines), 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
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News Media Bargaining Section

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