

CROAKEY HEALTH MEDIA

PRESS RELEASE

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Croakey Health Media launches funding drive

Croakey Health Media, a non-profit public interest journalism organisation, has launched a week-long funding drive, warning that the current media policy environment is tough for independent media.

Coinciding with the funding drive, Croakey Health Media is offering free subscriptions to its weekly news bulletin up until midnight on Sunday, 11 December, waiving the usual \$80 per annum charge.

As part of the [#CroakeyFundingDrive program](#) of activities from 5-11 December, the Croakey team is also inviting readers and contributors to pitch ideas for stories and public interest journalism projects with the theme, #HealthEquityMatters2023.

“At a time of growing inequality and climate disruption, it is vital that we collectively help to sustain independent media that is committed to putting a focus on health equity, and providing a platform for the voices and expertise of Aboriginal and Torres Strait Islander people,” said Croakey Health Media Chair Professor Megan Williams.

Editor-in-Chief Dr Melissa Sweet said media policy in Australia could and should be more supportive of non-profit public interest journalism, and welcomed [the recent news](#) that Communications Minister Michelle Rowland plans to overhaul media policy.

“As the Minister herself said, ‘media policy in this country has been stuck in a rut of unambitious agendas and failed execution’,” said Sweet. “Non-profit models like Croakey are paying the price for a long history of media reform favouring big corporate media with excessive market power.”

Sweet said it was disappointing that [the Treasury review](#) of the News Media and Digital Platforms Mandatory Bargaining Code, released on 2 December, showed so little concern for the impact of the code on media diversity.

[Croakey’s submission](#) to the review noted that as a small, under-resourced organisation, it had invested a great deal of its scarce resources in contributing to policy discussions around the Code, to meeting with other publishers and related negotiations, and to making approaches to Meta and Google.

“We have had absolutely no reward from this considerable investment of our time and effort, which has had a big impact on our costs and diverted our attention and time away from our core business of producing and trying to sustain our public interest journalism,” said the submission. “Rather than helping to sustain our public interest journalism, it could be argued that this unproductive and time consuming process has undermined our capacity to remain sustainable.”

For more information about the #CroakeyFundingDrive:
<https://www.croakey.org/croakeyfundingdrive/>

To arrange interviews, contact Melissa Sweet: 0411 459 274

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